XIX. International Balkan and Near Eastern Congress Series on Economics, Business and Management

Plovdiv / Bulgaria

April 08-09, 2023

University of Agribusiness and Rural Development/Bulgaria

University "St. Kliment Ohridski" Faculty of Economics/Republic of North Macedonia

IBANESS

PROCEEDINGS

Editors

Prof.Dr. Mariana IVANOVA

Prof.Dr. Dragica ODZAKLIESKA

Prof.Dr. Rasim YILMAZ

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FOREWORD

International Balkan and Near Eastern Congress Series brings together many distinguished social and behavioral science researchers from all over the world. Participants find opportunities for presenting new research, exchanging information, and discussing current issues.

We are delighted and honored to host the IBANESS Congress Series in Plovdiv / Bulgaria. Presented papers have been selected from submitted papers by the referees. Sincere thanks to those all who have submitted papers.

We hope that through exchange of the presented researches and experiences, the Congress will enhance communication and dissemination of knowledge in Balkan and Near Eastern Countries.

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April 08-09, 2023

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TITLE OF CONGRESS

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IBANESS, University of Agribusiness and Rural Development/Bulgaria
University "St. Kliment Ohridski", Faculty of Economics – Prilep/Republic of North Macedonia

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EVALUATION PROCESS

All submitted articles have undergone a double-blind peer review process.

PARTICIPANT COUNTRIES (15)

Albania, Azerbaijan, Bulgaria, Croatia, France, Greece, Hungary, Ireland, Kosovo, Moldova, North Macedonia, Palestine, Romania, Slovakia, Turkey

TOTAL NUMBER OF PAPERS: 178
THE NUMBER OF PAPERS FROM TURKEY: 87
THE NUMBER OF PAPERS FROM OTHER COUNTRIES: 91

Program

10:00 – 11:00	Parallel Session I	Hall 1 Chair Person: Prof.Dr. Laura DIACONU	
		Ivanka DANEVA	**The Impact of COVID-19 on Trends in Funded Pension Funds**
		Laura DIACONU (MAXIM) and Cristian C. POPESCU	**COVID-19 Pandemic and Internal Migration. A Comparative Analysis**
		Laura DIACONU (MAXIM)	**Remote Work in the Context of COVID-19 Pandemic**
		Wisam A. SAMARAH	**The Effect of COVID-19 on the Convergence of the Jordanian Economy towards a Competitive Economy**
		Angeliki MILIOTI Dela Rosa Maria HELEN Panagiota I. XANTHOPOULOU Alexandros G. SAHINIDIS	**Examining the Correlation Between COVID-19 Cases, GDP Per Capita, and Life Expectancy: An Analysis of 174 Countries**
10:00 – 11:00	Parallel Session I	Hall 2 Chair Person: Prof.Dr. Jülide YALÇINKAYA KOYUNCU	
		Jülide YALÇINKAYA KOYUNCU Gül ŞAFAK	**Hukuk Sistemi Bütünlüğünün Ekonomik Büyüme Üzerine Etkisi: Panel Kanıt**
		Kemal YAMAN	**Türkiye'de Sürdürülebilir Kalkınma Perspektifinden Yenilenebilir Enerji Kaynakları**
		Mustafa HATİPLER Nur KESKİN Funda SELVİ AVAT Gizem SEYHAN	**Hanehalkı Kullanılabilir Gelir Dağılımının ve Gelir Eşitsizliğinin Yıllar Bazında İncelenmesi: Türkiye Örneği**
		Ali KONAK Siminbar YARIYEVA	**Bütçe Açıklarının Seçilmiş Makroekonomik Değişkenler ve Dış Ticaret Üzerindeki Etkilerinin Karşılaştırmalı Analizi: Türkiye Örneği**
10:00 – 11:00	Parallel Session I	Hall 3 Chair Person: Prof.Dr. Nataliia ANTONIUK	

		Fatih Çağatay BAZ	**The Importance of Blockchain for Businesses in Digital Transformation and A Study on Blockchain Development**
		Denisa CANI Rezear KOLAJ	**Digitalization of the Economy: Challenges and Achievements of Fiscalization Implementation in Albania**
		Nataliia ANTONIUK Michaela HARNIČÁROVÁ Eva BENKOVA	**Digitalization of Economic Processes in Anti-Crisis Management During War (By the Example of Ukraine)**
		Albana GJONI Elona FEJZAJ Etleva MUÇA	**Electronic Payment System in Albania**
11:00 – 12:00	Parallel Session I	Hall 1 Chair Person: Assoc.Prof.Dr. Şehnaz BAKIR YİĞİTBAŞ	
		Şehnaz BAKIR YİĞİTBAŞ	**Covid-19 Pandemi Krizi ve Para Politikası Uygulamalarında Niceliksel Gevşeme (QE) Aracının Kullanımı: Gelişmiş Ülke Örnekleriyle Bir Değerlendirme**
		Hande ASICI Fatih KOÇ	**Covid-19 Pandemisinin Ev Dekorasyonu ve Mobilya Seçimi Alanında Pazar Trendlerine Olan Etkisi**
		H. Bayram İRHAN	**Yenilenebilir Enerjinin Sosyal Politika Etkisi: Covid-19 ve Rusya-Ukrayna Savaşı Dönemi Değerlendirmesi**
11:00 – 12:00	Parallel Session II	Hall 2 Chair Person: Prof.Dr. Gábor REKETTYE	
		Eda LUGA Gentjan MEHMETI	**Lifestyle and Time as Limiting Factors of Online Shopping for Food Products**
		Marietta Balázsné LENDVAI Ildikó KOVÁCS Judit BEKE	**Preferences for Local Food Products: The Case of Young Hungarian Consumers**
		Gábor REKETTYE Gábor REKETTYE JR.	**The Changing Role of Empathy in the Complex System of Customer Value**
		Marija JANKOVIC	**Improving Service Quality and User Satisfaction in**

			the Internet Environment
11:00 – 12:00	Parallel Session II	Hall 3 Chair Person: Prof.Dr. Cüneyt KOYUNCU	
		Oğuz TUNÇ Didem HEKİMOĞLU TUNÇ	**Bulgaristan'da ve Türkiye'de Hizmet Veren Özel Hastanelerin Dijital Küresel Erişim Bağlamında İncelenmesi**
		Siminbar YARIYEVA Ali KONAK	**Türkiye ile Bulgaristan Arasındaki Rekabet Gücünün Seçilmiş Sektörler Bazında Karşılaştırılmalı İhracat Performans İndeksi ile Analizi**
		Ali KONAK Sercan MADENOĞLU	**İş Yapma Kolaylığı Açısından Türkiye ve Balkan Ülkelerinin Karşılaştırılmalı Analizi**
		Mehmet Kenan TERZİOĞLU Senem DEMİRKIRAN	**Türkiye ve Kosova'da Dijital Vatandaşlık**
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		Dragica TOMESKA Snezana OBEDNIKOVSKA Margarita JANESKA Karolina ILIESKA	**Customers' Perception on The Use of Modern Electronic Banking Services in the Banks of the Republic of North Macedonia**
		Petar PETKOV	**Reasons for Some Attempts to Assess the Digitalisation of the Banking System**
		Jona PUCI Albana DEMI (MOSHO) Ketrin ÇUPI	**Determinants of Non-Performing Loans: The Case OF CEECs Commercial Banks**
		Milaim MEHMETI Tatjana SPASESKA	Credit Potencial of Commercial Banks in Kosovo and their Impact on Economic Growth
		Rasim YILMAZ	Is Silicon Valley Bank Failure Different from Previous Bank Failures?
12:00 – 13:00	Parallel Session II	Hall 2 Chair Person: Prof.Dr. Ertuğrul Recep ERBAY	
		Ertuğrul Recep ERBAY Aycan CAN	**Küresel Ekonomide Türkiye'nin Deniz Lojistiği Faaliyetlerinin Rekabet Avantajı**

		Aycan CAN Ertuğrul Recep ERBAY	**Seçilmiş Yeni Gelişen Ekonomilerde Deniz Ticaretinin Ekonomik Büyüme Üzerine Etkisi'nin Panel ARDL Testi ile Analizi**
		Seçkin GÜN	**Ticari Limanların Yıllık Performans Göstergelerini Etkileyen Uygulamalar**
		Seçkin GÜN Ali Faruk AÇIKGÖZ	**Değişim Yönetiminde Serbest Kürsü Yönteminin Bir Liman İşletmesi Uygulama Örneği Üzerinde Potansiyel Verimlilik ve Maliyet Etkileri**
13:00 – 13:30	Lunch		
13:30 – 14:30	Parallel Session III	Hall 1 Chair Person: Asst.Prof.Dr. Dijana GJORGJIEVA	
		Katarína BELANOVÁ	**Legal Form of Businesses of Small and Medium – Sized Enterprises in the Slovak Republic**
		Emilja GJORGJIOSKA Dijana GJORGJIEVA	**The Leasing Agreement and Possibilities of Use among SMEs in the Republic of North Macedonia**
		Nihan SENBURSA Taşkın KILIÇ	**Invasive Organizations: A New Approach in Management Science**
13:30 – 14:30	Parallel Session III	Hall 2 Chair Person: Prof.Dr. Hasan VURAL	
		Hasan VURAL Bülent ALBAYRAK	**Arpa Üretim ve Pazarlama Yapısı**
		Hasan VURAL	**Elma Ekonomisi ve Pazarlaması**
		Ayşe Gül KOBAŞ Duygu AKTÜRK	**Çanakkale'de Arıcılığın Mevcut Durumu Sorunları ve Çözüm Önerileri**
		Doğancan KURBAN Gökhan ZENGİN	**Sürdürülebilir Kent Yaklaşımlarından Topraksız Tarım: Paris ve Barselona Örnekleri**
13:30 – 14:30	Parallel Session III	Hall 3 Chair Person: Prof.Dr. Eketarina ARABSKA	
		Irina MANOLESCU Mihai TALMACIU	**The Specifics of the Application of the EU Policies of Smart Specialization in the Agricultural Field**
		Arif MURRJA	**Risk Analysis of Human Resources in the Farms of Intensive Rearing of Chickens in Kosovo**
		Nurcan ÖZKAN	**Investigation of Biological and Biotechnical Control**

			Methods Used in Combating Pests in Turkey Forests
		Nurcan ÖZKAN	**The Role of Birds in Turkish Forests in Biological Control**
		Eglantina PAZAJ	**Establishing The Problems of Olive Processors in Albania Regarding other Actors in the System and the Possibility of Solving Them**
14:30 – 15:30	Parallel Session IV	Hall 1 Chair Person: Prof.Dr. Nevin DEMİRTAŞ	
		Nevin DEMİRBAŞ	**Kısa Gıda Tedarik Zincirlerinin Avantajları: Gelişmelerini Kısıtlayan Faktörler ve Öneriler**
		Hakan İMAMOĞLU Duygu AKTÜRK	**Süt Sığırcılığında Döl Verimi Parametrelerinden Olan Servis Periyodunun İşletme Gelirine Etkisinin İncelenmesi**
		Nilgün DOĞAN Hakan ADANACIOĞLU	**TRA1 Bölgesi Erzurum, Erzincan ve Bayburt İl Merkezlerinde İkamet Eden Hanelerin Balık Tüketim Davranışlarının Belirlenmesi**
		Nilgün DOĞAN Hakan ADANACIOĞLU	**Coğrafi İşaretlerin Yaygınlaşmasında Üretici Örgütlerinin Rolü: Kelkit İlçesi Kuru Fasulye Üreticileri Birliği Açısından Bir Değerlendirme**
		Tidiani DIALLO Canan ABAY	**Mali'de Çiftçilerin Sürdürebilir Tarım Uygulamaları Algısı: Sikasso Bölgesinde Klela İlçesi Üreticileri Örneği**
14:30 – 15:30	Parallel Session IV	Hall 2 Chair Person: Assoc.Prof.Dr.Katarina BELANOVA	
		Bogdan Ion BOLDEA Costin Radu BOLDEA	**The Effects of the Energy Crisis on House Price in East Mediterranean Countries**
		Tsvetan ILIEV	**Consequences of Climate Changes for Economic Development**
		Rasim YILMAZ	**Renewable Energy and Sustainability in the EU**
		Rasim YILMAZ	**What is the Definition of Green Growth?**
		Edmira SHAHU Edvin ZHLLIMA	**Climate Change and Gender-Based Impact- The Case of Albania**
14:30 – 15:30	Parallel Session IV	Hall 3	

		Chair Person: Prof.Dr. Hakan ADANACIOĞLU	
		Derya YILMAZ Sibel TAN	**Çiftçi Kayıt Sistemine e-Devlet ile Başvurunun Desteklemeler Üzerindeki Etkisi: Ezine İlçesi Örneği**
		Hakan ADANACIOĞLU Funda BAŞLIKAYA Metin ARTUKOĞLU	**Tüketicilerin Organik Gıda Satın Alımı Üzerinde Sosyo-Ekonomik Faktörlerin Etkisi: İzmir İli Örneği**
		Funda BAŞLIKAYA Hakan ADANACIOĞLU Metin ARTUKOĞLU	**Tüketicilerin Organik Gıda Satın Alımına Yönelik Tutumları: İzmir'den Bir Örnek Olay**
		Ayten ALTINTAŞ Şura BEKAR Yarkın AKYÜZ Gamze SANER	**Denizli-Acıpayam İlçesinde Büyükbaş Hayvan Sigortası Yaptırma Durumu Üzerine Bir Araştırma**
15:30 – 16:30	Parallel Session IV	Hall 1 Chair Person: Prof.Dr. Radosveta KRASTEVA-HRISTOVA	
		Desislava ALEKSANDROVA	Current Aspects of the Accounting System of Companies Listed on the Bulgarian Stock Exchange
		Niya MARINOVA	Accounting Information as a Factor for Effective Management of Energy Sector Companies
		Galina CHIPRIYANOVA	Current Aspects of the Accounting Information System for the Activity of Insurance Companies
		Miglena MARINOVA	Current Aspects of Accounting and Information Provision for Effective Management of the Enterprises from the Mining Industry in Bulgaria
		Radosveta KRASTEVA-HRISTOVA	The Importance of Information for Decision-Making in Management Accounting
15:30 – 16:30	Parallel Session V	Hall 2 Chair Person: Prof.Dr. Gamze SANER	
		Sema Ezgi YÜCEER Sibel TAN	**Türkiye'de Çeltik Üretimi ve Tarımsal Destekleme Politikalarının Değerlendirilmesi**
		Kumsal İNCİ Selma KAYALAK	**Çanakkale İlinde IPARD II Kapsamında Çiftlik Faaliyetlerinin Çeşitlendirilmesi ve Geliştirilmesi**

			Programından Fon Kullanımının Değerlendirilmesi
		Sabri Sami TAN Sibel TAN	**Tarım ve Küresel Isınma Etkileşimi ve Etkileşimin Devletin Bütçe Dengesi Üzerindeki Etkileri**
		Gökhan KÖSE Gamze SANER Esra KARACA	**Manisa İlinde Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı Kapsamında Ekonomik Yatırımların Desteklenmesi Programının Tarımsal Ürün İşleyen İşletmeler Açısından Değerlendirilmesi**
15:30 – 16:30	Parallel Session V	Hall 3 Chair Person: Prof.Dr. Dilek ALTAŞ	
		Berna SAVAŞ Teoman AKPINAR	**Economic Importance of Water for Sustainable Development and Sectorial Sharing**
		Oğuz KAYMAKÇI	**Economic Crises and the Effects on the Global Economic System**
		Sheikh Abdul KADER Ali KABASAKAL Abidin ÖNCEL	**Macroeconomic Determinants of Economic Growth in Turkey and Bangladesh: A Time Series Analysis**
		Necdet TEKİN	**Migrations from Rumelia and the Balkans to the Republic of Turkiye and Population Growth Forecasts for 2020 (Demographic Forecasts)**
		H. Selçuk ETİ	**Effects of Brand and Advertising Strategies on Global Marketing**
16:30 – 17:30	Parallel Session V	Hall 1 Chair Person: Assoc.Prof.Dr. M. Kenan TERZİOĞLU	
		Cumhur ŞAHİN	**Finansal Şeffaflık: Nedir, Ne Değildir? Genel Bir Değerlendirme**
		Burak GÜRİŞ Yağmur YAVUZ	**Türkiye Hisse Senedi Piyasasının Zayıf Formda Etkinliğinin Doğrusal Olmayan Yeni Bir Birim Kök Testi ile İncelemesi**
		M. Kenan TERZİOĞLU Mehmet Ali YÜCEL	**Endeks Getiri Belirsizliğinin ve Çıktı Büyüklüğünün Teknoloji Endeksi Üzerine Etkisi**
16:30 – 17:30	Parallel Session V	Hall 2 Chair Person: Assoc.Prof.Dr. Costin Radu BOLDEA	

		Kyriakos TSAMANTOURIDIS Angeliki TSAMETI Victoria BELLOU	**The Recovering Attributes of Self Enhancing Humour as Microbreaks and Employee Performance**
		Alban KRYEZI Arif RIZA	**The Role of Responsible State Institutions in Providing Protection During the Treatment of Complaints and Disputes from the Employment Relationship in the Republic of Kosovo**
		Bekir DEĞİRMENCİ	**An Investigation of the Relationship between Absorption and Motivation in an Organizational Context**
		Bekir DEĞİRMENCİ	**Scientific Investigation of the Relationship Between Psychological Well-Being and Optimism Levels of Employees**
16:30 – 17:30	Parallel Session VI	Hall 3 Chair Person:Prof.Dr. Cüneyt KOYUNCU	
		Seyfi AKTOPRAK	**İktisadi Büyüme Modelleri Kavramları Üzerine Bir İnceleme**
		Seyfi AKTOPRAK	**Kalkınma Teorileri Kavramları Üzerine Bir İnceleme**
		İlhan EROĞLU Sevda BERİGEL	**Yoksulluk ve Kurumsal İktisat: Seçili Ülke Grupları Üzerine Bir Analiz**
		Şirin BÜLBÜL Ayşe DURGUN KAYGISIZ	**Ekollere Göre Beşeri Sermaye ve Beşeri Sermayeyi Etkileyen Unsurlar**
16:30 – 17:30	Parallel Session VI	Hall 4 Chair Person: Assoc.Prof.Dr. Galina CHIPRIYANOVA	
		Aristidis BITZENIS Nikos KOUTSOUPIAS Chrysanthi ORAIOPOULOU	**Entrepreneurship and Career Counseling: A Bibliometric Data Analysis**
		Valentina VUČKOVIĆ	**The Effect of Corruption on Entrepreneurship in EU Post-transition Economies**
		Erhan ATAY	**New Renewables Energy Production against Environmental Crises; Mucilage Case versus Hydrogen Economy**
		Erhan ATAY	**Renewable Energy Does Create Green Work and Skills in the (EU) European Union?**

Sunday Sessions

11:00 – 12:00	Parallel Session I	Hall 1 Chair Person: Prof.Dr. Victoria BELLOU	
		Selma DENEME GENÇOĞLU Ogultumar HAZRETKULIEVA	**Web 2.0 Tools for Young Learners: A sample Lesson Plan**
		Elsa ZELA, Esmeralda SHERKO Erion SHEHU	**ESP, a Communicative Approach in Teaching Business English: A Case Study**
		Esmeralda SHERKO Elsa ZELA	**AUT University Students and Their Approach towards Business English Module**
		Erion SHEHU Elsa ZELA Arjan SHUMELI	**The Role of Foreign Language-Display in Advertising**
		Selma DENEME GENÇOĞLU Semih SORMAZ	**Teaching Vocabulary to Young Learners Using Edpuzzle**
		Mehmet Can SANDER Hikmet ASUTAY	**Didactic Suggestions for the Use of Fairy Tale Films in German Language Instruction Applying the Example of the Film Cinderella (2011)**
11:00 – 12:00	Parallel Session I	Hall 2 Chair Person: Assoc.Prof.Dr.Resül YAZICI	
		Korkmaz KESKENDİR Nurhan TALEBİ	**Finansal Teknolojilerin Sigortacılıkk Sektörü Üzerindeki Etkisi**
		Arya AKDENİZ Barış GÖK Utku AKSEKİ	**Girdi-Çıktı Analizi: Tarihsel Gelişimi, Teorik ve Matematiksel Yapısı**
		Selçuk TEKİN	**Deprem Nedeniyle Kurumlara Yönelik Getirilen Ek Vergi Düzenlemelerinin Anayasal Vergileme İlkeleri Yönünden İncelenmesi**
		Seval KARDEŞ SELİMOĞLU Resül YAZICI	**Yıllık Raporlarda Kurumsal Sürdürülebilirlik Açıklaması: Yıllık Faaliyet Raporu Hazırlama Kılavuzu**

11:00 – 12:00	Parallel Session I	Hall 3 Chair Person: Assoc.Prof.Dr. Igor ZDRAVKOSKI	
		Hjaredin KUÇI Kastriote VLAHNA	**The Influence of International Law on Local Law**
		Argona KUÇI	**The Importance of the Law for Private International Law, Concrete Case for Persons with Multiple Citizenships**
		Argona KUÇI	**The Direct and Collision Method for the Regulation of Legal-Private Relations with a Foreign Element**
		Enver BUQAJ	**Implementation of the Most Favorable Law according to the Criminal Code of Kosovo**
		Enver BUQAJ	**Mediation Procedure in Criminal Offenses**
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The Role of Responsible State Institutions in Providing Protection During the Treatment of Complaints and Disputes from The Employment Relationship in The Republic of Kosovo

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Abstract: This paper in the comprehensive aspect is of a combined character, which includes the summary and research features of the research topic, providing sufficient knowledge for the employment relationship and rights from this field in Kosovo. The paper initially contains historical aspects of the development of law and labour relations in Kosovo. In addition to this, it further contains important comparative aspects, offering the possibility of dealing with labour disputes, as well as to analyse the advantages and difficulties offered by the legal framework in dealing with this issue. The paper presents the role of responsible institutions, including the court, respectively, the trend of judicial practice for conflicts arising from labour relations. On the other hand, it also includes statistical data based on the annual work reports of the competent institutions that inspect the respect of the rights derived from the employment relationship. The importance of this paper is also increased by the active research activity argued through interviews conducted with judges and representatives of institutions that deal with labour complaints and disputes. As a result, the primary objective of this work is to examine the legal framework, starting from the employment institutions and up to the practice of these institutions that deal with the relevant disputes from the employment relationship. In order to secure the data, the comparative method of interweaving the main legal sources that determine the field of competence of the competent institutions was used. The second method is the research method through interviews conducted with officials in charge of state institutions whose duty is to protect the rights of this category. In order to provide numerical data, a statistical method was used, through which the number of complaints received by the Independent Supervisory Council for the Civil Service of Kosovo was presented, and on the other hand, the total number of employees without labour contracts in the inspected institutions by the Labour Inspectorate was presented in three last years. The research indicates that the Law on Labour is a basic and general law dedicated to all employed citizens in the Republic of Kosovo, creating an obligation for state and private institutions to respect and take measures to protect labour rights. Based on the interviews conducted with judges, it is emphasized that regarding the nature of the disputes that are presented the most are: requests for the annulment of the employer's decisions which, as a result, have caused the termination of the labour contracts, complaints for returning to the workplace with all the rights guaranteed by law as well as requests for the cancellation of competitions. The data indicate that during these last three years, the year 2021 has been the year with the most complaints registered by the Independent Supervisory Council. Also, it is the same year during which the Labour Inspectorate recorded the largest number of employees without labour contracts.

Keywords: Employment Relationship, Labour Disputes, Legal Framework, Employer, Labour Rights.

1. INTRODUCTION

When a person feels damaged because a right has been violated, regardless of the category to which it belongs, he will feel violated and look for the opportunity to seek protection, respectively to return what has been damaged or lost, whether it is a material good or immaterial. In situations where a right that consists in the employment relationship is violated, this creates significant difficulties in terms of treatment and providing protection, since state institutions must be very careful in providing the right protection. The fact that the victim and society need proper protection, that a right not only exists but must be implemented, that those who violate this right will be punished, present a need and necessary acts that guarantee the provision of proper protection, especially disputes related to the employment relationship. The treatment of these disputes is also a test for society and the state, which treatment proves how democratic the state is in general.

The importance and the basic purpose of this topic is based on the need that at the present time in the Kosovar society, the most difficult aspiration for every citizen is the establishment of an employment relationship based on the preparations and qualifications that they possess. Until recently, the large number of unemployed has been quite evident, which had created convenience and opportunity for employers to terminate the employment relationship at any time and hire new employees, especially in the private sector. Discrimination in terms of gender equality, political interventions, nepotism, the lack of a proper institutional approach, bureaucratic difficulties within the organization are some of the reasons that affect the initiation of judicial

proceedings where the subject of the case are disputes from the employment relationship. On the other hand, the cases of the termination of the employment relationship without a legal basis, the termination of the labour contract, the termination of the employment relationship unilaterally, are some of the reasons on which this study will focus.

The first objective of this paper is the observation of the legal framework, starting from the employer institution, up to the judicial practice related to the disputes that arise from the employment relationships examined in many aspects. This review aims to highlight the importance and role of institutions in dealing with and providing proper protection in these disputes. The next objective is the categorization of the complaints received by the Independent Supervisory Council depending on the object that was disputed during the years 2019, 2020 and 2021. In the framework of statistical data, this paper also follows the quantitative treatment of the inspection activity of the Labour Inspectorate in relation to the identification of employees who have employment relationships without formal contracts and its influence and role in the legalization of employees and economic entities. The final objective of this paper is to look at the practise of institutions work, through a research aspect that deal with such disputes in the framework of the employment relationship.

Initially, the comparative method of interweaving the main legal sources with the secondary ones was used, through which the competent bodies act in treating complaints or disputes from the employment relationship. The second method is the research method through the interviews conducted with responsible officials of state institutions, specifically with judges who deal with civil cases, especially disputes from the employment relationship, who were asked to present their experiences with which types of disputes from the employment relationship they faced the most of the work. This method has also been used with the Chief Inspector of the Labour Inspectorate in relation to his professional evaluations for the efficiency of the implementation of the Labour Law and other acts from this field. A statistical method was used to provide numerical data, in which case the number of complaints received by the Independent Supervisory Council for the Civil Service of Kosovo for the years 2019, 2020 and 2021 was presented. Also, this method was used to provide data that refer to the inspection activity of the Labour Inspectorate to present the number of employees who have established employment relationships informally or without labour contracts during the years 2020, 2021 and 2022. In the framework of this method, an attempt has been made to provide numerical data in terms of the number of employees and economic subjects that have been legalized during these years.

2. BASIC KNOWLEDGE AND HISTORY OF THE DEVELOPMENT OF LABOUR LAW

Labour law represents a branch of the positive legal system, which treats employment relationships as one of the relations that make up a special group of social relations with special importance and characteristics. Since the labour law has employment relationships as its object of treatment, it turns out that it is not only the positive law of employment relationships and other rights derived from this field, but that this law also deals with the theoretical study and practice of legal regulations and other provisions with the aim of advancing labour rights by providing employees with instruments and a favourable environment for guaranteeing the rights derived from the law and the labour contract.

The notion and basic element of the labour law is the labour itself, which represents a conscious and voluntary activity, natural but tiring, because it contains effort and the appropriate commitment for the creation or processing of a useful activity, whether material or immaterial (intellectual). This activity is associated with the element of compensation, since the employee is rewarded for the job performed on the basis of the salary, so that the result of a work done will have effects for the social community as well (Çela, 1998). Labour law aims to reveal the narrow circle of employment relationships and this happens because not every job performed constitutes an employment relationship in the scientific and legal sense of labour law. If an individual works on his own account, without seeking the help of others or other services and performs independent work, he is called an independent employee.

The history and development of labour relations in the informal aspect dates from the slave ownership system, a system in which the slave was the main producer of all material values in agriculture and crafts. Although the slave did not have freedom and in legal terms was treated as an object under the unlimited power of the slave owner, this situation in itself contains elements of a compensated employment relationship in the primitive forms of that time. Even in the feudal system, there were no formalized and regulated employment relations in return for what was worked and produced. The social relations of this period were characterized by the dependence of the serf on the feudal lord and that the latter had the right to sell or buy the serf, except that it was a rule that he did not have the right to kill the serf (Ismajli, 2005).

The labour law and the employment relationship in terms of content begin to appear at the end of the 17th century and the beginning of the 18th century when the industrial revolution came to England, which period is accompanied by the production of cars, especially the steam car, penetrating into European countries and other countries of the world. All this was accompanied by the change of systems from feudal to capitalist. According to Aliu (2010), in the past employment relationships were regulated by civil law, because this was convenient for the ruling-capitalist class, since it was able to exploit the working class more easily. In the absence of an agreement for the equality of the parties, the means of production were in the hands of one person and this enabled the exploitation of the employee.

Today, labour law is an independent branch of law that was formulated at the beginning of the 19th century as a result of the largest intervention of the state in the regulation of employment relationships, and for most of the states it became evident that employees must to have their rights. The constitutionalising of the right to work and other rights related to work comes after the approvement of the Weimar Constitution of 1919, while the recognition and incorporation of this right in the constitutional texts occurs especially after the Second World War (Hasani & Cukalovic, 2013).

2.1. The history and development of employment relationships in the Republic of Kosovo

Based on the fact that Kosovo for a long time was part of the Republic of former Yugoslavia, until recently employment relationships within the province were regulated by the Yugoslav law on basic employment relationships. Regarding the legal regulations, Kosovo until the Law on Labour was issued in 2010 was faced with a number of provisions distributed in many laws and regulations which were issued in different economic, social and political circumstances. In this regard, UNMIK Regulations 1999/24 and 2000/59 had defined the legislation in force and according to these regulations, as laws in force in Kosovo were the laws that were in force until March of 1989 and the UNMIK Regulations, respectively in the field of labour were: the Law on Labour of the KSA of Kosovo of 1989, the Law on Labour of the former Yugoslavia of 1977 as well as the UNMIK Regulation 2001/27 on the Basic Law on Labour in Kosovo of 2001. From this combination of legal acts, the judges have had a lot of difficulty in identifying the legal norm that must be applied in order to apply the material right. With the entry into force of the Law on Labour, the unification of labour legislation has been made and the right of employees to seek judicial protection has been largely guaranteed.

For a long time, since the Second World War, citizens of Albanian nationality were deprived of compliance with the provisions of the Convention on Discrimination in the Field of Employment and Occupation of the International Labour Organization of 1958. This convention also obliged Yugoslavia as a signatory state. The Convention defined the concept of discrimination and provided for the obligation of the signatory states to fully implement the affirmative provisions that refer to opportunities and equal treatment in employment and occupation. According to the Convention on Discrimination in Employment and Occupation (1958) any difference, exclusion or preference based on race, sex, religion, public opinion, national origin or social origin that has the effect of disrupting or distorting equality is prohibited of opportunities or treatment in the field of employment or profession. In the preamble of the Constitution of the International Labour Organization, among other things, the establishment of social justice and the improvement of working conditions as the main prerequisite for maintaining peace in the world is foreseen as the main goal (Riza, 2011).

Albanian citizens in almost all forms of rights realization, including labour rights, were deprived of the main principle guaranteed by the Universal Declaration of Human Rights regarding the employment relationship, which guarantees that each person enjoys the right to work, namely the right not to be discriminated against in this regard (United Nations Human Rights, 1948). It is worth noting that until the nineties, the only thing that was favourable for the Albanians of Kosovo, which in economic terms probably had its own advantages, was that the Kosovar Albanians were allowed to work outside the borders of the former Yugoslavia, alongside citizens of other nationalities. Therefore, many citizens of Albanian nationality manage to create employment relationships in Western countries, but also in many other countries of the world, and all this thanks to the agreement that the Yugoslav state had with the respective countries.

After the nineties, the former Yugoslavia began to disintegrate due to territorial claims. Then the entire autonomy of Kosovo is suppressed, and with this the right to work, where the Albanian citizens of Kosovo were deprived of almost every right, including that of establishing an employment relationship. The repressive system forced the Albanians, through pressure, mistreatment and other forms, to expel them without any right from the employment relationship, a situation which caused a poor socio-economic condition. All the legislation that had to do with the employment relationship was just fictitious, because the Albanians were

limited in all ways and opportunities to claim their rights, one of them being the right to work. After the end of the war in Kosovo 1998/99 and after the approval of resolution 1244 of the UN Security Council, the international monitoring mission - UNMIK is installed in Kosovo, which mission finds Kosovo in a chaotic state regarding the socio-economic infrastructure, the legal one in general and the legal infrastructure related to the employment relationship in particular.

In 2001, the UNMIK mission managed to issue a regulation 2001/27, which regulation was the only act that actually contained the designation as a law, or as it was called the "UNMIK Regulation on the Basic Law on Labour. Such a regulation, regardless of the time it was issued, contained many aspects of harmonizing issues related to the employment relationship. Among other things, this regulation prohibited discrimination at work, determined the minimum age for work, prohibited forced labour, and guaranteed the right to organize trade unions. It also regulated other issues related to the labour contract, working hours, annual leave, official holidays, maternity leave, medical leave, necessary inspections and punitive measures if employers did not comply with this regulation (United Nations Interim Administration Mission in Kosovo, 2001). The history of the regulation of the employment relationship continues to be accompanied by difficulties, since despite the establishment of temporary self-government institutions in March 2002, the Government and the Assembly attempted to issue a more advanced law, but without success.

On April 30, 2010, the Government of Kosovo approved the Law on Labour and this was the third time after 2006 and 2008 that the Government approved this law, with some changes in content. The non-approval of the Law on Labour until this time has been justified by the high financial cost, then some of the businesses in Kosovo have opposed some aspects of the Law on Labour, which according to them could burden businesses financially and would discourage foreign investments. On the other hand, the employee organizations persistently demanded the approval of the Law on Labour and other laws in this field. As mentioned above, the main reasons given for disapproval of the Law on Labour were the high financial cost of the law, the underdeveloped economy, foreign investments, pressures from the International Monetary Fund, etc. (Instituti për Studime të Avancuara, 2010). Regardless of this, the Law on Labour entered into force in December 2010 and constitutes the basic legal framework for the regulation of many aspects of the employment relationship. After it, many other by-laws were issued that largely regulate issues related to the employment relationship in Kosovo. Among the legal acts within the national level, the most sublime act regarding the legal basis in a parliamentary state is the Constitution of the country. The constitution as the highest act is a creative norm from which created norms arise. Therefore, it presents a contract between the people and the state and this contract is an agreement to organize as a legal state (Traja, 2000).

3. THE IMPORTANCE OF TREATMENT OF EMPLOYMENT RELATIONSHIPS AND LABOUR DISPUTES

The rights derived from the employment relationship are treated as inalienable and unlimited rights where both the employer and the institution are obliged to respect them and enable the employees to realize these rights. The socio-economic situation in a society is an aspect in itself that also includes human security, therefore even in this context the right to work plays an important role in achieving human security. People without employment relationship are either dependent on aid, which is a burden on society, or have no perspective at all. The rights of employees not only include ensuring suitable working conditions, but also include protection against discrimination and exploitation in the workplace. Essentially, work is not only about ensuring well-being, but also about many relationships that determine participation in society, being closely connected in this way with human dignity. The opposite of all this, which coincides with optimal conditions and standards, can lead to personal insecurity, danger, unhealthy and unfair conditions. Therefore, unemployment and the denial of rights derived from the employment relationship attempt to create unrest and instability in society.

In order to understand the importance of all this, in the human dimension of the workforce, it is necessary to understand what labour disputes are and how the Law on Labour and other acts in Kosovo regulate them. Dispute should be understood as the situation in which a person claims to have a subjective civil right against another person, while the latter denies its existence, or for some other reason denies his obligation to behave in a certain way (Brestovci et al., 2017). In a broader sense, the labour dispute is a dispute that arises when the rights provided by law from the employment relationship are violated or when certain obligations to the employee arising from the employment relationship are fulfilled. In contrast to the dispute, Musa (2013) defines the concept of the contentious issue by emphasizing that it represents the certain vital relationship (material-legal relationship) in which a subject considers and verifies that in relation to other legal subjects, the legal right belongs to him, while the other legal subject contests either the existence of the subjective right

itself or the existence of legal authorizations. The employee whose right has been violated by the employment relationship can request its protection from the competent institutions, starting from the employer, the labour inspectorate bodies, the trade unions and finally the protection and realization of the right can also be requested from the court as the final body to decide on the disputed issue.

Historically, protection at work includes all provisions, technical, health and social measures aimed at ensuring the most suitable conditions to prevent accidents at work, occupational diseases and other diseases related to the work environment (Ligji i Punës, 2010). Historically, protection at work includes all provisions, technical, health and social measures aimed at ensuring the most suitable conditions to prevent accidents at work, occupational diseases and other diseases related to the work environment (Ligji i Punës, 2010). The idea of socio-economic security is a priority of many worldwide governments, so that in this direction in the international aspect, the rights of workers before the Second World War when the International Labour Organization was founded in 1919 were framed in its legislation. Such a practice continued even after the Second World War in the regulation of standards with the establishment of the United Nations.

3.1. Disputes from the employment relationship according to the Law on Labour and other acts in force

It is understandable that the persons who are in the employment relationship, in addition to the obligations towards work, they also have rights derived from the employment relationship. These rights are primarily regulated by the Law on Labour, then by internal acts as well as by collective contracts. Since neither the Law on Labour nor the Law on Contested Procedure determine in any provision what is a dispute from the employment relationship, we must always assume that the employer is obliged to create opportunities for employees to realize their rights from employment relationship. If these rights are not respected or employees are prevented from realizing them, a labour dispute is presented. According to Ismajli (2005), in the broadest sense, a labour dispute is a dispute that arises when the rights foreseen by law from the employment relationship are violated, or when certain obligations to the employee are not fulfilled. The employee who is in an employment relationship has the right to request the realization of his rights or he has the right to oppose the decision that was taken regarding his rights by expressing his displeasure and disagreement with the given decision.

If we approach the comparative aspect of the two basic laws in force that regulate these disputes, in terms of content, almost both of these laws include general clarifications of disputes from the employment relationship. According to the Law on Labour (2010), the employee who believes that the employer has violated the relevant right from the employment relationship, can submit a request to the employer for the realization of the violated right. The employer is obliged to decide according to the employee's request within fifteen (15) days from the date of receipt of the request. The decision is delivered to the employee in written form within eight (8) days. On the other hand, the employee who is not satisfied with the decision by which he thinks that his rights have been violated or does not receive an answer within the deadline set by this law, in the following period of thirty (30) days may initiate labour dispute in the competent court. Procedural rules from the field of employment relationships are aimed at providing protection for the employee's rights as quickly as possible and preventing the illegal acts of the employer against the employee.

The advantages that are evident in the Law on Contested Procedure in the dealing of disputes from the employment relationship, especially in the case of setting deadlines and convening court hearings, the court will always take into account the need for urgent settlement of eventual disputes. In the judgment by which the fulfilment of any obligation is ordered, the court sets the deadline of seven (7) days. Also, for this category of disputes, the law offers the most efficient possibility of protection where it determines that the deadline for filing an appeal against the judgment is seven (7) days (Ligji për Procedurën Kontestimore, 2008). As regards the assignment of competence in disputes arising from the employment relationship, the rules apply that if the plaintiff in the dispute arising from the employment relationship is the employee, then the court of territorial jurisdiction over the defendant is competent for trial, but also the court in the territory of which the work is performed or has been performed or the court in the territory of which the employment relationship was established. (Ismajli, 2005).

In the following, we will present the role of the court in resolving disputes from the employment relationship based on the provisions that determine the procedural acts of this institution. Referring to all the possibilities offered by the legal framework to find the protection of legal relations that coincide with the employment relationship, as the last possibility for the parties, it remains to turn to the competent court. Many countries in the world today have special courts and specialized judges who judge only contested cases from the

employment relationship. However, such a thing is not expected to happen in Kosovo, because the Law on Courts does not provide for such a division, since disputes from the employment relationship are resolved by the basic courts. If the large number of cases and the small number of judges are taken as a basis, these disputes, despite the importance and advantages given by the law, remain untreated. Above is mentioned the situation if the employee considers that his rights have been violated by the employment relationship and the legal opportunities that are guaranteed to him for submitting a request to the employer for the purpose of protection and the realization of the rights that he claims have been violated. The employer is obliged to decide according to the request of the employee within the period of fifteen (15) days.

Any employee who is not satisfied with the decision from the above-mentioned situation or does not receive an answer within the deadline, then in the following period of thirty (30) days can initiate a labour dispute in the competent court. If the court finds that the termination of the labour contract by the employer is illegal, based on the provisions of the Law on Labour (2010), the Collective Contract or the Employment Contract, it will order the employer to execute one of these compensations:

- To pay compensation to the employee, in addition to the allowances and amounts due to the employee under the aforementioned acts, in such amounts as the court considers fair and adequate, but which must not be less than twice the value of any compensation which belongs to the employee at the time of dismissal;
- If the dismissal is deemed illegal according to the law, the court may return the employee to the workplace and order the compensation of all wages and other benefits lost during the illegal dismissal;
- The employer is obliged to implement the decision of the competent court within the specified period.

Regarding the judicial procedure in the treatment of disputes from the employment relationship, it is important to mention some of the aspects provided by the Law on Contested Procedure. When setting deadlines and convening hearings in labour disputes, the court must always take into account the need for an urgent resolution of disputes. In the judgment by which the fulfilment of the obligation is ordered, the court sets the deadline of seven (7) days. The same deadline applies to the submission of the appeal against the judgment or decision. Favouring the treatment of disputes from the employment relationship is also added by the issue of revision as the possibility of using the legal remedy. The law has determined that against the judgment of the first instance, the parties can present a revision within the term of thirty (30) days from the day on which the judgment was delivered to them (Law on Contested Procedure, 2008). In terms of providing legal protection and the role of the court in this regard, the legal framework supports the protection of employment relationships in criminal cases as well, as it has sanctioned acts that contradict the legal acts that regulate this field. The Criminal Code of the Republic of Kosovo has defined the actions that consume elements of the criminal offense from the field of labour such as: Violating rights in labour relations, Violating rights of employment and unemployment, Violation of the right to management, Violation of the right to strike, Misuse of the right to strike, Violating social insurance rights and Misuse of social insurance rights (Kodi Penal i Republikës së Kosovës, 2019). As a result of the materialization of the protection of this right also in terms of criminal liability, in practice these articles are little or not at all implemented because the phenomenon of reporting violators of these rights is accompanied by fear and uncertainty due to numerous political, nepotistic, religious and other obvious reasons.

In order for the paper to acquire the form of importance in terms of providing decisive protection, research has also been developed on the trend of the judicial practice of the Basic Court in Prizren in the treatment of disputes from the employment relationship. In this way, interviews were conducted with judges who deal with civil cases, particularly labour disputes. From the evaluations of the judges, it is emphasized that in terms of the nature of the disputes that are presented the most are: requests for the annulment of the decisions of the employer with which the labour contracts were terminated in violation of the Law on Labour and other acts in force, requests for restitution in the workplace with all rights deriving from the employment relationship, requests for annulment of decisions for candidate selection (cancellation of competitions) as well as lawsuits for annulment of employers' decisions with which any disciplinary measure has been imposed on employees.

4. THE ROLE OF THE INDEPENDENT SUPERVISORY COUNCIL FOR THE CIVIL SERVICE OF KOSOVO AND THE LABOUR INSPECTORATE IN THE PROTECTION OF WORKERS' RIGHTS.

4.1. The history and mandate of the Council

The Independent Supervisory Council is foreseen in the Constitution of the Republic of Kosovo as the highest legal act of the state, according to which this council ensures compliance with the rules and principles that

regulate the civil service, reflecting the diversity of the people of the Republic of Kosovo (Kushtetuta e Republikës së Kosovës, 2008). According to the Law on the Independent Supervisory Council for the Civil Service of Kosovo (2018), this Council is an independent body that reports to the Assembly of the Republic of Kosovo. The Council was originally established by UNMIK Regulation no. 2001/36 on the Civil Service of Kosovo and began to function in 2004 within the framework of the Ministry of Public Services. The functions of this institution are focused on: examining and making decisions on complaints of civil servants against the decisions of the employment body in all Civil Service institutions in accordance with the rules and principles set forth in the Law on Civil Service of Kosovo; decide if the appointments of civil servants at the management level are made in accordance with the legal rules and principles, as well as supervise the implementation of the rules and principles of the civil service legislation.

Civil servants of Kosovo and applicants for employment in the Civil Service can complain to the Council, provided that the complainant must use the internal procedure of the employment body. So, at first one should complain to the complaints commission of the employment authority and then to the Council, unless the latter excludes this request due to the reasonable fear of retaliation, the failure of the employment body to resolve the complaint within thirty (30) days or for any other reasonable reason. The Council must issue a written decision within sixty days (60) after the end of the appeal procedure, justifying the decision and the legal and factual basis of that decision. In cases where the Council is convinced that through the disputed decision the principles or rules of the Civil Service of the Republic of Kosovo have been violated, it issues a written decision which is addressed to the high-level management official or the main person in charge of the relevant employment body. Regarding the execution of the decisions of the Council, they represent administrative decisions in the final form and the execution must be done within a period of fifteen (15) days from the day of acceptance of the decision.

At the end of each year, the Council prepares and publishes the work report with detailed data and information for all activities and works performed. Specifically, this report includes the work that was carried out in the framework of the function of reviewing and deciding on the complaints of civil servants and candidates for admission to the civil service, the function of supervising the selection procedure and deciding on the appointments of civil servants at the high management level as well as the function of monitoring the implementation of the rules and principles of the civil service legislation. Also, depending on the activities, the report may contain data regarding the Council's representation in judicial proceedings, cooperation with local and international institutions, as well as the Council's involvement in important meetings related to reform processes in public administration.

Table 1: Complaints received, by complaint subject matter

		Complaint reporting over the years		
		2019	**2020**	**2021**
No.	**Object of complaint**	**Number of complaints**		
1	Disputed recruitment	405	70	209
2	Material compensation	97	101	310
3	Request within employment relationship	86	126	425
4	Termination of employment relationship	53	26	68
5	Disciplinary measure	53	45	98
6	Transfer	47	18	43
7	Performance appraisal	13	11	33
8	Preventive suspension	13	19	12
9	Violation of right to salary	7	20	28
10	Failure to enforce a decision of Complaints Commission	4	2	0
11	Demotion	2	2	3
12	Against appointment of acting in duty	1	0	1
13	Career advancement issues	1	1	2
14	Non-extension of employment contract	0	2	1
15	**Total**	**784**	**444**	**1235**

Source: *Note.* From "Work report of the Independent Supervisory Council for the Civil Service of Kosovo for the years 2019, 2020, 2021" by the Independent Supervisory Council Civil Service, (https://kpmshc.rks-gov.net/). Copyright 2019 by the Independent Supervisory Council for the Civil Service of Kosovo.

From the work reports for the respective years, it can be seen that during 2019, the Council received a total of seven hundred and eighty-four complaints, which had a different object of complaint. As can be seen from the results, one of the issues that has been complained about the most is the disputed recruitment, which in our country is quite widespread as a phenomenon. After this, other complained categories continue, accompanied by not very big changes, in which case the second one that ranks according to the report has to do with material compensations and request within employment relationship. In the same number, there were complaints regarding the termination of the employment relationship and disciplinary measures imposed on the employees due to non-fulfilment of duties and behaviour according to the responsibilities defined by law. A small number of complaints were registered in categories such as demotion, against appointment of acting in duty and career advancement issues.

From the data provided, it can be seen a noticeable decrease in the submission of complaints in 2020. In contrast to the previous year, where at the top of the list of complaints were disputed recruitment, this year a total of one hundred and twenty-six complaints were submitted that derive from the employment relationship. Material compensation has marked a slight increase with four complaints more than the previous year, while disputed recruitment have marked a marked decrease with three hundred and thirty-five fewer complaints. In addition, there has been a decrease in the number of complaints regarding the termination of the employment relationship, disciplinary measures, transfers and appraisals made in the framework of the work. Complaints for failure to enforce decisions of Complaints Commission and demotions remained the same, with minimal changes. However, unlike the previous year, this year there is an increase in the violation of the right to salary with thirteen more cases and two cases of non-extension of employment contract.

Compared to the previous two years, the year 2021 has marked an enormous increase in terms of the submission of complaints to the Independent Supervisory Council. The data from the report indicate that the complaints from the employment relationship have continued to show a significant increase, which indicates that our society from year to year is facing dissatisfaction and irregularities in the exercise of the rights that are due to the Law on Labour. Mainly during these three years, it is mainly these categories with the most reported complaints. The number of complaints regarding termination of employment and disciplinary measures this year was higher compared to the previous two years. Violations of the right to salary have marked a slight increase, while categories such as demotions, suspensions, career advancements and non-extension of employment contract have a similar number in terms of complaints to the Council.

4.2. The role of the Labour Inspectorate in the protection of rights from the employment relationship

Inspectorates in many countries with advanced democracies, but also in Kosovo, are formed as special bodies with an administrative character whose role is the implementation of laws in practice. One of the reasons for the establishment of inspectorates has to do with the implementation of laws in practice, since this activity is not easy because each of the institutions must have a clear mandate, be well organized and be responsible for the fulfilment of tasks entrusted by law. In Kosovo, a number of different inspectorates have been established that take care of the implementation of laws in the responsible areas.

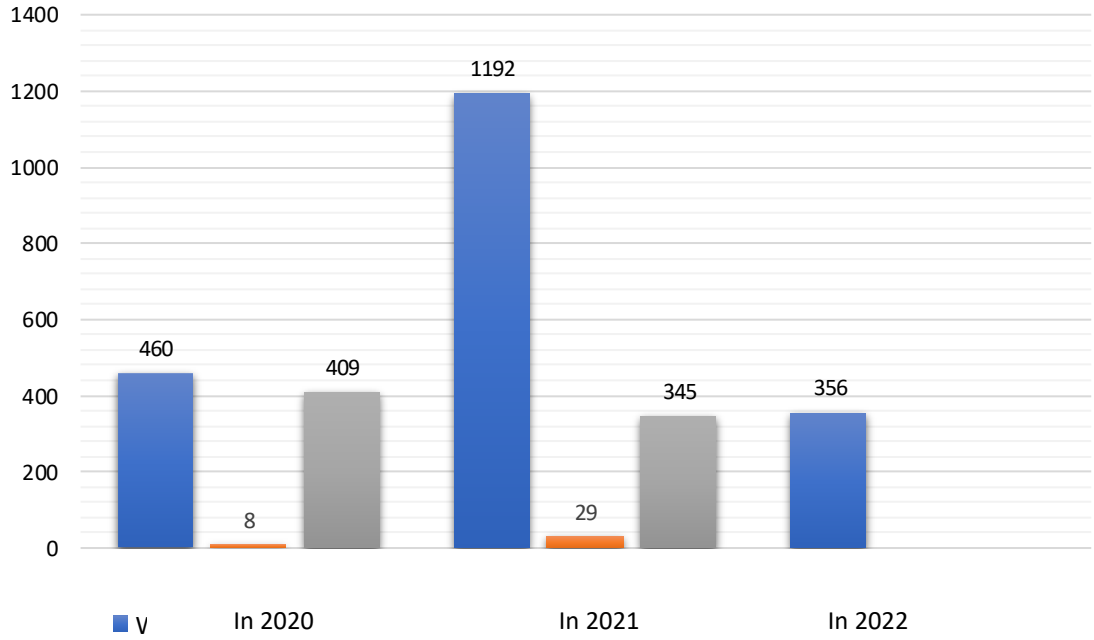
The Labour Inspectorate is competent for the supervision of the implementation of the laws in force, specifically the Law on Labour, the Law on Safety and Health at Work as well as the provisions of several other laws such as the Law on Tobacco Control, the Law on Strikes, the Law on Qualification, Re-qualification and Employment of Persons with Disabilities, as well as by-laws arising from these laws. So, the Labour Inspectorate is the primary institution charged with the responsibility of overseeing the implementation of these laws, which operates within the framework of the Ministry of Labour and Social Welfare. Also, this institution supervises the respect of the rights of the parties arising from the employment relationship. About work, commitment and many other aspects, the Chief Inspector of the Labour Inspectorate was discussed, who points out that since the Law on Labour was very well received by employees and trade unions, it is estimated that, unfortunately, this law is not being implemented properly. From the work reports of this institution, as well as the research reports of many organizations that have monitored the situation of law enforcement and the efficiency of the Labour Inspectorate, it turns out that there are many delays in the implementation of the Law on Labour, such as: working outside the schedule, working during the weekend, work without contracts and the violation of the rights of workers, especially in the private sector or even non-declaration of workers. Some employers sign short-term contracts with employees due to maternity leave, in such a way that they terminate their contracts in case of pregnancy in order not to pay them for maternity leave.

The Law on the Labour Inspectorate (2002) has enumerated the responsibilities and functions of this institution, such as:

- Supervision of the implementation of the Law on Labour, working conditions and protection at work;
- Provision of technical information and advice for employers and employees for the most effective implementation of legal provisions;
- Notifying the Minister of Labour and Social Welfare or any other competent body of any absence or misuse of the applicable law;
- Providing information and advice to employers and employees in accordance with the law and warning the competent authorities of any defects or misuse that are not included in the legal provisions.

In order to implement the law from its area of responsibility, the authority of the Labour Inspectorate coordinates actions and cooperates with municipal governments, tax or health inspections, etc. The Chief Labour Inspector is appointed by the Government on the proposal of the Ministry of Labour and Social Welfare. Municipal inspectors are elected by the Municipal Assembly. An appeal can be made against the decision of the labour inspector (first instance) within 8 days to the Labour Inspectorate (second instance), which is obliged to decide within 60 days according to the complaint. The complaint can also be submitted against the decision of the Labour Inspectorate by opening an administrative dispute in the competent court within 30 days. The appeal filed against the labour inspector's decision does not postpone the execution of the decision.

Chart 1: The number of employees without a labour contract, as well as the number of economic entities and legalized employees



Source: *Note.* "Work report of the Labour Inspectorate for the years 2020, 2021, 2022" by the Labour Inspectorate, (https://ip.rks-gov.net/?page_id=2703). Copyright 2022 by the Labour Inspectorate.

Based on the legal framework in Kosovo according to which the labour relationship is regulated, the Law on Labour also defines the types of labour contracts, which division is based on the time period of their signing and validity. Therefore, relying on this definition, the employment contract can be concluded for: an indefinite period, a certain period and for specific jobs and tasks. If the contract does not contain any details about its duration, then this type of contract should be considered as a contract for an indefinite period. In such an employment relationship, it is not known in advance how long the employment relationship will last. In such a situation, the employee can terminate the employment relationship at any time (Ismajli, 2005). The contract can also be concluded for a certain time or period formalized with the signature of the parties. If this contract is continued for a period of employment longer than ten (10) years, it will be considered as a contract for an indefinite period of time. The last type of contract is related to a specific task, which in terms of duration

cannot be longer than one hundred and twenty (120) days within a year. The employee who establishes such an employment relationship has legal rights and obligations, except that he does not have the right to annual leave.

If we analyse the inspection activity of the Labour Inspectorate during the last three years, it can be seen that the total number of employees who have been without a contract is a total of two thousand and eight employees. Sharing this general result, during 2020, four hundred and sixty employees exercised their activity in a non-formal way. In 2021, the exercise of working duties without labour contracts has marked an enormous increase with a total of one hundred and ninety-two employees without labour contracts. However, the year 2022 is characterized by a decrease in the number of employees without employment contracts compared to the previous two years. The report indicates that during 2020, four hundred and nine employees who were in informal employment or without labour contracts and eight economic entities were legalized. Meanwhile, during 2021, the Labour Inspectorate has influenced the legalization of a total of three hundred and forty-five employees and twenty-nine economic entities. The work report for 2022 does not contain data regarding the number of employees without labour contracts or data for legalized subjects or employees.

Despite the fact that efforts are always made to specify the issues of the contract as a whole, again it may happen that all the rights and obligations are not included in the provisions of the institution itself or even in legal acts. Therefore, in such cases, if difficulties of this nature appear, the interpretation of the contract takes place. Such an interpretation of the contract is mentioned in the Law on Obligational Relationships according to which the provisions of the contract are applied as they have their content. In the case of the interpretation of the contested provisions, one should not be bound only by the textual meaning of the expressions used, but the common purpose of the contractors should be researched and the provision should be understood as it responds to the legal principles (Ligji për Marrëdhënien e Detyrimeve, 2012).

5. CONCLUSION

In terms of the legal framework, the Law on Labour is a basic and general law that is dedicated to all employed citizens in the Republic of Kosovo, obliging all public and private institutions to respect every provision that comes out of this law regarding the rights of work. In this regard, there should be no conflict of laws, nor double standards, legal loopholes or even dominance of by-laws over legal acts. Therefore, it is requested to harmonize the laws that regulate the employment relationship. At the time when Kosovo was part of the former Yugoslavia, employment relationships were regulated by Yugoslav law. Until the issuance of the Law on Labour in 2010, the legal system of Kosovo was faced with a number of provisions that were spread over many laws and regulations. After the end of the war in 1999, the employment relationship was regulated by the UNMIK Regulation of 2001. For a long time, specifically since the Second World War, Albanian citizens have been deprived of compliance with the Convention on Discrimination in the field of Employment and Occupation of the International Labour Organization of 1958, which at that time also obliged Yugoslavia as a signatory state. In December 2010, the Law on Labour entered into force as the legal basis for regulating many aspects of the employment relationship. This law also served as a basic document for issuing other by-laws for the regulation of the employment relationship.

At the national level, the rights from the employment relationship are firstly proclaimed and guaranteed by the Constitution of the country as the highest legal act in the hierarchy of legal acts. The paper indicates the progress and procedure of treating disputes from the employment relationship, so that if the employee considers that his rights have been violated in this field, he can submit a request to the employer for the protection of the violated right as a first instance. If the employee considers that even in the first instance, he did not manage to realize the violated right, then he can go to the competent court by opening a dispute from the employment relationship. Different countries around the world have foreseen the establishment of special specialized courts for examining and resolving disputes from the employment relationship. Well, Kosovo has not followed this model since the Law on Courts does not foresee such a division of courts at the country level. Not only that such a division has not been foreseen, but the judicial system is faced with a small number of judges, a situation that causes a number of unresolved judicial cases. For the employee whose right has been violated, the court can decide that the employer should pay the compensation, return him to the workplace, forcing the employer to implement the court decision. The research indicates that from the evaluations of the judges as a result of the conducted interviews, the disputes that are presented most often for treatment are: termination of the employment contract in violation of the law, requests for return to the workplace, requests

for the cancellation of competitions as well as lawsuits for the annulment of employers' decisions by which any disciplinary measure has been imposed on employees.

The research indicates an increase in the number of complaints addressed to the Independent Supervisory Council for the Civil Service of Kosovo. In 2019, this authority received a total of seven hundred and eighty-four complaints, where the categories with the most complaints mainly have to do with disputing recruitments, material compensations and requests from the employment relationship. In 2020, there was a decrease in complaints to this institution with a total of three hundred and forty fewer cases. If we analyze the data provided by the research, the most complained about categories remain the same as those mentioned above during the year 2019. In 2021, there is a marked increase in the complaints presented to the Independent Supervisory Council with all seven hundred ninety-one cases. Similar to previous years, this year also the same categories with the largest number of complaints remain, starting with requests related to the employment relationship and two other remaining categories such as material compensations and disputed recruitments.

The research indicates that the Labour Inspectorate during the last three years has provided the relevant reports with detailed data on how the rights are respected in the employment relationship. During the inspection activity, a considerable number of employees were observed who work informally or without employment contracts, with a total of two thousand and eight employees, throughout the years 2020, 2021 and 2022. In 2020, four hundred and sixty employees exercised their activity in an informal way. During this year, a total of four hundred and nine employees and eight economic entities were legalized. In 2021, there is a significant increase in the number of employees with a total of one hundred and ninety-two employees without employment contracts. During this year, the Inspectorate managed to legalize a total of three hundred and forty-five employees and nine economic entities. Meanwhile, in 2022, a decrease in the number of employees without a work contract is observed, with a total of three hundred and fifty-six employees. Unlike the previous two years discussed, the 2022 report does not contain data regarding the legalization of employees and economic entities. As a result of this, it can be concluded that in order to effectively formalize and protect the employment relationship in Kosovo, as well as to eliminate informality, the institutional support of the Labour Inspectorate is required. This support can be achieved by increasing the number of inspectors in order to be as present as possible in the working environments, to educate and inform employees about their rights and obligations in submitting complaints if they are faced with a violation of rights by employers. In conclusion, it is requested that more repressive measures be applied to the violators of the rights arising from the employment relationship, in order to prove the institutional commitment to the protection and promotion of the rights from the employment relationship.

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Electronic Payment System in Albania

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Abstract: The study of the payment system in Albania is a topic that always attracts the attention of researchers, as it is one of the important pillars of the country's economy, which directly affects the acceleration of economic growth or its slowdown. This paper aims to study the transformation of the system towards electronic payments, which constitutes a new advantageous means of making payments. The progress or percentage of change in different states is different. Albania cannot be called a country that uses electronic money in most cases, as the use of cash is still predominant, especially compared to other countries in the region and Europe. In order to analyze the development and progress of Albania towards the modernization of payments, data on cards and the number of ATMs or POS distributed in different areas of Albania should be considered. These two tools are interrelated and cannot be conceived without being connected to each other. The study carried out in Albania by the statistics of the Bank of Albania brought out some very interesting results, taking into account the periods of the study carried out. From the studies it was highlighted that the growth of electronic money has increased simultaneously and in parallel with the growth of banking transactions.

Key words: Payment System, Electronic Payment, Debit Card, Credit Card, Economic Growth.

1. INTRODUCTION

With the continuous development of the economy and society, the payment system in Albania has evolved at a dizzying speed. In just 20 years, it has gone from a system based mainly on cash payments and partly on bank transfer payments to a payment system based mainly on electronic money and only a small part on cash. In Albania, the history of the recognition of electronic money begins in 2003 with the opening of a small number of ATMs. Automated Teller Machines or ATMs are able to perform a number of routine transactions for bank customers. Some of these transactions are: withdrawing money, obtaining information on the balance of the bank account, transferring money between different bank accounts. The biggest advantage that ATMs offer to customers is that they are open 24 hours a day, 7 days a week. As for banks, the advantage of using ATMs is that they are very economical for the types of transactions they perform. In recent years, the number of ATM users has increased a lot. This increase has mainly come as a result of the transfer of budget employees' salaries through commercial banks. The increase in the number of electronic money users in Albania has been parallel to the increase in banking transactions. The term "electronic money" or e-money refers to transactions that are carried out without cash money being transferred, but mainly assisted by payment tools such as ATMs, POS devices, a computer or a smartphone. The payment system based on electronic money offers many advantages for the development of the economy of a country, advantages of reducing costs, saving money, speed in the execution of transactions, stimulating the circulation of money, etc. Today, we see that there is a very wide (globally) reach of Smart phones.

Although online commerce has several forms, it is worth mentioning bank card payments, which today are being transformed into a new form of use, moving from computers to smartphones. Mobile applications bring a number of advantages to its user, such as ease of use, making applications as practical as possible and offering a number of offers or discounts to attract as many customers as possible. The only problem with this payment method is the security of the card data. Given that with the development of technology we also have the development of cyber-attacks. But by saving these data, then when they will make a purchase, then it is enough to set only the password. With phones that also offer the option of encryption, a single wallet can be easily and securely created without the need to carry cards with you. It is the idea of the 'virtual wallet' account. Smart phones and the internet are the main tool that has helped online trading. Bank cards will be the basis of payments.

But as a term it has a wide usage and includes a number of mechanisms that make possible the circulation of electronic money. What is observed in the world today is the increasing use of electronic money mechanisms, replacing cash money every day. It is defined as an electronic store of monetary value on a technical device that may bi widely used for making payments, without necessarily involving bank accounts in the transaction,

but acting as a prepaid bearer instrument (European Central Bank, 2000). Electronic money is enabled through cryptography and digital signatures. However, their essence is that banks and customers have decryption codes. These decryption codes are always a pair: a public code, known only by the customer, and another private code, which is known and used only by bank employees who have been assigned this task. All the information that the private code encodes, the public code can decrypt and vice versa. Banks and customers use their codes to encode (for security reasons) and sign (for identification reasons) numerical data representing payment orders. The use of electronic money is enabled by the electronic payment system, which consists of:

1. Issuers
2. Costumers
3. Traders
4. Regulators

With all the advantages that electronic money offers, it also has its disadvantages. Some of these include fraud, technology failure and the uncertainty it gives people. One of the biggest concerns is that counterfeiters could create their own type of electronic money, which would be indistinguishable from real money. The factors that negatively affect the development of the payment system are: Technological factor - Despite the development of technology, it is still not in Albania used and implemented properly. The dominant economy in Albania is that of cash and the payment system is not fully automated. Red tape abounds - Most individuals and businesses think that banks impose numerous requirements, procedures and bureaucracy. This is a factor that drives them to perform their cash transactions as the simplest payment instrument. In the business context, the factors that negatively affect this direction are:

- avoidance of tax obligations
- the high rate of poverty in the country
- lack of information about other payment instruments

The Albanian payment system can be considered as one of the newest systems in the countries Central and Eastern Europe. This system has a legal framework developed with standards and principles for its proper functioning. Payments play an important role in a country's economy. Through them, financial exchanges between economic agents become possible. And is precisely the payment system that enables their movement freely, at the right time, so that them to be used productively.

2. Research Literature

The payment system is an essential part of the financial system of a country. In order to intensify financial and business transactions, there must be effective channels of money circulation, with as little cost, time, and as much circulation effectiveness as possible (Aminova, 2022). Banks and other financial institutions are the main actors in the implementation of the payment system. The Central Bank, as a supervisory and policy-making institution, has a key role in the smooth functioning of the payment system, but also in its continuous reformation to respond to market demands (Liudmyla Polovenko, 2021). Payment systems support financial stability by reducing systemic and settlement risks, acting as firewall to prevent contagion of losses, facilitating proper liquidity management, and through the effective transmission of monetary policy. Also, payment systems are a critical enabler of financial inclusion. Transactions accounts allow people – including the “unbanked” – to make and receive payments in a cost-efficient way. Payment systems also promote economic and financial development: improvements in the national payments system lead to savings for the overall economy, while financial markets benefit from efficient post-trade processing and the safe custody of securities (World Bank Group, 2018). Payment systems facilitate the exchange of goods and services for money and, as such, enable the economy to function. A payment system is a set of rules and processes for transferring money. A payment involves sharing and verifying instructions, in a process referred to as “clearing,” and the transfer of funds to discharge the obligation, referred to as “settlement. Clearing and settlement in payment systems require (1) parties to the transaction and a network of participants – a sender, a receiver, and often one or more financial institutions; (2) an asset or set of assets that are transferred among those participants; and (3) a transfer process that defines the procedures and obligations associated with the transaction. Physical currency is the simplest form of payment and embodies many essential features that noncash payment

systems seek to emulate. A payment in cash settles immediately, does not rely on an extension of credit by a third party, and enables recipients to access the proceeds of a transaction immediately. Cash is also nearly universally accepted, does not carry an additional charge or fee per transaction, and typically protects users' privacy, which may be valuable for a wide array of consumers including vulnerable populations (Department of the Treasury Report, 2022). Businesses increasingly prefer new forms of payment of obligations, which do not include cash, but only transfers of rights and obligations through virtual monetary values. This happens because cash is always difficult to manage (Abrazhevich, 2004). It is very important for businesses to find sophisticated means of payment to manage their daily operations with efficiency, to reduce costs, risks of lack of liquidity, risks of damage and loss of cash, minimizing the time of transactions, creating accurate tracking of transactions, etc (Oladeji 2014). E-payments are the solution to many problems of the lack of cash, the risk of transportation, the speed of execution of the transaction, so another e-payment systems are payments made in electronic commerce environment in the form of money exchange through electronic means, offering many advantages for doing business (Karamjeet Kaur, Ashutosh Pathak, 2015). E-payment appears to be a commercial exchange between the seller and the buyer in a virtual market created through the Internet, a market which has no start and end time, but is accessible at any time (Ravi Kalakota, 1997). The history of e-payment can be traced back to 1918 the time when currency was first moved in United States (U.S) by the Federal Reserve Bank with aid of telegraph. The credit card industry dates back to 1914 when large manufacturers and owners of large hotel chains distributed vouchers to their employees to purchase goods and services. Such an initiative in Albania started only in the last 10 years. Some researchers consider any form of transfer of funds through the Internet as an e-payment, expanding in this way the concept of e-payment in the entire financial system, for all electronic exchanges of funds (Peter M Ogedebe, Babatunde Peter Jacob, 2012). Another researcher defines e-payment as any transaction that takes place between parties who exchange rights and obligations through an electronic source and not by having physical elements of cash or other physical forms of its expression (Wendy Ming-Yen Teoh, Siong Choy Chong, Binshan Lin, Jiat Wei Chua, 2013). The banking system in Albania has developed rapidly these 30 years, and during this period of radical changes the Albanian markets have adapted to the new forms of daily operations, the best case being the forms of payment. Something similar has happened in other developing countries, moreover in Ghana a great evolution has been noticed in the last 15 years towards a cashless system (Stephen Kwadwo Antwi, Kasim Hamza, Shadrach Wusah Bavoh, 2015). However, this system also faces a multitude of challenges that the markets try to turn into advantages every day, minimizing risks and maximizing profits. In relation to these challenges, the advancement of technology in this field always comes to the rescue, making possible the permanent change in the way of life of businesses, families and individuals (Haruna, 2012).

3. Methodology

For the purposes of this study, we built a questionnaire which was addressed to the general population starting from the age group of 22 years and above, the age group from which generally young Albanians begin to secure income through work relationships, and as a result create the possibility of using e-payment techniques. About 220 people answered the questionnaire validly. According to the results of the questionnaire, the majority of the respondents lived in the Tirana region, 90.4%, and a surprising result is that 75% of the individuals who completed the questionnaire belong to the female gender, while the other 25% belong to the male gender, which will says that women make up the majority of the Albanian population that uses electronic money services and its forms. A quite expected result was the age of the respondents. The interaction of young people with digital technologies, from a very young age, is fundamentally different from that of only one older generation, and perhaps this explains the fact why the majority of young people around the age of 22-30 (31.3%) use such services, while the 30-40 (12.5%) and 41-50 (6.3%) age groups seem to have slightly lower usage. Based on the answers, it was found that 65.6% of the respondents use electronic money and its services, of which 71.9 have a university education level and 28.1% have a secondary education. As a result, we can conclude that education and employment level play an important role in the use of bank accounts, bank cards and many other services. In general, those individuals who have a higher or secondary education and are employed use these services for personal or work reasons. On the other hand, individuals who do not have a level of education and are not even employed do not want and do not feel the need to use electronic services. What is worth mentioning is the fact that students also make up a large part of the population in the use of electronic money. For all those individuals who claimed to use electronic services, we continued with some more detailed questions, one of which was to understand which form of electronic money Albanians use the most and why. Below we will present the result answers for each form.

• Credit transfers: Turns out to be the most used form of electronic money. Albanians find it easier to transfer money from their bank account to another, either inside or outside Albania.

• Bank cards (debit/credit/prepaid cards): Widely used in Albania but not so massively. Based on the answers, we find that for reasons that we will argue below, Albanians use bank cards only to withdraw money from ATMs and not for purchases or card payments.

• E-Banking and Mobile Banking: It seems that their use has increased a lot in recent years, because based on the answers, the result seems to be very close to that of bank cards.

• Periodic payment orders: Based on the answers, periodic payment orders are not used by Albanians. This is probably also due to the lack of information on how this payment method works.

• Cryptocurrency: They are a method of payment which apparently is and still remains a term not heard at all by the Albanian people because most of the respondents had not heard and did not even know what cryptocurrencies are.

• PayPal/Express Pay: For the most part, especially for young people, this form of money seems to be a good way of payment mainly for purchases outside Albania.

A very current topic in the last years has been the situation caused by COVID-19 and for this reason we asked citizens what impact the pandemic had on the use of physical money, did the desire to know more forms of online payments increase. According to (CNBC) "Over the past six to eight months, we've seen the use of cash fall even further, and that's a trend we'll see continue." The Covid-19 pandemic was expected to cause a drastic decline in the use of cash due to the risk of contagion. Precisely, for this reason, the Albanian people became aware of the use of physical money and about 36.8% of the people questioned say that they have avoided all physical payments by using different forms of electronic money. Finally, in the questionnaire we asked you all to give your opinion that if you could change or improve the electronic service/s, what would it be. What the citizens feel as the most important difficulty is the lack of information. Many of them still do not know what electronic money or online banking is. There should be more advertising in the television media for the third age (with voice and image) because not everyone has this information. The more information the population has, the more it will become possible to use bank cards, with the use of these cards a long line of these payments for Albanian pensioners will be avoided. If I had the opportunity to do something to help at the third age, it would be the transfer of pensions to a credit card, preferably with 0 commission, and the queue for them would be avoided once and for all.

4. CONCLUSION

In conclusion, the Bank of Albania, in fulfillment of its legal mandate in the field of payment systems, plays a pro-active role in promoting the use of electronic payment instruments through their regulation and supervision, as well as from the point of view of the reformer and the instigator through the means coordination of actors' actions. The main role in this direction is played by the National Committee of the Payment System. In the Albanian market, thanks to the efforts and energies channeled by the banking system, it has been achieved that today cards are one of the most familiar payment instruments for Albanians. Bank cards are considered one of the most familiar payment instruments for Albanians. Currently, there are over 1 million cards in the Albanian market. However, analyzing the Albanian market, some important facts are evident:

• Only 41% of the employed Albanian population owns a bank card.

• Over 90% are debit cards

• Only 20% of the total card transactions are for payments, while the rest are cash withdrawals from ATMs.

• The number of Points of Sale (POS) offered by traders is low, compared to the countries of the region and with a high concentration in urban areas, mainly in Tirana.

Under these conditions, the challenges for the future remain great, such as:

• Penetration - a great effort is needed to expand the population that owns a supported card, this also with the expansion of businesses that offer this payment alternative.

• Changing the ratio in favor of the use of cards as a means of payment in physical and virtual POS compared to the use simply for withdrawing cash.

• Expansion of physical POS as well as virtual ones in strategic sectors such as tourism, which seems to have a high development recently.

• Promotion of innovative products that help significantly in the financial inclusion, especially of the population categories that do not have access to a bank account. An example of such an instrument is prepaid cards, which support the reduction of the use of physical money.

The use of cash money is closely related to fiscal administration. Taxes and taxes that businesses pay by paying monthly obligations or carrying out actions related to export and import are generally realized with the use of physical money. Although the transfers are made to the account, most of the businesses go on the specified dates and deposit the obligations in the state budget accounts, naturally forwarded to the destination through the payment system. In this regard, we would recommend that the state compel businesses to performed the actions only through bank transfers or electronic platforms of banks. The same recommendation also applies to the payment of obligations for electricity, water and telephone, for television operators, for the rent of various premises, payments for various institutions such as kindergartens, schools and other monthly payments that can be administratively ordered not to be made. in cash, but only in transfers, let's say in amounts not less than a sepecific amount of money. Gifts are among the best wishes that are made by every person, family, social and tribal, especially for the end of the year holidays. Even here there is a place to reduce cash payments. Gift cards are very widespread in developed countries - people buy prepaid cards in shopping malls, fashion stores and give them to relatives for these events.

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Examining the Correlation Between COVID-19 Cases, GDP Per Capita, and Life Expectancy: An Analysis of 174 Countries

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Abstract: The purpose of the research was to determine whether there is a statistically significant relationship or correlation between the quantity of COVID-19 instances per million and GDP per capita average life expectancy. The study used data from 174 countries obtained from the World Data Bank website for the period 2019-2020. According to descriptive findings, there were an average of 222,158,9146 coronavirus cases during the time period, with cases ranging in number from 15.12 to 941,125.25. The range of the mean GDP per capita in 2020–2021 was 161,491.3528, the range of the mean life expectancy was 72.38786127, and the range of the mean GDP per capita was 53.25–84.63. The results of the correlation analysis revealed a strong correlation between the number of cases per million and average life expectancy (correlation coefficient = 0.541) and a moderately positive correlation between the number of cases per million and GDP per capita (correlation coefficient = 0.415). Regression analysis was also employed in the study to examine the statistical significance of these connections. The data provided did not include the regression analysis's findings. The findings of the study can help policymakers and public health officials make informed decisions about how to allocate resources and respond to the pandemic. For example, the strong correlation between COVID-19 cases and life expectancy suggests that countries with lower life expectancies may be more vulnerable to the virus, and targeted interventions may be needed in these areas to prevent further spread. Additionally, the moderately positive correlation between COVID-19 cases and GDP per capita suggests that economic factors may play a role in the pandemic's spread, and policymakers may need to consider economic support measures alongside public health measures to combat the virus effectively. Overall, this research provides valuable insights into the complex interplay between COVID-19, public health, and economic factors.

Keywords: COVID-19, GDP per capita, Life expectancy, Correlation analysis, Regression analysis, Public health.

1. INTRODUCTION

The COVID-19 pandemic has affected almost every country in the world, with varying degrees of severity (Demirkıran, 2023). While some countries have been able to control the spread of the virus, others have struggled to contain its spread and have experienced a significant number of cases and fatalities. The impact of the pandemic on the global economy has also been profound, with many countries experiencing a decline in their gross domestic product (GDP) and an increase in unemployment rates (Morris, Correa & Leiva, 2023; Sarker et al., 2022). Additionally, the pandemic has raised concerns about the impact on public health, particularly in terms of life expectancy (Schöley et al., 2022). Coronavirus pandemic 2019 is the current pandemic caused by SARS-CoV-2 and was first detected in Wuhan, the capital of Hubei Province, China in December 2019 (Rabaan et al., 2020). So far, more than 113 million cases have been confirmed in 215 countries. According to reports, the disease caused more than 2.51 million deaths and more than 89 million were recovered (World Health Organization, 2020). To date, at least 10 different vaccines have been developed and licensed by official organizations. It is expected that more licenses will be obtained soon. Vaccination started in late 2020 and has so far exceeded 218 million and the daily vaccination rate has exceeded 6 million (World Health Organization, 2022).

This paper aims to examine the correlation between COVID-19 cases, GDP per capita, and life expectancy across 174 countries. The study will analyze data from a variety of sources, including the World Health Organization, the World Bank, and other reputable sources. By exploring the relationship between these variables, this paper seeks to provide insights into the impact of the pandemic on both public health and the global economy. The findings of this study could have important implications for policymakers and public health officials as they continue to respond to the pandemic and plan for the future. By better understanding the relationship between COVID-19 cases, GDP per capita, and life expectancy, policymakers can make more

informed decisions about how to allocate resources and prioritize interventions to mitigate the impact of the pandemic on public health and the economy. For this study, data were obtained from the World Data Bank website for the period 2019-2020 regarding the number of Covid-19 cases per million, average life expectancy and GDP per capita.

The main research questions of this study are:

1. Which is the association between the number of cases per million and average life expectancy?

2. Which is the correlation between the number of cases per million and GDP per capita?

The dependent variable is defined to be the number of cases per million and the independent variables are defined to be the average life expectancy in the 174 countries under consideration and the GDP per capita in these countries. The study's contribution is that it provides empirical evidence of the relationship between COVID-19 cases, GDP per capita, and life expectancy, which can be useful for policymakers in formulating strategies to address the pandemic. The study's novelty lies in its comprehensive analysis of a large number of countries, which enables a more accurate understanding of the relationship between these variables. Additionally, the study may identify specific factors that contribute to the spread of COVID-19, such as healthcare infrastructure and income inequality. This information can be used to guide future research and policy interventions aimed at mitigating the impact of pandemics. Overall, the study's contribution and novelty lie in its examination of the complex relationship between COVID-19 cases, GDP per capita, and life expectancy, which has important implications for public health and policy.

2. LITERATURE REVIEW

2.1 COVID-19 and its impact on GDP Per Capita, and Life Expectancy

The COVID-19 pandemic had far-reaching economic consequences, leading to the second largest global recession in recent history (Onyeaka et al., 2021). There was a sharp decline in business activity in the service sector during the lockdowns (Kolomak, 2020; Xanthopoulou, 2022), as well as a sustained stock market crash (especially during first year of the pandemic), while also unleashing an unprecedented global supply chain crisis with rising prices and shortages in final and intermediate goods (see, for example, the global shortage of micro-chips from 2020 to date). The pandemic has also resulted in a sustained increase in the prices of energy products and several basic food items. Price increases were felt more by socially and economically vulnerable populations. At the same time, almost all social, cultural and sporting events have been canceled or held online, while the overall impact on the tourism sector as well as commerce has not yet been definitively assessed. In short, the global economic system due to the COVID-19 pandemic has faced and continues to face unprecedented uncertainty, and there is considerable disagreement among experts both about the overall extent of the pandemic and its long-term effects, duration and the qualitative characteristics of the economic recovery that appeared from mid-2021 (Siddique et al., 2021). According to a study conducted by the World Bank (2020), the global economy is estimated to have contracted by 4.3% in 2020, which is the largest recession since the Second World War. This economic contraction has been primarily driven by the COVID-19 pandemic and the resulting lockdowns and social distancing measures. The same study suggests that countries with lower GDP per capita have been hit the hardest, as they have weaker health systems, more limited fiscal space, and are more dependent on external trade and tourism. Another study by the International Monetary Fund (IMF) (2021) found that the pandemic has caused a significant decline in GDP per capita for both advanced and emerging market economies. The study suggests that the pandemic's impact on GDP per capita is likely to be long-lasting, as countries with lower levels of economic development are likely to take longer to recover. A study conducted by the Brookings Institution suggests that the pandemic has exacerbated existing inequalities within countries (Graham, 2020). The study suggests that countries with high levels of income inequality have been hit the hardest, as the pandemic has disproportionately affected vulnerable groups, such as low-wage workers and informal sector workers. Several studies have explored the impact of COVID-19 on life expectancy. The same view share Henry (2020) who writes that COVID-19 had caused a significant reduction in life expectancy in several countries, including the United States, Brazil, and Mexico. The study suggests that the reduction in life expectancy is primarily driven by COVID-19 deaths, but also by indirect effects, such as disruptions to healthcare services. A research conducted by the World Health Organization

(2022) suggests that the pandemic has had a significant impact on mental health, which may also contribute to a reduction in life expectancy. Many studies (such as Ahmed & Sifat, 2021; Varma et al., 2021; Elhadi et al., 2021; McLafferty et al., 2021; Xanthopoulou & Plimakis, 2021) revealed that the pandemic has led to increased levels of stress, anxiety, and depression, which may increase the risk of suicide and other mental health conditions. In general, the pandemic has led to a significant increase in excess mortality in several countries, including the United States, the United Kingdom, and Spain. The increase in excess mortality is likely to have a long-lasting impact on life expectancy (Bianchi, Bianchi & Song, 2023). Overall, the literature suggests that COVID-19 has had a significant impact on GDP per capita and life expectancy. The pandemic has caused a significant economic contraction, particularly in countries with lower levels of economic development. The pandemic has also caused a significant reduction in life expectancy, primarily driven by COVID-19 deaths, but also by indirect effects, such as disruptions to healthcare services and mental health impacts. As the pandemic continues to evolve, further research is needed to fully understand its impact on GDP per capita and life expectancy. A study by the International Monetary Fund (IMF) found that the pandemic has caused a significant decline in GDP per capita for both advanced and emerging market economies. The study suggests that the pandemic's impact on GDP per capita is likely to be long-lasting, as countries with lower levels of economic development are likely to take longer to recover (IMF, 2021).

3. METHODOLOGY

The present study will utilize a cross-sectional design, which involves collecting data at a single point in time. This design allows for the examination of relationships between variables without manipulating any factors (Johnson, 2001; Rindfleisch et al., 2008). The authors collected data from various sources, such as the World Health Organization (WHO), World Bank, and other official government websites. Data on COVID-19 cases will be obtained from the WHO COVID-19 dashboard, while data on GDP per capita and life expectancy will be obtained from the World Bank database.The sample for this study will include 174 countries with available data on COVID-19 cases, GDP per capita, and life expectancy. The sample will be selected based on data availability and completeness. The main independent variables in this study are GDP per capita and life expectancy, while the dependent variable is the number of COVID-19 cases. Other potential control variables, such as population size, healthcare system capacity, and government policy, may also be considered in the analysis.This research will use various statistical techniques to analyze the relationship between the independent and dependent variables. Descriptive statistics, such as means and standard deviations, will be used to summarize the data (McCarthy et al., 2022). Bivariate correlation analysis will be conducted to examine the relationship between the independent and dependent variables (Temizhan, Mirtagioglu & Mendes, 2022). Multiple regression analysis may also be used to control for potential confounding variables and identify the unique contribution of GDP per capita and life expectancy to COVID-19 cases. The study will adhere to ethical guidelines for research involving human subjects. No personal identifying information will be collected, and all data will be kept confidential. The limitations of the present research are related to its cross-sectional design, which cannot establish causality between variables. Additionally, the data used may be subject to measurement error or bias. The study also relies on the assumption that the reported COVID-19 cases are accurate and representative of the actual number of cases in each country. Overall, the study aims to examine the relationship between COVID-19 cases, GDP per capita, and life expectancy across 174 countries, using various statistical techniques to identify potential patterns and associations.

3. RESULTS

The descriptive results for the indicators used in this survey are presented below. Figure 1 shows the number of cases per million in descending orders for the period 2019-2020. Overall, regarding the studied period it is observed that the average rate is in To Sao Tome and Principe in Guinea and is 103.257,4. The highest rate of cases is in Israel and is close to one million and more specifically 965639.24 cases and the lowest rate is in Vietnam with 276,56 cases. Moreover, in Greece the number of cases reaches 281.839,61.

Figure 1. Number of cases per million in 2019-2020 (Source: World Data Bank, 2021)

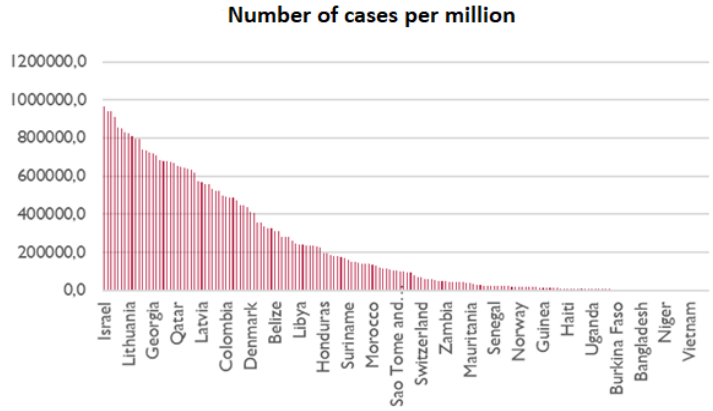
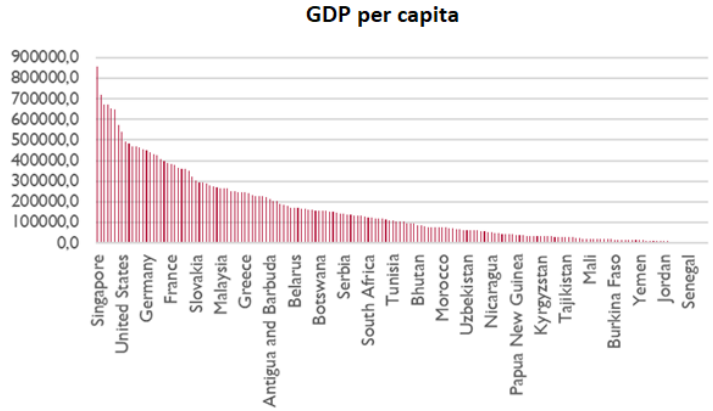


Figure 2 presents the findings regarding the GDP per capita in a phylogenetic order in 2019-2020. Overall, during the study period, it was observed that the average rate is found in Tunisia with 108.493,0. The highest percentage of GDP per capita is found in Singapore with 855.353,83. While on the contrary, the lowest percentage is found in Senegal with 2.470,58. Also, in Greece the GDP per capita is at 245.743,8.

Figure 2. GDP per capita in 2019-2020 (Source: World Data Bank, 2021)



Finally, Figure 3 shows the average life expectancy in descending order in 2019-2020. Overall, the average rate is found in Paraguay with 74,3. The highest rate observed during the study period is in Japan with 84,63. While on the other hand, the lowest rate was observed in Côte d'Ivoire with 57,78. In our country the rate is 82,24.

Figure 3. Average life expectancy in 2019-2020 (Source: World Data Bank 2021)

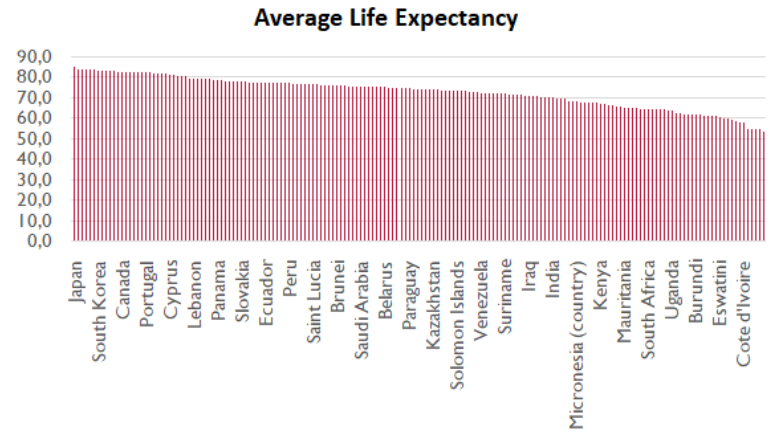


Table 1 shows the descriptive results for the survey variables. Data analysis revealed that the average number of coronavirus cases during 2019-2020 was 222.158,9146. The number of coronavirus cases ranged from 15,12

the minimum and maximum 941.125,25. Moreover, the median was equal to 96.802,63. Regarding GDP per capita in 2020-2021, it was found that the mean was 161.491,3528. The per capita ranged from 92,6 the minimum and 855.353,83 the maximum. Also, the median was equal to 105.819,36. Finally, the average life expectancy was 72,38786127. The average life expectancy was 53,25 minimum and 84,63 maximum. The median was equal to 773,92.

Table 1. Descriptive data for the survey variables for the period 2019-2020.

	Number of cases	GDP per capita	Average life expectancy
Average	222158,9146	161491,3528	72,38786127
Typical error	20541,5555	13072,07587	0,564772946
Median	96802,63	105819,36	73,92
Prevailing Price	–	–	76,88
Average Square Deviation	270181,9792	171936,3137	7,428428309
Fluctuation	72998301906	29562095966	55,18154714
Curvature	-0,028503388	2,182204592	-0,414217153
Asymmetric	1,132342578	1,539464889	-0,556096569
Range	941110,13	855261,23	31,35
Minimum	15,12	92,6	53,28
Maximum	941125,25	855353,83	84,63
Sum	38433492,23	27938004,03	12523,1
Crowd	173	173	173

Correlation and regression analysis were conducted for this research. Initially, scatter plots were formed to obtain graphical evidence as to the linear relationship between the variables. Correlation is a statistical relationship involving dependencies, although under normal conditions, it usually refers to the extent to which two variables have a linear relationship with each other (Taylor, 1990). Table 2 presents the findings of the correlation analysis using the correlation coefficient. There is a moderate positive correlation between the number of cases per million and GDP per capita. The correlation coefficient is set at 0,415. On the other hand, there is a high correlation between the number of cases per million and GDP per capita. The correlation coefficient is 0,541.

Table 2. Results of correlation analysis between the number of cases per one million, GDP per capita and average life expectancy. (World Data Bank, 2021)

	Number of cases per million	**GDP per capita**	**Average life expecrancy**
Number of cases per million	1		
GDP per capita	0,415	1	
Average life expecrancy	0,541	0,633	1

Regression is a well-used statistical modelling technique to study the association between a dependent variable and one or more independent variables (Freund et al., 2006). Figures 4 and 5 show the findings on multiple linear regression with the dependent variable being the coronavirus ticks per million and the independent variables being the average life expectancy and GDP per capita per country. The results showed that the independent variables explained 30,12% of the variability in the number of cases. Among the independent variables, significant determinants of the number of covid-19 cases are GDP per capita (coefficient= 0,19594243 and value-P= 0,141) and average life expectancy (coefficient= 17.112,86447 and value-P= 0,000).

Figure 4. Multiple linear regression with average life expectancy as the independent variable (World Data Bank, 2021)

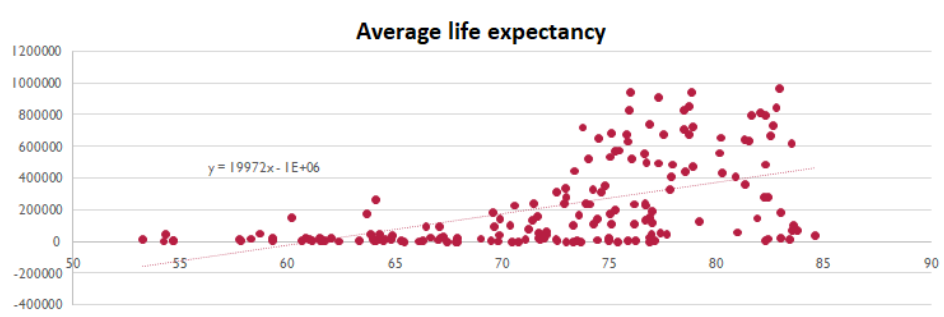
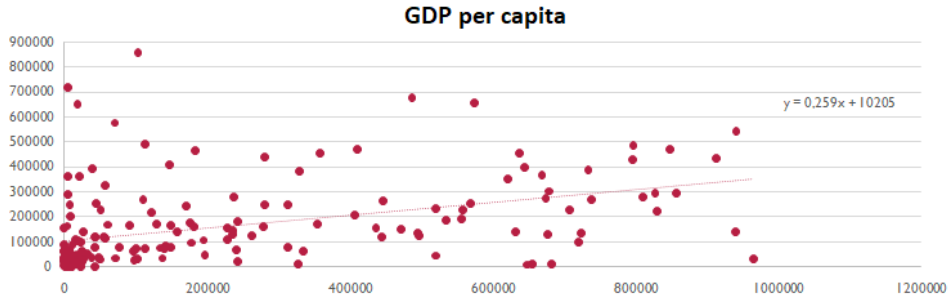


Figure 5. Multiple linear regression with GDP per capita as independent variable (World Data Bank, 2021)



4. CONCLUSIONS

The aim of this study was to investigate in which level the number of coronavirus cases per million in the 174 countries selected for the study impact on average life expectancy and GDP per capita. Pandemic, GDP per capita, and life expectancy are all factors that can be related to each other. Specifically, higher GDP per capita can be associated with better healthcare systems and access to medical resources, which could potentially help to reduce the impact of a pandemic. Similarly, higher life expectancy can also indicate a better overall health status, which could also help to reduce the impact of a pandemic. On the other hand, a pandemic can have a negative impact on both GDP per capita and life expectancy. For instance, lockdowns and social distancing measures that are implemented to contain the spread of a pandemic can cause disruptions in economic activities, leading to a reduction in GDP per capita. Additionally, increased mortality rates associated with the pandemic can lead to a reduction in life expectancy. In summary, the relationship between pandemic, GDP per capita, and life expectancy can be complex, and various factors could affect how they are related to each other. Findings showed that, there is an interaction effect between GDP per capita and life expectancy on COVID-19 cases, suggesting that the relationship between these variables and COVID-19 cases is more complex than previously thought. For example, some high-income countries with high life expectancy may have experienced higher COVID-19 case counts due to their more elderly populations. Overall, this study provides insight into the complex relationship between COVID-19 cases, GDP per capita, and life expectancy across different countries.

The results of the regression analysis indicated that the independent variables together explained 30,12% of the variability in the number of cases. Additionally, the regression coefficients and p-values suggest that both average life expectancy and GDP per capita are significant determinants of the number of Covid-19 cases. The coefficient of GDP per capita is 0,19594243 with a p-value of 0,141, which reveals a positive relationship between GDP per capita and the number of Covid-19 cases. The coefficient of average life expectancy is 17.112,86447 with a p-value of 0.000, which suggests a negative relationship between average life expectancy and the number of Covid-19 cases. Furthermore, results showed that Singapore had the highest percentage of GDP per capita, with a value of 855.353,83, while Senegal had the lowest percentage, with a value of 2.470,58. Greece's GDP per capita during the study period was 245,743.8. The description indicates that Paraguay had the highest average rate of life expectancy during the study period, with a value of 74,3. Japan had the highest life expectancy rate observed during the study period, with a value of 84,63. Côte d'Ivoire had the lowest rate of life expectancy, with a value of 57,78, and the country associated with the description had an average life expectancy rate of 82,24.

The findings regarding the relationship between COVID-19 cases, GDP per capita, and average life expectancy have important implications for public health policy and resource allocation in the fight against the COVID-19 pandemic. Firstly, the results suggest that countries with higher GDP per capita have a higher number of COVID-19 cases. This may be due to several factors, such as increased international travel, higher population density, and more advanced healthcare systems that are better equipped to detect and report cases. Therefore, public health policies and resource allocation should take into account the impact of economic and social factors on the spread of COVID-19, and targeted measures may need to be implemented in higher-income countries to mitigate the impact of the pandemic. Secondly, the results suggest that countries with higher average life expectancy have a lower number of COVID-19 cases. This may be due to a healthier population, better access to healthcare, and more effective public health measures to prevent the spread of the virus. Public health policies and resource allocation should prioritize the implementation of measures that promote and protect population health, such as vaccination campaigns, health education, and measures to prevent the spread of infectious diseases. In summary, the findings on the relationship between COVID-19

cases, GDP per capita, and average life expectancy have important implications for public health policies and resource allocation in the fight against the COVID-19 pandemic. They suggest that a comprehensive approach that takes into account economic and social factors, as well as population health, is essential for effective pandemic management.

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The Relationship Between Well-Being, Sustainable Well-Being, and Foreign Direct Investments. A Case Study for Albania.

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Abstract: In this article, we provide the results of our empirical work at the macroeconomic level, which aims to answer the questions, about the relationship between the Sustainable Development Index, Human Developing Index, and Foreign Direct Investment in Albania, analyzing data covering 21 years (1999-2019). The Brundtland definition is taken as a starting point in the Sustainable Development Index measuring sustainable development. HDI measures development along two social dimensions and one economic dimension to provide a slightly broader indicator based on widely available population measures. The Sustainable Development Index (SDI) is focused on ecological efficiency in delivering human development. Foreign Direct Investment (FDI) describes a business decision to acquire a substantial stake in a foreign business or buy it outright to expand its operations to a new region. Multiple Regression technics are used to carry out the objective. Referring to our results there was a positive strong significant correlation between Sustainable Development Index and Human Developing Index. Foreign Direct Investment has had a positive trend over the years, increasing on average by 0.014 every year and an average value for the period of 0.777. The Human Development Index (HDI) has had a positive trend over the years, increasing on average by 0.013 every year and an average value for the period of 0.742

The impact of Foreign Direct Investments (FDI) on SDI lasts an average of 8.9 years while on HDI it lasts an average of 14 .3 years. Foreign Direct Investments remain an important factor not only for well-being in general but also for sustainable well-being in Albania.

Keywords: index, relationship, investment, regression.

JEL classification: C30, 51, 52

Paper type: Case Study

1. INTRODUCTION

1.1 Economic Measurement, Sustainable Development Indicators. Literature Review

Economic measurements go back centuries, but modern versions have their origins in the Great Depression of the 1920s and 1930s. In the decades that followed, the original idea was debated and resolved by many economists. Kuznets, Leontief, and Stone received work related to national accounts. Many other researchers, such as Hicks, and Frisch, have contributed to improving the system (Studenski, 1958). Estimates of GDP have been made over very long periods of time for almost every country in the world. Sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Human well-being: A broad concept that is not confined to the utility derived from the consumption of goods and services, but is also related to people's functioning and capabilities (i.e. the freedom and possibilities they have to satisfy their needs). Consumption: represents the utility that consumers derive from the use of goods and services. It is usually measured in terms of final household consumption expenditure. Capital: A stock or resource from which revenue or yield can be extracted. Gradually, the capital concept has been broadened to include natural, human, and social capital. Ecological well-being: A concept that focuses on the intrinsic value of nature and its ecosystems, not necessarily reflected in the value these systems have for human beings.

The Brundtland definition is taken as a starting point in measuring sustainable development which states that sustainable development is a development that "meets the needs of the present without compromising the ability of future generations to meet their own needs"**.**

The Brundtland definition introduces both a time dimension (present and future) and a space dimension. The space distribution of human well-being, which should be seen in a broad sense and not be restricted to income, deals with the differences in well-being between countries. The distribution of well-being between countries is referred to as the transboundary impact and the distribution within a country as distributional issues or

inequality. Essentially, sustainable development is a matter of distributional justice across time and space. The well-being of present and future generations crucially depends on how society uses its resources. Resources are not limited to material items such as machinery, equipment, energy, and other mineral resources, but also include knowledge, the quality of the natural environment, as well as the quality of social and institutional structures. These resources are at the core of the capital approach, which comprises economic, human, natural, and social capital. Capital is measured in terms of stocks, which are built up through investments. Consumption can be seen as a subset within this overall concept of human well-being. It represents the utility that consumers derive from the use of goods and services and focuses exclusively on the command people have over commodities. However, having certain commodities at one's disposal is not enough to generate well-being. People should be free and able to use these commodities in such a way that their needs are truly satisfied. This perspective relates to the "functioning and capabilities" stressed by Amartya Sen (Sen, 1993; 2000). Sen's approach emphasizes the importance of freedom: the more freedom people have, the larger their range of opportunities and the greater their quality of life. Society has a number of available resources that are necessary to maintain human well-being over time. These resources can be described in terms of economic, natural, human, and social capital (UNECE, 2009). The discussion on sustainable development often emphasizes the special nature of natural capital. Without natural capital, humanity could not survive. This approach to natural capital is anthropocentric, as natural capital is only considered of value if it provides ecological services for the benefit of humans. However, certain types of natural capital, such as biodiversity, have an existence value irrespective of their use by society. This aspect is represented by the term "ecological well-being". Some argue that natural capital is the broadest and most important asset and that the other capital stocks (and human existence) are a subset of the ecological system. From an intergenerational perspective, sustainable development is the development that ensures for future generations a level of human well-being at least equal to that prevailing today. A necessary condition for this is that the per capita stock of wealth does not decline, which requires replacement or conservation of the elements of that wealth (i.e. stock of economic, natural, human, and social capital), the time dimension: "now" versus "later". Therefore, the only way to monitor the extent to which today's society is on a sustainable path is by monitoring the volume of assets and thus establishing whether resources are being preserved for future generations. At the same time, population dynamics are a vital element in sustainable development and should be taken into account. The Brundtland definition also provides the tools to analyze the transboundary impacts of sustainable development, i.e. to assess to what extent countries influence the process of ensuring the well-being of their populations. In building up human well-being, a nation can use its own resources, but it can also import them from abroad. Due attention should therefore be paid to the international transfers of different types of capital, and in particular on how economic activities in one country impact the natural capital available in others and in a global perspective. A country's human well-being can be affected by imports and exports of economic capital (machinery and equipment), as well as by imports and exports of human capital (e.g. through the transfer of knowledge associated with migration). The concepts of human well-being and its sustainability have a long history. These notions have been developed in a variety of disciplines such as philosophy, economics, and natural sciences.

Figure 1: Capital and human well-being

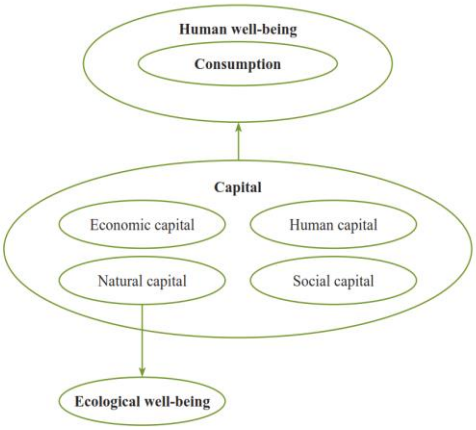


Figure 2: Sustainable development "now" versus "later"

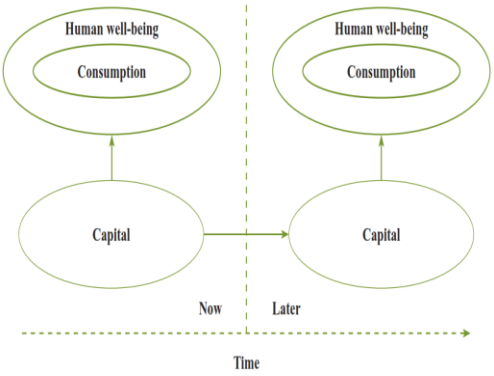
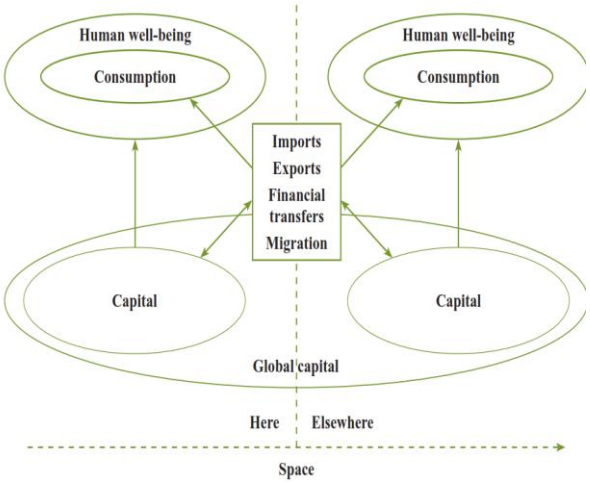


Figure 3: Sustainable development "here" versus "elsewhere"



2. DESCRIPTION OF HUMAN DEVELOPEMENT INDEX,SUSTAINABLE DEVELOPMENT INDEX, AND FOREIGN DIRECT INVESTMENT

2.1 The Human Development Index (HDI): Human Development Index was created by the United Nations Development Program to measure human development, wellness, and quality of life in society across multiple dimensions. Thus, HDI measures development along two social dimensions and one economic dimension to provide a slightly broader indicator based on widely available population measures. A study by (Churilova et al.2015) compared HDI with other variables of well-being and found it to be a strong indicator of human development. HDI has also been critiqued for its limitations as a comprehensive measure of population well-being and the many other dimensions it ignores (Ranis et al., 2006). However, HDI has become the most widely used and accepted international measure of development and due to the alternatives lacking complete data, we use the HDI. (1) per capita GNI (as a proxy for material or economic well-being), (2) population life expectancy (as a crude proxy for general health and bodily wellness), and (3) an education index based on averaging the mean years of schooling for adults over 24 years old and expected years of schooling for school-aged children (as a crude proxy for the mental development of human capabilities). There are two steps to calculate HDI values. Minimum and maximum values are set to transform the indicators expressed in different units into indices between 0 and 1. They are set at the following Values:

Table 1: Indicators for calculation of HDI.

Dimension Indicator	Indicator	Minimum	Maximum
Health	Life expectancy (years)	20	80
Education	Expected years of schooling (years)	0	18
	Mean years of schooling (years)	0	15
Standard of living	GNI per capita (2017 PPP$)	100	75000

Source: Human Development Reports

Having defined the minimum and maximum values, the dimension indices are calculated as:

$$\text{Dimension index} = \frac{\text{actual value} - \text{minimum value}}{\text{maximum value} - \text{minimum value}} \quad (1)$$

Because each dimension index is a proxy for capabilities in the corresponding dimension, the transformation function from income to capabilities is likely to be concave (Anand and Sen, 2000) that is, each additional dollar of income has a smaller effect on expanding capabilities. Thus, the natural logarithm of the actual, minimum, and maximum values is used for income. The HDI is the geometric mean of the three-dimensional indices:

$$HDI = (I_{Health} * I_{education} * I_{income})^{1/3} \quad (2)$$

2.2 Sustainable Development Index(SDI): The Human Development Index (HDI) has long been criticized for not taking into account ecological sustainability. This limitation is becoming increasingly problematic given the growing crisis of climate change and ecological breakdown in the 21st century. All of the HDI top performers are notable for dangerously high levels of ecological impact, which is driving a global crisis. The countries suffer disproportionately from the negative impacts of climate change and ecological breakdown, with significant costs to human economies and living systems; indeed, climate change is now beginning to reverse key development indicators in some regions, as agricultural yields decline and hunger rates rise. In this sense, HDI embodies a contradiction whereby the process of generating high levels of development in some nations constrains development and even drives de-development in other nations. For a development indicator that purports to be universal, such a contradiction is indefensible. Any ecologically rational vision for human development needs to respect the principle of planetary boundaries. In other words, resources should be mobilized to improve human development, but without violating the parameters of ecological sustainability. The objective is to accomplish both human development *and* ecological sustainability at the same time. This aim is now widely accepted and is official. The Sustainable Development Index (SDI) addresses these concerns by focusing on the ecological efficiency of nations in delivering human development. It starts with the base components of the HDI (life expectancy index, education index, and income index modified with a sufficiency threshold) and divides it by ecological overshoot: the extent to which consumption-based CO2 emissions and material footprint exceed per-capita shares of planetary boundaries). For the details of the methodology see United Nations Sustainable Development Index. Countries that have high human development with low ecological impact rise to the top of the SDI. Countries with low human development, and countries with high human development but a high ecological impact, fall to the bottom of the SDI. In this way, the SDI promotes a new vision for progress in the 21st century, one compatible with the ecology of our planet. To succeed in terms of SDI, poor nations must significantly improve human development while keeping their ecological impact within planetary boundaries, while rich nations must maintain or enhance human development while significantly reducing their environmental impact down to sustainable levels. Of course, income is an important component of human development, in terms of giving people choice, economic agency, empowerment, and security. The sufficiency threshold brings the income index in line with the other human development indices (education and life expectancy), in terms of what we know of the relationship between income and social outcomes while ensuring that countries need not pursue ecologically destructive levels of economic growth in order to score well. The data for the components of the development index is derived from the United Nations Development Program, using the same dataset that underlies HDI. Average overshoot (AO) is calculated as follows:

$$AO = \sqrt[2]{\left(\frac{MF}{Boundary}^{3} \; 1\right) * \left(\frac{CO_2}{Boundary}^{3} \; 1\right)} \quad (3)$$

Material footprint and emissions values are each divided by their respective per capita planetary boundary (which varies by year depending on population size) to determine the extent of boundary overshoot (or undershoot). This also standardizes the units. If the result of either division is less than 1 (undershoot) it is rendered as 1. Then the results are averaged using the geometric mean. This method ensures that a country cannot compensate for overshooting one boundary by undershooting the other. Overshoot of either boundary will yield an average overshoot of greater than 1. To succeed in terms of SDI, poor nations must significantly improve human development while keeping their ecological impact within planetary boundaries, while rich nations must maintain or enhance human development while significantly reducing their environmental impact

down to sustainable levels. Of course, income is an important component of human development, in terms of giving people choice, economic agency, empowerment, and security. The sufficiency threshold brings the income index in line with the other human development indices (education and life expectancy), in terms of what we know of the relationship between income and social outcomes while ensuring that countries need not pursue ecologically destructive levels of economic growth in order to score well. The data for the components of the development index is derived from the United Nations. The ecological impact index can be described as follows: Development Program, using the same dataset that underlies HDI.

$$EII = 1 + \frac{e^{AO} - e^{1}}{e^{4} - e^{1}} \quad (4)$$

Overshoot of either boundary will yield an average overshoot of greater than 1.

$$AO = \sqrt[2]{\left(\frac{MF}{Boundary}^{3} 1\right) * \left(\frac{CO_2}{Boundary}^{3} 1\right)} \quad (5)$$ If AO f 4, Then EII=AO -2 (6)

The planetary boundaries are calculated as follows. For material use, the sustainable threshold is regarded as about 50 billion tons per year (Bringezu et al. 2015). Dividing this by the global population in any given year renders the boundary in per capita terms. For 2019, the boundary is 6.52t per person. For CO2 emissions, we can use the IPCC's 2018 SR15 report to estimate the carbon budget for a 67% chance of staying between 1.5C and 2C and render this budget in per capita terms. For 2019, the boundary is 1.58t per person per year. In the ecological impact index, AO is indexed on a natural exponential scale. Adding 1 ensures that the minimum result is 1 (no overshoot). For countries that have no overshoot, their development index is therefore unaffected. Once overshoot reaches four times the planetary boundary the ecological impact index registers 2, thus cutting the development index in half. Thereafter a linear function applies. This method ensures that the SDI is an indicator of strong sustainability. Countries cannot use low ecological impact to compensate for poor performance in human development. And strong performance in development cannot compensate for the high ecological impact. Material footprint and CO2 emissions are rendered in consumption-based terms; in other words, they account for international trade by adding the materials and emissions embodied in imports (including the upstream materials and emissions involved in producing and shipping imported goods) and subtracting that which is embodied in exports. The material footprint indicator measures the total weight of a nation’s material extraction and consumption, including biomass, minerals, fossil fuels, and construction materials. Material footprint is a key indicator because material extraction from terrestrial and marine ecosystems has an impact on land-use change, chemical loading, biodiversity loss and other key processes represented in the planetary boundary framework. While met material footprint is not a direct indicator of ecological impact, it is a well-established and widely-used proxy in the policy literature and enjoys robust empirical grounding for this purpose (Krausmann et al. 2009,). (Van der Voet et al. 2004) find that while the mass flows of individual materials are not indicative of their ecological impacts, and while impacts vary as technologies change, at an aggregate level there is a high degree of correlation (0.73) between material throughput and ecological impacts. For the data on material footprint see the UN International Resource Panel Global Material Flows database.

2.3 Foreign Direct Investment (FDI) is a purchase of an interest in a company by a company or an investor located outside its borders. Generally, the term describes a business decision to acquire a substantial stake in a foreign business or buy it outright to expand its operations to a new region. In our study, we use Foreign Direct Investment net inflows in the host country (% of GDP) as the variable of FDI. The investment brings not only foreign currency but also employment growth, the potential transfer of technologies and technical expertise, and increased efficiency and competitiveness. Potentially, FDI can also introduce cleaner technologies that might contribute to sustainable development. However, FDI is driven primarily by the need to meet shareholder expectations, especially for investment returns. Their objective is to maximize their competitive advantage and financial returns.

But what kind of economic growth does FDI bring, especially in developing countries, and is it sustainable in the longer term? The debate on the environmental consequences of FDI is one of the central issues in the wider

discussion about globalization and sustainable development and has been very heated. Some commentators are concerned that countries will lower environmental standards to attract FDI, others argue that foreign investment brings more environmentally friendly technologies. In this view, FDI is the best way to disseminate new and cleaner technologies. Moreover, a slow but steady increase in environmental standards might result (Zarsky, 1999). There is also the argument that poverty is the main cause of environmental degradation and that increased economic wealth will therefore enable countries to afford better environmental protection, and that with rising income levels consumer expectations for more environmentally friendly products will also grow (Panayotou, 1999).

3. DATA SOURCE, ANALYSIS TECHNIQUES, AND OBJECTIVES OF STUDY.

3.1 Data Source

In this article, we provide the results of our empirical work which aims to offer answers to the questions of the relationships between the Human Development Index (HDI), Sustainable Development Index (SDI), and Foreign Direct Investment (FDI) in Albania. A country-year time series on FDI is taken from World Bank Indicators. A country-year series of data on the Human Development Index and Sustainable Development Index is taken from the United Nations Development Program. We use Foreign Direct Investment net inflows (% GDP) as a variable of FDI. The variables used in the econometric analysis, their symbols, and data sources are briefly presented in Tab.2

Table 2: Variables used in the analysis.

Variables	Symbol	Unit of measure	Source
Human Development Index	HDI	0-1	United Nations Development Programmer, Human Development Reports
Foreign Direct investment net inflows (% of GDP) in host countries	FDI	%,(% 0f GDP)	World Bank Indicators 2019
Sustainable Development Index	SDI	0-1	United Nations Development Programmer, Human Development Reports 2019

3.2 Regression Analysis and Estimation Method

In the study, we used the method of desk-literature review, descriptive statistics method, and regression method. Among the descriptive statistics, we used statistical ratios and graphical presentation. By the notation X_{tj}, t denotes the time period, and j is, as usual, a label to indicate one of the k explanatory variables. Y_t is the dependent variable, explained variable, or regressand; X_{tj} are the explanatory variables, Let's denote the set of all independent variables in the equation at time t. Further, X denotes the collection of all independent variables for all time periods. It is useful to think of X as being an array, with n rows and k columns. This reflects how time series data are stored in econometric software packages: the t th row of X is X_t, consisting of all independent variables for time period t. Therefore, the first row of X corresponds to t=1, the second to t=2, and the last to t=n.

By combining the time series across a reasonable number of years, we have identified a relationship between changes in the Foreign Direct Investment, Human Development Index, and Sustainable Development Index

The regression analysis commonly makes use of the least-squares (LS). The HAC method (heteroscedasticity and autocorrelation consistent) is used for the estimation of model parameters. Accounting for explained or explanatory variables that are trending is fairly straightforward in regression analysis. If nothing about trending variables necessarily violates the classical linear model assumptions. If we ignore this possibility, we may find a spurious relationship between Y_t and one or more explanatory variables. The phenomenon of finding a relationship between two or more trending variables simply because each is growing over time is an example of a spurious regression problem. By adding a time trend we have eliminated this problem. If it is omitted in the model, then no de-trending occurs, and Y_t might seem to be related to one or more of the simply because each contains a trend, and the results change in important ways when a time trend is added to a regression, then the initial results without a trend should be treated with suspicion. When the dependent variable satisfies linear, quadratic, or any other polynomial trends, it is easy to compute a goodness-of-fit measure that first nets out the effect of any time trend on Y_t. (Jeffrey.Wooldridge, introductory econometrics, sixth ed). We have

applied the so-called Koyck transformation, the geometric distributed lag model to establish the dynamic link between FDI and SDI, between FDI and HDI, and between HDI and SDI (Koyck, 1954).

The underlying data and models along with a full range of results are reported in our estimation appendix. We used the Gretl program, a cross-platform software package for econometric analysis.

3.3 Objective and hypothesis of the study

We tried to answer some questions, based on macroeconomic data analysis. The data for the desired variables are available for 21 years. The relationship between the Human Development Index, Sustainable Development Index, and Foreign Direct Investment, is analyzed in terms of the following hypotheses: a) Foreign Direct Investment (FDI), has had a positive impact on Human Development Index (HDI), and a positive impact on the Sustainable Development Index (SDI). b) Foreign Direct Investments (HDI) have had a greater impact on prosperity measured by HDI, compared to sustainable development measured by SDI.c) The effect of the impact of Foreign Direct Investments (FDI) on Well-Being measured by HDI and sustainable development measured by SDI is not only in the year of investment but extends the effect over time.

4. RRESULT AND DISCUSION

4.1 A Short Description of Foreign Direct Investment in Albania

The value of the stock, for the year 2019, has been 8,542 million euros and has increased by 939 million euros, (or 12.4%) compared to the previous year. The largest part of the stock is occupied by investments in the energy sector at 28.3%, followed by the extractive industry sector at 14.4%. After them, comes the information and communication sector with 13.1% and the financial and insurance activities sector with 12.7%. According to the countries, the largest part of the stock is occupied by Swiss investments at 18%, followed by Dutch investments at 15%, Canadian and other investments. (Bank of Albania Statistics 2020),(Merollari et.al., 2021)

Albania offers a quite friendly legal framework as far as foreign investments are concerned. The Law "On Foreign Investments" is based on the principles of equality, non-discrimination, and protection of investors. There is no need for prior authorization for foreigners to open a business in Albania and have the right to repatriate all funds and contributions in kind of their investments.

Investors are treated in conditions no less favorable than those provided for domestic investments in similar circumstances. Companies with the participation of foreign investments have the right to employ foreign citizens. In all cases and at all times, investments have the equal and impartial treatment and enjoy full protection and security.

4.2 Discussion: The data show that there was a strong positive relationship between foreign direct investments, FDI, and the HDI Human Development Index (r=0.795), as well as a stronger positive, statistically significant relationship between foreign direct investments, FDI and Sustainable Development Index SDI (r=0.815).

The Sustainable Development Index (SDI) has had a positive trend over the years, increasing on average by 0.014 every year and an average value for the period of 0.777. The Human Development Index (HDI) has had a positive trend over the years, increasing on average by 0.013 every year and an average value for the period of 0.742. Foreign Direct Investments have played an important role in the Sustainable Development Index (SDI). The 1% change in Foreign Direct Investments has been accompanied by a 1.4% change in the Sustainable Development Index. This impact does not appear within the first year but extends the effect for several years. The λ coefficient, such that $0 < \lambda < 1$ is known as the rate of decline of the lag, and $1-\lambda$ is known as the speed of adjustment. The implication of this is quite clear. The effect of lag on Y_t becomes progressively smaller. As the value of λ is closer to 1 the slower the rate of decline thus the distant past values of X will have a sizable impact on Y_t. Whereas the closer λ is to zero the more rapid the decline and the influence of X on Y_t dies out quickly. For Model Table 7:Y_t= SDI.X_t=FDI: Rate of decline λ =0.899 or 89.9%;speed of adjustment=(1-λ)=(1-0.899)=0,101or10.1%;Median lag = - (log 2/ log λ)=-(Log2/log 0,899)=6.5 years;Mean lag=λ/(1–λ)=0.899/(1-0.899)=8.9years. For Model Table 8: Y_t= HDI,X_t=FDI:Rate of decline λ =0.935 or 93.5%;speed of adjustment=(1-λ)= (1-0.935)=0,065 or 6.5%;Median lag =-(log 2/ log λ)=-(Log2/log 0,935)=10.31 years;Mean lag = λ /(1 – λ)=0.935/ (1-0.0.935)=14,38 years. For Model Table 9:Y_t=SDI.X_t=HDI:Rate of decline λ=0.619 or 61.9%;speed of adjustment=(1-λ)=(10.619)=0,381 Median lag=(log2/logλ)=(Log2/log0,619)=1.4 Mean lag = λ /(1 –λ)=0.619/(1-0.619)=1.6 years.

4.3 Conclusions:

Foreign Direct Investments have given half the effect on the Sustainable Development Index (SDI) within the first 6.5 years, the effect lasts an average of 8.9 years. Foreign Direct Investments (FDI) have given half the effect on the Human Development Index (HDI) within the first 10.3 years, the effect lasts an average of 14.3 years. The impact of the Human Development Index (HDI) on the Sustainable Development Index (SDI) is short-term, the effect lasts 1.6 years and gives half of the effect within 1.4 years.Without denying the fact that foreign direct investments in Albania have played a very important role not only in the economic development of the country but also, in sustainable development, there are still big challenges ahead. Some investors continue to perceive Albania as a difficult place to do business due to corruption, the informal economy, frequent changes in fiscal legislation, unfair competition, etc. Many challenges remain for improving and implementing environmental impact rules and facilitating procedures for investments in sectors such as renewable energy, etc.

Table 3: Correlation coefficients, using the observations 1999 – 2019

5% critical value (two-tailed) = 0.4329 for n = 21

HDI	SDI	FDI	
1.0000	0.9750	0.7954	HDI
	1.0000	0.8177	SDI
		1.0000	FDI

Source: Calculation of authors

Table 4: Trend of SDI:

Model: Heteroskedasticity-corrected, using observations 1999-2019 (T = 21)

Dependent variable: SDI

	Coefficient	*Std. Error*	*t-ratio*	*p-value*	
const	0.681106	0.00161337	422.2	<0.0001	***
time	0.0140980	0.000720807	19.56	<0.0001	***
sq_time	−0.000363427	3.90983e-05	−9.295	<0.0001	***

Statistics based on the weighted data:

Sum squared resid	28.86549	S.E. of regression	1.266349
R-squared	0.990680	Adjusted R-squared	0.989645
F(2, 18)	956.7128	P-value(F)	5.30e-19
Log-likelihood	−33.13802	Akaike criterion	72.27603
Schwarz criterion	75.40960	Hannan-Quinn	72.95610
rho	0.728607	Durbin-Watson	0.591093

Statistics based on the original data:

Mean dependent var	0.777524	S.D. dependent var	0.040457
Sum squared resid	0.001122	S.E. of regression	0.007896

Table 5 : Trend of HDI

Model : Heteroskedasticity-corrected, using observations 1999-2019 (T = 21)

Dependent variable: HDI

	Coefficient	*Std. Error*	*t-ratio*	*p-value*	
const	0.632931	0.00338001	187.3	<0.0001	***
time	0.0131239	0.000646708	20.29	<0.0001	***
sq_time	−0.000219987	2.69218e-05	−8.171	<0.0001	***

Statistics based on the weighted data:

Sum squared resid	40.61474	S.E. of regression	1.502123
R-squared	0.994215	Adjusted R-squared	0.993572
F(2, 18)	1546.798	P-value(F)	7.25e-21
Log-likelihood	−36.72360	Akaike criterion	79.44720
Schwarz criterion	82.58077	Hannan-Quinn	80.12726
rho	0.702002	Durbin-Watson	0.596566

Statistics based on the original data:

Mean dependent var	0.742190	S.D. dependent var	0.051911
Sum squared resid	0.000411	S.E. of regression	0.004777

Table 6: Detrended SDI:

Model: Heteroskedasticity-corrected, using observations 1999-2019 (T = 21)

Dependent variable: DetrendedParabolicSDI

	Coefficient	*Std. Error*	*t-ratio*	*p-value*	
const	−0.000502282	0.00102799	−0.4886	0.6307	
DetrendedHiperbolicFDI	1.48935	0.204369	7.288	<0.0001	***

Statistics based on the weighted data:

Sum squared resid	80.61809	S.E. of regression	2.059868
R-squared	0.736508	Adjusted R-squared	0.722640
F(1, 19)	53.10856	P-value(F)	6.51e-07
Log-likelihood	−43.92232	Akaike criterion	91.84463
Schwarz criterion	93.93368	Hannan-Quinn	92.29801
rho	0.436001	Durbin-Watson	1.092753

Statistics based on the original data:

Mean dependent var	−0.001359	S.D. dependent var	0.007360
Sum squared resid	0.000343	S.E. of regression	0.004249

Table 7: Coyk Model SDI by FDI

Model: Heteroskedasticity-corrected, using observations 2000-2019 (T = 20)

Dependent variable: SDI

	Coefficient	*Std. Error*	*t-ratio*	*p-value*	
const	0.0833797	0.0403367	2.067	0.0543	*
FDI	1.59100e-05	0.000896679	0.01774	0.9861	
SDI_1	0.899069	0.0577826	15.56	<0.0001	***

Statistics based on the weighted data:

Sum squared resid	69.07501	S.E. of regression	2.015747
R-squared	0.985543	Adjusted R-squared	0.983842
F(2, 17)	579.4348	P-value(F)	2.29e-16
Log-likelihood	−40.77338	Akaike criterion	87.54676
Schwarz criterion	90.53395	Hannan-Quinn	88.12989
rho	0.351376	Durbin's h	1.626650

Statistics based on the original data:

Mean dependent var	0.781650	S.D. dependent var	0.036695
Sum squared resid	0.000709	S.E. of regression	0.006458

Table 8: Coyk Model HDI by FDI

Model: WLS, using observations 2000-2019 (T = 20)

Dependent variable: HDI
HAC standard errors, bandwidth 2 (Bartlett kernel)Variable used as weight: HDI

	Coefficient	*Std. Error*	*z*	*p-value*	
const	0.0545107	0.0149770	3.640	0.0003	***
FDI	0.000208400	0.000417439	0.4992	0.6176	
HDI_1	0.935499	0.0227351	41.15	<0.0001	***

Statistics based on the weighted data:

Sum squared resid	0.000168	S.E. of regression	0.003148
R-squared	0.994767	Adjusted R-squared	0.994151
F(2, 17)	1615.837	P-value(F)	4.07e-20
Log-likelihood	88.46933	Akaike criterion	−170.9387
Schwarz criterion	−167.9515	Hannan-Quinn	−170.3555
rho	0.174478	Durbin's h	0.784356

Statistics based on the original data:

Mean dependent var	0.747050	S.D. dependent var	0.048110
Sum squared resid	0.000232	S.E. of regression	0.003695

Table 9: Coyk Model SDI by HDI

Model: Heteroskedasticity-corrected, using observations 2000-2019 (T = 20)

Dependent variable: SDI

	Coefficient	*Std. Error*	*t-ratio*	*p-value*	
const	0.111692	0.0361590	3.089	0.0067	***
HDI	0.253647	0.168755	1.503	0.1512	
SDI_1	0.619462	0.196936	3.146	0.0059	***

Statistics based on the weighted data:

Sum squared resid	65.83724	S.E. of regression	1.967938
R-squared	0.976370	Adjusted R-squared	0.973591
F(2, 17)	351.2196	P-value(F)	1.49e-14
Log-likelihood	−40.29330	Akaike criterion	86.58661
Schwarz criterion	89.57381	Hannan-Quinn	87.16974
rho	0.615676	Durbin's h	5.813360

Statistics based on the original data:

Mean dependent var	0.781650	S.D. dependent var	0.036695
Sum squared resid	0.000812	S.E. of regression	0.006911

Figure 4 Trend fitted by actual value SDI

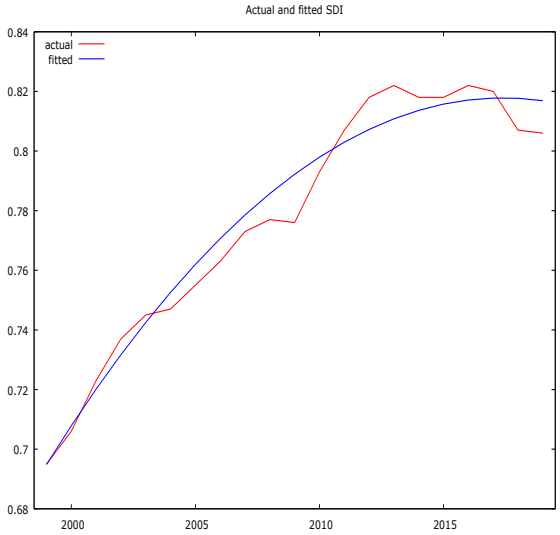


Figure 5 Trend fitted by actual value SDI

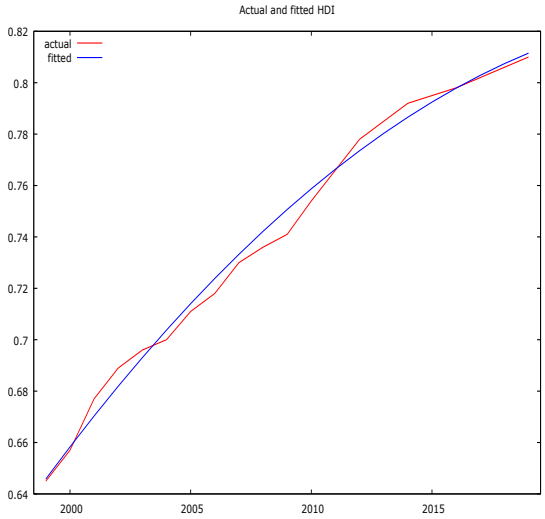


Figure 6: Regression residuals observed vs. fitted: SDI



Figure 7: Regression residuals observed vs. fitted: HDI



Figure 8: Regression actual and fitted detrended SDI

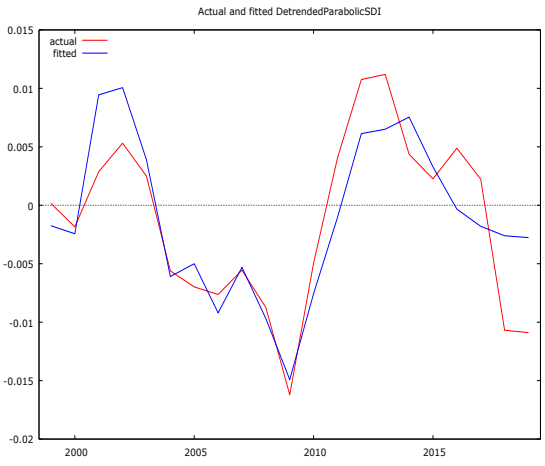


Figure 9: Regression residuals observed vs. fitted HDI

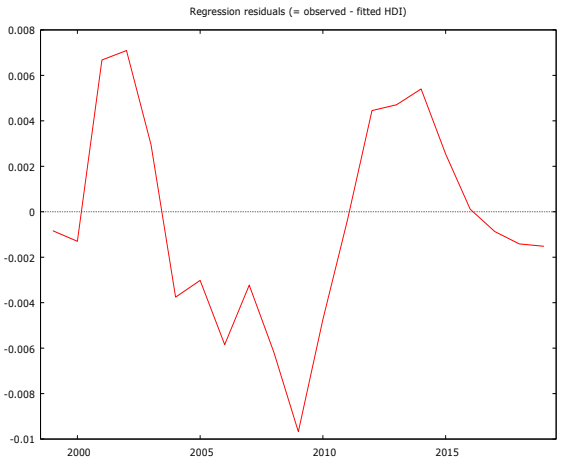
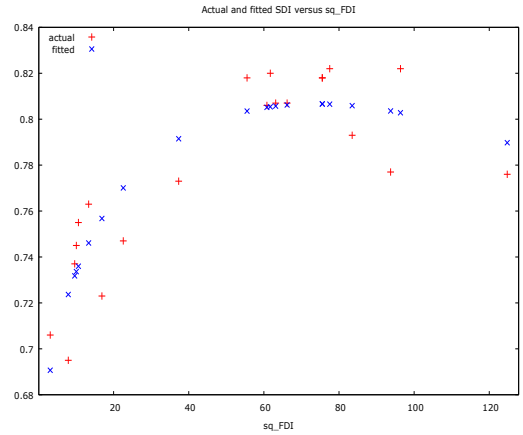


Figure 10: Regression actual and fitted SDI versus sq. FDI Figure 11: Regression actual and fitted FDI



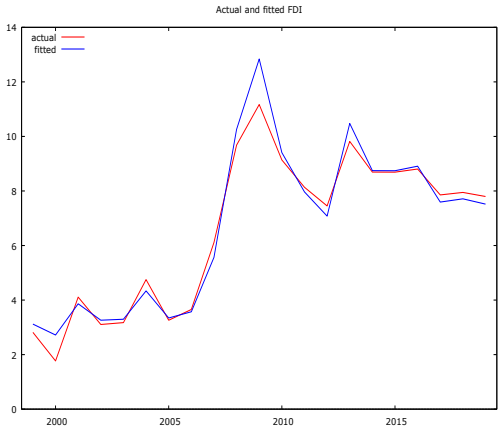


Figure 12: Regression actual and fitted detrended SDI



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Risk analysis of human resources in the farms of intensive rearing of chickens in Kosovo

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Abstract: Egg production in intensive chicken farms is a well-known industry in Kosovo and other countries. The current market of Kosovo is consolidated in the production of eggs and meets almost all local needs, while in the production of meat it meets a very small part of the market. This industry, as part of the agricultural sector, faces numerous risks in production, marketing, financing, law enforcement and human resource management. Seen in this context, the continuation of the sustainable development of this industry requires special attention and is quite complex, especially in terms of the large number of risks in agriculture and poultry. The purpose of this paper is to identify and determine the risk factors in human resources using the qualitative assessment model and the variation analysis model. We also aim to suggest practical recommendations for managing human resource risk events. For this purpose, a questionnaire with nine questions was drawn up, which is based on the literature but also on the knowledge of the reality in Kosovo. Through 33 face-to-face interviews with farmers and farm economists, we rated the likelihood and impact of risk events on human resources on a Likert scale from 1 (very low) to 5 (very high). Then, based on the accounting documentation, we derive the financial loss for each risk event. The qualitative analysis and interpretation of the results highlights the risk factors, which we have grouped according to aggressiveness and levels. The results show that two human resource risk events have mouse aggressiveness (or are low and very low risk factors); four human resources events have the aggressiveness of the rabbit; two events have shark aggressiveness (or are medium, high and very high risk factors); and a drive has the aggressiveness of a lion (or are very high risk factors). The quantitative analysis and interpretation of the results highlights a relatively high distribution of 89%, but if the events were to occur, they are characterized by a large standard deviation (€24,139) and a very high coefficient of variation (175%).

Keywords: human resource risk, probability, qualitative and quantitative evaluation, matrix, Kosovo.

JEL Classification: M10, O13, Q14

1. INTRODUCTION

Thanks to the geographical position, number of sunny days, fertile soil, road infrastructure, suitable market, consumer culture, Kosovo has developed a competitive egg production industry. Eggs are an important food product and are a traditional food with higher per capita consumption even in economically developed countries with a high standard of living (Pllana et al., 2015). Currently, producers in Kosovo operate in a functional market and meet domestic consumption requirements for eggs. According to the MAFRD (2016), unlike the situation with eggs, the chicken meat sector is under development, meeting the needs of consumers is at a low level and the market is dominated by imported production. Even in this sector, the investments that are being made in the construction of farms, slaughterhouses, but also in companies dealing with meat processing will affect the increase in production and will gradually replace the need for imports. The development of intensive farms for the production of eggs and meat has a relatively short history in Kosovo (the last two decades). The poultry sector, specifically that of poultry in the country, is a fairly consolidated sector (Murrja et al., 2022).

The Republic of Kosovo has an area of 10,908 km². It is located in the center of the Balkan Peninsula (SOK, 2001), in the part of South-Eastern Europe, bordering Albania, Montenegro, Serbia and North Macedonia (KAS, 2016). The population is 1,798,188 inhabitants (KAS, 2020). Kosovo is divided into 7 regions and 38 municipalities (KAS, 2016) and its capital is Pristina (Murrja et al., 2022).

The poultry sector (broilers, laying hens, poultry, other chickens and turkeys, oysters, ducks and geese, other birds: African chickens, pigeons, etc.) in Kosovo is mainly oriented towards egg production, but recently there began to develop the production of chicken meat. (MAFRD, 2016). In 2020, the total number of birds in Kosovo has increased by 4.4% compared to the previous year (MAFRD, 2021). The average consumption per capita is estimated to be 206 eggs/year and we can say that Kosovo meets about 99% of the egg consumption needs, while with the current production Kosovo manages to cover only 7.1% of the consumption needs (MAFRD, 2021).

In Kosovo, the cost of egg production is higher compared to other countries, considering the fact that the size of the farms is small, as well as the technology is outdated. The average production per head is about 295 eggs per year (MAFRD, 2016). The average price of eggs was 2.30 euros/pack (30 eggs), while after the Covid-19 pandemic and the war in Ukraine, prices range from 3.59 euros/pack to 4.19 euros/pack. According to a study by MAFRD (2016), variable expenses make up 81% of total revenues. Within the expenses, about 70% are expenses for feed and 23% for the purchase of broiler chickens (18 weeks old), while the rest are other expenses such as municipal, veterinary and slaughter expenses, as well as expenses related to packaging and delivery. Expenses account for 4% of total revenue. Based on variable costs as well as fixed costs, the production cost for one egg was €0.07, while today it is still higher (Murrja, Ndergjoni, Kapaj et al., 2022).

Subsidizing poultry through direct payments first started in 2013. The unit payment has varied depending on the number of chickens on the farm. Applicants who had 2,400-10,000 chickens on their farm were supported with €0.50/head, those with 10,000-20,000 chickens with €0.40/head and those with more than 20,000 chickens with €0.30 /head. The same way of subsidizing has continued in the following years (MAFRD, 2016; MAFRD, 2019; Murrja, Ndregjoni, Kapaj et al., 2022).

The agriculture, livestock and poultry sectors are diverse. Risk events in these sectors are also different. Previous research in the poultry sector has focused; in egg production costs (MAFRD, 2016; Maloku et al., 2017); in "salmonella" disease (Hulaj et al., 2016; Rizani et al., 2015; Rizani et al., 2017); as well as the use of antibiotics in chicken feed (Heta & Shehu, 2018). Based on this fact, there is a research gap in risk management in the puoltry sector in Kosovo. In the three previous papers, production risk events (Murrja, Ndreca et al., 2022) and market risk events (Murrja, Ndregjoni, Prendi & Maloku, 2022) and financial risk events (Murrja, Ndregjoni, Kapaj et al., 2022) were analyzed. This paper focuses on the identification of risk factors of human resources in intensive chicken farms, their assessment and familiarization of the Kosovar farmer with the aggressiveness and levels of human resource risk events. Also, this study aims to recommend to the farmer the tools or strategies for coping with human resource risk events. In order to have a complete panorama in the management of the five risks (production, market, financial, legal and human resources), in another paper we will analyze the legal risk.

2. LITERATURE REVIEW

2.1. Risk in agriculture, livestock and poultry

The nature of agricultural, livestock and poultry activities is associated with various uncertainties and risks (Shannon and Motha, 2015; Ullah et al., 2015; Gunduz et al., 2016; Riwthong et al., 2016; Saqib et al., 2016 al., 2016; Jankelova et al., 2017), because, on the one hand, it depends on the nature of weather conditions (Girdžiūtė, 2012; Janowicz-Lomott and Łyskawa, 2014; Oliveira et al., 2022) and on the other hand, it has shown vulnerability to biological factors such as plant pests and diseases (Ranjbar et al., 2021; Murrja, Maloku and Meço, 2021), animals and birds. These circumstances make agriculture and livestock among the most risk sectors in the economy. In addition to dangerous natural and biological events, farmers face economic, fiscal, political, social, human risk events that are not controlled by them (Murrja et al., 2019; Murrja & Braha, 2021; Murrja et al., 2022).

2.2. Human resource risk on agricultural and livestock farms

People themselves are a source of risk on the farm (Carne et al., 2013). Human resource risks are events related to individuals and their relationship to each other. These relationships include relations with family members, farm employees, suppliers and customers. Also, recruiting and training of the new employees, and retaining professional employees is an important source of human risk for agricultural producers (Sciabarrasi, 2021). Labour costs constitutes the largest share of the total farm costs (Reynolds-Allie et al., 2013).

The probability of death and disability of the owner, manager, employees threats the survival of the farm. Divorce also has a negative impact on the survival and stability of the farm (Drollette, 2009). "Divorce, Death, or Disability" is known as the "3D risk" of on-farm human resources (Sciabarrasi, 2021). Or Divorce, Death, Disability or Disagreement: known as the “4D risk” of on-farm human resources (Green, 2003).

Other risks include: accidents with machinery used on the farm; loss of life of employees death, illness of family members, negative impact from pesticide use, animal-to-human diseases (Harwood, 1999), migration, socio-political unrest, spread of dangerous diseases (Helamo, 2018), as epidemics and pandemics that have had and are having serious impacts on farm activity.

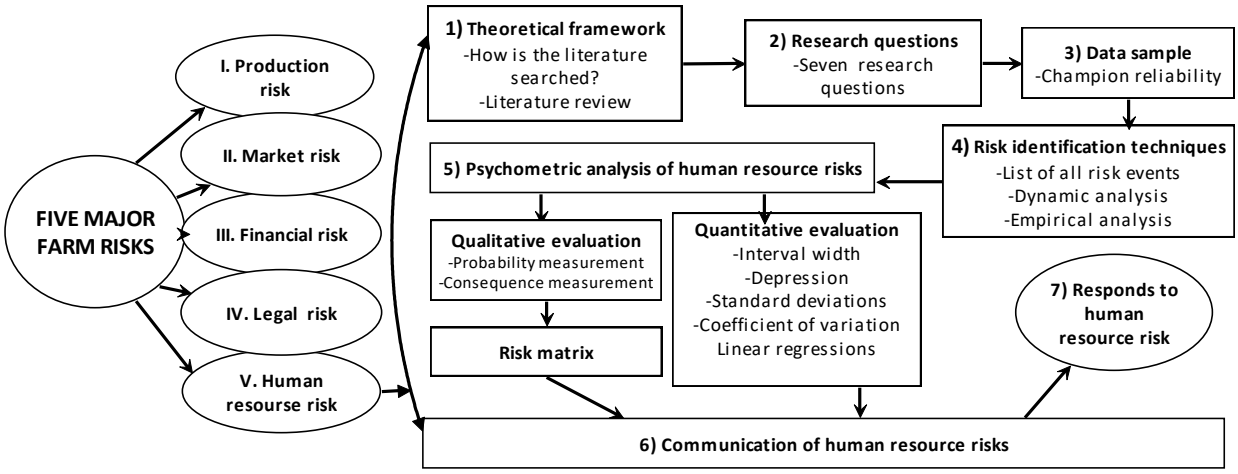
While not as visible as other types of risks, these human risks cannot be ignored and should be recognized and managed in order to sustain successful activity of the farm (Drollete, 2009).

2.3. Conceptual framework of the study

Researchers are unanimous regarding the classification of farm risks. They classify them into five main risks or otherwise call them the Big Five Risks of the farm. These risks are: (i) Production Risk; (ii) Market risk; (iii) Financial risk; (iv) Legal risk; (v) The risk of human resources (Murrja et al., 2019; Murrja, Maloku, & Meço, 2021; Murrja & Braha 2019; Murrja et al., 2022; Murrja & Ndregjoni 2022). Komarek et al., (2020) identifies that the largest number of studies are related to production risk, followed by those related to market risk, legal risk, financial risk, and human resource risk. The present study aims to provide an understanding of how farmers' perception and attitude towards human resource risk can influence their decisions, regarding management (Ullah et. al., 2015) and risk management. In this paper we will analyze the risk of human resources. According to Marshall and Alexander, small businesses face many different types of risk: manufacturing, marketing, financial, legal, and human. Managers generally spend most of their time dealing with production, marketing, financial, and legal risks and pay little attention to resource risk. The role of human resources is very important. This should be given serious attention because people are the key component in many risk management strategies.

The conceptual framework of the study is presented in figure 1. To build this structure, we have based on previous studies of production risk, market risk and financing risk in intensive chicken breeding farms in Kosovo (Murrja, Nderca et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al, 2022).

Figure 1. Conceptual framework of the study



Source: Adopted to our study from Murrja, Nderca et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al, 2022.

3. MATERIAL AND METHODS

The literature review research is conducted to answer the requirements of the theoretical framework (Pham et al., 2019). The research of similar literature was done with these phrases: "Method of qualitative assessment"; "Method of quantitative assessment"; "Method of qualitative and quantitative assessment"; "Farm/Agricultural Risk Analysis" (Murrja, Ndreca et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al., 2022); "Legal context of human resources"; "Farm/agricultural risk management"; "Qualitative assessment of human resources on the farm"; "Quantitative assessment of human resources on the farm.

3.1 Study research questions

This study addresses the following research questions:

- RQ1: Which human resource risk events are risk factors with very low and low level or have mouse aggression?
- RQ2: Which human resource risk events are moderate risk factors (high and very high probability and small and very small impact) or have the rabbit aggressiveness?

- RQ3: Which human resource risk events are moderate risk factors (low and very low probability and large and very large impact) or have the shark aggressiveness?
- RQ4: Which human resource risk events are risk factors with a very high level or have the lion aggressiveness?
- RQ5: Does the risk perceived by farmers match the value of the caused damage?
- RQ6: What is the relative variation of the loss from human resource risk events (quantitative assessment to measure objective risk)?
- RQ7: What is the projected monetary damage of human resource risk events for the farms with 40,000 heads of chicken? Comparing the actual damage with the average market damage?

3.2 Selection of the sample

The study includes intensive poultry farms for egg and meat production. The total number of intensive poultry farms in Kosovo is 160 (MAFRD Kosovo, 2018). We have divided the farms into four groups: In the first group, are farms with up to 10,000 chickens; the second group includes farms with up to 20 20,000 chickens; the third group includes farms with up to 40,000 chickens; and the fourth group includes farms with up to 80,000. A sample of 33 farmers or farm managers or farm economists, who were randomly interviewed in 7 regions of Kosovo, was used to assess human resource risk factors (20% of the total number of farms).

The reliability of the sample has been verified in previous studies of production risk, market risk and financial risk (Murrja, Ndreca et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al., 2022).

3.4 Human resource risk identification techniques

A list of all human resource risks has been made, based on event dynamics and empirical analysis (reliance on practice and experience) (see Table 3). Eleven events of human resource risk were identified, while nine of them were analyzed, because the event "non-payment of employees" and the event "disputes or conflicts with neighbors" resulted to have no impact (zero probability and consequence) in farmers surveys.

3.5. Psychometric risk analysis of farm human resources

Risk is the combination of probability and consequence. (IRM; IIA; Orange Book). Ranking risks based on the product of probability (P) and consequence (C) provides a risk factor (RF) (Cooper et al., 2005). Farmers or managers were asked to rate the incidence and severity of each human resource risk source on a Likert scale from 1 (very low) to 5 (very high) in order to express how important they considered each source to be. danger. These results are combined in the risk matrices in **Figure 3 and Figure 4**. **Table 2 and Table 3 present** the general descriptions and qualitative assessment of probability and consequences for human resource risk events.

Table 2. Generic description and qualitative assessment (in numbers, words and colors) of the event probability

Possibility of event occurrence	**Frequency in 5 years**	**Scale**	Probability in words	**Color rating**
Event occurrence almost impossible (1%)	1 time	**1**	Very low	**Green**
Rare event occurrence (2%)	2-10 times	**2**	Low	**Light green**
Possible event occurrence (3-9%)	11-30 times	**3**	Average	**Yellow**
Frequent event occurrence (10-39%)	31-40 times	**4**	High	**Orange**
Almost certain event occurrence (over 40%)	Over 41 times	**5**	Very high	**Red**

Table 3. Generic description and qualitative assessment (in numbers, words and colors) of the event consequences

Consequence description	**Value of damage**	**Scale**	**Consequences in words**	**Color rating**
Very low consequence	Up to 1,150€	**(1-3)**	Very low	**Green**
Low consequence	1,151€ - 2,300 €	**(4-6)**	Low	**Light green**
Average consequence	2,301€ - 10,150 €	**(7-9)**	Average	**Yellow**
High consequence	10,151€- 44,000 €	**(10-12)**	High	**Orange**
Very high consequence	Over 44,000€	**(13-15)**	Very high	**Red**

Source: Murrja, Ndreca et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al., 2022. (Table 2 and Table 3).

Questionnaire design: The questionnaire is structured in 9 open questions, divided into two sections. In the first section, farmers were asked to qualitatively assess the probability and impact of the event according to the Likert scale from 1 (low) to 5 (very high) for each question. In the second section, the farm's economists were asked to calculate the financial balance according to the farm's accounting documentation. The questions are formulated according to the generic assessments of the probability in Table 2 and the generic assessments of the impact in Figure 3. The interview was done face to face with the farmer and the economist for all the human resource risk events presented in Table 4. The combination of the probability with the consequence or otherwise the factors of risk for each event and economic bull are presented in Table 5. The study period includes five years (2017-2022).

The conversion of concepts into measurable variables for the study was carried out according to the table below:

First section/qualitative assessment				**Second section/quantitative assessment**	
Variable	Qualitative measurement method	Likert scale	RF		
Human resource risk event	Probability (P)	(1) Very low	RF = P*C	1 time	Frequency in 5 years
		(2) Low		2-10 times	
		(3) Average		11-30 times	
		(4) High		31-40 times	
		(5) Very high		Over 41 times	
	Consequence (C)	(1) Very low		Up to €1,150	Value of damage
		(2) Low		€1,151 - €2,300	
		(3) Average		€2,301 - €10,150	
		(4) High		€10,151 - €44,000	
		(5) Very high		Over €44,000	

Source: Author own elaboration.

3.5.1 Psychometric qualitative risk assessment of the farm's human resources

Table 4. Nominal assessment of human resource risk events (codes or symbols)

Human resource risk events		**Symbol**
1	Managerial incompetence of the farm owner	R_{h1}
2	Premature death of the farm owner	R_{h2}
3	Divorce in the family	R_{h3}
4	Displacement of family members from the farm	R_{h4}
5	Professional incompetence of employees in agriculture	R_{h5}
6	Environmental pollution (chemicals, pesticides, waste)	R_{h6}
7	Failure to train employees	R_{h7}
8	Lack of legal provisions knowledge	R_{h8}
9	Accidents of employees at work	R_{h9}

Source: Author own elaboration.

Risk matrix: Using the matrix to illustrate the likelihood and magnitude of the risk impact (risk factor) is a very important risk management tool (Hopkin, 2018; Murrja et al., 2022; Murrja & Ndregjoni, 2022). **Figure 3** presents the matrix according to the financial risk levels from 1 (very low) to 5 (very high) and **Figure 4**, presents the human resource risk aggressiveness matrix.

Figure 4. Matrix of qualitative risk levels

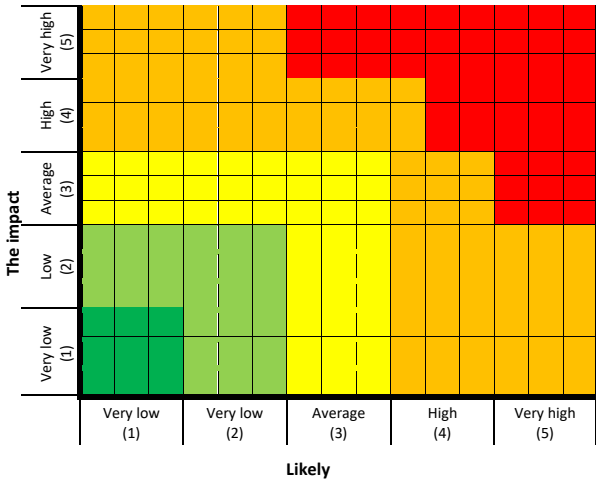
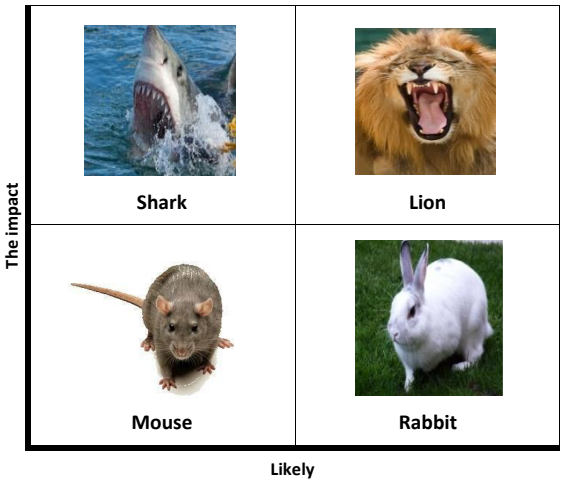


Figure 5. Risk aggressiveness matrix



Source: Murrja et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al., 2022; Murrja & Ndregjoni, 2022.

3.5.2 Quantitative estimation of human resource risk

In order to evaluate quantitative human resource risk this study has employed followig statistical estimates:

1. Interval width: $I_{width} = X_{max} – X_{min}$
2. Dispersion: $D^2 = \Sigma(x_i - \bar{X})^2/n-1$
3. Standard deviation $D = \sqrt{D^2}$
4. Coefficient of Variation $C_v = (D/\bar{X})$;
5. Linear regressions y = a +bx

These statistical measures have been used in previous risk analysis studies: production (Murrja, Ndreca et al., 2022), market (Murrja, Ndregjoni, Prendi & Maloku 2022), financing (Murrja, Ndregjoni, Kapaj et al., 2022) in intensive chicken farms in Kosovo.

3.6 Human resource risk communication

One of the objectives of the study is the communication of risks to farmers and other interested parties (Murrja, Ndreca et al., 2022; Murrja, Ndregjoni, Prendi & Maloku, 2022; Murrja, Ndregjoni, Kapaj et al., 2022).

4. DISCUSSION AND RESULTS

4.1. *Psychometric qualitative risk assessment of the farm's human resources*

Table 5 shows the average probability and consequence results for human resource risk events and their combination (risk factor), as well as the average value of financial loss in euros for the last five years (2018-2022).

Table 5. Combined probability assessment with consequence (risk factor) and damage values in euros for each event

Risk code	Human resource risk events	Probability	Consequence	Risk factor	Damage value
(1)	(2)	(3)	(4)	(5)=3*4	(6)
R_{h1}	Managerial incompetence of the farm owner	3	10	**30**	5,000
R_{h2}	Premature death of the farm owner	2	4	**8**	4,000
R_{h3}	Divorce in the family	2	15	**30**	75,000
R_{h4}	Displacement of family members from the farm	3	8	**24**	6,600
R_{h5}	Professional incompetence of employees in agriculture	3	7	**21**	1,600

R_{h6}	Environmental pollution (chemicals, pesticides, waste)	1	9	**9**	60
R_{h7}	Failure to train employees	5	7	**35**	5,500
R_{h8}	Lack of legal provisions knowledge	4	12	**48**	25,000
R_{h9}	Accidents of employees at work	2	2	**4**	1,200

Source: Author own elaboration.

The perception of human resource risk factors in the seven events does not follow the trend of financial losses, which means that the perception of farmers does not match the value of the damage caused. Specifically for the events: R_{h1} "Managerial incompetence of the farm owner" has high perception but average monetary damage; R_{h3} "Divorce in the family" has a very low perception, but if it happens, the damage is catastrophic; R_{h4} "Displacement of family members from the farm" has average perception but low monetary damage; R_{h5} "Professional incompetence of employees in agriculture" has average perception but low monetary damage; R_{h6} "Environmental pollution" has an average perception but very low monetary damage; R_{h8} "Failure to train employees" has a high perception, but moderate monetary damage. Farmers' perception follows the trend of financial losses for only two events: R_{h2} "Premature death of the farm owner" and R_{h8} "Lack of legal provisions knowledge"

Figure 5. Matrix psychometric human resource risk assessment

Consequence						
	Very higt (13-15)	**Rh3**				
	High (10-12)				**Rh8**	
				Rh1		
	Avarge (7-9)	**Rh6**				
				Rh4		
				Rh5		**Rh7**
	Low (4-6)					
			Rh2			
	Very Low (1-3)		**Rh9**			
Human resource risks on intensive growth farms in Kosovo		Very Low	Low	Avarge	Higt	Very higt
		1	2	3	4	5
		Propability				

Source: Author own elaboration.

For the evaluated nine human resource risk events, farmers' perceptions are as follows: one event is a very high risk factor, three events are high risk factors, three events are average risk factors, two events are low risk factors and one event is very low risk factor.

4.2. Analysis of the quantitative assessment of human resource risk

Table 7. Calculation of statistical estimation of human resource risk events (in euro)

n	x_i	$\bar{X}$	$(x_i - \bar{X})$	$(x_i - \bar{X})^2$
1	5,000	13,773	-8,773	76,965,529
2	4,000	13,773	-9,773	95,511,529
3	75,000	13,773	61,227	3,748,745,529
4	6,600	13,773	-7,173	51,451,929
5	1,600	13,773	-12,173	148,181,929
6	60	13,773	-13,713	188,046,369
7	5,500	13,773	-8,273	68,442,529
8	25,000	13,773	11,227	126,045,529
9	1,200	13,773	-12,573	158,080,329
		Interval width (I_{width})		**74,940**
		(Dispersion) (D^2)		**89%**

Standard deviation (D)	**24,139**
Coefficient of variation (C_v)	**175%**

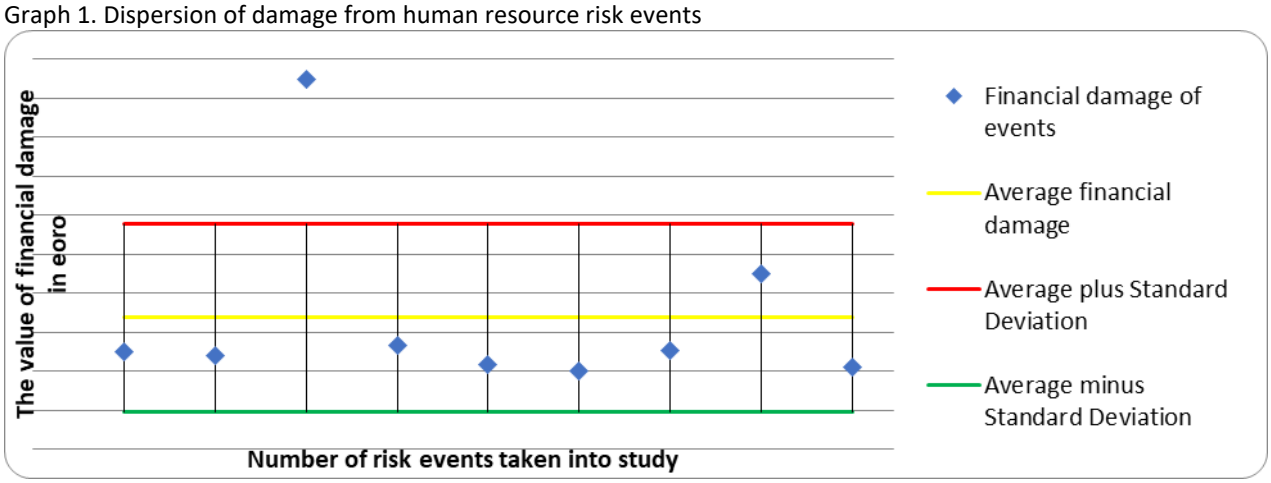
Source: Author own elaboration.

Human resource risk events are characterized by a large interval width (€ 74,940), large standard deviation (€ 24,139) and high coefficient of variation (175%). The assessment is made according to the financial consequence segments in Table 3.

4.2.1. Analysis of dispersion and standard deviation

The dispersion of damage from human resource risk events is reflected in **Graph 1**. From the overall 9 human resource risk events, 7 are below the average market damage value.

Graph 1. Dispersion of damage from human resource risk events



Source: Author own elaboration.

Of the 9 human resources risk events, 8 of them are included in the average value of the damage plus and minus the standard deviation. Dispersion is equal to 8/9 or in other words 89% of human resources risk events can occur.

4.2.2. Linear regression analysis

Linear regression analysis are used to predict the impact of human resource risk events on farms of 40,000 chickens in relation to the average market damage in Kosovo. To construct the linear regression equation $D_y = a+bD_x$ we focus on the data provided in the **Table 8**. Where, D_y is the financial damage of the farm group up to 40,000 chickens; D_x average market damage in Kosovo; component (a) represents the intersection with the vertical axis; and component (b) represents the slope of the linear line.

Table 8. Calculation and construction of linear regression

n	$X=D_x$	$Y=D_y$	$X^2=D_x^2$	$Y^2=D_y^2$	$X*Y=D_x* D_y$
1	2,000	5,000	4,000,000	25,000,000	10,000,000
2	7,000	4,000	14,000,000	20,000,000	28,000,000
3	100,000	75,000	200,000,000	375,000,000	7,500,000,000
4	7,600	6,600	15,200,000	33,000,000	50,160,000
5	600	1,600	1,200,000	8,000,000	960,000
6	60	60	120,000	300,000	3,600
7	1,000	5,500	2,000,000	27,500,000	5,500,000
8	5,000	25,000	10,000,000	125,000,000	125,000,000
9	1,000	1,200	2,000,000	6,000,000	1,200,000
n=10	$\sum D_x$ = 124,260	$\sum D_y$ = 123,960	$\sum D_x^2$ = 248,520,000	$\sum D_y^2$ = 619,800,000	$\sum D_x * D_y$ = 7,720,823,600

Source: Author own elaboration.

n -is the number of human resource risk events.

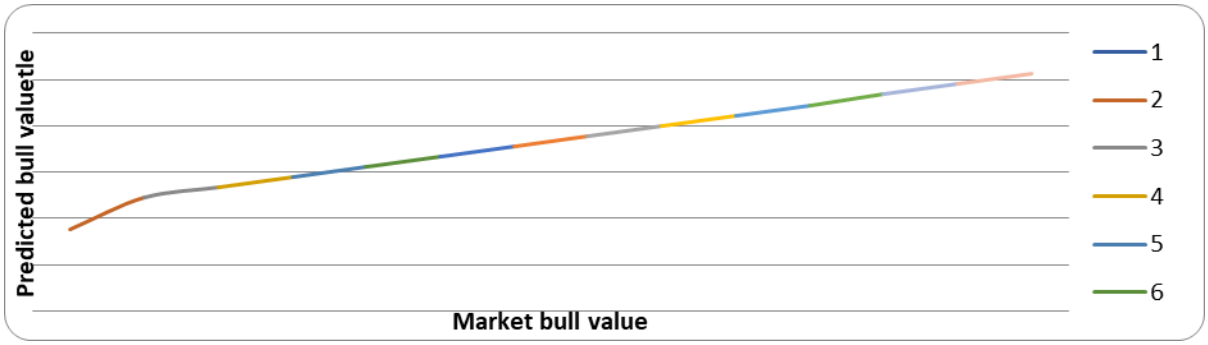
$$b = \frac{\Sigma x * y - [(\Sigma x)(\Sigma y)]}{n\Sigma x^2 (\Sigma x)^2} = -0{,}0000223$$

a -is calculated as below:

$$a = \frac{\Sigma y}{n} - b\frac{\Sigma x}{n} = 13{,}804$$

The linear regression equation is D_y = 13,804-0,0000223D_x and in **Graph 2** is presented the linear regression function.

Graph 2. Function of linear regression equation (D_y = 13,804-0,0000223D_x)



Source: Author own elaboration.

With the linear regression equation we predict the damage for the farm group up to 40,000 chickens, when the average market loss is known (see Table 9)

Table 9. Prediction of damage from human resource risk events for the farms up to 40,000 chickens

D_x	a	b	D_y = 13,804-0,0000223D_x
7,000	13,804	(0.0000223)	13,804
8,000	13,804	(0.0000223)	13,804
9,000	13,804	(0.0000223)	13,804
10,000	13,804	(0.0000223)	13,804
11,000	13,804	(0.0000223)	13,804
12,000	13,804	(0.0000223)	13,804
13,000	13,804	(0.0000223)	(greater than the market) 13,804
14,000	13,804	(0.0000223)	(equal to market) 13,804
25,000	13,804	(0.0000223)	(lower than the market) 13,805

Source: Author own elaboration.

5. CONCLUSIONS

Communication and response to research questions, and recommendations for using tools or strategies to address human resource risk events are presented in Table 10.

Table 10. Communication of human risk events and response strategies

Risk events	Risk factor	Aggressiveness of risk events	Risk factor impact	Risk response strategies
R_{h9}- Accidents of employees at work. R_{h6}- Environmental pollution.	**Very low** **Low**		**Inconsiderable** **Unimportant**	**1) Self-financing.** Do not affect farm objectives
R_{h1}- Managerial incompetence of the farm owner. R_{h4}- Displacement of family members from the farm. R_{h5}- Professional incompetence	**Average**		**Moderate** There is fear/ambiguity	1) Practice good human skills with family members, neighbors and employees. 2) Training of farm members and employees.

of employees in agriculture. R_{h7}- Failure to train employees.				3) Motivation of employees at work. 4) Talent management. 5) Stress management. 6) Evaluation of alternative sources of work. 7) Consultation of farmers with a lawyer, jurist, veterinarian, and zootechnician, etc.
R_{h2}- Premature death of the farm owner. R_{h3}- Divorce in the family.	**High**		**Large** Their impact brings serious damage	
R_{h8}- Lack of legal provisions knowledge	**Very high**		**Very large** The impact is catastrophic	

Source: Author own elaboration.

Based on the above table, the specific weight in percentage of events is reflected in **Table 11**. The number of events in column 1 corresponds to the number of events in column 1 of **Table 10**.

Table 11. Percentage of risk events in total events by the level of aggressiveness

Number of events	Percentage	Risk level	Aggression of risk events	Predicted consequence	Response strategies
2	22%	Very low and low	Mouse aggressiveness	Up to 1,150 €	Self-financing
4	44%	Average	Rabbit aggressiveness	1,151-2,300 €	Prevention
2	22%	High	Shark aggressiveness	2,3001-10,150 €	Transfer
1	12%	Very high	Lion aggressiveness	Up to 10,151	Elimination

Source: Author own elaboration.

In conclusion, we suggest farmers to consider the above recommendations in order to address human resource risk events, so that the risk factor is mitigated or reduced from medium to low or very low.

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Integrating People in the Organization: A Neglected Management Function?

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Abstract: The paper studies the position of people integration in the general scheme of the functional distinctness of human resource management in modern organizations. The aim is to semantically define the concept of people integration in the organization and to functionally distinguish it from the other well-known management functions. Using qualitative thematic analysis and content analysis methods, an attempt is made to answer two questions: "What is people integration?" and "What is not people integration?". Integrating people into the organization is defined as the process of exerting managerial influence on employees during which they become permanently committed to the goals of the organization and a functionally indivisible part of it. The paper tries to distinguish employee integration from other constructs, both antipodal and related, such as coordination, specialization, manipulation, motivation, consolidation, unification, affiliation and inclusion. It is concluded that the unique contribution of integrating people compared to the classic management functions consists precisely in ensuring the bond between an employee, a group and an organization. Since the growing global competition between organizations imposes higher demands on the effectiveness of the human factor, the need for such a bond in modern organizations is constantly increasing. Only by integrating people in the organization it is possible to use employee knowledge and skills to their full potential – both in the interest of their holders and in the interest of the organization.

Keywords: employee integration, management functions, inclusion, affiliation, human factor.

1. INTRODUCTION

The integration of the individual into the organization is of paramount importance for its successful functioning (Kotsev, 2008). Integration is embedded in the genesis of the very idea of organization – even our forefathers were aware that if they wanted to survive enemy raids and the vicissitudes of nature, they had to unite and work together. Later, similar motives became the reason for the Romans to invent the cohort – its notorious invincibility was due not to its large number (up to 600 warriors), but to the cohesion and cooperation of its members (not by chance, a term that has a common root with the word "cohort" – cohesion – is used as a synonym for unity and cooperation). It is only when their enemy finds a way to destroy this unity between person and organization that the cohort becomes vulnerable. Therefore, even then the following principle was valid: *the lower the degree of integration in the organization, the higher the probability that it will cease to exist*.

The main responsibility for the survival and development of any organization lies with its management. This gives reason to assume that, protecting the interests of the organization, management will be interested in reaching a higher degree of integration. Moreover, “in order to effectively manage the process, managers must maintain team cohesion on a daily basis by also initiating new integration activities” (Kotsev, 2008, p. 9). It is hard to dispute Drucker's (1993) assertion that the integration of an organization is more important than the education and skills of its managers.

These words sound especially relevant today. There are several prerequisites for this:

- *Never before have people had such a wide choice of organizations to join*. This makes it relatively easy for them to make decisions about leaving one organization and joining another. Driven by a desire for a better life, their willingness to take such actions should not be questioned (we witness the depopulation of entire countries that have failed to integrate their citizens). In order to adequately respond to this challenge and retain qualified personnel, organizations should not limit themselves to using only economic and legal mechanisms – high salaries, binding contracts, etc. It is much more efficient from the point of view of the organization to make efforts in the direction of employee integration.
- *Never before have people had access to such a volume of information*. Regardless of the organization in question (a state or a grocer), the use of this information in the direction of the goals and interests of the organization becomes particularly important. An individual or a group that does not feel an integral part of the organization can, in some cases, even threaten its security (let's recall the statements of a sufficient number of experts, according to which it is possible to make a bomb with information available from the Internet).

- *Competition between organizations has never been so intense*. Organizations that do not manage to obtain an optimal result in the use of their resources fall out of the market race. The fierce competition and high stakes can find expression in "hits below the belt" between organizations – for example, insufficiently integrated individuals or groups could be recruited by the competition.
- *Never before has the internal environment of organizations been so complex*. This presents their members with a double challenge – on the one hand, to be able to meet the increasing demands for specialization of knowledge and skills, and on the other hand, to maintain constant contact with colleagues from other professional or functional areas. Often the dilemma is resolved in favor of specialization and the organization loses the advantages of the synergistic effect that would result from the interaction of more organizational members

2. THE NEED FOR INTEGRATION AS A CONSEQUENCE OF MORE COMPLEX MANAGEMENT

The deeper and more large-scale the processes of specialization in organizations become, the more strongly the need to integrate individual and group activities emerges. It is not the isolation of these processes, but their interdependence, inter-functional coordination, communication and knowledge sharing across the organization between departments and work units influences positively organizational development (Solanky et al., 2019). In this sense, the race for overall effectiveness of organizational performance also intensifies. Therefore, the continuous complexity of the internal environment (Kabalina et al., 2019) is already becoming a factor of increasing importance, imposing employee integration as objectively necessary.

A natural effect of the increased complexity of the internal and external organizational environment is the complicated management of organizations. As a supplement to the above-mentioned prerequisites and at the same time a kind of verification of them, the statement of Andreeva (2003, p. 93) can be accepted that "the more management becomes complicated, the more the need to integrate all private functions and activities into a single whole grows".

The growing role of integration raises the question of its place among the other management functions that managers today have to perform. Times are changing and it seems that the dominance of the classic management functions (planning, organizing, coordinating, staffing, leading and controlling) is about to become history. There are not a few scholars who argue that goal setting, motivation, even following (Kotsev, 2021; Kotsev, 2022; Kotsev, 2023) should be added to them. It seems normal to ask the question: isn't it time to include integration in the composition of the main functions of management?

The claim that integration as a concept is still looking for its place among other scientific categories could be justifiably criticized – for example, the term "integration management" has gained some popularity in the last two decades. However, it refers to the management of all processes, procedures and control systems in the organization and aims to ensure their unidirectionality with decisions and their implementation. In other words, the object of integration management are the organizational processes, procedures and systems, and the subject – their integration. Obviously, this paper is not about "integration management", but about people integration as part of management. Here, the object of integration is the human factor, and the subject – its commitment to more general (group or organizational) goals.

In order to guarantee the initial vitality of a concept seeking its place among scientific categories, it must be semantically defined and functionally distinguished from the rest. In the case of integration, this is not such a difficult task, since it is not a question of expanding the existing terminology. The acceptance of integration among the main functions of management is rather a legalization of the right to relative independence, as has been accepted and outlined for the other management functions under the existing status quo.

3. SEMANTIC IDENTIFICATION OF THE CONCEPT OF INTEGRATION

Two questions – "What is integration?" and "What is not integration?" – are the basis of the semantic identification of the concept. An answer to the first question gives the following definition:

The integration of people into the organization is a process of purposefully exerted managerial influences, in which individuals or groups are permanently committed to the goals of the organization and become a functionally indivisible part of it.

There are five key points in this definition.

First, integration is a process. It should not be considered as a one-time act with a quick and certain result, but as a sustainable management activity over time.

Second, integration requires targeted impact, not just interaction as it often seems. The impact is exerted by the integrating subject on the object of integration. Its purpose can be overt or covert.

Third, the object of employee integration can be both individuals and whole groups. However, when the object of integration is the group, the process becomes significantly more complicated – the manager must first ensure favorable group characteristics (level of cohesion, nature of group attitudes and values, adequacy of team roles, etc.) and only then move on to the real integration.

Fourth, integration finds expression in a constant commitment to the goals of the organization. Most often, this is also the main purpose of integration.

Fifth, integration refers to the functional aspect of employee activity. In other words, without affecting the structural independence of individual jobs and departments in the organization, it strengthens their multifunctionality and interchangeability.

In order to crystallize the essence of integration, it must be clearly distinguished from some concepts, both close and antipodal.

Integration is not coordination. In coordination, the goal is to achieve physical (spatial and temporal) synergy between the individual elements, while people integration is driven by the ambition to mentally gather the elements (individuals or groups) around a common goal.

Integration is not specialization, although narrow specialists need it most. Integration acts as an antidote to the narrow-mindedness that sooner or later appears in too clearly functionally differentiated activities.

Integration is not manipulation. The integration process does not require distorting the truth and building relationships on false foundations. Usually subjects of integration are aware of the impact on themselves, while subjects of manipulation often do not even suspect it.

Integration is not motivation. The manager's goal in motivating is to make an employee or a group of employees want what he/she wants. In the case of integration, this appears to be only an intermediate goal (a circumstance that allows motivational techniques to be considered as a toolkit of integration). “Once implemented, integration is characterized by a relatively higher degree of end result sustainability than motivation” (Kotsev, 2008, p. 13).

Relatively closer to integration are *merger* and *unification*. However, it would be a mistake to view them as synonyms, as here too some differences are observed.

Both merger and unification are one-time acts that enable two or more interested parties to consolidate their efforts and resources. It can be imposed "from within" (for example, the unification of West Germany and East Germany, a result of the desires and initiative of regular German people) or caused "from outside" (for example, the mergers observed in the last decades of some of the world's car manufacturers, dictated by the increasing competitive pressure in the automotive industry). In the first example, the integration process was already in full swing at the time of unification, while in the second it had yet to be developed. From this point of view, unification and merger can also be seen as phases of integration, whose place, depending on the specifics of the situation, can be at the beginning, middle or end of the process.

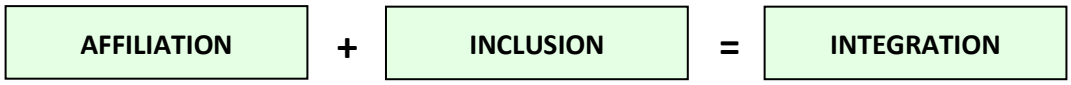
This conclusion can be misleading if the unidirectional relationship between these terms is not taken into account. In other words, it is possible that the unification or merging of two or more objects does not lead to their integration, while the ultimate success of the integration process is not possible without unification or merging.

The other significant difference between the three terms is observed when analyzing the results of the respective process. When merging or unifying, parties mechanically increase their strengths, but it is also possible for some problems to appear that reduce the effect of this process (for example, inadequate coordination mechanisms, intercultural differences, technological inconsistencies, etc.). Integration not only avoids these problems, but also provides additional opportunities (which are usually based on factors such as economies of scale, synergistic effect, increased motivation, etc.) to improve final results.

As if closest in meaning to integration are two other terms – *affiliation* (in its meaning as *joining*) and *inclusion*. To a certain extent, the two are mutually complementary: the former expresses legal or physical unity, the

latter – mental or spiritual unity. Such an understanding allows for a new, simplified definition of integration in which accession and inclusion are seen as intrinsic elements of the integration process (Figure 1).

Figure 1: Elements of Integration



Source: Own observation.

From the perspective of the practicing manager, the above scheme may prove particularly useful. It allows for the formulation of one main conclusion – it is not possible to achieve high effectiveness of the employee integration process if it does not involve accession and inclusion of organizational members or groups. Focusing on or limiting to just one of the two elements can not only make integration more difficult to succeed, but also jeopardize the security of the system as a whole.

4. FUNCTIONAL DIFFERENTIATION OF INTEGRATION

As for the functional differentiation and distinction of integration from other management functions, it can be done by seeking an answer to the following question: What is the functional "niche" that employee integration fills?

If the existence of such a niche is not just a figment of the imagination, it should meet two conditions – independence and usefulness. In order to be independent, it must have its reserved, independent place among the management functions already recognized by specialists. In turn, proving usefulness is about revealing the necessity to integrate people in the organization.

With regard to the first condition, it is sufficient to indicate the unique contribution of each management function for the organization. This is not particularly challenging: planning determines the way and the means, organizing brings order, leading ensures that the chosen goals are followed, and controlling measures the degree of their achievement (Kotsev et al., 2012). All these functions derive from the interests of the organization. However, none of them affect the two-way relationship "employee – organization". *The unique contribution of integration consists precisely in providing the cohesion between an individual, a group and an organization*.

Regarding the second condition, practice shows that providing such a cohesion is a major problem (and necessity) for most organizations (Van Thi & Tran, 2019). One of the possible explanations for getting into such problematic situations is the neglect of integration as a function of management among scholars. This is reflected not only in the lack of broader interest – the focus is on integration of minorities and people with disabilities (e.g. Kalagy & Braun-Lewensohn, 2022; Howe Jr, 2019), but also in the curricula of most business majors. With few exceptions, nowhere in the process of their training do future managers discuss issues of integration. Deliberately centered by their professors on the classical postulates (it is quite natural that it would be so – after all, this is the matter they know), already at their first appointments, the former students are greeted with a cold shower – the reality turns out to be quite different from what they have expected. And one of the essential differences is precisely the necessity to exert constant efforts to ensure unity between people and organization – as it turns out, a key management function missed in business education due to the lagging of theory from practice.

5. CONCLUSION

The need for unity between people and organization in the modern organization is constantly increasing. The growing competition between organizations increases the requirements for the effectiveness of the human factor. We live in a world where knowledge is the most valued commodity, but also the most offered; skills are the most useful asset, but also the most rapidly depreciating. Integrating people into the organization enables knowledge and skills to be used fully and in a timely manner – both in the interest of their owners and in the interest of the organization.

However, the degree of employee integration must not be unlimited. According to White (1987), one of the researchers of organizational members' commitment, there is a risk that unconditional agreement and

fanaticism will take over the organization if the line is crossed. Therefore, the manager must manage this process and not seek complete integration at all costs.

One thing, however, remains beyond doubt – managers must be convinced that their efforts are aimed at increasing cohesion, not disunity, between organizational elements. The old Roman strategy of "Divide and conquer" is gradually losing its validity. In the organization of the future, managers will have to follow the principle of "Integrate and succeed".

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Digitalization of the Economy: Challenges and Achievements of Fiscalization Implementation in Albania

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Abstract: The fiscal system implemented during the last decade (2009–2020) in Albania has resulted far from the expectations and standards used by EU members and has been the subject of frequent discussions. The necessary reform of the system according to the new fiscalization platform (2021), reports financial data in real–time and can contribute to the formalization of the economy by increasing transparency in the business environment and FDI–s, etc. The objective of the paper is to analyze the process and identify the challenges and achievements so far of the fiscalization reform in the Albanian economy. The analysis of the general data results that the new fiscalization platform offers a better adaptation to economic processes. The new digitalized system is based on the use of software, it is advanced and relatively easy to implement. While the concerns of small businesses facing some additional initial costs have not been considered, more support is needed for financial administration (taxes and businesses) on new tax practices, especially in rural areas.

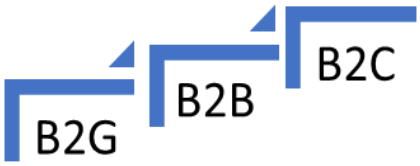
Key words: fiscalization, informality, budget revenues, Albania.

1. INTRODUCTION

The successful implementation of the fiscalization process constitutes one of the current challenges of the Albanian economy. Institutions (eg the Ministry of Finance) and economic actors (eg chamber of commerce, etc.) have been its promoters, emphasizing that the implementation of the new platform can contribute to an increase of about 2–3 points (%) of Gross Domestic Product income. It is believed that until its full implementation and extension for a medium–term period, the process will affect the reduction of informality rates, increase the level of tax revenues in the state budget, and make it easier and more accurate to issue tax bills, etc. The new fiscal platform is implemented in a relatively difficult period for the Albanian economy, considering the successive challenges, such as damages caused by the earthquake (2019) and the social–economic consequences, the period of the Covid–19 pandemic, lockdown, growth slowdown, etc., which are also combined with the inherent logistical–digital and technical–administrative difficulties of using the new fiscal platform.

As a result, the business is faced with challenging processes and difficulties within a short period of time. Fiscalization reform and its implementation since January 1, 2021 (figure 1), has gradually influenced the improvement of the functioning of business–to–government, business–to–business relations (July 1, 2021), and business to consumer (on September 1, 2021).

Figure 1: Implementation stages of the fiscalization process.



Source: GDT and design of the authors.

The implementation of the new fiscalization process has been proactive and comprehensive. A number of entities have been subjected to the new technological approach, such as public institutions, banks, financial and non–banking institutions, etc., and all taxpayers who issue invoices for the sale of goods and services. The new system tracks the business by combining the e–filing portal in My Taxes, the Self–Care portal, and software installed by the business. The process for a company to be subject to taxation/fiscalization is characterized by a number of factors. The operator must be equipped with electronic certificates by applying through his own business credentials from e–Albania. This certificate can be obtained from ISA (Information Society Agency of Albania), the fee costs 4000 All, and is valid for a period of 1 year. The business operator for issuing tax invoices must be equipped with software connected to the new fiscal platform. The new technology

set required includes access to an electronic device, computer, laptop, tablet, phone, etc., and a stable internet connection. In addition, the connection with a non–fiscal printer or a cash register suitable for fiscalization should be ensured. The operator issuing invoices must be registered in the system 24 hours in advance. The new fiscalized invoice has a standard and is equipped with security elements:

1. NIVF — Unique invoice identification number;
2. NSLF — Invoice Issuer Insurance Number;
3. QR code — The barcode of the invoice that can be scanned from the mobile phone and leads directly to the Self–care portal.

Practically for every supply of goods or services, an electronic invoice must be issued at the time of supply of these goods and/or services. In the case of returned goods, the seller must make a correction invoice according to the return, and the document that accompanies the goods during transport must be exactly the correction invoice. In cases where there are purchases from individuals who are not registered with the unique identification number of the taxpayer, in the case of the fiscal platform, the buyer must provide his name and last name and an ID. With the implementation of the platform which is connected to e–Taxes, the data from the purchase and sale books that come out of the platform are used to complete the VAT declaration. While other declarations will continue to be made as before in the e–filling system. The issued invoices come with a status to be accepted or rejected, if the invoices are not accepted within the 10th of the following month, then they are automatically accepted by the system and go directly to the book as purchase or sale. Regarding the opening of new operators, the ID of the employee is obtained from the payroll of the economic entity.

If the employee is added to the payroll 24 hours before the start of work, in Self–care platform he/she will be added after 48 hours. The procedure has not been changed, only the method of issuing the invoice has been fully digitized. Therefore, documents with unused serial numbers must be handed to the tax administration. In cases when enterprises import goods/services, the customs declaration appears on the self–care platform. Based on the declaration, the entity creates the invoice itself within three days of the submission of the customs declaration. Compared to the previous system when the tax cash register was closed at the end of a workday, with the new system this procedure is no longer necessary as every transaction goes straight to the tax administration in real–time. Keeping in mind that an internet connection 24/24 is a must for the operation of the fiscal platform, and, if the enterprise for different reasons experiences malfunction with the internet connection, the Self–care platform will be unavailable to issue the invoice with the NIVF code. In such cases, it is mandatory for the enterprise to provide internet and to fiscalize the invoices not equipped with the unique identification number within 48 hours.

In case there is a malfunction of the device used to issue tax invoices, the tax administration makes available a separate book of invoices until the device is repaired or replaced with a new one. It is absolutely necessary that the invoices cut in the book are thrown into the self–care portal within 5 days. If the enterprise uses several devices for issuing the tax invoice, it is not necessary to issue an electronic certificate for each device, since the certificate is unique for the enterprise. From the procedural point of view, it is important to emphasize that when the tax invoice is issued, it must be checked whether it has been fiscalized or not, and this check is done by scanning the QR code. The invoice after fiscalization cannot be changed. However, if changes need to be made must be created a new invoice called a correction invoice to change the data of the fiscalized invoice. This is according to the fiscalization and value–added tax law.

2. THE NEW PROCESS OF FISCALIZATION — SOME CHALLENGES AND ACHIEVEMENTS

Referring to the number of employees and the level of the annual turnover of businesses in Albania, it results that most of the economic entities are micro–businesses. In total, they constitute a measure of about 88% of current businesses. During the process of discussions for the implementation of the new fiscal platform, the experts business representatives, etc., were in favor of the idea that small businesses should not become part of the system, based on the fact that this part occupies a very small weight in terms of income in the state budget. The arguments for this were the post–pandemic economic situation, lockdowns, etc., and the inclusion of small businesses that could be affected by the delays of the process. However, this suggestion was not supported by the relevant institutions and small businesses also became part of the fiscalization process. The new reform has increased the business costs, meanwhile, the business has to adapt to the new technology. To implement the fiscal platform and issue invoices through the Self–Care portal, the enterprises must either adopt the current tax register or use software solutions. In the event that the small business adapts the current cash register, they have to pay for the updated cash register, which costs about 50 euros, the cash register

maintenance costs about 43 euros/year, the internet card costs about 17 euros/year, and the issuance of the electronic certificate costs 4000 all/ year without needing a thermal printer as the case also serves as a printer. So the cost is around 130–140 euros/year. This is an approximate calculation from the experience so far of micro–enterprises assisted throughout the implementation of the fiscalization process. However, such processes may be characterized by other specific unpredictabilities (eg location, etc.). So, If for example, a new case is to be purchased, there is also the extra–cost of purchasing the case plus (figure 2), which costs, according to market prices, about 264 euros.

Figure 2. Adaptation of the previous case to the fiscal platform.



Source: https://efiskalizimi-app.tatime.gov.al/

Another possibility is to implement the fiscal platform through the use of a software company, in this case, the costs could be:

1. Buying a computer or tablet that costs approximately 10,000 –20,000 All;
2. Software solution 10,000 All;
3. Thermal printer 10,000 All;
4. Internet 12,000 All/year for a small line; And
5. 4,000 All/year electronic security certificate.

More specifically, the cost can be around 400 euros if you install the software solution on a tablet (figure 3) and around 480 euros if you install it on a computer (figure 4).

Figure 3. Installing the software solution on the tablet.



Source: https://efiskalizimi-app.tatime.gov.al/

Figure 4: Installing the software solution on the computer.



Source: https://efiskalizimi-app.tatime.gov.al/

3. RESULTS

During the first year of implementing the fiscal platform, enterprises generally reacted positively. Of the 118,627 active enterprises observed until the end of 2021, approximately 71,117 were fiscalized in total (table 1). The data are general and the sectors (eg agribusinesses) cannot be specified. Perhaps a comparison of similar data on fiscalization progress within a year in another country in the region or the EU where the reform has been implemented could be valuable at this stage.

Table 1: Progress of fiscalization of businesses in 2021.

Fiscalized businesses	71,117	59,9%
Non fiscalized businesses	47,510	40,1%
Total of active businesses	118,627	

Source: GDT and authors' calculations.

Meanwhile, it can take more time to observe the process if the implementation of the new fiscal platform will continue to have a positive impact on the income generated by businesses in the state budget. However, a comparative look at the short–term tax revenue from value–added profit tax, revenue from social and health insurance contributions, and revenue generated from personal income tax for the periods before the implementation of the fiscal platform and the period after that it can be valuable to understand the trends and dynamics. Therefore, we can refer more concretely to the year 2020, which is the year before the start of the implementation of the new fiscalization process, and the year 2021, which coincides with the first year of use of the new platform (table 2) and the dynamics testify to positive and growing economic indicators.

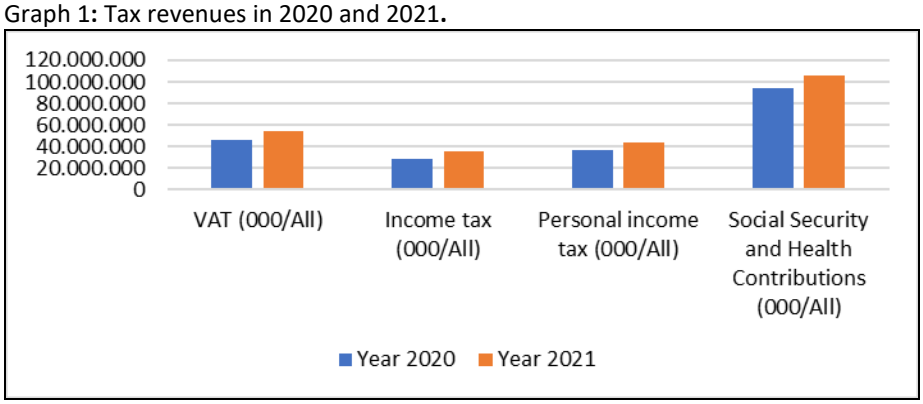
Table 2: Changes in the level of tax revenue in the state budget.

Tax revenue	Year 2020	Year 2021	The changes
VAT (000/All)	46,174,825	54,461,470	**17.95%**
Profit Tax (000/All)	28,358,795	35,664,554	**25.76%**
Personal income tax (000/All)	37,069,163	43,801,087	**18.16%**
Social Security and Health Contributions (000/All)	94,116,872	106,266,159	**12.91%**

Source: GDT and authors' calculations.

Thus, in 2021, with the beginning of the implementation of the fiscal platform, an increase in the level of VAT revenues in the state budget is observed (about 17.95%). In addition, revenue from profit tax is observed at a growth level of 25.76%. There is also an increase in personal income tax and social and health insurance contributions revenues. Accordingly, this increase is 18.16% and 12.91%. Summing up, we can say that the increase in these revenues shows that the implementation of the new fiscal platform has a positive effect on the increase of revenues in the state budget, fulfilling one of the goals of its implementation. So, the tax administration is expected to have higher control over business taxes. With the new system, the Self–Care platform now enables 24/24 monitoring of enterprises. In the graph below (graph 1), the difference in the growth of tax revenues in 2021 compared to the previous year 2020 can be seen more clearly. It should also be emphasized that 2021 is the first year of the implementation of the fiscal platform and, however, there are changes. Therefore, it is expected that the changes will be more pronounced in the following years when the new fiscal platform is implemented to its 100% extent.

Graph 1: Tax revenues in 2020 and 2021.



Source: GDT and authors' calculations.

From the analysis of the most influential factors in the new process of fiscalization in the Albanian economy (table 3), we emphasize that the expectations are that the new reform will affect the general increase in

economic performance, the strengthening of the role of economic actors and the increase in transparency. It represents an important development towards the digitization of the economy, contributing to the business environment, a possible attraction for foreign investments, and bringing the Albanian economy closer to the integration processes and the EU.

Table 3: SWOT analysis of the fiscalization project.

SWOT Analysis			
		Helpful	**Harmful**
		Strength	**Weakness**
Internal factors	**Opportunities**	1. Digitalization of the economy; 2. Increases revenues in the state budget; 3. Higher control over business; 4. Improve public services; 5. It is easier to prevent abuses; 6. Exchanging information between buyers and sellers; 7. Increases formality and decreases unfair competition; 8. Correcting fictitious inventories; 9. Business modernization 10. Fights fiscal evasion;	1. It increases business costs; 2. It requires internet 24 hours a day, the lack of internet causes the system malfunction;
External factors	**Threats**	1. Fiscalization as a preparatory measure for Albanian membership in the European Union;	1. The transitional phase of its implementation may cause informality as a result of a lack of information on the use of the system. 2. Monopolization of the fiscalization service delivery center.

Source: Analysis of the authors.

4. CONCLUSIONS AND RECOMMENDATIONS

The fiscal reform, based on this new platform undertaken for implementation in the Albanian economy, has led to a number of major achievements. The main effects on Albania's economy are positive and multi-faceted. It has influenced the efficiency of public services, offering the tax administration better monitoring of businesses and possible problems. The new platform has influenced the growth of pro–social behaviors and the climate of citizenship, encouraging trust in institutions, and making citizens and businesses protagonists in the prevention of abuses on the ground, especially in rural areas. During this time, the Albanian economy, in parallel with the digitalization of public services, has also improved the digitalization of the financial services system, making all services digital; this means that the new developments are steps towards a functional digital economy. The comparison made regarding tax revenues in the state budget for the years 2020 and 2021 shows a significant increase in indicators, reinforcing the idea that the new fiscalization platform has influenced the increase in tax revenues in the state budget. Within the general picture of the economy, the generation of real–time data on businesses can also serve as a resource for policymakers (eg local, and national) to better reason and formulate the necessary instruments in the transition towards a modern economy. In a digitized–modern economy, sustainability and acceleration of growth are based on institutional–professional capacities for adequate formulations and solutions.

The modernization of stakeholder networks (eg social innovations) and the sophistication of the environment (eg new networks) and businesses (eg technological innovations) also represent an important direction for the development of the economy in which the newly implemented fiscal platform practically contributes. Now enterprises are using pre–filled documents, eliminating errors, and above all, correcting fictitious inventories. Buyers and sellers can better communicate with each other in accepting and rejecting invoices through the Self–Care system. These are some indicators that testify to the expected increase in formality and decrease in anti–competitive behavior and unfair competition in the market, etc. Furthermore, the analysis (table 3) suggests that the fiscalization process is a necessary measure for the economy to also meet the standards of Albania's integration into the EU. Any new system that is implemented for the first time or the improvement of the existing one is also expected to create extra costs. Potential business concerns about extra costs are legitimate and offsets could have been a valid alternative. Good governance, professionalism and a pro–business culture should be the core of institutions. Some problems during the implementation in the use of the equipment have been initial, and can be neglected. Finally, the new system of fiscalization has been successful in EU countries in which it has been implemented, such as Croatia, Slovenia, the Czech Republic, etc., and the expectations are for a good performance in Albania as well. At this early stage of the reform anyway, the recommendations go for increasing the assistance on the new fiscal use for the tax and financial administration of businesses and especially for sustainability and cyber security. In the conditions of large uses of cash and the general fiscal culture in society, further research is necessary to examine the dynamics. However, a question of research interest remains: Will the new fiscal platform help formalize the economy?

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The Impact Of Public Investment On Economic Growth: Empirical Evidence From Southeast Europe

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Abstract: This paper aims to study the impact of investment spending financed by central and local government budgets on economic growth. The methods used are descriptive and comparative analysis of the main indicators of government spending and investment activity. Correlation and regression analysis of panel data is applied to estimate the effects of public investment on economic growth in nine countries located in Southeast Europe (SEE), namely Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Romania, Serbia, and North Macedonia. The study covers the period 2010 – 2021. The results show cyclical dynamics of government spending and great heterogeneity in the size of the public sector as a percentage of gross domestic product (GDP). At the same time, the correlation and regression analyses indicate a negative impact of total government expenditure and government consumption on the growth rate, while the effects of public investment at both central and local levels of government are negative but not statistically significant. These findings suggest low efficiency of public spending. The main conclusion is that public investment is not an effective tool for fiscal impact on the economic development in the nine selected SEE countries.

Keywords: public investment, economic growth, Southeast Europe

1. Introduction

There are numerous studies on the relationship between government spending and economic growth, covering different samples of countries, research methods and periods. In general, they look for evidence of the effects of the total amount of government spending and/or disaggregated expenditure items on economic performance. However, neither the classical nor the modern economic literature provides unanimous and conclusive empirical evidence on the strength and direction of the impact of public spending on growth. Several authors have found confirmation of the negative impact of total government spending on growth (e.g. Engen and Skinner, 1992; Folster and Henrekson, 2001; Esener and Ipek, 2018; Pratama, 2023), but their findings have been disputed by a number of research papers (e.g. Attari and Javed, 2013; Al-Fawwaz, 2016; Leshoro, 2017; Alzyadat and Al-Nsour, 2021), who argue that government spending has significant positive growth effects.

Regarding public investment, opinions vary widely, from a positive growth-supporting impact (e.g. Leshoro, 2017; Chu, Hölscher and McCarthy, 2018) to no significant impact (Barro, 1991; Schaltegger and Torgler, 2006; Al-Fawwaz, 2016) and a significant negative impact on growth (e.g. Devarajan et al., 1996; Ghosh and Gregoriou, 2008).

This paper aims to provide further evidence on the impact of investment expenditure financed by central and local government budgets on economic growth in nine countries located in the region of Southeast Europe (SEE), namely Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Romania, Serbia, and North Macedonia. The period covered by the study is between 2010 and 2021. The paper is structured in five sections. After this brief introduction, the second section provides a literature review. The third section described the methodology used for the purposes of the study. The fourth section discusses the main findings from the descriptive, comparative, correlation and regression analyses. The last section concludes.

2. Literature review

There are numerous studies on the relationship between government spending and economic growth covering, different samples of countries, research methods and periods. In general, they look for evidence of the effects of the total amount of government spending and/or individual expenditure items on economic performance. At the same time, neither the classical nor the modern economic literature provides unanimous and conclusive empirical evidence on the strength and direction of the impact of public spending on growth.

Several authors have found confirmation of the negative impact of total government spending on growth. For example, Engen and Skinner (1992) use data from 107 countries over the period 1970-85 and argue that increases in government spending reduce output growth rates. A paper by Folster and Henrekson (2001)

conducts a regression analysis on a panel of rich countries covering the 1970-95 period and conclude that there is a strong negative relationship between the size of government and economic growth. Esener and Ipek (2018) apply the static panel data approach and dynamic generalized method of moments (GMM) techniques on a panel data for 33 upper and lower middle-income countries over the period 1999-2014. They report significant decreasing effects of public expenditure on economic growth.

A recent study by Pratama (2023) applies multiple regression on data from twelve districts in West Java for the period 2015-2020 and confirms a significant negative effect of government spending on economic growth. Chindengwike (2023) applies the Vector Error Correction Model (VECM) and Granger Causality approach to time series data covering the period 1970-2021 and also concludes that government expenditure has a negative short-and long-term impact on economic development in Sub-Saharan Africa.

An influential work by Barro (1991) analyzes data for 98 countries for the period 1960-1985 and concludes that growth is inversely related to the share of government consumption in GDP, but insignificantly related to the share of public investment in GDP. These results are further confirmed by Schaltegger and Torgler (2006), who study the relationship public expenditure - economic growth within a rich country using the full sample of state and local governments in Switzerland over the period 1981–2001. They find a strong negative relationship between government size and economic growth, but unlike public spending from operating budgets, there is no significant impact on economic growth from capital budget spending.

At the same time, there is a number of studies that challenge these results, such as the works of Attari and Javed (2013), Al-Fawwaz (2016), Leshoro (2017), Alzyadat and Al-Nsour (2021), who argue that government expenditure has positive and statistically significant growth effects. Attari and Javed (2013) use time series data for Pakistan for the period 1980-2010 and report a positive relationship between government expenditure and economic growth in the long run. Al-Fawwaz (2016) studies the impact of government spending on economic growth in Jordan over the period 1980-2013 and finds a positive impact of both total government spending and current government spending on growth, while the relationship between capital government spending and growth is insignificant. This is further confirmed by a recent study by Alzyadat and Al-Nsour (2021), who apply the vector auto regression (VAR) and vector error correction models (VECM) on annual data for the period 1970-2019 and conclude that public expenditures have a positive effect on economic growth in Jordan. Leshoro (2017) uses the autoregressive distributed lag (ARDL) technique on annual data for South Africa covering the period 1976-2015 and claims that both government consumption and investment spending are positively related to economic growth in the long term, as well as in the short term.

Another set of studies reports mixed positive and negative effects of disaggregated public spending on growth. For example, Devarajan et al. (1996) use data from 43 developing countries over a 20-year period and find that an increase in the share of current expenditure has a positive and statistically significant effect on growth, while the relationship between the capital component of public expenditure and growth is negative. This is further confirmed by Ghosh and Gregoriou (2008), who apply generalized method of moments (GMM) technique on a panel data for 15 developing countries over a 28-year period and detect that current spending has significant positive effects on the growth rate, while capital spending has significant negative impacts.

In contrast to these findings, Chu, Hölscher and McCarthy (2018) apply ordinary least squares (OLS) and generalized method of moments (GMM) techniques to panel data from 37 high-income and 22 low- to middle-income countries for the period 1993–2012 and show that a shift in government spending from non-productive to productive forms of expenditure is associated with higher levels of growth in both high-income and low- to middle-income economies.

3. Research methodology and data

This research uses a regression analysis on panel data to study the impact of public investment on economic growth in nine countries located in the region of Southeast Europe (SEE), namely Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Romania, Serbia, and North Macedonia. As a basis of the regression model is accepted the endogenous model proposed by Barro (1990) and further developed by Davoodi & Zou (1998), who concluded that the long-run growth rate of per capita output is a function of the taxation and the shares of spending by different levels of government. Our empirical study follows the common approach applied in most of the researches on this topic. The conventional simple specification tries to explain the economic growth by government spending and tax revenues, so the regression equation (1) has the following simplified structure:

$$yit = b0 + b1TSit + b2TRit + \varepsilon it \quad (1)$$

The dependent variable (yit) is the annual growth rate of GDP of country i in year t, measured as a percentage change on the previous period. The independent variables are the government spending to GDP for each country and year (TSit) and the total revenue from taxes and social contributions presented as a ratio to GDP for each country and year (TRit). The parameters of the model are β0, β1, and β2. The symbol of εit marks the error term.

This simple specification is further extended to take into account different types of government spending (consumption and investment) as well as different levels of government (central and local government).

Thus, the variables included in the regression analysis are as follows:

GDP_GRit – growth rate of the real GDP of country i in year t (percentage change on the previous period);

GOV_EXPit – total government expenditure of country i in year t (percentage of GDP);

GOV_INVit – total government investment of country i in year t (percentage of GDP);

GOV_CONSit – total government consumption of country i in year t (percentage of GDP);

CG_EXPit – central government expenditure of country i in year t (percentage of GDP);

CG_INVit – central government investment of country i in year t (percentage of GDP);

CG_CONSit – central government consumption of country i in year t (percentage of GDP);

LG_EXPit – local government expenditure of country i in year t (percentage of GDP);

LG_INVit – local government investment of country i in year t (percentage of GDP);

LG_CONSit – local government consumption of country i in year t (percentage of GDP);

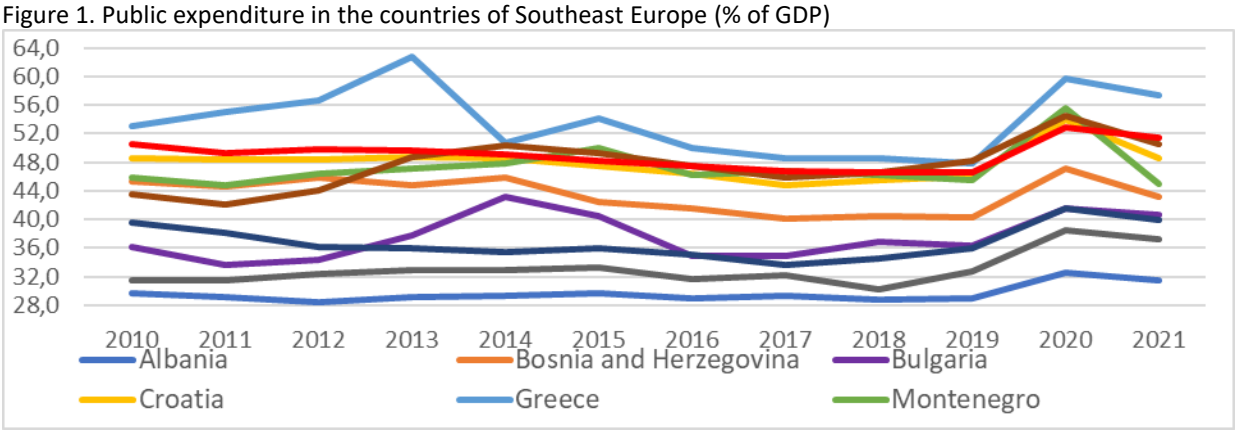
TAXit – total revenue from taxes and social contributions of country i in year t (percentage of GDP);

The Ordinary Least Squares (OLS) method is used to estimate the parameters of the regression model. OLS estimations are reported in Table 1. A correlation matrix of the main variables of the regression model is provided in Table 2. Hypotheses for bilateral causal relations are tested by Pairwise Granger Causality Test (Table 3). The study covers annual data for the period 2010-2021 extracted from Eurostat database and International Monetary Fund's Government Finance statistics.

4. Results and analysis

Government expenditures in the nine selected SEE countries show a cyclical dynamics during the analyzed period (Figure 1). At the same time, the total size of the public sector varies considerably across countries. Albania, North Macedonia, Romania and Bulgaria have quite conservative fiscal models, with the ratio of government spending to GDP rarely exceeding 40%. Public expenditure in Bosnia and Herzegovina is higher and varies between 40% and 46% of GDP. Public sectors in Serbia, Montenegro and Croatia range around the EU-27 average (46-52%), while Greece reports the largest size of the public sector (50-60%) among the selected SEE countries.

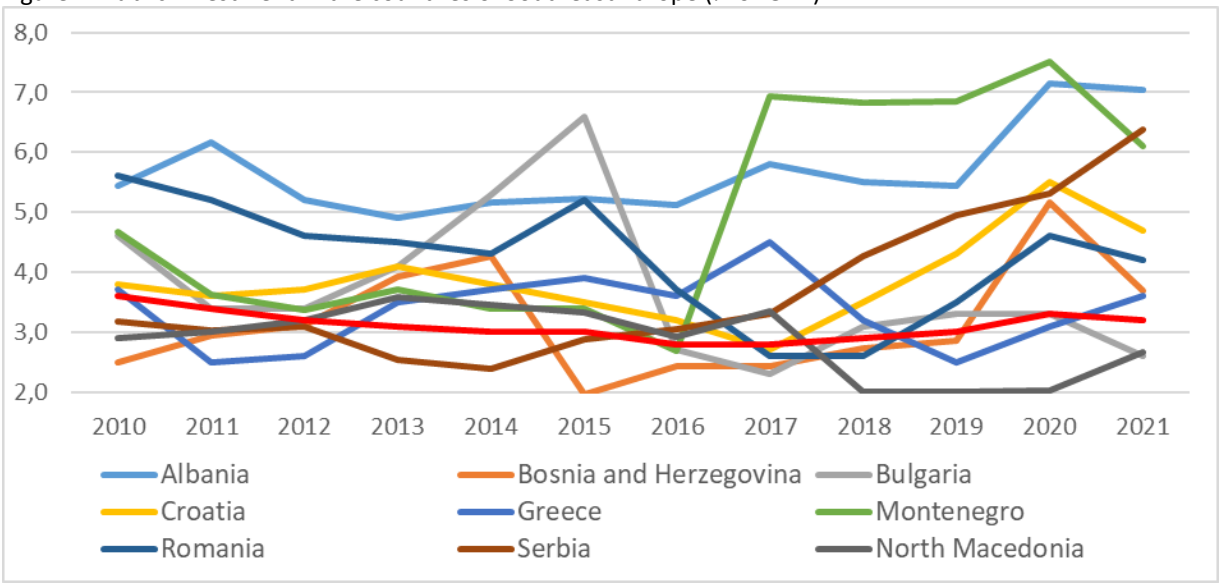
Figure 1. Public expenditure in the countries of Southeast Europe (% of GDP)



Source: Eurostat

Public investment in Southeast Europe (SEE) also demonstrates cyclical dynamics, but does not vary as widely across the selected countries (Figure 2). With rare exceptions, government investment varies within narrow limits between 2.5% and 5.5% of GDP. In some countries the development of this variable shows a clear upward trend (e.g. Albania, Montenegro, Serbia, and Croatia) and even exceeds 6% of GDP at the end of the analyzed period, while public investment in Romania and Bulgaria tend to decrease. Government investment in Greece, North Macedonia, and Bosnia and Herzegovina ranges around the EU-27 average (2.5-3.5% of GDP).

Figure 2. Public investment in the countries of Southeast Europe (% of GDP)



Source: Eurostat

The results from the OLS estimations are reported in Table 1. Separate specifications of the regression equation have been constructed by different combinations of independent variables. As a starting point, the parameters of the regression are estimated under the simplest version of equation (Model 1), which includes total government expenditure and total tax revenue as independent variables. Subsequent models include disaggregated spending variables. Model 2 studies the influence of total government investment and consumption spending, Model 3 estimates the impact of central and local government expenditure, while Model 4 examines the effects of investment and consumption spending incurred by central and local governments. The probability of the F-statistic confirms the adequacy of the applied models. The Durbin-Watson statistic indicates that there is no autocorrelation in the residuals from the regression analysis. The coefficient of determination indicates that around 30% of the variation in the dependent variable can be explained by the variation in the independent variables in the regression models, which is acceptable given the complex nature of GDP.

Table 1. Results from the regression analysis

Variable	Model 1	Model 2	Model 3	Model 4
(Constant)	5.2297*** (2.9156)	4.6107** (2.0997)	5.1314*** (2.7862)	4.7671** (2.0901)
GOV_EXP	-0.6138*** (-6.9821)			
GOV_INV		-0.4949* (-1.9249)		
GOV_CONS		-0.6197*** (-6.9594)		
CG_EXP			-0.6004*** (-6.6415)	
LG_EXP			-0.5848*** (-3.7265)	
CG_INV				-0.5030* (-1.7032)

CG_CONS				-0.6045*** (-6.4336)
LG_INV				-0.4347 (-0.8042)
LG_CONS				-0.6993*** (-3.3269)
TAX	0.5806*** (5.7626)	0.5904*** (5.7282)	0.5659*** (5.3165)	0.5770*** (5.0883)
R-squared	0.321553	0.323130	0.309432	0.304297
Adjusted R-squared	0.308630	0.303605	0.289511	0.270193
Akaike info criterion	5.282015	5.298206	5.318242	5.362688
Schwarz criterion	5.356518	5.397544	5.417581	5.511695
Durbin-Watson statistic	2.037896	2.050586	2.056112	2.035013
F-statistic	24.88263	16.54950	15.53352	8.922838
Prob(F-statistic)	0.000000	0.000000	0.000000	0.000000
Observations	108	108	108	108

Source: Author's calculations

Notes: t- statistics shown in parentheses below coefficient;

Asterisks (*, **, ***) indicate the significance level (10%, 5%, 1%) of the coefficients.

Contrary to conventional economic theory, the regression results show a significant negative impact of general government spending on the GDP growth rate, while tax revenue has a positive impact. In addition, the expenditure shares of the different levels of government (central and local) also have a negative effect on the economic development of the selected SEE countries. Government consumption has a strong negative effect on the growth rate, while the impact of public investment is also negative, but not statistically significant. These findings suggest low efficiency of public spending in the nine selected SEE countries.

The correlation matrix (Table 2) presents the correlations between each pair of variables, included in the regression model. Correlation coefficients between some of the independent variables exceed 0.2, indicating multicollinearity. The correlation analysis confirms that total government spending and economic growth are negatively correlated. There is also a negative correlation between government consumption and growth. It is interesting to note that the correlations between all types of public investment and economic growth are extremely weak. These results confirm that public investment at both the central and local levels is not an effective tool for fiscal impact on economic development in the nine selected SEE countries.

Table 2. Correlation matrix of the variables of the regression model

	GDP_ GR	GOV_ EXP	GOV_ INV	GOV_ CONS	CGOV_ EXP	CGOV_ INV	CGOV_ CONS	LGOV_ EXP	LGOV_ INV	LGOV_ CONS	TAX
GDP_GR	1.000	-0.327	-0.022	-0.315	-0.348	-0.052	-0.339	-0.071	-0.047	-0.080	0.181
GOV_EXP	-0.327	1.000	-0.084	0.987	0.929	-0.031	0.930	0.190	-0.113	0.226	0.890
GOV_INV	-0.022	-0.084	1.000	-0.240	-0.101	0.866	-0.225	0.051	0.453	-0.062	-0.163
GOV_CONS	-0.315	0.987	-0.240	1.000	0.921	-0.167	0.941	0.177	-0.182	0.231	0.893
CGOV_EXP	-0.348	0.929	-0.101	0.921	1.000	0.045	0.989	-0.184	-0.283	-0.127	0.783
CGOV_INV	-0.052	-0.031	0.866	-0.167	0.045	1.000	-0.098	-0.198	-0.050	-0.194	-0.109
CGOV_CONS	-0.339	0.930	-0.225	0.941	0.989	-0.098	1.000	-0.155	-0.274	-0.099	0.795
LGOV_EXP	-0.071	0.190	0.051	0.177	-0.184	-0.198	-0.155	1.000	0.457	0.944	0.291
LGOV_INV	-0.047	-0.113	0.453	-0.182	-0.283	-0.050	-0.274	0.457	1.000	0.221	-0.131
LGOV_CONS	-0.080	0.226	-0.062	0.231	-0.127	-0.194	-0.099	0.944	0.221	1.000	0.355
TAX	0.181	0.890	-0.163	0.893	0.783	-0.109	0.795	0.291	-0.131	0.355	1.000

Source: Author's calculations

The results from the Pairwise Granger Causality Tests (Table 3) indicate that there is a bidirectional causality between the total government expenditure and the GDP growth rate. Such type of causal relationships also exist between the variables government consumption, central government spending and central government consumption, and economic growth. The null hypothesis cannot be rejected for the variables government investment, central government investment, local government investment and total tax revenue, so it seems that these variables do not cause GDP growth.

Table 3. Pairwise Granger Causality Tests

Null Hypothesis:	Obs	F-Statistic	Prob.
GOV_EXP does not Granger Cause GDP_GR	99	1.68858	0.0069
GDP_GR does not Granger Cause GOV_EXP		6.84937	0.0103
GOV_INV does not Granger Cause GDP_GR	99	1.39998	0.2396
GDP_GR does not Granger Cause GOV_INV		1.03303	0.3120
GOV_CONS does not Granger Cause GDP_GR	99	2.09544	0.0503
GDP_GR does not Granger Cause GOV_CONS		6.73340	0.0109
CGOV_EXP does not Granger Cause GDP_GR	99	4.33702	0.0400
GDP_GR does not Granger Cause CGOV_EXP		7.74885	0.0065
CGOV_INV does not Granger Cause GDP_GR	99	0.18706	0.6663
GDP_GR does not Granger Cause CGOV_INV		1.83227	0.1790
CGOV_CONS does not Granger Cause GDP_GR	99	4.49297	0.0366
GDP_GR does not Granger Cause CGOV_CONS		6.15636	0.0148
LGOV_EXP does not Granger Cause GDP_GR	99	2.94902	0.0892
GDP_GR does not Granger Cause LGOV_EXP		0.26180	0.6101
LGOV_INV does not Granger Cause GDP_GR	99	2.35170	0.1284
GDP_GR does not Granger Cause LGOV_INV		0.00091	0.9761
LGOV_CONS does not Granger Cause GDP_GR	99	2.54527	0.1139
GDP_GR does not Granger Cause LGOV_CONS		1.30606	0.2560
TAX does not Granger Cause GDP_GR	99	0.64102	0.4253
GDP_GR does not Granger Cause TAX		0.08314	0.7737

Source: Author's calculations. Note: lags=1

Although unconventional, our findings are supported by various authors. Confirmation for the negative impact of total government spending on growth is provided by Engen and Skinner (1992), Folster and Henrekson (2001), Esener and Ipek (2018), Chindengwike (2023), and Pratama (2023). At the same time, there is a number of studies that challenge our results, such as the works of Attari and Javed (2013), Alzyadat and Al-Nsour (2021), Al-Fawwaz (2016), and Leshoro (2017), who found that government expenditure has positive and statistically significant growth effects.

Our findings for the insignificant impact of public investment on economic growth are supported by the works of Barro (1991), and Schaltegger and Torgler (2006). At the same time, variety of studies challenge our results and report positive or negative impact of public investment on GDP growth. For example, the works of Devarajan et al. (1996), and Ghosh and Gregoriou (2008) argue that the relationship between the capital spending and economic growth is negative. In contrast to these findings, Chu, Hölscher and McCarthy (2018) claim that a shift in government spending from ordinary consumption to productive investment is associated with higher levels of GDP growth.

5. CONCLUSION

The correlation and regression analysis on panel data from the nine selected SEE countries (Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Romania, Serbia, and North Macedonia) show a significant negative impact of total government spending on the GDP growth rate, while tax revenues have a weak positive impact. Government consumption has a detrimental effect on growth, while the effects of public

investment at both central and local levels of government are not statistically significant. These findings suggest low efficiency of public expenditure. It seems that tax systems in the nine selected SEE countries do not hinder economic growth, but public investment is not an effective tool for fiscal impact on the economic development. Policymakers can support economic growth by reducing the share of the public sector in GDP, or at least by trying to limit its escalation and increase its efficiency.

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Customers' Perception On The Use Of Modern Electronic Banking Services In The Banks Of The Republic Of North Macedonia

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Abstract: Internet has changed all aspects of businesses and clients, especially within the bank sector. Main result is greater efficiency and effectiveness in all bank transactions. Banks give opportunities for e-banking services, but also its their source of extra profit and gaining competitive advantage.

Technology has opened a lot of opportunities in our everyday life. E-banking become one of the key role services that can give bigger satisfaction to the customers, also ensuring better competitive advantage for banks. E-banking has the main role when promoting quality of the services and is strengthening banking sector. Electronic payments give great satisfaction for the customers, better productivity, faster and greater payments, but also lowers bank costs.

It is important for Macedonian economy within banking sector to know what possibilities are open, how they can be used from the customer and what causes greater satisfaction for them. We have concluded this research in the Macedonian banks and Macedonia customers in order to realize what difference does technology and finance innovations gave to e-banking services and to the whole banking sector, what opportunities are open and how they affect customers satisfaction. From the results we hope to realize are those innovations clear enough for Macedonian customer or they should have some education in order to clearly accept those innovations that can make greater satisfaction and easiness in our lives.

Keywords: E-banking, Banks, Republic of North Macedonia,Customers,Satisfaction

1. INTRODUCTION

In the literature, the services for electronic banking promotion are listed with different terms such as: new banking services (von Hippel and Riggs, 1996), innovative banking services (Kashmari A, Nejad AHG, Nayebyazdi A., 2016), new banking services (Prugsaapron T.,2015) Success factors in developing new banking services: a case study of consumers' perspectives in relation to internet banking service provided by the Bangkok Bank PCL (Bualuang iBanking service) and modern banking services (Miranda-Petronella V., 2009). The new banking services are defined as services that apply modern instruments, platforms and channels to present banking services to customers (Tash et al., 2014).

The main benefit of applying information technology and innovative solutions in the banking sector is the improvement of the efficiency and effectiveness of the services (Mahmoodi S., Naderi H., 2016), since the traditional banking activities are carried out manually, and the factors related to human errors may have negative effects on bank transactions.

E-banking has become one of the key services which, if properly implemented, can increase customer satisfaction and it can give the banks a competitive edge. Knowing the relative significance of service quality dimensions can help the banking industry focus on what mostly contributes to customer satisfaction. E-banking has become an integral part of the global financial environment. The improvement of technology and financial innovations make the e-service in the banking sector the most influential part of this study. Our literature review reveals that these aspects can be grouped under efficiency, reliability, privacy, security, responsiveness and communication.

2. STRATEGIES FOR ELECTRONIC BANKING ADVANCEMENT - MODERN BANKING SERVICES

2.1 Contactless payment

The payment cards of some of the banks can simply be digitalized through the available applications and stored safely in smart phones. This provides contactless payment with a smart phone instead of a card.

The applications make the digital card payment possible on POS terminals that have the technology for contactless payments, without the actual use of physical bank card and with the possibility to choose the digital card for payment.

The possibilities for the use of digital cards are reconciled with the disposable funds on the physical debit card account, i.e. with the balance on the credit card account.

The advantages of the applications for contactless payment are: possibility to make payments with a phone instead of a card wherever there are POS terminals with this contactless payment method; possibility to make payments without active Internet connection; quick, simple and secure payment at a large number of points of sale throughout the world with the most up-to-date technology for payment and protection; they are free to download and activate and most frequently there are no charges for card digitalization.

2.2 Contactless payment via smart watch

The contactless payment service with a smart watch is a service created in the spirit of today's dynamic time, intended for people who are always on the move, and allows making payments even in the absence of a wallet, payment card or a smart phone.

In our country, the Garmin Pay service of Halkbank is available and it allows fast and simple payment with a Garmin watch, now it is also available for the users of Visa cards, issued by Halkbank.

In order to use the Garmin Pay service, the holders of Visa cards issued by Halkbank, need to digitalize their visas through Garmin Connect application which can be downloaded from "GooglePlay Store" on a mobile device with an Android operating system or from the "App Store" for an iOS mobile device. After the successful digitalizing of the cards, payments can be made quickly, safely and in a simple way by using only a Garmin watch. (Halkbank, 2023).

2.3 ATMs

Automated service gives companies a good opportunity to provide new models of services, strategies and development of new services. This means that it reduces the loads of manual and paper work within the banking system.

The banks' modern ATMs, placed in a large number of locations throughout the country, enable the customers to have quick access to cash at any time. ATMs provide: cash payments (deposits or credits), conversion of Euros into denars, possibility to transfer funds from one account to another within the same bank and without commission, possibility to pay debts with a credit card, possibility of displaying a brief report on the recent transactions made with the card, possibility to change the pin, as well as checkup of the account's balance at any time.

Innovations regarding the offer of ATM services refer to the cash payment service known as cash- in. Users of debit and credit cards have the opportunity to pay cash into their account at a large number of visibly marked cash-in ATMs located throughout the country. Cash-in ATMs make the financial transactions fast and efficient. With these technologically advanced devices, money can be transferred to debit or credit cards without the need to visit the bank counters, and at any time 24/7.

2.4 Internet banking and mobile banking

The internet banking and mobile banking enable the customers to use a large number of banking services whenever needed – at any place and time, 24 hours a day, completely independent of the bank's working hours.

The internet and mobile banking of most banks provide the following services: insight in the balance and the daily changes of transactional denar and foreign currency accounts, savings deposits, payment cards, loan sub-accounts, collection of balance statements for denar and foreign currency accounts, collection of balance statements for payment cards , checkup of debt amortization schedule and all transfers for loan repayment, review on the archive of orders, review on undistributed inflows in foreign currency accounts, payment of public services and other denar payments within the country, transfer of funds from one's own savings deposit account to one's own transaction account, transfer of funds to a term deposit account and sight deposits, transfer of funds to credit cards, purchase and sale of foreign currency, delivery of payment orders to non-

residents in denars within the country, change of card limits, online complaints for card transactions, closing standing orders, correction of assigned subscriptions, updating personal data, change of card status.

2.5 Electronic identification

The latest achievements in terms of digitalization among banks in the Republic of North Macedonia refer to the availability of electronic identification through OneID application, which provides easy, secure and fast access to a huge number of products and services from anywhere in the world and at any time. Electronic identification is a state-of-the-art digital solution with a high level of confidentiality to access banking products and services online.

The electronic identification service is currently available only at Komercijalna banka AD Skopje, through OneID mobile application, a product of the company Nextsense and KIBS AD Skopje. The OneID mobile application enables creating personal electronic identification, with which you can identify and electronically sign documents with your own electronic signature from anywhere in the world. The creating of electronic ID is easy and it starts with downloading the OneID mobile app. The Application is available on Google Play, App Store and App Gallery (minimum version Android 6.0 (API level 23) or iOS 11.4). (Komercijalna Bank AD Skopje, 2023).

3. EMPIRICAL RESEARCH ON THE CUTOMERS' PERCEPTION OF THE USE OF MODERN ELECTRONIC BANKING SERVICES DEPENDING ON THE CORRESPONDENT BANK

3.1 Research methodology

In order to research the customer's perception on the use of modern electronic banking strategies depending on the correspondent bank, the survey method was used and combined questions of different types were used. The data were obtained through an online questionnaire that contained closed-ended questions, and a Likert scale was used for certain specific questions. The questionnaire was created with Google Forms and was sent via email to the respondents. 188 respondents answered the questionnaire. The questionnaire covered respondents from the region Pelagonia.

The questionnaire which was used in the research is consisted of two parts with a total of 15 questions. The first part of the questionnaire contains three questions related to information about the respondents (sex, age, education). The second part of the questionnaire contains 12 questions that refer to the use of particular electronic banking services by the respondents depending on the correspondent bank. The statements make up a Likert scale with five degrees: "1- it does not affect at all", "2- it does not affect", "3- it partially affects", "4- it affects" and "5-it significantly affects", by which the respondent expresses the intensity of his/her feelings.

The calculation of the results and the χ^2 test were processed in the SPSS software package.

3.2 Analysis of the research results

The first group of questions refers to the sex, education and the age of the respondents who answered the questionnaire. Table 1 shows that the respondents are covered almost equally by sex; in terms of education, most of them have a higher education and master's degree; and in terms of age, most of the respondents belong to the age group 41-45. The structure of the respondents by education and age is shown in Table 2 and Table 3.

Table 1: Percentage of respondents by sex

Gender	Percent
Male	52.13%
Female	47.87%

Source: author's own research

Table 2: Percentage of respondents by education

Education	Percent
High School education	7.45%
Higher education	54.26%
Master's degree	33.00%
PhD	5.32%

Source: author's own research

Table 3 : Percentage of respondents by age

Age	Percent
18-30	6.38%
41-45	68.10%
46-60	18.10%
>61	7.45%

Source: author's own research

In this paper, there is a separate analysis of the answers from the second part of the questionnaire, which refers to how much the use of particular electronic banking services depends on the specific correspondent bank, and this analysis aims to see if there are differences in the responses by clusters, that is , by sex, age and educational structure of the respondents.

First, the arithmetic mean and the standard deviation of the responses will be calculated according to separate questions i.e. the questions about sex, education and age structure, in order to see their perception regarding the relevance of the separate statements i.e. indicators and the reconciliation of their opinions about the separate statements.

Table 4: The Arithmetic mean (M) and the Standard Deviation (SD) of the respondents' answers to separate questions by sex

No.	Questions	M(M)	M(F)	SD(M)	SD(F)
1	Does the availability of the service- Payment for public services online -significantly affects your choice of a bank?	**3,69**	**3,40**	**3,34**	**3,12**
2	Does the availability of the service- Transfers with PP30, PP50 and PP53 online- significantly affects your choice of a bank?	**3,71**	**3,33**	**3,35**	**3,03**
3	Does the availability of the service – Changes of the credit card limits online- significantly affects your choice of a bank?	2,98	2,89	2,71	2,64
4	Does the availability of the service –Blocking/ unblocking of the credit cards online – significantly affects your choice of a bank?	2,71	2,91	2,52	2,62
5	Does the availability of the service – online complaints about cards -significantly affects your choice of a bank?	2,71	2,76	2,44	2,53
6	Does the availability of the service – Opening a standing order online- significantly affects your choice of a bank?	2,69	2,93	2,46	2,72
7	Does the availability of the service – Purchase and sell of foreign currency online - significantly affects your choice of a bank?	2,86	2,84	2,68	2,61
8	Does the offer of the co-branded cards of some of the banks significantly affects your choice of a bank?	2,16	2,82	**1,84**	2,53
9	Does the availability of the service- Contactless payment with a smart phone instead of a card on POS terminals - significantly affects your choice of a bank?	2,82	2,71	2,60	2,43
10	Does the availability of the service – Cash-in available on ATMs of most of the banks- significantly affects your choice of a bank?	**3,10**	**3,20**	**2,83**	**2,96**

11	Does the availability of the service- Payment for public services without commission / printing balance statements for transaction account through the digital kiosks of the banks - significantly affects your choice of a bank?	2,59	2,84	2,36	2,59
12	Do the banks' security systems during internet transactions with cards significantly affect your choice of a bank?	**4,10**	**3,91**	**3,69**	**3,60**
	Average of arithmetic mean and standard deviation	3,01	3,05	2,74	2,78

Source: author's own research

Based on this table, it could be concluded that both, male and female respondents have high values for the indicators 1,2,10 and 12 and they consider them as relevant, because the arithmetic mean for these indicators is higher than the average. This means that the services of electronic banking: Payment for public services online, Transfers with PP30, PP50, PP53 online, Cash-in payment available on ATMs of most of the banks and Security systems of banks during the internet transactions with cards, significantly affect the respondents' choice of a bank. Most of the respondents, both male (M=4.10) and female (M=3.91), positively stated that the bank's security systems during internet transactions with cards significantly affect their choice of a bank. This means that, according to the respondents, this indicator has the greatest relevance. While, on the other hand, the majority of the respondents believe that the use of the other electronic services does not affect their choice of a bank.

However, it is important that the same indicators considered to be relevant by the respondents, have higher standard deviations than the average, which means that the respondents' reconciliation in relation to the assessment of the relevance is at a low level. Based on the data on the standard deviation (deviation from the arithmetic mean), it can be concluded that the standard deviation has the highest value for statement no. 12, which refers to whether the bank's security systems during internet transactions with cards significantly affect the choice of a bank, for both the results were as follows: for male respondents SD=3.69 and for female respondents SD=3.60, which means that a large number of respondents have no harmonized position on this specific question, that is, they differ in their responses. On the other hand, the standard deviation for male respondents has the lowest value for statement 8 (SD=1.84) ,which refers to whether the offer of co-branded cards by some banks significantly affects the choice of a bank, and the standard deviation for the female respondents has the lowest value for statement 9 (SD=2.43), which refers to whether the availability of the service- Contactless payment with smart phones instead of cards on POS terminals- significantly affects the choice of a bank, which means that the majority of the respondents have a harmonized position on these two questions, i.e. they do not differ in their responses.

Table 5 : The Arithmetic Mean (M) and the Standard Deviation (SD) of the respondents' responses to separate questions by education

No.	M (High school education)	M (Higher education)	M (Master's degree)	M (PhD)	SD (High school education)	SD (Higher education)	SD (Master's degree)	SD (PhD)
1	**3,57**	**3,55**	**3,55**	**3,60**	**3,34**	**3,22**	**3,25**	**3,16**
2	**3,57**	1,31	**3,68**	**3,60**	**3,38**	**3,44**	**3,29**	**3,29**
3	2,86	**2,20**	3,06	**3,00**	2,67	2,74	2,79	**2,61**
4	2,43	1,76	2,90	2,60	2,33	2,76	2,66	2,37
5	2,71	2,02	2,84	2,80	2,51	2,51	2,62	**2,68**
6	2,57	1,98	3,00	2,80	2,39	2,63	2,77	**2,68**
7	2,29	**2,40**	**3,19**	2,60	2,14	2,60	**2,96**	2,28
8	2,00	**2,89**	2,65	2,60	**1,51**	2,02	2,42	2,19
9	**3,14**	**2,40**	3,10	2,40	**2,93**	2,27	2,88	2,10
10	2,57	1,38	**3,52**	2,40	2,62	**3,13**	**3,14**	2,00
11	**3,29**	**2,27**	2,71	2,40	**3,16**	2,47	2,50	2,10
12	**4,00**	**0,42**	**4,00**	**4,20**	**3,70**	**4,07**	**3,67**	**3,85**

	2,92	2,05	3,18	2,92	2,72	2,82	2,91	2,61

Source: author's own research

Based on the table, it can be concluded that the respondents with high school education have high values for the indicators 1,2, 9,11 and 12 and they consider them as relevant, because the arithmetic mean for these indicators is higher than the average. However, for all these indicators the standard deviation is higher than the average, which means that the respondents have no harmonized position on these questions. Respondents with high school education have the most harmonized position on statement 8, because the lowest value for the standard deviation was obtained for it. Respondents with higher education have high values for the indicators 1, 3, 7, 8, 9 and 11 and they consider them as relevant. Only the indicator 1 , out of all the indicators, has a greater standard deviation than the average, which means that the respondents have no harmonized position only on this indicator considering their responses, while they agree on the rest of the indicators. It is noteworthy that the lowest value of the arithmetic mean for this class of respondents is for statement 12. Respondents with a master's degree have high values for the indicators 1,2, 7, 10 and 12 and they consider them as relevant, and for all these indicators the standard deviation is greater than the average , which means that, although respondents from this class consider them as relevant, they do not have a harmonized position on them. Respondents with a PhD have high values for the indicators 1,2, 3 and 12 and they consider them as relevant, and for all these indicators the standard deviation is higher than the average, which means that, although the respondents from this class consider them relevant, they do not have a harmonized position on them. Besides the abovementioned, the respondents from this class do not harmonize their positions on statements 5 and 6.

Table 6: The Arithmetic Mean (M) and Standard Deviation (SD) of the respondents' responses to separate questions by age are:

No.	M (18-30)	M (31-45)	M (46-60)	M (over 61)	SD (18-30)	SD (31-45)	SD (46-60)	SD (Over 61)
1	**3,50**	**3,53**	**4,18**	**2,29**	**9,33**	**10,31**	**14,24**	**4,00**
2	3,00	**3,66**	**3,94**	1,86	6,67	**10,78**	**12,82**	2,29
3	2,33	3,00	**3,29**	**2,00**	4,67	7,31	**9,29**	2,86
4	2,50	2,94	2,82	1,86	5,33	7,22	6,47	2,29
5	2,83	2,81	2,76	1,86	7,67	6,41	6,35	2,29
6	2,83	2,86	3,00	1,86	6,33	6,94	7,65	2,29
7	2,50	2,97	2,88	**2,00**	6,00	7,56	6,59	**3,71**
8	**3,17**	2,44	2,59	**2,00**	**8,67**	4,75	4,71	2,57
9	**3,50**	2,75	3,06	1,57	**10,33**	6,28	7,29	1,14
10	**3,50**	**3,27**	3,18	1,71	**11,00**	**8,81**	8,35	2,00
11	**3,83**	2,53	**3,41**	1,71	**11,33**	5,03	**10,00**	2,29
12	**3,50**	**4,11**	**4,35**	**2,71**	**9,33**	**13,91**	**15,18**	**6,86**
	3,08	3,07	3,29	1,95	8,06	7,94	9,08	2,88

Source: author's own research

Based on this table, it can be concluded that respondents aged 18-30 have high values for the indicators 1, 8, 9, 10, 11 and 12 and they consider them as relevant, as the arithmetic mean for these indicators is higher than the average. However, for all these indicators the standard deviation is higher than the average, which means that the respondents do not have a harmonized position on these statements. Respondents aged 31-45 have high values for the indicators 1, 2, 10, and 12 and they consider them as relevant. However, for all these indicators the standard deviation is higher than the average, which means that the respondents have no harmonized position regarding these statements. Respondents aged 46-60 have high values for the indicators 1, 2, 3, 11 and 12 and they consider them as relevant. However, for this class of respondents, the standard deviation for all these indicators is higher than the average, which means that the respondents do not have a harmonized position regarding these statements. Respondents aged over 61 have high value for the indicators 1,3,7,8 and 12 and they consider them as relevant. However, for this class of respondents, only for indicators 1,7 and 12 the standard deviation is higher than the average, which means that they do not have a harmonized position on these statements.

Based on the research, the following **two general hypotheses** are put forward:

H01- The use of modern electronic banking strategies depending on the correspondent bank does not depend on the customers' education

H02- The use of modern electronic banking strategies depending on the correspondent bank does not depend on the customers' age

And the separate hypotheses arising from the general hypotheses are:

H1 - The availability of the service- Payment of public services online- significantly affects the choice of a bank;

H2 - The availability of service- Online transfer with PP30, PP50, PP53- significantly affects the choice of a bank;

H3 - The availability of the service- Changing card limit online- significantly affects the choice of a bank;

H4 - The availability of the service- Card blocking/unblocking online -significantly influences the choice of a bank;

H5 - The availability of the service- Online card complaints - significantly affects the choice of a bank;

H6 - The availability of the service -Opening standing order online- significantly affects the choice of a bank;

H7 - The availability of the service- Purchase/sell of foreign currency online- significantly affects the choice of a bank;

H8 - The offer of co-branded cards by some of the banks significantly affects the choice of a bank;

H9 - The availability of the service- Contactless payment with a smart phone instead of a card on POS terminals -significantly affects the choice of a bank;

H10 - The availability of the service- Cash-in available at ATMs of most banks- significantly affects the choice of a bank;

H11 - The availability of the service- Payment for public services without any commission/printing of balance statements for transaction account through the banks' digital kiosks- significantly affects the choice of a bank;

H12 - Security systems of banks during Internet transactions with cards significantly affect the choice of a bank.

By applying χ^2 test in the SPSS software package, as a result of the input information, as well as the corresponding empirical and calculated (theoretical) values of the respondents' answers to the separate questions, the following results were obtained:

-General hypothesis 1:

Number of Columns: 5

Number of Rows: 4

Alpha Error: .05

Degrees of Freedom: 12

Critical chi-square: 21,026

Table 7 : The empirical values of the respondents' answers by education

	It significantly affects	It affects	It partially affects	It does not affect	It does not affect at all	Total
High school education	36	34	12	52	34	168
Higher education	126	376	206	356	160	1224
Master's degree	136	222	100	214	72	744
PhD	16	26	22	44	12	120
Total	314	658	340	666	278	2256

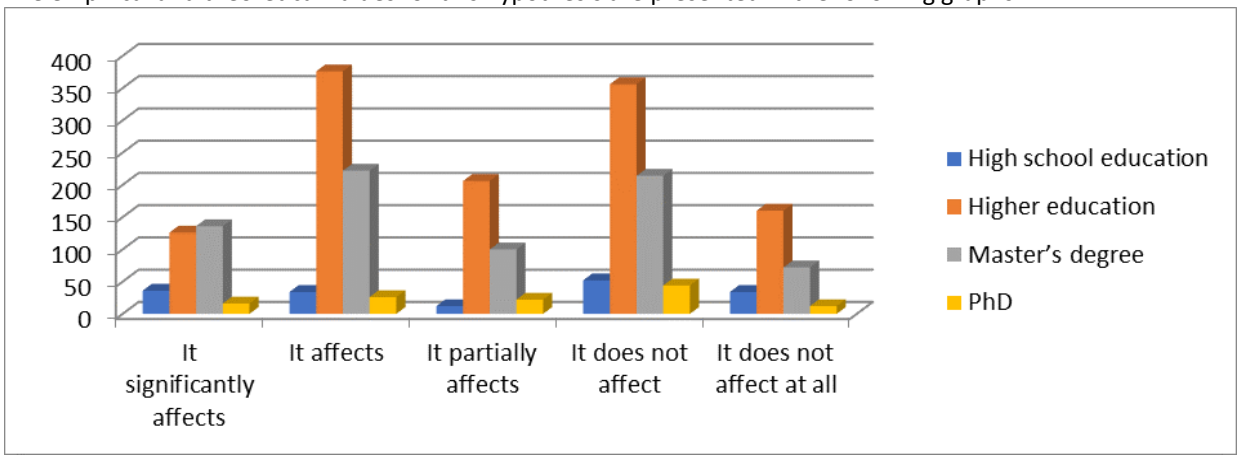
Source: author's own research

Table 8: The theoretical values

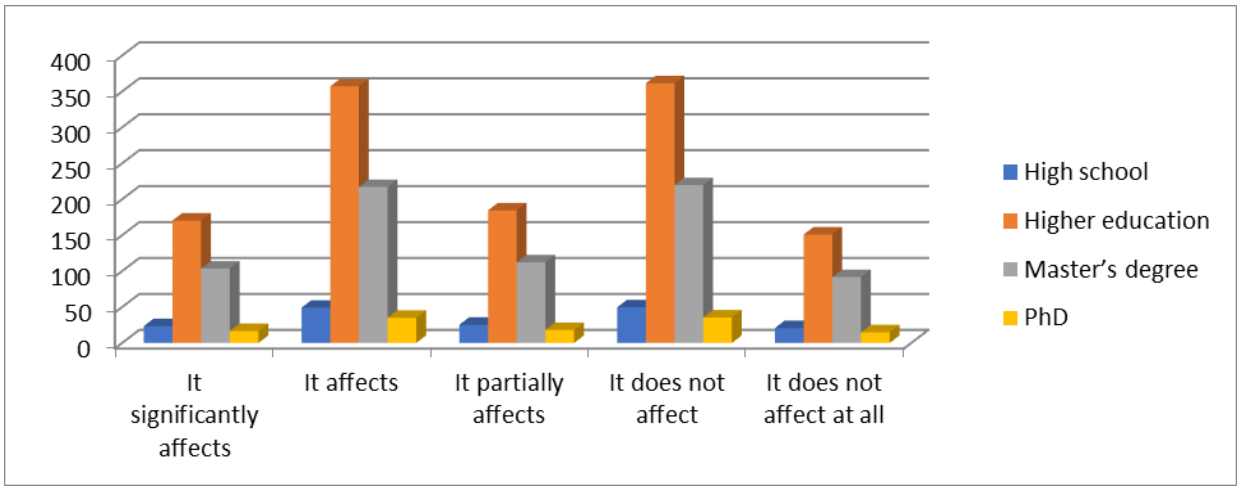
	It significantly affects	It affects	It partially affects	It does not affect	It does not affect at all	Total
High school	23,3829787	49	25,3191489	49,5957447	20,7021277	168
Higher education	170,361702	357	184,468085	361,340426	150,829787	1224
Master's degree	103,553191	217	112,12766	219,6383	91,680851	744
PhD	16,7021277	35	18,085106	35,425532	14,787234	120
Total	314	658	340	666	278	2256

Source: author's own research

The empirical and theoretical values for this hypothesis are presented in the following graphs:



Source: author's own research



Source: author's own research

Results:

Critical chi-square: 21.026

Computed chi-square: 64.676

Conclusion:

Since the calculated χ^2 test is greater than the critical (table) value ($\chi^2_{pr} = 64.676$)>($\chi^2_{(0,05;4)} = 21.026$), it can be concluded that the use of modern electronic banking strategies depending on the correspondent bank depends on customers' education, which means that the hypothesis is rejected.

The statistical conclusion is: The first general hypothesis is not accepted.

General hypothesis 2

Number of Columns: 5

Number of Rows: 4
Alpha Error: .05
Degrees of Freedom: 12
Critical chi-square: 21.026

Table 9 : The empirical values of respondents' answers by age structure

	It significantly affects	It affects	It partially affects	It does not affect	It does not affect at all	Total
18-30	14	58	22	26	24	144
31-45	212	476	218	470	160	1536
46-60	84	116	66	118	24	408
Over 61	4	8	34	52	70	168
Total	314	658	340	666	278	2256

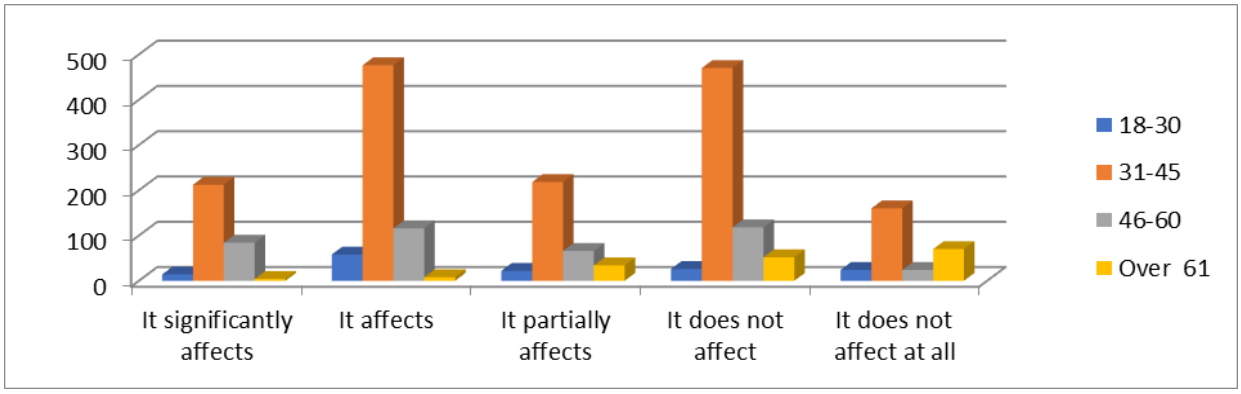
Source: author's own research

Table 10 : The theoretical values

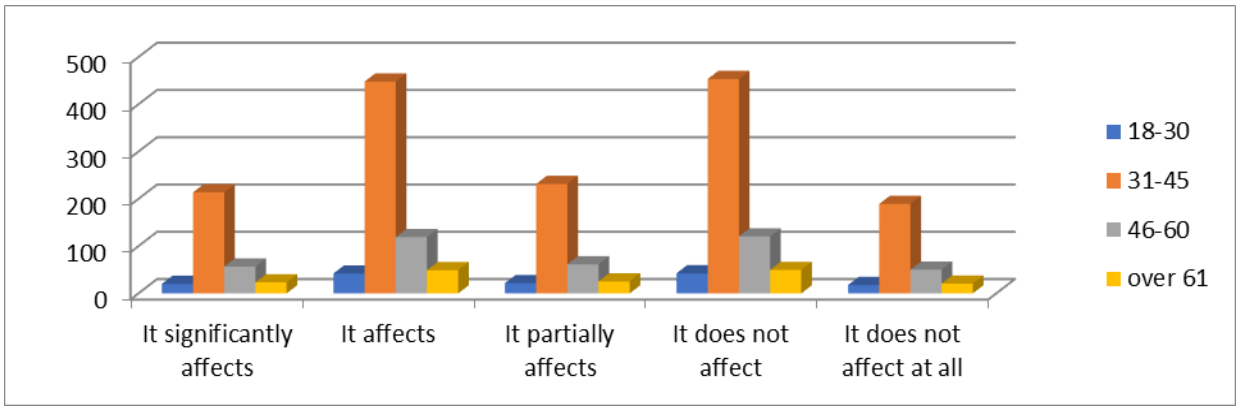
	It significantly affects	It affects	It partially affects	It does not affect	It does not affect at all	Total
18-30	20,04255319	42	21,70212766	42,5106	17,74468085	144
31-45	213,787234	448	231,4893617	453,447	189,2765957	1536
46-60	56,78723404	119	61,4893617	120,45	50,27659574	408
over 61	23,38297872	49	25,31914894	49,596	20,70212766	168
Total	314	658	340	666	278	2256

Source: author's own research

The empirical and theoretical values for this hypothesis are presented in the following graphs:



Source: author's own research



Source: author's own research

Results:

Critical chi-square: 21.026

Computed chi-square: 222.740

Conclusion:

Since the calculated χ^2 test is much higher than the critical (table) value ($\chi^2_{pr} = 222.740$)>($\chi^2_{(0,05;4)} = 21.026$), it can be concluded that the use of modern electronic banking strategies depending on the correspondent bank depends on customers' age , which means that the hypothesis is rejected.

The statistical conclusion is: The second general hypothesis is not accepted.

Only one variable with one string of results is used to test the separate hypotheses, so the number of degrees of freedom is n-1, where n is the number of cells (in the example the number of cells is 5), so the number of degrees of freedom for all special hypotheses is p 4.

For all separate hypotheses the expected frequencies are the same.

The summary values for each of the separate hypotheses will be given.

Separate hypothesis 1

Number of Columns: 5

Number of Rows: 1

Alpha Error: .05

Degrees of Freedom: 4

Critical chi-square: 9.488

Results:

Critical chi-square: 9.488

Computed chi-square: 48,809

Separate hypothesis 2

Results:

Critical chi-square: 9.488

Computed chi-square: 55,830

Separate hypothesis 3

Results:

Critical chi-square: 9.488

Computed chi-square: 65,404

Separate hypothesis 4

Results:

Critical chi-square: 9.488

Computed chi-square: 41,149

Separate hypothesis 5

Results:

Critical chi-square: 9.488

Computed chi-square: 56,894

Separate hypothesis 6

Results:

Critical chi-square:	9.488
Computed chi-square:	43,064

Separate hypothesis 7

Results:

Critical chi-square:	9.488
Computed chi-square:	33,064

Separate hypothesis 8

Results:

Critical chi-square:	9.488
Computed chi-square:	99,234

Separate hypothesis 9

Results:

Critical chi-square:	9.488
Computed chi-square:	47,319

Separate hypothesis 10

Results:

Critical chi-square:	9.488
Computed chi-square:	17,745

Separate hypothesis 11

Results:

Critical chi-square:	9.488
Computed chi-square:	39,872

Separate hypothesis 12

Results:

Critical chi-square:	9.488
Computed chi-square:	108,809

Since the calculated χ^2 test of all variables is much higher than the critical (table) value, it can be concluded that all the separate hypotheses are rejected, which actually confirms the results of the two general hypotheses**.**

4. CONCLUSION

Based on the conducted research, a number of conclusions can be drawn related to the use of modern e-banking services and the dependence of their use on the correspondent bank. Namely, individuals are well acquainted with some of the services and they use them extensively. Such are: electronic and mobile banking for making payments for public accounts and transfers with PP30, PP50 or PP53, some are less well informed and use services such as: credit card blocking/unblocking service, card complaints, opening a standing order and purchase/sell of foreign currency, use of co-branded cards, smart watches and digital kiosks. For those respondents who are better acquainted with and use modern e-banking services, the choice of a correspondent bank is important.

Regarding the cluster analysis, it can be stated that there is difference in the customers' attitudes regarding the relevance of separate banking services and their use depending on the correspondent bank, according to the customers' age and education.

In order to eliminate the barrier of the use of modern e-banking services, face-to-face communication and educational techniques could contribute to better informing the citizens about the benefits and ways of their use. By doing so, customers would increase their knowledge about the types of contemporary electronic services, their opportunities, ease of use and security aspects.

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Lifestyle and Time as Limiting Factors of Online Shopping for Food Products

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Abstract: One of the impacts of the digital revolution in consumer behavior is the coexistence purchases in physical stores and online purchases. The online consumer is a new agent in distribution channels, creating a new research category. The consumers started shopping online mainly for convenience, in response to the new lifestyle.
Online shopping is the process of buying goods directly from a seller without any intermediary, or it can be called the activity of buying and selling goods over the internet. Online shopping deals offer the customer a variety of products and services, where consumers can compare them with other products as well and choose one of the best deals for them.
The buying pattern of food products is part of the consumer's lifestyle. Every trend that interferes with the lifestyle of consumer affects his purchasing behavior. One of the biggest advantages of online shopping is saving time. If the consumer values the time in relation to the distance of the purchase place, this convenience factor needs to be discussed.
Despite the enthusiasm toward the consumer's positive perception for online shopping, this paper aims to bring a research in relation to the factors that limit consumers buying food products online. The purpose of the paper is to look at the influence of lifestyle and time use as an element of convenience in curbing online shopping.

Keywords: food products, online shopping, lifestyle, convenience

1. INTRODUCTION

The need for research on online grocery shopping began in the 1990s with the increased use of information technology. Consumers started shopping online mainly for convenience. This has also come as a response to the new lifestyle (Gomes and Lopes, 2022). Online shopping is the process of buying goods directly from a seller without any intermediary, or it can be called the activity of buying and selling goods over the internet. According to Mehmeti and Luga (2021), this process is facilitated by the use of information technology. Online shopping deals offer the customer a variety of products and services, where customers can compare them with other brokers' deals as well and choose one of the best deals for them (Sivanesan, 2017). It is interesting to understand if the online purchase decision making process is the same as the offline one. Engel, Kottat and Blackwell (1978) contributed to the well-known as EKB model of consumer decision making which is widely accepted. Gong and Maddox (2011), have adapted this model in five stages such as: need or problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase behavior. Increasing the experience of online shopping, focusing the process in two stages: first that include searching, comparing and selecting the product, following by placing an order. This is termed as ordering stage and second stage is termed as order tracking and keeping or returning termed as order fulfillment stage (Liao et al., 2010). Online consumer can be seen in different perspectives or with two identities as an online buyer and a computer user (Gong and Maddox, 2011). How is every stage affected by online experience perceived by the consumer?

The purpose of this paper is the analysis of the factors that encourage consumer's hesitation to use the online purchase method of buying food products with focus the influence of life style as a psychological factor and time saving as convenience.

2. CONSUMER BEHAVIOR IN FOOD PRODUCTS

From the perspective of consumer behavior toward food products the main factors that influence consumer behavior in the food sector (Font-i-Furnols and Guerrero, 2014) are presented in the figure 1, emphasizing that the sensorial factors are very distinct for the purchasing decision of food products. Buying food products online requires attention because while the products remain the same, the form of decision-making is influenced by the online way of buying. The scheme of Font-i-Furnols and Guerrero (2014), presents the factors that influence the consumer's choice for food products.

Figure 1: Multidisciplinary model of the main factors affecting consumer behavior in a food domain.



Source: Font-i-Furnols and Guerrero, (2014)

According to Figure 1, consumers orient their purchasing behavior under the influence of psychological, sensorial and marketing factors. Sensory characteristics such as appearance, texture, taste, freshness, color and flavor are essential motivating factors that drive consumers towards the purchase and consumption of convenience food products (Imtiyaz, H, 2021).

According to Gracia and de Magistris (2013), visual appearance characteristics (color, fat content, marbling, loss of spots) are cues of product quality. Color has been reported to be one of the most important characteristics in the evaluation of fresh meat that can be ascertained in stores (Gracia & de Magistris, 2013). Texture is a multi-parameter sensory attribute (Szczesniak, 2002) and consumer perception e.g. meat tenderness and juiciness are quality attributes that positively influence most consumers' preferences for pork. If consumers value these factors in the selection of food products, how can this experience be ensured through online sales? Creating the possibility of online shopping as a new form of product obtaining deserves to be studied especially in case of food products.

3. ADVANTAGE AND DISADVANTAGES OF ONLINE FOOD PRODUCTS SHOPPING

The development of online shopping models has brought a series of advantages and disadvantages for consumers. Consumers claim that the most important determinant and advantage of online business success is the convenience of online shopping. It is noted that there are different types of online shopping facilities such as: access, search, evaluation, transaction and convenience. Customers can order the products wherever they are. There is more information because customers can get a variety of comparative information about the company, product and competitors (Charlebois et al., 2021). This highlights the fact that consumers have more choices and can save time. Convenience is perceived in different aspects. Convenience in term of ease of access means that consumers can buy at any time and from places such as: home or office. The convenience of research, related to the possibility to research and compare products without physically visiting stores. The convenience of the transaction is associated with the simplicity and ease of online payment, even if online sellers know that payment and the difficulty of using payment methods often cause consumers to abandon their purchase at the last minute. Ease of possession means online shopping reduces consumer effort and time spent on purchasing products. Consumers do not have to leave their seats to shop or wait in long lines (Jiang et al., 2013).

Another advantage of online grocery shopping for consumers is that they have access to a greater range of stores and products from around the world through the internet (Ramus and Nielsen, 2005). A major influence on consumer preferences to purchase food products online is the time savings related to transportation, rather than paying delivery fees (Huang and Oppewal, 2006).

However, there are some disadvantages of online grocery shopping. Thus it can be mentioned that the risk of purchases through the wrong evaluation of some products due to the fact that the images may not always be high-quality images, or the image may be completely missing, making it more difficult to estimate size, weight and value his current (Karpińska-Krakowiak, 2014). Also, consumers would like to try the products as there is a lower probability that consumers will buy new products online, without having the opportunity to taste and smell the product during the presentation in the store (Karpińska-Krakowiak, 2014). According to Katawetawaraks while making an online purchase, customers cannot see, touch, feel, smell or try the products that they want to purchase (Katawetawaraks, 2011) which limits online purchases. Some personal motivators are limited during online shopping. Consumers need sensory stimulation and physical activity while shopping. A similar situation is related to social needs. Consumers need to experience social interaction, feel the

satisfaction of shopping and communicate with other consumers. Other examples of the disadvantage of online grocery shopping can be the high costs of searching, or the waiting time for receiving the product (Verhoef and Langerak, 2001). An important determinant of consumers' intention to buy food products online is related to their fear of selecting and handling perishable products, such as: vegetables, eggs and meat products. The expiration date of the fresh products must be known, which is impossible to do online (Galante et al., 2013; Toomey and Wysocki, 2009). This is consistent with Brown et al., (2003) findings that product category is a more important determinant of online purchases than the individual's propensity to buy.

The number of food products purchased online is less than those of other products. Many consumers who do not shop for groceries online will have online shopping experience with other products (Huang and Oppewal, 2006). Regarding privacy and security, research shows that for these consumers with online shopping experience, they are less of an issue (Forsythe and Shi, 2003). Therefore, security does not appear to be the only or primary reason for the low uptake of online grocery shopping.

4. PURCHASE MODEL AS PART OF LIFESTYLE

Lifestyle is a way of living of individuals, families (households) and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. A universally accepted definition defines that a new product, a new process, a new market, a new organization, a new business, a new model or resource is an innovation when it gains market acceptance and success and is economically viable (Chanaron, 1998). The official OECD definition is also interesting:

"*The implementation of a new or significantly improved product (good or service), or process, a new marketing method or a new organizational method in business practice, workplace organization or external relations*" (OECD, 2005).

The study of lifestyle is interdisciplinary, measuring different aspects of consumer behavior such as products and services. In this regard the way the customer disposes the products through a purchase model is part of its lifestyle. It draws on a variety of disciplines such as anthropology, psychology, sociology and economics (S. Sathish, 2012). Marketing uses this eclectic approach to segmentation, targeting and positioning that forms the core of marketing strategy.

The lifestyle construct has an important role in the history of marketing research. First introduced by Lazer (1964), it was used primarily as a term for measuring arbitrary assortments of "activities, interests, and opinions". It is acknowledged that there is a vagueness to such a definition. Furthermore, in today's world, people's lifestyles should not be consistent across different areas of life, and that efforts to describe lifestyles should be focused on specific areas such as food (van Raaij and Verhallen, 1994). Food-related lifestyle is expressed through five elements: purchase motives, purchase methods, quality aspects, cooking methods and consumption situations. This lifestyle concept has been widely applied in nutrition research.

Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channel (Morwitz et al., 2007) Most purchasing behaviors fall into one of three categories: impulse buying, habitual buying, buying solutions to consumer problems (Bagozzi et al., 1998).

Impulse buying generally occurs because an external (e.g. display in a store) or internal stimulus (e.g. hungry) has caught the buyer's attention coupled with the ease of securing the product. An impulse purchase decision is made with little commitment from the consumer (Zhuang et al., 2006).

In the case of the habitual purchase, prior learning is essential for the consumer. According to Bagozzi et al., (1998) although needs usually initiate the purchase in such cases, cognitive processes predominate and include the execution of action sequences and the evaluation of limited decision criteria.

According to Zhuang et al., (2006), food shopping in malls is more of an impulse purchase, especially when people can easily get food from nearby markets or supermarkets, so it is often driven by external or internal impulses of a buyer and not from any prior purchase intention. Contrary to this, other research has shown that food purchases tend to be habitual and repeated over time (Gardner et al., 2011). But there is a consensus regarding the fact that "purchase intent" did not have a significant impact on shoppers buying food or beverages.

5. TIME - SAVING AS CONVENIENT FACTOR

Time is an antecedent and consequence of purchase (Jacoby et al., 1976). There are several perspectives on time. From an economic point of view, time is considered an intangible good that exists in limited and finite quantities, and can be purchased by trading another resource such as money or effort (Becker, 1965; Jacoby et al., 1976). In the long term, studies have focused on time use patterns, dividing time between work time, time home, and leisure time; and how consumers spend time in different stages of consumption and acquisition of products (problem recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation) (Jacoby et al., 1976; Graham, 1981; Usunier and Valette - Florence, 2007). The term time style originated from Feldman and Hornik (1981) to describe the allocation of time between the various activities involved in the consumption of goods and services. The economic value of time or the value one gives to time is attributed to the value established in its absence (De Voe and Pfeffer, 2011). Clients who see time as a scarce resource often plan their use carefully and prefer a polychrome use of it (Jacoby et al., 1976). According to Bercik (2016) the consumers are influenced by time in their purchase decision making (Berčík et al., 2016). More educated and somewhat higher income consumers intend to shop online, mainly for time saving aspects (Mehmeti and Luga, 2021).

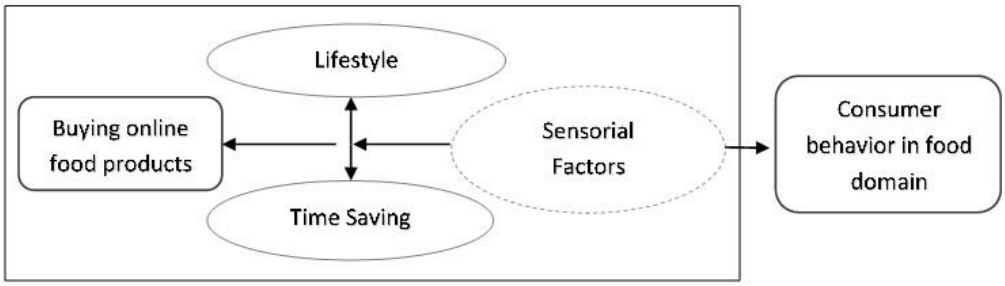
According to Huang et al., (2006), the long travel time to the physical store and time pressure affect the perception of the convenience of shopping for food products online. From here we can deduce that the shorter the travel time to the physical store and the lower the time pressure, the less the online purchase model will be adopted and vice versa.

6. THE EFFECT OF SENSORIAL FACTOR AS MEDIATOR

Sensory characteristics such as taste, appearance, freshness, texture, color, and smell are essential motivating factors, driving consumers towards shopping and consumption of convenience food products. Due to advances in food processing and packaging technology, the sensory appeal of convenience food products has been considerably improved in recent years. The sensory appeals undoubtedly are believed to influence consumers' perception, purchase intention, consumption, and satisfaction towards convenience food products significantly (Imtiyaz, 2021). Prescott et al., (2002) revealed that convenience, sensory appeal, quality, safety, price, and health are the important determinants influencing consumer shopping and consumption of convenience food. However, the magnitude and importance of each determinant may vary across countries. Wang et al., (2015) revealed that sensory attributes, particularly taste, were the most important motivating factors positively associated with consumers purchase intention of traditional and Western convenience food in mainland China. Customers can feel and touch items and communicate with salesclerks, those who like shopping in-stores enjoy leisure time and social interaction there, while online shopping could not provide such experiences (Chen, 2021). The quality of food products also drives consumers towards its purchase and consumption. Therefore, it is directly linked to the consumers' perception, purchase decision, and consumption behavior (Imtiyaz, 2021). The food quality certification from authorized agencies and brands provide the details of production process, ingredients, nutritional facts, shelf life, cooking instruction, and place of production, sensory appeal, quality, safety, environmental issues, which are the primary concerns of consumers while purchasing convenience food (Arvola, 2008).

The conceptual model that we propose is explained by the following scheme. We propose that lifestyle (purchase model), time for receiving and waiting the product and convenience limit the consumer to use online channels for the purchase of food products. These limiters are reinforcing by the presence of the sensorial factors or the inability to have direct contact with the products.

Figure 2: The conceptual proposed model



Source: Authors

While the sensorial factors are important factors in the choice of food products, the influence of these factors in changing the purchase model and the perception of time saved is present. For a customer to have the opportunity to touch, smell, taste the products, he must be in a physical store. If the literature tells us that physical distance and time pressure affects the perception of online purchases, we can deduce that this is more obvious in the case of food products. The greater the influence of sensorial factors in the selection of food products, the more difficult it is to change the purchasing style of consumers.

The literature suggests that many consumers discontinue online shopping whenever the initial trigger disappears. This can also happen when they are dissatisfied with specific or general aspects of the shopping experience. From this it appears that the process of adopting a new model of purchasing behavior is not always the process by which an individual becomes committed to continue using a new model of purchase. As Hand et al., (2009) suggest, the adoption of online shopping is complementary to in-store shopping, not a substitute. Most consumers never stop shopping at traditional stores.

7. CONCLUSIONS

Consumers purchase food products through purchases in physical stores and/or online stores. It is noted that the popularity of online shopping for food products is not the same as online shopping for other products. Consumers started shopping online mainly for convenience. This has also come as a response to the new lifestyle. Visual appearance characteristics (colour, fat content, marbling, loss of spots) are signs of product quality. Consumers value these factors in the selection of food products. This will make online grocery shopping a challenge for consumers and marketing strategies. Covid- 19 was a factor that increased online shopping. The adoption of such a model by consumers seem to be difficult. This is related to the fact that consumers find it more difficult to change the old model of purchases or as soon as a limiter like e.g. Covid- 19 disappear, consumers return to their previous behavior. This is due to the fact that consumers value the sensorial factors of the purchase. The process of selecting the model of purchase is influenced by the proximity of the stores, the short time of buying products. The relation between the time of choosing and waiting for the online purchased product to arrived and proximity of the stores and time will effect the purchasing model. This relation will be reinforced by the presence of sensorial factors. Therefore the study of the future of online purchases of food products deserves more attention.

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Climate change and gender-based impact - The case of Albania

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Abstract: The role of women and men in agriculture is different and their vulnerability and efforts to adapt to climate change is expected to vary. Addressing the inequity of gender-based climate change effects is very important not only for a better adaption and mitigation of climate change but also in order to reduce inequalities in terms of impact. In order to better respond to climate change it is necessary to understand its consequences using a gender lenses. The perceptions and attitudes of agriculture extension service experts are a source of knowledge for exploring the opportunities for adaption and mitigation in agriculture for both women and men. This paper analyses the effects from climate change and the adaptive capacity of farmers based on their gender division of tasks. The study is based on a structured survey conducted during the period November 2019-February 2020 with 140 experts and local government representatives, mainly staff members of Albanian agricultural extension officers in Albania. The study found that men are more informed and have higher access on crop cultivation techniques, pest management and water management compared to women while are less informed and prepared to adaption measures on livestock management. Considering the division of tasks and the concentration of women and men labor in the related activities, the adaption capacity of women is limited and therefore additional actions are required to enhance the role of women in copying with climate change.

Keywords: Climate change, agriculture extension service, gender, adaption, mitigation.

1. Introduction

A wide literature have highlighted the important linkages between climate action and gender equality (Kristjanson et al, 2017). In global level researchers and development practitioners are increasingly aware of the importance of providing gendered actions for addressing climate change and overcoming climate shocks. The studies has identified the social and environmental cost of neglecting the large 'gender gap' that persists in capacities to respond to climate change (Denton, 2022). The importance of gender relations and their actions toward climate change is evidenced in studies as socially constructed element (Acosta et al, 2021).

Considering the existing awareness it is of high impotance to raise the attention of policymakers by providing empirical evidence on the gendered impact of climate change and the gender gaps existing in adaption, epecially in countries with high vulnerability toward climate change and higher gender disparities in terms of contribution and returns from agriculture, such as Albania. Previous studies carried on women in agriculture such as UNWOMEN (2016), Gerdoci and Mece (2017), Dauti and Zhllima (2017) have identified a higher engagement of women especially on field crops cultivation and animal husbandry activities. However, women contribution in agriculture is scarcely perceived and rewarded (Zhllima et al, 2021). Although Albania projections of expected climate change negative effects are high, there are no evidences of these effects by gender.

In this context it became necessary to explore the de-facto situation of gender equality in relevance to impact and adoption capacities from climate change. Given that women and men, according to previous studies, have at a certain extent an evidenced tasks distribution in agriculture (UN Women, 2016) in this study we expected that women and men are impacted differently from climate change. By assessing the concentration of women in a certain sector agriculture, one can indirectly assess the effect of climate change and the capacity of women to adapt to climate change shock. For instance, in case of climate change effect on prevalence of diseases to yearly field crops and animals, which consist in increase of humidity and fluctuation of temperatures, there is expected a reductio of yields and increase losses which where there is a certain dominance of women work. The potential lower capacity of women for climate change adaption compared to men might influence the returns from their activities. Following this approach, in this study we aimed to identify through expert (extensions services) assessment possible evidence of climate change, measure the capability to adaption and provide recommendations for capacity building. This is similar with the approach used by Jost et al (2016) which collected information not directly with small holders but through opinion leaders.

However this approach has certain limitation. As Nelson et al (2022) emphasise major part of studies exploring gendered impacts of natural hasards are dicifult to provide clear prediction and quantification of consequent

social changes given the fact that climate change may reveal a variaty of maniftestation due to varying occurence and vulnerabilities in regions. In addition, casulaities of climate change according to gender are not preddicteable given the shifts in gender relations in some agriculture sectors occurred in some countries.

The findings of the study are of high importance for the policymakers. In Albania, policy steps to carry gender mainstreaming in climate change policies are yet not thoroughly addressed by national policies. Except gender considerations inserted at the legal components related to climate change, there are no separate gender sensitive objectives and actions and the language used especially in the narrative description of these strategies is almost gender blind (Zhllima, 2021). Therefore the study adresses the gaps in the empirical literature and provides inputs for policy finetuning.

2. Review of literature on climate change and social impact

The literature on impact of climate in the economic and social conditions of women and men in Albania is limited. According to REC (2011) and World Bank (2011), it is predicted that increasing temperature and reduced precipitations will change the harvesting period for cereals, winter heat and grassland production. The findings also emphasize that due to change of temperature and humidity, it is expected a change of reproductive cycle of weeds and pests also causing the appearance of new diseases.The first projections on climate change has been offered by World Bank (2013) where was found that the direct temperature and precipitation effects of future climate change is mixed. The study found positive expectation on yeilds of wheat and irrigated alfalfa and negative predictions on yields for grapes and olives. A study of Sutton et al. (2013 found that certain vegetables, yields will reduce in lowland areas. None of these studies could control for climate change effect according to gender, considering the type of activities observed.

Majority of studies has indirectly expressed smallholders in rural areas in the lowland regions has suffered from rapid precipitation, especially in the areas of Fier and Vlore in the vicinity of Vjosa river delta. According to Balla (2015), the floods of 2015 created a loss in terms of livestock such as cattle (30 heads), small ruminants (2850 heads), pigs (270 heads) and poultry (slightly less than 15000 heads). In this occasion, UN Women in close collaboration with World Bank, UNDP, the EU Delegation and FAO carried a rapid gender assessment of the impact of floods (UN, 2016). The assessment underlined: damages to crops and land were a major concern to women, as they clearly suffered significant losses of products for both personal consumption and sale, including loss of livestock and animal feed, as well as damage to barns, which further exacerbated the situation. Damages to the home, furniture and household equipment, as well as persistent dampness were major concerns. According to 64 per cent of respondents, domestic violence increased after the floods, and unexpectedly, women heads of household reported a higher incidence of violence (73.1 per cent) than women spouses. Women were found to be affected not only by domestic violence, but also by violence outside the home. Women reported having been treated differently than men as concerns the distribution of aid by municipality officials, where men had easier access to municipality staff and benefited more from state support (UN Women, 2015).

Situation was again repeated in the year 2017, although no gender impact assessment was carried. According to reports provided by the Emergency Unit of Fier (Balla, 2017) in the Administrative Units of Levan, Frakull and Dermenas there were subject of damage houses (232 dwellings), farms (1,137 farms) and other economic activities (27 non-agricultural business) and public institutions such as health centers and schools. Give that major part of livestock activities such as animal care, milking and sale is maintained by women (UN Women, 2016), there is a higher cost created on their behalf in terms of limited opportunities to gain cash. During the floods, due to high precipitation and weakened capacity to drainage, a large are of agricultural land (5,000 Ha in 2017) remained under water. In this milieu, opportunities to work for men in these areas are negatively affected also since they are the most responsible to provide animal feed.

3. Methodology

As identified from the literature review on Albania, major part of the studies were not able to provide evidences on climate change according to the gender of the farmers operators. Considering the difficulties to make a national survey for this purpose this study offers a rapid assessment of the climate change impact, based on statements and perceptions of agriculture extension service members. However, the method has a limitation considering the risk for assessment bias of the extension service members on reporting the scale of effect and the capacity of men and women in climate change adaptation.

In order to collect field evidence, a structured survey was conducted in the period November 2019-February 2020 with 140 experts and local government representatives, mainly staff members of Albanian agricultural extension officers, operating throughout the 12 regions of Albania. The sample has extensive coverage of the overall population considering that public agriculture extensions service has a staf of 270 experts.

The survey collected the opinions of the experts on the climate shocks experienced during the recent decade as well as the experienced adaptive capacities and perceived ability to apply mitigation actions. The focus was specifically on sectors which are more relevant to rural activities such as agriculture and livestock activities.

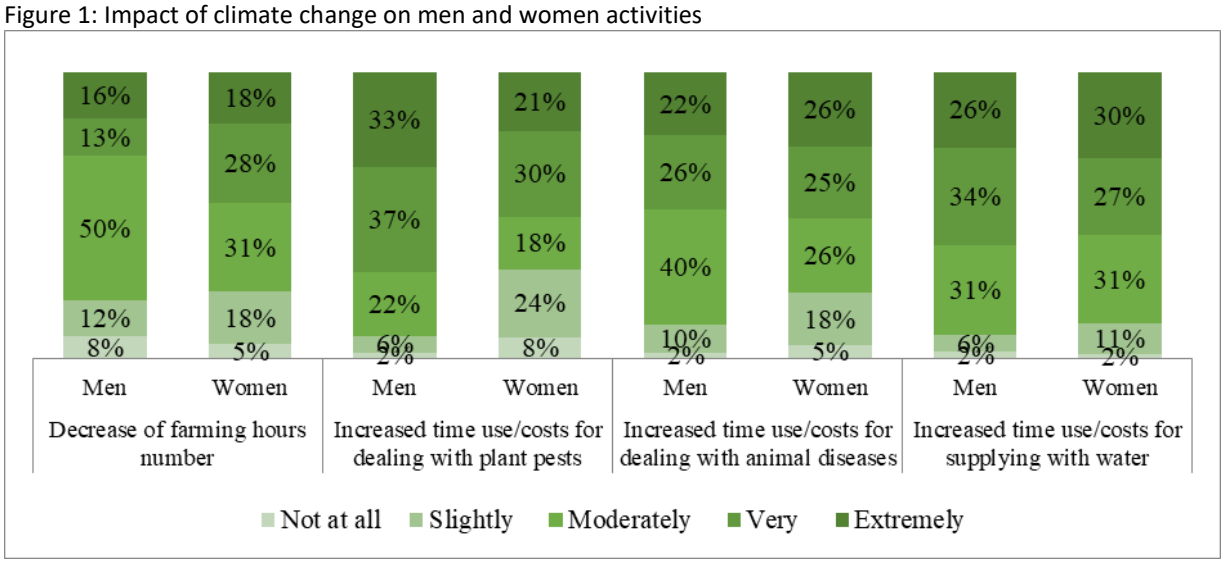
The opinions were collected through a structured questionnaire which was filled via email. The results were complemented and validated with qualitative information collected from semi-structured interviews with farmers and community leaders mainly in regions of southern coastal Albania, namely Fier and Vlore, where highest frequency of climate shock is evidenced in the past. Data were entered in excel spreadsheets and processed using SPSS software. Data were subject to simple descriptive analyses.

4. Results

According to the experts the climate shocks were influencing both males and females in rural areas. More than half of the respondents (57% of the experts) stated that climate change is affecting differently women and men. Approximately 75% of the respondents believing that climate change effect on human activity differs by gender, believe that women are affected mostly. Based on semi structured interviews, major part of those thinking that women are more affected base their statement on the higher engagement of women in certain agriculture activities.

According to the experts, climate change would affect farming hours (by decreasing the number of hours spent carrying farm activities) at a level of above moderate, for both women and men according to respondent answers (Figure 1: first two pillars). Above 50% of respondents outline that climate change would impact (very and extremely) towards the increment of time use/costs of dealing with plant pest and diseases (Figure 1: second two pillars) for both gender groups, but, the percentages of men are higher-meaning that men are more affected regarding these activities, having to spent more hours and costs. While women, as based on expert opinions, are slightly more vulnerable to increased time and costs for dealing with animal diseases and water supply (Figure 1: the last four pillars).

Figure 1: Impact of climate change on men and women activities

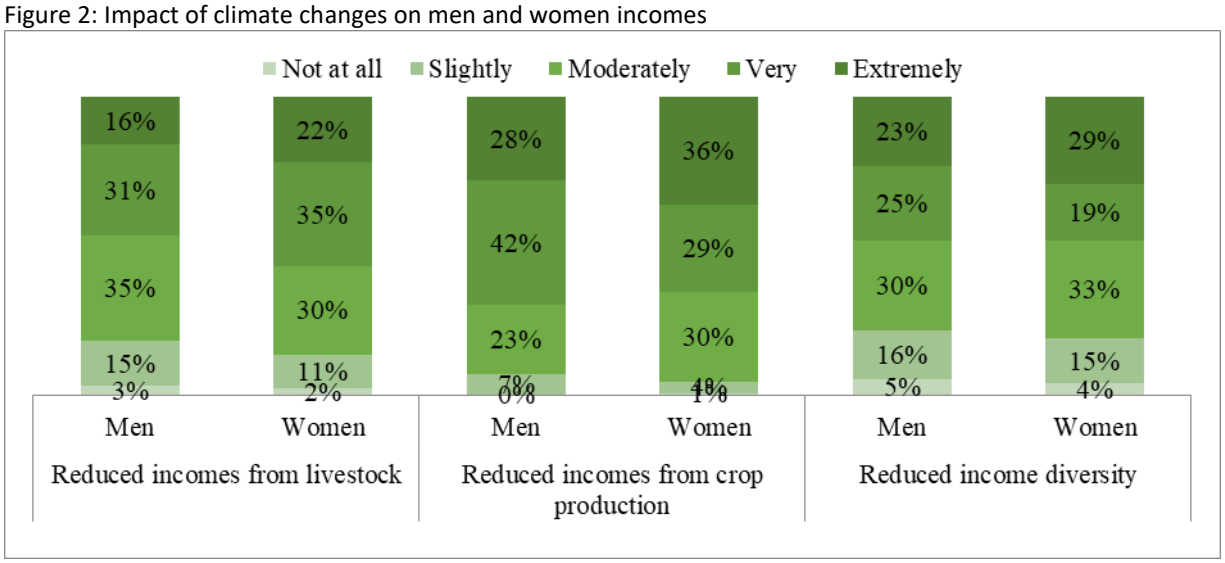


Source: Structured survey results

Regarding incomes from livestock and crop production, women are affected more than men when there is a reduction of incomes from livestock and crop production but also from income diversity reduction (percentage differences between men and women for the level of impact indicated as extremely– Figure 2). The arguments stand on the over presence of women compared to men in activities related to animal husbandry such as feeding, cleaning, milking and then milk sale and/or processing. Moreover, as women are more engaged on post-harvest preparation and conservation of agriculture and livestock production for self-consumption and sale, they are more shocked due to climate shocks. Women are also supporting on land maintenance and plant

treatment for field and greenhouse vegetables. Men are more present on activities related to irrigation, transport and harvest of animal feed, fruits (pruning and spraying) and input use in cash crops produced in field and greenhouse (plant protection treatment) as well as sale activities. Expert opinions provide a clear gender pattern were women are more included in open field vegetables, cattle and greenhouse vegetables compared to men.

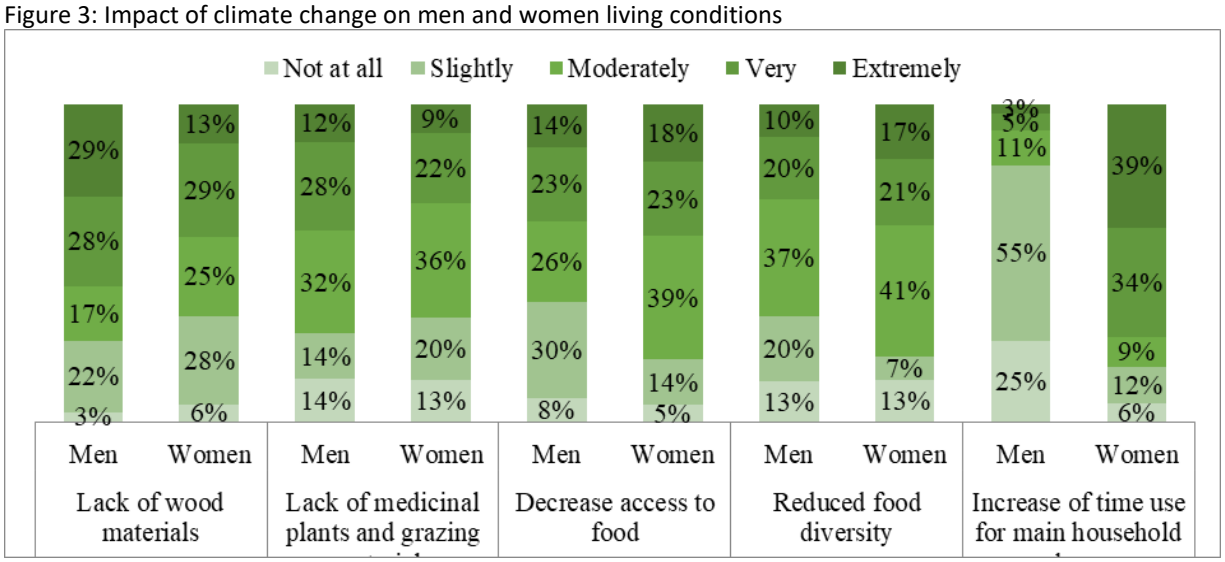
Figure 2: Impact of climate changes on men and women incomes



Source: Structured survey results

Lack of wood materials seems to impact more men than women (first two pillars in Figure 3). While regarding lack of medicinal plant, grazing materials, reduced food diversity and decreased access to food seems to impact both genders equally. Two last pillars indicate that women are impacted the most by the increase of time use for main household chores (cleaning, cooking, etc.), mainly due to loss of access to water, need to recover from flood and loss of domestic equipment's.

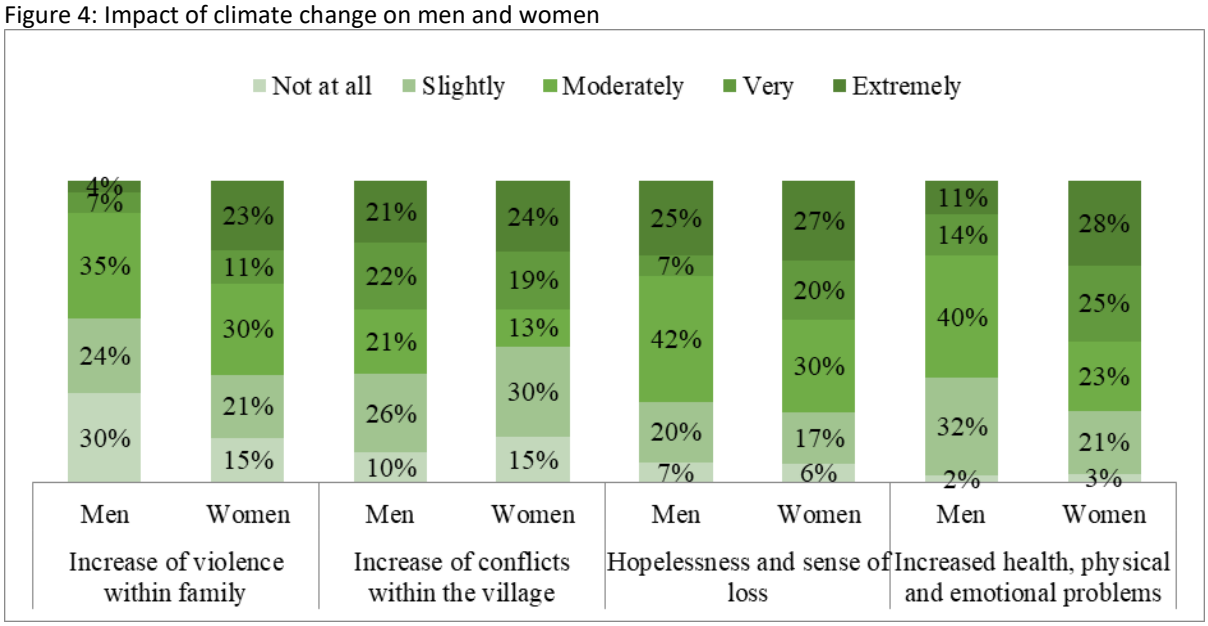
Figure 3: Impact of climate change on men and women living conditions



Source: Structured survey results

Climate change might impact more women' health, physical and emotional problems compared to men (Figure 4-last two pillars). The reason behind is the additional burden women have in caring about household chores, especially on shocks related to floods, access to wood and water. On regards to the effects resulting from increased conflicts in the village and the hopelessness and senses of loss, respondents indicate no distinctive differences between men and women.

Figure 4: Impact of climate change on men and women



Source: Structured survey results

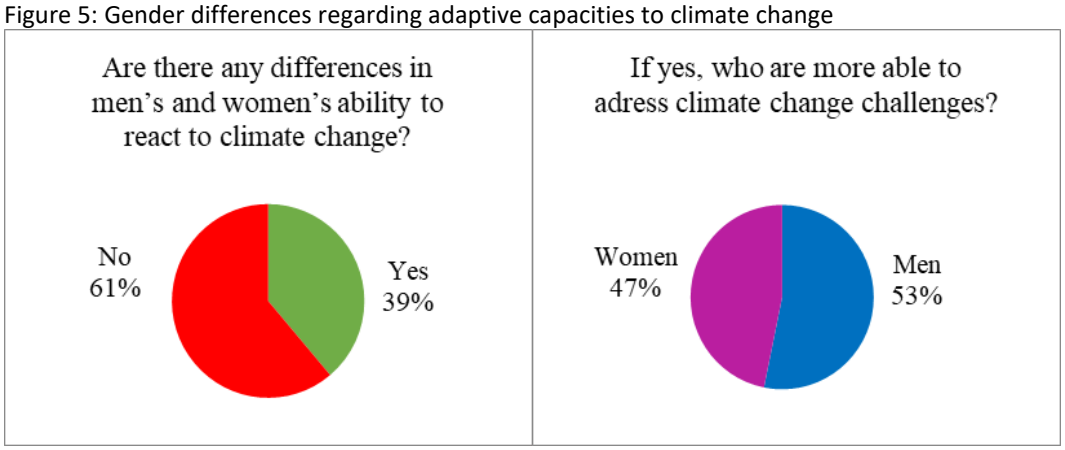
Through the survey, local experts were asked on their perceptions to future effects on climate change. According to survey respondents, climate change would affect farming hours and increase of time use/costs of dealing with plant pest and diseases for both gender groups, but, the percentages of men are higher-meaning that men are more affected regarding these activities, having to spent more hours and costs. While women, as based on expert opinions, are slightly more vulnerable to increased time and costs for dealing with animal diseases and water supply.

Women are expected to suffer more from deteriorated profits from livestock activities due to influence of disease on livestock production yields. Incomes from milk sale and/or processing makes up more than 60% of majority of farms in rural areas. Considering that family farms are more vulnerable to land fragmentation in hilly and mountainous areas, it is estimated that livestock activity importance is higher in these areas. Geographically, mountainous areas are also the areas were major part of rural poor are living.

In the lowland coastal areas, land deterioration and livestock deterioration due to floods and fluctuated temperatures, would increase costs for plant treatment and reduce profits for field and greenhouse vegetables. Men are more present on activities related to irrigation, transport and harvest of animal feed, fruits (pruning and spraying) and input use in cash crops produced in field and greenhouse (plant protection treatment) as well as sale activities. Expert opinions provide the basis for a lower resilience on regards to women due to their higher engagement on agriculture activities, compared to men which are slightly more integrated in off-farm paid activities such as working in urban areas, or opting for seasonal migration.

Capacities to adaptation and mitigation at local level are weak. Major part of the agriculture areas has small farms, oriented to self-sustenance. Returns from agriculture and livestock activities are deteriorated However, based on the survey, 61% of the respondents agrees that there are no differences between men and women regarding capacities to react to climate change (Figure 5: left). The other part, 39% of the respondents agree with the fact that there are differences regarding gender and that men are more ready to react to climate change phenomena (53%) –Figure 7: right. However, the opinion that men are able to react both through adaptation and mitigation is provided by a minor share of the respondents. Main reasons, according to the respondents who accepted that there is a difference in the capabilities to react to climate change are the access to information, accessibility to services and equipment as well as relations to suppliers and service providers.

Figure 5: Gender differences regarding adaptive capacities to climate change



Source: Structured survey results

5. CONCLUSIONS

The study results are indicative for local feminist organisations and provides a methodological guide on how to address local gender inequality patterns in agriculture and climate change adaptation processes. The results offer a series of recommendations for promoting equitable participation and influence by women and men in adaptation decision-making processes and achieving equitable access for women and men toward financial resources and other benefits resulting from investments in adaptation.

Capacity building interventions should consider the constraints hampering women efforts on participating to capacity building events such as training and field demonstration. Moreover, weak awareness to climate change impact and weak financial support, increases the need for a provision of awareness campaign and budgetary support (grants and investments) vis a vis to capacity building interventions. Therefore, for overcoming women and men difficulties in capital, is required support with technology packages (protocols, demonstration equipment, laboratory kits for land and water analyses), support of transport costs and support of advisory services and coaching in groups are recommended.

Considering the scarce efforts made on regards to gender mainstreaming, this paper presents an analyses the state of gender equality in relevance to impact from climate change and adoption capacities to address climate change. The results show that in terms of service accessibilities, men have more access than women. Accessibility to information from advisory services. Men are also in vast majority representing the farm in the administrative unit, deciding on investments, and contracting with a buyer (76%) etc., are mostly carried out managed by men. Respondents indicate that mostly men have the right to move free outside the village.

Therefore, considerations have to be taken on involving more women, especially on cultivation techniques, pest management and water management. Information and preparation are higher on women in regard to livestock management. However, since men are more involved on reparation of feeding (forage cultivation and harvesting), both groups should be carefully targeted. On regards to energy efficiency improvements, women are perceived to be more informed and prepared compared to men. Actions related to wood preservation men are perceived more informed and prepared than women. However, women are more aware and influence by issues regarding to biodiversity.

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Establishing The Problems Of Olive Processors In Albania Regarding Other Actors In The System And The Possibility Of Solving Them

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Abstract: In recent years, the olive production and processing sector in our country is seen as a profitable sector for many agro-processing companies. Investments in planting olive seedlings have increased. However, the processing factories are mostly small and operate with not very modern technology. The government has also increased support policies for many olive growers by providing various grants or subsidies. The trend of olive production has fluctuated and this fluctuation has also been felt in the production of olive oil. In the production and processing sector, i.e. in the entire chain, a malfunction is observed among the actors in the system. The links of the agribusiness system do not work properly between them as there is a lack of mutual connection between all the actors in the system. There are many influencing factors, but some of them can be avoided. Several possible solutions are offered in this study. We will mainly focus on one of the links of the system, that of olive oil processing, to present some of the problems faced by this sector and then to offer some of the possible solutions in order to improve the agribusiness system.

Keywords: agribusiness system, mutual relations, system actors, problems, agro-processing sector, possible solutions.

Background

The production and olive sector in Albania is a very important sector. Production and investments in this sector have fluctuated continuously, but the last few years reflect an increase in investment by farmers in this sector as well as an increase in subsidies from the government. The direct survey conducted on farmers and processors will reflect some of the problems that exist between the actors in the system, where the greatest attention will be paid to the olive oil processing sector.

This study refers to information gathered from 100 agro-processing enterprises and about 136 olive cultivation farmers. The information was collected through a questionnaire that was tested directly on olive growers and farmers in some areas of our country. Through the information gathered from the direct survey, some of the problems between the actors in the system will be identified, mainly we will focus on some of the challenges or problems faced by the olive agro-processing sector in our country. The expected results of this paper will be the provision of some of the tools that will enable some possible solutions to these problems between the actors participating in the system.

Objectives

a. To evaluate the contribution of domestic production in the development of agro-industry for the fillet taken in the analysis.

b. Assess the possibilities and problems related to the use of the production-processing contracting system.

c. Assess the levels of production capacity utilization in all three links of the system.

d. Analyze and evaluate the problems and causes of opportunistic behaviours among actors in the chain.

e. Analyze and evaluate the value chain for the thread under study and provide proposals to increase the role of raw material producers in the chain.

Methodology and Data

a. Bibliographic review

b. Office work

c. Field survey (surveys)

d. Implementation of a multifactorial linear econometric model of the form:

$$Y = a0 + a1x1 + a2x2 + \ldots akxk + e$$

for the assessment of factors affecting the possibility of concluding agricultural contracts.

• Use of analysis of variance (ANOVA) to discuss differences between genders, professions, and levels of education in terms of assessing the importance and role of contracts.

Hypotheses

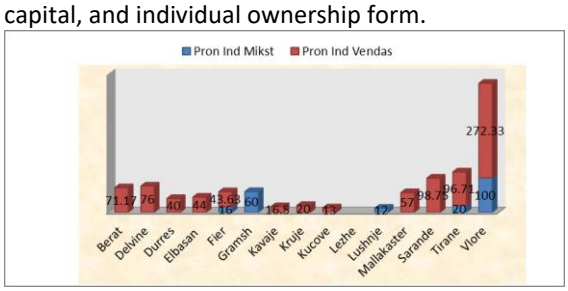
1. The problem of contracts is determined by the real possibilities for concluding contracts, by the experience of contract implementation, the presence of limited offers, the reliability of the partners, and the risk that accompanies the problem of contracts.

2. Perceptions of the possibility and role of contracts do not depend on the gender, level of education, and profession of the persons involved (farmer, agro-processor).

Production Capacity And Percentage Of Utilization Of Production Capacities

Agro-industries generally have a low production capacity since the technology they use is not recent. Most of the agro-industries use second-hand technology, which reflects a higher production cost. The graph below shows the average production capacity.

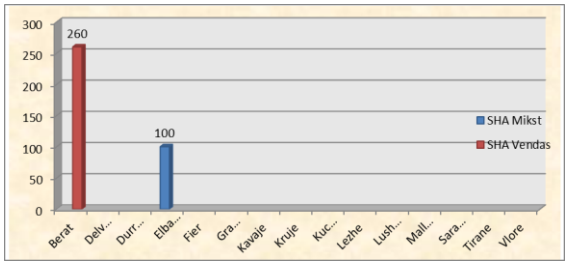
Figure 1. Average production capacity (tons of olives per oil) is estimated in the year of creation by districts, capital, and individual ownership form.



The graph above shows that the average total production capacity for sole proprietorships using mixed capital is equal to 41.60 tons of olive oil while the average production capacity for sole proprietorships using fully domestic capital is = 93 tons of olive oil. So the average production capacity for these enterprises is higher.

Graph four shows the average production capacity estimated by the year of establishment, capital, and the form of the joint-stock company.

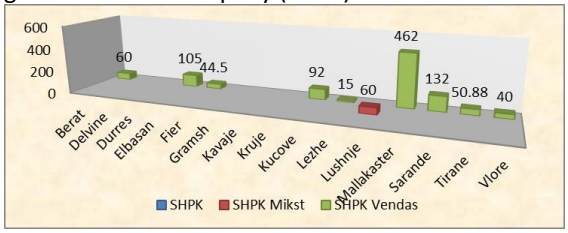
Figure 2. Average production capacity (tons of olives per oil) is estimated in the year of creation, capital, and JSC form.



JSC-type enterprises (***joint-stock companies***) operating with wholly domestic capital turn out to have a higher production capacity than JSC-shaped enterprises operating with mixed capital.

According to the form of organization KPS (generally limited company), the average production capacity estimated by the year of creation and capital turns out to be as in the following graph:

Figure 3. Average production capacity (tons of olives per oil) estimated in the year of creation, capital, and form general limited company (SHPK).



The average production capacity estimated according to the year of creation, capital, and form general limited company (SHPK), turns out to be 60 tons of olive oil for those enterprises operating with mixed capital and 81 tons of olive oil for those enterprises operating with domestic capital. General limited company (SHPK)-type enterprises operating with entirely domestic capital are presented with a higher production capacity.

Oil Production For The Years 2019, 2020, and 2021

Our country generally has small agro-processing enterprises which the owners themselves manage. They employ a small number of workers who in most cases are not declared in the state. In general, there is a lack of specialists in the field where a worker deals with some technological processes. These but also the influence of other factors affect a low degree of competitiveness. As a result, exports will be small and producers' incomes will be low. The markets are dominated by imported products, as local production does not cover the local demand for the year. Olives are harvested from October to February. Agro-processing enterprises are mainly built near areas cultivated with olives so that the olives are processed within 2-3 hours of harvesting to produce the highest quality oil. Below we present the oil production in tons for the three years taken in the analysis to see how has been the trend of olive oil production for these three years.

Olive oil production during 2019 experienced an increase of 2% compared to a year ago. Production reached up to 20 thousand tons of olive oil.

Among the cities with high olive production, we can mention: Berati, Fieri, and Vlora, while the other districts had a lower production level. A part of the olives is sold directly for consumption at the table and the rest is processed into oil. According to the Institute of Statistics, of the total olive production, 79% is represented by oil olives and 21% by table olives. In recent years, investments in the olive sector have increased in our country, being seen as a very profitable sector for producers. Also, the government has increased subsidies for this sector. Olive production has fluctuated in reference to the years 2019, 2020, 2021 and 2022. The production boom has reached the year 2020

and 2022. Even in 2022, the price of olive oil decreased so much that it had the same price as sunflower oil (of 400 ALL). While the market reflected an increase in prices for all the basic products of the basket, the price of olive oil for 2022 and 2023 until now is low. The market meets the demands of local consumers, but the producers, even though they have a super production, most of them cannot export olive oil because they do not have a certified product. Most of the producers are small and cannot be integrated into the international markets even though they produce very high-quality oil. During 2020, there was a production boom, and at that time humanity was facing the "Covid 19" pandemic, which influenced a large increase in demand for olive oil seen by consumers as a product with high health values. Quarantine during the pandemic had the effect of restricting the movements of individuals. It also damaged the individual's supply of olive oil from neighbouring countries due to pandemic restrictions. Thus the demand for domestic olive oil increased. The closing of restaurants and the restriction of movement during this period affected the decrease in consumption. This increase in demand for olive oil during the pandemic affected the increase in price, affecting the increase in producers' income. While for the years 2022-2023 as above, the price of olive oil has fallen due to the high production it has had in these years, even though the country is facing high levels of inflation due to the Russia-Ukraine war.

The problem for processing factories remains the product logo and certification. The fact that the processors are small does not have a destination for the international market. Only a few large producers in the country have been able to certify the product and export it to international markets represented and with a product logo. The sale of oil in the local market is informal since the producers, being small, are not declared. Olive oil is sold in the market informally. Informal farmers cover 90% of market demand while the rest is covered by 5% from local processors and 5% from imports. This high degree of informality affects the reduction of the profits of the actors in the system, but not only, but it also affects the unfair competition between the actors in the system. Also, the raw material (olive) that they sell to the processors without VAT, on the other hand, the processors must do the analysis of the quality of the production, which has high costs. These factors have influenced an upward trend in the price of olive oil and at the same time have oriented processors to import the raw material as it gives them a lower cost in production.

Forms Of Olive Processing

Olive processing in our country is done mainly in two forms: oil production and salting. There are currently two operations in oil mills:

1. Purchase of olives on behalf of the factory and

2. Olive processing on behalf of the feeder

The processing factories are built mainly near the areas with olives. In most cases, they are factories built to serve farmers to process olive trees. So, being small factories, they do not have a market destination. On the other hand, there are few olive processing factories (5-6) agro-processing, out of 100 that have been interviewed, which invest in contemporary technology, aim at growth, and the market to maximize their profits. Of these processors, packages that have a destination and the international market are often impossible to access, as the olive oil often has high acidity, not meeting European standards. Of course, we cannot say that it is the manufacturer's fault for the quality of the oil. There are many factors that affect the relationship from the farm until the product reaches the processor. We can say that there are problems with all the links in the chain. First, we can say that in order for the olive oil not to have acidity, it must be processed within 2-3 hours of the olive harvest, but it is impossible for the farmer to process his production within 2-3 hours. Farmers do not have the opportunity in most cases to transport the product to the processor, in some areas, there are problems with the infrastructure, and sometimes the way the product is transported in unsuitable conditions damages it, affecting the quality of the olive oil. On the other hand, the processor has not created a collaboration with the farmers, to conclude contracts between them in such a way that the processor himself takes over the production of the farm or other collaborations, such as the processor cooperating with the farmer by contributing to all the services he needs. olives so that the final product is as healthy as possible, etc. So the problems that exist are numerous, which require specific policies to be improved in the future since due to the climatic conditions that our country has, we have the opportunity to have competitive advantages with other countries in the region.

Supply of raw materials

Regarding the provision of the raw material, the processor mainly provides the raw material to the farmers. There are cases when olive production is low and the processors import the raw material. In some other cases, the processor is also a farmer, so he produces a part of the raw material himself and buys the rest in the market. We are talking about those few processors whose destination is the market and the maximization of profits and not about those processors, who are more numerous but who have mainly built small factories in the service of farmers (for them to process their products and you they sell themselves in the market informally) against a certain payment for the service they offer or compensation with litres of oil. Also, from the observations made on 100 agro-processors, it turned out that only three of them used domestic and imported raw materials, while the rest, 97 agro-processors used 100% domestic raw materials. In recent years, there has been an increase in new olive groves and an increase in the interest of processors to support farmers from a technical-financial point of view (we emphasize that some of the farmers, being small, do not have information on agronomic olive services), in the way to ensure a product as healthy as possible for processing and to ensure access to international markets. However, the mutual interaction between the actresses continues to be small.

Determinants Of Growth In Processors' Exports

Our country has the opportunity to increase its comparative advantages with neighbouring countries and other countries in the region, but some factors have affected it in a not favourable way, such as The fragmentation of the plots, the lack of technical-financial services for the olive roots, the lack of labour power since in recent years our country is facing a very high rate of inflation, etc. These factors, but not only, have influenced the decrease in exports.

An element of the solution to the above problems could be the creation of cooperatives where different farmers operate as one. This would increase the benefits for each member first in all perspectives. And another element is definitely to start functioning the signing of contracts between farmers and processors since until now there have been oral agreements which have not been respected in most cases. The employment of specialists in the field (agronomists) in farms and specialists in processing factories would affect the realization of the high-quality final output and its certification.

The impact of agricultural contracts in the agribusiness system

The signing of agricultural contracts between all actors in the agribusiness system has a very positive impact on the integration of actors, increasing profitability between them, guaranteeing markets, guaranteeing the quantity and quality of supply, etc.

Some of the impacts of signing agricultural contracts between actors in the system according to a study by the international organization FAO are given as follows: Agricultural contracts are:

• *Are elements of problem-solving in the system.*

• *Affect the maximization of integrated profits.*

• *Anyone can become better than the profit realized.*

• *Signing contracts affects the reduction of operating costs.*

• *Guarantees the required quantities of products.*

• *Guarantees product quality.*

• *Guarantees supply deadlines, etc.*

Source: FAO

Agricultural contracts have significant benefits for both farmers and processors. However, after the advantages, problems also appear. Below we present some of the advantages and problems, first from the point of view of farmers and processors.

Problems Faced By Olive Processors In A Contractual Relationship

In addition to the advantages, of a contractual relationship, problems arise, some of which are presented below:

1. Farmers who have entered into contracts may face land restrictions due to a lack of secure ownership thus endangering long-term operational viability.

2. Social and cultural constraints can affect farmers' ability to produce, manage and specialize.

3. Poor management and lack of consultation with farmers can lead to farmers' dissatisfaction.

• Farmers can sell without a contract, thus reducing turnover for processing plants. Farmers analyzed sell their products:

1. On the street they sell only 16.8% of their production

2. They sell only 43% of their production directly to processors

3. At the collection points they sell 26.7% of their production.

4. Farmers may divert the supply of credit inputs for other purposes, thus reducing yields.

Advantages of Olive Processors when signing an agricultural contract

Some of the advantages that processors may have involved in contractual relationships with other actors in the agribusiness system are as follows:

1. Agricultural contracts with small farmers are more politically acceptable than with other farmers. 2. Working with small farmers also overcomes land constraints.

3. Production is more reliable than purchases in open markets so sponsoring companies face less risk by not being responsible for production.

4. A good quality product can also be purchased in open markets.

The signing of agricultural contracts - Concrete situation

During the field interviews, it was found that the relations between farmers and agro-processors are built based on oral agreements. No contract was signed between farmers and agro-processors.

The biggest obstacle to signing agricultural contracts was on the part of farmers. The interviewed farmers in most cases did not have information on how signing a contract worked, while in some other cases, they were not interested in signing a contract. It was enough for them to agree verbally with the processors where they would sell their products, as the processing factories were set up mainly near the olive production areas. Another reason that there are no signed contracts between farmers and agro-processors is the fact that some farmers are not able to provide agro-processors with the quantity and quality of products they want. Another

reason for avoiding contracts is that signing a contract by the rules will increase the total costs, thus increasing the notary costs.

Methodology And Hypotheses

1- Econometric Model On The Possibility Of Concluding Contracts

Dependent variable: the possibility of concluding contracts *(MUNKON) (possibility of concluding contracts)*. Independent variable: in this model Risk is taken as the independent variable. As a model is applied the linear econometric model is a factorial of the form:

$$Y = a + bx + e$$

Dependent Variable: MUNKON				
Method: Least Squares				
Sample: 1 100				
Included observations: 100				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.868387	0.313174	2.772861	0.0067
RISKS	0.376501	0.105933	3.554159	0.0006
R-squared	0.114181	Mean dependent var		1.900000
Adjusted R-squared	0.105142	S.D. dependent var		1.243163
S.E. of regression	1.175994	Akaike info criterion		3.181902
Sum squared resid	135.5303	Schwarz criterion		3.234006
Log-likelihood	-157.0951	F-statistic		12.63205
Durbin-Watson stat	1.489447	Prob(F-statistic)		0.000585

Here the one-factor econometric model of the form is applied:

$$Y = a + bx + e$$
$$MUNKON = a + bRisks + e$$
$$MUNKON = 0.86 + 0.37Risks + e$$

A = 0.86 indicates the possibility of concluding contracts (Y) when X (Risk) is zero and when the effect of other factors does not change.

B = 0.37 indicates that when X (Risk) increases by one unit then Y (MUNKON) will increase by 0.37.

e --- is the influence of other factors.

The coefficient of determination = 0.114 indicates that 11.4% of MUNKON is explained by Risks and the rest is explained by other remaining factors (e).

The correlation coefficient = 0.105 indicates the strength of the relationship, in this case, the relationship is positive but not too close to 1 which indicates a not very strong relationship between risk and MUNCON.

If the risk will decrease by one degree then MUNKON will increase by 0.37 degrees.

Model on the possibility of concluding agricultural contracts

Dependent variable: the possibility of concluding contracts (MUNKON) (possibility of concluding contracts).

Independent variable: ***implementation of contracts regarding supply quantity implementation (ZBATSAS)***

Dependent Variable: MUNKON				
Method: Least Squares				
Sample: 1 100				
Included observations: 100				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.737096	0.226867	3.249024	0.0016
ZBATSAS	0.454259	0.077998	5.823954	0.0000
R-squared	0.257117	Mean dependent var		1.900000
Adjusted R-squared	0.249536	S.D. dependent var		1.243163

S.E. of regression	1.076944	Akaike info criterion	3.005928
Sum squared resid	113.6611	Schwarz criterion	3.058032
Log-likelihood	-148.2964	F-statistic	33.91844
Durbin-Watson stat	1.431057	Prob(F-statistic)	0.000000

Here the one-factor econometric model of the form is applied: $Y = a + bx + e$

$$MUNKON = a + bZBATSAS + e$$
$$MUNKON = 0.73 + 0.45ZBATSAS + e$$

A = 0.73 indicates Y (CAN) when X (ZBATSAS) is zero and the effect of other factors does not change.

B = 0.45 indicates that when X (ZBATSAS) increases by one unit then Y (MUNKON) will increase by 0.45.

e --- are the other remaining factors.

The coefficient of determination = 0.25 indicates that ZBATSAS explains 25% of Y (MUNKON) while the rest is explained by the other remaining factors.

The correlation coefficient = 0.24 indicates that the correlation is positive between ZBATSAS and MUNKON but not very strong. So '**ZBATSAS**' has a small impact on **MUNKON**'. If ' **ZBATSAS**' will improve by one degree then '**MUNKON**' will improve by 0.45 degrees.

ANOVA Analysis of Variance was used to evaluate the indicators obtained in the analysis, which explains the sources of variation. Do we try to explain if there are significant differences between the sexes, between professions, or between different levels of education regarding contract issues?

For this, we used the analysis of three-factor variance (gender, occupation, education) and as a dependent variable, we took the variable "contracts".

The results of the analysis are presented in the following overview:

Analysis of Variance for Contract - Type III Sums of Squares

Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
MAIN EFFECTS					
A: EDUCATION	0.26609	2	0.133045	0.11	0.8965
B: GENDER	1.0821	1	1.0821	0.89	0.3475
C: Profession	1.72818	4	0.432045	0.35	0.8402
RESIDUAL	155.783	128	1.21706		
TOTAL (CORRECTED)	159.088	135			

The differences are not significant, (only by gender it seems that the evaluations for the contracts are somewhat important). For them to be significant the probability must be less than 0.05. In the table, it turns out to be larger. So all the interviewed farmers generally give the same opinion regarding the contracts, they are differentiated neither by gender, education or profession. So for all three of these indicators, the differences do not turn out to be significant.

The hypotheses we have raised for this study are confirmed through analysis of variance (ANOVA) where all interviewed farmers generally give the same opinion about contracts so they are not differentiated by gender, education, or profession. So for all three of these indicators, the differences do not turn out to be significant.

CONCLUSIONS

During this study, it was found that in our country there are fragmented farms which in most cases produce for self-sustenance and very little for the market. Farmers sell 16.8% of their production informally on the street; 43% are sold to processors and only 26.7% of the production is sold to collectors. Very few processors produce and have a logo for their products. Infrastructure and transport continue to remain a concern for all actors included in the system. The informality of sales constitutes another problem. The processors are dependent on the farmers for the provision of raw materials and their quality. Non-declaration of the workforce, especially in processing factories, continues to remain a problem in our country. As a result of the existence of a series of problems in all links of the agribusiness system and the actors who participate in it. The culture of

implementing an official document such as agricultural contracts has started very little these two years, since before there were only oral agreements.

According to the model:

MUNKON = 0.86 + 0.37Risks + e

• Determination coefficient = 0.114 and correlation coefficient = 0.105. So the risk explains only 11.4% of the possibility of concluding contracts while the bond strength, in this case, is positive but not very close to the unit. So the risk has a positive impact but is not too great on the possibility of concluding contracts.

According to the model:

MUNKON = 0.73 + 0.45 ZBATSAS + e, where it turns out that:

• Definition coefficient = 0.25 and correlation = 0.24. From the statistical result, it is noticed that the quantitative implementation of contracts has a positive impact on the possibility of concluding contracts and explains only 25% of it while the rest is explained by other remaining factors e.

• Both the Albanian farmers and agro-processors in question did not have any written contract, but the farmer-agro-processing agreement was realized mainly orally, mainly for sales that took place within the country.

• All the problems raised for the possibility of concluding contracts are present and critical between farmers and agro-processors.

• According to the second hypothesis that we have set up for this study, it is confirmed through analysis of variance (ANOVA) that all interviewed farmers generally give the same opinion about contracts, so they are not differentiated by gender, education, or profession. So for all three of these indicators, the differences do not turn out to be significant.

RECOMMENDATION

Based on the problems concluded during this work, we offer the following recommendations as possible solutions:

It is recommended to increase cooperation between farmers by organizing agricultural cooperatives as an opportunity to increase their benefits, reduce fragmentation, reduce production costs, increase profits, etc. In order to solve some of the problems that exist between farmers and processors, the signing of agricultural contracts must definitely work in order to have first the farmer security in the sale of the product, but on the other hand security for the processor in securing the raw material both in terms of quantity and the quality. Increasing cooperation between all the actors in the system for solving the problems that exist in the agribusiness chain, increasing competitiveness in international markets, and increasing the benefits between them. Even more special attention is required from the government in the adaptation of specific policies, the increase of subsidies or the support that this production sector requires. For processors, it is recommended to expand their activity, improve technology, put a logo on their product so that it is not sold informally, and very important product certification to affect the increase in exports and competitiveness in international markets.

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Problematics of Budgeting During Pandemic Situations

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Abstract: Disasters from natural and other causes are a recurring element of life. To varying degrees, households and governments anticipate and prepare for unexpected negative shocks to income and wealth. The interactions between public and private responses to disaster threats and between budget accounting and public decisions have implications for national policies and public budgeting. This paper explores those implications, identifies mechanisms that may influence the success of public and private efforts to reduce disaster losses, and compares the results with some current practices. The devastating economic effects of the pandemic have required many people to reassess their finances and cut back on spending. Some have found small ways to save, such as canceling unnecessary subscriptions, while others have had to make bigger changes, such as moving in with family members to save money on housing. Meanwhile, others have seen their finances improve significantly, enabling them to save more than they would in a typical year. This study aims to investigate the effect of the Covıd-19 pandemic on the budgeting process in different countries that were affected by this emergency, including Albania. For this purpose, an analysis was examined through the SPSS program which, through the established variables, will help in reaching the conclusions and recommendations of this paper. The objectives of this paper are to identify the contemporary literature on the budget and other macroeconomic factors that contribute to it, to analyze the budget in emergency and pandemic situations in the framework of the economies of the affected countries and to identify the main findings through the econometric model implemented. In general, this paper aims to contribute to the literature by evidencing the evolution, trends and importance of a state's budgeting in emergency situations, revealing the historical contexts as in the case of the Covid-19 pandemic, as well as changes in research methods, research topics and underlying frameworks.

Keywords: budget,covid-19,economy,pandemic

1. INTRODUCTION

The government may be able to reduce disaster losses beyond the reductions achieved by private action if it is better able than individuals to assess and manage exposure to disaster risk. Specifically, if people tend not to prepare for disasters (Sawada and Shimizutani, 2005), the government can help by increasing national savings and adopting additional measures to reduce risks and losses before the event.

However, the success of disaster policies requires that the government acts before a loss occurs, rather than waiting until it occurs. By waiting, the government loses the option to support consumption by conserving production and income before the disaster and reducing losses from the event. After the loss, it can only provide aid by redistributing from those who did not suffer the loss or by borrowing. In both cases, because of its power to tax, the government may have an advantage over private reliance on altruism and private credit.

It is possible for management to make the most profit by taking advantage of opportunities in a competitive environment, but only by anticipating the future and planning corporate activities in advance . The ability of companies operating in a dynamic and constantly changing environment to ensure their existence and make provisions anticipating the possible risks they may face in the future requires forecasting and planning for the future.Planning, which is one of the functions of management, refers to the systematic work of companies for the future. Budgets prepared for this purpose help in planning the company's activities. There is a close relationship between plans and budgets. While the plan defines the goals and actions necessary to achieve those goals, the budget is the numerical expression of those plans in physical or financial terms, or both (Hansen & Mowen, 2006). A budget is a comprehensive plan that contains information about the acquisition and use of resources for a given period of time and is a quantitative expression of management's future action plan (Codesse et al., 2015). The budget is a formal format that shows how the company's resources will be used for the next period for the specified purposes (Kaygusuz & Dokur, 2009). Budgets are a tool that supports the scope of corporate activities, the determination of necessary resources and the efficient use of these resources (Vaznonienė & Stončiuvienė, 2012). Budgets have an intentional and guiding function (Shim & Siegel, 2005). In short, budgeting is the conversion of verbal words, concepts, policies and activities into numbers and money.

Budgeting is the technical, mechanical method and procedure of the administrative budget that depends on the planning, regulation and control of the budget. Budgeting is the process of planning inputs and outputs of enterprise resources in the next period of activity (Kaygusuz & Dokur, 2009). Budgeting involves setting predetermined goals, reporting actual performance results, and evaluating against predetermined goals Budgeting includes planning, coordinating, evaluating activities, motivating and evaluating staff performance. It also supports the company's internal control system (Budgets are widely used in management practice worldwide in both the private and public sectors due to their versatility for various purposes such as decision making, planning and resource allocation, coordination and control, communication, learning and interpretation, evaluation of performance and incentive contracts (Lueg & Lu, 2013). In all countries, the magnitude, timing and location of disasters are uncertain. However, individuals and policymakers form expectations about loss events and act on those expectations. Currently, expected losses appear to be increasing, especially from the effects of global warming and economic concerns (Taleb, 2007; Heipertz and Nickel, 2008).

2. BUDGETING IN DISASTER AND PANDEMIC SITUATIONS

2.1. Disaster Financial Management Activities

The complexity of managing funds from different programs requires extensive subject matter expertise. A best practice is to establish a multidisciplinary team of planning, grant management and financial management experts to develop a disaster financial management plan before an incident occurs and help execute it after a disaster. Forming such a team is a critical step after a disaster, even if the jurisdiction did not take this approach before the disaster. A financial disaster management team helps with budget forecasting, cash flow management, debt monitoring, payroll, risk avoidance, disaster assessment and damage reimbursement, emergency response, management of waste, timely tracking and reporting of costs and long-term disaster recovery funding flows.

2.1.1. Initial Post-Disaster Activities

Initial cost recovery begins concurrently with response operations and is typically completed within weeks of an incident. For some disasters, such as a hurricane, costs can start piling up before the disaster strikes. It is important for the jurisdiction to track everything before and during a disaster.Proper organization and documentation from the start helps prevent denials, appeals and funding delays. A jurisdiction that uses processes and a database or accounting tools to record and track disaster response and recovery costs can quickly provide the documentation needed to obtain reimbursement. Jurisdictions without a centralized repository for expenses will waste valuable time trying to collect documentation. Accuracy in documentation is also critical to avoid errors and audit findings. For example, using an ambulance during a disaster for a medical emergency requires a different billing code than transporting a medically fragile individual. Such a seemingly small mistake can result in months of refund challenges.

2.1.2. Long-Term Post-Disaster Activities

Jurisdictions should continue good disaster financial management practices throughout response and recovery. Many critical financial management activities must be completed during the initial recovery effort, but some activities occur later in the recovery process. Many disaster recovery financing programs become available to jurisdictions months after the disaster has occurred, and more long-term recovery financing programs may be implemented years into the recovery process. Localities also see impacts to their tax revenues in the long run. By incorporating long-term post-disaster activities into the regular rhythm of disaster financial management, emergency managers and recovery managers continue to reduce disaster financial management risk and improve financial practices for potential future disasters.

2.2. Budget Problems During the Covid-19 Pandemic in Albania. Comparison with The Balkan Countries

Albania entered the COVID-19 crisis immediately after the devastating earthquake in November 2019. The spread of COVID-19 hit Albania even harder. To explore the consequences of this unprecedented shock on Albanian firms, the Enterprise Analysis Unit of the World Bank and IFC undertook a survey in June 2020, re-contacting the same businesses that participated in the Enterprise Survey in 2019.COVID-19 took a staggering toll on Albanian firms, but the country is no longer exceptional in the scale of the impact: 71% of firms in Albania reported a drop in demand, which is less severe than in Greece and Moldova, comparable to Italy. Georgia and Bulgaria, and worse than Slovenia and Croatia. Employment adjustments in Albania have been

very widespread. Twenty-eight percent of firms reduced the number of permanent workers, a much higher percentage than in Greece, Italy, Moldova and Croatia, but comparable to other countries. On average, Albanian firms reduced their number of permanent full-time workers by 11%, which is significantly worse than in Greece, Italy and Croatia, although better than in Georgia and comparable to levels in Slovenia, Moldova and Bulgaria. The differential impacts on employment may have been partly related to the structure of the government's COVID-19 support packages.

3. Methodology of the Study

The purpose of any economic activity is to achieve the goal and improve performance. Performance indicates a certain level of results obtained for defined business goals. In today's competitive conditions, competitive advantage, efficiency and effectiveness are among the most important organizational criteria. There are different ways to evaluate performance based on financial indices such as financial turnover, market share, return and profit.

3.1. Methods and Material

In this research, the relationship between the crisis management steps and the Planning, Programming and Budgeting System was examined. A statistical population of this study is 60 managers of power plants in our country. Relationships between variables were tested using Smart-PLS software. According to the issues discussed in this research, using the following conceptual model, the relationship between the variables is tested. The current study is of a descriptive-applicative type which was carried out in the survey method. The tool for data collection in this research is the questionnaire which includes 17 items.

3.2. Validity and Reliability of Research Variables

Since the questionnaire used to test the variables is standard, first the selected indices were translated and then, referring to the elite, the necessary corrections were made. The strength of the relationship between the factor (latent variable) and the observable variable is indicated. The factor loading is between 0 and 1. If the factor loading is less than 0.3, the relationship is considered weak and is withdrawn. Factor loading between 0.3 and 0.6 is acceptable, and more than 0.6 is highly desirable. Based on the results of the measurement model,the factor loading observed in all cases is greater than 0.5, which indicates that there is a good correlation between the invisible variables and their latent variables, as well as based on the results. of the measurement model, the Bootstrapping sum (t-statistic) in all cases is greater than the critical value 1.96, which indicates that the correlation between the invisible variables and its latent variables is significant. Thus, it can be concluded that each latent variable has been correctly tested by its manifest variables and for the findings of this scale we can test the research hypotheses.

3.3. Analyses and Results

The relationship of the variables studied in each research hypothesis was tested based on a general structure with the partial least squares (PLS) technique. In the general research model, the measurement model (the relationship of each observable variable with the hidden variable) and the path model (the relationships of the hidden variables with each other) were calculated. To test the significance of relationships, the t-statistic was performed, calculated with the Boot Strapping technique.The intensity of the effect of crisis management on programmed budgeting was calculated to be 0.425, and the test probability statistic was also 5.430, which is more than the critical value at the 5% error level (1.96) and shows that the effect observed is important. Therefore, with 95% confidence, crisis management has a positive and significant effect on the programmed budgeting of the power plant, and the main hypothesis is confirmed. To examine this effect, we first examine the value and significance of each of the subadditive sections and then calculate the value of the overall effects. The intensity of the effect of pre-crisis criteria on crisis management is calculated 0.409 and the test probability statistic is obtained 13.485, which is more than the critical value t at the error level 0.05, which is, 1.96, and shows that the observed effect is important.The intensity of the effect of crisis management on programmed budgeting was calculated 0.425, and the test probability statistic was obtained 5.430, which is more than the critical value t at the error level 0.05, i.e. , 1.96, and indicates that the observed effect is significant. All calculations related to the analysis of direct paths and sub-paths were made by SmartPLS software and presented in a table called total effects. As a result, we can observe the general and meaningful

impact of all variables. It is noted that a significant value for the total effect of pre-crisis criteria on programmed budgeting is calculated 5.907, which is more than the critical value t at the error level 0.05, i.e. 1.96 and shows that the observed effect is significant.

4. CONCLUSIONS

This study investigated the effect of the Covıd-19 pandemic on the budgeting process in various states that were affected by this emergency, including Albania.

For this purpose, an analysis was examined through the SPSS program which, through the established variables, will help in reaching the conclusions and recommendations of this paper.Based on the results of the measurement model, the factor loading observed in all cases is greater than 0.5, which indicates that there is a good correlation between the latent variables and their latent variables, as well as based on the results. of the measurement model, the Bootstrapping sum (t-statistic) in all cases is greater than the critical value 1.96, which indicates that the correlation between the invisible variables and its latent variables is significant.

Alignment with the management and accounting literature and empirical testing of the aviation sector provides a contribution to crisis management practice and thus fills the lack of operationalization and empirical testing in the crisis management literature. Budgeting underlies the management of most organizations and this research provides evidence for its use in increasing the effectiveness of crisis management in the context of externally induced crises.Therefore, this research fulfills its purpose of providing a deeper understanding of crisis management and a theoretical contribution to crisis management research and practice.It is difficult to forecast the future but governments especially those in developing countries like Albania,have started to be more attentive and careful in eventual disasters situations.

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ESP, a Communicative Approach in Teaching Business English : a Case Study

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Abstract: There has been an ongoing debate among the academic circles regarding the teaching methods in the field of English for Specific Purposes, Business English being part and parcel of it.

The research will focus on two major stakeholder and agents in the context of Business English. This paper will investigate first, through a case study conducted at the Agricultural University of Tirana, Albania, among the Bachelor student of the first year studying in the department of Economics and Rural Developments Policies, enrolled in the Business English course module the comparative efficacy of the Grammar Translation Method and Communicative Language Teaching (CLT) approach.

The research instrument used is a pre-test and a post post-test aimed at identifying and measure the progress of the students in language skills acquisition as well as the feedback of the students. Secondly, the research will use observations of the language instructors in the English department to analyse the development of speaking skills after the application of CLT method among the students enrolled in a Business English course

Keywords: English for Specific Purposes, Business English, Communicative Teaching Approach.

1. Introduction

During the last twenty-five years, the Albanian economy has been in continuous development to adapt to the European and world economy. This development of the economy and business has been the main driving force for the growing demand for English language courses due to communication needs. In addition, the efforts to integrate into the European Union have brought the increasing dominance of the English language which has become the main foreign language (lingua franca) for communication between pundits not only at the international level but also at the national level as various business documents, contracts, reports etc., in English language are extensively used by economics graduates in their daily work.

As a result, the teaching process of the English language in the faculties of economics in universities should reflect these changes that are vastly happening in Albanian society. The new course programs should put more emphasis on the new communicative skills that current economics students need in order to integrate into the labour market.

This expanding demand and urge of the labour market for communication competence in English language has pushed the language specialist, course designers and course instructors to hone their teaching practices towards better and more up to date teaching methods in order to enhance the students' communicative skills.

The main objective of the study is to carry out a comparative analysis aiming at evaluating the implementation of Communicative Language Teaching (CLT) method versus Grammar Translation Method (GTM) when conducting Business English classes among the first year Bachelor students, in the department of Economics and Agrarian Policies of Rural Development. GTM has been used since the start of Business English courses in Agricultural University, hence the need to study and compare the efficacy of both approaches towards more competent language communicators.

The quasi -experimental study was applied to 2 groups of students, with a total number of 60 students. The research involves a pre-test and a post post-test from which, both qualitative and quantitative datas were obtained. One group, called experimental group was taught using the CLT approach while in teaching the other group, the conventional GTM approach was used.

Through triangulation, the results of the pre-test and post-test were processed aiming at the comparing and assessment of the students' achievement after the application of CLT approach and GTM approach while teaching Business English.

2. Grammar Translation Method

Grammar translation method (GTM) is a classical method used to teach students the grammatical rules and how they apply to sentences translated between the target language and the native language. Dominant in foreign language classrooms from the mid 19th century to the mid 20th century and initially utilised in Greece and Rome to teach classical languages such as Latin and Greek, the Grammar-Translation Method promoted the goal of developing the ability to read and translate classical texts. (Chastain 1988).

In theory and practice, the main focus of GTM remains on the improvement of primarily only two skills, that of reading and translation , little or no attention is dedicated to teaching speaking or listening. The method is obviously established on the assumption that language consists of structures and vocabulary, is acquired by studying those elements and using them to translate sentences, paragraphs and longer texts.

The classes conclude in several exercises that ask students to translate from their target language to their native language or the other way around. The exercises involve excerpts of literary texts, the text from second language is translated into local language; vocabulary and grammatical rules are memorized, or "they consist of separate sentences designed to illustrate the grammar points at hand." (Thanasoulas, 2002).

The primary emphasis remains on the development of mainly only two skills namely reading and translation skills, little or no attention is dedicated to teaching speaking or listening.

One of the major drawbacks of Grammar-Translation method is that it is profoundly textbook centered and follows its content intently. Another disadvantage is that it is teacher centered because the teacher's role is to explain the material and to correct students' translations, therefore not encouraging the active participation of the learners. The instruction as a rule, is mostly carried out in the learner's native language.

3. GTM Techniques Used in Control Groups

-***Translation of a Literary Passage*** The translation is **to be written or read aloud**. Literal translation involves translating passages tha involve specific vocabulary and grammatical structures due to be studied to be studied later.

-***Specific context, focused on translation*** – The process of contextual translation highlights interpreting the full meaning of the source text and while considering relevant background information before reproducing the same meaning and speech text in another, most possibly the target language.

-***Reading Comprehension Questions*** - Questioning is a strategy that readers use to engage with the text. Questioning techniques help the reader clarify and comprehend what he is reading.

-***Antonyms/Synonyms/Cognates*** – practices a given vocabulary, finding Antonyms/Synonyms of words or sets of words, learning spelling, sound patterns that correspond between the learners first language and target language

-***Deductive Application of Grammar rules*** - A deductive approach, a teacher-centred approach to presenting new content.to teaching language focuses on giving learners rules first, followed by examples, and then practice.

-***Fill in the Blank*** -filling in gaps in sentences with new words or phrases of a particular grammar or vocabulary type.

Exercises to practice grammar rules

-***Composition*** - focuses on writing, students write about a topic using the target language

Through these techniques which mainly focus on reading and writing not on communication there is no interaction and no socialization in the classroom, errors are instantly and constantly corrected, teacher act as authority in the classroom.

4. Communicative Approach

The communicative approach, CLT dates back to late 1960s and became popular in mid 1970s (Swan, 1985a.). It was started in reaction to situational and structural approaches to language teaching and focuses on the students'ability to communicate in the foreign language they are being taught and interact both with the course instructor and with one another . Students were now put into real-life situations in order to integrate their learning with the outside experiences they will be exposed to after graduation, at their workplaces.

Theories of British Functional Linguists (Widdowson, and Halliday), as well as American sociolinguists (Hymes, Gumperz, Wilkins, and Labov) formulated basis for communicative language teaching, considering target language as a means of effective communication (Demirezen, 2011).

Noam Chomsky originated the theory in 1960s when he stressed the concept of competence and performance in language learning and disapproved of the grammar translation method on the account of using futile mechanistic pattern drills, learning by heart grammatical structures and useless reinforcement rather than giving preference to teach foreign language for real life communication. In the 1970s Michael Halliday and Dell Hymes anticipated theory of communicative competence, which formed the basis of communicative approach and CLT emerged as a response to the Audio-Lingual Method (as cited in Nunan, 1999). Hymes's (1972) theory of communicative competence illustrates the skill a speaker needs to possess so as to communicate competently in a speech community. As we mentioned earlier in this article, previous conventional approaches focused on learning grammatical rules and teaching methods such as those based on grammar translation and only involving the learner passively. Those approaches and techniques were consequently were gradually swapped by more efficient ones of communicative language teaching which required such techniques as role plays, group work, pair-work , sharing opinions, language games, interviews ,information gaps etc

The teacher's role and the learners' changed as well. Teachers became facilitators of learning. Students became negotiators in a collaborative relationship, due to CLT encouraging active participation more than any previous language teaching approach. The shift from teacher-centred classroom to student-centred learning created this problem because it is obvious that students who are encouraged now to talk more than the teacher are less accurate than the teacher. However, the benefits of CLT approach are greater considering the fact that language production, fluency, and general comprehensibility are considerably enhanced.

5. Techniques used in Communicative Language Teaching (CLT)

Some of the techniques of communicative language teaching practiced in the classroom setting to develop the learners' skill of speaking include the use of authentic material, role-play, Strip Story ,Information gap, Language Games interview, Interaction group work, opinion sharing, Real context use of language in the classroom

-***Authentic Materials*** are audio, print and video materials that have not been designed with the intention of using them in the English language classroom.They fall into two main categories - print and auditory. The print category involves job apllications, magazines, newpapers, journal articles, leaflets, novels etc. The auditory materials include TV commercials, Radio broadcasts, songs,e-books etc.

-***Real context*** use of language in the classroom means facilitating activities that enable students to think about potential and real-world applications of their communicative knowledge. At the same time, it ensures integration with real-world and workplace tasks into classroom activities and assessment as a way to teach the content.

-***Scrambled Sentences***, a passage (a text) is given to unscramble the sentences or the lines of a mixed-up dialogue to theiroriginal order.Scrambled sentences teaches about the cohesion and coherence properties of the language

-***Logic, cohesion***, -firstly coined by Halliday and Hasan (1976) in the book, Cohesion in English. *Cohesion* refers to the connectivity of ideas and to the many ways (grammatical, lexical, semantic, metrical, alliterative) in which the elements of a text are linked together.

-***Language Games*** (scavenger hunt) are used to advance the learner's ability to speak. Usually the games involve puzzles, play scissors and paper, make a match, scramble sentence, or ball throwing. Language games are fun activities aiming at learning sharpening the drills, retention, repetition of students' memory through these games. In addition, these activities make the students capable of producing new words and using phrases in sentences. Consequently, Carr, Palmer & Hagel et.al (2015) rightly state that active learning activities highlight the application of games.

- ***Free communication, free expression of ideas and opinions***, -Opinion sharing is an activity concentrating on basic competence or intended to the rehearsal of the students' speaking. In opinion sharing activities, the role of the teacher as a facilitator is to prepare the students to be able to speak English well. Alrashidi (2015) claims

that teachers are supposed to organize and coordinate the process of acquisition and requirement to act as a facilitator

- ***Strip Story***, or a picture strip story, is a series of pictures that have a story sequence, that are designed to be read as a narrative or as a chronicle in sequence. Teachers can use picture strip stories as visual aids to help students to learn the four skills—listening, speaking, reading and writing-- more effectively because of the motivational benefit embedded in the stories.

- ***Group Work-*** Group work is a unique activity used in this research, for fun to make students more active, respectful, persuasively, and motivated in learning English, especially speaking. Tweedie et.al (2018) claim that the CLT approach is effectively used to increase the opportunities for language speaking to improve English speaking in fluency, accuracy, and clarity.

-***Role Play*** - Role-play is an oral activity commonly prepared in pairs or groups, which provides the chance for the students to conduct communication in other places or different social contexts.

-Information Gap

Information gap urges students to use available vocabulary, grammar, and communication strategies to complete a task. Besides that, according to Goh (2007, p. 105) states that these activities motivate the learners to freely describe their feelings therefore enhancing their speaking skills .

-Interview**-** Denzin & Lincoln (1994) in Borg (2006) state that interviews are conversation activities or the art of questioning, answering, and listening . Interviews are activities to develop speaking skills in teaching English. The interviews are used in language classrooms , so the learner may yield more information from their peers and therefore improve communication in the target language.

6. Research methodology

In order to asses and compare the efficacy of GTM and CLT, a quasi-experimental study using a pre-test and a post-test is conducted to determine whether CLT activities were effective for enhancing students' speaking skills. Cohen, L. Manion, L and Morrison, K state that this research design is one of the most used quasi-experimental design in educational research. Besides the test, classroom observation with the use of rubrics was used to record the performance of students in classroom activities. The pre-test was used to collect quantitative data before the intervention. During the second semester, two groups of students (the experimental groups) were taught using the CLT approach while one group (the control group) was taught using the same method as the first semester, the GTM.

The results from the pre-test were used for comparison with the post-test results in terms of students' speaking ability. The aim of the post-test administered to the students was to determine whether they benefited from the intervention and for comparison with the control group to reveal any progress.

The Pre-test

The pre-test was administered at the end of the first semester of the academic year 2022-2023 among 60 students of the first year Bachelor studies from the department of Economics, Agrarian Policies for Rural Development, Agricultural University of Tirana, Albania. The test took place after 30 lessons of Business English course taught using the conventional GTM and the respective techniques of reading comprehension, translation, gap filling etc. The test yielded the first quantitative data while the observation recorded how the students were performing in speaking activities. The observation was carried out in collaboration with another teacher to better record the performance of students in speaking skills.

The Intervention

The experimental group continued to have 2 classes per week for a total of 15 weeks using activities characteristic of CLT. During these classes, the following activities were carried out: interviews, role-playing, free discussions, language games, pair work and group work. Authentic materials such as videos, newspaper articles, etc, were used more often than the textbook Meanwhile, the control group continued to have classes in the traditional way .

The Post-test

At the end of the second semester, the same test was administered to the three groups of students in order to collect the quantitative data. Before the test, during 3 classes, the observation using rubrics was carried out to evaluate communication and the speaking skills for both experimental and control group.

7. The Results of the study

The observation

The observation involved all the 90 students from both the control and experimental groups and was carried out during the last three classes of each group. With the help of an assistant, notes were kept on a table which included techniques used in the two teaching methods, CTL and GTM.. The table below indicates the frequency for each question all the relevant information on the overall answers collected from all the tables and notes.

Table 1. The class work observation

Observation items	Always		Sometimes		Rarely	
Method	GTM	CLT	GTM	CLT	GTM	CLT
Does the teacher speak only English during the lesson?		X	X			
The teacher creates opportunities for easier communication student-student and teacher-student?		X	X			
Do the students speak only English during the lesson?		X	X			
Teaching is focused more on grammar and grammatical rules?			X	X		
Error correction is done constantly and continuously?		X	X			
The main aim of the lesson is Communicative Competence		X			X	
Teaching is focused more on functional use of language and communication?		X			X	
The teacher focuses more on accuracy	X			X		
The teacher focuses more on fluency?		X			X	
Activities are mainly developed on group or pair work		X			X	
The objective of the lesson is to give students the opportunity to express their opinions and develop their social and creative thinking skills		X			X	
The activities used in the classroom include real communication		X			X	
Practice with authentic material is one of the aims of the lesson?		X			X	
Teaching is student-centered?		X	X			
Teaching is teacher-centered?	X		X			

The table clearly indicates that the teacher **always used only English** as a medium of instruction in the classroom with the experimental groups where CLT method principles were used. In comparison, while teaching the control groups where GTM methods principles were practised the teacher sometimes spoke **only English** in the classroom, which means that the teacher also spoke Albanian (native language of the learners) . The teacher in control where GTM techniques are applied, was **always more** focused on accuracy and **rarely** on fluency while error correction was **always** done constantly and continuously. The situation on experimental groups was quite the contrary The students activities show the same frequency in speaking, involving both the native and the target language. The CLT activities **always** involved students on group or pair work, and the goal of the of the lesson was to give students the opportunity to express their opinions and develop their social and creative thinking skills, while the teacher, playing the role of the facilitator, created opportunities for easier communication student-student and teacher-student, On the other hand, the on the control groups, these activities happened less frequently measuring **sometimes** only.

Teaching conducted through CTL method **always** focused **more** on functional use of language and communication and **rarely** on grammar and grammatical rules. The use of authentic material was evident in boosting real communication, and communicative competence which is the main objective of CLT approach.

The teaching process resulted to be always student-centered in experimental groups, while the control group which was on GTM and teaching was **sometimes** teacher-centered.

The pre-test, intervention, post- test study.

The results produced by the groups throughout two achievement tests, pre-test and post-test are illustrated in Table 2.

Table 2: Statistical results of pre-test, and post-test of both groups.

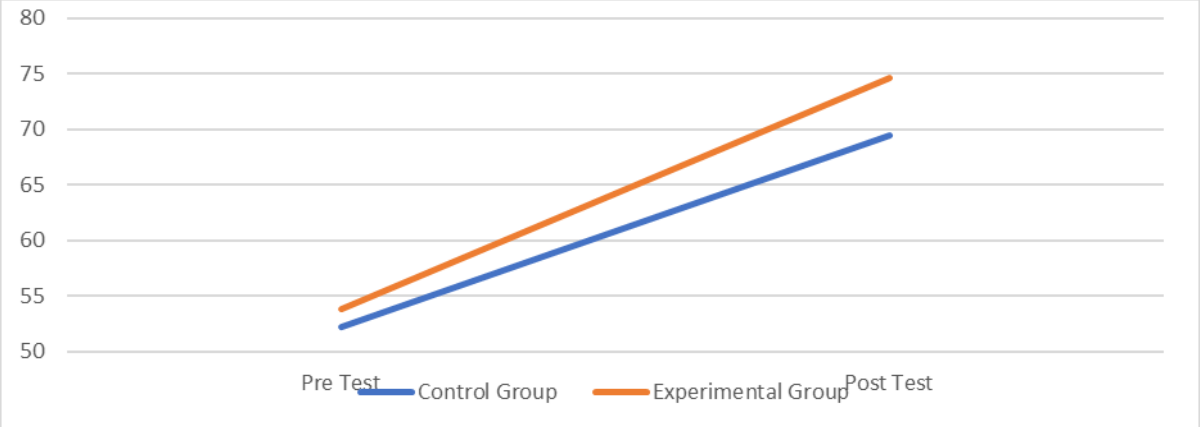
Tests	Group	Valid N	Mean	Mean Difference	Std. Deviation	Std. Error	F	Sig
Pre-test	Control	30	52.2173	1.6476	12.2704	1.1352	.352	270
	Experimental	30	53.8649		10.5401	1.6616		
Post -test	Control	30	69.4285	5.2207	15.7224		12.507	001
	Experimental	30	74.6492		10.2619			

From the results in Table 2 it is clearly evident that the total average of all skills tested in the control group in the Pre-test scored around 52 out of 100 whereas the mean average for the experimental group centered around 54. Nevertheless, considering the fact that statistical results show that the mean difference is significantly low between the CG and EG groups in this test: p = .352, it should consequently be concluded that both groups have accomplished proficiency of thee language skills in the same level in the Pre-test.

The outcome of the Post-test highlighted that the control group was able to achieve above the average mean value showing a progression in the acquisition of the language skills. The control group was able to reach a score just above the average score of 69.4285. On the other hand, the experimental group significantly increased the gap and achieved a result of 74. 6492 out of 100. The results yield a considerable improvement of language skills for the experimental group versus the control group which were taught entirely based on the conventional Grammar Translation Method and strictly adhered to the official syllabus of the course.

The figure below shows the progress of control group and experimental groups in pre-test and post-test

Fig.1. The mean values of control and experimental groups for pre-test and post-test.



8. Discussion

The results of this case study suggest that both approaches to teaching English have their strengths and weaknesses. Communicative language teaching is more effective in helping students communicate in real-life situations, while grammar-based teaching is more effective in improving accuracy. However, it is important to note that both skills are important in language learning, and a balanced approach that incorporates both approaches is likely to be the most effective.

9. Conclusion

The debate between communicative language teaching and grammar-based teaching is likely to continue. However, the results of this case study suggest that a balanced approach that incorporates both approaches is likely to be the most effective in helping students learn English. Language teachers should consider the goals of

their students and the context in which they are learning English when choosing an approach to teaching. Ultimately, the most important factor is helping students achieve their language learning goals in a way that is engaging and effective.

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Historical Retrospectives For The General Agreement On Customs and Trade Gatt

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Abstract: The relationship between the forceful suit and the interests of the developed countries that have been hard to break from the dominance of the world. In 1947, at the conference in Geneva, where it was supposed to form a multinational trade organisation, they didn't accomplish their realization.

At the conference of the 23rd most developed country, only the General Bargain for Customs and Trade (popularly known for her short-term name - GATT) that was supposed to be signed by the International Trade Organization and should have ensured liberalization and view the mode of the international cattle exchange.

Keywords: General Agreement on Customs and Trade, Regime, Liberalisation, Customs and Principles

JEL Classification: M10 K10, F40

INTRODUCTION

In the form of bilaterally negotiated trade partners in the world, it was indefatigable to the need to impose liquid rapprochement with the international economy. It was such an even that the most entrenched stash of protectionism of the century was not in the sense that you should be able to read in front of the site the damage sustained as the result of over-accumulated use on protectionist barriers for international exchanges.

Therefore, one part of the progressive economic force in the world stocked after the second holy war in order to establish a multilateral principle on the international relationship that were designed to form an International Trade Organisation (ITO).

1. Survival of the bargain for customs and trade since 1947 - GATT

The relationship between the forceful suit and the interests of the developed countries that have been hard to break from the dominance of the world. In 1947,in Geneva where it was supposed to form a International Trade Organization, but it didn't get signed because of the strongest forces of those times.[1]

A general agreement for custom duties and trade since 1947 -GATT

At the conference , 23rd most developed country signed only the general bargain for customs duties and trade (popularly known as the short-term name - GATT) which was supposed to be one of the agreements while forming the international trade organisation and should have ensured liberalisation in the re-national exchange on cattle.

The general agreement of customs duties and trade was based on three basic principles:[2]

- The principle of the liberalization that should ensure the removal of trade and non-export barriers from internationals exchanges on livestock and service. Because of the difference in the degree of the economic spread , it was allowed for the national economy to enforce customs protections, but in due course it should be lured out, in the end, to disappear.

- The principle of multilateralism and convertability, which is essential to the importance of revival of the international economy in terms of which the country is already driven by the world, just not the United States, they weren't able to provide gold coverage for its national currencies. The site of the GATT had to be strived for macroeconomic stability on its economy and how the basic prerequisite for ensuring convergence on its

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[2] Richard Blackhurst,"The WTO and Global Economy", Global Trade Policy, The World Economy, August. 2000, p.536

national currency, which was necessary to ensure the principle of multilatarality in the the uncipled exchanges. Multilattering in the international exchange supported the ability to use the positive balance from trading to cover the negative balance from trading in other countries.

- The principle of non-discrimination on trading partners, which should provide the same treatment on trading partners, which is what happened to the clause for the most intended treatment in the Nazis. The cause for the most privileged treatment in Nazi countries - the GATT privileges - will be provided for one of its trading partners to be transferred to other trading partners, without negotiating a deal.[3]

The set principles on GATT got attached to economic entities in the world. The number of multilateral trading deals increased in a short period of time, in the end of the year, to present a total of 120.

The work at GATT has been going on in a long time, with some of the negotiations taking place in the beginning of the year. At the beginning of the negotiation, you should concentrate on the power of abolishing non-customs barriers and defining the use of customs to protect national rates from foreign competition. It was certain that there was no way to abolish it the night before night, and therefore should have to mention one of the pre-desecrated period for stabilisation and reconstruction at the destructive national rate, which was expected to come to the end of the year on these above-mentioned trading instruments.

The negotiating cycles are ordered to negotiate. In the negotiations, we organized a swarm of land, cattle per cattle. This means that the country shouted partner bill dolled in to report to the negotiations and negotiate for an overarching trade regime for specific cattle. At the end of the negotiation process, the bilateral basis was to publish a T.N concession list that lists the cattle site for which the above-traded regime would be amended, as well as the promise to amend the tenants. Although the negotiations took place on a bilateral basis, the agreed privileges and privileges in the two countries on the concession list stood for the common purpose of the site of the second article on GATT. So the number of rounds to negotiate has increased. This protracted revelation that not only was it difficult to organize negotiations to earn a stacked number on the "lazy fight" now in GATT gained so much as the country's ultimately undeveloped footing. Interests and needs on undeveloped countries were diametrically different from those developed.[4] That's why negotiating departments are having a tough time, and the negotiation rounds have been complications and prolonged. Many developed countries initially rejected GATT - claiming that this multilateral deal presented a "club on a developed land," so why not have this world-class industrialization at the very beginning of the developed land, they're going to beat the foreplay of the orientation of the primary production.

For the first time, the Kennedy Round on the GATT negotiations, which lasted from 1962-1967, developed a land that would provide a 50% increase in customs sticks in the exchange of salt developed to the country, and that is an unreciprocipatory basis. This means that the undeveloped countries that had the right to ram kite on GATT to go to the GATT and to gain status on the T.N. land in development, did not have to respond to the privileges of providing them with developed countries - exercise exchanges of so-called privileges from their parties.[5] On the contrary, not only did they have the right to conduct high customs protections for sophisticated forms of industrial products, they were entitled to prolong the period for use on non-customs barriers, before the contingent was re-elected.

The falls of GATT are known for :[6]

- This multilateral bargain failed to ensure liberalization on the supply of trade for land products. Expressions of protectionism in this production were not only indistinguishable from the fight to develop the country.

- In the frames of GATT it came to lowering the nominal customs sticks on industrial products made of developed earth. But , the lowering on customs sticks for primary products either. . On this it came to the

[3] Srinivasan T.N.:Nondiscrimination in GATT/WTO: was there anything to begin with and is-there anything left? in World Trade Review, 4:1, United Kingdom, 2005, p.121

[4] Srinivasan T.N.:Nondiscrimination in GATT/WTO: was there anything to begin with and i-there anything left? in World Trade Review, 4:1, United Kingdom, 2005, p.121

[5] Jackson, J.: WTO and the Trading System , Law and Policy of Internal Economic Relations, SEC.ed., The MIT Press, Cambridge, England, 2000, p.43

[6] Mathis James H: Regional Trade Agrements in the GATT/WTO, TMC Asser Press, The Hague, The Nethriands, 2002, p.239-240

customs escalation, i.e. the effective customs for protection of the industries of the developt countries and the international priced relationship (terms of trade) for primary products has originated from the advanced development of the country. Goiter is effective on the customs sticks for final induction and development of the products on the bazaars in the developed countries. However, the following conditions on the proportions led to the fall from their hands to the hands of other economies.

- GATT not only led to a customs escalation in the united exchange of fighting from the end to the 70s led to a sharp application to the re import on the contingent in the developed country. This problem was noted in Tokyo's round of negotiations, but the circumstance for the removal of non-customs barriers in the overarching trading regime in developed countries did not give any obvious results.

The negotiations began in 1986. During this period, it was clear that many of the provisions were violated, and you would be in violation of the rules of non-compliance, therefore there is no mechanism for implementing the sanctions on those who do not comply with the rules.[7]

One of the possible way to re-run the rules was to form a regional interactions. In the case of the formation of the GATT, the possibility of the privilege of the second range of the regional integrations is automatic on the site ~lenka off GATT but if the regional intergrade had local cell formicate to the new integrated country. The order would have been a procession to regional intergrade , but the osseous success of the sense of fasting is a common European economic fore beautiful. The processor on regional intergrade that they created for the local infanthood of the order at GATT discrimination on site trading partners {this does not expire from the ova's regional integration.[8]

2. Change the terms of the | international trade

Although , she is the most impressed economist in the world's 20th military year, there has been no such weak export to the country's share of the country's declination on the overreach of trade. The slow growth in trades to main force products in 1913 and 1929, extreme falls on the range on these trading years to depression, as well as the tendency to coefficient on the overarching trading connotations recorded in many countries, led to assumptions for lures to the jurisdiction of the trade. Unfortunately, this assumption implied technological progress, which was driven by industrialization, scathing real incomes and other forces that led to me and the nation's economy in this year led to decline the promise of national trading. The problem with advanced industrialization was partly the technology on the substitution, which replaced natural and synthetic (artificial) technologies produced by local resources. Technological advancement and economies of scale for use in harsh, wasteful products, as well as improving the restoration and use of waste. It was thought that thr development would slow the growth to the barriers for crude, soda trading, as well as trading water, at least as it was driven to production.[9]

The industrialization of many economists was a reduction factor for traders. Although it was known that, in the beginning, industrialization would be reduced to the trading levels of so-called capital products, diffusion on the technological significance of the whole world would eventually fill the gap in comparative price advantages, in a way that would reduce trade. In a distinctive way, it was expected to be industrialised to guide the continuous imported substitution of salt consistently dampened on the trade of so manuinflage products. It is diluted, successful industrialization means a rise to 'living standards' in newly industrialised areas. Since this story, some other economists have been bothered by what they see as industrialization. These economists thought that the share of trades would be used to export some traditional exports to industrialised countries, such as textile products.

The rise in real incomes, too, was an argument for discouragement in traders. The country's prediction of legislation on Engels's dietary products is declining the faction on the growing real income per head to the nurture the consequences and the consequences of an advanced industrialized country serving the component

[7] Hoekman Bernard and Primo Braga , corner man Bernard and Carlos a. Primo Braga Economy and Trade in Services: A Survey Open Economic Review, Vol8, No3, 1997, p.303

[8] Jackson, J.: WTO and the Trading System , Law and Policy of Internal Economic Relations, SEC.ed., The MIT Press, Cambridge, England, 2000, p.43

[9] Dennis Applayard, Alfred Field, Inetrnational Economics , IRWIN, Boston, 1992, p.449

of national production tends to grow, concentration was achieved on the world's food trade and land supplies, and in the overarching trade ratio to the overall production to work on services - as residential services, publicly educated and governed - coy, mainly, have been produced and used on a domestic plan and may not be contributing slightly to the overarching trade.[10] The other argument, which coincided with secular stagnation across the U.S. for imprisonment on the U.S. border and the scale of the domestic economic growth of the 1930s, highlighted the gradual drain on the expansion of the trade force generated by the integration of the world's economies into early 1930s. Salt is barely absorbed in these regions of the world economy, salt (on the world's barricades and promotions to transport technologies, the force boosters on trade integration were suppressed, consequently slowed down to the stick on the overhead trading of the walkie-talkie on the overall production.

It has been noted that the vulnerability to advanced industrializes on economic instability would lead to a political squeeze on effective control over economic activity, which would have a devastating effect on| international trade. In the pursuit of economic stability, governments were forced to release a national economy from the world's Largest Trade Market , which could not control it, and that I would extend the domestic economy that I control to a certain degree. In the face of effective| international means of economic control and stabilization, these defensive actions, NE nationalism and autarchic attitudes, have driven the coefficient to the jurisdiction of trade and contributed to some of these trends in the overarching trade to be the next leader evolve year.

These arguments point to an future contraction in world trade that, of course, no one has to be fully pricked by the economists. For some critics of the assumption of overarching trade, industrialization has been a distraction as it gains traverse the overarching trade of salt on the world's barriers to a new line. Arguments based on the law on Engels and the place on the structures of the world's barricades were, at the same time, precocity attitudes. In particular on the world's trade in the world's most productive products has increased in the number of barriers for traders and specialties.

CONCLUSION

The fast-growing world trade rate has generally been a staple of economic growth, which has been a rocky year. Although after the second, the world's military was set to accelerate growth in international trade, blessed at the high tide of economic growth to the end of the post- economy, especially in Western Europe. At the same time the international trade rules are being proposed to establish the basis for building on a stable system. In 1974, taka was a - GATT (Surviving Bargain for Customs and Trade) in 1974, as a forum for trade negotiations at the international level, which had a huge role to play in defining the current trading flows, especially in developing countries. Shortly before the start of the Uruguayan round of negotiations, discrimination imposed by regional intellectuals, namely the EEZ, is preparing a partnership from preferential trade deals to some highly developed countries (the US and Australia). Taka for them EEZ has begun to pretend to be a trading claim. The situation was unfavourable in trading on land products, EEZ cadets protected all production not only with high tariffs beating and salt on the contingent, while forcing exports on all land products per pat on intensively subsidized by the joint bucket in Brussels.

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Typology of Subordinate Managers: A Problem Solving Perspective

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Abstract*:* The paper studies subordinate managers and their psychological readiness to get involved in problem solving situations. The aim is to classify the different personalities of managers according to their propensity to paticipate in the decision making phase and their propensity to participate in the decision implementation phase of the problem solving process. Using qualitative content analysis and thematic analysis methods, a two-dimensional matrix is defined and four types of managers are identified. According to their propensity to participate in the decision making process (first dimension), subordinate managers are divided into two groups: managers, who prefer to take part in the decision making and share responsibility for the decision with the superior and managers, who would like to leave the decision process to the boss. According to their propensity to participate in the implementation of the decision (second dimension), they also form two groups: managers with a high inclination to participate in the implementation and managers, who are less willing or unwilling to participate in the implementation of the decision. On this basis, a typology of subordinate managers is suggested and the pecularities of each type (passive, implementative, assertive and proactive) are descussed. It is concluded that managers as subordinates have to counteract their propensity to participate either only in making a decision or only in its implementation. Thus, they will be able to objectively assess the problem situation and align with the behavior that is most consistent with their individual and organizational goals.

Keywords: subordinate manager, problem solving, decision making, decision implementation, superior.

1. INTRODUCTION

In recent years, there has been a sharp increase in the number of proposed models for classifying managers on one or another basis. Focusing their research on team managers, Flak, Hoffmann-Burdzińska, & Yang (2018) suggest a classification method based on the system of organizational terms. Gryazeva-Dobshinskaya & Dmitrieva (2020) offer a more universal typology that implies a differentiation of managers into 16 subgroups by rating 4 indicators: transformational and transactional leadership, strategies aimed at results and efficiency. Other researchers use as a basis for the classification of managers their preferred approaches to communication with subordinates (Hodorenko & Slavenko, 2019) and possessed communication skills (Nazari, Sohrabi, & Ehsani, 2016; Nazari & Sohrabi, 2021), applied leadership styles (Oshagbemi & Ocholi, 2006; Saha & Sharma, 2019), the level of their competence (Luhova, Serikov, Serikova, & Kovalova, 2021), the degree of job satisfaction and trust of their subordinates (Kim, 2020), the degree of adhering to ethical norms and high standards of good behavior (Husaković, Husetović, & Mahmić-Muhić, 2021), their education (Poznanska & Shkurat, 2013; Pavlov, 2021), or the characteristics of their financial and accounting performance (Korzeniowska, 2016; Hosseini, Izadinia, & Ali Ahmadi, 2022).

The literature also knows attempts to classify managers according to their approach to problem-solving (e.g. Zieniewicz, 2009) and management of change (e.g. Vlček, 2016). However, the requirements for managerial effectiveness in solving problems (Nedyalkov, 2020) determine the need for further, more in-depth study of managers' attitudes and behaviors in making management decisions and their attitudes and behaviors in the decision implementation process. These behaviors form the five phases through which the problem-solving process goes: problem formulation; generation of alternatives; assessment and selection of an alternative; implementation and control (Aldag & Stearns, 1987).

In addition to problem specifics and leadership styles of their immediate supervisors, the work of managers in each of the problem solving phases is also determined by their individual characteristics (temperament, knowledge, skills, experience, etc.). Number of studies have recently re-examined this issue (e.g. Répáczki, 2020; Birknerová & Uher, 2021; Ruskova & Spasova, 2021; Mistry *et al*., 2022). However, most of them tend to focus on the personalities of superior managers in their role as leaders, failing to identify the influence of the individual characteristics of subordinate managers performing their dual role as a follower and a leader (Kotsev, 2021).

Therefore, the purpose of this paper is to shed light on some issues related to the influence of subordinate managers' temperament on their behaviors, classifying them according to their propensity to participate in decision-making and their propensity to participate in decision implementation.

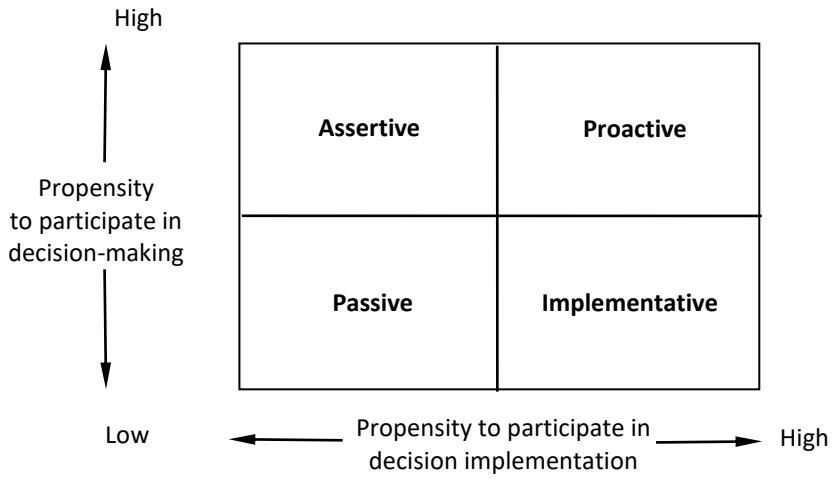
2. TWO-DIMENSIONAL MODEL OF MANAGERIAL PROBLEM-SOLVING BEHAVIOR

According to their propensity to participate in decision-making, managers can be divided into two groups: managers who wish to share with the superior the responsibility for the decision made and managers who prefer that someone else bear all the responsibility. Managers in the first group can be extremely helpful in gathering information and generating alternatives, but sometimes may hinder their immediate supervisor in the final selection of approach to counter the problem at hand. Managers from the second group do not burden their supervisor with alternative opinions and critical comments, but they also do not contribute anything to the choice of a better solution.

Depending on their propensity to participate in decision implementation, managers can also be divided into two groups: managers who are highly willing to participate in the implementation of the decision and managers with a lower will to participate in the implementation of the decision. Managers from the first group invest more energy and enthusiasm, which most often contributes to the timely achievement of the set goals. However, it is possible that their excessive efforts to follow received instructions make it difficult to reveal possible inaccuracies and errors in the decision already taken. Managers from the second group prefer to avoid making extraordinary efforts in the implementation of a given decision. When unexpected obstacles arise, it is relatively easy for them to give up or look for compromise options to fulfill the assigned task. Such "rationality" rarely supports the final successful solution of the problem.

Thus, two dimensions of managerial problem-solving behavior are formed: propensity to participate in decision-making and propensity to participate in decision implementation. To facilitate the analysis of the subordinate manager's behavior, the two dimensions can be considered in a matrix, covering and grouping all possible combinations (Fig. 1). Thus, four managerial types can be distinguished:

Figure 1. Types of subordinate managers



3. CHARACTERISTICS OF DIFFERENT MANAGERIAL TYPES

3.1. Passive type

These managers are distinguished by a low degree of desire to participate both in the process of making the decision and in its implementation. This attitude determines their negligible contribution to solving problems. Often the basis of their reluctance is a lack of motivation. There is a possibility that it is also caused by low self-esteem, fear of not being able to cope with work, lack of competence. They are not suitable for a management position – they lack the desire to manage, which is the main characteristic of an effective manager. The interests of the organization dictate that they be immediately relieved of managerial duties. However, some senior executives with an authoritarian leadership style willingly include passive individuals in their management teams because they do not see them as an immediate threat. As an exception, their passive behavior can be justified if the adopted organizational culture (in particular, the decision made) implies a violation of certain ethical norms recognized by the rest of the society.

3.2. Implementative type

Characteristic of this type of subordinate managers is their tendency not to participate in the decision-making process, combined with a strong desire to participate in its implementation. Their contribution to solving problems consists in organizing and controlling the implementation of specific tasks that have arisen as a result of the decision made. Their driving forces can be summarized in one sentence: "Dedicate yourself entirely to delivering excellent work performance". In a highly structured environment, their work performance can provide positive results. Usually, these are subordinate managers who prefer not to be burdened with "extra" information and not to bear additional responsibility, which predetermines their lower efficiency in a dynamic environment (especially when unexpected problems arise that require quick reactions).

Lack of interest in the nature of the decision could hamper the vertical flow of information in the organization. In addition, their extreme efforts in implementing decisions do not always find support from their own subordinates, which can cause a rapid depreciation of managerial potential and an increase in the level of psychological stress. The discrepancy between the expected by the implementative type team activity and the actual team performance is a prerequisite for the emergence of intragroup conflicts. The broken balance of mutual expectation should not be understood "only as a discrepancy between the collective and the individual, but also the opposite – a discrepancy between the individual and the collective" (Yolov & Gradev, 1986, p. 91), in which the manager does not find sufficient (according to his/her subjective criteria) support and empathy from the subordinates.

One of the opportunities to avoid such adverse consequences and take advantage of the full potential of these managers is to reduce the relative share of assigned routine, structured tasks at the expense of the share of unique, unstructured tasks to be performed. Thus, they will be forced to lead the implementation in conditions of uncertainty and make "ad hoc" decisions. If applied properly, this technique can provide positive results, but its correct application depends on the successful use of a differentiated approach to this type of managers. It is particularly risky if the subject of its application are subordinate managers that lack competence and experience.

Another, relatively safer option is to encourage the Implementative managers to participate in the initial phases of the problem-solving process. The type and form of this encouragement depends on the specific situation. However, it is recommended that their involvement be directed towards making programmed decisions at first in order to more easily overcome their negative attitude and lay the foundations for building a sense of self-confidence.

3.3. Assertive type

These subordinate managers can be distinguished by their apparent psychological readiness to participate in the decision-making process and low degree of desire to participate in its implementation. This also determines the nature of their personal appearance when solving problems. Their main principle is: "Take responsibility." To be successful in management, it is not enough to accept responsibility, but also to take it willingly. They can be especially useful for the team and the organization as a whole in a high degree of uncertainty of the environment – they provide up-to-date information to their superiors and colleagues and are not afraid to make independent decisions when the circumstances require quick reactions. The opportunity to be equally responsible with the senior manager and the other members of the organization to comply with their opinion is a main driving force in their work. In addition, by participating in the discussion of alternatives and decision-making, they can directly influence the distribution of tasks for the implementation of the decision.

Sometimes managers of this type get used to their role as the "right hand of the boss" and leave the "dirty work" to their colleagues. In this way, they gradually isolate themselves from everyone – the senior manager begins to perceive them as "intruders", their colleagues consider them privileged, and their subordinates gradually get used to rarely seeing them. This is a prerequisite for creating a communication barrier between them and the rest of the organization members and for the emergence of interpersonal conflicts at different levels of the organizational hierarchy.

The danger of the emergence of such a tense atmosphere can be reduced by purposeful actions on the part of the senior manager to include the assertive manager in the process of decision implementation. For example, he/she can be assigned as a priority to lead the implementation of unprogrammed decisions. The ability to apply non-traditional approaches and take responsibility for the ultimate success is a challenge that will motivate assertive managers to complete the assigned task.

When implementing programmed decisions, their desire to participate can be encouraged if they are previously allowed to participate in the process of making them. When they perceive a decision as their own, they feel personal responsibility and are more committed to its implementation. In this way, the creative potential of the assertive type of subordinate managers will be fully utilized and the efficiency of the management team will increase.

3.4. Proactive type

A distinctive feature of these managers are their strong desire to participate in both decision-making and decision implementation. The peculiarities of their temperament (most often sanguine), combined with their high motivation for charge, are the main prerequisites for their proactive thinking and behavior. They live with the problems of the organization. They are often informal leaders in the management team and 'infect' others with their dedication and diligence. They do their best to bring the work started to a successful end.

Sometimes, however, their efforts can have a destructive effect on the group's work. If their activity does not correspond to the adopted company culture, it is possible that the other members of the management team, including the senior manager, feel their authority threatened. Possible defensive reactions can trigger the emergence of interpersonal conflicts. Excessive activity is not recommended even in individual work – instead of showing the necessary patience and purposefully working on the task that requires more time and energy, thoughtless and unbridled zeal can lead to permanent complications of the problem situation.

Regardless of these risks, with sufficient maturity of proactive managers (professional and personal), their drive to perform can be beneficial to the organization by being used to stimulate teamwork. Their efforts must be supported and directed in the right direction. In this way, avoiding the distraction of efforts, they can keep their high motivation and increase their contribution.

In addition, their willingness to participate in making and implementing decisions ensures a certain consistency in solving the relevant problem. Their involvement from the beginning in this process reduces the probability of error in generating and evaluating alternatives, while at the same time eliminating the danger of neglecting some duties concerning the control of the actual implementation.

4. CONCLUSION

Based on the above considerations about the advantages and disadvantages of individual managerial types, it is not difficult to come to the conclusion that a certain balance between autonomous proactivity and strict implementation is necessary, regardless of the position held in the management hierarchy. Undoubtedly, the manager should be proactive, but she/he should not overstep the limit of her/his delegated authority. Doubtlessly, she/he must be implementation-focused, but not forgetting that the nature of managerial activity requires decisions to be made. Researches shows that it is necessary to establish a relationship of dynamic equilibrium between initiation and execution, which will enable subordinate managers to optimize the effect of their work performance in solving problems.

Therefore, subordinate managers must be able to counteract the propensity to participate only in making a decision or only in its implementation. Thus, they will be able to impartially assess the situation and orient themselves towards behavior that is most consistent with their personal and organizational goals.

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The Leasing Agreement and Possibilities of use among SMEs in the Republic of North Macedonia

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Abstract: Leasing is a special form of financing for the use of immovables, capital assets, equipment, future assets, manufactured assets etc. Leasing is a commercial activity through which households and commercial entities are enabled to use mobile or immovables for a specified period and for a specified fee.

Leasing, as a special commercial activity, is of special importance for the functioning of trade companies, especially small and medium-sized (SMS) enterprises that are not able to finance the purchase of the necessary equipment or immovables for the commercial activity for which they are registered.

The subject of analysis in this paper is the legal regulation of the leasing agreement. The emphasis is on Macedonian legislation. The authors, also, will make a comparison with leasing legislation of international organizations, UNIDROIT Model law on leasing, UNIDROIT Convention on international financial leasing and legal framework of some EU countries.

The authors, will emphasize the comparison of the data of leasing use among SMEs in the EU and in the Republic of North Macedonia, so for contribution of leasing to economic development of SMEs. Based on the performed analysis, will be given recommendations for the further development of leasing agreement and its use in the Republic of North Macedonia.

Keywords: leasing, agreement, SMEs, model law, finance.

1. DEFINITION OF LEASING AND TYPES OF LEASING

Leasing agreement is typically agreement in commercial law, which had developed in accordance with procurement of assets, or other equipment, without investing own finance and without concluding credit agreements.

Although leasing[1] has been used for thousands of years, it was evolved during the last decades, when it was faced as a specialized financial service rather than a manufacturer-selling technique, with the establishment of the first independent leasing company in 1952 in the United States (Mavrogiannidou, 2012).

The user of leasing (lesssee) has a great advantage because he collects income by servicing the equipment or thing he uses for leasing, and with the income thus acquired he can pay the leasing fee. The provider of the lease (lessor) also has an economic interest in participating in this type of activity, because through the lease, he receives compensation greater than the funds he invested in the object that is the subject of the lease.

Leasing is an international term that is used to describe the transfer of the right to use a fixed asset from the lessor to the lessee for a certain payment for a specific number of years in the form of lease.

From an economic perspective, leasing can be defined as "a contract between two parties where one party (the lessor) provides an asset for usage to another party (the lessee) for a specified period of time, in return for specified payments" (Fletcher et. al., 2005).

This is also reflected in accounting-related definitions: According to the Accounting Standard IAS 17 "a lease is an agreement whereby the lessor conveys to the lessee in return for a payment or series of payments the right to use an asset for an agreed period of time".

Leasing represents an organizational-legal form of integration between manufacturers, traders, financial institutions and consumers (users of the goods) (Dabovic. et al., 2012).

According to Report prepared for Leaseurope by Oxford Economic (2015), 30.5% of European SMEs investments are in cash/equity, 18,9% of investments are made by using leasing, 17.8% by other debt, 15,5% by loan for period longer than 3 years, 10% by loan for 1-3 years and 7.3% short term credit. According to

1 The term leasing origins from English word „lease"which means to rent out, to hire out.

Leaseurope, it is estimated in absolute numbers that leasing provides significant support for Europe's SMEs with 104 billion € of SME investment financed through leasing and supporting over 9 million SMEs.

In legal theory, several types of leasing are differentiated based on different criteria.

Depending on the object of leasing, is made a distinction between equipment leasing and leasing of real estate; between leasing of consumable goods (cars, equipment) or investment leasing (machines and other equipment); leasing of immovable property or leasing of movable property.

According to the properties of the leasing provider, leasing can be through a leasing company, concern leasing, production leasing, production-financial leasing, etc.

Of particular importance in practice is the division of leasing into operating (service) and financial leasing. The IAS 17 effectively accounts for the economic substance of the two major types of leasing that are: service (operating) leasing and finance leasing. The first indication that proves whether a lease is operating, or finance is to assess the risk and rewards of ownership have been transferred to the lessee.

Operating (service) leasing is also called short-term leasing. In this type of leasing, it is usually a matter of leasing consumable goods where profitability is realized only by giving the object of leasing multiple times, so it must be about such an object that can be used multiple times. In this type of leasing, most often the lessor is the manufacturer or owner of the object of leasing and most often he retains the obligation to service the items, purchase of spare parts, etc. (service leasing). In the case of long-term leasing (finance leasing), as a rule, it deals with the leasing of objects of great value (Kapor & Carič, 1979). In financial leasing the risk of obsolescence and the term of failure of the equipment, as well as the costs of insurance, maintenance and repairs are borne by the leesse, since the service provider does not provide other services than financing the work (Andonovski & Krstanovski, 2011). In the professional literature, there is a dispute about the length of time according to which short-term leasing will be distinguished from long-term leasing.

In financial leasing, the lessor finances the total amount of the asset or equipment and then the lessee, who requires the equipment or machinery, uses it in exchange of fixed payments. This particular type of lease is also known as Full Payout Lease and there is a full transfer of all the risks and rewards related to the asset from the lessor to the lessee. In this type of lease the lessor has only the role of the financier. Big industrial equipment is a common example of finance lease. Financial leasing has become the mainstream finance tool only after the bank credit in the west developed countries now. In addition, as it is said that nearly 1/3 of investment in the world is finished by financial leasing, which has become one of top five pillars, taking the same important position in finance as bank, insurance, trust and security (Miao, 2009).

Depending on the number of persons participating in the leasing activity, there are indirect leasing or direct leasing (Kolpak et al.,2016). In indirect leasing there is a three-dimensional relationship between the supplier (manufacturer or seller), the leasing provider and the leasing user. With this type of leasing, are concluded two contracts: a sales contract between the supplier and the lessor and a leasing contract between the lessor and the lessee.

Financial and investment leasing are of particular interest from the perspective of the corporate sector for the development and financing of their business activities.

2. LEGAL FRAMEWORK FOR LEASING IN COMPARATIVE LAW

The leasing agreement, as a creation of the law of the USA, was not legally regulated in the law of the countries of Europe for a long time. Things have started to change significantly because of the economic benefits that this instrument provides. Thus, from the common law system, the leasing agreement will first be regulated in the legislation in Europe that belongs to the Romanian procedural civil law system. Indeed, only some of the European countries: France, Great Britain, Portugal, and Italy had their own national leasing legislature. These leasing laws were paying more attention to the matters of status of firms that can, in accordance with their provisions, engage in the leasing business, rather than on the very essence of the leasing agreement/or nature of the leasing cooperation between lessor and lessee. By the end of the first decade of the XXI century, there is almost no county in Europe that had failed to regulate in some manner the leasing business, or at least some of its forms.

The group of countries that already have the leasing law from the end of the last and the beginning of this century was joined by some other countries: Poland, Federation of Bosnia and Herzegovina, and others by

developing the leasing law within the framework of the Civil Code, i.e., the Law on Lien. Some other countries have adopted separate leasing laws like Spain, Croatia, Republic of Srpska, and others, while some other ones passed the law on financial leasing like Russia and Serbia. Due to this trend, the leasing agreement was also legally regulated in Macedonian law at the beginning of XXI century.

Analysis of the legal regulation of leasing in European countries shows that there is a more common approach under which the issue of leasing activities and the definition of the contractual structure of leasing is primarily regulated by civil laws, which fix the original conceptual models of leasing, fundamental principles, essence of obligations, status of contracting parties, and other issues that are elaborated within special legislation.

At the international level, the UNIDROIT Convention on International Financial Leasing remains the most serious comprehensive leasing effort. Indeed, recognizing the need for certainty in international trade, the International Institute for the Unification of Private Law UNIDROIT began work in 197aspects" of Draft Rules designed to govern "the civil and commercial aspects"' of international financial leasing. The effort culminated in 1988 in a Convention on International Financial Leasing (Ottawa Convention).

The goal of the Convention on International Financial Leasing was to provide a basic international legal framework within which international financial leasing can be carried out. The need for this framework is a product of two factors: the potential for the expanded use of international financial leasing as a method through which capital equipment financing can be facilitated and the varying treatment of financial leasing under the national laws of countries.

The Convention addresses several central aspects of financial leasing for which there was a generally recognized need for an internationally uniform approach. Many issues that arise in the context of lessor-lessee-supplier relationships are left to be regulated, either by application of the underlying principles of the Convention or by the applicable law.

Convention has five key objectives: recognition of the typical tri-partite relationship, transfer of the responsibility for nonconforming equipment from the lessor to the supplier, restriction of the lessor's liability to third parties, safeguarding the lessor's property interest in the event of the lessee's insolvency and ensuring the effectiveness of provisions for some of the lessor's default remedies, such as accelerated payment, liquidated damages, etc.

The Convention is structured into three main parts preceded by a preamble. The first part includes articles which delimit the Convention sphere of application both substantive and geographic and include general provisions. (Chapter1, Article 1-6). The second part represents the main body of the Convention and contains substantive provisions dealing with the rights and obligation of the parties (Chapter 2, Article 7-14). The third part includes final provision (Chapter 3, Article 15-25).

The Convention applies when the lessor and the lessee have their places of business in different States and those States and the State in which the supplier has its place of business are Contracting States or both the supply agreement and the leasing agreement are governed by the law of a Contracting State.

The Convention governs financial leasing transactions. The financial leasing transaction is a transaction which includes the following characteristics: the lessee specifies the equipment and selects the supplier without relying primarily on the skill and judgment of the lessor, the equipment is acquired by the lessor in connection with a leasing agreement which, to the knowledge of the supplier, either has been made or is to be made between the lessor and the lessee and the rentals payable under the leasing agreement are calculated so as to take into account in particular the amortization of the whole or a substantial part of the cost of the equipment.

Financial leasing according to the Convention represents a "distinctive triangular relationship" requiring three discrete parties: a lessor who advances funds for the purchase of the equipment which constitutes the subject of the leasing transaction, a lessee who selects the equipment and pays a rental fee for the right to use it and a supplier who sells the equipment to the lessor. Financial leasing also links two separates, albeit interrelated, contracts: a leasing agreement between the lessor and lessee, and a supply agreement between the supplier and lessor.

The Convention applies when the lessor and the lessee have their places of business in different States and those States and the State in which the supplier has its place of business are Contracting States, or both the supply agreement and the leasing agreement are governed by the law of a Contracting State.

The Convention is not a code of law dealing with international lease financing but intended not only to facilitate international leasing operations, but also to serve as a model for future national legislation. Indeed, the number of ratifications (20 countries by now)[2] shows the success of the Convention. The influence of the Convention does not stop here. This Convention also created the basis of work that led to the UNIDROIT Model Law on Leasing in 2008.

Developed by UNIDROIT in 2008, the Model Law on Leasing attempts to aid the international expansion of leasing. In summary, the Model Law on Leasing focusses on the private law aspects of leasing, thus steering clear of its fiscal, accounting and supervision aspects. It applies only to commercial leases and, therefore, does not extend to consumer leases, thus focusing on the transactions judged to be most critical to economic development. The Model Law on Leasing applies to an extended range of assets, in short encompassing all those categories of asset used in the trade or business of the lessee (and plant, land, capital goods, equipment, future assets, specially manufactured assets, plants and living and unborn animals). It covers a broader range of leasing transactions than the Convention, the idea being, while recognizing that financial leasing is the most powerful engine of growth in this field, to avoid channeling the development of the industry into any category of transaction: it, therefore, applies to both financial leases and non-financial leases.

The Model law on Leasing contains 24 articles, organized in IV Chapters: General provisions, Effects of a lease, Performance and Default and termination.

3. ECONOMIC PERSPECTIVES OF LEASING FOR SMEs

The legal regulation of leasing agreements in countries in Europe has helped the development and financing of small and medium-sized enterprises (SMS) also in the EU.

For example, in 2019, the overwhelming majority (98.9%) of EU businesses forming part of the non-financial business economy were micro or small enterprises employing (SMS) fewer than 50 persons. Their economic weight was lower in terms of their contribution to employment or value added: micro and small enterprises employed just under half (48.4%) of the EU's non-financial business economy workforce, while they contributed just over one third (35.3%) of the value added (Eurostat 2022). Among the EU Member States, micro, and small enterprises (SMS) contributed the highest shares of value added in the non-financial business economies of Malta (55.8% of total value added generated by micro and small enterprises), Cyprus (52.9%) and Estonia (52.6%). Meanwhile, medium-sized enterprises contributed the highest shares of value added in Estonia (26.0% of total value added generated by medium enterprises), Latvia and Lithuania (both 25.1%).

Small and medium-sized enterprises (SMEs) today are the backbone of Europe's economy. They represent 99% of all businesses in the EU. They employ around 100 million people, account for more than half of Europe's GDP and play a key role in adding value in every sector of the economy. SMEs bring innovative solutions to challenges like climate change, resource efficiency and social cohesion and help spread this innovation throughout Europe's regions. They are therefore central to the EU's twin transitions to a sustainable and digital economy. They are essential to Europe's competitiveness and prosperity, industrial ecosystems, economic and technological sovereignty, and resilience to external shocks.

In most industrial countries, leasing is a key source of investment financing provided by equipment manufacturers, banks, and independent leasing companies. Starting out as a manufacturer's tool for increasing sales, it has evolved into a specialized service that serves most sectors of the economy including agriculture (farm equipment leasing contributes to over 10 percent of the US$242 billion U.S. leasing industry) (Nair et al, 2014). Because of these benefits of leasing, leasing is increasingly being used by SMEs. Leasing is a possibility for SMEs to expand their access to short- and medium-term financing (Kraemer & Lang, 2012). According to European Commission Analytical Report the most widely used external sources of financing by SMEs in 2011 were bank overdrafts (40%), leasing/hire purchase/factoring (36%), trade credit (32%) and bank loans (30%). (SMEs access to Finance, 2011 pg.18),

According to the obligations of the lessor, the lessee acquires the right to possess and use asset, capital goods, equipment etc., that are necessary for lessee commercial activity. The lessor relies on the lessee's ability to generate sufficient cash flows to pay the lease rentals (rather than to rely on the lessee's other assets or track record/credit history). Leasing enables also borrowers with limited track record / credit histories and collateral

2 Status - UNIDROIT retrieved on 18.02.20223.

to access the use of capital equipment, often even in cases where they would not qualify for traditional commercial bank lending.

According to European Commission Survey on the access to finance of enterprises (SAFE) 2022, leasing or hire-purchases was a relevant source of financing for 47% of enterprises, while 51% say it is not relevant for their firm. Just over one in five SMEs used leasing or hire-purchases in the last six months, making it the second most used form of external finance. Moreover, the category leasing (including hire-purchase and factoring) was the second most frequently cited source of external financing in the EU (following the category bank overdraft, credit line or credit cards overdraft). According to the Report one quarter (25%) of SMEs have not used this form of financing in the past six months. At the national level, leading country is Poland where 40% od SMEs used leasing in the past 6 months. The EU countries from the region are below EU average (21% of SMEs used leasing in the past 6 months), Croatia with 19%, Greece with 15% and Bulgaria with 13% of SMEs using leasing in the past six months (European Commission, 2022).

The European statistics show that leasing is more used in construction (28%) and industry (25%) SMEs than in trade or services-oriented SMEs (20%) (European Commission, 2022). SMEs lease a broad range of assets, passenger cars and other commercial vehicles < 3,5 t are the most hire with 19,4%, the second type of assets that is the most lease are other machinery and industrial equipment with 16, 3%, the third type of prefer assets are IT and communications equipment with 15,5% (Oxford Economics, 2011).

According to Oxford economics survey results (2011, p.18) the main reasons why SMEs prefer leasing are: prices (compared to other form for financing), tax benefits and absence of collateral requirements. According to the survey for small enterprises is not very important the easiness for obtaining the lease. In a survey conducted by the EBRD Evaluation Department (2011), the reason for leasing with which most respondents (80%) agreed was that business had grown due to using leased equipment. And opposite of Oxford survey results, the second most important reason (77% agreement rate) was that it was “quicker to obtain lease finance” for SMEs (EBRD Evaluation Department, 2011).

The numbers show out that the leasing is an alternative instrument to facilitate access to finance; it enables in particular new/young enterprises (including the so called “gazelles”) without credit track record and limited possibilities to provide collateral the use of capital equipment. As such, it also mitigates market weaknesses of SME lending (Kraemer & Lang, 2012).

4. LEASING IN THE REPUBLIC OF NORTH MACEDONIA

The leasing agreement in the Republic of North Macedonia was for the first time regulated as a special named agreement by the Law on Leasing (Official Gazette of the Republic of Macedonia" No. 4/2002) which was adopted in 2002, 6 years before UNIDROIT adopted the Model law on leasing. In Macedonian law, the leasing agreement was regulated in a special law because the Macedonian civil material law has not been codified yet.

Leasing in Law on Leasing is defined as an activity that refers to a movable thing and an immovable thing, during which the lessee determines the thing of leasing that is purchased or produced by the lessor and is given to the lessee for use for an agreed period of time, in exchange for the payment of a fee for the use of the leased thing, based on the leasing agreement concluded between the provider and the lessee, according to the conditions specified in it.

According to the Law, two types of leasing are defined: financial and operating leasing. According to the National Classification of Activities, financial leasing as a commercial activity belongs to the group of other financial-service activities, except for insurance and pension funds.

In the basic text of the law, the legislator did not differentiate between the provider of financial and operating leasing in relation to the conditions for performing this activity. In the beginning, basic capital and permission from the Ministry of Finance were prescribed for the establishment and operation of lessors, regardless of the type of leasing they provide. However, in 2011, considering the importance of financial leasing, the legislator again prescribed a minimum basic capital and the mandatory obtaining of a license for establishment and operation, however, this time only for lessor. [3]

3 About the situation in the Republic of North Macedonia in the period from 2006 to 2011, more at Boskovska Diana, Leasing Sector in Macedonia-States and Trends, Annals of the University of Petrolane, Economics, 11(4), 2011, 45-52.

The legislator stipulated that the provider of financial leasing should be established with a minimum basic capital in the amount of at least 6 million denars and that the basic capital must be in monetary form, be paid in full and not come from loans and credits.

According to the data published by the Ministry of Finance on 22.12.2022, in the Republic of North Macedonia 8 trading companies are registered as providers of financial leasing, of which the first trading company was licensed to work in 2006, and the last two were licensed in 2022. [4]

Of the registered providers of financial leasing, it is characteristic that all providers have a much larger basic capital than the legally stipulated minimum. Thus, one of the companies has a basic capital 120 times greater than the legal minimum, 4 of the providers have a basic capital 6 or more times the legal minimum and 3 providers have a basic capital greater than 2 times the legal minimum.

The Law on Leasing further reserves the rights and obligations of the contracting parties in the leasing agreement. In order to protect the contracting parties, the legislator provides mandatory form of the leasing agreement in written or electronic form, and for it to be notarized.

Considering that the macedonian Law on Obligations (Official Gazette of the Republic of Macedonia No 02/2001… 215/2021) is subsidiarily applied, it is considered that the requirement for a written form is fulfilled when the parties exchange letters or come to an agreement with the help of some means of communication that makes it possible to reliably determine the existence and content of the statement, such as and the identity of the person giving it.

With the adoption of the new Law on Notary (Official Gazette of the Republic of Macedonia 72/2016), the problem of the certification of the agreement drawn up in electronic form has been overcome, because the possibility of drawing up a notary document in electronic form is legally regulated, if the notary and all participants have signed it with a qualified certificate issued by an authorized issuer (electronic signature) and fulfills the other conditions stipulated by special laws that refer to documents in electronic form.[5]

In order to obtain publicity and effect erga omnes of the leasing agreement, the law stipulates that the leasing agreement must be registered within five working days in the special Leasing Register, which is kept in the Central Register. All changes to the contract are also registered in the Leasing Register. Acting in contravention of these provisions constitutes an offence.

The legislator, with the aim of greater protection of the lessee as an economically weaker and dependent party, as well as with the aim of greater predictability and transparency of contractual rights and obligations, prescribed the mandatory provisions of the leasing agreement. So, the leasing agreement must contain provisions for: description of the object, the total value of the object, the amount of the down payment, the time period during which the leasing agreement was concluded, a provision that will submit the request for registration of the object of leasing, for the registration of any change in the leasing agreement and deletion of the leasing object in the special register in the Central Register, total amount of compensation paid by the leasing user, number and amount of separate payments and the deadline for their arrival.

According to the Report on the financial stability of the Republic of North Macedonia in 2021 (National Bank of the Republic of North Macedonia Directorate for Financial Stability and Macroprudential Policy), the "leasing" sector has a small role and significance for the domestic financial system, both due to its small volume and weak connection with other segments of the financial system.

In 2021, leasing companies continued to grow, but at a slower pace compared to the previous year. The use of alternative financing instruments in North Macedonia is very low in comparative perspective, which also adds to the limited access to finance. Leasing is one such example, as well as factoring, business angels, etc. [6] The small impact of the leasing sector on financial stability is also seen through the low participation of the debt of households and the corporate sector towards leasing companies in relation to the total debt of these two sectors. The debt of the corporate sector based on leasing agreements accounts for 1.5% of the total debt of

4 Registar_dekemvri_2022.pdf (finance.gov.mk) retrieved on 01.02.2023.

5 More see: Article 45, Law on Notary and Decision of the Constitutional Court. no. 129/16 of January 24, 2018.

6 More see in Barriers for Access to Finance for SMEs in North Macedonia, Skopje, 2020, p.34.

this sector, while the debt of the population based on leasing contracts represents 0.9% of the total debt of the population.

In 2021, active leasing agreements amounted to 9,224 million denars, while in 2020 they amounted to 5,158 million denars, including here the leasing contracts where both households and the corporate sector are beneficiaries (National Bank of the Republic of North Macedonia Directorate for Financial Stability and Macroprudential Policy, 2022, pp 125-128). As comparisson in 2008, active leasing agreements amounted to 4,007 million denars and in 2010 active leasing agreements amounted to 1,863 million denars. (National Bank of the Republic of North Macedonia Directorate for Financial Stability and Macroprudential Policy, 2011, pp 153).

Table 1: Values of active leasing contracts according to their original maturity date

period	Legal entities (million denars)		
	Up to 1 year	1 - 5 years	5 -10 years
12/31/2017	29	3,312	550
12/31/2018	87	4,246	724
12/31/2019	22	4,657	1,015
12/31/2020	48	5,164	1,338
12/31/2021	21	5,586	1,700

Source: National Bank of the Republic of North Macedonia Directorate for Financial Stability and Macroprudential Policy, 2022.

Leasing companies in 2021 participated with 0.8% of assets in the total financial assets in the financial sector of the Republic of North Macedonia, where the participation of banks is still the most dominant with 79.1% (National Bank of the Republic of North Macedonia Directorate for Financial Stability and Macroprudential Policy, 2022).

According to data in the Report on the financial stability of the Republic of North Macedonia in 2010 (National Bank of the Republic of North Macedonia Directorate for Financial Stability and Macroprudential Policy), corporate sector in 2008, 2009 and 2010 lease at most cars (passenger cars), the second kind of leasing objects are cargo vehicles and trucks, and least lease are assets and equipment (National Bank of the Republic of Macedonia Directorate for Financial Stability and Macroprudential Policy, 2011, pp 153). This trend is clearly shown in all Reports on the financial stability of the Republic of Macedonia/North Macedonia, starting from the beginning of establishment of leasing sector till nowdays.

5. CONCLUSION

The leasing agreement has become an important part of the legislative of more and more countries in the World. The number of countries which have a special law for leasing, or some part of civil codes dedicated to leasing, these days, is increasing. By the end of the first decade of the XXI century, there is almost no county in Europe that had failed to regulate in some manner the leasing business, or at least some of its forms. The Republic of North Macedonia has a modern law on leasing, that was adopted in 2002, few years before UNIDROIT adopted Model law on leasing. Macedonia legislator, as the most of legislators in other countries, is paying more attention in the leasing law to the matters of status of firms that can, in accordance with their provisions, engage in the leasing business (lessors), rather than on the very essence of the leasing.

Based on the above, it can be concluded that leasing as a special commercial activity and financing opportunity in the Republic of North Macedonia is not so widely used. Still, the largest number of leasing companies are oriented towards vehicle leasing. From the analyzed data it can be concluded that although the number of lessors is gradually increasing, also the number of leasing agreements that are concluded, as well as their value, the participation of leasing in the financial sector in Republic of North Macedonia is still at an enviable level.

The conclusion remains that the corporate sector still does not use leasing as an opportunity for financing business activity, for equipping and performing the commercial activity for which they are registered, in the way and to the extent that SMEs from the EU use it. However, for the development of the economy and SMEs, which are an important segment of the Macedonian economy, the development and promotion of investment leasing is of great importance. SMEs from the Republic of North Macedonia have lack information about investment leasing, the benefits and risks of using leasing, opposit to information about the use of bank loans.

Perhaps the reasons for this situation should be sought from the lessors themselves and their lack of proactivity, relatively small number of registered lessors, their object of interest (mostly focused on vehicle leasing), poor public information about the benefits of using investment leasing, etc., besides solid legal framework, with the adopted lex specialis for leasing and a well-established Registry of leasing.

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Abstract: The study of foreign languages in advertising has been a novelty in the last 15 years. The conducted research has tried to delve in the relationship between the foreign languages and the advertised product, the reasons behind the use of foreign languages, and the peculiarities of the targeted audience which may define if the use of foreign languages in the ads is successful or not. English is the most used language in ads nowadays. Due to its importance on the global stage, in the political and economical aspects alike, as well as due to its interconnected nature with the global world and urbanisation, its status as lingua franca comes as no surprise. Advertisers, as sharp observers of reality, dedicate much attention to the fact in how their message reaches the consumers and the foreign language is one of the most effective tools used to influence the latter. Having at their dispossal a limited arsenal with which they can impact on the consumers, advertisers endeavour to use foreign language terminology in order to make the product as stunning as possible. For this reason, they try to emphasise the quality of the product under the veil of the foreign language which dons the product with various overtones and peculiarities in order to enchant the consumer. This paper will endeavour to examine the rich corpus of terminology that is used by advertisers and elucidate the ways in how the former influences the consumer's choice of products.

Keywords: advertisement, linguistics, english, terminology, marketing, lingua franca

1. Introduction

What role does foreign language comprehension play in advertising? How do consumers evaluate foreign languages in advertisements? Why do brands use a foreign language to communicate with their consumers? These pertinent questions have come to haunt in recent years the academia which is just now dealing with this novel technique by advertisers to latch on to the consumers. Advertisers, as keen observers of reality, pay very much attention to how their messages are delivered. Being aware that people feel happier with the idea of foods that are natural rather than synthetic, they use common language so as to mean something to the consumer. Having a limited amount of space in order to try to capture the potential consumer's attention, an advertiser will always make conventional usage more attractive. For this purpose he will highlight the product's quality by making associations between the product and something that already possesses the characteristics he needs to claim for the product. As the researchers Lakoff and Johnson clearly state, the very essence of metaphor is the "understanding and experiencing one kind of thing in terms of another."[1]

According to the researcher Ingrid Piller, marketing communication makes frequent use of foreign or second language elements in branding and advertising[2]. Content analyses support the intuition that English is the language of international marketing communication displayed in many advertisements (ads) to non-native English speakers. Beyond opinions, empirical research investigating the differential effects of language choice in advertising to multilinguals with variable levels of fluency focuses on two main issues: (1) psycholinguistic differences between first and second language cognitive processing and (2) sociolinguistic differences in emotional or attitudinal reactions as a result of language choice. The classic study of the influence of foreign languages in ads is Leclerc et al. (1994), who investigated the impact of foreign branding on measures such as attitude towards the brand and attitude towards the ad. The starting point of this study was the notion that foreign languages seem to connect with characteristics of the country where the language is typically spoken (e.g. France—hedonism, USA—utilitarianism).

The use of foreign languages in advertising is not a new phenomenon. In the 1980s, academics in other domains became more interested in studying foreign languages in advertising, for instance researchers examining issues of globalization in the domain of business and advertising.A first observation from our review is that there is a wide academic interest in foreign languages in advertising. While the interest in foreign languages in advertising until the 1980s was mainly limited to researchers in linguistics (as documented in

[1] Lakoff, George and Johnson, Mark, Metaphors We Live By, University of Chicago Press, Ltd., London, 2003.

[2] Piller, I. (2003). Advertising as a site of language contact. Annual Review of Applied Linguistics, 23, 170–183.

Piller, 2003), the end of the twentieth century has seen the study of the use and effects of foreign languages in advertising in a range of different fields, including marketing and advertising. While some disciplines are closely related (e.g. 'marketing' and 'consumer research', or 'international advertising' and 'advertising'), other disciplines are clearly distinct (e.g. 'marketing' and 'sociolinguistics'). The general picture that emerges testifies to a multidisciplinary interest in the phenomenon.

Effects of foreign languages in advertising —A number of studies have sought to determine the effects that foreign languages in advertising have on the audience, for instance on the attitude towards foreign language use (e.g. Rash, 1996), the attitude towards the ad (e.g. Ueltschy & Ryans, 1997), and the comprehension of the foreign expression (e.g. Foster et al., 1989; Rash, 1996). Petrof (1990) examined various different measures of effectiveness of the use of foreign languages. Below, the article shall try to dissect some different aspects of the usage of foreign words in ads and how this usage is entrenched in linguistic and discourse.

1.2. Code switching

According to the linguistic researcher David Crystal, language can have various functions and may be used for a wide variety of purposes: for example, to express feelings and emotions (the expressive function); to offer advice and recommendations or to persuade (the directive or vocative function); to inform, to report, to describe or to assert (the informational function); to create, maintain and finish contact between addresser and addressee, for example small talk (the inter-actional or phatic function); to communicate meaning through a code which could not otherwise be communicated (the poetic function)[3]. Although it might be expected that the informational and directive functions would dominate in advertising discourse, because advertisements are frequently multitype, hybrid discourses, examples of all these functions can be found in individual advertisements. Such hybrid transference between languages is called code switching has long been recognized and studied by sociolinguists. In the words of John J. Gumperz, code-switching can be defined as 'alternation among different speech varieties within the same event'[4]. Code switches may also be motivated by the desire to mark, assert or adopt an ethnic or regional identity, and this is known as tag or emblematic switching.

Lexical borrowing of foreign words is an accepted and established practice among translators, and David Crystal defines a loan word as 'a linguistic unit (usually a lexical item) which has come to be used in a language or dialect other than the one where it originated[5].

Janet Holmes in her book "Introduction to Sociolinguistics" (1992) lists manifold possible reasons for code-switching – some or all of which may also be used in combination. The reasons are the followings:

i. The linguistic fetishism

The evolution of the usage of certain words can be traced, starting from a point at which a word is explained or an equiv-alent or general term is given, to the use of the term as self-evident. 'Bundesbank' is a good example of this. No longer explained as Germany's central bank in many English texts, it generally stands alone now in media texts. This appears to be an obvious, logical and even wel-come progression. After all, is it not a good thing for the reader to be confronted with 'foreign' words, to have to learn what they mean, to have to realize that the world is not monolingual?

ii. Association

Advertisers, as keen observers of reality, pay very much attention to how their messages are delivered. Being aware that people feel happier with the idea of foods that are natural rather than synthetic, they use common language so as to mean something to the consumer. Having a limited amount of space in order to try to capture the potential consumer's attention, an advertiser will always make conventional usage more attractive.

[3] Crystal, D. (1997) A Dictionary of Linguistics and Phonetics, 3rd edition (Oxford: Basil Blackwell).

[4] Gumperz, J.J. (1996) 'Introduction to Part IV', Rethinking Linguistic Relativity, edited by J.J. Gumperz and S.C. Levinson (Cambridge: Cambridge University Press), pp. 359–73.

[5] *Ibid,* Crystal, D., p. 227.

For this purpose he will highlight the product's quality by making associations between the product and something that already possesses the characteristics he needs to claim for the product.

iii. Elitism

According to the philosopher, Theodor Adorno, in his essay 'On Foreign Words', he argues that 'foreign words should not be protected as one of the privileges of education':

> There is, therefore, this idea that 'foreign' words give a text an elitist flavour. This is, in and of itself, an interesting attitude, particularly in relation to the Anglophone worlds. While it is of course true that only those with access to a certain level of education have the opportu-nity to acquire a second language, this is really only the case in the industrialized world – since the vast majority of the rest of the world grows up bilingually if not multilingually.[6]

Thus said, elitism is more seen as a globalising tool and mostly piques the interest of youth than old people. As Piller rightly points out, the employment of English words in German texts makes the young, educated elite targeted by such strategies feel good[7]. However, this can also alienate other groups, for example, elderly German people for whom the meaning of the 'smart' 'cool' etc., and other English linguistic decorations may be an affront to their sense of linguistic nationality.

iv. Mythology

Ad about a product usually comes with a brand and a history behind it, a myth of sorts which exemplifies the product and for which it stands for. In his volume of essays entitled 'Mythologies', Roland Barthes has pointed out that 'advertising texts mythologize products for consumers, and this mythologizing includes the supposed national culture of the particular product, alluded to by the language'.[8] A product mythologizes a brand, a nation and this brand or image is necessarily an external phenomenon, it is how the country is viewed from outside even though it may have been formulated domestically, and it is necessarily a simplified view. The German *Fachkenntnisse* (expertise) is lauded among the lovers of cars, with German cars such as Volkswagen and Mercedes being hailed as durable with high longevity – such is the projection of the German car industry worldwide.

v. Foreign languages in food advertisement

An ad is a type of discourse which make use not only of the language but also of the images in order to 'hook' the customer. Language, of course, is not the only mighty tool at the hands of the advertisers when it comes to the promotion of the product or brand building. Nonetheless, the question still persists: do brands influence the customer when they are used in conjunction with foreign languages? Are foreign words a bait that dangle before our eyes and served us as an enticement to buy the product? Do foreign terms such as 'organic', 'wholemeal', 'natural ingredient', 'farm fresh', 'low-carb' or 'low fat'? Specifically speaking, what unconscious image or metaphorical concoction is enacted in the minds of consumers and drives them in their purchasing decisions? Should we trust these foreign words in ads that advertisers are so keen on plastering our tv screens with? Do they warrant enough trust from the English-speaking world by acting as emblems of reliability? These are daunting questions that a consumer must take into account and be aware of them so that he may not fall into that enticing oblivion of foreign words that may drive their purchasing decisions.

The advertisers try to dangle the foreign terminology in front of our eyes in a way as to suggest that their product is of high quality and they always emphasize the fruitful ingredients that they product beholds. In such a digitalized word in which the Content Marketing is supplanting the traditional marketing as a more cost effective means, the usage of a foreign language by the advertisers is a novelty and a strategic 'weapon' used by them in recent years. Of course, the field itself is still in its infancy and needs further research on the influence of foreign languages in ads.

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[6] Adorno, T.W. (1974) Notes to Literature, Vol. 2 (New York and Oxford: Columbia University Press).

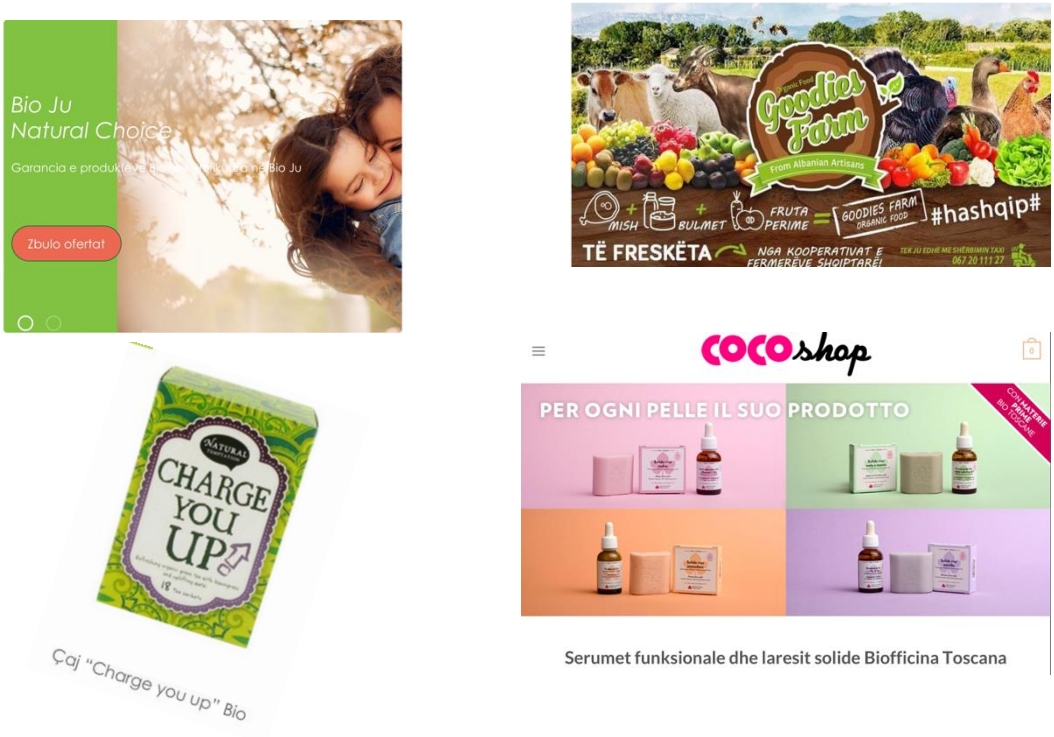
[7] *Ibid.* I. Piller (2001)

[8] Barthe, R (1970), *Mythologies.* Farrar and Strauss, the Noonday Press. p.193-247

Advertisers use language that suggests their product is of especially high quality and they only emphasize the beneficial ingredients their products contain. It is their purpose to find ways through which to arouse customer's interest. Perhaps we do not know exactly how much of this language influences the consumer's attitude and how much of it is used just a marketing strategy but, what we do know for sure, is that metaphor has become an indispensable tool in advertising for the purpose of persuading the audience into buying the products advertised. We believe that slogans are more effective and their effectiveness increases even more when using metaphors. Although they are short and often abbreviated they contain a large amount of conceptual metaphors which offers them the possibility to be interpreted in different ways.

In Albania, a new tendency has come to light in the recent years – namely, the fascination with organic and natural products. An increase in the number of organic shops has been noted recently, sops which operate mostly not only with physical shops but come with a full-fledged online infrastructure.

The number of such operators currently certified in Albania in on the uphill and the array of products that they offer is increasing on a daily basis. For exemplify this trend, I would like to mention (not for marketing reasons) the first organic supermarket in Albania, 'Bio Ju' which opened in 2018 And according to their website, it offers over 6000 organic products in their catalogue; other organic shops such as 'Goodies Farm', 'Marcato',



Source: Albanian Tv and online retail

'Organico' etc., offer a wide array of food products with foreign labels such as 'charge me up', as well as German words such as 'Butterkaese' (cheese). Needless to say, the German language is not so widespread in Albania but German terminology such the former and the ones mentioned during this article stand now as a staple for the German brand and nation. Under the same breath we can mention the Italian words used profusely in the cosmetic sector by the Albanian operators, an emblem for fashion and beauty.

Not only the food products but also the bar cafes are brimming with with words such as 'Shisha Lounge', Bakery&Pastry', 'Breakfast&Brunch' etc. Thus said, it is fair to assume that the trend of foreign words have penetrated In the food ads in Albania and the trend is going to increasing in the following years.

2. Conclusions

The persuasive power of an advertisement varies according to the advantages brought by the proposed product. The image of taste has to base on the elements that create a natural effect. The key concept differentiates the product from the other products existent on the market. The most important elements of the

argument correspond to the slogan and to a specific and unique sensation with which the product is associated. Advertisers take advantage of the food domain by creating a multitude of messages which are meant to make their customers believe everything and buy their products. The English language would appear to be the most successful 'foreign' language in global advertising. It can not only take on a number of different associations and fetishes (exp. cosmopolitan, modern, but can also function as a lingua franca in international advertising 'communication', and it is the default language for media that are global or pan-national operators. Everyone wants to be perceived as a global player, and such as perception is best achieved through the use of English and other western foreign languages such as German, French, Italian etc., which attest to the domination of the western languages in the marketing discourse, for now at least. The study of the influence of foreign languages in ads is still in its infancy, especially in Albania, but with the growth of online marketing and the increasing awareness of the consumers will drive further forays in the research of this field.

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AUT University Students and Their Approach Towards Business English Module

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Abstract: English for Specific Purposes (ESP) has become widespread nowadays. Not only HE institutions offer such courses now, but also language centres have seen a considerable increase in the demand for ESP courses. In the globalization era that we are living studying Business English has become a must for professionals. Since its introduction in the 1960s to this day it has already become a separate unit in EFL (English as a Foreign Language) teaching.

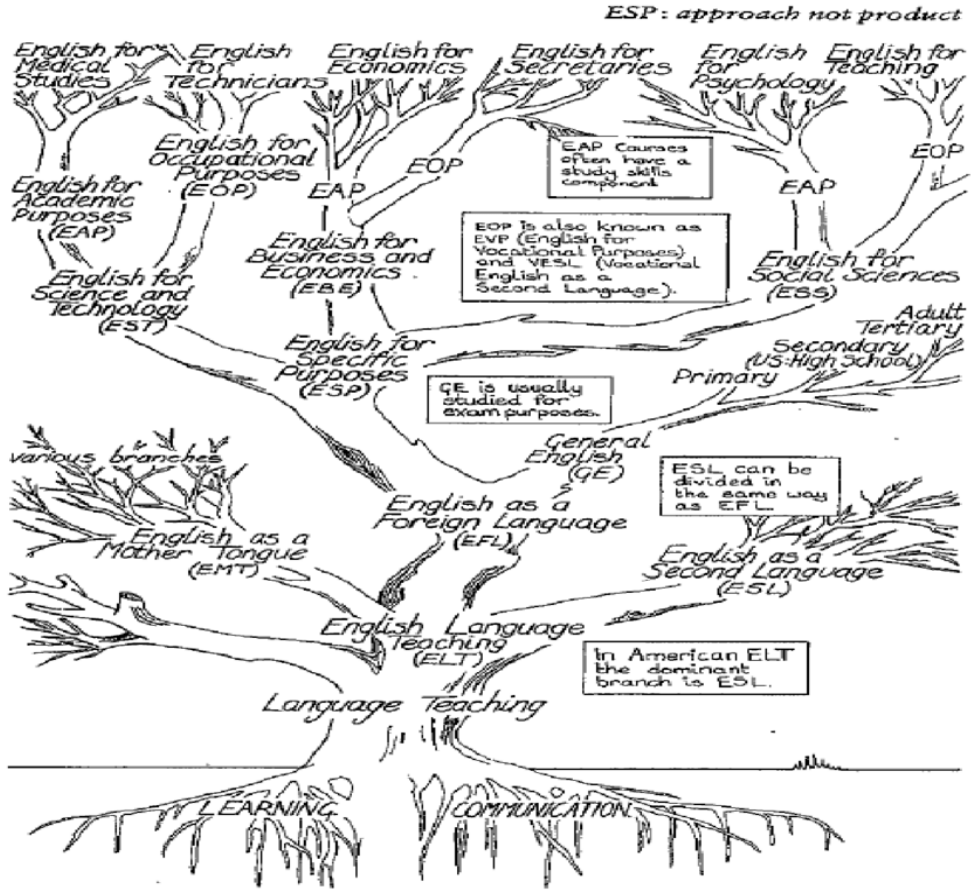
AUT (Agricultural University of Tirana) offers ESP courses during the first-year bachelor cycle in all specialities as a compulsory module. The module has been tailored to meet the needs of our students. The feedback from the students is generally positive, however there are several difficulties they find. The study is focused on the pros and cons of studying ESP, specifically Business English. The questionnaire was conducted with the students of the Faculty of Economy and Agribusiness and the results will consider the different approaches based on CEFRL (Common European Framework of Reference for Languages) from previous education, type of education (high schools vs vocational schools) and gender. Results will also be drawn to compare the change in students' attitude from the beginning of the year to the end of the first term. Our Business English teaching is not solely based on grammar, but also on lexical units, discourse and communication in particular contexts.

Key words: ESP, Business English, AUT, students, questionnaire

INTRODUCTION

ESP (English for Specific Purposes)

English for Specific Purposes can be defined as the teaching and learning of English as a foreign language which is designed to meet the needs of the learner in a particular field or environment. The origins of ESP have been defined by several scholars. It is thought that socio-economic changes during the 1960s resulted in the emergence of ESP as a separate branch in ESL teaching. Hutchinson and Waters (1987) argue that ESP emerged due to the development of the world's economy, which entailed the progress of technology, the economic power of oil-rich countries, and the increasing number of overseas students in English-speaking countries (pp. 6-7). Hutchinson and Waters supported this theory based on three main reasons: the demands of a brave new world, a revolution in linguistics and the focus on the learner. Whereas according to Johns and Dudley Evans (1991), the international community recognized the importance of learning English, not only as a means to achieve the transmission of knowledge and communication, but also as a neutral language to be used in international communication (pp. 301-302). ESL teaching introduced teachers and students to specific terminology as the demand to learn English has been increasing progressively. This is perfectly illustrated by the tree of Hutchinson and Waters, which considers ESP as an approach, not a product.



Source: The Tree of ELT (Hutchinson and Waters, 1987, p. 17)

Another approach in ESP teaching has been given in terms of absolute and variable characteristics, with several attempts by scholars to define them. However, we would like to highlight a modified definition from a 1997 Japan Conference on ESP, by Dudley-Evans. The revised definition of Dudley and St. John is as follows:

Absolute characteristics:

1. ESP is defined to meet specific needs of the learner.
2. ESP makes use of the underlying methodology and activities of the discipline it serves.
3. ESP is centred on the language (grammar, lexis, register), skills, discourse and genres appropriate to these activities.

Variable Characteristics:

1. ESP may be related to or designed for specific disciplines.
2. ESP may use, in specific teaching situations, a different methodology from that of general English.
3. ESP is likely to be designed for adult learners, either at a tertiary level institution or in a professional work situation. It could, however, be for learners at secondary school level.
4. ESP is generally designed for intermediate or advanced students.
5. Most ESP courses assume some basic knowledge of the language system, but it can be used with beginners.

There are different definitions and arguments on this topic, nonetheless we think that English for General Purposes (EGP) and ESP are interrelated and they cannot be seen as entirely separate, as none of them can be taught without the other.

English as a Second Language (ESL) in Albanian schools

It goes without saying that English has gained the status of lingua franca nowadays. Not only globalization has had its significant influence on this, but digitalisation has definitely revolutionized the status of the English language worldwide. Not only there has been an ongoing increasing demand in the ESL community to teach English, but people also use different apps to learn a new language. Because of children exposure to screens at a really young age, the number of bilingual babies is increasing constantly, often leading to speech problems or a delay in speaking and the need for intervention through speech therapy. However, these recent-year-problems have been preceded by the growing interest and eagerness to learn foreign languages as well as the need to intervene in school curriculums. The Albanian educational system has undergone several reforms over the recent years trying to meet the needs of a global market as well as to match our school curriculums to European ones. These reforms often chaotic and launched as pilot projects have often run into obstacles when it comes to implementation. Pupils started to be taught a foreign language in the 3rd grade several years ago, whereas now they do in the 1st grade. Not only have they included foreign languages in the curriculum since elementary school, but they also have to take the exam of English language as they finish compulsory education after the 9th grade, as well as in the Matura exam after the 12th grade. All these years of being taught a foreign language, predominantly English, pupils in Albanian schools are supposed to have a B2 level of English upon high school graduation.

On the other hand, the Higher Education Institutions in Albania signed and implemented the Bologna process in 2003, which was followed by a series of interdisciplinary reforms. Attempts to teach ESP until then had been sporadic and limited in topics and resources. ESP in university level has been considered as a surplus in the curricula to meet the needs of the market as well as to comply with the principles of accreditation. Accreditation is a recent phenomenon for Albanian universities.

ESP in AUT

AUT (Agricultural University of Tirana) offers ESP courses during the first-year bachelor cycle in all specialities as a compulsory module. The module has been tailored to meet the needs of our students as the module in our university is specific for each specialty, thus our academic offer includes English for Business and Finance, English for Veterinary Medicine, English for Agriculture and Environment, English for Food and Technology and English for Forestry. The feedback from the students is generally positive, however there are several difficulties they run into. This paper aims to identify the advantages and disadvantages of teaching and learning Business English. Our ESP teaching is not solely based on grammar, but also on lexical units, discourse and communication in particular contexts. In addition several topics have been adopted to meet the needs of Albanian students as some topics include data from Albanian firms, or phenomena. Students are given the opportunity to study and draw comparisons between the foreign and domestic markets, or study cases of outsourcing and garment-making factories within the Albanian context.

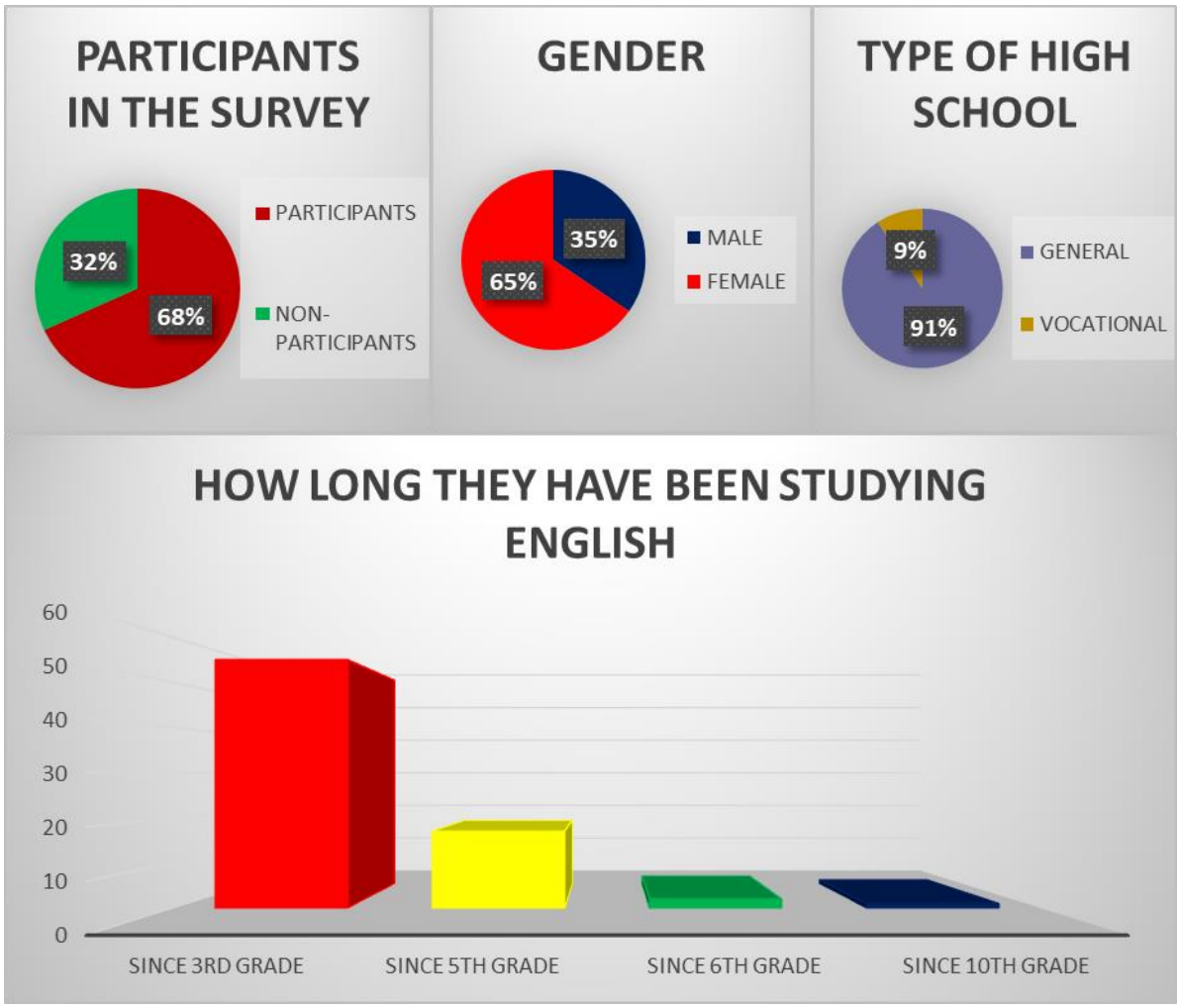
Methodology

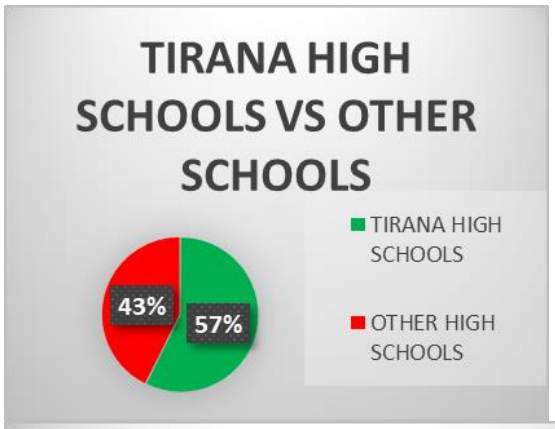
The study is focused on the pros and cons of studying ESP, specifically Business English. The questionnaire was conducted with the students of the Faculty of Economy and Agribusiness, Department of Agribusiness Management, 1st year 2022-2023. The results will consider the different approaches based on CEFRL (Common European Framework of Reference for Languages) from previous education, type of education (high schools vs vocational schools) and gender. Results will also be drawn to compare the change in students' attitude from the beginning of the year to the end of the first term. The students intended to take information about different areas, such as:

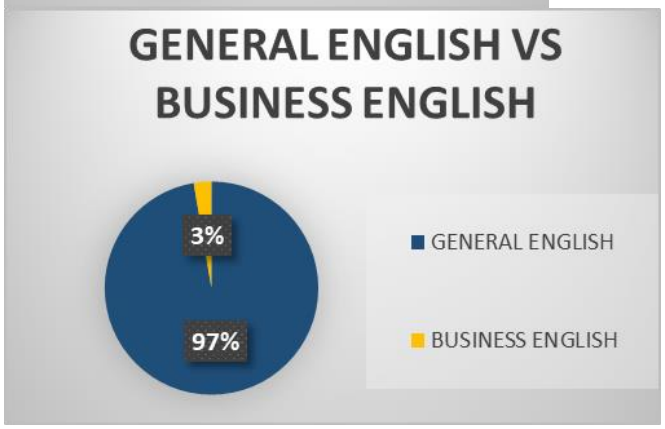
1. How long they have been studying English?
2. General English versus Business English
3. Type of high school: general versus vocational
4. Gender / Tirana high schools versus other schools
5. Difficulties from October to March

Results of the survey

The total number of students who participated in the survey was 75, out of 110. 49 girls and 26 boys. 68 come from general high schools, whereas 7 come from vocational high schools. 55 have started learning English in the 3rd grade, 17 in the 5th grade, 2 in the 6th grade and 1 in the 10th grade. 43 come from high schools in Tirana, whereas 32 from other cities. Only 2 students report that they have studied Business English before. Level of difficulty when introduced to Business English at the beginning of the first term is considered high, however the students also comment that the level of difficulty is related to transition from high school to university as it is the same for all the subjects, not specifically for English. The students do report that as the first term is over, they have been used to the new cycle of studies not only considering the teaching methods and approach, but also their learning skills and methods have been adopted to the new cycle. The above-mentioned data have been presented into charts as follows:







The majority of the students report that the basic difficulties come as a result of basic knowledge they lack from high school. According to the Ministry of Education and Sports high school pupils are supposed to have a B2 level according to CEFRL upon graduation from the Matura Exams. Unfortunately, the reality is different. Although students think that they meet their basic needs for communication in English they run into difficulties when they take exams in our module. Exposure to digital media has helped them with their communication skills, however Google Translate is a shortcut they use to get by.

CONCLUSIONS and RECOMMENDATIONS:

Studying ESP at university is an added value for each student who is preparing to enter the competitive market, however students need more support during their school life. Graduated students have often reported that they have put into practice a lot of their knowledge from ESP books in their working environment, be that in the banking sector, or call centres which are widespread in Tirana. However, a lot more can be done to improve the results and make students have more interest in studying ESP as a subject targeted to be useful in the future.

One key issue to be taken into consideration is their lack of knowledge from high schools. It is indispensable to intervene immediately in high schools. However, at this point we should be able to offer solutions to make up for it. Students need to be encouraged to participate in placement tests so that they study in a differentiated way. Last but not least, as the famous quote goes: “If a child can’t learn the way we teach, maybe we should teach the way they learn”, we should explore new ways in our teaching techniques, so as to rise the interest of our students and offer them the opportunity to learn doing their best.

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The Effects of Foreign Direct Investments on Economic Growth: The Case of North Macedonia

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Abstract: Based on the analysis made on a global level, foreign direct investments have a positive impact on the economic growth of countries. Although the degree of influence differs from country to country depending on the economic, political and social characteristics of the national economy, the interest for FDI is a strategic determination of almost every developing country, including the Republic of North Macedonia primarily because of: 1) the transfer of new technology, 2) the inflow of foreign capital, 3) the improvement of export performance and 4) the reduction of unemployment. For this purpose, the governments of the countries constantly create different models and policies for attracting FDI in order to offer a more favorable and competitive business climate in relation to competing countries.

The purpose of this paper is to examine the impact of FDI on the economic growth of the Republic of North Macedonia and give a precise result as to which industry has the most significant impact on economic growth. In this research paper, data from secondary sources will be used, namely relevant state institutions such as the National Bank of the Republic of North Macedonia, the Ministry of Finance and the State Statistics Office.

In the empirical research, the multiple linear regression model will be applied due to its accuracy and precision in this type of research. 6 variables will be applied in the model, whereby the economic growth of RNM for the period from 2004 to 2018 is treated as a dependent variable, and 5 sectors that record a significant inflow of FDI in RNM are taken as independent variables.

From the research it can be concluded that only part of the covered industries has a positive correlation with economic growth and FDI does not have a significant participation in the economic growth of the Republic of North Macedonia.

Keywords: Foreign Direct Investment, Impact, Economic Growth and Industry.

1. INTRODUCTION

Foreign direct investments, based on previous empirical research, have positive effects on the economic growth and development of countries, although the effect varies from country to country, they are one of the key determinants for: 1) technological development, 2) improvement of export performance, 3) increasing economic growth and 4) reducing unemployment. This is exactly the reason that they are often an exploited topic for researchers, but they are also the focus of the economic programs of a large number of governments of developing countries.
Globalization and its benefits are still the subject of research and examination, although a number of authors have different views regarding it, with globalization, the free flow of goods and services, capital and labour, which are manifested through economic growth and development. As a result of the free flow of capital, significantly favourable conditions were created for foreign direct investments, which are of particular importance for developing countries such as the Republic of North Macedonia. Namely, although the effects of FDI on developing countries are still subject to examination and measurement, they permanently strive to attract as many foreign investors as possible for the positive effects both on a micro and macro level. In the area of the micro economy, the inflow of FDI enables: 1) transfer of new technology for domestic small and medium-sized companies, 2) training and upskilling of the workforce and 3) incentive for the implementation of internationally accepted trade and production standards by domestic companies, and on a macro economic level the benefits refer to: 1) reduction of unemployment, 2) inflow of foreign capital and 3) improvement of export performance, and with that and on the balance of payments.

By creating measures and policies aimed at helping foreign investors through various fiscal exemptions and financial assistance, the Republic of North Macedonia constantly strives to attract as many FDI as possible, namely in the last few years the inflow of FDI in the Republic of North Macedonia has been continuously increasing, and according to the researches and the positive effects as they have a growing trend.

The focus of this research paper is the examination of the effect of FDI in the five industrial sectors that recorded the highest inflow of FDI on the economic growth of RNM in the period from 2004 until 2018.

The research paper provides an overview of the economic growth of the RNM and the amount of FDI in the five sectors that record the highest amount of FDI inflow, and descriptive statistics are also made in order to better

analyse the situation. The research was conducted using the multiple linear regression model. The economic growth of RNM (2004-2018) has the treatment of a dependent variable, and the five industrial sectors that record the highest amount of FDI have the treatment of independent variables.

2. LITERATURE REVIEW

2.1.FOREIGN DIRECT INVESTMENTS

According to UNCTAD (UNCTAD, 2001, P.4), foreign direct investments can be defined as an investment that involves a long-term relationship and reflects a permanent interest and controlled by a resident, subject in one economy (foreign direct investor or parent company) and an enterprise that is located in a country that is different from the country of the investor (FDI enterprise, partner enterprise or subsidiary). According to the definition of FDI, it can be stated that the foreign investor has a significant influence on the management of the company located in another country.

According to UNCTAD (UNCTAD, 2001, P.4-5), foreign direct investments incorporate three components: 1) capital, 2) reinvested profits and 3) internal loans.

In the last few decades, many authors have researched the effect of FDI on economic growth, as a result of which many empirical studies related to the relationship between FDI and economic growth have been incorporated into several theories that explain the relationship between FDI and economic growth, namely: Accelerator theories, the Keynesian theory of economics, neoclassical theory and theories of marginal efficiency of investment (Osano and Koine, 2016).

2.2. THEORIES OF FDI

Although there are different theories about the causality of FDI and economic growth, the theory of modernization and the theory of dependence are the foundations on which the rest of the theories are built and the empirical research is based upon.

Modernization theory is based on neoclassical and endogenous growth theory, which suggest that FDI is a prerequisite for economic growth in developing countries. According to the modernization theory, the economic growth of developing countries is conditioned by the existence of new capital that can contribute to increasing economic activity (Hodrab, Maitah, Kuzmenko, 2015, p.3).

The claim of the new theories of growth is based on the transfer of new technology, namely according to the new theories advanced technology is key to the development of economic infrastructure such as: 1) the level of education of the working population, 2) economic, political and social stability and liberalized markets (Calvo and Sanchez-Robles, 2002).

In addition to the factors already mentioned, key prerequisites for economic growth are disciplines and resources such as: 1) marketing, 2) managerial skills and 3) access to modern global supply chains (Kumar, Padhan, 2002).

Based on the above, it can be concluded that FDI is not only aimed at the inflow of foreign capital, but also enables access to foreign markets, acquisition of new knowledge and skills.

According to endogenous theories of economic growth, FDI has an impact on economic growth, but not directly (Borensztein, De Gregorio and Lee, 1998). according to these theories, FDI has an indirect impact on economic growth through: 1) capital generation, 2) education and upskilling of the workforce and 3) transfer of new technology (Blomstrom, Lipsey and Zejan, 1996). Contrary to these theories, the neoclassical theories, whose subject of processing is FDI and economic growth, indicate that FDI does not have a significant participation in the economic growth of developing countries (Chowdhury and Mavrotas, 2005).

According to the dependency theory, FDI is expected to have a negative impact on economic growth, namely foreign investments create a monopoly, and as a result they do not use all resources (Bornschier and Chase-Dunn, 1985).

Different studies related to examining the interdependence of FDI and economic growth have produced different results and conclusions. Some researchers conclude that FDI have a significant effect on the economic growth of countries, this claim is characteristic of countries with high GDP per capita (Borensztein, De Gregorio

and Lee, 1998). For developing countries, it is characteristic that the inflow of FDI does not have a significant meaning, that is, the effect is indirect (Carkovic and Levine; 2005).

Based on research related to FDI and economic growth in countries in Eastern and Central Europe, it can be concluded that a large part of FDI during the 90s is the result of transition and privatization, in the following decades FDI in these countries refers to greenfield investments that do not amount to more than 6% of GDP, and economic growth varies in relation to world economic trends (Russian economic crisis in 1998, financial crisis in 2008 and debt crisis in the countries on the periphery of the euro), consequently it can be concluded that FDI does not have a significant impact on economic growth in Eastern European countries, which are mostly developing countries (Miteski, Janevska-Stefanova, 2017, p.8-11).

2.3. ECONOMIC GROWTH

Economic growth, as an economic category, was introduced by Kuznets at the end of the 18th century (Poliduts, Kapkaev, 2015, p.2). Although several definitions of economic growth can be found in literature, a large number of researchers define economic growth as an increase in the amount of goods and services produced per capita in a calculation period, usually a fiscal year. In practice, there are several concepts of economic growth and its measurement, but the most generally accepted way of measurement is the real growth of the gross domestic product (GDP) (Susilo, 2018, p.2-3).

According to the expenditure approach, nominal GDP is calculated as a function of: 1) private consumption, 2) gross private investment, 3) government consumption and 4) export-import.

$$GDP = C + I + G + NX \quad (1)$$

Real GDP represents the ratio between nominal GDP and the GDP deflator.

$$Real\ GDP = \frac{Nominal\ GDP}{GDP\ deflator} \quad (2)$$

3. METHODOLOGY

The research will be realized by applying secondary methods, which includes the use of data that have already been published in reports, analyses and other sources. When selecting data, several criteria will be applied, such as: the date of publication, the reliability of the source, the quality of the analyses, and others of such in order to increase the quality and reliability of the results. During the research, the following basic methods will be applied: 1) method of induction, 2) method of deduction, 3) method of analysis and 4) method of synthesis. Within the framework of the research, the multiple linear regression model will be applied, which will incorporate 6 variables, one of which is a dependent variable, and five independent variables, descriptive statistics will also be made in order to give a clearer picture of the data. Before applying the multiple linear regression model, the data will be tested using the Augmented Dickey Fuller test. EViews 12 and Microsoft Excel packages will be used for data processing.

The research is based on the following hypotheses:

Hypothesis 1: FDI in the five industries that record the highest amount of FDI in the period 2004-2018 have a significant positive impact on the economic growth of RNM.

- Hypothesis 1.1: FDI in the industry "Production of food products, beverages and tobacco" has a positive impact on the economic growth of RNM.
- Hypothesis 1.2: FDI in the industry "Oil, chemicals, pharmaceuticals, rubber and plastic products" has a positive impact on the economic growth of RNM.
- Hypothesis 1.3: FDI in the industry "Vehicles and other transport equipment" has a positive impact on the economic growth of RNM.
- Hypothesis 1.4: FDI in the "Construction" industry has a positive impact on the economic growth of RNM.
- Hypothesis 1.5: FDI in the "Accommodation and service" industry has a positive impact on the economic growth of RNM. In the multiple linear regression model, 6 variables will be taken into account:

Dependent variable:

- Y (ED) - The economic growth of RNM.

Independent variables:

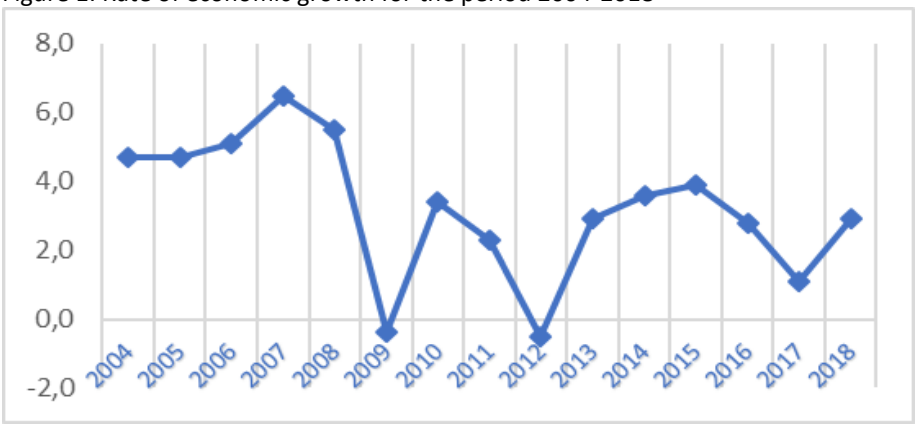
- X1 (FPB) – FDI in the industry Manufacturing of food products, beverages and tobacco.
- X2 (OCP) - FDI in the industry Oil, chemicals, pharmaceuticals, tires and plastic products.
- X3 (VOT) - FDI in the industry Vehicles and other transport equipment.
- X4 (C) - FDI in the Construction industry.
- X5 (AS) - FDI in the accommodation and service industry.

4. RESULTS AND DISCUSSION

4.1. RATE OF ECONOMIC GROWTH

Presentation of the rate of economic growth for the period 2004-2018, based on data from the State Statistics Office of RSM.

Figure 1: Rate of economic growth for the period 2004-2018



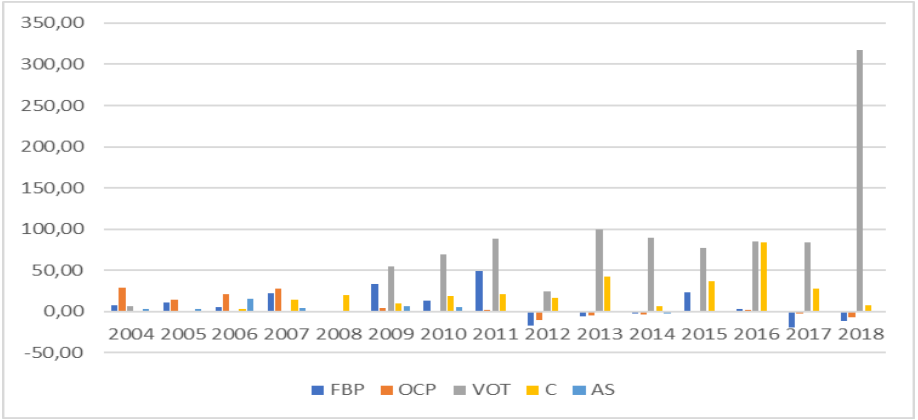
Source: State statistical office of RNM. (2004-2018). GDP of the Republic of North Macedonia https://www.stat.gov.mk/PrikaziSoopstenie.aspx?id=140&rbr=13432

According to the presented data, it can be concluded that the highest rate of economic growth was achieved in 2007, 6.5%. It is characteristic that in 2009 and 2012 the rate of economic growth is negative.

4.2. FDI IN THE FIVE INDUSTRIES COVERED IN THE SURVEY

The Figure 2 shows FDI inflows in the five industries covered in the survey according to the data presented in the NBRNM reports.

Figure 2: FDI in the five industries recording the highest FDI inflows



Source: National bank of the Republic of North Macedonia. (2004-2018). Direct investments in the country. https://www.nbrm.mk/direktni_investicii_dvizenja.nspx

From the data presented, it can be concluded that from 2009 to 2018 the industry for the production of vehicles (auto parts) and other transport equipment has the highest inflow of FDI. It is characteristic that in 2008 FDI inflows were noted only in the construction sector, and no FDI was noted in the other four industries, primarily due to the financial crisis.

4.3. DESCRIPTIVE STATISTICS

Table 1 shows descriptive statistics for the variables applied in the model. The calculation was made using EViews software.

Table 1: Descriptive statistics

	ED	FBP	OCP	VOT	CO	AS
Mean	3.233333	7.516770	4.730515	66.49990	20.61778	2.819579
Median	3.400000	5.500000	0.000000	69.03000	16.59000	1.250000
Maximum	6.500000	49.27000	28.46772	317.1900	83.54000	15.32000
Minimum	-0.500000	-18.83000	-10.79000	0.000000	-1.630000	-2.460000
Std. Dev.	2.020844	18.84587	12.30887	79.59594	21.58193	4.285403
Skewness	-0.456966	0.594490	0.919784	2.108753	1.712115	1.699158
Kurtosis	2.532791	2.837612	2.524959	7.709785	5.851181	5.876082
Jarque-Bera	0.658473	0.900026	2.256046	24.98089	12.40911	12.38775
Probability	0.719473	0.637620	0.323673	0.000004	0.002020	0.002042
Sum	48.50000	112.7516	70.95772	997.4985	309.2667	42.29368
Sum Sq. Dev.	57.17333	4972.338	2121.117	88697.20	6520.914	257.1055
Observations	15	15	15	15	15	15

Source: EViews 12 – Author's calculation

From the descriptive statistics, it can be concluded that economic growth was the lowest, that is, it had a negative value of -0.5%. It can also be noted that the industry for vehicles and other transport equipment records the highest inflow of FDI, and the industry for the production of food products, beverages and tobacco records the highest negative amount in relation to other industries.

4.4. A MULTIPLE LINEAR REGRESSION MODEL

Table 2 shows the results of the multiple linear regression which was made using the Data analisys tool in Excel. The linear regression model was not applied after testing the data using the Augmented Dickey Fuller test.

Table 2: Application of multiple linear regression model

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*
Intercept	-0,018712106	0,804522513	-0,023258648	0,982093084	-1,921105551	1,883681339
FPB	-0,030505764	0,027914571	-1,092825802	0,310646759	-0,096513237	0,035501709
OCP	0,005345874	0,082618241	0,064705736	0,950217387	-0,190015223	0,200706971
VOT	0,006363353	0,009117975	0,697890948	0,50775742	-0,015197233	0,027923938
C	0,013273288	0,027791099	0,477609302	0,647481418	-0,05244222	0,078988795
AS	-0,122911824	0,082737216	-1,485568771	0,180977019	-0,318554251	0,072730603

Source: EViews 12 – Author's calculation

- Multiple R = 0.663
- Adjusted R Square = 0.039

Based on the results of the regression model, it can be concluded that the relationship between the dependent variable and the independent variables is relatively stable, and only 3% of the variability of economic growth is explained by FDI in the five industries in RNM that record the highest FDI inflow. It can also be stated that only three of the observed industrial sectors have a positive correlation with the economic growth of RNM, namely the Oil, chemicals, pharmaceuticals, tyres and plastic products industrial sector, the Vehicles and other transport equipment industrial sector and the Construction industrial sector, the rest industrial sectors have an inverse correlation with the economic growth of RNM. From the calculation, it can be concluded that

dependent variables do not have a significant impact on the economic growth of RNM, that is, the economic growth of RNM is not determined by FDI.

4.5. DISCUSSION

A large number of researchers in the field of macroeconomics indicate the importance of FDI for economic growth and development, especially for developing countries such as RNM. Also, FDI as a current category is still the subject of research, so in the USA and in Western European countries many studies of this type can be found (Susilo, 2018, p.12), although different models can be identified in them, however the results indicate that developed countries have the primacy in attracting FDI primarily due to the high degree of development of the market economy, the rule of law, stability and predictability, which is lagging behind in developing countries. In the domain of the effect of FDI on economic development, inconsistency can be ascertained, namely some authors claim that there is a positive correlation between FDI and economic growth in the United States (Borensztein, De Gregorio, and Lee 1998), and some authors claim that there is no positive correlation.

For the Republic of North Macedonia, this research is very important and fully justified because it gives a clear picture of the effect of FDI and economic growth. Namely, FDI in the five industrial sectors that record the highest inflows of FDI do not have a significant impact on the economic growth of the country, so some of the industrial sectors also have a negative impact on economic growth.

The industrial sector vehicles and transport equipment is a sector that has the highest positive impact on economic growth compared to the other five, so if FDI in this sector increases by one unit then, according to the regression, it would cause economic growth of 0.03%, and if FDI in the accommodation and service sector increases by one unit, then it would have a negative effect on economic growth of 0.12%

5. CONCLUSION AND RECOMMENDATIONS

Based on the research, it can be concluded that FDI in the five industrial sectors that have the highest inflow of FDI do not have a significant impact on the economic growth of RNM, therefore hypotheses: 1.2, 1.3 and 1.4 are accepted, and hypotheses: 1.1 and 1.5 are rejected, consequently the general hypothesis for this research is rejected.

Although economic growth is not directly determined by FDI, according to research, it has a significant impact on improving the country's export performance and reducing unemployment, consequently, the absence of these variables in this research contributes to the rejection of the general hypothesis.

According to the results of the regression, it can be concluded that government policies should be aimed at attracting FDI from the sector of vehicles and other transport equipment and the sector of oil, chemicals, pharmaceuticals, tyres and plastic products, and most of the funds planned for support of FDI to be directed towards the development and support of the domestic economy and other factors that contribute to economic growth.

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The Socialist Party of Albania and its rising Populist statecraft. A critique from e normative perspective

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Abstract: The rise of socialist parties and populism is a complex and multifaceted phenomenon observed in many countries worldwide in recent years. While the two movements share some similarities, they also have significant differences. Socialist parties typically advocate for a more egalitarian society, where the government plays a more prominent role in ensuring wealth and resources are distributed fairly. This stance can include policies such as progressive taxation, universal healthcare, and publicly funded education. Socialists generally believe that capitalism is inherently exploitative and that government intervention is necessary to prevent the wealthy elite from accumulating too much power and wealth at the expense of the rest of society.

Populist movements, on the other hand, are often characterized by their opposition to established political and economic elites and their focus on appealing to the interests and concerns of ordinary people. Populists often claim to represent the society's "silent majority" or "forgotten" segments. They may use rhetoric that demonizes other groups seen as threats to the interests of the *real* citizens. Populists may also advocate for policies perceived as being in the interest of ordinary people, such as protectionist trade policies, tighter immigration controls, or increased social welfare spending.

In recent years, Albania has seen the rise of the Socialist Party (PS) and its populist gist. SP leader Edi Rama has served as Prime Minister since 2013. The SP has positioned itself as a center-left party that advocates for social welfare policies, increased public investment, and equal distribution of wealth. It has also focused on combating corruption and improving Albania's image on the international stage. However, Rama's political style is ultimately superficial, and he failed to address underlying problems in Albania's political and economic systems. Albania remains one of the poorest countries in Europe, with high unemployment, corruption, and inequality levels. In addition, Rama's populist goal was to gain support while failing to follow through on his promises. For example, his government has been criticized for not tackling corruption and organized crime and failing to make significant progress in education, healthcare, and social welfare. While Edi Rama's populist political style has successfully won the support of many Albanians, there are concerns that it may not be enough to address the country's long-term problems. Achieving lasting progress will likely require more sustained and substantive reforms in Albania's political and economic systems. Addressing these issues will be at the heart of this article.

Keywords: Albania, Socialist Party, Populism, Normative theories

Socialist Party's role in promoting the Left's principles after the change of the system

This section presents a synthetic analysis of the Albanian Left and the Socialist Party, respectively, as the most prominent representative of this spectrum. The analysis will focus on phenomena such as social equality or the state's role as two of the most characteristic elements of the Left. We emphasize that this is not a research paper with a historical character but an analysis classified in the realm of case studies within a normative political theory characterized by a profound idiosyncratic nature based on the political phenomenology of the Albanian Left during the transition years.

At the beginning of the 90s, the communist system in Albania, like in other countries in Eastern Europe, collapsed. What was inherited from the absolute dominance of the Communist Party formally collapsed as well? After the installation of pluralism, the political culture of the Albanians - since the coming to power of the Communist Party, which had built an absolute position of totalitarian control - the possibility of conceiving a new political culture and democratic political culture arose. In the first years, politics in Albania took on a strange configuration, a kind of crooked geometry, opposing everything on the Left and nothing on the Right. The latter, intoxicated by the success of the victory, became dominant in the political sphere and again undermined the fundamental principle of democracy, pluralism. (Çullhaj, 2017)

After the system changed, the Communist Party needed to redefine itself and be free from the historical burden of real socialism. However, not all the communists of that time identified with the Enverist-Stalinist direction of the nomenclature. As a result, the neo-communists or the new socialists identified much more naturally with the 'new' leader, Fatos Nano. They now lived in a pluralistic political system and had earned the right to continue, committing to fostering prosperity and democracy's quality. But now, under a different label, that of the Socialist Party. This perspective stands because a metamorphosis had happened within their life world. They felt 'something else', even concerning themselves. The Left's first government, under the leadership of the Socialist Party, extended from 1997 to 2005, lost the possibility of winning the Socialist

entitlement as the promoter of values such as equality and solidarity. However, the socialist etiquette in Albania within those years was unfortunately synonymous with irresponsibility and corruption, so much so that the opposition had the motto, governance with clean hands, as its battle horse in the 2005 elections.

So, in 1997 the euphemism of the liberal left was born. This classification is necessary because, as Bobbio says, one needs a measure to compare and determine the difference between the Left and the Right. After the infamous year of 1997, the benchmark political value was simple, extremism, which at the time leaned to the Right. In the 2005 elections, even if the Left came out with a ruined political balance, mainly due to rampant corruption at high levels of government, today, there are still socialist partisans that consider the former leader Fatos Nano as a socialist liberal. For those who understand a little about statecraft, it sounds like an oxymoron, like 'fried snowballs.' Albanian socialists are much more anti-statists, even though this definition sounds paradoxical. They have never governed to fulfill even one condition that fits within the framework of left-liberalism.

For most of these three decades, the Left was defined by the Socialist Party and several of its satellite parties, which, despite their mutual antipathies, accepted a common tradition dating back to the communist past. In the years of the Left's rule, critical voices within it publicly articulated that pursuing progressive policies with pure public interest was rare. Let alone concern for equal opportunities, added attention to the people who have less, being on the side of the worker and against capital to expand the state's role and reduce the market's role. These are characteristics that unify the Left and generally have a universal character. (https://tvklan.al)

The antipathies deepened to such an extent that in the middle of 2004, they encouraged Iliri Meta (former President of the Republic) to form a new party within the spectrum of the Left, namely, the Socialist Movement Party for Integration. With a political program belonging to the Left, the SMP governed in a coalition with the Democratic Party and the Socialist Party. However, even this party failed to follow and materialize the principles of the Left because, under the fever of triumphalism and preserving office power, it fell prey to abuses, suffering a substantial collapse in the last elections of April 25, 2021, compared to the results previous.

In 2011, its founder Ilir Meta was involved in a video scandal. Under the function of the Deputy Prime Minister, Meta appeared together with Dritan Prifti, former Minister of Energy. According to the latter on the whistleblower role, the conversation between them was about corrupt affairs. In the conversation came out the figures of seven percent, or 700 thousand euros. As far as it is understood, this amount was promised to the two interlocutors as a reward in exchange for granting the concession for a hydropower plant, a person named Gimi. After the video was released, Meta denied the allegations and called the video a montage. In the tense political climate, the video immediately sparked outrage, culminating on January 21 on the boulevard in front of the Prime Minister's Office, when opposition demonstrators, at that time the SP, attacked the Prime Minister's edifice. Soldiers of the Republic Guard killed four protesters. Ilir Meta survived this political and legal storm following his strategic retreat. Then the prosecutor asked for two years in prison, but he was declared innocent by the Supreme Court on the charge of active corruption. This decision divided public opinion in Albania.

Accordingly, in an interview for Deutsche Velle, the director of the daily "Tema", political analyst Mero Baze, thought that the decision of the Criminal College was unfortunately expected and, according to him, not because of the trust that public opinion has in justice, but because of the distrust that the public has for justice. "Honestly, what was unexpected from the Supreme Court's decision is the government's celebration of this new miscarriage of justice," he said. Meanwhile, the former director of the daily "Mapo", the political analyst Henri Çili, evaluated the decision of the Criminal College of the High Court in Tirana to acquit the former deputy prime minister and foreign minister Ilir Meta differently. According to Çili, the judicial process, based on video surveillance of the conversation between Meta and former Minister of Energy Dritan Prifti, had a political nature. It was a political event; it needed some other preconditions to turn into a legal circumstance. However, apart from these events within the spectrum of the Left, SP's political positioning concerning SMI after the general elections of 2013 was highly surprising. (https://www.dw.com)

After a zenith in the DP and the Right spectrum's first mandate and a nadir in the second, the Left proposed itself as the only Albanias' "liberator". Convinced of fulfilling the Electoral promises with a deep character of the Left values, inspired to a high degree by the ideas of the 'third way' (Giddens, 1998), the Albanians gave a convincing victory to the Socialist Party. Edi Rama invited Ilir Meta to the coalition, thus winning the 2013 parliamentary elections.

The Left did not recognize any *zenit* in its first mandate. After all, from the day Edi Rama signed the coalition with Ilir Meta in April 2013, events such as Gërdeci or January 21 were politically amnestied because today's partner was yesterday's accused. Socialists disagree with this agreement, albeit the SP and SMI marked it as a natural union of the Left's family. It was just a mathematical calculation conditioned by the electoral rules of the 2013 elections. In the subsequent elections of 2017, Rama blamed the failure to fulfill electoral promises - rightly, wrongly - on the "internal enemy" of the government, the LSI. After a mandate spent in coalition with Rama as prime minister, the LSI, according to him, had been a burden for the SP government.

Rama took the second mandate alone, as he requested, without 'anyone in the lap of power', but his government did not recognize moments of zenith this time. Eight years later, with a very controversial government balance sheet and unable to raise an alibi for the existence of 'internal or external enemies' that prevented him from governing, he prepared the electoral campaign for the third mandate, which he won alone with 76 seats in the Parliament.

A serious phenomenon appeared during the election process of April 25, 2021, which had to do with the 'system of patronage.' This phenomenon is worth analyzing because it has important implications regarding the SP and Rama's perception of the State, Democracy, and the Left; briefly about this electoral practice, which has existed in previous elections, but this time it took on exclusive proportions as never before in these thirty years of democracy.

According to the portal www.apsi.al, a data system was made available in the electoral offices of the SP, which raised substantial doubts about using the state data bank registered at the portal of electronic services for citizens and businesses named e-Albania. These data are set in the function of the party in power. Lapsi managed to secure this data bank, which included confidential information of 910,000 Tirana voters from the age of 19 to the age of 99. The document contained the personal data of each citizen, such as telephone numbers, identity card numbers, voting center numbers, workplace for most of the registered, and a description of political affiliation for each citizen of Tirana. This bank is practically the fruit of a monitoring work of citizens based on the data that citizens have entrusted to the state. In the document provided by Lapsi.al, which was approximately 234 Mb, the political affiliation of each was briefly described with Yes or No in a special column by the people who are part of the 'patronage' scheme.

According to Lapsi, the 'Patronage' are the members of the SP. They, through contacts, phone calls, or mutual acquaintances, create a rough idea of the political beliefs of each of the citizens. In past elections, the patronage system occurred, but the variation in the last election is that potential voters' data were voluntarily collected. In contrast, the data bank used by the Socialist Party contains very personal information of citizens, which was misused for the electoral campaign. The question that naturally arises here is, did the SP steal our data, and were they used for campaigning? The full answer comes from the whistleblowers of the scandal, namely Andi Bushati, one of the managers of the Lapsi portal. According to him, from the analysis of the lists with the data of 910 thousand citizens, the theft and misuse of personal data are flagrant, and here is why.

The article dated 13.04.2021 entitled, Patronage, Andi Bushati, among other things, analyzes that in those lists, there is an endless amount of information that only someone with access to state servers can have. However, according to him, the doubt is that since PD and LSI have been successively in power, why haven't they hijacked them? Alternatively, they have been bought. Of course, both of these versions are theoretically possible. However, according to Bushati, there is a problem because Patronage's name appears alongside the pirated data in those lists.

In hundreds of cases that Laspi has verified, he is an official, militant, or socialist activist. Their names are posted in neighborhoods or work centers. The fact that citizens' stolen data has been attached to the head of the local socialist's unit closes the alibi of who is using these lists. According to Bushati, another problem is their accuracy. He emphasizes that the SP propagandists, closely caught, have raised doubts that those documents are useless and that there are many inaccuracies, mentioning well-known public names whose affiliation is known. Still, they appear to be voting for someone else in the papers. "Yes, this is somewhat true. Even I (Andi Bushati) have competed in the names of my family members or relatives, whom I know to vote for the SP and whom the Patronage has included in the column of insecure". However, there is a problem here that needs to be clarified. Engineering theft, the one from above oriented, is accurate. The phone numbers, and the ID numbers, are all correct. So, when the government intervened, it was not wrong. There is some deviation where it is left to the ultimate grassroots militants. Mistakes are observed in the latter, either from ignorance or the vassal's meanness for some small benefit. However, this does not excuse the government, and even less serves as an alibi for the crime of stealing personal data for electoral purposes.

Andi Bushati's analysis of the phenomenon is entirely inherent. Let us imagine that this scandal would have happened in other countries, even those with insufficient political freedom, there would undoubtedly be a social reaction, and law enforcement institutions would face public pressure to bring to justice the persons responsible. In the case of Albania, in public opinion, the event passed without much noise. Also, the representatives of the diplomatic body or international organizations operating in the country were content with general statements about the phenomenon. With this approach, they still permanently prove that the stabilocracy continues to be the principle set through which they are guided in monitoring the Albanian political reality. (Primatarova, and Deimel, 2012; F. Çullhaj 2017)

While the justice system, namely the Prosecutor's Office and the Special Court, in an entirely paradoxical attitude to the event, requested the seizure of the documents of the Lapisi.al portal, classifying the latter not as a whistleblower but as a violator. However, after Lapsi's appeal to the Special Court of Appeal, the last annulled the first-instance decision to seize the servers. Meanwhile, the Strasbourg Court had ordered the Special Court not to implement the seizure decision.

The saga of "patronage" shows the high pollution that characterizes the Albanian land, where we expect the seed of the flower of democracy to grow. It indicates that the Albanian Left, and in this case, the SP, continues to contribute to creating the liberal principles of the State of law and equality between people, the two main pillars of this political ideology, according to Bobbio and Rawls. Through the phenomenon of Patronage, the actions of the SP are far from being more reasonable and in flagrant opposition to the principles of the State of Law, Democracy, and the Left.

Perhaps we lingered longer than was necessary on this event. Still, through its analysis, we thought a series of disturbing phenomena would be conveyed to the reader, which still characterizes Albanian politics and the Left as an integral part of it.

The Socialist Party and its political style

In the following, SP, as a Left government, which should have prioritized mitigating inequality (apart from major forces such as the November 26, 2019 earthquake and the SARS-COVID-19 pandemic), records as a governing balance a deepening of poverty based on international reports. (https://a2news.com) Not to mention the mass emigration of the educated, where according to INSTAT, in the last decade, 53% of those who fled had secondary and higher education. According to the survey data, of those who left, 54% of them had a secondary, vocational, or general education degree or a higher studies degree; nearly 14% of immigrants from 2011-2019 had higher education. From the data, it can be seen that among the persons who immigrated alone and not with their families, 24,749 had a higher education diploma and a doctorate. This number is higher because none of the emigrated family members live in our country. For this reason, INSTAT has not been able to find the exact profile of the economic status, age, and education of the emigrant families in total, which account for 50% of all emigrants who left during the period under analysis (https://www.monitor.al)

On the other hand, seen again from the perspective of a Left government, which should focus on strengthening the state apparatus, the Public Private Partnership remains a disturbing phenomenon for the SP's economic policies. Through PPPs, tens of millions of euros from Albanian taxes go to foreign investors, from tenders for concessions and incinerators to hospital services, which hit an essential part of the budget. (https://www.monitor.al) Let us stop for a moment on the PPP phenomenon that has characterized the politics of the SP in its two governing mandates to convey to the reader a point of view of the Albanian Left compared to the Rawlsian reasonable/more reasonable standard.

The Rawlsian reasonable/more reasonable standard is a benchmark for evaluating the acceptability of political proposals and policies within a liberal democratic society. It is based on the work of the political philosopher John Rawls, who argued that a just society is one in which all members can reasonably accept the principles of justice that govern it.

According to Rawls, a proposal or policy is considered reasonable if it is consistent with the basic principles of justice that all members of society recognize. These principles include equal fundamental rights and liberties for all, fair equality of opportunity, and the difference principle, which states that social and economic inequalities are only justifiable if they benefit the least advantaged members of society.

However, Rawls also recognized reasonable disagreements about what these principles require in specific contexts. As such, he proposed the idea of the more reasonable standard, which requires political proposals

and policies to be consistent with the most reasonable interpretation of the principles of justice available in a given context.

The more reasonable standard is essential for promoting democratic deliberation and decision-making, as it allows for diverse viewpoints and perspectives to be considered in the political process. It requires participants to engage in reasoned argumentation and to be open to changing their views based on new information or arguments.

Overall, the Rawlsian reasonable/more reasonable standard is a valuable framework for evaluating the acceptability of political proposals and policies within a liberal democratic society and for promoting democratic deliberation and decision-making

During the last ten years, the governments in Albania have acted through the application of secret agreements with businesses or, in other words, ' confidential'. According to BIRN (https://www.monitor.al), public authorities in Albania, including central government institutions and independent ones, have decided to keep 236 public procurement contracts secret. Of these 236 'confidential' contracts from 2008 to 2018, in the previous Right wing PD-LSI coalition, there were a total of 20 classified contracts. While during the 2013-2017 period of the Left-wing SP-LSI from 2018 onwards, there were 216 'confidential' contracts. The historical record is held by 2018 with 76 'confidential' contracts. These contracts are agreements concluded regarding liberalization, privatization, and de-regulation in the service sector. It should be clear to everyone that contracts of this type fundamentally interfere in the life of every citizen and bring negative consequences to the state budget, limiting competition between economic operators and bringing additional costs to taxpayers. The lack of public discussion and information on the content of these contracts is not a limitation of democracy but its final annulment, regardless of the motivations that may lie behind them. The secret talks regarding these contracts are in the hands of the government and some investors selected by it as the most 'suitable', who decide how Albania will have to be in the coming decades. Regardless of the content, this practice remains disturbing and equally disturbing because a Left government applies such a practice.

The reason for this secrecy is apparent. According to the Left, the people are 'immature' and can be erratic about the 'necessary' investments that the government determines. As a result, as immature as they are, they can organize violent demonstrations and vote for opposition parties that oppose secret contracts. In short, people can create annoying situations that would damage the good order of the services they enjoy from Public and Private Partnerships. Therefore, it is better to put everyone before the *fait accompli*, saying that the "financial impossibility of the state" requires us to act without wasting time to enjoy better service.

The other element of concern is PPPs. In his definition of the state, Hobbes envisioned it as a monster where each individual surrenders his liberties to live in security and peace. The act was voluntary and necessary to avoid an even greater evil, chaos, and violence against all. Today, Leviathan is no longer the State; the PPPs use the State to secure 'confidential' agreements, which not only expand their interests and profits but strengthen them even more, at the expense of the public interest. The problem is that no one has voluntarily surrendered any part of their freedom to this New Leviathan. The latter is neither predetermined in any governing program nor legitimized by any democratic means. It is imposed. Under these conditions, the decision-making of the SP can be read as anything else but only as more reasonable.

Following the analysis, two questions arise that require a more in-depth answer regarding the shape of the political system that our country has taken under a Left government. Namely, does Albania today meet the conditions to be classified as Post-democracy or Post-politics?

Albania today, Post-democracy or Post-politics?

Sociologist and political scientist Colin Crouch were widely praised for his 2003 book, *Post-democracy*. In this book, he presented the issue of the erosion of democracy by the extremism of financial Liberalism, a period in which few voices were still articulated about this danger. According to Crouch, in today's democracies, even if elections continue to take place and condition governments, the debate about them is a well-controlled spectacle. He was conducted by a group of professionals with experience in techniques and exercising persuasion on a limited number of issues selected by these groups. The mass of citizens plays a passive, receptive, and even apathetic role, simply reacting to the signals it receives. Apart from the spectacle of electoral warfare, politics is decided privately by the interplay between elected governments and elites representing almost exclusively economic interests. This is the model of what Crouch defines as post-democracy.

On the other hand, the Belgian researcher Chantal Mouffe (2018), in her book *On left populism*, prefers to call this political situation post-politics. Under the pretense of modernization imposed by globalization, the parties have accepted the dictates of financial capitalism and the limits imposed by the latter for intervention in state and redistributive policies. Consequently, the role of parliaments and institutions that allow citizens to influence political decision-making has been drastically reduced. Elections no longer offer opportunities to choose real alternatives through traditional parties. The only thing allowed by post-politics is a bipartisan alternation between center-right and center-left parties. Anyone who opposes the center's consensus and the dogma that there is no alternative to financial globalization is called an extremist or does not qualify as a populist.

In reasonable contemplation, these diagnoses are revealed more than ever in today's Albania. Financial interest groups in close cooperation with the political power already control everything in the country. In this period, the awareness of the political rights acquired over the years has been lost. Thanks to a permanent populist narrative orchestrated by the ruling propaganda, it has become possible for people to blame themselves for their socioeconomic conditions often. The result is that we are in a psychosocial state induced and spread by the government's propaganda which only aims to weaken the critical attitude of the citizens. In today's political conditions, it is imperative that this crucial feeling should be awakened through awareness and recognition of what belongs to us. Namely, post-democracy and post-politics tell us about the crisis of using democracy to get power and not for healing Liberalism. If we remember, the basis of Liberalism was and remains constitutional justice and separation of powers. This is because, in society, conflicting interests must be mediated in that specific place, such as Parliament, where the most reasonable one should be conceived.

So, the result is still the same in whichever position one puts the comma. Albania: post-democracy (,) not post-politics. The other alternative, Albania: post-democracy, not (,) post-politics. Albania fulfills both political conditions that the authors define as phenomena of current politics.

However, what is the solution? According to Mouffe, under a Gramscian perspective, "a new hegemony that allows the radicalization of democracy" must be created. Not by moving away from the liberal democratic system but by building a people and combining 'different struggles of resistance' into an 'equivalent relationship of differences'. In short, opposing post-democracy does not mean abandoning liberal principles but their further radicalization. Next, an important phenomenon for the Albanian Left is its approach to the principle of justice, on what basis it was formed, and how it was applied in reality.

CONCLUSION

In this article, we analyzed Rawls's most reasonable standard. We then applied it to the political style of the Albanian Left represented by the Socialist Party and the principles underlying its politics. After the analysis, it turned out that the Albanian Left is classified under the reasonable principle, i.e., *as fiat justicia ne perat mundus*, justice is applied without mediation. But not under the more reasonable Rawlsian principle for us, which is classified as deliberative justice mediated between persons of reasonable, based on the criterion of justice as fairness. Rawls qualifies justice as fairness as binding on us, not because 'it is true of an order of things antecedent and given to us,' but because it is congruent 'with the meaning of our deepest sense of ourselves and our aspirations'. And, in light of our history and traditions, it is 'the most reasonable for us'.

Under the same lens, we learned to answer the questions: Today, Albania is classified as post-democracy or post-politics. These diagnoses are revealed more than ever in today's Albania. In close cooperation with political power, financial interest groups control everything in the country. In this period, the awareness of the political rights acquired over the years has been lost. In today's political conditions, it is imperative that this critical feeling should be awakened through awareness and recognition of what belongs to us. Namely, post-democracy and post-politics tell us about the crisis of using democracy as an instrument to get power and not for healing liberalism. If we remember, the basis of liberal democracy was and remains constitutional justice and the separation of powers. This is because conflicting social interests must be mediated in that specific place, such as Parliament, where the most reasonable one should be conceived. Thus, Albania fulfills both political conditions that the authors define as phenomena of current politics.

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The Changing Role of Empathy in the Complex System of Customer Value

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Abstract: This conceptual study aims to discuss the changing role of empathy in management and marketing literature and practice. At the end of the 20th century, the notion of empathy, borrowed from philosophy, was so popular that it became one of the fundamental concepts of marketing.

However, the rapid development of digitalization in the 21st century has resulted in a decline in its importance. Due to emerging new digital methods used by companies to communicate with their customers, empathy has been integrated into the complex system of customer experience and customer value.

Based on a comprehensive literature review, this study examines the role customer experience plays in creating better customer value. The paper creates the so-called value equation. Analysing the new norms caused by the pandemic crisis the study intends to determine which parts of this value equation were mostly touched by the pandemic. The global inflation which followed the pandemic – on the other hand – has influenced the other side of the value equation.

The analysis of the study concluded that due to the increased sensitivity of people in this pandemic and inflation times, empathy has gained importance again. So, it has become crucial for companies to find the proper balance between "high tech" and "high touch" in their communication and all interactions with both existing and potential customers.

Keywords: empathy, customer experience, customer value, pandemic, inflation

1. INTRODUCTION

At the end of the 20th century, the marketing literature was particularly focused on the use of the concept and practice of empathy borrowed from the discipline of psychology (McBane, 1995, Escales and Stern, 2003). This topic was so popular that empathic marketing became one of the important concepts in marketing at the turn of the century. One notable representative of this concept was M. Töröcsik, who advocated for empathic marketing in her book written at the turn of the millennium (Törőcsik, 1999).

Technological and environmental changes that have taken place over the past two decades have placed our knowledge of empathy in a different context. The aim of this study is to demonstrate how empathy has become integrated into the complex system of customer experience and customer value, and how it has regained importance due to the impact of the crisis caused by the pandemic.

2. THE IMPORTANCE OF EMPATHY IN MARKETING

Everyone agrees on the crucial role that empathy plays in marketing since empathy means the ability to understand and put oneself in the emotional state of another person one is interacting with. The most important participant in marketing is the customer, who comes into contact with various representatives of the selling organization during the customer's decision journey. During these encounters, it is important for the seller to approach the customer with maximum empathy, as otherwise, the company can quickly lose its customers (Ingwer, 2012, Brooks, 2016).

However, human relationships do not have an equal role in every aspect of the economy. The most important area for human-to-human (H2H) relationships is undoubtedly the field of services (Wieseke et al., 2012; Bore, L.L., 2019). In the case of physical products, it is also evident that the long-dominant "goods-dominant logic (G-DL)" is increasingly being replaced by service-dominant logic (S-DL), thus making human relationships even more important (Kotler et al., 2022).

However, not everyone has this empathic ability. Therefore, it is an important HR task to ensure that employees with adequate emotional intelligence (EQ) are placed in these positions to interact with customers (Goleman, 2006).

3. ENVIRONMENTAL CHANGES OF THE 21ST CENTURY

In the first two decades of the 21st century, numerous well-known changes occurred in the world economy that had a significant impact on marketing theory and practice. In a previous study, we identified six megatrends (Rekettye and Rekettye Jr., 2013). Of these, the most significant for the topic of this study is the technical progress known as the fourth industrial revolution, and within that, the rapid advancement and spread of digitalization.

During this period, the toolset of relationships between companies and customers was dominated by new methods resulting from technological development (Grewal et al. 2020, Hoffman, et al., 2022). The spread of the internet, the proliferation of social media, big data analytics, and more enabled innovative digital marketing solutions. The rapid proliferation of smartphones resulted in the expansion of mobile marketing.

This development affects nearly every aspect of marketing: research, information acquisition and utilization, the creation and communication of products and services that provide value to customers, customer relations, delivery methods, etc. It leads to changes in consumer behaviour, transforms decision-making mechanisms, and changes the customers' decision journey.

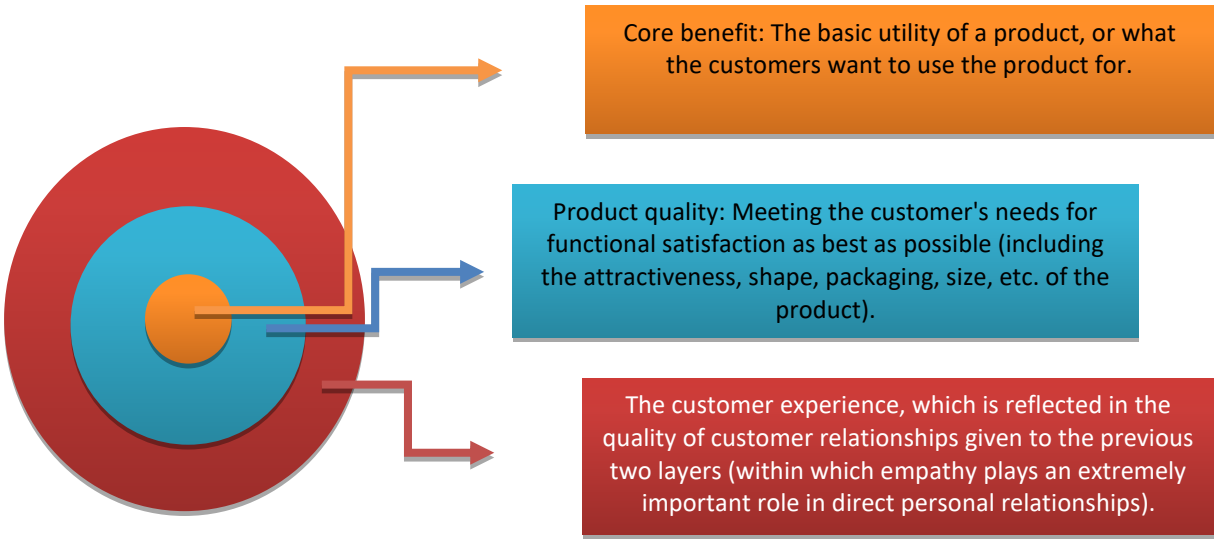
Research by Court et al. (2009) found that in today's digital world, the decision journey is very different from what we experienced in the past. For example, instead of a sequential process, the entire path to purchase can be described as a circular movement, starting with an initial list followed by an active evaluation phase, during which brands can be eliminated and new ones added. Then comes the closure, the purchase, followed by a post-purchase phase during which the consumer experiences the product, evaluates it, and, in a best-case scenario, enters the loyalty loop. Throughout each phase of the decision-making process, there are direct or indirect contacts between the company and the customer, touchpoints. However, typically only a minority of these touchpoints are personal, with the majority being digital, which has reduced the role of empathy.

4. CUSTOMER EXPERIENCE, WHICH HAS INTEGRATED EMPATHY

This means that empathy has been integrated into the extensive system of relationships between the company and customers, which is called customer experience (CX) in the literature, and which has been increasingly influenced by technological advances in recent years (Hoyer et al. 2020). The importance of customer experience is well proved by the survey of nearly 7000 consumers in 8 advanced countries made in 2023 by Marigold, which states that 86 % of the respondents favour brands that provide a consistent customer experience (published by MarketingCharts.com in January 2023). It is a rather complex task for the sellers to provide excellent customer experience (Leachman and Scheibenreif, 2023)

The position of the customer experience is well illustrated by the novel representation of the product value levels shown in Figure 1.

Figure 1. Levels of product value



Source: Rekettye, 2019, p. 81, slightly modified

But what is customer experience? It's not easy to define. According to Adam Richardson, the author of the first part of a series of articles on customer experience in the Harvard Business Review, experts have been struggling for years to define customer experience. Sometimes they talk about it as a digital experience or interaction, citing websites and smartphones, sometimes they refer to retail experiences, sometimes to customer service, and sometimes to how quickly something is resolved on a phone call with customer service. Richardson believes all of this is part of customer experience, but customer experience is more than just a snapshot of the customer and company or product relationship at a given moment. It's the accumulation of feelings in the customer that has been built up throughout their entire history of interacting with the brand or company (Richardson, 2010).

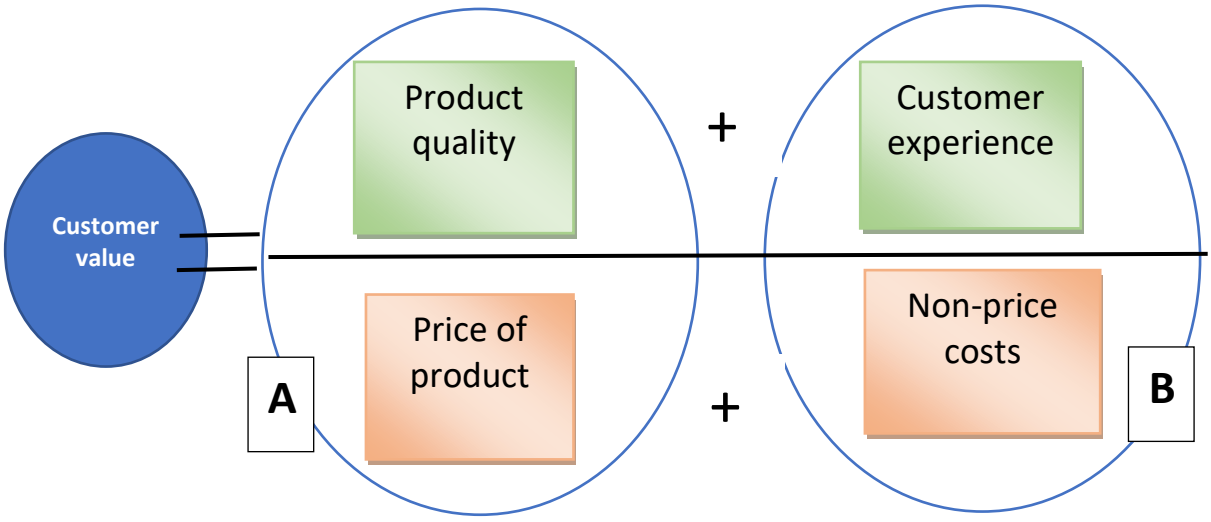
In the company-customer relationship system, there is of course a place for personal relationships as well. As we move from convenience products to shopping products to specialty products, the role of personal relationships and empathy increases. This is even more true in B2B markets, where personal relationships play a decisive role in procurement (supply).

5. THE EQUATION OF CUSTOMER VALUE

There is a wealth of literature on defining customer value, but there is not enough space in this study to present them all. Let's start with the simple principle that customers prefer a product when, in their perception, it is more valuable than the possible competing products. They feel the product is valuable when the benefits provided by the product (which can be functional and emotional or even social) exceed the costs required for the customer to acquire the product. The simple equation for customer value is therefore customer value equals benefits minus costs (CV = B - C). What the customer pays for is not just the price (cash, cards, interest, and costs incurred during use - such as fuel consumption and maintenance for cars), but also non-price items such as time, effort, energy, psychological and physical discomfort spent on searching, gathering information, purchasing, etc.

Starting from Figure 1, we can design the generalized model of customer value (Figure 2).

Figure 2 Generalized model of customer value



Source: Jackson and Fonvielle, 2021, modified.

If we break down the equation into two parts, we can conclude that the A-part of the equation (product quality and price) is more aimed at acquiring new customers, while the B-part (customer experiences and non-price costs) plays a greater role in retaining customers and increasing their loyalty.

6. CHANGES IN CUSTOMER VALUE DURING THE PANDEMIC AND INFLATION YEARS

The question arises as to what impact changes in consumer behaviour due to the pandemic had on customer value (Daniel et al., 2021). Our view is that despite the increase in demand for certain product categories and the decrease in demand for others, the value component labelled A in the equation remained stable. However, the pandemic significantly changed the value component labelled B in the equation.

Consumer expectations, particularly regarding the procurement of products and services, underwent significant changes. There were significant shifts in both the numerator and denominator of the equation. A good example of this is retail. Companies that could not meet the changed requirements and could not reduce the increased energy and psychological stress on customers were left behind in the competition. The isolation caused by the pandemic heightened people's sensitivity. Companies and brands that were authentic and inspired trust in people became popular again. Thus, an empathetic approach to customers once again played a greater role, to the extent that some authors wrote about empathy-driven marketing (see, for example, Pedersen, 2021!).

As we mentioned earlier, inflation has dominated the global economic landscape since the second half of 2021, particularly in 2022. This naturally affected the components of customer value. This time, the value component labelled A in the customer equation was most affected, particularly the price. Less affluent people are forced to constantly monitor price developments, sacrificing comfort for better prices, and often having to choose cheaper, lower-quality, or private-label brands instead of their usual brands. They may even reduce the quantity of goods they purchase or delay their purchases.

7. CONCLUSIONS

In summary, we can conclude that the role of empathy in marketing has increased again during the pandemic. In these turbulent times, companies need to pay close attention to maintaining a balance between "high tech" and "high touch" in their communication and interactions with customers. Following the emergence and business applications of artificial intelligence, further research is needed to determine what Liu-Thomkins and colleagues propose in their article (Liu-Thomkins, 2022): how empathic AI can be, and whether we can even talk about artificial empathy.

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Taxes Promote or Hind Investment (Albanian Case)

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Abstract: The debate regarding the amount of taxes that taxpayers must pay to the state is becoming more and more important in recent years. This obligation to the state must be paid not only by individuals, families, but also by all businesses that exercise economic activity in the territory. .

Taxes are the main source of GDP (gross domestic product) and those that are most affected by taxes are investments.

The growth of investments is the main objective for the economic development of a country. But how does the taxation system affect the promotion or inhibition of investments.

To see how taxes affect the promotion or inhibition of investments for a certain period of time, we must take into account both the past - the current situation and the implications in the future. The stability of the fiscal system is a very important factor for new investment flows. This and many other factors help us understand how the business tax system works. Although there are also positive mechanisms for encouraging the creation and operation of businesses, we must introduce changes in the tax system.

In this paper, issues on the historical framework of the taxation system over the years have been studied and analyzed, factors affecting investments and E-TAXATION.

Then the situation is concretized within the Albanian market's study related to the topic. The aim is to underline the way that how the current Albanian tax system effects the raise of domestic and foreign investments.

Key Words: Tax, Taxation, Investments, E-taxation, Tax revenue, VAT, Profit tax.

Introduction

Fiscal policy is generally defined as the policy for the use of government revenue (taxes) and government spending to influence the market (economy).

In the process of formulating the fiscal policy, policy makers determine the objectives they intend to achieve and the instruments with which those objectives become feasible, necessarily adhering to the principles of fiscal management such as: a) transparency regarding the objectives, the implementation of the fiscal policy and publication of public accounts; b) stability of the fiscal policy making process; c) the efficiency of the impact of the fiscal policy on the economy; d) responsibility in the management of public finances; e) efficiency of fiscal policy modeling and implementation; f) justice (impartiality), including between generations. Fiscal policy objectives are related to the increase of general social welfare as the primary goal of a contemporary society. This well-being is ensured only in the conditions of an environment that defines economic, political and social stability. So, when we talk about fiscal policy objectives, we have in mind:

meeting public needs through a sound system of public financing; 2) realization of full employment; 3) increasing the rate of economic growth; 4) maintenance of price stability; 5) the stability of the balance of payments; 6) improvement of working conditions including improvement of the qualification structure of the labor force and technological progress; 7) stimulation of savings; 8) stimulation of investments; 9) increasing the competitiveness of local products and services; 10) increasing the quality of services in education and health.

The realization of these objectives depends on: the government's ability to coordinate them with fiscal instruments to influence the composition and level of aggregate demand; the accuracy of macroeconomic analyzes related to the trends of the main economic and financial indicators; regulation and institutional agreements for the coordination of macroeconomic policies.

Tax policy is a subset of fiscal policy that examines the revenue side of fiscal policy (ie the collection of revenue by a state).

Tax factors that hinder investments

Tax collection has rapidly become the main source of government revenue in most states. There are, of course, exceptions, such as states that impose royalties on the extraction of natural resources. Taxes are used to finance government spending, but often, government spending exceeds the amount of taxes collected. This is particularly prevalent when states attempt to maintain a countercyclical budget (ie in periods of economic downturns, government spending is increased despite a lack of tax revenue in an effort to stimulate the economy). However, the shortfall (deficit) between expenses and income must be settled. Governments therefore borrow money to finance additional spending (usually through the issuance of government bonds). Taxes, borrowing and spending make up the three points of the budget, the triangle of government financing. The balance between tax revenue and borrowing must be strictly monitored. The interest charged on money borrowed by governments must be covered equally by the tax revenue collected, and therefore erodes tax revenue. When borrowing becomes excessive, this can lead to a downward spiral in which tax revenue is completely absorbed by interest charges and the government cannot raise income tax by returning government spending to the distribution of public goods and services in mission impossible. Therefore, governments must maintain a delicate balance of tax revenue and loans to finance its expenses.

Examining only fiscal policy in the absence of other factors, governments tend to have an expansionary or contractionary fiscal policy.

Expansionary policies encourage increased government spending and/or

reduction of tax revenues. The intended impact of one of these choices is

stimulating the economy. Governments in such a cycle generally try to reduce unemployment and increase the productivity of the economy (leaving more income for reinvestment by taxpayers than taken out through taxation). However, the increase in spending, when accompanied by a decrease in tax revenues, will require balancing the budget/funding of

deficit through borrowings.

In contractionary policies, governments cut spending and/or raise taxes. Such actions have the effect of shrinking economic activity. Raising taxes takes away more of productively generated income, leaving less capital for expansion. Similarly, spending cuts can equally lead to cuts in public services (requiring more private investment for such services) and can increase unemployment, shrinking the economy.

The tax system can be called problematic in several aspects:

First of all, its instability brings problems in its recognition and in the refreshing from time to time on the part of investors. The stability of the fiscal policy is one of the most important indicators of the evaluation of the taxation system. A sustainable fiscal policy leads to increased investments and reduced public debt.

Second, the way of setting taxes on businesses, small, medium and large, the favoring of one form and the increase of the fiscal burden of another form of business.. What should be looked at carefully by the fiscal bodies is the categorization in the way clear forms of each business and equal treatment in setting the fiscal burden.

The Albanian tax law through years

What we defined in the paragraphs above was that the tax should be established by law to sanction its existence and to help the process of its administrative implementation. Albania is a country that, due to frequent changes in the political and economic order, does not offer a uniformity like other countries in the world in the tax system, specifically in the tax legislation. In Western countries, we find legal tax elements from the time of the French Revolution and later, while in Albania we see the first traces of tax legislation with the formation of the Albanian state in 1912. Before this year, Albania was subjected to the legislation of its invaders without having the opportunity to hear her voice. After 1912, we have 3 important periods for the tax system that are divided:

- the creation of the Albanian state and the governments after it 1912-1944;

- suspension of the tax system (1945-1990);

- the resumption of the modern tax system (1991- continued).

The creation of the Albanian state was faced, unlike others, with difficulties to change the financial system. Therefore, in this period we see that the legislation remains that of the Ottoman period with very minor changes. We see the first elements of essential legal changes in the period of the kingdom, where the Ottoman law undergoes changes adapting to the new economic and political order.

After the second world war and the creation of the new state, the tax system underwent the biggest change, turning into a violator of the main rights such as the right to property. Tax legislation was designed to destroy private property. The use of the progressive tax against the rich was aimed at their economic destruction by directing the provision of income in the budget not from the private sector but from the state. A legislation that did not find even the minimum similarity in any country of the world.

After the political changes of 1991, the tax legislation undergoes radical changes, thus bringing the modern tax system to Albania as in other countries of the world.

In the current situation, the legal sources for the functioning of the tax system are:

- The Constitution

- Ratified international agreements

- Laws

- Normative acts of the Council of Ministers

- Decisions of the Constitutional Court.

The above listing also respects the hierarchy of implementation of legal resources. The only exception is that the decisions of the Constitutional Court have the same hierarchy as the Laws.

Because of this chaotic situation, several times has been needed the intervention of foreign policy makers for helping the system being kept stable. So, with the support of the program of the International Monetary Fund (IMF), after the gradual orientation towards a market economy in the early 1990s, and the rapid approval of an important part of the economic indicators. Albania focused on maintaining financial stability, poverty reduction and the possibility of non-inflationary sustainable economic growth. Albania also aimed to achieve fiscal consolidation through the reduction of the budget deficit and public debt. As a result, public finances have constantly been at the center of radical reforms both in the expenditure side and in the tax collection system. The philosophy of these reforms was based on the idea of reducing the correct expenses (mainly personnel expenses, reducing subsidies through the privatization of state companies), expanding the tax base, simplifying and implementing a new tax system, promoting the tax incentive through the reduction of tax burden on business, and the reduction of informality and fiscal evasion.

In need for this, lately has been introduced the new system of **E-Taxation**. For the purpose of these conditions and rules, the services through the electronic tax system for taxpayers, which will be referred to as the "**e-tax**" service, are the services and functions that this system enables, which consists in providing the following services , but not limited to:

a) Registration of the taxpayer as a user to have access to the system, hereinafter referred to as "e-user";

b) Registration of the taxpayer for tax liability, referred to below as "e-registration"

c) Declaration, compensation and necessary documents, referred to below as "e-filing".

d) Tax liability payments, referred to below as "e-payment".

All rights to enter and use: e-tax", the taxpayer receives through the change of a personal computer, and after he has confirmed that he accepts and agrees with all the specifications contained in the Terms & Conditions of use system, as well as any of their doubts, made later by the tax administration.

There are many benefits and expected results from this system:

Taxes - Better collection of taxes at the country level, where the main item remains Value Added Tax. Referring to the results achieved in other countries that implement this system, increases of 10-15% have been recorded

in the collection of VAT, compared to the income from VAT, before the application of this system. Increases are also expected in other tax categories (eg Income Tax).

Reducing informality - by improving two main aspects - reporting more cash transactions and reducing hidden cashless transactions, with a better control of the fiscal system, informality in the Albanian economy will be reduced.

Increased efficiency in tax reporting – with more information collected from a taxpayer, the Tax Administration will be able to provide a better service to the taxpayer, such as pre-completion of VAT invoices with data already available of the taxpayer. This will speed up tax reporting and reduce errors in the process.

Improvement of tax control and field verification - using the fiscal system, risk-based tax control and inspection is possible, which will result in the direct identification of abusers, thus avoiding inspections in regular businesses.

Civic engagement - through the verification of the bills they pay, - whether they have been declared or not in the tax system, - the citizens themselves help and become part of the fight against informality and abuse of those who work in the dark. We also plan concrete rewards to motivate citizen involvement in this process.

Digitization of the economy - through improvements in the fiscal software program, the opportunity to increase the digitization of processes at the points of sale, especially for the SME market in the country, is expanded. This will lead to a less bureaucratic economy, with increased ease in the exchange of information between business and government and businesses with each other as well.

How taxes affect investments

If you look at the net Foreign Direct Investments, Albania has a decline from 2009 till now compared with the other countries of the Region. If we compare Albania with Serbia we will see a very big difference on FDI trend during these years. These two examples are clear proof that the effect of tax rates is not the primary influencer in attracting investments. The net FDI indicator shows us that if the tax rates are successfully harmonized with the increase in administration capacities and the strengthening of regulatory capacities and the reduction of corruption, an increasing effect of foreign investment flows into the country will result. This conclusion applies not only to Albania, Kosovo or Macedonia, but to each of the other Balkan countries.

However, the studies and surveys conducted show that it is possible for taxes to have an impact on FDI as well. Income, consumption and labor taxes affect the incentive to increase/decrease jobs. Thus, while labor supply may be inelastic in the short run, meaning that the effect falls on the labor force, if we look at it over the long run, the elasticity of labor supply should be higher. According to this logic, labor taxes and consumption taxes raise wage costs for employers. High wage costs (salaries and taxes) may have the disincentive effect on resident businesses to consider how to replace investment capital with employment, thus reducing their investment funds. On the other hand, an economy with high wage costs can have negative effects on investment funds.

A strong finding from the entire analysis is that not all tax rate changes can have an effect on economic growth, consumption or even foreign investment. Reforms that improve investment incentives, reduce budget support for sectors of the public economy, avoid financial collapses and the deepening of public debt have a clear and visible effect for all citizens regarding the long-term performance of the economy.

We find that, as a general rule, the impact of an increase in labor income tax rates on foreign direct investment flows is significantly negative, while the impact of an increase in consumption taxes is insignificant for investors. From our estimates on the impact of increasing tax rates on capital income and consumption, i.e. the real tax burden (which also controls the flow of labor income and the circulation of goods and services), it follows that high taxes encourage the departure of investments towards countries that have a similar economic environment, but with lower tax rates.

Governments that apply relatively high taxes on capital may encourage more outward investment and attract less inward international investment. Taxes and investments are in fair proportion for the Balkan countries, as they show that the state and the law are gradually getting stronger. This evidence adds further support to the idea that when reforming tax policy, there is good reason for governments to consider the effects of tax policy on their country's attractiveness to investment flows.

CONCLUSION

Although there are positive mechanisms to promote the creation and functioning of businesses, in Albania, changes must still be made in the system on businesses.

The presentation of a fiscal authority which, in order to achieve internal and international challenges, to make the fulfillment of the obligations of taxpayers can be achieved voluntarily by them and the role of the administration should be increased.

The choice of fiscal policy cannot be the same from models used in different countries, but based on specific conditions that characterize the country's economic situation.

Fiscal stability is one of the most important indicators of fiscal policy evaluation. A sustainable fiscal policy leads to an increase in investments and a reduction in public debt. In our case, the complexity of the tax legislation of our country has a negative effect on foreign investments, our tax legislation has not helped much in the growth of investments.

In different periods of time, it is noticed that we have fluctuations in the flow of investments in the country, this is due to taxation.

In order to help businesses in Albania, the Tax Administration has implemented the innovation of the electronic tax service.

The electronic payment system is a very positive factor for taxpayers. This system, by reducing the cost in time, in money, the fatigue of long queues to make payments and tax declarations, etc., promotes the possibility of increasing the number of investments in the country. In conclusion, the tax system in Albania cannot be said in an absolute way, but it does not encourage investors at the right level.

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The contribution of Corporate Social Responsibility to the creation of a safe business environment

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Abstract: In today's business environment, modern businesses, due to ever-increasing competition, experience significant pressures that often lead them to make hasty decisions, resulting in an increase in those cases that contain negative characteristics for the business and bring negative consequences and a significant deviation from their objectives.

The aim of this paper is to highlight the importance of corporate social responsibility in business management and decision making. Corporate Social Responsibility expresses a way of operating businesses according to ethical, social and environmental standards. It is addressed first to the internal environment and then to the external business environment. It operates on the basis of concepts such as the implementation of business responsibility, the development of trust with society and continuous cooperation with the company's internal and external partners.

This paper adopted the qualitative research method and in particular the literature review tool. The aim is to take a holistic approach and analysis of the topic under investigation. Through the exploration of the literature, the researchers wish to present the longitudinal views on CSR and formulate timely new and contemporary ideas. For this purpose, secondary publications on the subject, such as studies, articles, e-books, and texts from websites were selected.

The conclusions of the study are considered particularly important, as any utilization of them will contribute substantially to addressing the management weaknesses of enterprises, help them to face long-lasting problems and difficult situations, focus on any shortcomings in an efficient way, in order to be guided through safe processes to increase their productivity.

Keywords: Corporate Social Responsibility, corporate trust safe, business environment.

Introduction

The current era is characterized by prolonged phenomena of economic crisis and environmental burden, which leads companies to ensure their business development, aiming firstly at their economic well-being and secondly at the satisfaction of shareholders and ensuring the well-being of all stakeholders. Corporate Social Responsibility (CSR) of enterprises is a milestone in the free market economy, meeting both the needs of current generations without the risk of depriving future generations of meeting their needs.
In recent years, many businesses are facing an ever-changing environment accompanied by a constant and increasing competition, bringing about many changes in the economy, technology and culture (Gilmore and Gilson,2007; Fiksel,2015,;O'Brien,et.,al.,2019).
In their efforts to first survive and then grow, firms have to increase their efficiency and by investing in new technologies, research and innovation (Ferruzca - Navarro et al., 2013).
Corporate social responsibility plays an essential role in this direction, as it enables many companies to make decisions and act in different ways allowing them to develop strategies and ways of thinking about specific issues and topics in the light of a different perspective.
The aim of this paper is to highlight the importance of corporate social responsibility in business management and decision making. Corporate Social Responsibility expresses a way of operating businesses according to ethical, social and environmental standards. It is addressed first to the internal environment and then to the external business environment. It operates based on concepts such as the implementation of business responsibility, the development of trust with society and continuous cooperation with internal and external partners of the company (Aspridis, 2015).

Theoretical Approach

The approach and implementation of corporate social responsibility appears as a dynamic technique and as a tool that is oriented towards the teamwork of companies, so that those who take on the part of implementing

corporate social responsibility can develop and evolve operations in accordance with social and environmental standards. Corporate social responsibility expresses the voluntary commitment of enterprises to contribute to economic growth while improving the quality of life of employees and the local community. CSR is a concept that is increasingly associated with the image of business (Roberts et al, 2006; He and Li, 2011) and has emerged as an important consultation issue in the international business world (De los Salmones et al, 2005). It is a contemporary and topical academic field of study and research, due to its constant evolution and the new standards that are incorporated daily in CSR policies (Vachlioti, 2016). CSR expresses a firm's choice, which includes initiatives and activities with significant economic, social, environmental impacts (Du et al, 2007). All these impacts, have become an integral part of business in recent years (Kotler and Lee, 2005), as CSR affects the financial performance of a firm (Ioannou and Serafeim, 2010). The priority of CSR, is to link the company's strategy with sustainable development (Aspridis et al., 2014).

It is largely based on environmental and health and safety legislation at European and global level, highlighting the benefits and negatives of this practice through legislation and going even further by adopting the voluntary basis (Chiveralls et al., 2011).

Regarding voluntary environmental management, CSR, is associated with the adoption by the company of environmental and social actions in order to reduce the negative burden on the environment during its production operation. (Murillo & Lozano, 2006).

Methodology

The research adopted the qualitative method and used the methodological tool of literature review. The qualitative method is considered appropriate for small-scale research, where research hypotheses have not been adequately analysed by the scientific community (Adler et al., 2018).

This method allows and contributes to an in-depth analysis of the process(Bryman, 2008). In trying to understand and explain the specific issue, qualitative research allows us to understand and comprehend in depth and to a satisfactory degree the change over time (Babie,2018).
The methodological tool used in this paper is based on literature research, textual analysis and the study of secondary sources. It is based on a literature review of theoretical and conceptual approaches, textual analysis, empirical work and secondary sources applied to the topic. The methodology of the systematic literature review highlights that the evidence, is extracted through analysis of the data from the studies included in the review (Lueg, 2015).

It is noted that the literature review articles provide important information and different perspectives for a diverse set of researchers and users (Agarwal, 2012).

Furthermore, the literature review also highlights the deepening that has been carried out on the topic under study (Babbie, 2018; Saunders et al, 2014). In the following, suggestions will be made to enhance the application of CSR in the creation of responsible business policies.

Characteristics of CSR

Many authors adopt the view of Carroll, who assesses CSR as a component of four components, which reflect the types of responsibilities and different areas of activity of social relations. According to Carroll (1999), there are four types of responsibilities that can exist simultaneously in business and they are the following:

- economic,
- legal,
- ethical,
- philanthropic.

However, over the years, the first two aspects of responsibility usually predominate, followed by the other two. Each dimension allows for the possibility to be considered in relation to the other stakeholders of the firm, namely shareholders, employees, customers, and the local community (Gkagkaletsiou, 2020). Later, Freeman (1984), added the concept of stakeholders to the analysis for CSR.

A firm's stakeholders are the individuals, groups or organizations that can influence or be influenced by a firm that satisfactorily achieves its objectives. They can be positively influenced, for example, by employees who

gain employment and wages for their survival, but also by consumers who are given the opportunity to buy high quality products.

On the other hand, there is also the negative side of the influence, for example when employees are treated unfairly and unequally, or when consumers buy low-quality products. Stakeholders also have the possibility to influence the firm with their actions, for example when consumers buy one product or cause a trade blockade on another product (Gkagkaletsiou, 2020).

According to Porter & Kramer (2002), the characteristics of CSR in a firm are as follows:

- A company is considered to be implementing CSR when it adopts activities that are in line with the responsible operation of the company,
- CSR includes the responsibility of the enterprise in the activities it adopts to respect the environment,
- the lack of CSR in a company cannot help it to maintain its competitive advantage over time.

With regard to responsible leadership, it is linked to business decisions that take into account the expectations of shareholders in combination with the expectations of stakeholders. The head who exercises responsible leadership monitors and identifies risks in a timely manner and makes decisions on all risks, both short and long term, that may be associated with business activities (Gkagkaletsiou, 2020).

In terms of ethical leadership, it describes that leader who addresses a broader set of stakeholders with the aim of gaining acceptance of the business in a society and consolidating it by maintaining beneficial relationships with stakeholders.

In relation to sustainability, according to the triple bottom line approach (Elkington 1994), it expresses that businesses should be committed to issues of financial, social and environmental concern. Therefore, companies that express their responsibility in these areas, i.e. demonstrate their commitment to CSR, will be more resilient and sustainable in the long run. Therefore, they will be able to show long-term positive results in terms of their operational objectives (Gkagkaletsiou, 2020).

In line with the above, CSR also includes sustainable development, which is described as the set of practices that ensure that needs are met in the present without limiting future generations in meeting their own needs in the future.
Many researchers understand CSR also from the perspective of citizenship. Citizenship describes the extent to which companies fulfil the financial, legal, ethical and additional responsibilities that may be imposed by stakeholders on a company. The above elements have many similarities with Carroll's concept of CSR. Their essential difference is that citizenship emphasises more the active management of these responsibilities than simply recording them in non-financial reports of companies. However, in the majority of cases where companies decide to adopt and implement CSR decisions and practices, both reflections may express the same characteristics (Gkagkaletsiou, 2020).

For a more complete illustration of CSR, the following Figure 1 follows.



(Source: personal creation)

Theory of the Pyramid of Business Responsibilities

According to Carroll (1999), there are four types of responsibilities that can exist simultaneously in companies and need to be taken seriously and they are the following:

- economic,
- legal,
- ethical,
- philanthropic,

but over the years, the first two aspects dominate, followed by the other two aspects (Carroll, 1999). Each dimension can be considered in relation to the different stakeholders of the firm, namely, shareholders, customers, employees and the local community (Carroll, 1999). Specifically, Carroll (2016) conceived the CSR model as a pyramid that includes the above aspects and is depicted as shown in Figure 2, as distinguished below.

Figure 2: Carroll's Pyramid of Corporate Responsibilities



Source : Haski-Leventhal, D., 2018

Observing figure 2 according to Carroll's pyramid, we first distinguish the financial obligations, where the partners and shareholders aim to increase profits from their investments by utilizing the employees they have chosen, who in turn, try to secure their rights, seeking a fairly paid job and finally, the customers, who are interested in the existence of a balance between the quality and the price of the product (Vachlioti, 2016). The response of companies to the needs of customers, through the provision of services and the supply of products of superior quality and reliability, ensures a solid foundation of lasting relationships and trust.

The relationship of the company with suppliers is expressed through actions that contribute to the transfer of knowledge and experience, with the adoption of criteria that constitute responsible business action for the selection of appropriate business relationships. This first component is the basis for the others, which are discussed immediately below, according to Carroll, who considers that the satisfaction of financial obligations is the most important for all companies (Vachlioti, 2016).

The legal obligations of businesses, which are important to follow and businesses to comply with the legislation in question, are then shown and through this practice the image of the business is more easily accepted by the consumer and the local community. Similarly, the society on its part expects the business to be consistent and fulfill its financial duties within the legal obligations as laws and regulations have been established under which businesses are required and expected to comply with them (Carroll, 2016). As a partial fulfilment of the so-called "social contract" between business and civil society, businesses are expected to continue to fulfil their economic missions, always within the framework of the law. Legal

responsibilities are thus depicted as the next layer of the pyramid to highlight their historical path and evolution, and how they co-exist with economic responsibilities (Carroll, 1999).

The moral obligation they assume is highlighted by the just and socially acceptable actions of the firm. No specific legislation is followed for this obligation, but it is usually a kind of "unwritten law" because they reflect the standards for a strong and constantly evolving business (Vachlioti, 2016).

Finally, philanthropic obligations consider the actions of firms related to charitable organisations, assistance to their fellow human beings, donations and support to local institutions, sponsorships in education, contributions to educational institutions, artistic activities and sports clubs (Vachlioti, 2016).

The pyramid of corporate responsibility has been criticized in terms of its interpretation and how it is used as a decision-making tool for business.

A frequent criticism of this theory focuses mainly on how it should be studied. If the stages of the pyramid are considered separately, companies can easily justify the fact that it is important to focus more on the bottom of the pyramid, i.e. the area of financial responsibility. On this basis, they could argue that they pursue CSR even if their activity has the sole objective of maximising the company's profits. According to Carroll, however, this way of assessing the pyramid is a wrong approach. The pyramid should not be examined in stages but as a whole. In particular, firms should make decisions by examining and approaching all stages of the pyramid holistically. However, each stage should have a different weight in decision making depending on its position in the pyramid (Gkagkaletsiou, 2020).

Another criticism of Carroll's pyramid concerns the creation of conflicting outcomes between responsibilities and the overlap that responsibilities may have. Based on this rationale, critical questions are raised such as for example:
(a) does the firm have to make socially or legally correct decisions?, **(b)** if these decisions reduce profits, in which case will it be less consistent in its financial responsibility? , **(c)** In which part of the pyramid might the firm place a decision that may affect more than one responsibility?

One answer to the above questions could be that the weighting criteria for each stage of the pyramid that a firm will decide on in its decision making process is what will highlight the degree to which the firm itself wishes to pursue regarding the implementation of CSR (Carroll, 1999).

There are also several criticisms of the shortcomings and inaccuracies that this pyramid may have. Cultural and environmental responsibility are not separate stages of the pyramid, so it may not be clear enough whether society expects companies to take initiatives on these essential issues. Several authors and researchers argue that there is a need to add additional stages to the CSR pyramid such as the Haski-Leventhal pyramid which has social and environmental responsibility in separate stages, while there is also the opposite view that these issues could be studied as sub-stages in the already existing Carroll's pyramid model (Gagaletsiou,2020).

Later Zadek (2004) came up with a different pyramid for CSR and created five stages which are the following:

of the defense,

- compliance,
- command,
- strategy and
- the political stage.

Each of these stages presents a higher level of CSR and reflects a learning path.

Conclusions

In this paper, a systematic attempt was made to record the stages of CSR, based on the theory of the pyramid of business responsibilities, in order to understand the individual stages that companies implementing CSR must follow. The present study is considered important because it highlights the most important parameters that contribute to the implementation of CSR, as well as the obstacles that can be caused in the effort to implement CSR.

By examining the CSR issues in relation to the objective of this study, which is to highlight the importance of CSR in creating a safe business environment and with the help of the pyramid theory of business

responsibilities discussed in more detail above, it can be seen that, CSR is an important tool for creating a safe business environment because it contributes to the following:

- compliance with environmental legislation,
- reporting on environmental actions,
- reporting on social initiatives,
- reporting on their labour policies,
- improving the level of health and safety of workers.

It is necessary to implement the above policies in order for a company to:

- motivated to implement programmes to protect the environment and the local community,
- the effort to implement such initiatives by businesses will have positive effects on the relationship between businesses and local communities as,
- will undoubtedly contribute to improving the image of the business. This finding can be understood, if one considers how important part for the sustainability of the business is the improvement and consolidation of its reputation (Vachlioti, 2016).
- Establishing a firm's consistently good reputation in the wider society creates a fertile ground for producing more and more competitive products (Darnall et al., 2008).
- At the same time, social acceptance and trusting relationships with customers play a key role in improving business decision making.

At this point it is considered necessary to make proposals for a more complete implementation of CSR. It is therefore necessary to bring businesses into line with market needs and to adopt and introduce new technologies and innovations. Many argue that there may be obstacles and tensions in setting up such environmental and social programmes and actions. However, companies must be oriented and committed to their goal of embedding and continuously implementing CSR holistically throughout the company's supply chain and its relations with the local community.

It is important for companies to realise that further implementation of CSR will bring about:

- positive results in the lives of workers,
- further improving the image of enterprises,
- more environmentally friendly operation of enterprises
- a significant reduction in the cost of running the business,
- further improvement of the quality of the natural environment,
- compliance with the needs of the market,
- further compliance with environmental and social legislation,
- gaining a competitive advantage for the enterprise,
- new innovations that will bring about changes and
- redesign of environmental policies and actions.

The above proposals would be beneficial to be taken seriously also at the level of government policy making, as an initial basis for the redesign of environmental policies aiming at the full implementation of CSR in the whole business world (Vachlioti, 2016).

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Corporate Social Responsibility and Triple Bottom Line In International Business: The Context Of Developing Countries

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Abstract: As public increases its awareness of the global problems faced by the entire population, so does the necessity to introduce key changes in the business practices of companies. For several centuries, business conduct was oriented towards the sole realization of profit, without considering the ecological and social footprint they leave behind. Environmental pollution and questionable business ethics preceded the development of the concept of sustainable and socially responsible business. From a triple bottom line (3BL) perspective, corporate social responsibility (CSR) puts emphasis on social, economic and environmental initiatives. The problem of CSR implementation becomes more emphasized in international business context since more than one approach to business ethics can be applied, depending on the notion of superior ethical norms and business practices. The concept of social responsibility and 3BL becomes even more complex and challenging when considering emerging markets environment due to the lower economic development. The paper gives an overview of studies on CSR and 3BL in international business with special emphasis on developing countries. The value of the paper is reflected in synthesis of key knowledge on CSR in international business, providing discussion regarding the context of developing countries and proposing a mixed business ethics approach to conduct of responsible business in developing countries.

Keywords: corporate social responsibility (CSR), triple bottom line (3BL), business ethics, international business, developing countries.

1. INTRODUCTION

Social responsibility is not a new concept and has been the subject of many discussions for a long time. Unlike for many years, when the only goal companies had was to ensure successful and profitable operations, there has been an increase in concern about the impact companies have on society. The importance of quality and trust is growing as fundamental factors in deciding on the choice of certain companies and their products and services. In the past few decades, the public's concern about the ethics of business operations of organizations on a global level has become more and more frequent. Taught by the immoral examples of business practices from the past, companies are forced to adapt their business strategies to more sustainable and socially responsible goals.

The paper studies the topic of CSR in international business. Since there is no consensus in the academic literature on the definition of CSR, the paper first provides review of definitions and dimension classifications of CSR, linking thus the concept of CSR to 3BL that requires a business conduct that allows for economic, as well as environmental and social progress. The three dimensions of 3BL are often used as referential indicators in CSR studies in academic literature. The aim of the paper is to give insight into CSR studies in international business with emphasis on relativity of business ethics approach to CSR practices and activities in foreign market. The issue of business ethics approach to CSR in international business is even more pronounced when considering the context of developing countries due to their lower level of economic development. The paper provides a review of relevant literature and initiates a discussion on CRM practices in developing countries. Through the discussion following research question are addressed:

- What is responsible and sustainable business ethics approach to CRM practices in host countries that can be characterised as developing economy?
- Which actions in host (developing) countries should be taken in order to derive the maximum benefit of CSR practices conducted by international businesses based in developed countries, and who should be the main actors of these actions?

The paper is divided into six sections. After introductory section, a review of CSR definitions and dimensions is given. Third section outlines academic evidence of benefits of conducting socially responsible business. Fourth section provides a review of studies on CRM in international business with emphasis on business ethics approach, current topics and comparison of CSR practices in developed and developing countries. Fifth section initiates a discussion regarding the CSR practices in developing countries. Concluding section summarizes key theoretical knowledge and recommendations obtained through discussion.

2. LINKING CORPORATE SOCIAL RESPONSIBILITY TO TRIPLE BOTTOM LINE

The originator of the idea of socially responsible business is considered to be Bowen, who published the book "Social Responsibilities of the Businessman" in 1953, in which he promotes ideas significantly ahead of his time (Moura-Leite & Padgett, 2011). He points out that companies are vital centres of power and that their activities affect the lives of the society in different ways. He also claims that the social responsibility of business people refers to their obligation to develop business policies, make decisions or perform activities that are desirable in terms of the effect they have on society (Bowen, 1953). As an early criticism of this approach, Levitt (1958) presents a point of view in which he states that the business of the corporation is not social welfare, but exclusively profit making. Since its inception, the concept of socially responsible business has faced many criticism, mostly due to the wide range of interpretations of its definition.

There is a wide array of definitions of the CSR term in the literature. The definition of socially responsible behaviour ranges from compliance with the law (Mamic, 2005) to philanthropy (Amato & Amato, 2012). Delić (2020) outlines two distinguished approaches in the theory of socially responsible business, namely the classical approach and the socioeconomic approach. The fundamental assumption of the classical approach is the realization of benefits for shareholders, i.e. profit maximization, so this approach is also called the shareholder theory. One of the most prominent advocates of the classical approach is the Nobel laureate Milton Friedman who claimed that socially responsible business is an immoral idea at its core since it violates the rights of business owners. Friedman (1970) was extremely opposed to the idea that companies should direct their profits towards the realization of social goals, explaining that companies cannot act as moral representatives of shareholders. The socioeconomic approach to socially responsible business, i.e. the stakeholder theory, establishes key corporate responsibilities. Responsibility towards the community in which the company operates is only one, but very important, aspect of corporate responsibilities (Freeman & Dmytriyev, 2017). This approach dictates that companies must satisfy the interests of all their stakeholders, primarily shareholders, employees, customers, suppliers and the local community. However, the interests of shareholders should not be prioritised over the interests of other stakeholders. In contrast to the stakeholder theory, the concept of socially responsible business gives priority to one aspect of business compared to others, which is the company's orientation towards society as a whole, i.e. social orientation.

CSR dimensions are under ongoing discussion among researchers. A well-known approach to the concept of CSR was given by Carroll (1979, 1991) in the form of a four-tier pyramid which includes the fulfilment of economic, legal, ethical and philanthropic (discretionary) requirements that society places on companies. The economic responsibilities of a company include behaviour that maximizes share value, maintains strong competitive advantages, and responds to the demands and needs of society by producing goods and services that maximize profit. The legal framework includes various local, national and supranational laws by which companies must abide. The ethical responsibility of the company is reflected in business that takes into account the interests and expectations of the society. Charitable responsibility represents the highest level of CSR, which implies that companies play the role of initiators of philanthropy for the purpose of improving the community's standard of living. In their research, Garriga & Mele (2004) came to the conclusion that most of the CSR theories are based on four pillars: (1) achieving goals that generate long-term profits, (2) acting responsibly when using business power, (3) integrating societal needs and (4) contributing to the welfare of society by doing what is ethically right. Whereas, analysing many proposed definitions of CSR, Dahlsrud (2008) concluded that "the concept includes five dimensions: environmental, social, economic, stakeholders and voluntariness". Moratis (2016) summarizes the CSR to nine dimensions: environment, social, stakeholder, societal obligation, quality of life, ethical conduct, law abiding, human rights and transparency. Vrdoljak Raguž & Hazdovac (2014) state that observing CSR as a business concept in which the company voluntarily tries to harmonize all elements of its business with the needs of society, it is possible to get answers to the questions what does the company produce, how does it produce, what resources does it use, how it buys, how it sells, how it affects the environment, how it hires, how it treats its employees, how it trains them for work, what the working conditions are like, how it invests in the social community and whether it respects human and labour rights.

The Organization of Economic Cooperation and Development (OECD, 2009) defines "a responsible business conduct as a positive contribution to economic, environmental and social progress". According to Bansal (2005) all three dimensions should be implemented in an integrated manner to achieve sustainability. The term 3BL was first introduced by Elkington (1998). Later have Carter & Rogers (2008) extended Elkington's concept as to include economic, environmental and social dimensions. The authors redefined the concept of the triple

balance by explaining that the synergy of social, environmental and economic activities can help organizations to engage in activities that have a positive effect on the environment and society, but also result in economic benefits and a competitive advantage for the company in a long term.

3. BENEFITS OF CONDUCTING SOCIALLY RESPONSIBLE BUSINESS

The impact of CSR on economic performance has gained attention in the literature in the last few decades. The widely accepted paradigm that explains why companies engage in socially responsible activities is defined by stakeholder theory and it reasons CSR as a strategy to maximize long-term return on investment. The stakeholders control the resources of the company and managers in their pursuit of company success have to strategically address the wants of stakeholders. According to this perception, socially responsible firms will prioritize long-term relationships with stakeholders over short-term profit (Choi et al., 2013). CSR initiatives have a positive impact on the company's innovation through their positive impact on the company's cooperation (Mendes et al., 2021). When the company intensifies its CSR activities, more intensified network interactions follow. An underlying reasoning is that socially responsible firms acknowledge the importance of each stakeholder in acquisition of knowledge (Gras-Gil et al., 2016).

Chladek (2019) states that CSR initiatives can be utilized as an effective marketing tool in the company's attempt to position itself in the eyes of consumers, investors and regulators. CSR can improve corporate reputation and help organizations differentiate themselves from their competitors in order to increase sales and market share (Miles & Covin, 2000). Gardberg & Fombrun (2006) point out that investing in social initiatives can be just as important as investing in advertising or research and development. Servaes & Tamayo (2013) study shows that CSR and firm value are related but conditioned by customer awareness. Firms with high customer awareness show positive relationship between CSR and firm value, through the means of advertising expenditures. Firms with low customer awareness show the relation that is either negative or insignificant. On the other hand, the effect of customer awareness is reversed for firms that are faced with poor public image as corporate citizens. It is evident that CSR activities can add value to the firm but only under certain conditions.

Furthermore, CSR initiatives can improve the engagement and satisfaction of those employees who have strong personal beliefs that match those of the organization. A healthy work climate can lead to greater trust in the company, greater employee commitment, less absenteeism and employee turnover, and ultimately greater profitability and productivity (Sims & Keon, 1997).

4. CORPORATE SOCIAL RESPONSIBILITY IN INTERNATIONAL BUSINESS

4.1. Business ethics approach to corporate social responsibility in international business

The problem of business ethics in international business has only gained attention in scientific literature at the end of the 20th century preceded by ethically questionable events on international markets. Exploitation of international differences in the business context, relocation of production and services to countries with lower labour costs, use of child labour and many other issues arose from the operations of multinational companies on international markets. Significant differences in the conduct of multinational organizations in different markets are determined by diverse cultures, legal frameworks and economic standards of certain countries (Salehi et al., 2012). Many ethical issues in international business are rooted in the fact that political systems, legal system, economic development and culture differ substantially between nations. When transcending national borders, multinational companies need to be particularly responsive to these differences.

Hill (2013) outlines four straw men approaches to business ethics in international business that can be characterized as Friedman doctrine, cultural relativism, the righteous moralist and the naïve immoralist. Friedman doctrine is rooted in a belief that the only social responsibility of the company is to maximize profits while abiding the law. Cultural relativism is rooted in a belief that ethics are mere reflection of a culture and that accordingly, companies should adopt ethics of a host country. The righteous moralist approach states that ethical standards of a multinational company's home country are the appropriate ones to follow in foreign countries. This approach is typically associated with internationalization from developed to developing countries. A naïve immoralist approach allows managers of multinational companies to digress from ethical norms in a host country if competing firms from other countries are not following them as well. From international business perspective, it can be argued that what is ethical depends on the ones cultural perspective. By institutionalizing and developing the company's code of conduct, an attempt was made to

establish order on the international market. Despite the fact that some organizations refuse to adhere to these rules, international codes of ethics have ultimately contributed greatly to fairer market competition.

4.2. Current topics on corporate social responsibility in international business studies

Even though both international business and CSR are highly recognized study fields, the problem of CSR in international business still remains rather understudies. Paul & Parra (2021) analysed a sample of 1188 articles published from 2000 to 2018 in the Journal of International Business Studies and results show that only 35 CSR focused articles appeared. The review of Pisani et al. (2017) indicates a little attention being paid to CSR in international business as well. Kolk (2016) examined the inclusion of social responsibility issues in the international business literature over a 50-year period and identified three themes: the green environment; ethics, rights and responsibilities; and poverty and sustainable development. Griffith et al. (2008) identified following emerging themes: multinational company citizenship, ethical issues in international business, public policy issues and environmental issues. Buckley et al. (2017) identified the topic of understanding how multinational companies respond to greater pressures for social responsibility and sustainability in the global operations as a grand challenge. On the other hand, a considerably higher attention is paid to CSR themes in the international marketing literature (Eteokleous et al., 2016), studying the consumer side of the problem.

International markets are highly competitive in nature which calls for the development of cooperation agreements to which CSR practices have become a vital condition (Mendes et al., 2021). Research shows that socially responsible conduct of international business can benefit the company and facilitate internationalization to new markets. Delić (2020) points out that in most cases, the implementation of socially responsible business practices increases the market value of the company and thus capital becomes increasingly available to companies on the international market. Voluntary socially responsible engagements improve the company's reputation, which ultimately enables easier access to new markets. For example, unlike companies that do not implement any CSR initiatives, companies with a good CSR reputation usually face lower level of resistance when expanding to new markets (Lougee & Wallace, 2008).

There is a growing awareness of the corporate social responsibility which calls for greater transparency in reporting. The response of many companies was to be more open in their reports when addressing social and environmental impacts of their activities. Currently, several global standards for CSR reporting exists, such as the Global Reporting Initiative and the UN Global Compact. Other emerging CSR reporting standards are the ISO 14000 standard on environmental management, Account Ability's AA1000 standard (based on John Elkington's 3BL) and Social Accountability International's SA8000 standard. The idea behind global reporting standards is to set universal values that can be applied to all businesses around the globe. Chen & Bouvain (2009) compared CSR reporting practices in selected countries (US, UK, Australia, and Germany) and conclude that Global Compact membership has an effect on CSR reporting only in areas related to the environment and workers, and that country of origin has an effect on the extent on CSR promotion. Authors argue that these country differences are related to idiosyncratic institutional arrangements in each country.

The geographical distribution of CSR in international business studies shows that authors from North America and Europe contributed majority of CSR articles. Somewhat smaller contribution was provided by authors from Asia, but mostly in co-authorships with North American or European authors (Paul & Parra, 2021). In their review, authors found no authors publishing on CSR provided by African, Middle Eastern or South American university affiliations. It can be argued that the topic of CSR in developing countries and emerging markets remains understudied.

4.3. Comparison of corporate social responsibility practices in developed and developing countries

Sharma (2019) conducted "a comparative assessment of CSR practices and trends in developed and developing countries through a study of all manners of existing literature". Similarities between CSR trends in developed and developing countries may be reduced to sentimental approach, support for political and social causes, preferences for CSR in educational and environmental sectors, publicity campaigns, alignment of CSR campaign with company's target consumer group and social media engagement. A summarized overview of CSR differences is presented in Table 1.

Table 1: Differences in CSR practices in developed and developing countries

KEY DIFFERENCE	DEVELOPING COUNTRIES SCENARIO	DEVELOPED COUNTRIES SCENARIO
Government intervention	Under strong influence.	Interference to a minimum.
Distribution of CSR funding	CSR funding directed toward public aid in line with government policy.	CSR campaigns aligned with brand values.
Frequency of CSR activities	Few and irregular.	Wider prevalence and scale.
Rationale behind CSR choices	Philanthropic efforts to rebuild deprived stratums of society.	Apolitical and designed in line with specific business ideals and profit considerations.
Media and public engagement	Mentioned as charity campaigns in media. User engagement and transparency is low.	Primary aim is to build consumer base. User engagement through media is high.
Government consumerism as CSR	Government agencies with the role of large‐scale consumers enable CSR.	CSR exists as powerful marketing tool. CSR campaigns are utilized for building market share.

Source: Sharma (2019)

CSR in developed countries is viewed as an indispensable conduct of business. Faced with intense market competition, companies seek for new, yet trustworthy and sustainable ways to retain existing customers and attract new ones.

According to Sharma (2019), CSR in developed countries is mainly focused on environmental issues and improving standards of life and healthcare. On the other hand, CSR programs in developing countries exist with the aid of established international organizations. The CSR activities take several interchangeable forms in developing countries and are mostly aimed towards resolving local socioeconomic issues. The CSR campaigns in developing countries com in the form of charitable actions such as giveaways, rallies and drives, financial aid and employee volunteer hours.

According to Possenti (2012), obstacles to achieve full effect of CSR campaigns in developing countries can be attributed to time and resource costs or lack of established institutions to assist in the implementation of CSR activities.

5. DISCUSSION ON CORPORATE SOCIAL RESPONSIBILITY IN DEVELOPING COUNTRIES

Following Friedman doctrine, companies' only responsibility is to maximize profit while conducting business within rules of law (Friedman, 1970). Even though Friedman is not speaking of business ethics, but social responsibility of a company, the doctrine itself raises same questions when considering conducting business in international markets, especially emerging markets that differ substantially in law requirements, human rights protection, consumer rights protection, environmental standards etc. compared to developed and established home markets. Campbell (2006) argues that enterprises are more inclined to conduct a business in a socially responsible way when faced with strong state regulation, industrial self-regulation, non-governmental organizations (NGOs) and a normative institutional environment that encourages corporate social responsibility. Since norms and regulations in developing countries are not as stern as the ones in already developed countries, businesses internationalizing their production and operations to low- and middle-income countries are tempted to resort to cultural relativism and act as naïve immoralists. The dilemma that arise when considering CSR in developing countries and emerging markets is twofold.

First issue regards the business ethics approach that international businesses implement when expanding operations abroad. Referring to the classification provided by Hill (2013), the most ethical conduct would be to follow the righteous moralist approach. If CSR is a way of achieving sustainable development, its practices should be integrated through the entire global supply chain and not only in developed countries. However, applying to same standards and practices in the foreign (developing) country as in the home (developed) country might nullify the reason for investing and expanding in the foreign country thus depriving the local population of benefits associated with foreign trade and investment. On the other hand, a cultural relativism

approach could offer a country benchmark as to overcome righteous moralist approach shortcomings. Adhering to cultural relativism, businesses act ethically simply by abiding local laws, business practices and cultural norms, even when those differ substantially from the ones defined in home country. The major criticism of cultural relativism is that it perpetuates the corruption and bribery practices in low- and middle-income countries. Companies should not use cultural relativism as an argument for justifying behaviour that is based on dubious ethical grounds, even if the business conduct is within law and routinely accepted as a business practice in the host country. Meaning, a more ruminated and nuanced approach is needed, which leads to second issue of CSR in developing countries dilemma.

Second issue questions the actions of host (developing) countries that should be taken in order to derive the maximum benefit of CSR practices conducted by international businesses from developed countries, as well as who the main actors of these actions should be. The goal should be to remain (and improve with time) the level of foreign investment because of comparatively lower labour costs while achieving higher employment of domestic production capacities, higher preservation of its natural resources and non-renewables and higher legal protection of labour and consumer rights as a way toward the paramount goal of higher living standard for its citizens. Ward et al. (2007) propose the public sector actors as the bearers of directing and guiding CSR actions in low- and middle-income countries. Every business has it impacts on environment and society, both positive and negative. In developed countries, CSR actions and practices are vastly market-driven and market-oriented. The idea behind government interference in CSR practices in developing countries is to maximize favourable effects and minimize undesirable effect, and not rely on market forces to deliver desired results. Governments in low- and middle-income countries should take initiatives to ensure that CSR practices with impact in their countries are tailored to national economic and social interests. Practices framed in developed countries and transferred to businesses based in developing countries through international trade, investment and development assistance might deliver ineffective results and less than satisfactory benefits.

Ward et al. (2007) justify government involvement in CSR activities in developing countries with justification in the form of defensive and proactive arguments. The underlying argument behind defensive justification is a want to minimize possible adverse effects of CSR on local communities, environments and markets. For example, codes of conduct implemented through supply chain requirements and enforced through audits can provide positive opportunities for producers and suppliers based in developing countries, but they can also act as a barrier to market access if local businesses fail to abide them. Furthermore, the experience of global supply chains is that costs and benefits are often not equitably distributed along the chain, with costs being borne by the producers and the benefits are enjoyed by the retailer (Bass et al., 2002). Here is where approach of cultural relativism can be applied, but in a form of economic development relativism acting as a vessel of economic development while allowing for positive discrimination. The underlying argument behind proactive justification is a want to maximize the host market public benefits of CSR practices in economic, social and environmental segments. For example, in those countries whose export sectors are closely associated with social, health or environmental consumer concerns such as agriculture and textile, governments can facilitate market access for their producers by providing training, institutional framework and reducing (or subsidizing) cost of certification needed in those industries. Furthermore, governments should work to align business activities of foreign companies and public policy to achieve societal goals and promote and support socially desirable business practices by domestic enterprises as well.

Circling back to business ethic approach in international business and its effect on CSR practices, it can be argued that when considering internationalisation to developing countries a modified Friedman doctrine might be applied, combined with cultural relativism approach in order to allow for benefits of doing business in developing countries. The results of Flammer (2015) study provide academic support for this argument as the study discovers that CSR activities increase shareholder value and value gains are stronger in socially-conscious industries. Furthermore, results show that CSR programs improve operating performance. Complying with basic postulates of Friedman doctrine, companies can maximize their profit by engaging in CSR activities. Since the study was conducted on a sample of U.S. based companies, the results should be taken with caution when interpreted in the context of developing countries. Likewise, initial financial benefits of CSR activities tend to decrease over time.

However, a guidance and regulation of CSR practices and activities provided by national and local government should be in effect as to achieve desirable outcome. NGOs can and should find their role in aligning CSR activities with societal needs. Joining NGOs to CSR statement given by companies can add authority and trust (Lee, 2018) and thus can be used as a powerful tool. A third bearer of CSR profiling in developing countries, aside from government and NGOs, are consumers themselves. What is a common practice in developed

countries is yet to be established in developing economies. However, one should keep in mind that customers can act as a true market force only when given assembly of choice and purchasing power to make that choice. Until that milestone is achieved it is up to government and NGOs to steer CSR activities in developing countries.

6. CONCLUSION

In the past few decades, the public's concern about the ethics of business operations of organizations on a global level has become more and more prominent. Taught by the immoral examples of business practices from the past, companies are forced to adapt their business strategies to more sustainable and socially responsible goals. Two distinguished approaches in the theory of socially responsible business can be outlined, namely the classical approach (the shareholder theory) and the socioeconomic approach (the stakeholder theory). The widely accepted paradigm that explains why companies engage in socially responsible activities is defined by stakeholder theory and it reasons CSR as a strategy to maximize long-term return on investment. There is a large number of definitions of the CSR term in the literature. The definition of socially responsible behaviour ranges from compliance with the law to philanthropy. Many academic studies use the three dimensions of 3BL paradigm as referential indicators in CSR studies: economic, environmental and social progress. Handful of studies show that considerable economic benefits can be obtained through CRM activities. However, the problem of CSR in international business still remains rather understudied topic in academic literature.

Many ethical issues in international business are rooted in the fact that political systems, legal systems, economic development and culture differ substantially between nations. When transcending national borders, multinational companies need to be particularly responsive to these differences. According to Sharma (2019), CSR in developed countries is mainly related to environmental issues and improving standards of life and healthcare. On the other hand, CSR programs in developing countries can be characterized by their need to take the aid of established international organizations.

The problem of business ethics in international business has only gained attention in scientific literature at the end of the twentieth century preceded by ethically questionable events on international markets. The issue of business ethics approach to CSR in international business is even more pronounced when considering the context of developing countries due to their lower level of economic development. Hill (2013) outlines four straw men approaches to business ethics in international business that can be characterized as Friedman doctrine, cultural relativism, the righteous moralist and the naïve immoralist. Campbell (2006) argues that enterprises are more inclined to conduct a business in a socially responsible way when faced with strong state regulation, industrial self-regulation, non-governmental organizations (NGOs) and a normative institutional environment that encourages corporate social responsibility Since norms and regulations in developing countries are not as stern as the ones in already developed countries, businesses internationalizing their production and operations to low- and middle-income countries are tempted to resort to cultural relativism and act as naïve immoralists. Based on the literature review, two research questions were defined and addressed through discussion on CSR in developing countries. First issue regards the business ethics approach that international businesses implement when expanding operations abroad. Second issue questions the actions of host (developing) countries that should be taken in order to derive the maximum benefit of CSR practices conducted by international businesses from developed countries, as well as who the main actors of these actions should be.

It can be argued that when considering internationalisation to developing countries a modified Friedman doctrine might be applied, combined with cultural relativism approach in order to allow for benefits of doing business in developing countries. However, a guidance and regulation of CSR practices and activities provided by national and local government should be in effect as to achieve desirable outcome. Public policy actors should set national development (economic and sustainable) strategies to provide clear signals to foreign investors. NGOs can and should find their role in aligning CSR activities with societal needs. A third bearer of CSR profiling in developing countries are consumers themselves. However, one should keep in mind that customers can act as a true market force only when given assembly of choice and purchasing power to make that choice.

The present paper is based on review of relevant research and review articles on topics related to CSR. The paper does not cite empirical data which can be considered its limitation. The value of the paper is reflected in the synthesis of key knowledge on CSR in international business, providing discussion regarding the context of developing countries and proposing a mixed business ethics approach to conduct of responsible business in

developing countries. Recommendation for future research is to assess and compare CSR activities of international businesses in home (developed) and host (developing) countries as to judge business ethics approach in international business.

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The impact of COVID-19 on trends in funded pension funds

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Abstract: Insurance in funded pension programs is a part of the non-banking financial sector. Practically, in many countries, in which the achievement of a balanced pension system in a dynamic environment is achieved through a sustainable pension policy based on an overall long-term strategy, an important place is devoted to funded pension schemes. The development of the latter is related to the business dynamics, labor and financial markets trends, which, since the beginning of 2020, have been strongly affected by the COVID-19 pandemic, led to low interest rates , an increase in unemployment, a contraction of production, and therefore to a decrease for a certain period of time (in the best scenario) of the number of "actively" insured persons, to the strengthening of the volatility of the financial markets with the outline of a clear negative return's tendency. It is obvious that Covid-19 crisis adds pressure to private and public pension systems. Hence it appears a rhetorical question regarding the need for funded insurance as one of the prerequisites for the adequacy and sustainability of the whole pension system.

In this regard, the article examines commonly accepted statistical indicators for the economic, social and financial significance of the funded pension programs during the years of the so-called pandemic COVID-19 by tracking changes in them. This analysis can be an important argument in support of the development of the pension market for the insurance model and the economy of a particular country.

Key words: funded pension scheme, PAYG system, population coverage, pension insurance market, social security contributions, penetration rate, replacement rate.

Introduction

The study of the pension markets dynamics covers a system of generally accepted indicators for which statistical data are published. Some of these indicators are considered in this article.

The change in **the volume of private pension assets** in the OECD (Organization for Economic Development and Cooperation) countries for the period 2019-2020 outlines an increase of 11%, with an absolute amount of more than USD 56 trillion (OECD,Pension Markets in Focus, 2022). Pension funds are the main means of financing private pension plans and constitute more than 90% of total assets in a number of countries such as Israel, Australia, Finland, Iceland, Mexico and Portugal[1]. The statistics indicate that the nominal growth of pension assets for a total of 77 countries for which the OECD provides data is positive for both the period 2010-2020 and for the period 2019-2020, although it is lower for the second period. In the period 2019-2020 there are countries with a negative trend - Peru, Chile, Australia and Jamaica. The factors for the increase in assets can be of different nature: political and regulatory - government decisions to increase income due to the economic consequences of the pandemic, and therefore the income on which the insurance contributions to the mandatory funds are charged, the introduction of mandatory participation, other regulatory changes; economic - changes in tax, unemployment, financial markets etc. Each factor has a differentiated impact in each country.

The ratio of private pension assets to the size of a country's economy, measured by gross domestic product (GDP), or as it is also called the **penetration rate**, indicates the importance of pension funds for the economic development and serves to assess the recovery of pension assets after crisis periods. It outlines the possibilities for providing pensions for the participants in these funds, the population coverage, the maturity of the insurance market in a given country and the importance of pension funds in financial intermediation.

A large range of variation in this proportion is observed both in countries members of the OECD and in countries that are outside this organization. Only in seven countries - the Netherlands, Iceland, Switzerland, the United Kingdom, Denmark, Sweden and the USA pension assets exceed GDP i.e. the penetration rate is above 100%. The countries, in which this ratio is relatively low, are characterized either by a policy of weak development of funded pension schemes (France, Greece, Turkey, etc.) or by the fact that the pension markets in them are newly emerging and developing or the implemented policy is not stimulates them. In Central and Eastern Europe (CEE)

[1] Private pension assets in some OECD member countries include occupational and personal voluntary pension schemes, which are indicative of the dynamics of pension fund assets (over 62% of private pension assets are in pension funds), the remaining pension products and services in the pension insurance market are offered by banks, investment companies, life insurance companies (in the form of pension insurance contracts) or are in the form of pension reserves (author's note).

countries developing funded insurance over the last 20-25 years (except for those that practically changed their pension model), the proportion of pension assets/GDP is below 20%, which means that it can expect a faster increase ratio depending on the implemented policy and the degree of mandatory participation.

The relative share of pension fund assets for OECD countries remains high. This dynamic is a result of applying policy regarding the pension model structure and stimulation of **participation in funded schemes with defined contributions compared to pension insurance based on defined benefits**, as well as of macroeconomic factors.

For some countries, defined contribution are the only mechanism adopted for funded pension funds or are predominant. Defined benefit pension funds are voluntary in Canada, Ireland, Germany, New Zealand and the United Kingdom. Other countries combine the existence of both possible funding mechanisms for funded pensions.

Funded insurance based on defined contributions is a mechanism for financing privately managed pension funds in countries where private pensions complement and compensate for the future limitation of the PAYG system. In a number of countries such as Australia, Chile, Mexico, these pension plans are an important part of mandatory pension insurance, but in other countries they are both mandatory and voluntary. In the CEE countries pension reforms led to the introduction of funded pension funds based on defined contributions on a mandatory and voluntary principle in order to achieve sustainable pension income and stability of the insurance system by diversifying pension sources and creating personal motivation for participation in them. However, at the beginning of the previous decade Hungary and Poland apply policy related to the implementation of funded pension funds only on a voluntary basis.

The role of funded pension plans, especially those based on defined contributions, has grown significantly in recent decades due to factors whose relative importance has changed in the course of the each country development (Daneva, 2016, p.112-120). This trend does not change in 2019-2020. Financial and economic crises explain the "retreat" from defined benefit pensions with the problems that arise with the difficulties in maintaining the solvency at an adequate level and overcoming the deficit. In the general trend since 2011 of moderate growth in pension funds, mainly due to growth in contributions and to a lesser extent due to positive returns on investments, the faster development of defined contribution pension schemes stands out due to the closure of occupational defined benefit schemes by their sponsors to new entrants, and incentivizing workers to join plans in defined contribution schemes.

Public expenditure on pension insurance shows a general trend of growth both in the OECD countries as a whole and in the CEE countries with developing market economies. They, measured as a share of GDP, are growing faster in countries where penetration rates are increasing more slowly. In the context of a pandemic, the cost of public pensions has increased due to government policies to mitigate the impact of inflation on the real purchasing power of retirees. At the same time the retirement age has its objective and natural limit, which is related to the average life expectancy. Measures for strength the PAYG system include increasing retirement age and/or creating incentives for workers to work longer. However, the effective retirement age has declined, and this indicator is particularly important for solving a number of problems: the demographic problem - the aging of the population; taxes; insurance contributions; the balance of the cost-covering system etc.

The COVID-pandemic has changed this indicator for a number of countries, including Bulgaria in a negative direction. This narrows the scope for dampening the absolute and relative growth of public spending on pensions by raising the retirement age. In the complex of interconnected problems for the balance of the public expenditure covering system, it is extremely difficult to find an unambiguous solution that will lead to a positive change in the income replacement ratio, to limiting the burden on the state budget for additional financing of the public part of the pension system, etc.

In one third of the OECD member countries mandatory or quasi-mandatory pension system is a prerequisite both for higher **population coverage** as a whole and for achieving a replacement rate of around and above 60%, considered the minimum for European Union (EU).

Coverage is highest in countries with mandatory participation in private pension plans. For example in Australia, Chile, Estonia, Iceland, Israel, Sweden and Switzerland population coverage is around and above 70% of working age population, and in Bulgaria this percentage is equal to 100%. In all these countries, private pensions are compulsory, workers must join a pension plan. The low coverage of the population in individual countries with mandatory participation in funded pension schemes can be explained by the high relative share of the unformal labor market. In the quasi-mandatory occupational pension systems in Denmark, Sweden and the Netherlands, coverage is around 60%. Dramatic changes in the mandatory participation in some countries

(Hungary, Poland, Slovakia and the Czech Republic) and changes in the rules of inclusion sharply lower population coverage with funded schemes.With regard to voluntary pension plans, participation in them during the 2019-2020 is relatively shrinking.

The outlined dynamics of funded pension schemes and the achievement of development goals also reflect the **pension funds performance**, measured by assets nominal **return** and especially by their net real return. In the decade following the financial markets recovery after the crisis of 2008, the variation of the pension funds return is clearly expressed, but in the majority of countries the annual nominal as well as the real return are positive, and for 2019 these values are more high compared to their level at the end of 2020. In 2020, only Japan, Poland and Australia have negative returns (both nominal and real), and the real return for 2020 of funded schemes in Australia is minus 1.1%, in the Czech Republic minus 1.2% and in Poland minus 4.4%.

Saving for retirement is a long-term process, covering an average of 35-40 years, and this requires the pension fund return be considered over the entire period of accumulation, not just during the unfavorable periods of its level. The achieved return on assets on the pension insurance market determines the asset/liability ratio in defined benefits plans, and the amount of accumulated funds on the individual account in defined contribution program, on the basis of which the pension is determined. Therefore, for insured persons, the assumed level of return on their pension assets for the entire accumulation period is essential, and this is a complex matter that is predicted at a given level of probability. A sufficiently long period of accrued contributions to the individual accounts of insured persons presupposes the achievement of an adequate pension in defined contribution funds. The calculated expected return can show the contribution of pension funds (on average) to a higher standard of living after retirement, only if the growth of real wages is lower than it.

According to the OECD classification, **an income replacement rate** is a ratio between the pensions of individuals (or a given population group) and (average) income for a given period of time. The total replacement rate includes all sources of pension and therefore funded pension schemes are the determinant in its structure. In the majority of countries where these pension program are implemented, the PAYG pension pillar also functions. This gives funded schemes a complementary role in terms of replacement rate. The problem then is what part of the total replacement ratio represents the role of supplementary funded pension funds and what is the extent to which the accumulated funds in the individual accounts of the current insured persons will be sufficient to achieve this goal. What proportion of the total replacement rate is “covered” by them is a key indicator of their relative importance for the sustainability and adequacy of a country's pension model. In principle, insured persons with lower incomes are relatively less affected by the investment risk in defined contribution pension schemes, because for them the pension from the public insurance forms a significant replacement coefficient, and on the other hand, the provision of a pension from the PAYG system is often associated with the application of a built-in automatic stabilizer and established social networks for old age.

The statistics indicate an increased participation of defined contribution funds compared to defined benefits pension schemes and a significant share of defined contribution pension schemes to the total weighted average pension income. On the other hand, when the pension coverage of funded programs is higher due to mandatory or quasi-mandatory rules, the total replacement ratio is affected to a relatively greater extent by the investment risk and the achieved return, taking into account the guarantees provided in the regulatory regimes. In voluntary pension schemes, the coverage risk is greater and therefore the impact of risk and return is more limited at the macro level, but on the other hand, the absence of a guaranteed return increases the impact of investment risk on the size of payments.

Data for the relative contribution of funded pension schemes to the total pension replacement rate by income level relative to the average (taken to be 1) in some OECD countries show that the lower the level of the PAYG system replacement rate, the larger the relative share in the total coefficient of pensions from private pension plans. The data indicate that for earners 50% above the median wage, the relative importance of income from funded funds is greater compared to that for middle and low-income workers. If the person receives only a pension from the PAYG system, then his replacement ratio will be significantly lower compared to using diversify sources of pension income. This particularly affect high-income population groups.

In 27 EU countries, the gross replacement rate from the PAYG system for those receiving half the average wage is 58.6, for those with average wages – it is 47.4, and for those with twice the average wage - it is 40. 6 (OECD: Pensions at a Glance 2021: OECD and G20 indicators, p. 159). For individuals entering the workforce, funded pensions will make up a significant portion of total pension payments in Australia, Chile, Mexico, the UK, etc. A significant place has also been assigned to them in some CEE countries, in which pension reforms started in the

1990s and which are based on defined contributions. Their substitutive and complementary role will manifest itself in the coming decades, and this is especially true for countries where participation in mandatory privately managed pension funds is due to automatic mechanisms for inclusion in them.

The comparison of the relative share of pension fund assets to GDP, on the one hand, with the gross replacement ratio, on the other, indicates the existence of a non-linear relationship between these indicators, expressed in the fact that the higher the share of assets to country GDP, the lower the gross replacement rate of the public system. Statistical data unequivocally show that in a number of countries that are members of the OECD, as well as in countries outside it, in the general "package" of pension income, the percentage distribution of the components of the pension system in the weighted average pension "wealth", an important place is occupied by private pensions programs, and mainly those based on defined contributions.

The development of privately managed pension funds in Bulgaria, illustrated by the change in the number of participants, the dynamics of assets and their proportion to GDP, and the performance indicators of the investment portfolios of the pension funds outlines the following trends:

• Permanent increase in the number of participants[2] in the additional pension funds - from 1,804,469 in 2002 to 4,900,034 at the end of 2022. Expressed in relative numbers, this growth compared to 2002 is significant and is due to the greatest extent to the increased number of members of universal pension funds and to a lesser extent to the number of persons insured in professional and voluntary pension funds (www. fsc.bg).

• Pension assets in Bulgaria outline a growth of nearly 11% in 2020 compared to 2019. In 2021, they continued their positive change, being nearly 13% more compared to their level in 2020. Due to the negative yield in the past year, the assets at the end of 2022 are over 1.7% lower their level at the end of 2021.

Penetration ratio changed from 13.1% in 2019 to 14.8% at the end of 2020 and remains almost at the same level in 2021. This indicator for Bulgaria in 2021 and 2022, especially in real terms, has limited opportunities for growth given the downward development of the financial markets in the last year and the state of business after Covid-19 crises. According to this indicator, the pension market in our country is in the group of so-called countries with "developing" markets. In the coming years, the relative changes in the size of pension assets and the size of GDP will be influenced by factors, some of which will have a positive impact on the growth of pension assets: the increase in the average salary; limiting the "gray" economy; retention of the negative movement of the yield from the investment of the assets and the gradual transition to positive values; the development of voluntary pension insurance. However, there are more factors that can have a restraining effect on the dynamics of pension assets:

- the exercise of the right of a so-called free choice and transfer funds to the public pension insurance from the supplementory pension funds;
- not increasing the percentage of the mandatory insurance contribution;
- inflation and interest rates;
- the possible increase in unemployment;
- problems of transferring contributions by insurers, etc.

Regardless of the possibility that pension assets will not grow at high rates in the short term, in the long term they will occupy an increasingly large relative share of GDP due to the development of supplementary mandatory pension insurance and the fact that funded pension funds are still in the accumulaton phase.

• Bulgaria is among the countries with the weakest development of voluntary pension insurance, and the participation in them did not increase during the mentioned period.

- For Bulgaria, the nominal rate of return is 2.5%, and the real rate is 2.3% for 2020. Given the changes in the level of financial market indices around the world, it can be logically assumed that the statistical data for 2022 will outline negative trends both in comparison with 2019 and 2020. This is also shown by the statistical data on funded pension funds in Bulgaria (www.fsc.bg).The return of funded pension funds outlines a positive trend until 2021, when the average arithmetic profitability was 4.19%, 5.0%, and 6.39% for universal, occupational and voluntary funds, respectively. Published yield data for the period 31.12.2020-30.12.2022 on an annual basis, however, shows a negative yield, which testifies to the rather

[2] One insured person can participate in 4 pension funds. (author's note)

high levels of negative returns for the previous year. Fluctuations in the level of profitability are inevitable, just as the phases of the economic goal and fluctuations in the financial markets are inevitable, but for the insured persons, the achieved profitability is significant for the entire period of insurance, not for separate periods.

- As in a number of other European countries, the pension system in Bulgaria must adapt to unfavorable demographic changes. The effect of demographic changes on the pension system is reflected in the significant increase in the age dependency ratio and the economic dependency ratio (respectively the proportion of pensioners/per 100 people of working age and number of pensioners per 100 people providing insurance) in the following decades. If children under the age of 14 are also added, then one can see how many dependents there are per 100 people of working age. Whichever indicator is analyzed however, the picture is not optimistic and suggests adequate measures. There is some potential for mitigating the impact of demographic changes on the pension system through parametric changes, some of which relate to ensuring a decent standard of living for the elderly by increasing compulsory social security contributions and stimulating supplementary voluntary pension insurance.

The statistical data and the periodically carried out analyzes of the adequacy and sustainability of pensions in the EU countries show unequivocally that Bulgaria is in a very unfavorable position compared to indicators for the member countries: coefficient of economic dependency; coefficient of age dependency; employment rate of workers aged 55 to 64; sustainability of the pension system, measured by changes in the share of gross pension expenditure relative to GDP; income replacement rate, which is below the EU minimum -60% and others. These conclusions are based on EU statistics and do not take into account the future impact of funded pension funds on the observed indicators.

The implemented policy of the so-called "democratic choice" between the PAYG and the funded system could have an insignificant and short-term beneficial effect on the public pension insurance, after which the deficit of the public pension will increase due to the granting of pensions to persons with low accumulations transferred individual account from funded pension fund and with high guaranteed minimum pensions, which, with the trend of an aging population, will increase the pressure on the State budget. A huge amount of funds will not be invested in the country's economy, including and in government securities with all the consequences arising therefrom. The need to maintain higher liquidity of pension assets, due to the uncertainty of the choice of the insured persons between the PAYG and the funded funds, as well as between the State Fund for Guaranteeing the Sustainability of the State Pension System and universal pension funds, as well as the risk from a "herd syndrome" with rumors of a financial crisis, will require the sale of assets and restructuring of portfolios, which in turn will lead to a number of adverse consequences for the capital market and a strong outflow of investors from it.

Conclusion

The outlined trends disclose that in the COVID-19 pandemic conditions, the profound processes of population aging and reduction of the income replacement ratio of the public part of the pension system have activated the policy in the OECD countries as a whole regarding the stabilization and stimulation of participation in funded pension programs, as a result of which these programs continue to develop dynamically and upwardly. This global trend shows the important role that funded pension plans have or will have in the aggregate replacement rate. For the developing pension insurance markets, including Bulgaria, this role will be evaluated with an increase in pension funds maturity. Reality: Funded pension programs have struggled with different crisis – Covid-19, financial markets downturns etc. over the past years and most are facing manageable challenges/risks.

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The Factors That Influence Online Shopping In Albania

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Abstract: In recent years, online shopping has grown steadily in Albania, through different channels like websites, online platforms, and social media which are offering a wide range of products and services. Online shopping involves the usage of secure websites and secure payment methods to protect personal and financial information.

The purpose of this paper is to study the factors that influence online shopping as well as the problems that this market segment has in our country. To accomplish the study goal, the data collected in three regions of Albania between January and April 2022 have been analyzed. From the results of the analysis, it was noticed that the main factors that have an impact on online shopping are the ability to use information technology, age, education, and gender.

The survey showed that 79.3% of consumers performing online purchases are in the age group of 19-29. The behavior of young consumers as well as the skills they have in ICT usage will affect the growth of the online market in the coming years. The data analysis showed that the favorite products of online shopping are clothes and the least favorite are the fruits and vegetables category. Education is also another factor that has an impact on the attitude of consumers toward online shopping.

The analysis has shown that the main reasons why consumers do not buy online are: they prefer to be in-store and have a closer look at the products, the service is better in-store, and lack of trust in online shopping. Furthermore, considering the analysis done for online purchases, cash on delivery is the most common form of payment for all product categories.

Keywords: *online shopping, ICT, platforms, secure payments*

1. Introduction

The recent years' development of information and communication technology has significantly affected the increase of volume, speed, accuracy, and cost of information, in addition to the decrease of cost and increase of efficiency of sources, as well as the overall business activity. During the pandemic situation, we noticed novel ways of commerce. The pandemic restrictions imposed a new way of living, and distribution channels faced the need for continuous adaption.

There are various studies that try to create the profile of an e-commerce customer, especially its demographic and psychologic aspect. Data shows that customers with higher income than traditional buyers and that are less averse to risk, more innovative and impulsive, prefer the online shops to be always open; those customers see that buying from home is relaxing, easy and time-saving (Ramus and Nielsen, 2005).

Tremendous development of technology and huge increase of internet usage are transforming the online retail. Online commerce is defined as the process of buying a service or good through the internet and the use of an application or website (Tarhini et al., 2021).

When compared to countries of EU, Albania is a latecomer in the online business. According to a 2021 survey (Lone et al., 2022), Albania occupies the penultimate position among 37 EU countries regarding usage of internet (73%) and buying of products and services online (38%).

Yet this value has increased significantly if we consider that according to World Bank Findex of 2017, only 7% of Albanians stated that they were buying online. Among various factors of this situation we could mention lack of internet access, delayed formalizing of online commerce, low volume of online bank transactions for utility services, etc. (World Bank, 2020).

According to World Bank, the COVID-19 situation drove the Albanian economy towards digitalization. In 2020, World Bank calculated that 20% of the surveyed companies had launched or increased their online business during the pandemic. 55% of the interviewed Albanians stated that they had intensified online shopping since the pandemic started.

Online commerce can be an opportunity for many Albanian companies to go international without big investments or opening of brick-and-mortar stores. It enables companies to explore new markets at low cost (World Bank, 2020).

2. Objectives and methodology

Main objective of this study is to identify the impact of information technology on online market, the determining factors when buying online barriers and reasons for not buying online. This objective will be implemented by:

- Evaluating the factors that affect online shopping
- Identifying and assessing the reasons and barriers of online shopping.

The implementation of this study is based on basic research methods, such as data mining and analyzing, and literature review on the topic. We drafted a questionnaire that we used to interview customers face to face. This information aimed to assess the approach and perception of customers for online shopping and the issues they have faced with technology in the process.

The survey was conducted in three regions, to reach all country and attain a better perspective. Regions were defined by three main variables: number of population, the Multidimensional Poverty Index (MPI), and geographical position. MPI is an indicator that measures poverty and is related to income/consumption (monetary aspect) and to non-monetary aspects such as education, health system, gender equality, etc. Based on data from INSTAT (2017-2018), Albanian national MPI is at a level of 0.003. Tirana, Shkodra, and Korca are the three regions included in the survey. Tirana and Shkodra have an MPI value that is very close to the national average, and at the same time they represent various regions. Korca is included as a region that belongs to the East-West axis and is also experiencing a noticeable economic change with the lowest value of MPI in 2020 (OPHI, 2020 MPI=0.00027).

This study focuses on online shopping in retail trade as it represents a considerable weight in the trade volume of our country. Retail products are structured around three main categories:

- Food, beverages, and tobacco in specialized and non-specialized stores
- Non-food products in specialized and non-specialized stores
- Retail sale of motor fuel in specialized stores

Based on data from INSTAT (2021), the weight of these categories on retail trade is respectively 28.8% for food, beverages, and tobacco, 42.5% for non-food products, and 28.3% for motor fuel. The same data shows that the number of small and medium-sized enterprises (SMEs) has quadrupled from 2016 to 2021.

3. Literature review

The COVID-19 pandemic in Europe caused many customers to reconsider their buying habits and even to acquire new ones (Sheth, 2020), and the extent to which customers would stick to a newly introduced model of consumption. Currently, internet commerce is one of the most dynamic types of commerce (Ramus and Nielsen, 2005). This kind of purchase is comfortable and flexible from the buyer's point of view. It offers the possibility to order within a day, regardless of the buyer's location. It provides more information to the buyer, be it reviews about the company, the product or the competition (Charlebois *et al.,* 2021).

Access to technology and internet has increased awareness of buyers about goods and services they can acquire. In addition to increased awareness about the products, we notice an increased awareness of customers about the country of the purchase (Barska and Wojciechowska-Solis, 2020).

The role of the customer is changing with the evolution of the market. Customer behavior is not just a matter of commerce, but also an interaction with non-for-profit organizations and government institutions. Customers play several roles while selecting, buying, and using goods, services, and experiences (Solomon, 2013).

A new kind of behavior has emerged in this era of digital information and communication, that affects many aspects of life, including the transactions of selling and buying. Today buying does not mean only contacting the seller in person to obtain the required products (Charlebois et al., 2021).

Various studies deal with the profile of online customers, especially their demographic and psychological features. Data shows that customers with higher income than traditional buyers and are less averse to risk, more innovative and impulsive, prefer the online shops to be always open; those customers see that buying from home is relaxing, easy and timesaving (Ramus and Nielsen, 2005).

There is a trend to buy online, yet the information is scarce on the relation between initial acceptance and the behavior after the adoption. At the same time, websites and software of online commerce claim to have a

strong impact on the customer. Nevertheless, identifying the factors that encourage customers' trend to continue this behavior and the extent at which they do so, require further studies (Shang and Wu, 2017).

If retailers intend to present a new concept of retail shopping, such as an online shop, they have to make sure that this experience will be customer-oriented and smooth; one way would be by investing in a suitable design (Capgemini, 2017; Schogel and Lienhard, 2020).

When analyzing online commerce for the retailers, we need to consider how it meets customer needs and its feasibility. Generally, any retailer needs to grasp the model that offers the best customer experience from an organizational, market and technology point of view. These concepts are considered new business models (Hartmann, 2014).

When buying online, customers pay attention to the application used for pre-ordering and ordering; it needs to allow customer the possibility of inspecting the available products and purchase them at any time. This concept encourages customers to prefer this method of shopping. It has increased customer satisfaction, especially during the lockdown since many products were not available at local stores. On the other hand, retailers gather useful information via the application, that can be later used for specific purposes and to generate added value (Schogel and Lienhard, 2020).

Online shopping requires some investments in technology solutions and methods of organization. There is a connection between the size of a company and its retail activity in online channels. In the meantime, retailers have invented alternative ways of using technology to overcome these new challenges. Smart devices and online sales have enabled even the small companies to revisit their strategy and aim for a new competitive approach (Savastano *et al*., 2019).

4. Results and discussions

Initially, our survey asked the customers whether they had ever bought online. 67.7% of respondents in Tirana, 63.4% of respondents in Korca, and 59.5% of respondents in Shkodra answered positively.

Table 1. Online shopping by county

Regioon		Did you make an online purchase?		Total
		No	Yes	
Korçë	No.	41	71	112
	%	36,6%	63,4%	100,0%
Shkodër	No.	47	69	116
	%	40,5%	59,5%	100,0%
Tiranë	No.	147	308	455
	%	32,3%	67,7%	100,0%
Total	No.	235	448	683
	%	34,4%	65,6%	100,0%

Source: Authors' calculation

There is little difference from region to region regarding the percentage of those that buy online, but the distinction becomes greater when asked about how long they have been buying online. 95% of customers in Tirana have been buying online since 3,6 to 4,2 years ago; customers in Shkodra declare an interval of 2,5 to 3,1 years.

The trend of online buying varies greatly with age groups. 79,3% of customers aged between 19 and 29 years old have purchased over the internet, while the values curb down as the age gets older. The below table demonstrates that only 32,8% of customers aged between 60 and 75 years old have placed on order online.

Table 2. Online shopping by age

Age group		Did you make an online purchase?		Total
		No	Yes	
19-29	No.	46	176	222
	%	20,7%	79,3%	100,0%
30-44	No.	53	155	208

	%	25,5%	74,5%	100,0%
45-60	No.	97	98	195
	%	49,7%	50,3%	100,0%
60-75	No.	39	19	58
	%	67,2%	32,8%	100,0%
Total	No.	235	448	683
	%	34,4%	65,6%	100,0%

Source: Authors' calculation

The attitude of customers towards online buying depends also on their education. As shown in the below table (Table 18), 78,9 of customers with a higher education have purchased over the internet, while this percentage is clearly lower among those that lack a university diploma.

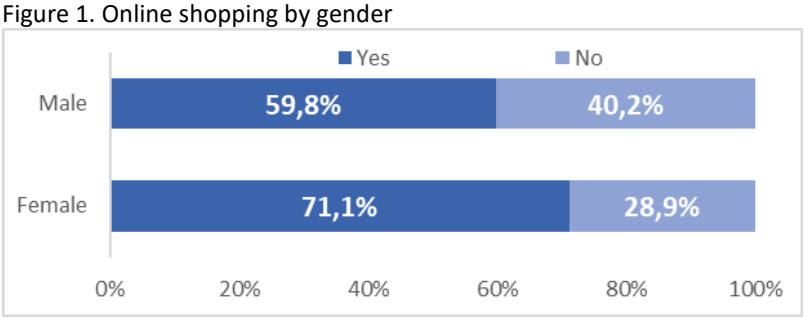
Table 3. Online shopping by education level

Education Level		**Did you make an online purchase?**		**Total**
		No	**Yes**	
Primary	No.	55	37	92
	%	59,8%	40,2%	100,0%
Postsecondry	No.	101	116	217
	%	46,5%	53,5%	100,0%
University level	No.	79	295	374
	%	21,1%	78,9%	100,0%
Total	No.	235	448	683
	%	34,4%	65,6%	100,0%

Source: Authors' calculation

71,7% of the women respondents say that they have bought online, as compared to only 59,8% of men respondents.

Figure 1. Online shopping by gender



Source: Authors' calculation

The questionnaire included a set of affirmations that helped us understand the reason why people did not buy online. Customers had to express the level of agreement with them in a scale like this:

1-strongly disagree; 2-disagree; 3-neither agree nor disagree; 4-agree; 5-strongly agree

Figure 2. Reasons for not buying online

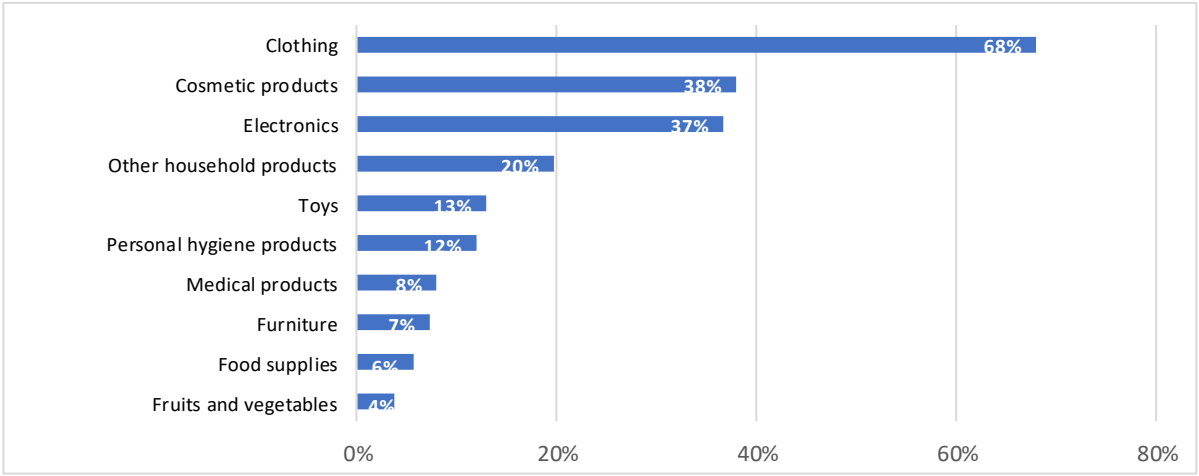


Source: Authors' calculation

As you can see in figure 2, customers do not buy online mainly because they prefer to see the products physically, customer service is better in brick-and-mortar stores, and they do not trust online transactions.

Packaged food was omitted from the set of data because customers referred overwhelmingly to fast food and to orders placed through their mobile phones.

Figure 3. Categories of products purchased online

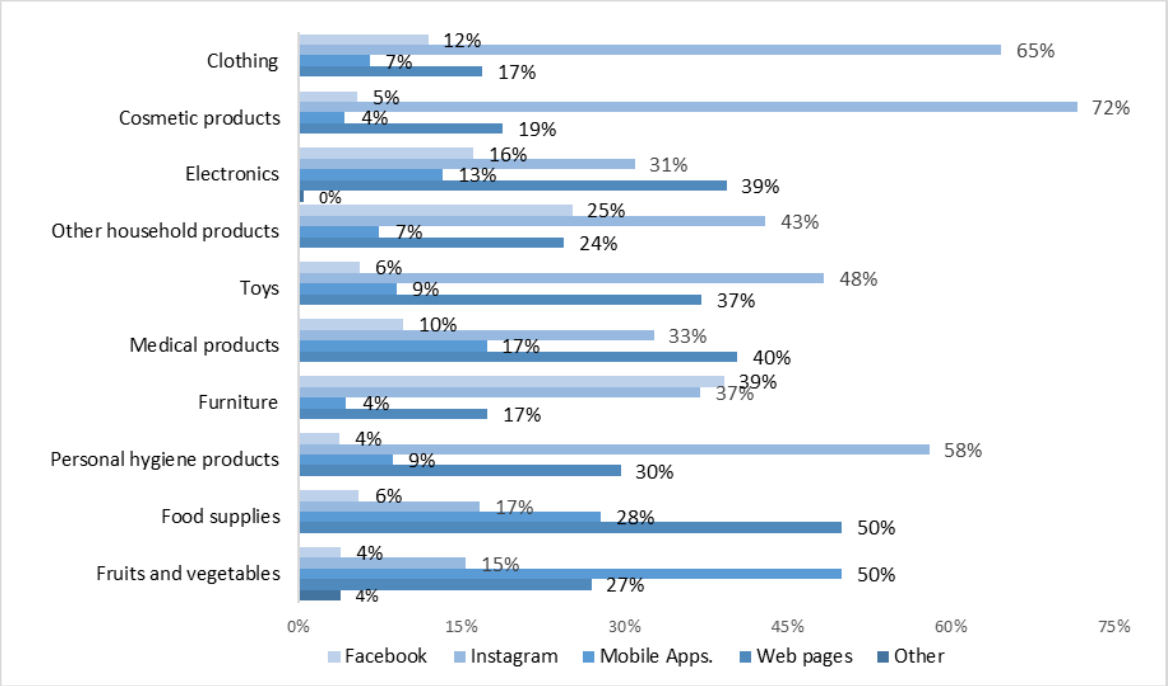


Source: Authors' calculation

Clothes were the item that customers mostly bought, followed by beauty products and electronic devices. On the other hand, only 6% of customers had ordered groceries and 4% had bought fruits or vegetables.

The most frequently used channels of online commerce differ from one category of products to the other. Clothes and beauty products are traded mainly over Instagram as confirmed by 60% of the respondents. Electronic devices, medical products and groceries are more frequently bought from various websites.

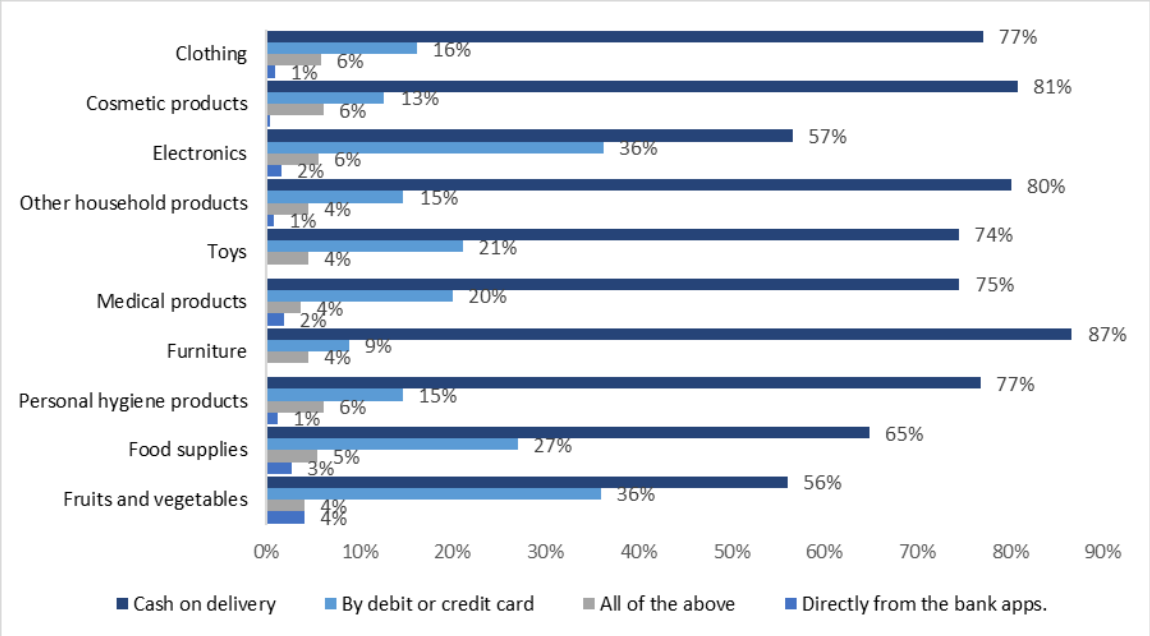
Figure 4. Online Shopping Media



Source: Authors' calculation

Another important aspect of online buying would be the payment method. World Bank ranks Albania as the country with the lowest number of adults that have a bank account, in the region. The main reason for this is a lack of funds (World Bank, 2020). Lack of trust and insufficient experience also encourage customers to prefer to pay in cash when they receive the product that they order online. According to the below figure (Fig. 18), paying in cash upon delivery is the most widespread method of payment for all categories of products.

Figure 5. Main ways of payments



Source: Authors' calculation

5. Conclusions

Online shopping is experiencing rapid growth and has already become a habit for many developed countries. Even in Albania, the online trade of clothing, cosmetic products or electronic devices is growing year by year (Shahu et al., 2022).

Online buying would need customers that are inclined to use the internet, so it seems that internet use among Albanian customers is increasing rapidly, especially in urban areas. This is confirmed by the study, since half of respondents state that they are regular users of internet, in contrast with 7,5% of the respondents that do not use internet. 65,6% of customers say that they have bought online, and this percentage is sufficiently high.

Time spent on the internet is an important indicator that demonstrates the willingness of customers to accept innovations. This amounts to 2,8 hours per day, exposing buyers to new buying models and various promotions. Young people navigate the web for approximately 3,7 hours each day.

Online buying differs greatly among age groups. For example, those aged 19-29 years old buy the most and the older people obviously buy less. We think this is mostly related to digital literacy and in the coming years, the behavior of younger customers will increase online transactions.

Women buy online 10% more than men. Our results show that this gap is mostly related to social traits of men, opting for physical contact with the products and a lack of trust in online purchases.

Method of payment has an important effect on the level of trust, convenience on customer's part and efficiency for the companies. As already stated by World Bank, Albanian adults have the lowest number of bank accounts in the region. The reasons for this may be many, but lack of funds is on the top of the list (World Bank, 2020). In addition, lack of trust and experience have encouraged customers to continue paying in cash upon receiving the products they have bought online.

A considerable number of customers say they are willing to buy online if they are sure of the quality, origin, freshness, and (positive reviews of the seller; all this is closely related to the age of customers. Their process of online buying seems to be difficult to absorb for customers, and they spend quite some time browsing through the products. Regarding the Albanian customers, the main benefit of online buying is home delivery.

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Are Classic Organisational Theories Still Valid? – How and When to Use a Classic Theory in the World of Rapid Change

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Abstract: Classic organisational theories provide a comprehensive analysis of a critical organisational problem and its solutions. With organisational growth models came the idea that in the process of internal organisational adaptation and problem-solving, the organisation generates new problems. Different solutions will therefore be effective to varying stages of growth, and what may have been the key to success in one situation may become a significant obstacle to progress at a later stage.

However, the answers to these specific organisational problems and classical organisational theories remain valid. This is even more important in today's fast-changing environment because of the shortened time a company spends in a growth phase. Thus, identifying a critical problem within the organisation and finding the right classical organisational theory response can significantly support the company's internal adaptation and further growth.

In this theoretical study, the summary of Greiner's model can be read, and then the critical evaluation of the classic organisational theories from the growth approach. In the end, we summarise the results in a figure, which can help not only the theoretical understanding but also support managers in organisations to find the best supporting tools for further organisational development.

Keywords: organisation theory, growth, structure, crisis, Greiner model.

1. INTRODUCTION

At the time of the emergence of management science, in the early 20th century, traditional companies were characterised by constant internalisation. Environmental change was slow, so adaptation at the organisational level was not expected - except for a radical innovation (e.g. mechanisation or continuous production), which in turn resulted in a significant change in the whole structure of the industry (Agarwal, 2007; Anderson and Tushman, 1990; Hargadon, 2001).

Today, however, the dynamic pace of change is present in all segments of the market environment. Markets and customer segments are changing, but the life cycle of technologies and products has also shortened (Christensen, 2015; Porter and Heppelmann, 2017). To make profits, a company must manage rapid product life cycles, even within a few years; respond to changes in the supply chain; form strategic alliances; and possibly acquire elements of the supply chain (McGrath, 2013; Simons and Dávila, 2002).

2. Organisational Theories and Growth

For a long time, organisational theories have suggested the underlying assumption that there is one single universal answer or one set of good practices in the life of organisations. From an economic history perspective, classical organisational theories also show what the most typical problems in the functioning of organisations were at the time. Still, the many criticisms associated with them can lead one to think that these theories have since been overtaken by management science. However, practice shows that Taylor's or Weber's models still have valuable and usable lessons, not to mention the growing industry of organisational development, or the philosophical perspectives of contingency theories, for example, which still help us better understand how organisations work.

Growth has not been explicit in classical organisation theory for a long time. This has changed with growth models. The main novelty in these theories is the idea that the solution to organisational phenomena and problems generates new problems (Greiner, 1998) - but the significance of the problem itself and the response in organisational theory has stayed the same. The following line of thought is based on the premise that different organisational theories can be interpreted at different stages of the corporate life cycle and provide relevant answers to the operational problems that arise there. This is all the more important as companies today have a much shorter time to adapt to a growth stage and successfully overcome the obstacles to internal organisational transformation. Thus, finding and applying the proper organisational theory response can be of much greater importance (and competitive advantage) than in the past.

The following line of thought aims to combine classical organisational theory with a growth model by assigning the most appropriate classical organisational theory to the different stages of growth. The growth model is presented first, followed by the organisation theories identified in the different stages.

3. Greiner's Growth Model

Greiner (1998) distinguishes five growth stages in his theory. The stages are characterised by a balanced development, consolidating building blocks, an ever-expanding set of proven solutions, established procedures and growth based on lessons learned. However, Greiner observes that once an organisation has progressed long enough in this consolidation phase, it is precisely as a consequence of success that problems begin to accumulate, which the structure in that phase can no longer handle because of the growth in size. The systemic characteristics that served the company's further development at the beginning of the phase became its obstacles at the end and triggered a crisis period. The company can successfully overcome this crisis by changing its internal structure to one better suited to its increased size and varied responsibilities.

The first phase is the *creativity* phase. During this period, founders focus on the original good idea, the product, the immediate core business and the market. The primary motivation is dedication. Communication is informal, tasks are shared, and feedback comes directly from the market. However, as the company grows, the two or three founders may be unable to cope with the rapidly increasing volume of operational tasks. It is necessary to recruit new staff, which in turn may not have a founding relationship with the core product or core business; who may not have a clear understanding of the (often unspoken) corporate mission; for whom the organisation is a workplace, not a life calling. This requires outlining a managerial position that can manage processes at the operational level, establish routines, assign tasks and hold people to account. However, the subordinates and the founders are only sometimes happy with this leader, as it reduces the autonomy of some (or all) of them. This is the *leadership crisis*.

Once the organisation has successfully managed the introduction of a managerial position, and it works well, it reaches the stage of *direction*: the functional division of labour and the functional experts that go with it. Performance measurement and various standards are developed; routine processes are described; increasingly efficient procedures are sought and recorded.

At the same time, the experts in each area (e.g. sales, production, marketing) increasingly feel that they understand their site much better than central management and that feedback from the market is not reflected in top-level decisions. They are uncomfortable with the highly centralised structure of central management and have a vested interest (constrained by market feedback) in taking as many decisions as possible in their own area. At the same time, central management is fighting for uniformity and against loss of control. This brings the organisation to a *crisis of autonomy*.

To solve this crisis, the organisation needs to give up centralised manual control and give more responsibility and autonomy to middle management levels. If this transformation can be successfully achieved, the company will start to grow rapidly. This growth will be driven primarily by a surge in the motivation of middle managers, who will be empowered to react quickly to the market, develop products autonomously or align the overall marketing strategy to specific market niches. This is the *delegation* stage. Top management retreats from operational tasks, communication from headquarters is rare, and the focus is more on representing strategic directions. Significant decisions are based on reports, and the various departments are increasingly autonomous.

At the same time, this in itself is a sign of the crisis to come. Autonomy is leading to fragmentation; departmental leaders are starting to go their own (and increasingly divergent) ways and individual interests can lead to serious resource struggles. Parallel functional units emerge, which no longer serve the whole company, but only a particular division, even to the detriment of other divisions. Sensing this, central management tries to bring the divisions under tighter control, but this no longer works as it used to – a *control crisis* occurs.

Successfully coping with this crisis requires reorganising the company: in the *coordination* phase, some functions are brought to the centre while others remain decentralised. Autonomous operations are still supported, but headquarters once again manage the mechanisms for strategic planning. The company's operational units are reorganised along strategic lines. New organisational units are emerging to strengthen horizontal cooperation and to support the development of company-wide coherence, a common culture and a shared sense of identity.

But it also means that the amount of controlled processes increases and that the new units make middle management feel more in control. Teams closer to the market feel too distrustful of the centre and too bureaucratised in the systems through which they can give feedback to the market. Innovation is lost among too many rules, and long service lines make middle managers struggle for improvement, unmotivated and ineffective. The system becomes inflexible, and companies need to respond faster to market signals – a crisis of bureaucracy (*red tape*).

To solve this, the company needs to move to a much more flexible, less formalised structure that can achieve flexible, spontaneous operation despite its huge size. In the *collaboration* phase, the organisation is increasingly moving towards group functioning; the basic unit is the group rather than the individual, drawing on the strengths of the heterogeneity of the workforce. Regulation is reviewed and minimised; hierarchy from outside is replaced by self-discipline. A matrix structure is often used to tailor responses to problems. A series of training sessions support managers in learning the right corporate culture and collaborative leadership. Grassroots initiatives and innovation are supported across the company.

The importance of Greiner's theory was the idea that there is no one-size-fits-all solution in the life of an organisation - and that the solution that benefits the organisation in a given situation can later become the biggest obstacle to progress. It is, therefore, necessary for management to look for new solutions from time to time that is better suited to the current situation to improve the company.

In the following, we will review the solutions offered by classical organisational theories to various organisational problems and then attempt to relate them to Greiner's model, thus showing how each early theory answers organisational imbalances that arise during growth.

4. CLASSİC THEORİES

4.1. Taylor and The Perfection of Production

Taylor aimed to remedy the production problems that arose during mass production by finding solutions to the issues of better work organisation. His name is associated, among other things, with the introduction of 'scientific experiments' into work; the search for the best processes or the reorganisation of productive work along the best techniques; or the separation of physical and mental work (Kieser, 1995; Taneja et al., 2011).

In the economic context in which Taylor developed his work, these principles were paramount. An essential feature of the society was the mass of immigrants to the United States from Europe, the majority of whom were unskilled (or non-specialised) and unfamiliar with the language. At the same time, industrial developments allowed the construction of increasingly complex machines. In this economic environment with an oversupply of labour (but with a specialised structure), it was logical to seek to make the best use of what was most readily available: human resources.

Thus, Taylor and his followers sought to break down the production process as much as possible into routinely performed steps to make the sequence of activities trainable and measurable. The critical principle was efficiency: to achieve this, Taylor sought to find the best possible process, the best possible (and best trained) workers, and the most balanced workload.

Taylor and his ideas have been and continue to be the subject of much criticism (Taneja et al., 2011) - but the principles he put forward are still valid in some areas. Indeed, as organisations grow, there comes the point when a sequence of actions (be it service or production) needs to be performed so often that the need arises to formulate how best to do it. The need to describe procedures, review activities and eliminate inefficiencies therefore arises. A further advantage is that the job becomes learnable, i.e. there is scope for staff expansion, thus relieving the burden on a more senior manager with more experience and a broader vision.

As work processes become more specialised and the managerial and subordinate layers are separated, Taylor's principles and thinking can therefore be used today – and at the level of production where a small organisation is starting to grow, where a routine task suddenly takes days or weeks to complete, taking time away from strategic issues. This is most pronounced at the beginning of the second stage of the Greiner model (Greiner, 1998).

4.2. Weber and the spread of bureaucracy

A vital feature of the bureaucratic theory associated with Weber's name is the principle of rationalisation and bureaucrats as the most professional response to institutional functioning. While organisational growth as a phenomenon is not explicitly discussed by Weber, many features of his theory can be seen as a response to the challenges of growth (Kieser, 1995; MacKinnon, 1988)

The most important is the process of rationalisation itself. Weber examines rationalisation as a historical process from several perspectives. On the one hand, at the level of worldviews, i.e. the fundamental values that emerge in the world, this (although a fascinating and thought-provoking area) is currently outside the line of thought.

On the other hand, Weber's typology of domination, according to which the validity of domination can derive from three sources: charisma, tradition and rationality, which Weber calls legal domination, is presented in connection with rationalisation. According to Weber, what makes a charismatic leader a leader is their personal characteristics - these leaders are followed because of their vision, example, energy, motivational capacity, and ability to transmit this vision or belief to others. Leaders of this type believe in their success, are decisive and care little about doubt or negative feedback (Kieser, 1995) – a description very similar to the competencies required to start a new business (i.e. they can be classified as the first stage of the Greiner model).

Weber sees the tribal system as an example of traditional forms of leadership in the same way as the feudal landlord system or the traditional functioning of churches (Kieser, 1995). An essential characteristic of these systems is that they are driven by a 'belief in the sanctity of tradition', i.e. the accepted principle that the rule, the model, and the way of operating (and not the person) is immutable.

It is worth noting, however, that in these systems, the leader is 'anointed' (crowned / ordained / consecrated / etc.) – i.e. a leader always remains a leader. This characteristic is common to the charismatic style of leadership (where the leader works with his whole personality). Still, a significant difference is that while the charismatic leader is followed (in Weber's words) "to the extent of his charisma", in the traditional system, even the leader's incapacity cannot eliminate his position. The stable point is not the person but the tradition, and the leader also functions as a symbol of the convention, i.e. his very existence is proof of the validity of the tradition – at all times.

Let's consider the state (tribe, church, large estates, etc.) as an organisation. This is also a weakness of the system: if the leader is incapable, there are some rather drastic solutions to replace him (such as murder, exile or war), but these (obviously) could not become a systemic solution to this problem even in the past.

Moreover, not only the selection of the leader but also the cooperation between the leader and subordinates and the system's operation are traditionally shrouded in tradition. This is an important feature, which can be seen as an essential self-defence mechanism of the organisation against over-dependence on individuals - but it also means that even a talented and capable leader can have severe limits to action in these systems.

Overall (given our historical knowledge), we cannot say that the traditional system has not been organisationally effective in the long run. The key to effectiveness lay in the interaction between the person of the leader and the system of operating traditions – inept or weak leaders could be 'retained' by the system of operating rules built around them (if they were effective); on the other hand, a capable leader could try to improve on the traditions. However, it is essential to see that the main characteristic of traditional systems was that a) they took a long-term view, and b) the aim was the survival of the system, not the individuals involved in running it.

Weber sees legitimacy as the third source of domination. Here, aspects of rationality are reflected in the choice of the leader (the leader is elected, not anointed, i.e. recallable) and in the written rules. Weber also advocated the spread of written forms at the level of institutions – he considered the writing of contracts, laws, protocols, and procedures as key. Equally important to him was the decoupling of the role of the manager from the person (in the bureaucratic bureaucracy, everyone has a role to play, and the personal competence of the manager is in principle irrelevant) and the equal treatment of all clients (Kieser, 1995).

These features show that the underlying organising principle is the desire for reliability and predictability to make the system independent of human experience (since if the procedure is written down, the craftsman who knows the design is useless). However, this has been made necessary by the increasing complexity of production processes and the increasing complexity of the expectations placed on the state – so that by now, both organisations and administrations have grown beyond the point where work processes can be operated

from memory and where the degree of complexity of systems is still transparent to the staff. It is therefore a very logical step to try to make processes learnable and replicable, and (in huge organisations) to clarify the decision-making powers and rules of the different work groups - in other words, to replace organisational memory (tradition) with written documents.

However, this system is not as different from traditional forms of governance as it might seem at first sight. Suppose we imagine a kingdom where the traditions are written down and can be interpreted in the same way by everyone and where the decision-making powers and competencies of the respective positions are precisely defined. In that case, we almost have Weber's system – we only need to have agreed (and written down) rules on how the leader is chosen and how he can be recalled or replaced.

That is why I think that, although the importance of the improvement that written (i.e. clear and referable) rules have made over the traditional ones cannot be overstated, the real achievement of the Weberian system was that it also clearly regulated by who and how the rules could be changed. This is a level for which there was no existing procedure, especially no established methodology, in the traditional system. In this way, the Weberian principles not only made the organisation independent of personal experience or leadership, and addressed not only the risk of exposure to organisational memory but also how it could evolve within a regulated framework. Thus, while the principles of Weberian rationalisation seem logical to apply to the Greiner stage of management of a growing organisation, the motive of regulation makes it more appropriate to the beginning of stage 4 (the coordination stage).

4.3. The human relations doctrine and organisational development

The Hawthorne Experiments process, led by Elton Mayo to investigate the factors contributing to productivity, is widely known. The main lessons of the experiments were the recognition of the importance of peer pressure or in-group norms and the noticeable impact of informal organisational groupings on performance. Since then, many critics have questioned the scientific soundness of the experiments (Franke and Kaul, 1978; Kieser, 1995). Nevertheless, this theory still provides essential insights: it draws attention to the people side of management, emphasises the importance of interpersonal competencies of lower-level management (i.e. those directly in contact with productive subordinates), and lays the foundations for various theories of organisational development. For this reason, this theory can be useful in the corporate growth stage when people who have no (or not necessarily intrinsic) motivation for the company's mission or core product first appear in the company – i.e. the direction stage.

However, organisational development schools have rejected the idea that there is a personality profile that makes someone fit or unfit to lead. It is also possible to empirically measure what makes employees happy or motivated. Instead, we should strive to enable subordinates and managers to identify their problems and create working conditions that are most effective for specific managers and subordinates in the interests of specific corporate goals – allowing the employees to develop themselves.

Within the theories of organisational development, three groups can be distinguished: those focusing on the individual (e.g. Lewin's theory of participation), those focusing on groups within the organisation (e.g. Schein's techniques) and those focusing on the organisational structure (Barlai and Csapó, 1997)

If we return to the growing organisation, the issue of motivation, attachment and identity of employees within the organisation is an issue that needs to be addressed continuously from stage 2 onwards. However, as the organisation becomes more complex, it becomes more and more vital to deal with individuals and groups. And theories that also consider organisational structure are significant in that they are the first set of theories (chronologically) to explicitly address the process of organisation formation as well as the issue of organisational formers, thus suggesting the premise that organisational structure changes over time.

4.4. Contingency theories

The theories in this category define the organisation different from the previous ones. In Barnard's theory, the organisation is a set of actions and, as such, is separate and separable from both its external environment and the people who work within it. According to Barnard, the organisation's purpose is its own survival, to which end it makes organisational decisions and to which end it develops expected forms of behaviour for its participants. To do this, it provides its participants with various incentives, which it aims to balance with the burdens on its participants (Gabor and Mahoney, 2010; Kieser, 1995)

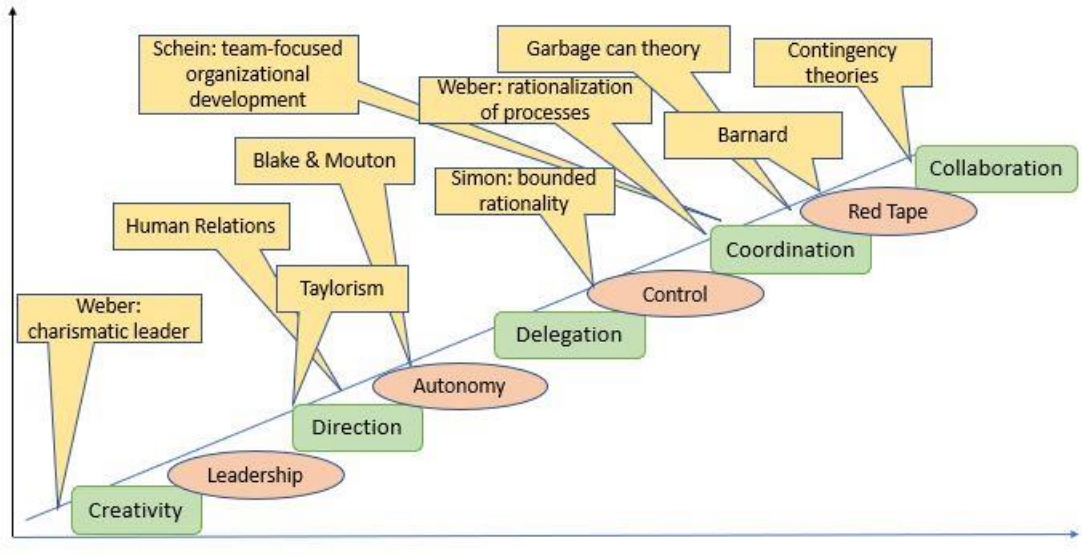
Another famous theory in the category is Herbert Simon's bounded rationality theory, which focuses primarily on individual decisions within the organisation. Simon argues that perfect rationality or perfect decision does not exist in practice – organisational leaders strive for a good decision rather than an optimal one. Among the reasons, he points to imperfect information, overly complex decision spaces and uncertainties about the future (Kieser, 1995).

These theories are, at first sight, difficult to classify from the perspective of a growing organisation since they can apply to any situation and any organisation. However, there is a stage in the growth of an organisation when the conditions outlined above become particularly relevant. The organisation's management perceives the problem outlined by Simon towards the end of stage 3 – the size of the organisation when, at the latest, it is faced with the situation being too complex to bring together all the decision factors and make ideal decisions. So managers try to find at least one "good enough" solution.

And the organisational characteristics described by Barnard become dominant in the coordination phase - at which point the degree of complexity and size of the organisation grows beyond the range of human reason so that the people in the company can rightly feel that they – and the way the organisation works – are pretty much precisely as Barnard describes (not coincidentally, since he was also basing his theory on large companies when he developed it) (Kieser, 1995).

Among the integrated approaches, it is also worth highlighting the garbage can model (Cohen et al., 1972): this is another system of thought that can be valid at any stage of organisations, but it is also, in my view, most relevant at the coordination stage. By then, the organisation has enough history to allow all sorts of ideas, stories, problems and solutions to 'float' in the free space; there are enough levels of decision-making to allow tasks and issues to bounce around uncoordinatedly among themselves; and the organisation is sufficiently opaque that, for example, functions that are routinely thrown around/run away are not noticed for a long time.

Figure 1: Phases of Greiner's growth model and the organisational theories



Source: Own editing.

5. Summary

Greiner's theory of growth emphasises that there are no universal responses in the life of an organisation. There are periods of calm and crises, and what benefits the organisation at one stage may be the central element of a crisis later on. Therefore, from time to time, business leaders need to find different solutions to adapt the internal functioning of the organisation to its increased size and changing challenges.

However, once the growth phase has been identified, it is also worth considering descriptions from classical organisational theories. The theories may still be valid today for the specific operational problem that the organisation is facing - and the proposed solutions may still be as effective in the particular organisation at that stage as they were when the theory was first developed.

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Types of Restaurant Service Quality, Expectation and Perception

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Abstract: This paper presents the expectations and perception of the quality of hospitality service in a particular hospitality facility that service users expect based on their perception. This is one of the standards based on which the quality of the hospitality service is evaluated.

The expectations and perception of the quality of the hospitality service for the guest, i.e. the user of the hospitality services, start from the impression gained before visiting the hospitality facility to the memories from the previous stay in the restaurant about the quality of the restaurant product in the facility itself. Guests expect and perceive the following types of quality: technical quality, functional quality and emotional quality. The hospitality or restaurant product is complex and represents the function of all tangible, material and immaterial services.

The quality of the restaurant services offered in hospitality establishments is their sustainable development, the one that brings prosperity, while respecting the acceptable capacity and the protection of resources.

In order to determine the expectations and the perception of the quality of the restaurant service, it is necessary to make an analysis through a scientific, methodological and planning approach.

This paper will present the results of the expectations and the perception of the quality of the restaurant service of the guests that was made with guests in the hospitality facilities from the eastern part of the Republic of North Macedonia.

The solutions were based on improving the quality of the restaurant service.

Keywords: expectations, perception, technical quality, functional quality, emotional quality

1. INTRODUCTION

For the guest who is the visitor of a catering facility, the quality of the services offered in it consists of several elements, starting from the impression acquired before the visit to the memories of the stay in the catering facility. Here we can list the following elements of the quality of services offered in a catering facility:

- a picture of the catering facility before arrival,
- pre-arrival information about catering facilities,
- attractions and attractiveness,
- infrastructure and environment,
- reservation,
- arrival (reception),
- communication during service and
- memories after leaving communication.

From the resident population's point of view, the quality of the services offered in a catering facility is their sustainable development, the one that brings prosperity, while respecting the affordable capacity and the protection of resources. Whether a catering facility chooses standardization according to already established standards or will build its own standard, image and brand, will be decided by the authority that manages the catering facility.

2. EXPECTATION AND PERCEPTION OF QUALITY

The variable expectation as a basis for subjective quality assessment mostly depends on the image of the business entity, oral presentation of friends or relatives, price and promotional activities. Expectations for a catering facility are based on the previous stay in the restaurant, conversation with friends, following

comments on social media. networks and other means of pre-arrival information[1]. Guests expect and perceive the following types of quality:

• technical quality - quality of the material that is the basis for the realization of the services (space, technology, equipment, inventory, etc.);

• functional quality - service delivery process from the first contact with the restaurant (direct or indirect); and

• emotional quality - the feeling of being a guest in the restaurant. It represents an additional kind of quality that the guest unconsciously expects and can hardly appreciate, but he certainly feels it.

Perceived quality reflects the difference between expectations and the service provided. The restaurant product is complex and represents the function of all tangible and intangible services, and the way the guest perceives their quality depends on each individual segment in relation to their price. In other words, the guest always compares the perceived service with the price to a greater or lesser extent (depending on satisfaction).

Customers have different demands from each other. Different service personnel will provide the same service in different ways. This high degree of person-to-person interaction makes services heterogeneous. Services can be different every time guests use certain services, they are very dependent on people and their behavior.

A variety of catering services can to help attract guests. Namely, it is important to take into account the quality of each individual item that can contribute to raising the quality level of the overall service, taking into account its price. Price is an important segment here, which in most cases plays the role of a scale. It is therefore important to establish a balance between the variety of services, the required quality and the price. The guest's perception of the value for money often varies depending on the guests' different sales channels. Practice has shown that guests who came through different sales channels can feel different quality of service. If we take into account that the price of the service is a numerator with which the valorization is obtained, then there is a justification that real differences exist, although the guest should not, as a rule, feel them.

There are four basic types of guests according to the price they pay:

1. The individual guest pays the highest price for the services, so the expectations of the individual guest are higher than other guests. Relative to group guests, these guests enjoy the most attention from caterers, so loyalty programs often focus only on individual guests, while group guests are neglected.

2. Group guests – pay a price that is higher than the price of the allotment allocation, but lower than the individual one. Caterers will agree that they pay the least attention to the guest in the group because they are part of a group attending a banquet, so caterers often have no knowledge of the individual needs and wants of the guests in the group. A group guest can one day be an individual guest, just as a group guest can be a loyal guest.

3. Guests using Alotman – these are guests who pay the lowest price to the hotel because they come through a travel agency as part of an offer. The guest of the allocation can be an individual or part of a group. Unlike other groups of guests, this type of guest is very carefree about the quality of service, because the quality of service is guaranteed by the agency. If there is a deviation in quality, the guest can request a certain return of the asset in accordance with the contract.

4. MICE (Meetings, conferencing, exhibitions) – the price for guests who regularly stay in the catering facility may be lower by a certain percentage of the full price.

3. QUALITY OF RESTAURANT PRODUCTS

The modern approach to the quality of restaurant products implies the need and obligation to define the quality of food and beverages based on objectively and accurately determined data. The quality of restaurant products includes all the parameters that will result in the satisfaction of the guests. One of the main reasons for going to catering establishments is the consumption of food and drinks, hence the need to define these

[1] Laškarin,M.: (2015) Menadžment zadovoljstva gosta u hotelijerstvu primjenom programa loyalty, doktorski rad, Fakultet za menadžment u turizmu i ugostiteljstvu, str. 224

terms. Food is a basic requirement for keeping organisms alive.[2] According to the origin, the food products that are consumed are divided into products of vegetable, animal and mineral origin.

Food products in their composition can contain and add various substances to improve certain properties or preserve quality. When analyzing the composition of food, quality parameters from technical-technological, microbiological, health-safe, nutritional and sensory aspects are included, both in the production process and during distribution and sale. These are factors that have a direct impact on food quality, while market and consumer factors have an indirect impact on food quality.

The food safety law defines the terms: food, food regulations, food operator, food for special nutritional use, rules for good production and good hygiene practice, official control, etc. The term food means any substance or product, in a processed, partially processed or unprocessed state, intended to be or expected to be consumed for human consumption. The term "food" includes drinks, chewing gum and all substances intentionally incorporated into food during its production, preparation or processing.[3]

The term food regulations implies law and by-laws that regulate food and food safety, they cover all stages of production, processing and distribution of food, as well as animal feed produced or intended for animals used for food production. A food operator is any natural or legal person who is responsible for ensuring the fulfillment of the conditions prescribed by the food regulations within the food business under his control.[4]

Food for special nutritional use is food that differs in its composition or specific production processes from food intended for normal consumption, is suitable for what is claimed as its nutritional purpose and is distributed in a way that indicates such suitability, meets the requirements of persons who have special nutritional needs due to their health status (metabolism, physiological condition, age and digestive problems).[5]

Rules for good production and good hygiene practice is a system of main work rules that must be ensured in the production and circulation of food, products and materials that come into contact with food and relate to personnel, facilities, equipment, materials, the condition of the materials that are introduced, the documentation, the hygiene maintenance, the production technology and the control systems, in order to minimize the risk of food contamination through production or other human activities.[6] Food operators involved in any stage of production, processing and distribution of food after primary production and associated operations of primary production are obliged to fulfill the general and special hygiene requirements and regulations adopted on the basis of the food safety law.[7]

Quality of restaurant products can be perceived through the following components: gastronomic product, technical-technological aspect, functional aspect, microbiological aspect, health-safe aspect, nutritional and sensory aspect.

A gastronomic product is a specific type of food product that consists of several foods that are integrated into a finished product. This product aims to attract a larger number of consumers (guests) to the catering facility. Through the good specification of the gastronomic product, it is possible to get to know ethnic, social, cultural, national characteristics. From a territorial scope, the gastronomic product can be: urban and rural. Guided by the fact that food is considered part of the culture, the urban gastronomic product can be branded. Consuming this product requires visiting primary and secondary food producers, restaurants and locations where food is produced as the primary purpose of the visit. Through the rural gastronomic product, it is possible to get to know the national cuisine of a country better. National cuisine is best known through cultural heritage, traditions and customs. The quality of the gastronomic product is one of the key factors for assessing the quality of service received in the restaurant, and therefore some authors emphasize the importance of food quality.

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The technical-technological aspect of quality includes the properties of the products, the procedures in preparation, the norms and the way of serving the prepared food and drinks. This aspect of quality includes the equipment of the catering facility, that is, the possibility to prepare a certain quality product.

The functional aspect of quality is the process of the sale (delivery) of the product (meal) in the restaurant, welcoming the guest, seating and choosing a table, offering and choosing the products (active sale), serving, charging, sending the guests. Good functional quality can compensate for a meal that was completely up to the guests' expectations.

The microbiological aspect of food quality indicates whether food and beverages contain a greater number of total microorganisms than permitted and that there are no pathogenic and conditionally pathogenic organisms in the food that cause food spoilage, i.e. food poisoning.

In principle, all food products of animal origin are considered to be primarily contaminated. In addition to the primary contamination of animal products, in the process of their processing, that is, their handling, secondary contamination often occurs. Diseases that are transmitted through food actually occur after the ingestion of food that is contaminated with infectious or toxic agents into the human body. The causative agents of these diseases are infectious microorganisms, which in suitable conditions multiply in food or excrete toxins in it. In almost 90% of cases, these diseases are caused by bacteria, so we usually talk about bacterial alimentary infections and intoxications, but they can also be caused by other infectious agents (viruses, parasites). Reasons for the occurrence of diseases, which often occur in an epidemic form, arise as a result of failures in the technology of food preparation, distribution and storage.[8]

It is necessary to know the prescribed conditions very well in order to prevent the appearance and development of pathogenic microorganisms. Persons who prepare large quantities of food (restaurants, cafes, kitchens and similar facilities) should be health-educated and observe the basic principles of hygienic minimum when handling food (preparation, storage and distribution). They should also undergo special training on the method and procedures in the technology of food preparation and make regular sanitary and health examinations.[9]

The health and safety aspect of the quality of food products means the hygienic correctness of the products and the correctness of their composition in terms of energy, building and protective substances that have an impact on the biological value of the products.[10] According to the Law on the Safety of Food and Products and Materials that Come in Contact with Food (Official gazette of RM no. 54/2002) the following food is considered unsafe food:[11]

- food that has expired, or has damaged packaging that can adversely affect the quality of the food;
- food produced or sold deviating from food hygiene requirements and not in accordance with the rules of good production, good hygiene and good agricultural practice;
- food that misleads consumers;
- food that contains pathogenic microorganisms or pathogenic parasites, that is, their developmental forms and secretions or pests that can have a harmful effect on human health;
- food containing residues of pesticides and veterinary drugs that are not permitted or in quantities above the maximum permitted levels;
- food that contains toxic metals, non-metals, other chemical pollutants from the environment, as well as poisons and other substances in a concentration that can have a harmful effect on human health;
- food that contains pathogenic microorganisms or pathogenic parasites, that is, their developmental forms and secretions or pests that can have a harmful effect on human health;

[8] https://www.iph.mk/zaboluvanja-koi-se-prenesuvaat-preku-hrana (accessed on 30.01.2021)

[9] https://www.iph.mk/zaboluvanja-koi-se-prenesuvaat-preku-hrana (accessed on 30.01.2021)

[10] Ristovska,G., Gjorgjev,D., Kendrovski,V., (2007) Food hygiene and environmental protection – Skopje: PHI Republic Institute for Health Care, 78 p. : illustration ; 21 cm,

[11] Ristovska,G., Gjorgjev,D., Kendrovski,V., (2007) Food hygiene and environmental protection – Skopje: PHI Republic Institute for Health Care, 78 p. : illustration ; 21 cm,

- food containing residues of pesticides and veterinary drugs that are not permitted or in quantities above the maximum permitted levels;
- food that contains toxic metals, non-metals, other chemical pollutants from the environment, as well as poisons and other substances in a concentration that can have a harmful effect on human health;

food that is not labeled or if the expiration date cannot be determined from the labeling;

- there is no data from the declaration of the package from which it is sold when it comes to food that is not in original packaging, that is, that is sold in a loose state (bulk);
- food of animal origin and not marked with safety marks in accordance with veterinary health regulations.

The main objective of food safety control is to provide a product that will not endanger human health in any way and to take appropriate legal measures in case of discovery of the deficiency. The measures that will be taken are aimed at determining whether the food is safe or not safe for consumption. If the product is unsafe for consumption, it is necessary to identify and eliminate the cause that led to the production of unsafe food. Employees in catering facilities, especially in the production and serving of food and beverages, are directly responsible for the health of their consumers - guests. Food safety and consumer health are best controlled by implementing the highest hygiene standards or the HACCP food safety control system.

The director of the Food and Veterinary Agency, in accordance with the Minister of Health, prescribes the special requirements for the safety of nutritional supplements, prescribes the way of labeling, additional mandatory information related to the peculiarities of nutritional supplements, the amount, form and type of vitamins and minerals. and certain other substances, after previously obtained consent from the Government of the Republic of North Macedonia. The food operator can produce and put on the market nutritional supplements that meet the special safety requirements only after a previously issued opinion on the product by the Agency. Any new product that falls under the category of nutritional supplements can be put on the market only after a previously issued opinion by the Agency, that it meets the special safety requirements. The Agency keeps a register of products that meet the special safety requirements as nutritional supplements.[12]

The nutritional aspect of quality refers to the composition of food. Food is composed of ingredients, chemical compounds that have a certain role in the functioning of the human body from which the body appropriates and uses food and fluids for normal functioning, growth and maintenance, as well as for maintaining the balance between health and disease. Some of these compounds are essential, they cannot be created in the body and must be taken in through food, these are the so-called essential ingredients (iron and calcium, vitamins and certain amino acids).

Sensory aspect of quality or product quality assessed by human senses is one of the most important when assessing the quality of a gastronomic product and usually precedes all other quality assessments. In order to be able to do sensory analysis, it is necessary to know: terminology, anatomy and physiology of human senses, sensory assessment techniques, assessment tasks and procedures.

Sensory quality is the overall sensory impression of a sample as assessed using the following sensory evaluation techniques:

• Visual technique - sense of sight,

• Olfactory technique - sense of smell,

• Gustatory or oral technique - sense of taste,

• Palpatory technique - sense of touch and

• Audio technique - sense of hearing.

Sensory analysis allows us to evaluate properties, such as appearance, texture, smell and taste, and to judge the product as sensory acceptable based on observations or to reject it due to the existence of uncharacteristicsensory properties. This is a very important aspect of product quality.

[12] http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a (accessed on 29.01.2021)

Figure no.3 Sensory analyses



Catering establishments should accept modern trends in food, in the process of its preparation and serving. They should take into account the ethical responsibility in the production of the food products and avoid the characteristics of the products that represent potential dangers and uncertainty for the guest-consumers.

4. SERVICE QUALITY GUARANTEE

In order to prove the quality of products and services and the responsibility in their work, businesses often include various guarantees for their products and services in their promotional activities. In this context, the guarantee represents a written contractual obligation of one of the contracting parties to the other that they bear the risk of business activity, that is, they will compensate the damage. According to consumer protection law, a "warranty" is any obligation of the trader or manufacturer ("the guarantor"), undertaken in relation to the consumer, in addition to the legal obligations relating to the guarantee of conformity, to reimburse the price paid, replace, repair, or service in any way the goods, when they do not conform to the specifications, or to any other non-conformity requirement, stated in the warranty declaration or in the relevant advertisement available at the time or before the conclusion of the contract.

Guests in hospitality facilities are only offered a guarantee for the protection of personal data in accordance with the Law on the Protection of Personal Data, while the guarantee for the services provided is usually not practiced. In manufacturing, it is normal to expect a certain guarantee (when buying almost all products). Although the guarantee is one of the key elements of promotional activities, it is rarely or almost never used proactively in tourism and hospitality, as a factor of safety and increase of pleasure. The guarantee of the quality of service in the hospitality industry (if any) is often last and is highlighted in the event of an emergency as a reaction in case of possible dissatisfaction. Quality assurance is rarely seen as an opportunity to draw attention to and reduce the risk between offered and perceived quality. The primary purpose of a hospitality warranty is to address a guest complaint or dissatisfaction, and to a much lesser extent to stimulate interest and sales of services to potential guests. However, if building trust is one of the main goals of the relationship with the guests, then the catering facility is expected to provide trust and take responsibility. In this case, the guarantee of service quality can be freely applied as part of the restaurant operation.

5. ANALYSIS AND RESEARCH ON RESTAURANT SERVICE QUALITY, EXPECTION AND PERCEPTION

A research can be conducted in two ways, in order to obtain two types of data: quantitative and qualitative data. The difference between these two types of data is that quantitative ones refer to facts such as: answering the questions what, where, how much, how often and so on. These are usually objective (not personal) and controlled. While in qualitative answers the answers are more subjective and describe the thinking - the attitudes of the respondent. In order to achieve the goal of this research, certain questionnaires were made which are intended for guests in the catering facilities in the eastern part of the Republic of North Macedonia. The purpose of this research is to get insightful opinions and attitudes as end consumers of the catering product. Furthermore, the obtained results can be used to create short-term and long-term plans for future development of restaurant operations and at the same time will allow comparative analysis with the same or similar facilities in the destination and beyond, providing theoretical and practical applicability in restaurant operations. This research was conducted in several phases, as follows:

- Preparation of questionnaires on Google Drive platform for creating and piloting questionnaires (before conducting the survey, in order to anticipate the shortcomings in the questions asked, the questionnaires were sent to several guests, where based on their answers, they have undergone some changes in the formulation of the questions.
- Sending the questionnaires to the guests of the hospitality facilities.

- Analysis and interpretation of the obtained results The Google Drive platform is created to automatically summarize the results. After the answering process, it immediately displays the results graphically in a pie or chart and allows individual review of the answered questionnaires.
- Interpretation of the results of the survey questionnaires consists of theoretical description and graphic presentation of each question.

6. RESULTS AND DISCUSSION

In the following, an analysis of the obtained results is presented in order to compare the average values of the indicators according to which the analysis of the quality of the hospitality services provided in the hospitality facilities in the eastern part of the Republic of North Macedonia is carried out. The analysis will help in determining the indicators that will give the true picture of the current state of the quality of the hospitality service in the hospitality facilities in the eastern part of the Republic of North Macedonia, the weaknesses in quality management will be determined, by applying research methods in which the guests in hospitality establishments will be covered, which will enable the determination of the quality of the hospitality service in the hospitality establishments in the aforementioned region of the country.

All indicators are evaluated according to the Likert scale ranging from 1 to 5 where (1 - insufficient, 2 - satisfactory, 3 - good, 4 - very good and 5 - excellent). The sum of the obtained values for each indicator is divided by the number of indicators and an average score is obtained which will show what is the current evaluation of the implementation of the quality of the hospitality services provided in the hospitality facilities in the eastern part of the Republic of North Macedonia. At the same time, when interpreting the mean values of the quality of hospitality services, when quantifying the impact factor, the following scheme was applied: 1.00-1.80 (very low); 1.81-2.60 (low); 2.61-3.40 (medium); 3.41-4.20 (tall); and 4.21-5.00 (very high).

Table 1. Total value of indicators by guests

N.	Indicators	
1.	Appearance of restaurants, restaurant equipment, staff	4.5
2.	Ability of the restaurant to provide service reliably and accurately	4.3
3.	Willingness of the restaurant to help guests and provide prompt service	3.9
4.	The experience of the employees in the restaurants and their communication while serving	4.02
5.	Individualized attention that the restaurant gives to its guests	4.38
	Average values	4.22

Note:
The impact factor is represented visually by color according to the following legend:

1.00-1.80 (very low)	1.81-2.60 (low)	2.61-3.40 (medium)	3.41-4.20 (tall)	4.21-5.00 (very high)

Table 1 presents the ratings of the individual indicators according to which the quality of hospitality services is determined by the guests in the hospitality facilities that are the subject of analysis. This presentation enables comparison of the quality of hospitality services within the given indicators by the guests. The average rating of the indicators that determine the quality of hospitality services by the guests in the hospitality facilities is 4.22, which means very high quality. According to the respondents, the highest quality is the appearance of restaurants, restaurant equipment and staff, which have a score of 4.5. This is followed immediately by the individualized attention that the restaurant provides to its guests with a score of 4.38, the ability of the restaurant to reliably and accurately provide service with a score of 4.3, the experience of restaurant employees and their communication during service with a score of 4.02 and the lowest score of 3.9 has the restaurant's willingness to help guests and provide prompt service.

7. CONCLUSION

This indicates that the guests are dissatisfied with the willingness of the restaurant to help the guests in the choice of services, payment method, etc. and to provide prompt service in serving food and beverages to guests.

To achieve recognizable quality, catering facilities should, first of all, adopt development plans and establish a quality catering model, which will determine the way in which it is necessary to create and sell the catering product.

A catering facility is determined by its model and it does not compete with catering facilities with similar characteristics, but with catering facilities that have the same model. That is why it is extremely important to evaluate the model of the catering facility, as well as the way it works. The elements that need to be evaluated in the catering facility refer to:

- selection of target guests,
- attracting new guests,
- joint relationship of human resources and guests,
- organization, management and operation of a catering facility.

The purpose of the assessment is to determine the direction of development of a catering facility in the future, that is, a way to ensure its long-term sustainability.

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Legal Form of Businesses of Small and Medium – Sized Enterprises in the Slovak Republic

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Abstract*:* One of the most important decisions that an entrepreneur makes before starting a business is choosing the legal form of his business. Currently, entrepreneurs have the option of choosing from many legal forms of business. A sole proprietorship is the most frequently used form of business for a natural person, while for a legal person it is a limited liability company. The aim of the article is to characterize the development and frequency of individual legal forms of small and medium – sized enterprises in the Slovak Republic through analysis. For this purpose, we used secondary data, specifically the data of the Statistical Office of the Slovak Republic. According to our findings, the structure of SMEs according to legal forms is characterized by a predominant share of natural persons (entrepreneurs, or self-employed persons). In 2020, after the previous increase, the number of active natural persons decreased. The decrease was mainly due to the lower number of sole - proprietors as the most important legal form within this group of SMEs. In the following years, the number of natural persons increased. On the other hand, the coronavirus crisis did not stop the growth of the number of small and medium-sized enterprises - legal persons in 2020. SMEs – legal persons experienced a slight decrease in numbers in 2021 and growth again in 2022. The sectoral structure of SMEs – legal persons is characterized by the most significant representation of the service sector. Natural persons are mostly active in the construction industry. From the point of view of the structure of SMEs by ownership, privately owned SMEs clearly dominate. The dominant position of men remains in the performance of business activity. Slovakia is characterized by a higher representation of entrepreneurs in younger age groups.

Keywords: Small and medium – sized enterprises, legal form, natural person, legal person.

1. INTRODUCTION

Already in the distant past, people were engaged in the production of material goods and the provision of services. Initially, this activity did not have a specific legal framework. The first form of business at the beginning of the 19th century was basically the business of individual persons. Gradually, with the developing of labor division and specialization, business activity developed and found new forms and improved (Sivák et al., 2015).

The currently valid legislation in the Slovak Republic allows:

- business of citizens (natural persons),

- doing business in various types of business companies,

- business within cooperatives,

- others.

An entrepreneur in the Slovak Republic can operate as a natural person or as a legal entity, which is a decisive criterion for choosing a legal form. The most frequent way of running a business as a natural person is a sole proprietor. Besides it there is also a natural person, who carries on trade activities according to other than the trade authorization, or a natural person who engages in agricultural production and is registered in the special register. Legal entities can do business in different forms. The basic legal form of business for legal entities is a business company.

It is obvious that entrepreneurs have the option of choosing from many legal forms of business. They choose the legal form of the company considering the nature of the products and services, as well as the requirements of the entrepreneur who establishes it and ensures its activity (Belanová, 2021a).

At the turn of the 1980s and 1990s, the establishment of businesses in the Slovak Republic represented a new activity after forty years. Until that time it was the responsibility of the state authorities. This was primarily related to the fact that in the conditions of the nationalization of the national economy, any manifestations of entrepreneurship were considered not only inappropriate, but even directly harmful. Legal business functions were therefore exclusively entrusted to the competence of the state. The economic reform in 1989 fundamentally changed the conditions for doing business. The first steps of the reform were aimed at this area,

i.e. to establish a concept considering the existence of different types and forms of ownership. Gradually, all forms of ownership were equalized (Belanová, 2021b).

Table 1 shows the number of selected legal forms in the Slovak Republic. The most used form of business for a natural person is a sole proprietorship, while for a legal person it is a limited liability company.

Table 1 Number of economic entities according to selected legal forms 2015 - 2022

	2015	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
Legal persons totally	207 655	228 110	248 945	265 835	282 602	296 876	298 977	305 976
Business companies	183 531	200 104	207 486	217 107	230 298	239 844	248 762	260 670
JSCo	5 340	5 516	5 387	5 311	5 401	5 404	5 392	5 380
LLC	176 956	193 300	200 782	210 490	223 569	233 117	242 056	253 950
cooperatives	1 323	1 353	1 367	1 396	1 429	1 424	1 444	1 453
State companies	18	15	13	12	12	12	12	12
Foreign ciompanies	2 3670	3 549	4 541	5 875	9 298	11 697	3 898	1 087
Natural persons totally	338 467	346 992	348 327	330 378	349 020	339 000	376 874	404 234
Sole proprietorships	316 460	322 968	323 948	303 961	323 896	312 269	350 236	376 991

Source: Author according to the data of the Statistical Office of the SR

The aim of the article is to characterize the development and frequency of individual legal forms of small and medium – sized enterprises (SMEs) in the Slovak Republic through analysis. SMEs represent the most numerous segment of the business sphere and contribute significantly to the country's economy. The dynamic development of small and medium-sized businesses is one of the basic prerequisites for the healthy economic development of the country (SBA, 2022). Currently, there are ongoing discussions about the need for changes in the basic characteristics of legal standards, so that they better correspond to the needs of businesses in practice (Financial Report, 2022).

Despite the topicality and importance of this issue, according to our knowledge, there have not yet been conducted many surveys on the legal forms of businesses of SMEs in the Slovak Republic. An exception is the publication by (Klučka et al., 2022), in which the authors evaluate the performance of SMEs until 2019. They also characterize and compare the development of small and medium-sized enterprises in Slovakia and Austria.

Knapková and Krešáková (2018) compare legal forms of business companies in Slovakia and Germany. Their analysis confirmed that there are significant differences in the features and types of business companies in Slovakia and Germany despite similarities of nomenclature.

According to our findings, the structure of SMEs according to legal forms is characterized by a predominant share of natural persons (entrepreneurs, or self-employed persons). In 2020, after the previous increase, the number of active natural persons decreased. The decrease was mainly due to the lower number of sole - proprietors as the most important legal form within this group of SMEs. In the following years, the number of natural persons increased. On the other hand, the coronavirus crisis did not stop the growth of the number of small and medium-sized enterprises - legal persons in 2020. SMEs – legal persons experienced a slight decrease in numbers in 2021 and growth again in 2022. The sectoral structure of SMEs – legal persons is characterized by the most significant representation of the service sector. Natural persons are mostly active in the construction industry. From the point of view of the structure of SMEs by ownership, privately owned SMEs clearly dominate. The dominant position of men remains in the performance of business activity. Slovakia is characterized by a higher representation of entrepreneurs in younger age groups.

2. DEFINITION AND BASIC CHARACTERISTICS OF SMEs

In Slovakia, a term enterprise is understood from the broad point of view, in accordance with the Commission Recommendation 2003/361/EC of 6 May 2003 as " any entity engaged in an economic activity, irrespective of its legal form". It is the economic activity that is the determining factor, not the legal form. In practice, this

means that the self-employed, family firms, partnerships and associations or any other entity that is regularly engaged in an economic activity may be considered as enterprises.

In the article, we apply the size categories of enterprises resulting from the recommendation of the European Commission no. 2003/361/EC of May 6, 2003 on the definition of micro, small and medium enterprises and Commission Regulation (EU) no. 651/2014 of Annex I.

Based on the above-mentioned documents, the following three criteria are considered when defining an SME:

- staff headcount,

- annual turnover,

- annual balance sheet amount.

The most important size criterion, which must always be met, is the criterion of employment or number of workers. However, the number of employee's criterion is supplemented by two other financial criteria, of which the company must meet at least one of them. When classifying a company as an SME, one of the following possible combinations of assessment is compared: (1) number of employees and annual turnover, or (2) number of employees and total annual balance sheet amount.

A change in the status of an enterprise as an SME, or a small enterprise or a micro-enterprise within the set of SMEs, occurs only after exceeding the size criteria in two consecutive accounting periods. Based on this definition, the group of small and medium-sized enterprises includes business entities that employ less than 250 people and whose annual turnover does not exceed 50 million Euros and/or the total annual balance sheet does not exceed 43 million Euros. Individual size categories of small and medium enterprises are determined according to the threshold values of the above criteria (Table 2).[1]

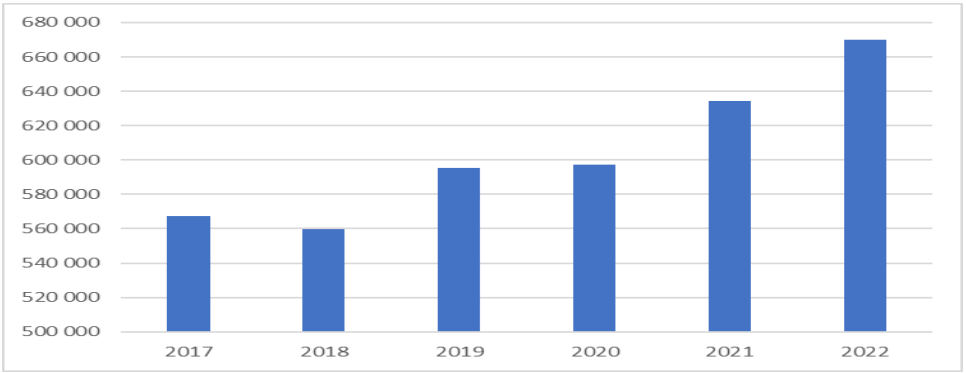
Table 2 Definition of SMEs

Company category	Staff headcount	turnover	And/or	Balance sheet total
Medium - sized	<250	≤€50m		≤€43m
Small	<50	≤€10m		≤€10m
micro	<10	≤€2m		≤€2m

Source: Author according to EU recommendation 2003/361

Basic quantitative indicators characterizing the state of the SME sector include their number. According to the data of the Statistical Office of the Slovak Republic, there was an increase in the number of small and medium-sized enterprises in 2022. The achieved growth was 5.7%. In absolute terms, the number of active SMEs was 670,161 (Figure 1). In a year-on-year comparison, the number of SMEs increased by 35,852 entities. From the point of view of the individual size categories of enterprises, the most dynamic increase in numbers occurred in the group of micro-enterprises with 0-9 employees, by 5.8% year-on-year. In the case of other size categories of SMEs, no significant changes were recorded.

Figure 1 Development of the number of SMEs



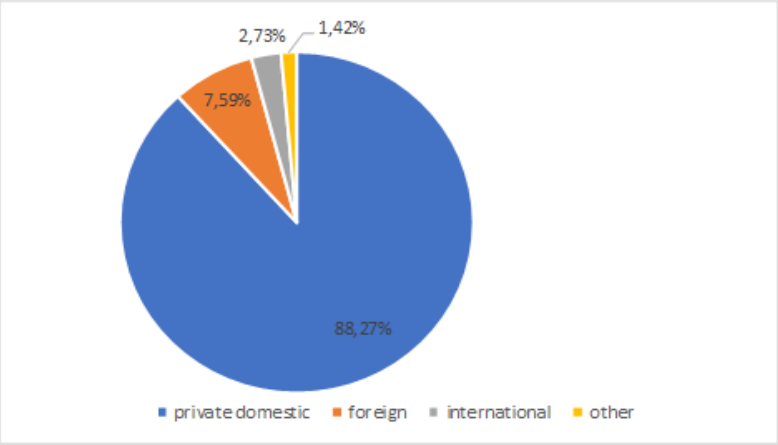
Source: Author according to data of the Statistical Office of the SR

[1] These ceilings apply to the figures for individual firms only. A firm that is part of a larger group may need to include staff headcount/turnover/balance sheet data from that group too.

The business sector in Slovakia has long been characterized by a high representation of micro-enterprises (SBA, 2022). Of the total number of active business entities in 2022, micro-enterprises accounted for up to 97.6%. Small (2.0%) and medium-sized enterprises (0.4%) have a significantly lower representation.

From the point of view of the structure of SMEs by ownership, privately owned SMEs clearly dominate (Figure 2).

Figure 2 Structure of SMEs according to the ownership



Source: Author according to data of the Statistical Office of the SR

In 2021, small and medium-sized enterprises achieved a 74.3% share of employment in the corporate economy. The share of SMEs in total employment in the SR economy was 59.0%. Despite the support measures taken to maintain employment, the average number of employed persons in the category of small and medium-sized enterprises (including natural persons – entrepreneurs) decreased year-on-year by 0.8% (by 10.9 thousand) to 1,390,000 employed persons. Employment in the SME sector declined for the second year in a row. Medium-sized enterprises had the biggest problem keeping their employees, whose employment decreased by 6.1% year-on-year. Microenterprises recorded a decrease in employment by 4.6%. The average number of persons employed by natural persons – entrepreneurs has hardly changed.

3. LEGAL FORMS OF SMEs

As mentioned in the introduction, both natural persons and legal entities are eligible to run businesses.

An individual can do business as:

- a sole - proprietor on the basis of a trade licence
- a person conducting business on the basis of an authorisation other than a trade licence, subject to special regulations
- a natural person engaging in family farming and registered pursuant to a special regulation, the so-called self-employed farmer.

It is also possible to do business as a legal entity, in particular, as:

- public trading company, limited partnership, limited liability company, joint-stock company and simple company for shares,
- cooperative
- a legal entity established under European Union law.

In the structure of SMEs according to legal forms, natural persons – entrepreneurs (60.3%) prevail despite the previous continuous decline (in the period 2010 – 2020) in their representation. Even though the number of SMEs – legal persons increased year-on-year (except for decline in 2021), their share in the total number of SMEs decreased to 39.7% in 2022 (Table 3).

Table 3 Development of the number of SMEs: natural persons and legal persons

	NPs	NPs/SMEs	LPs
2010	410 308	74.23%	142 417
2011	402 325	72.41%	153 283
2012	387 451	70.24%	164 157
2013	382 211	67.83%	181 290
2014	369 514	65.37%	195 727
2015	338 467	63.73%	192 596
2016	346 992	62.28%	210 130
2017	348 326	61.42%	218 805
2018	330 377	59.01%	229 464
2019	349 018	58.62%	246 353
2020	338 997	56.77%	258 174
2021	376 871	59.41%	257 438
2022	404 232	60.32%	265 929

Source: Author according to data of the Statistical Office of the SR

Analyzing the impact of the pandemic on the number of SMEs - entrepreneurs, we can conclude that in 2020, after the previous increase, the number of active natural persons decreased. The decrease was mainly due to the lower number of sole - proprietors as the most important legal form within this group of SMEs. Subsequently, the growth rate of the number of entrepreneurs doing business as natural persons reached 11.2% between 2020 and 2021. This is the most dynamic year-on-year growth since 1992. In absolute terms, the number of active natural persons – entrepreneurs increased year-on-year by 37,874 to the final 376,871. Behind the year-on-year growth of natural persons - entrepreneurs is the re-"revival" of sole proprietors who, with the help of appropriate legislation and set processes, including the electronicization of public administration, can respond to improved conditions relatively quickly and flexibly by suspending or reactivating business. Their number increased by 12.2% after the slump in 2020. The data thus confirm the significant sensitivity of entrepreneurs to deterioration, or improvement of the business environment due to the gradual introduction or relaxation of anti-pandemic measures.

On the other hand, the coronavirus crisis did not stop the growth of the number of small and medium-sized enterprises - legal persons in 2020. SMEs – legal persons experienced a slight decrease in numbers in 2021 and growth again in 2022.

In the group of SMEs doing business as natural persons - entrepreneurs, the dominant representation of sole proprietors has persisted for a long time. In 2022, they made up 93.3%, which in absolute terms amounts to 376 989. Persons conducting business on the basis of an authorisation other than a trade licence accounted for 5.8% (or 23,635 in absolute terms). Even in 2022, self-employed farmers were the least represented legal form with a share of less than 1.0% of the total number of natural persons – entrepreneurs in Slovakia. The absolute number of self – employed farmers reached 3,608.

Business on the basis of an authorisation other than a trade licence can be characterized as a specific field of business, because the performance of professional activities requires the fulfillment of educational requirements, the necessary experience, the passing of professional exams, and in some professions also membership in the chamber. This factor is also the reason for the lower representation of SMEs operating in this legal form of natural persons. The number of persons conducting business on the basis of an authorisation other than a trade licence is developing more positively in the long term. Since 2015, their number has increased by almost one third.

From the total number of natural persons – entrepreneurs, in 2022 the highest representation according to the number of employees was in the category of micro-entrepreneurs and in the category of small entrepreneurs. At the same time, the category of micro-entrepreneurs was dominantly represented in all the aforementioned legal forms within the framework of natural persons - entrepreneurs.

In the structure of natural persons - entrepreneurs by sector, four sectors make up an important part: construction, business services, trade and industry. The interest of natural persons - entrepreneurs in doing business in other sectors is significantly lower. The industry structure of sole proprietors copies the structure of all natural persons - entrepreneurs.

Among SMEs – legal entities, the business services sector is most represented, followed by trade, industry, transport, information and communication activities and construction. In 2022, the least number of SMEs - legal entities did business in agriculture and in the accommodation and catering industry.

From the point of view of individual legal forms of SMEs - legal entities, in 2022 limited liability companies were represented to the greatest extent in the number of 136,012. The second largest group was represented by joint stock companies. However, their number was compared to s.r.o. significantly lower, only 3,039.

As for the gender composition of entrepreneurs in the Slovak Republic, women in Slovakia account for more than half of the total population. Nevertheless, the dominant position of men remains in the performance of entrepreneurial activity. In an international comparison, Slovakia has long been ranked among countries with a below-average representation of women (Eurostat, 2023).

Differentiated results of the representation of women can be observed in individual legal forms of natural persons - entrepreneurs. Women are asserting themselves more prominently only among people running businesses in the form of person conducting business on the basis of an authorisation other than a trade licence.

The age structure expresses the division of natural persons - entrepreneurs according to age into multi-year groups. The highest representation of active natural persons - entrepreneurs in terms of age has long been in the 40- to 49-year-old category. The second most numerous group in terms of age were entrepreneurs in the age category of 30 to 39 years.

As part of the comparison of the age structure of Slovak entrepreneurs with EU countries, Slovakia is characterized by a higher representation of entrepreneurs in younger age groups (Eurostat, 2023).

Different natural, economic and social conditions in connection with historical contexts determine the conditions and development of business in individual regions of Slovakia. This also results in the uneven development of regions, including small and medium-sized businesses. In 2021, the largest number of SMEs doing business in the legal form of a natural person were located in the Prešovský, Žilina and Bratislava regions. In the case of SMEs doing business as legal entities - enterprises, the territory of the Bratislava Region was more attractive.

4. CONCLUSION

In a market economy, there is a large number of different types of enterprises, which differ from each other in various ways. One of the most important criteria for the division of enterprises is the division by legal form.

The legal form of business is the way in which the status of entrepreneurs is regulated by legislation. Decisions on the choice of legal form are made by the company not only during the founding phase, but also during changes to the organizational structure, personnel changes, or changes to legislation, especially tax legislation.

The choice of the legal form of the company is one of the most important decisions. In the long term, it will affect the way the company communicates with its surroundings, as well as issues of its internal organization.

An entrepreneur in the Slovak Republic can operate as a natural person or as a legal person, which is a decisive criterion for choosing a legal form. This basic classification of business entities is in accordance with the EC definition, according to which we understand business in a broad sense of the word, that is, it includes all business entities, including self-employed persons, family businesses that carry out craft or other activities, partnerships or associations carrying out regular economic activity.

According to our findings, the structure of SMEs according to legal forms is characterized by a predominant share of natural persons (entrepreneurs, or self-employed persons). In 2020, after the previous increase, the number of active natural persons decreased. The decrease was mainly due to the lower number of sole - proprietors as the most important legal form within this group of SMEs. In the following years, the number of natural persons increased. On the other hand, the coronavirus crisis did not stop the growth of the number of small and medium-sized enterprises - legal persons in 2020. SMEs – legal persons experienced a slight decrease in numbers in 2021 and growth again in 2022. The sectoral structure of SMEs – legal persons is characterized by the most significant representation of the service sector. Natural persons are mostly active in the construction industry. From the point of view of the structure of SMEs by ownership, privately owned SMEs clearly dominate. The dominant position of men remains in the performance of business activity. Slovakia is characterized by a higher representation of entrepreneurs in younger age groups.

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Remote Work in the Context of COVID-19 Pandemic

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Abstract: There is no doubt that COVID-19 pandemic has long-term social, cultural and economic consequences. Despite countries' governmental efforts to stabilize economies and mitigate job losses, COVID-19 had a significant effect on the global labor market. The major change consisted in the fact that millions of employees across the world, including a large proportion of knowledge workers, transitioned to the remote work. In this context, both the academia and the business environment started to investigate the implications of the remote work on employees and also on companies. Some studies found positive results with respect to job satisfaction, job performance, organizational commitment or work–family conflict. Meanwhile, it was noticed that remote working has also some negative consequences, such as professional isolation, a reduced possibility of obtaining promotions, the breakdown of professional relationships and even an increase in family–work conflict. Since productivity represents one of the most critical points of interest of work, the present study intends to investigate if, in the context of the remote working, employees' productivity is related to social isolation and perceived overall job performance. In order to achieve our purpose, we conducted an online study on a sample of 291 Romanian workers, during the period June-July 2022. All of the respondents experienced the remote work during the pandemic, most of them for the first time. Based on our findings, we can underline several conclusions. First of all, self-perceived overall performance influenced both directly and indirectly the productivity of the remote workers. Moreover, we noticed that this relationship was mediated by work engagement of the employees. Secondly, as expected, we found a direct negative influence of social isolation on workers' perceptions of productivity and remote work satisfaction. This result underlines once again the importance of social relationships.

Keywords: remote work, COVID-19, social isolation, productivity, work engagement.

1. INTRODUCTION

The COVID-19 pandemic has changed peoples' life in unexpected ways. A major transformation consisted in the fact that millions of employees around the world transitioned, quite suddenly, to the remote work for the first time and without any preparation. Despite the digital revolution that amplified during the last decades, many companies and people confronted with difficulties in continuing the activity in the context of the lockdown. According to the statistics, in 2017 those who usually worked from home constituted only 5% of the employed workers in the EU states (Eurostat, 2018) and less than 3% in USA (GWA, 2017). Even though before pandemics working from home or remote work were only exceptions, it ca be noticed that some changes took place during time in this direction. For example, in 2018, 70% of the companies surveyed by the Society for Human Resource Management allowed telecommuting from an ad-hoc to a full-time basis (SHRM, 2018). Meanwhile, around 75% of the Europeans had certain flexibility in their work in terms of schedule and location in 2016 (OECD, 2016).

The literature identified both advantages and disadvantages of working from home and of remote working (Allen, Golden and Shockley, 2015). Usually, adopting this flexible way of working requires a period of design, preparation and adaptation to allow organizations to effectively support employees' productivity and ensure them better work-life balance (Toscano and Zappalà, 2020a). Yet, while some studies have shown that remote work can reduce family-work conflict (Gajendran and Harrison, 2007), others mention that working from home can amplify it, thus nullifying the benefits of staying home (Allen, Golden and Shockley, 2015). There were also studies showing that employees who work remotely perceive their employers as supporters of employees' well-being (Danna and Landry, 2011). Providing remote work contracts may also be perceived by employees as reflecting a better fit between themselves and their job, which is an aspect of positive work role adjustment (Shockley and Allen, 2010).

In the context in which the COVID-19 outbreak has suddenly forced most organizations to adopt this way of working, the need to examine how working from home has affected the well-being and productivity of the employees with no prior remote work experience is imperative. Several studies explored some particular aspects of working in the context of COVID-19, such as job demands (Galanti et al., 2021) or job resources that influenced employees' productivity during the pandemic (Jamal et al., 2021). Other researches focused on the

time that employees had to spend in order to learn the new technologies to complete their work and to adjust to the repeated changes in the work procedures (Vaziri et al., 2020).

Since productivity represents one of the most critical points of interest of work, the present study intends to investigate if, in the context of the remote working, employees' productivity is related to social isolation and perceived overall job performance. In order to achieve our purpose, we conducted an online study on a sample of 291 Romanian workers, during the period June-July 2022. The next parts of the study are structured as following: a literature review that presents, from a theoretical point of view, the context of the remote work and, based on which, we developed the research hypotheses, the methodology used to achieve our purpose, the results and the conclusions.

2. LITERATURE REVIEW

Starting from March 2020, most of the countries all around the world implemented lock-down measures. In this context, millions of companies were forced to rethink the working methods of their employees, mainly to make the daily activities executable from home by using the current technological tools. Even though this shift to the remote work was facilitated by governments' legislation, it was perceived as a relatively fast and improvised change. In many cases, this substantial change in the way of working had many flows in implementation. Moreover, many employees were unfamiliar with the new working methods, some of them having no skills or even lacking the abilities to learn the new online tools.

Some studies investigating the consequence of the remote work on companies and employees mention certain possible benefits with respect to the job satisfaction, job performance, organizational commitment or work–family conflict (Toscano and Zappalà, 2020a). For instance, Boell et al. (2013) underline an increase in individual productivity and performance for those employees that worked remotely. This finding is also argued by those studies focused on the sectors that involve IT working tools. For example, researches conducted on call-centres' activity or IT companies. While the Chinese call centres' employees increased their productivity by 13% when they were allowed to work remotely (Bloom et al., 2015), the U.S. call centres' workers had productivity gains of up to 10% by working remotely (Emanuel and Harrington, 2020). A qualitative study conducted on IBM found that those employees who were arbitrarily assigned to switch to the remote work reported higher levels of productivity than those who remained in office (Hill et al., 1998). The same results were noticed in the case of an Italian consultancy company, where those employees who were allowed to work without constraints of location or time had higher productivity in terms of the number of the accomplished tasks (Angelici and Profeta, 2020).

A more comprehensive analysis that investigated 46 studies focused on the remote work, involving in total over 12,000 employees, presented the benefits of the remote work on both supervisor-rated performance and objectively measured job performance (Gajendran and Harrison, 2007). This meta-analysis also showed that the remote work has positive impacts on other important factors such as perceived autonomy, job satisfaction, turnover intent and work-related stress. Actually, one of the major reasons for which organizations implement remote work policies is that they increase productivity (Karnowski and White, 2002). Meanwhile, employees are keen to work remotely because they also believe that, in this way, they are more productive (Shockley and Allen, 2012).

Contrary to all these findings, other authors identified negative results of the remote working, such as professional isolation, a reduced possibility of obtaining promotions, the breakdown of professional relationships, as well as an increase in family–work conflict (Raišiene et al., 2020). Therefore, in the context of COVID-19, a big concern occurred because the pandemic generated anxiety, depression and stress, especially in the case of the people that were already suffering from poor health (Wang et al., 2020). Studies on the remote work in times of COVID-19 have also shown an increase in inequalities between groups of employees, some of them being more satisfied and others more dissatisfied with their work (Raišiene, 2020). This aspect may lead, on the long run, to an increase in wage inequality among employees (Bonacini, Gallo and Scicchitano, 2020). Thus, many companies worried that the employees that were forced to work remotely would be less productive either because they avoid their duties (Barrero et al., 2020) or because they might be distracted by other things in the absence of supervision (Larson et al., 2020).

Moreover, the isolation, already existing in conditions of normal teleworking (Mann and Holdsworth, 2003), should be even more investigated during the pandemic conditions, since some studies have shown a relationship between the loneliness during the COVID-19 (Xiao et al., 2020), the depression and the higher

levels of stress. The relationship between social isolation and job performance in a remote work environment has already been investigated. Golden, Veiga and Dino (2008) found that professional isolation had a negative impact on job performance of the employees. During the COVID-19 pandemic the social isolation has inevitably increased, generating higher levels of loneliness (Ellis, Dumas and Forbes, 2020). Toscano and Zappala (2020b) correlated the social isolation and stress generated by pandemic with the declining work satisfaction and performance.

Moving overnight a large part of the in-office work to the home work, with limited information on how to use software for continuing the activity, inevitably created some additional stress to employees (Taskin and Bridoux, 2010). Suboptimal knowledge about the usage of the technology was actually considered a source of technostress (Molino et al., 2020).

Another particularity of working from home during the pandemic is that employees have to share their workspace with other family members, including school-age children engaged in distance learning. Some studies underlined the fact that sharing the home space with others in order to work and study is often unsuitable, because this becomes a distracting environment (Xiao et al., 2021). For example, it was observed that the employees had to be responsible for preparing the meals for the whole family, for assisting the children to connect with their online classes or to do their homework (Xiao et al., 2021). All these aspects increased the family-work conflict, which negatively affected employees' job productivity and work engagement and increased their stress related to the completion of the remote work (Galanti et al., 2021). Some analysts suggested that the remote work performance is largely influenced by the quality of the work space (Raguseo, Gastaldi and Neirotti, 2016), this depending on the possibility of separating the work space from the living space (Mello, 2007).

According to the theory on boundary management, it is important that the employees impose boundaries when developing their business activities (Chen et al., 2009). The COVID-19 pandemic context generated, for the first time, a completely new situation in which it was impossible to choose between integrating or keeping work and family domains separated. This fact resulted in a misalignment between preferences and the actual situation: the employees who were used to separate work and family issues now had to manage both of them simultaneously (Allen et al., 2021).

Considering all these theoretical aspects, we hypothesize the following:

Hypothesis 1 (H1): Self-perceived overall job performance is positively related to remote work productivity.

Hypothesis 2 (H2): Remote work engagement positively mediates the relationship between perceived overall job performance and productivity.

Hypothesis 3 (H3). Social isolation generated by the remote work is negatively related to the employees' productivity and work satisfaction.

3. RESEARCH METHODOLOGY

As mentioned before, the purpose of our study is to investigate if, in the context of the remote working, employees' productivity is related to social isolation and perceived overall job performance.

In order to achieve our purpose, we conducted an online study on a sample of 291 Romanian workers, during the period June-July 2022. The initial sample included 300 people, but 9 of them did not experience the remote work during the pandemic or did not fill the questionnaire completely. Therefore, all of the respondents from the final sample experienced the remote work during the pandemic. Most of the participants (68.4%) were experiencing the remote work for the first time, while only 9.3% of them had previous remote work experience for at least 2 months.

The participants mainly belonged to the 26–35 age group (54.3%), while 19.2% were in the 36–45 age category, 16.2% in the 46–55, 8.6% were under 25 and 1.7% were over 56. Looking at the gender structure of the sample, we noticed that women were the majority (67.4%). From the perspective of the type of sector in which they conducted the activity, most of the respondents worked in the tertiary sector (52.3%).

The questionnaire was sent through the email and included items about general aspects of employees' work and their experience with the remote work. In particular, we were interested to find out five issues: self-perceived work performance, remote work productivity, remote work engagement, perception of social isolation and remote job satisfaction.

All the items were assessed using a 5-point Likert scale, from 1 = "Strongly disagree" to 5 = "Strongly agree".

Self-perceived job performance was measured using four items developed by Staples et al. (1999). Respondents were asked to evaluate their job performance in general, through items such as "I work efficiently", without any reference to the pandemic.

Remote work productivity was measured using three items through which respondents had to assess their remote work efficiency: amount of work completed within deadlines, speed of response to problems and having initiative.

Remote work engagement was measured using the three items of the Ultra-Short Measure for Work Engagement (Schaufeli et al., 2019), adapted to the remote work situation.

Social isolation was assessed through four items developed by Golden, Veiga and Dino (2008), such as "I miss face-to-face contact with coworkers".

Remote job satisfaction was measured through three items adapted from Lee and Brand (2005), particularized to the remote work during COVID-19.

4. RESULTS AND DISCUSSIONS

Before testing our hypotheses, we conducted correlations between the psychological issues considered in this research and the control variables: age, gender and experience with the remote work. Even though it was a weak correlation ($r = -0.21$, $p < 0.01$), age proved to be negatively related to the remote work satisfaction, meaning that the older the respondents were, the more satisfied proved to be with the work from home. This result is not surprising if we consider the fact that those that are younger are willing to socialize and to interact more with their peers, since only a smaller proportion of them has family, compared to those included in other age categories. Gender seems to have an important impact on the remote work productivity of the employees, being strongly and positively related ($r = 0.6$, $p < 0.05$). Thus, men are more productive than women when working remotely. While the experience with the remote work proved to be moderately and positively correlated to the remote work productivity ($r = 0.51$, $p < 0.04$), this experience was negatively related to the remote work satisfaction ($r = -0.18$, $p < 0.01$).

When testing the hypotheses, we noticed the positive association between the self-perceived job performance and the remote work productivity ($B = 0.43$; $p < .01$), which confirms the first hypothesis *(H1): Self-perceived overall job performance is positively related to remote work productivity.* Those respondents who strongly agreed with the fact that they were very efficient (23.3%) proved to be very productive. Meanwhile, those that did not appreciate themselves as being too efficient were less productive during pandemic (see Table 1). These results confirm the fact that people's perceptions of their productivity tend to be related to the performance they have even in the contexts in which they face a major change, as it was the shift to the remote work generated by the pandemic. Except for the technical skills required by the online systems they had to use when working remotely, most of the abilities necessary for the job productivity were similar to the in-office work. Therefore, as mentioned by Bandura (1997) when explaining the concept of self-efficacy, our results confirm that people tend to maintain the same level of productivity even when facing new situations and challenges. This aspect may explain the positive correlation between the self-perceived job performance and the remote work productivity.

Table 1: The relationship between self-perceived job performance and remote work productivity

Self-perceived job performance		**Remote work productivity**
5-point Likert scale	**Percentage of the respondents**	
Strongly disagree	2.8%	Very unproductive
Disagree	9.3%	Unproductive
Neither agree nor disagree	25.4%	Neither productive nor unproductive
Agree	39.2%	Productive
Strongly agree	23.3%	Very productive

Meanwhile, our results show that the perception of being a high-performing employee was associated with the engagement toward the new way of working, which in turn proved to be related to the productivity in the new work arrangement. According to the statistics, there is also a positive association between remote work engagement and self-perceived job performance ($B = 0.28$; $p < 0.01$), on one hand, and remote work

productivity (B = 0.25; p < 0.01), on the other hand. This confirms the mediating effect of the remote work engagement in the relationship between self-perceived performance and remote work productivity, which allows us to accept the second hypothesis *(H2): Remote work engagement positively mediates the relationship between perceived overall job performance and productivity.* Our results are in line with the findings of other studies that revealed that work engagement predicts job performance (Bakker and Demerouti, 2017). Although our purpose was not to evaluate the overall work motivation, the findings underline that work motivation might lead to job performance, which, in turn, leads to remote work engagement and then to remote work productivity. The relationship between motivation and performance has largely been debated in the literature, Simbula and Guglielmi (2013) showing that there is a reciprocal effect between the two.

Our findings indicate that the respondents felt very acutely the forced isolation imposed by the COVID-19 restrictions. According to the results, a large majority (87.3%) agreed that they were missing the interaction with their colleagues (see Table 2), fact that proved to be related to a decreased job satisfaction. Meanwhile, most of the respondents (56.4%) considered that they would have been more productive if they would not have been forced to isolate themselves from the others (see Table 3).

Table 2: Respondents' perception of being away from coworkers

5-point Likert scale	**"I miss face-to-face contact with coworkers"**
Strongly disagree	0.35%
Disagree	0.75%
Neither agree nor disagree	2.7%
Agree	8.9%
Strongly agree	87.3%

Other studies also confirmed that social isolation is negatively related to the remote work satisfaction (Lee and Brand, 2005). This aspect underlines, once again, the importance of the social relationships. Since feeling away from colleagues increased the stress of working from home during the pandemic, it is understandable why the experience of loneliness is strongly related to a decreased work satisfaction and a lower perceived productivity.

Table 3: Respondents' perception of their productivity under social isolation conditions

5-point Likert scale	**"I would have been more productive if I worked face-to-face with my coworkers"**
Strongly disagree	3.4%
Disagree	6.2%
Neither agree nor disagree	15.8%
Agree	18.2%
Strongly agree	56.4%

In the organizational psychology there is a great debate regarding the relationship between perceived performance and job satisfaction (Judge et al., 2001). In our study, we investigated this link in the context of the social isolation imposed by the pandemic, which involved working remotely. Therefore, the respondents were forced to accept this new situation, characterized by constraints about when, where and how to work and reduced possibilities to optimize their activities. Meanwhile, since this new context was not something that they could have changed, it is explainable why the frustrations of not being able to cope with this situation and of working productively became a source of dissatisfaction in the context of the remote work.

Considering all these findings, we accept our third hypothesis *(H3): Social isolation generated by the remote work is negatively related to the employees' productivity and work satisfaction.*

4. CONCLUSIONS

In the present study we investigated if, in the context of the remote working, employees' productivity is related to social isolation and perceived overall job performance. Our first results suggest that men were more productive than women when working remotely and older respondents were more satisfied with the remote work.

When testing the hypotheses, we noticed the positive association between the self-perceived job performance and the remote work productivity, which means that those individuals that consider themselves to be very

efficient and to have high performance in their job, regardless of the working conditions, are productive even when working remotely.

Our results show that the perception of being a high-performing employee was associated with the engagement toward the new way of working. The remote work engagement was also related to the employees' productivity. This confirms the mediating effect of the remote work engagement in the relationship between self-perceived performance and remote work productivity.

The social isolation imposed by the COVID-19 restrictions proved to have a negative impact not only on the job satisfaction but also on the self-perceived productivity of the majority of the respondents. Most of them considered that they would have been more productive if they would not have been forced to isolate themselves from the others.

All these findings are in line with the results of the previous studies and contribute to the existent literature by improving the knowledge concerning the relationship between the self-perceived job performance, remote work engagement, the remote work productivity, job satisfaction and social isolation in the context of COVID-19 pandemic.

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Preferences For Local Food Products: The Case of Young Hungarian Consumers

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Abstract: The aim of the present study is to examine young Hungarian consumers' sustainable food consumption habits and their main motivational factors for purchasing local food products. The novelty of our study is that we examined young Hungarian consumers - aged 18-39 – by smaller age groups aiming to find significant differences between the age groups. The research was carried out in the form of a quantitative survey with a valid completion of 1756 respondents aged between 18-39. During sampling, we strove for an even distribution, the three age groups were equally represented. The results suggest that among the examined age groups, the factor „healthiness" stands out, which is more typical for the older respondents. The „joy of discovery" and „curiosity" are much more typical of younger consumers when purchasing local food products. The results could provide a sound basis for local producers to better reach young generations and to position local products more successfully. In addition, the results could support the design and implementation of programmes aimed at developing a national locavore culture.

Keywords: Sustainable Food Consumption, Local Food, Consumer preferences, Young Generations, Gen Z, Hungary.

1. INTRODUCTION

Global food trends consistently change the way how and what we eat (Rützler, 2021). According to Rützler's Food Report, the coming years are mainly driven by trends such as locally sourced and nutritious products, and products that protect the well-being of people and the planet. The latest consumer trends in sustainable food consumption include a growing interest in locally produced, authentic, safe, healthy and environmentally friendly food products. The main food trends are grouped to thematic clusters: sustainability, health, beyond food, glocal, daily life, quality and enjoyment (as can be seen in the Food Trend Map in Rützler, 2021). Consumers are increasingly conscious in terms of the ethical, environmental, social and health impacts of their food (Kovacs et al., 2021; Lendvai et al., 2021; Scozzafava, et al., 2022). There is an increased appreciation of environmental and social responsibility, as well as locally produced and organic food (Merlino et al., 2022).

As consumers focus on a sustainable quality of life, including healthy eating, they tend to buy products from the different forms of short food supply chains (Merlino et al., 2022), which can contribute to the sustainability of the agri-food system (Scozzafava, et al., 2022). According to Kovács et al. (2022), there are several positive effects of the increasing demand for local products. Buying local food products can boost the local economy, support local actors, and help to lead producers to environmentally and socially sustainable farming. Customers can acquire the products faster due to the decreased food miles, energy consumption, and environmental pollution. They can purchase fresher, healthier food, the duration of storage is shortened, moreover, trust is growing, which is one of the main cohesive forces in the relationship among consumers and producers. There is no need for artificial maturation, and less waste is generated since the use of packaging material is reduced, the distance food is trans-ported, and the need for storage is minimized. The results of the Hungary-focused re-search of Kovács et al. (2022) provide strong evidence that the most important features associated with local products are the following: freshness, high quality and nutrition-al value, reliable, safe, evoking domestic flavors, natural, healthy, environmentally friendly.

Tiganis et al. (2022) found several important attributes of local agricultural products: quality, the handmade process and support for women's cooperatives, however, quality was found to be the most important attribute that drives consumer preferences for local food products marketed by women's cooperatives. Garai-Fodor et al. (2022) examined the perception of Hungarian food by consumer segments according to food purchasing preferences based on primary research results. The authors identified potential consumer segments for domestic food products. According to their results, the segment called Conscious buyers of food products - the main consumer of Hungarian food products - buys such products because Hungarian food is safe and reliable. The Impulse Buyers and those Without Preferences can also be potential target groups for Hungarian food products.

Malota et al. (2018) examined the food purchasing and consumption preferences and eating habits of the Hungarian population. Their research identified six main groups that were named as follows: "active maximalists", "price-value seekers", "local specialty lovers", "everyday actives", "price sensitives", "comfortable maximalists".

- Eating is becoming more than just functional, it has become part of the lifestyle, it interacts with the everyday activities and values of consumers (Osztovics et al., 2016). It is therefore no coincidence that the trend of "good food, good mood" is becoming an increasingly important guiding principle for the young generations, which is well confirmed by the following research results:
- Generation Z is attracted to restaurants that use organic, sustainable and locally sourced products in their menu (McSweney, 2019).
- According to a white paper of the American Egg Board, health, convenience and social media all play an important role in the food choices of Generation Z (Campisi, 2020).
- Health awareness, a healthy lifestyle and environmental awareness are decisive for young people (Lago, et al. 2020).
- The demand for the healthiness of food is definite, e.g., in the rejection of additives such as artificial coloring, preservatives, etc. (Nábrádi et al., 2017).
- Gen Z typically prefers fresh and healthy foods. Sixty-five percent of this genera-tion is likely to follow a “plant-forward” diet, and 79 tend to eat meatless food once or twice a week (Campisi, 2020).
- Health-consciousness and individualistic values are the most important for Gen Zers (Balsa-Budai & Szakály, 2018).
- Generation Z shows curiosity in their eating habits, as they strive to pay attention to the right ingredients as well as trying out new flavors (Manning, 2021).
- Around 57% of Generation Z conduct their own research before purchasing a product and making their purchase decision (Kulcsár & Grotte, 2018).
- A survey conducted among young people in Kaposvár (Hungary) identified the following as the main attitudes towards local products: 1. fresh; 2. evokes homely tastes, traditional; 3. safe, healthy; 4. trustworthy; 5. environmentally friendly (Sántosi & Böröndi-Fülöp, 2014).
- Local products can be associated with emotional factors among the younger generation, such as shopping nostalgia, fun, memories of good old times, or guilt for neglecting to buy local products (Sántosi & Böröndi-Fülöp, 2014).
- In a survey conducted in 2019 among students at the University of Debrecen, the factors affecting food consumption was examined on a sample of 500 participants. Local products received the lowest average value (3.09). Environmentally conscious students prefer local products more than health-conscious consumers (Bauerné & Szűcs, 2019).

Based on the trends determining the purchase motivations of local food products and previous international and domestic research results, in our empirical research three research questions are addressed:

- Where are local products placed in the order of preference of the examined product attributes?
- What are the main motivational and purchasing factors driving young people?
- Can similarities and differences between each age group be identified?

2. MATERIALS AND METHODS

The purpose of this Hungary-focused research was to examine the main motivational factors for purchasing local food products and young consumers' sustainable food consumption habits as well as to identify the differences in the preferences of young people by age group.

Kovács et al. (2022) conducted a multi-stage research process in February 2021 and a quantitative survey from May to July 2021 in the form of a self-administered online questionnaire and Computer-Assisted Personal Interviews (CAPIs) and person-al interviews. The survey aimed at identifying the motivational factors for

consumers in buying locally produced food. The survey looked at the product attributes, the motivational factors, and the demographics of the respondents in Hungary. The product feature preference order scale was based on previous research conducted by Kovacs et al., (2016), whereas the motivation scale was based on the former research conducted by Kovacs et al., 2022. Quota sampling for age and gender was used and the snowball sampling method. The answers of 1756 respondents were analyzed following the da-ta-cleaning procedure. In our current study, we focused on Gen Z and Gen Y (age group 18-39), who were further divided into 3 age groups and subjected to a deeper analysis. The distribution of respondents by age groups in the cleaned database are as follows: all the respondents were 18-39 years old and could make consumption-related decisions; 35% of them were 18-25 years old, 32% were 26-35 years old, and 33% were 36-39 years old. During sampling, we strove for an even distribution, the three age groups were nearly equally represented. Most of the respondents were females (61%), and 39% were males. About 53% of the respondents live in the capital city (Budapest) or in cities, and 47% live in towns or villages.

The limitation of this study is the demographics of the respondents: we exclusively examined the age group of 18-39 in Hungary. The other limitation is the non-representativeness of the sample due to the choice of the sampling method.

3. RESULTS AND DISCUSSION

First, we examined the attribute preference of food products and then the driving factors behind the choice of local products in three segments of young consumers. It is clear from Table 1. that for all three age groups, the following factors are important or particularly important: discounted food prices, convenient shopping, and fresh appearance of the products. In the case of the youngest age group examined (18-24-year old), it is clear that 75% of them finds reasonable price important or very important, whereas convenient availability was important or very important for 79.6%. For this age group, it is not preferred that the product is local; for almost one third (31.6%) of the respondents found this attribute rather important, and only 7.3% found it very important. The favorable price of food is important or particularly important for the younger age group (82.6%). The majority (70%) of those in the older (35-39) age group consider the traditional, local character of food products to be important or very important.

A similar rate (72.6%) was found for the older segment as well for the food product attribute "it should be a local product". In the two younger age groups, it is less preferred if the product is local; almost a third of the respondents considered this feature rather important, and only under 10% considered it very important. The two younger age groups (18-24 and 25-34) attach similar importance to the nutritional value, the environmentally friendly production practices, and the fact that the product is healthy. On the other hand, the older age group stands out for all three factors, as 81.0% consider nutritional value, 70.3% environmentally friendly production, and 85.7% found health as important or very important. The 25-34 and 35-39 age groups classified the consideration of animal welfare almost equally important: 56.4% of the age group 25-34 found it important or very important, while 57.4% of the age group 35-39 found it important or very important. The younger segment does not differ significantly (important and very important for 51.1%).

Table 1. The importance of the attributes of food products for the respondents, scale values (%)

Food product attributes	Responses	Age groups		
		18-24	25-34	35-39
Reasonable price	Not important at all	0.20	2.10	0.80
	Rather not important	4.50	3.50	9.30
	Neutral	12.10	17.70	11.20
	Rather important	46.10	44.50	44.00
	Very important	36.50	31.40	34.30
	I don’t know	0.60	0.70	0.40
Traditional, local	Not important at all	6.90	7.10	5.90
	Rather not important	10.50	7.80	3.40
	Neutral	33.90	30.90	19.70
	Rather important	36.80	40.10	45.20
	Very important	11.00	13.80	24.80

	I don't know	0.80	0.40	1.00
Available at discounted price	Not important at all	1.00	2.80	4.30
	Rather not important	6.60	6.40	7.40
	Neutral	21.80	17.40	14.40
	Rather important	45.80	45.60	48.40
	Very important	24.40	27.40	25.50
	I don't know	0.50	0.40	0.00
Convenient purchasing conditions	Not important at all	1.10	1.80	1.90
	Rather not important	3.10	4.90	5.70
	Neutral	15.90	16.30	16.20
	Rather important	47.70	45.60	45.30
	Very important	31.90	31.10	30.50
	I don't know	0.30	0.40	0.40
Local product	Not important at all	7.40	6.40	3.80
	Rather not important	12.90	9.50	6.70
	Neutral	39.40	36.00	24.80
	Rather important	31.50	38.20	47.40
	Very important	7.30	9.50	15.20
	I don't know	1.50	0.40	2.10
Fresh appearance	Not important at all	0.30	0.70	0.40
	Rather not important	1.30	0.40	1.00
	Neutral	2.90	3.90	2.10
	Rather important	24.50	24.00	22.50
	Very important	70.80	70.70	73.70
	I don't know	0.20	0.40	0.40
Attractive packaging	Not important at all	9.40	13.40	13.40
	Rather not important	13.90	15.10	17.60
	Neutral	36.90	35.90	38.80
	Rather important	31.30	28.20	24.00
	Very important	7.40	6.70	4.70
	I don't know	1.10	0.70	1.50
Nurtitional values (e.g., energy, calories)	Not important at all	1.30	2.80	1.10
	Rather not important	4.80	7.80	3.20
	Neutral	17.80	15.90	12.60
	Rather important	44.60	42.80	46.00
	Very important	29.90	30.00	35.80
	I don't know	1.60	0.70	1.10
Healthy product (e.g., vitamins, minerals, antioxidants)	Not important at all	1.10	1.40	1.10
	Rather not important	3.70	2.50	3.60
	Neutral	15.60	15.60	7.60
	Rather important	46.90	46.50	45.90
	Very important	32.40	33.00	39.80
	I don't know	0.20	1.10	1.90
Environmentally friendly production conditions	Not important at all	2.70	4.20	2.30
	Rather not important	5.20	5.60	4.20

	Neutral	26.20	26.10	21.10
	Rather important	43.00	40.50	43.70
	Very important	21.00	21.80	26.60
	I don't know	1.90	1.80	2.10
Animal welfare (e.g., free range)	Not important at all	5.80	6.70	4.00
	Rather not important	9.40	7.00	8.90
	Neutral	29.40	28.20	25.20
	Rather important	33.50	35.60	39.60
	Very important	17.40	20.80	17.80
	I don't know	4.50	1.80	4.50

Likert scale: 1: not at all, 5: very much. N = 1756.

Source: Authors' own calculations, 2022

In our research, we studied the main driving forces behind the choice of local products in the three segments of young consumers, the results of which are shown in Table 2. It is clear that the most decisive driving force for the younger age group is the joy of discovery and experimentation (important and very important: 74.7%) and the curiosity to getting to know new flavours (important and very important: 77.2%). For the older age group, the main call words are the healthiness of the product (important and very important: 70.3%), nutritional value (important and very important: 75.0%), and tradition (important and very important: 74.3%). The quality of the product, its content, and trust in traditions stand out the most. It is worth mentioning that for the three factors mentioned above, almost 50% of the respondents from the young segment chose the response "Not at all" (see Table 2.).

Table 2. Drivers by age group (%)

Drivers	**Responses**	**Age groups**		
		18-24	**25-34**	**35-39**
It's a pleasure for me to try it.	Not at all	31.3	33.3	35.4
	Rather not	37.0	36.5	26.5
	Rather yes	**35.1**	32.0	33.0
	Very much	**39.6**	**33.3**	**27.0**
I would like to know more about local flavors.	Not at all	42.9	25.7	31.4
	Rather not	38.5	43.0	18.5
	Rather yes	**34.7**	30.3	35.1
	Very much	**37.8**	35.1	27.1
I'm curious I love getting to know new flavors.	Not at all	22.2	40.0	37.8
	Rather not	31.0	42.9	26.2
	Rather yes	34.9	30.9	34.2
	Very much	42.3	31.9	25.8
I think these products are healthy.	Not at all	44.2	27.9	27.9
	Rather not	47.8	34.6	17.6
	Rather yes	32.4	33.6	**34.0**
	Very much	33.9	29.8	**36.3**
These products are nutritious.	Not at all	43.4	33.6	23.0
	Rather not	43.9	32.5	23.6
	Rather yes	32.6	33.8	**33.6**
	Very much	30.3	28.3	**41.4**
I trust it because I can see where it comes from.	Not at all	40.7	39.5	19.8
	Rather not	50.5	36.0	13.5
	Rather yes	34.1	33.5	32.4

	Very much	32.6	28.3	39.0
I trust it because it has a long tradition.	Not at all	52.1	33.6	14.3
	Rather not	44.4	38.3	17.3
	Rather yes	33.0	31.4	35.7
	Very much	30.3	31.0	38.7

Likert scale: 1: not at all, 5: very much. N = 1756.
Source: Authors' own calculations, 2022.

Five key motivational factors influencing purchase intention were identified (quality attributes, experience and familiarity, emotional attributes, the setting, sup-port for the local economy), which are connected to a range of self-interest and moral factors (Banerjee & Quinn, 2022).

Our results confirm and also supplement the findings of several international and domestic research, among which the following can be highlighted:

Table 3. Comparison of the findings of international and domestic research

International and domestic research	Authors' current (2022) research results
According to a white paper of the American Egg Board, health, convenience and social media all play an important role in the food choices of Gen Z (Campisi, 2020)	The healthiness of food products and the convenience of availability were rated as important or extremely important in all three young age groups. Healthiness is most important to the older age group (85.7%), while comfort is important to the younger segment (79.6%).
The demand for the healthiness of food is definite, e.g., in the rejection of additives such as artificial coloring, preservatives, etc. (Nábrádi, et al., 2017). Gen Z typically prefers fresh and healthy foods. Sixty-five percent of this generation is likely to follow a "plant-forward" diet, and 79 tend to eat meatless food once or twice a week (Campisi, 2020).	The nutritional values of food products are considered important or particularly important by all three young age groups, but mostly by the older group (81%). Freshness is important or particularly important for the majority of young people (18-24: 95.3%, 25-34: 94.7%, 35-39: 96.2%).
Gen Z shows curiosity in their eating habits, as they strive to pay attention to the right ingredients as well as trying out new flavors (Manning, 2021). Local products can be associated with emotional factors among the younger generation, such as shopping nostalgia, fun, memories of good old times, or guilt for neglecting to buy local products (Sántosi & Böröndi-Fülöp, 2014).	Especially for the younger age group, it is a pleasure to try local food products; 74.7% of the respondents rated it as important or very important. Curiosity to try new flavours is also a priority among young people, especially among the 18-24 age group; 77.2% rated it as important or very important.
In a survey conducted among students at the University of Debrecen, local products received the lowest average value (3.09) on a 5-point Likert-scale (Bauerné & Szűcs, 2019).	Local products were found to be important for the older age group, where 62.6% of the respondents considered this criterion important or very important.
Malota et al. (2018) identified six main groups that were named "active maximalists", "price-value seekers", "local specialty lovers", "everyday actives", "price sensitives", "comfortable maximalists".	In relation to the preferences of the investigated young groups regarding local products, certain characteristics reflected in the names of these groups can be easily identified.

Source: Authors' own compilation

CONCLUSION and RECOMMENDATIONS

The purpose of the current study was to examine the main motivational factors for purchasing local food products and young consumers' sustainable food consump-tion habits and to identify the differences in the preferences of young people by age group in Hungary. Young consumers - aged 18-39 – were studied grouped into three smaller age groups with the aim to find significant differences between the groups.

The following conclusions can be drawn from the present study:

Different young consumer segments typically have different preferences for local and traditional product attributes. The trend of "good food, good mood" is becoming increasingly important for the young generations. The various young consumer seg-ments show both similarities and differences in terms of local product attributes. Sim-ilarity was observed in the case of the following factors: discounted food prices, con-venient availability, fresh appearance and the consideration of animal welfare aspects.

Convenient availability of products was considered to be of utmost importance for the youngest surveyed age group (18-24 year olds). The importance of the tradi-tional, local character of food products was highlighted mostly by the older (35-39) age group.

The two younger age groups (18-24 and 25-34) attach similar importance to nutri-tional value, environmentally friendly production process, and the fact that the prod-uct is healthy, however, the preference of the older age group stands out for all three factors in this regard.

The study has identified different driving forces in each age group. For the young-er age group, the most decisive driving forces were the joy of discovery and experi-mentation and the curiosity to get to know new flavours. For the older age group, the main call words were healthiness, nutritional value, and tradition.

Our results could provide a sound basis and new ideas for further research, and for a more thorough exploration of the underlying factors. The findings could assist local producers to address and reach young consumers more effectively and to position the local food products more successfully. In addition, the results could support the design and implementation of programmes aimed at developing a national locavore culture.

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Improving Service Quality and User Satisfaction in the Internet Environment

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Abstract: The quality of service provision has become one of the main and key factors of survival in the market, in the conditions of intense competition and increasing demand for consumer growth. Today, service quality is viewed from the perspective of the consumer, that is, consumer expectations. By ensuring continuous and complete service quality, prerequisites are set for achieving consumer (service user) satisfaction, and in this sense, by providing the desired quality for consumers and their satisfaction, numerous competitive advantages are achieved. Satisfied consumers represent a long-term source of income for companies, both through the positive propaganda they carry out, thereby influencing new, potential consumers, and through repeated purchases over a longer period. This paper will analyze the impact of the use of digital technologies on the quality of the delivered service and consumer satisfaction. Empirical research was conducted in January 2023, when we examined the degree of consumer satisfaction with the quality of service delivered through digital channels, using a five-point Likert scale. The goal was to examine the impact of digital technologies on the degree of consumer satisfaction with the service used. The data was collected by an anonymous survey on a sample of 100 respondents. The research results proved the hypothesis that digital technologies have a significant impact on the level of consumer satisfaction. It has also been established that the use of technology lowers the costs of clients, offers flexibility in work and ease of transactions, simpler shopping "from the armchair", greater user information and better control over spending of personal funds. The value of scientific work is reflected in the verification of the confirmed hypothesis through research, which can represent the basis for better and more efficient work of companies, a proactive approach and help to improve the form of relational marketing.

Keywords: service, service quality, service user satisfaction, digital technology.

1. Introduction

In the modern world of business, the key to success in business is the use of digital tools and knowledge and the need for companies to keep up with the progress of technology. In order to move to digital business, companies must devise and define a good management approach, which is supported by sufficient knowledge, resources and capacity, in order to maximize the benefits of the digital age and digital technologies. Digital skills in business are becoming imperative. Most companies use digital communication tools to deliver their products and/or services to end users. This research aims to investigate customer satisfaction through their attitudes towards the use of digital models and service methods provided by digital technologies.

For the digital transformation of business, it is necessary to define a clear managerial approach with the provision of sufficient knowledge, resources and capacity to be balanced in the long term and to create a creative environment that will enable optimal use of all the advantages that digital technology brings with it. In order for companies to achieve higher profits and better and faster satisfaction of service users, they defined a strategy of digital transformations, as a central axis that integrates the entire flow of information coordination and delivery methods. Most companies use some of the digital communication tools to deliver products/services to end users, and this survey shows whether clients are satisfied with the ways and models of service delivery through digital technologies.

The aim of the research is to examine the impact of digital technologies on the degree of consumer satisfaction with the use of digital/online services. The research interprets the data obtained from 100 respondents/users of various services, through the use of closed questions, alternative answers and Likert scale. The research was conducted using empirical, statistical and comparative methods, along with correlation analyses.

The study showed that the majority of participants are members of the younger population between the ages of 18 and 25 who are largely interested in using digital technology. The research confirmed the opinion that the use of technology reduces the costs of clients, offers more flexible transactions, a simpler type of purchase "from the armchair", provides a greater degree of user information and better control of the spending of personal funds. The research also confirms the view that there is a high level of user satisfaction with digital offers in real time and a preference for shopping online, without physically visiting shops and stores.

2. Theoretical viewpoint about the internet technologies usage in business

The power of modern business lies in a proactive approach to the market and constant monitoring of changes and adaptation to them. The key to the survival of modern business is knowledge, especially digital knowledge, skills and competences, which ultimately aim at a more comprehensive service delivery. Businesses must be oriented towards target niches, which have seen that they have the freedom to dictate terms to companies and demand a personalized offer and digital interaction.

The quality of the service leads to greater consumer loyalty, through the number of repeated purchases and the spread of a positive message, usually through "mouth-to-mouth" marketing. The task of any marketing strategy is not only to satisfy the consumer, but to achieve a feeling of elation in the user through the emotional component of the brand. Some believe that customer satisfaction leads to perceived service quality, while others believe that service quality leads to customer satisfaction. The key to a successful business lies in the user experience. It was always like that, but not much attention was paid to it. It is necessary to study the wishes and requirements of the users and, accordingly, hire experts from those fields. As professionals, it is necessary to direct all employees in the company towards that goal, according to the company's mission and vision.

In today's digital world, the highest degree of satisfaction of target groups is reflected in: user-friendly digital platforms, which are easy and simple to use; up-to-date information, interesting contents that provide clear information and maintain attention in order to continue shopping; the speed of response to inquiries, the convenience of online shopping, and of course the security of personal data that users leave when ordering.

The strategic commitment of management to use a digital strategy is becoming imperative for today's business, striving for its full transformation. In addition to the fact that digital transformation represents an element of management style and long-term planning, it also represents a question of measuring the success of a company. "Therefore, the key to the survival of organizations competing in the Digital Era is evolving and adapting businesses and routines to the evolution of the business landscape, identifying challenges, and transforming them into opportunities for development and growth". (Schiuma, et al, 2021) The Internet has introduced complete innovations in business and communication. "The Internet has transformed marketing practice to a great extent, considering that the Internet and its services have become an inseparable part of everyday life, especially with the emergence of social media, the increasing use of mobile technologies and other digital platforms" (Chaffey, p. 55)

Digitization of business strongly determines a better CRM approach. "Internet marketing has become an important tool for enhancing customer satisfaction through better customer service, service quality, and customer relations management." (Kotler, et all, 2010) Digitization requires a complete transformation of work processes, including changes at all organizational levels. "Digital Transformation is crucial to embrace because the most relevant socio-economic and labor-market impacts are innovating the business models through the transformation of work, processes, services, products, and the paradigm of the whole economy". (Muro, et al, 2017)

In the domain of digitization, the role of digital marketing is important. The importance of digital marketing for business success lies in the fact that most businesses and consumers rely on Internet services, especially after the corona virus pandemic, so their presence on the Internet is almost inevitable. "Digital marketing is about building long-term relationships with customers by creating meaningful and engaging experiences that exceed their expectations and needs." Examined why the sharing economy has the potential to produce a long-term transformation in consumption behavior, followed by a consideration of how this change might affect companies' business models. (Kotler & Armstrong, 2010)

Digital innovations have also changed service markets to a great extent, especially financial services, affecting the structure of the market itself and the accompanying management policies, including financial regulation on the financial market. "Innovation has introduced competition and increased inclusion, particularly in emerging markets and developing economies". (Pazarbasioglu et al 2020; Frost et al 2021). The end consumer is in a position to demand, in addition to quality, a superior way of delivering the service itself. "To succeed in the digital age, companies must deliver superior customer value and satisfaction by mastering new digital technologies and tools." (Kotler&Keller, 2016) Also, some authors mention that "high industrial Internet of Things usage performance is beneficial for a firm, significantly enhancing divisional success". (Butschan, et al, 2019) Ultimately, the digitalization of business reduces the total costs of business operations and leads to rationalization of business. "The development of modern technological solutions has made it possible to reduce

the complexity of transactions in real time, as well as the integration of economic activity components that significantly reduce business costs." (Zamfir, 2014).

2.1 Methods and materials

The initial hypothesis reads: "There is a significant degree of influence of digital technologies on the quality of service delivered to clients". The established factors affecting the quality of the delivered service are: digital offer, use of technology in the service of efficient service delivery; satisfaction with online shopping; the use of chatbots, robots and artificial intelligence in providing the service; use of self-service channels and system self-checkout in service provision; online shopping security.

Based on the analysis of the conducted research, it will be concluded whether the hypothesis is confirmed. Empirical, statistical and comparative methods were used in the research and ordinal regression analysis, interpretation and analysis of the research results were performed. The research used the method of deduction and induction, and the sample included a population of 100 users of various services. The survey questionnaire included closed questions, questions with alternative answers and questions with a Likert scale.

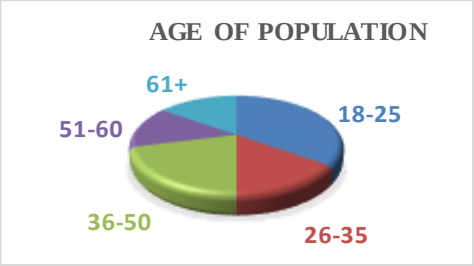
2.2 Findings and Disscusion

According to the criteria of the age population, graph 1 and table 1 show that 35% of the respondents (most of them) are aged 18-25, i.e. 35 of them. Then, 15% of the respondents are between 26-35 years old, 21% between 36-50 years old, 14 % between 51-60 and 15% are over 61 years old. According to these data, we can conclude that all age groups of 18 and older are included in the sample. Also, we can conclude that all age groups are included in the sample. The largest share of respondents belongs to the younger generations, who are more interested in progress and the use of modern technologies.

Table 1: Frequency table - age of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	35	35,0	35,0	35,0
	26-35	15	15,0	15,0	50,0
	36-50	21	21,0	21,0	71,0
	51-60	14	14,0	14,0	85,0
	61+	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Graph 1: Structure of the sample by age



Another empirical question is related to the level of satisfaction with the digital offer in real time. This question aimed to determine the opinion and attitude of the respondents about preferring a digital offer instead of going to a store. The largest number of respondents, 36 of them, or 36%, expressed the opinion that they fully agree with this statement and 29% of respondents agree with this statement (29 of them). A neutral attitude is held by 17% of respondents who are assumed to enjoy the same level of usefulness through the digital offer as well as by going to the store, while the rest do not agree, i.e. they prefer going to the store. (table 2)

We can conclude that the majority of respondents enjoy the same or higher level of satisfaction through a digital offer in real time, instead of going to a store.

Table 2: Frequency table - level of satisfaction with the digital offer in real time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely disagree	7	7,0	7,0	7,0
	Do not agree	11	11,0	11,0	18,0
	Neutral	17	17,0	17,0	35,0
	Agree	29	29,0	29,0	64,0
	Strongly agree	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

A five-point Likert scale is used to measure the respondents' hypothetical views on the influence of the factors in the first column on the quality of service delivery.

Table 3: Table of descriptive statistics - five-point Likert scale

	N	Minimum	Maximum	Mean	Std. Deviation
A digital offer in real time gives you the same or greater level of satisfaction than going to a store.	100	1	5	3,76	1,248
Technology makes it easier to provide services to users (personalized offer, rewards	100	1	5	3,60	1,279
Shopping from the armchair affects the increase of pleasure/satisfaction.	100	1	5	3,75	1,218
Robots, chatbots and artificial intelligence provide better services and information to users.	100	1	5	3,78	1,203
Self-service and self-checkout facilitate the purchase process and greater satisfaction with the service.	100	1	5	3,87	1,143
In today's world, there is rapid progress in technology, and weak and slow digital education	100	1	5	3,38	1,339
To what extent are you satisfied with the online shopping service?	100	1	5	3,76	1,264
Shopping online gives me confidence and security of use?	100	1	5	3,45	1,175
Valid N (listwise)	100				

In the first column of this table, the factors that determine the quality of the delivered service are ranked. All 100 respondents from the target sample answered each question. The arithmetic mean ranged from 3.60-3.80, which shows that the majority of respondents agree that the parameters taken as dependent variables in the research affect the quality of the delivered service.

The best-rated parameter is "Self-service and self-checkout facilitate the purchase process and greater satisfaction with the service" with a mean score of 3.87 and a standard deviation of 1.143, which indicates high agreement among respondents.

Table 4: Frequency table - Shopping from the armchair affects the increase of pleasure/satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely disagree	5	5,0	5,0	5,0
	Do not agree	15	15,0	15,0	20,0
	Neutral	14	14,0	14,0	34,0
	Agree	32	32,0	32,0	66,0

	Strongly agree	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

This claim is based on the hypothesis that shopping from home ("armchair shopping") increases the level of consumer satisfaction. 20% of respondents have a negative attitude, that is, disagree with this statement (15% do not agree, and 5% completely disagree) and 14% of respondents are neutral on this issue.

More than half of the respondents have a positive attitude with this statement. 32% of them - Agree and 34% - Strongly agree, share positive experiences with shopping from the armchair, i.e. they enjoy a high level of satisfaction/satisfaction with shopping from home.

Table 5: Frequency table - Robots, chatbots and artificial intelligence provide better services and information to users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely disagree	4	4,0	4,0	4,0
	Do not agree	14	14,0	14,0	18,0
	Neutral	19	19,0	19,0	37,0
	Agree	26	26,0	26,0	63,0
	Strongly agree	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

The majority of respondents have a positive attitude to the statement that robots, chatbots and artificial intelligence provide them with a better level of service and information to users (37% - strongly agree and 26% - agree). 19% of respondents have a neutral attitude, 14% of them disagree and 4% disagree completely.

Table 6: Frequency table - Self-service and self-checkout facilitate the purchase process and greater satisfaction with the service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely disagree	4	4,0	4,0	4,0
	Do not agree	10	10,0	10,0	14,0
	Neutral	18	18,0	18,0	32,0
	Agree	31	31,0	31,0	63,0
	Strongly agree	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

The majority of respondents have a positive opinion that self-service and self-checkout facilitate the shopping process and increase the level of consumer satisfaction (37% - strongly agree and 31% - agree). This part of respondents enjoys positive experiences when using self-checkout and self-service and achieves a higher level of satisfaction when using these services than waiting in lines.

Table 7: Frequency table - Today's world is dominated by the rapid progress of technology, while the education of digital skills, knowledge and competence is weak and slow.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely disagree	7	7,0	7,0	7,0
	Do not agree	27	27,0	27,0	34,0
	Neutral	16	16,0	16,0	50,0
	Agree	21	21,0	21,0	71,0
	Strongly agree	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

According to the data obtained from the survey, almost half of the respondents believe that the rapid progress of technology reigns, but it is accompanied by weak and slow education in the use of digital skills. Also, a larger

percentage of respondents disagree with this statement (27% disagree and 7% completely disagree) and 16% of respondents have a neutral attitude.

Table 8: Correlation 1

			3. Technology facilitates customer service (personalized offer, rewards)
Spearman's rho	2. A digital offer in real time gives you the same or greater level of satisfaction than going to a store.	Correlation Coefficient	,239(*)
		Sig. (2-tailed)	,017
		N	100

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis was conducted between two variables: "Technology makes it easier to provide services to customers (personalized offer, rewarding)" and "Digital offer in real time gives you the same or higher level of satisfaction than going to a store." Spearman's rho - correlation coefficient is 0.23 between these two variables and indicates a moderate positive correlation. The P-value (Sig 2-tailed) is 0.017 (less than 0.05), which tells us that the correlation is statistically significant at the 0.05 level (2-tailed). Given that the correlation coefficient is relatively low, it indicates that other factors may also influence customer satisfaction.

Table 8: Correlation 2

			4. Shopping from the armchair affects the increase of pleasure/satisfaction.
Spearman's rho	2. A digital offer in real time gives you the same or greater level of satisfaction than going to a store.	Correlation Coefficient	,305(**)
			,002
		Sig. (2-tailed)	
		N	100

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis was carried out between two variables: "Purchasing from the armchair affects the increase of pleasure/satisfaction" and "Digital offer in real time gives you the same or higher level of satisfaction than going to the store". The correlation coefficient is 0.305, which indicates a moderate positive correlation. The p-value is significant at the level of 0.01, which indicates that there is a statistically significant positive correlation between these two variables, i.e. that shopping from an armchair can contribute to increased satisfaction compared to physically going to a store/store.

3. Conclusion

Digitization of business requires a huge transformation of business, along with the definition of a clear strategy and organizational structure, which should ultimately be in the service of satisfying the needs of consumers. Digitized society has more and more digital knowledge, and therefore it is necessary for companies to act proactively in challenging markets, searching for new work models. Digitization enables the development of services that will attract new clients and at the same time retain existing ones, because digitization contributes to increasing work efficiency, optimizing marketing costs, expanding cooperation and ultimately creating new client bases. Digital business in the best possible way enables the personalization of the delivered product/service and greater standardization. 100 respondents participated in this research, who gave their opinion on the factors influencing the use of digital technologies on the quality of the delivered service. It was concluded that the factors: digital offer, use of technology in the service of efficient service delivery; satisfaction with online shopping; the use of chatbots, robots and artificial intelligence in providing the service; use of self-service channels and system self-checkout in service provision; Online shopping security greatly affects the quality of the delivered service. In the future, business models should be based on as much

digitization as possible, which companies can use in the service of creating larger customer bases, rational business, differentiating their offer and better knowing the habits and preferences of their consumers.

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Credit Potencial Of Commercial Banks In Kosovo And Their Impact On Economic Growth

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Abstract: The banking sector of Kosovo is one of the key promoters and contributors to the economic development of the country in general since the post-war period until today. With a stable and consolidated credit potential, commercial banks are the best guarantor of economic and financial development in Kosovo. It is indisputable that the banks in Kosovo have a high level of financial potential as well as advanced capacities they undoubtedly have a huge impact on economic and social development in general.

Over the years, human resources in the banking system have improved and developed, in terms of quality and number. The services of commercial banks have become more reliable, more efficient, more competitive, and the number of products they have launched on the market has increased. The management of the banks undoubtedly improveд through the increase in revenues from commercial banks. As result of these developments, the economic situation in Kosovo has undoubtedly improved, at the same time the banking and financial system itself has evolved.

Despite the positive achievements in this field, commercial banks face continuous challenges, one of which is the large number of court cases not resolved by the courts. This fact is worrying and requires a quick and efficient solution. It also requires intensive commitment from justice institutions. As well as high interest rates for natural or legal persons who receive or use banking facilities in general.

It should be emphasized that the banking system in general and commercial banks in particular, especially in their beginnings, have faced various challenges such a: lack of adequate legislation, lack of human capacities, low level of financial education, political situation and lack of supporting infrastructure.

Thanks to continuous efforts and the drafting of appropriate legislation, the banker-commercial bank sector has successfully passed all these challenges and has already developed the necessary capacities to face the challenges of the next decade. As well as adapting to the growing dynamics in development of information technology leading to innovation in the field of digital finance services, the use of large volumes of data and the general adaptation to a competitive economic environment.

Therefore, the purpose of this research is to evaluate the credit potential of commercial banks in Kosovo and the impact it has on economic growth. To reach the most accurate conclusions of this research, the quantitative method will be used with the regression model taking into consideration dependent variable (GDP growth) and un dependent variables (the natural logarithm of all assets of the banking system. The ratio of all loans to all assets, the ratio of all placements and investments with total assets and CAR - the ratio of share capital to total assets. The data period includes the time interval from 2005-2021.

Keywords: Credit, economic growth, commercial banking, assets, capital.

1. INTRODUCTION

The development of the banking sector, supported by the Central Bank of Kosovo, has contributed positively to doing business and opening up various opportunities that serve directly and are not limited only to the clients of the banking sector. In the Republic of Kosovo, 11 commercial banks operate, offering the most diverse banking products in the market, but the most frequent are: deposits and loans. The result of the rapid development in the banking sector and the gaining of confidence in the work and continuous social emancipation of Kosovo, the number of credit requests has increased continuously, the number of deposits has increased and the problem loans have decreased drastically.

The implementation and continuous advancement of the regulatory infrastructure and the reflection of banks in general, has helped this very important sector to maintain market stability and increase citizens' confidence in the services provided by the banking sector in the country. Based on the the Kosovo banking system has evolved and shown continuous success, the banking industry has managed to apply international standardization frameworks, modernizing banking services, simultaneously offering attractive and innovative products and offering new opportunities to improve the banking environment, general business in the country and the promotion of competition.

Nowadays, taking into account the dynamics in which life takes place on a daily basis, people are constantly looking for faster, simpler and easier services, while the banking sector faces constant challenges such a: high competition, costs and regulations. Regardless of the challenges and difficulties that Kosovo has encountered over the years in this sector, we can say without a doubt that it has a developed, modern and stable banking sector, which offers the functions of a European banking system and as such has a key role in the growth of businesses and economic development. The main function of banks is to provide financial services to businesses and citizens, helping them to raise the necessary capital for development and ensuring economic and social stability.

Among other things, the banking sector in Kosovo has evolved by offering modern digital services, fast payment system, channeling financial resources starting from depositors to investment projects and offers a wide range of electronic services and financial products by including trade finance. Given the impact on economic development, the focus of commercial banks in Kosovo remains on small and medium enterprises. As a result, these enterprises promise sustainable economic development, promotion of innovation, promote sustainable industrialization and in any case affect growth and better conditions for employees.

According to (https://www.bankassoc-kos.com) 11 (eleven) commercial banks operate in Kosovo today and constitute 66.4 percent of the total assets of the financial sector. Their products and services include bank accounts, loans, domestic and international payments, bank guarantees, letters of credit, e-banking.

Of the 11 banks operating in the country, nine are foreign owned, while two other banks are locally owned. The country's banking sector is dominated by foreign capital the rest is made up of local citizens and businesses. The foreign capital visibly presented in the banks of the country sector is also an advantage and the potential available for the future support expected growth of the private sector in the country.

2. LITERATURE REVIEW

The banking sector in Kosovo consists of two levels of banks, the Central Bank of Kosovo as a first-level bank and a commercial bank as a second-level bank. The tasks of the Central Bank in fulfilling the objectives defined according to the law in force include (https://bqk-kos.org):

- Defining and implementing the policies of a stable financial system, including the supervision of a deposit insurance scheme, the performance of market operations, as well as the provision of emergency liquidity;
- Regulation, licensing, registration and supervision of financial institutions as further specified in this law or any other law;
- Promotion and supervision of safe, stable and efficient systems of payments, clearing and settlement of securities;
- Ensuring adequate supply of banknotes and coins in Kosovo;
- Maintaining and managing international reserves;
- Collection and publication of statistics;
- Contributes to achieving and maintaining the stability of local prices;
- Informing the Assembly of the Republic of Kosovo, the Government and the general public about its policies, duties and operations as further defined in this law;
- Acting as a banker, financial advisor and fiscal agent for the Government and any public body and public organization of Kosovo;
- Cooperation and participation in international councils and organizations regarding issues within its field of competence;
- The realization of any auxiliary activity arising from the exercise of its duties according to this law or any other law.

The Central Bank of Kosovo plays a very important role as a regulator for the business of banks in general, including loans, by determining the relevant procedures that regulate the loan-recipient and loan-giver relationship. The goal of every bank is to increase profit as much as possible. Since there are several banks in

Kosovo that headquartered are in a foreign country, it is worth noting that they do not apply the same policies and procedures (as in the country of origin), since such a thing depends on the country in which they operate.

It is evident that the banks have recently started to toughen the competition, so with some criteria or conditions, they challenge each other but always within the CBK rules.

In general, loans can be separated into:

- Short-term (duration up to 12 months)
- Medium-term (duration up to 60 months)
- Long-term (lasting more than 60 months)

It is known that one of the main banking activities is lending. In Kosovo, lending has shown a permanent growth trend, it is the sector where the banking system generates the largest revenues and compared to the countries of the region, problem loans show a lower performance. Interest rates in lending have been decreasing, except for the last year, when interest rates had a significant increase. Meanwhile, interest on deposits has dropped significantly.

Banking industry is a very important sector because the development of finance, and particularly the banking system, promotes economic growth (Lipunga, 2014). The development of the credit system has started to spread through mortgage loans, which is considered a successful development of commercial bank products. Due to the importance and function of the credit system in the economic development of the country, bank loans, even though they have high interest rates, have largely influenced the development of economic processes as well as the development of this system. With the development of the banking and credit system, the credit system has also developed (Hasanaj , Shala , & Qarkaxhija, 2017).

Problematic loans (bad loans) and non-performing loans occur when borrowers face various difficulties during their journey and in such cases they cannot fulfill the agreement or cannot pay the loan installment according to the agreement, respectively amortization plan. Such cases are classified as problematic loans, which are also known as bad loans.

For bankers, the various risks arising from the sale of loans are known in detail such as; liquidity risk, credit risk, operational risk, legal risk, reputational risk, etc. It is no coincidence that commercial banks are obliged to deposit certain funds in the CBK in the name of mandatory reserves. For loans issued, commercial banks pay certain commissions to the CBK. These it's called preventive measure so that the activity of the banking industry is not endangered.

However, the credit risk is one of the most specific risks and it is almost impossible to eliminate it, since the financial means are transferred to the client, so no matter how well that loan is secured, there is still a dose of risk and uncertainty, since the future in business cannot be projected with complete accuracy.

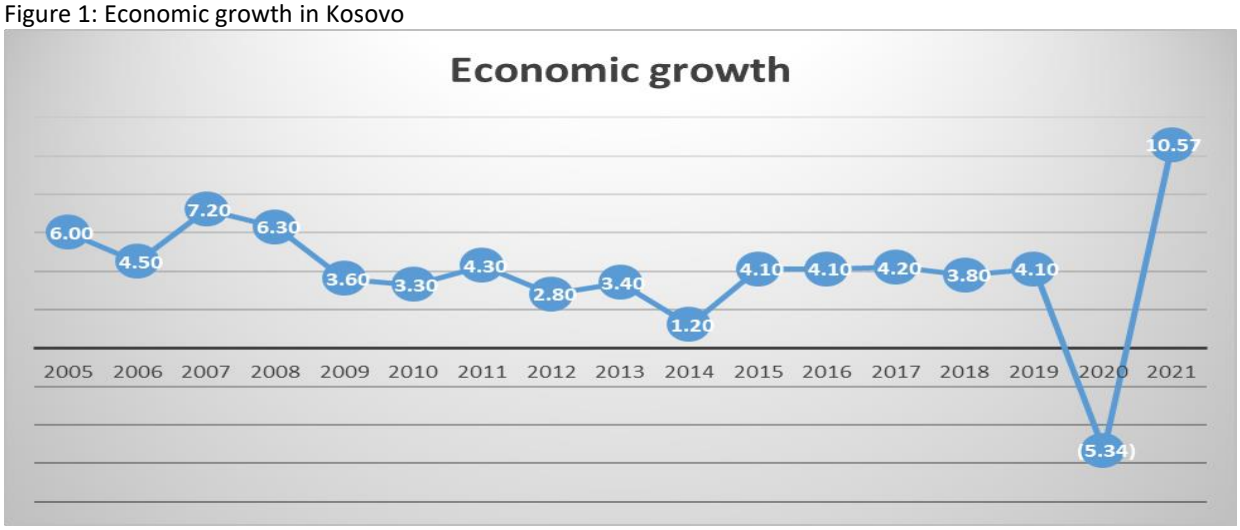
Table 1. The official data for the variables treated in the research

Period	GDP_G	T_Loans	T_Assets	Placemnt_Investment	T_Capital
2005	6.00	513.90	984.40	82.90	74.00
2006	4.50	636.60	1,161.20	99.40	103.30
2007	7.20	892.10	1,435.00	78.90	152.70
2008	6.30	1,183.40	1,808.30	39.70	182.30
2009	3.60	1,289.00	2,204.60	97.00	205.60
2010	3.30	1,458.70	2,455.10	173.40	230.40
2011	4.30	1,698.10	2,649.70	202.00	252.80
2012	2.80	1,763.42	2,829.30	256.56	270.70
2013	3.40	1,805.80	3,059.30	354.50	277.80
2014	1.20	1,882.30	3,186.60	383.80	323.10
2015	4.10	2,019.50	3,385.30	473.30	392.70
2016	4.10	2,230.00	3,637.10	510.30	420.60
2017	4.20	2,485.50	3,869.80	486.40	470.80
2018	3.80	2,755.50	4,185.50	430.20	497.70
2019	4.10	3,031.90	4,760.50	526.50	520.10
2020	(5.34)	3,246.60	5,353.40	584.30	610.20

2021	10.57	3,748.60	5,959.60		685.00	643.10

Source: (World Bank and Central Bank of Kosovo, 2022)

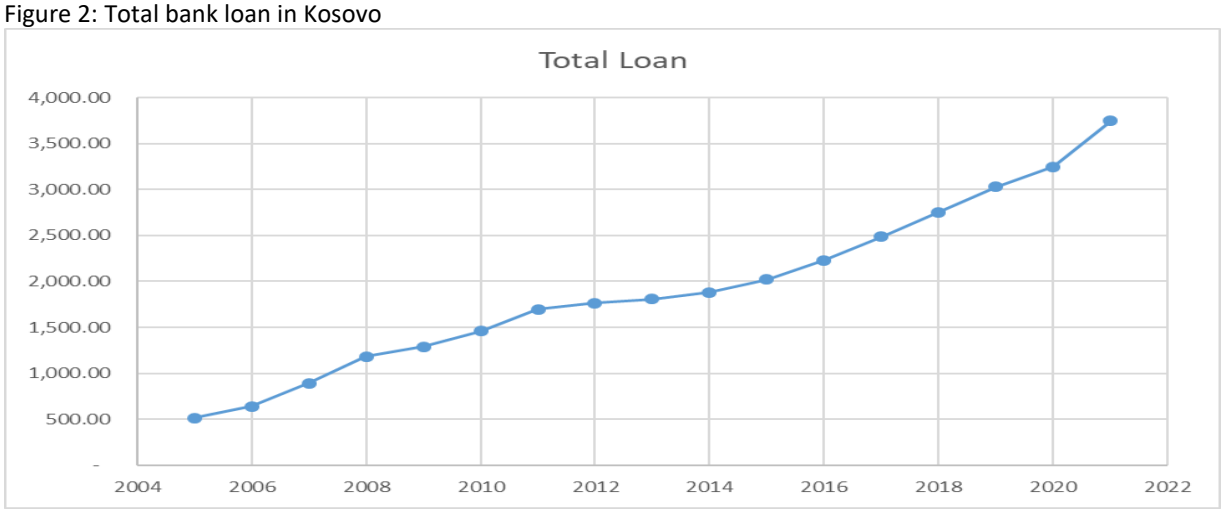
Figure 1: Economic growth in Kosovo



Source: (World Bank, 2022)

Based on the data presented in the graph, we see that Kosovo has had an increase in GDP continuously from 2005-2019, although for Kosovo to have a more stable economy, this increase should be higher. While there was a 5.34% decrease in 2020, this was is a result of the pandemic and the measures taken to prevent the spread of the virus. This has reflected in the decline in economic activity, a significant decline in the export of services within the balance of payments, the decline in diaspora visits to Kosovo, the decline in investments, etc. Well, in 2021 we have an increase in GDP of 10.57%. Such an increase could also be due to the fact that in the previous year, respectively, during the time of the pandemic, economic activity almost stopped in all spheres, therefore, with the end of the pandemic, due to that pause, economic activity, respectively, investments increased, but in this growth, they also had affect remittances from abroad.

Figure 2: Total bank loan in Kosovo

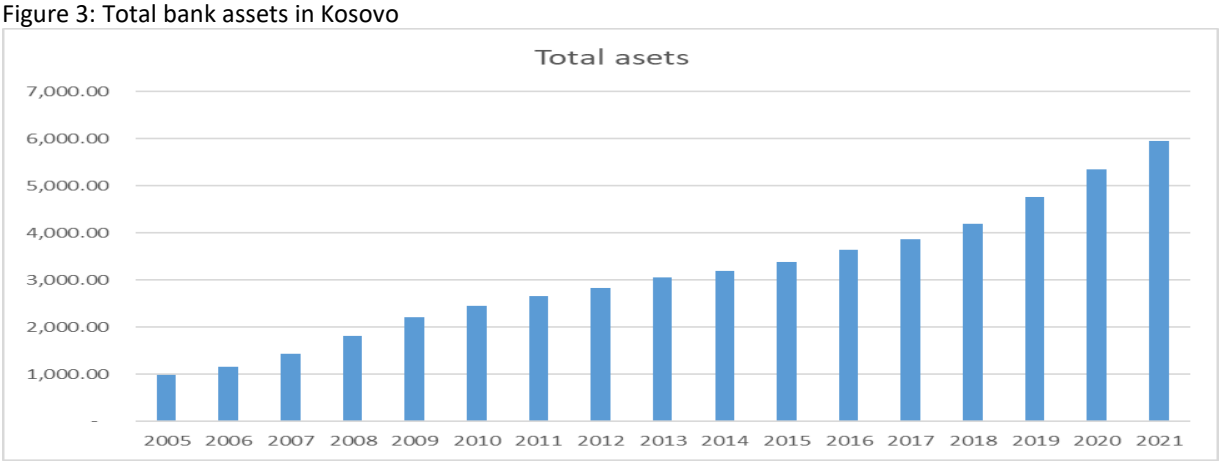


Source: (Central Bank of Kosovo, 2022)

The contribution of the banking sector in supporting the economy is also very important in terms of continuing lending, despite the increase in the level of risks faced by the banks, they still maintain high levels of liquidity and capital adequacy (CBK 2021).

The credit portfolio of the banking sector has continuously expanded, while the value of total loans from 513 million euros in 2005 has continued to increase and in 2021 has reached 3.75 billion euros, reached 3.25 billion euros.

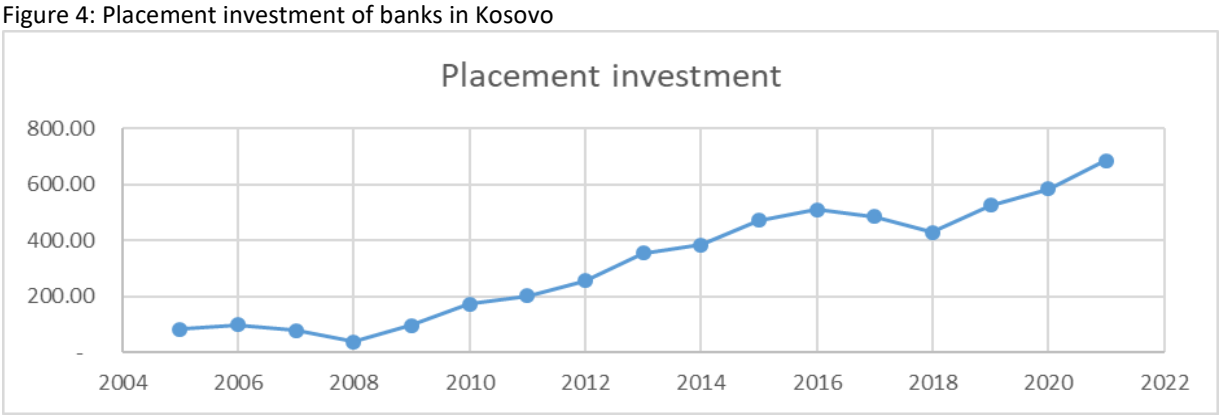
Figure 3: Total bank assets in Kosovo



Source: (Central Bank of Kosovo, 2022)

The assets of the banking sector have continuously increased, in this case we can make a comparison with the year 2005, in which case the value of the total assets was 984 million euros, while this value has continuously increased, where in 2021 it will reach a value of about 5.96 billion euros. However, the restrictive measures to prevent the spread of the Covid19 virus were among the main factors that dictated the performance of the sector's balance sheet items. As result of the uncertainties brought about by the restriction of economic activities, the assets of the banking sector recorded a slower growth compared to the previous year, which is attributed to the dynamics in the credit activity, as the item with the main contribution to the assets of the banking sector (Central Bank of Kosovo, 2021).

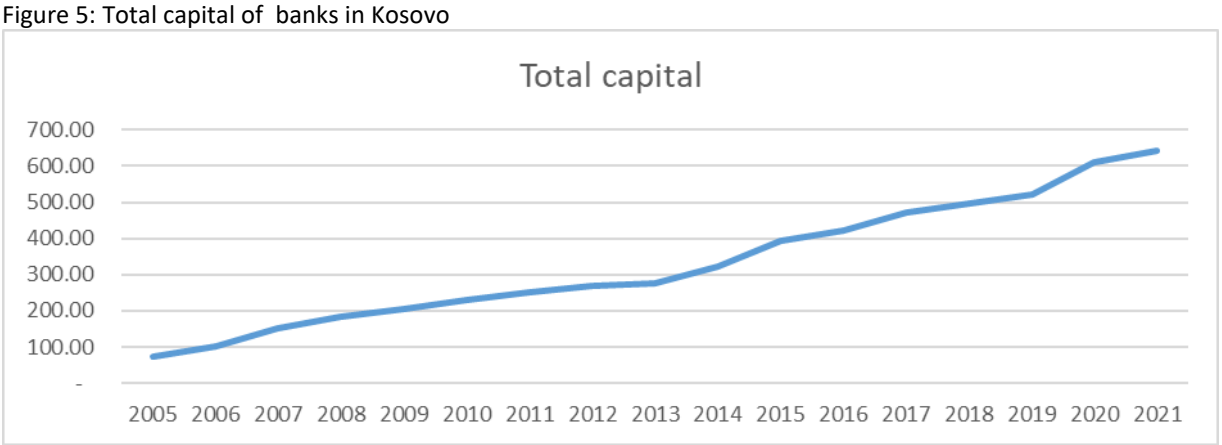
Figure 4: Placement investment of banks in Kosovo



Source: (Central Bank of Kosovo)

The position of securities has shown continuous growth even though their participation is small in 2005 their value was close to 83 million euros, while in 2021 the value has reached 685 million euros. Of course, such an increase is important, but the value and focus of investment in securities remains small.

Figure 5: Total capital of banks in Kosovo



Source: (Central Bank of Kosovo)

The own funds of the banking sector have been characterized by continuous growth if we take the period of 2005 as a comparison, the value of the total capital was 74 million euros, but this value has multiplied over the years due to the continuous growth, which in 2021 has reached the value 643 million euros.

3. DATA, METHODOLOGY AND RESULTS

In the framework of this research sources that include foreign and local literature, books, scientific journals were used. The main source of information is quantitative analysis through correlation with a dependent variable (GDP growth) and independent variables (the natural logarithm of all assets of the banking system, the ratio of all loans to all assets, the ratio of all placements and investments with total assets and CAR - the ratio of share capital to total assets. The data period includes the time interval from 2005-2021, from the official data of the Central Bank of Kosovo, and the World Bank. The processing of data or results is done with STAT.

Table 2: Descriptive statistic

Variable	Obs	Mean	Std. Dev.	Min	Max
GDP_G	17	4.017925	3.191789	-5.340275	10.745
Ln_TA	17	7.432794	.5543788	6.242029	8.229138
TL_TA	17	.6089968	.03631	.5220439	.6583443
TPI_TA	17	.0945815	.0332526	.0219543	.1403041
CAR	17	.1026532	.0126025	.0751727	.12166

Source: Author calculations

Based on the results generated by the statistical model used, the GDP growth rate has an average value of 4.02%, with a standard deviation of 3.19%, while its minimum value is -5.34% and the maximum is 10.74%. Meanwhile, the natural logarithm of all assets of the banking system has an average value of 7.44%, standard deviation 0.55%, while the minimum value is 6.24% and the maximum value is 8.23%. As for the other variable, the ratio of all loans to all assets has an average value of 0.61%, standard deviation 0.036%, with a minimum value of 0.52% and a maximum value of 0.66%. The ratio of all placements and investments to all assets according to the generated data has an average value of 0.94% with a standard deviation of 0.33%, while the minimum value is 0.22% and the maximum value is 0.14%.

As well as the last result CAR-share, capital ratio with total assets has an average of 0.10%, standard deviation 0.13%, while the minimum value is 0.75% and the maximum value is 0.12%.

Table 3: Correlation analysis

	GDP_G	Ln_TA	TL_TA	TPI_TA	CAR
GDP_G	1.0000				
Ln_TA	-0.2315	1.0000			
TL_TA	0.0934	0.6562	1.0000		
TPI_TA	-0.2069	0.5604	-0.0206	1.0000	
CAR	-0.1457	0.7481	0.6887	0.4853	1.0000

Source: Author calculations

Correlation analysis is used to analyze the relationship between the dependent variable of GDP and the independent variables. According to the results, it appears that there is a positive correlation with the TL/TA ratio and the natural logarithm of all assets, all securities placements and investments and capital adequacy have a negative relationship. While other variables have a negative correlation. While the rest of the relationships are reflected in detail in Table 3.

Table 4: Linear regression results

Source	SS	df	MS	Number of obs	=	15
Model	359.485165	5	71.8970331	F(5, 9)	=	1.40
Residual	461.285404	9	51.2539338	Prob > F	=	0.0030
Total	820.770569	14	58.6264692	R-squared	=	0.4380
				Adj R-squared	=	0.1258
				Root MSE	=	7.1592

D2.GDP_G	Coef.	Std. Err.	t	P>|t|	[95% Conf.	Interval]
Ln_TA	78.72401	36.53056	2.16	0.060	-3.913857	161.3619
TL_TA	107.0113	133.3236	0.80	0.043	-194.5876	408.6102
TPI_TA	-12.28744	109.7612	-0.11	0.913	-260.5845	236.0096
CAR	-542.7085	309.7548	-1.75	0.014	-1243.422	158.0054
_cons	-164.5732	68.39151	-2.41	0.039	-319.2855	-9.860827

Source: Author calculations

Based on the results of the F-test, we suggest that all the variables used in the framework of the model have a value lower than 10, this indicates that the value of the F-test with probability (F 0.0030), at a confidence level of 99.9%. More to verify the stability of the model R-squared is 0.4380 or 43.8% of the dependent variables explains the growth of GDP. While the remaining part is explained by other variables that have not been addressed in the framework of this paper.

Of the treated variables, three have turned out to have a statistically significant impact, while one has turned out to be unimportant or non-significant.

Total assets have a positive impact on GDP growth with a 95% confidence level. This means that for every increase in the total assets of the banking sector, it affects the increase in GDP.

TL_TA has a positive impact with a 95% confidence level, which means that for every 1% increase in total loans in the banking sector, it affects 107.01 percentage points.

TPI_TA, in the econometric aspect, the result of this indicator is insignificant and as such is irrelevant for discussion.

While CAR has a negative impact on GDP growth, which means that any increase in the demand for capital has a negative impact on GDP.

The ratio of total credit to total assets has resulted in a significant positive impact on GDP growth, with a significance level of 95%, which means that for every increase in this ratio, we have an increase in GDP.

4. CONCLUSIONS

The difference between the interest rates for loans and deposits is considered a great advantage for the financial banking sector, since the small return on deposits has encouraged banks to save, while it has reduced the cost of lending and thus has increased opportunities for greater profits.

As for the CBK, in order to have lower interest rates in the credit market, they also agree with the assessment of commercial banks, that a general improvement of the business environment would definitely encourage new banks to enter the credit market. Kosovo, which would be more competitive and efficient.

Businesses must have detailed plans compiled in the case of loan requests, so that their projects are more convincing to the bank's management, because in this way the banks will have an easier decision-making process.

The use of efficient and appropriate crediting techniques for SMEs in the first period of credit use should be applied by commercial banks during this period, since this way of issuing loans is used very little.

The small return on deposits has discouraged potential savers, while it has increased the cost for borrowers (especially individuals and businesses), and thus reduced the opportunities for investment and economic growth, especially for our economy, where the opportunities for alternative sources of financing through the market capital are minimal.

Of the variables treated, it was noted that they had a statistically significant impact, the total assets that had a positive impact on GDP growth with a confidence level of 95%. This means that any increase in the total assets of the banking sector affects GDP growth. And the TL_TA ratio has a positive impact with a 95% confidence level, which means that for every 1% increase in total credit in the banking sector, it affects 107.01 percentage points. The ratio of total loans to total assets also had a significant positive impact resulted in a significant impact on GDP growth, with a significance level of 95%, which does not understand that for every increase in this ratio, we have an increase in GDP.

Whereas, CAR had a negative impact on GDP growth, which does not mean that any increase in demand for capital has a negative impact on GDP.

While from the analysis of the results of the TPI_TA report, in econometric terms, the result of this indicator is insignificant and as such is irrelevant for discussion.

Also, the continuous increase in bank loans should be carefully analyzed for its effect in the future, since in some periods we have an increase in bad loans. Although the credit potential of banks is increasing, this is justified by the high interest rates for loans, which, based on our study and the treated variables, appears to have a high impact on GDP growth.

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Economy: The European Union's Instrument Of Influence In The Western Balkans

Milen Ivanov ZHELEV[1]

[1]Biographical reference

Abstract: The present abstract aims to reveal fragments of a scientific article concerning the European integration of the countries of the Western Balkans. The author focuses on the economic criteria of the EU as an instrument of influence, concerning the accession processes of 4 specific countries from the region: Albania, North Macedonia, Serbia and Montenegro. The text directs the reader's attention to the latest recommendations of Brussels for economic reforms from 2020 until the present day, emphasizing both the geostrategic priorities of the candidate member states. The fundamentals of this research will be based on the individual reports of the Economic Reform Programmes for 2021 and 2022 and in particular for each examined country. The research methods chosen by the PhD student are in parallel a content analysis of official documents of the European institutions, as well as a brief comparative analysis of case studies about each country under consideration. Finally, the author will try to summarize the impact of Brussels on the economies of Tirana, Skopje, Belgrade and Podgorica without giving biased assessments.

Key words: Economy, European Union, Western Balkans, Influence

1. Introduction

The economy is an essential part of the processes of enlargement of the European Union and the European integration of the countries of the Western Balkans. The creation of the largest single market in the world, including a free trade area, single customs policies, free movement of goods, services and citizens, as well as the single European currency, is considered an achievement of the EU. However, in order to be competitive with the major world powers, the European economy needs to expand its scope of action. Economic development, along with the rule of law, human rights, democratic institutions and reforms in public administration, are among the so-called. "first foundations" in the accession processes of new member states.

The refugee crisis from the war in Syria and the path of migrant flows through Southeast Europe catalyze the EU's attention on the inclusion of the Western Balkans region to European values and the *Acquis communautaire*, but also to the strict requirements of the union. It is precisely the gaps in the borders of each country in the region that present a risk not only to their own national security, but also to that of the entire union. In 2015, Commissioner Johanne Hahn openly stated: "The current refugee crisis shows how important close cooperation between the EU and the countries of South-Eastern Europe is. The EU enlargement process covering the Western Balkans and Turkey is a powerful tool for strengthening the rule of law and human rights in these countries. In addition, this process stimulates the building of a stronger economy and regional cooperation." [1]

The scientific article aims to take a closer look at the economy as a lever of EU influence on the countries of the Western Balkans and in particular Albania, North Macedonia, Serbia and Montenegro. Croatia will not be part of the study due to the fact that it has already been accepted as a full member state, and since January 1, 2023 has adopted the euro as its official currency and joined the Schengen area in parallel. The other 2 countries in the region that will not be covered in this text are Bosnia and Herzegovina and Kosovo, as, despite their differences, at this stage they seem equally distant from EU accession processes with official candidate status[2].

When talking about leverage, this text tries to avoid any emotional or biased assessments about the role of the EU in the economies of the 4 countries studied. In the field of political analysis, the processes of economic interaction between the union and the countries can probably be defined as bilateral cooperation, from which both countries benefit at least financially. And if the extension of the EU's reach to new territories on the Old Continent is a classic example of the conscious use of "soft power[3]", then for critics of the union, the economic

1 Western Balkans and Turkey: enlargement process key to strengthened economic and political stability in the region, European commission, 10 November 2015, [Online], Available at https://ec.europa.eu/commission/presscorner/detail/en/IP_15_5976, [Viewed: 8 February 2023]

2 Западните Балкани, Информационни фишове на Европейския съюз, [Online], Available at https://www.europarl.europa.eu/factsheets/bg/sheet/168/the-western-balkans, [Viewed: 8 February 2023]

3 Batt Judy, The EU's 'soft power' at work in the Balkans, 1 юли 2006, [Online], Available at https://www.iss.europa.eu/content/eus-soft-power-work-balkans, [Viewed: 8 February 2023]

criteria for the accession of new member states to the EU is seen as a form of dependence and even subordination in the context of their acceptance into NATO, for example[4].

The following article will try to examine the specific instruments through which the EU, on the one hand, supports the development of Albania, North Macedonia, Serbia and Montenegro, but on the other hand obliges them to take specific actions in the domestic political sphere. The official positions of the state institutions of the listed countries will be discussed in another text, this one will focus entirely on the specific guidelines of Brussels towards Tirana, Skopje, Belgrade and Podgorica. The methodology used will be an analysis of the content of official documents of the European institutions, as well as a brief comparative analysis of the practical cases of each individual country.

2. Economic tools for EU influence in the region

The individual reports of the Economic Reform Programs[5] for each examined country will serve as the basis of the research. Before that, however, the text will make a brief retrospective of the already existing economic instruments of influence of the EU, which led to the creation of the programs in question. At first, it would be useful for the reader to distinguish between the ERP's of the Western Balkan countries and Turkey and the National Reform Programs and Stability or Convergence Programs[6], which refer to current EU member states. The very presence of this remark is a sign of the proverbial bureaucracy of European institutions, which often blur their political responsibility with the action or inaction of numerous departments that function without the necessary information campaign and whose activities often remain, albeit unintentionally, unknown to European taxpayers. The role of the European Semester[7], created in 2011 to coordinate the economic policies of the EU, remains as if hidden from the ordinary citizen. Although the countries of the Western Balkans are not full members of the union, the current geostrategic priorities of Brussels cannot but affect the direction of their development. An axiomatic example is the Recovery and Resilience Facility[8], which arose as a consequence of the COVID-19 pandemic in the direction of the ecological and digital transition of the Union.

Created in 2021, it reports on its activity through publicly available reports on its implementation[9], but some critics and/or Eurosceptics see lobbyist amendments in it to protect the interests of a specific country, business or entire shares of energy, for example[10]. Since the economic policy of the EU directly affects the countries of the Western Balkans, European officials prepare a detailed analysis every quarter in the region, with the reports scrutinizing the economic indicators of each country.[11] Currently, companies of EU origin are the largest

[4] Волгин, Петър, Морковът ЕС се използва, за да бъдат вкарани държавите от Западните Балкани в НАТО, 23 May 2015, [Online], Available at https://pogled.info/tv/alternativen-pogled/petar-volgin-morkovat-es-se-izpolzva-za-da-badat-vkarani-darzhavite-ot-zapadnite-balkani-v-nato.94738, [Viewed: 8 February 2023]

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[9] Доклад на Комисията до Европейския парламент и Съвета за напредъка на България по механизма за сътрудничество и проверка, Служба за публикации на Европейския съюз, 22 октомври 2019, [онлайн], Available at https://commission.europa.eu/system/files/2022-03/com_2022_75_1_bg.pdf, [Viewed: 8 February 2023]

[10] Илиев, Кузман, Зеленизмът прави ЕС лошо място за живот, 11 март 2021, [Online], Available at https://trud.bg/%D0%B7%D0%B5%D0%BB%D0%B5%D0%BD%D0%B8%D0%B7%D0%BC%D1%8A%D1%82-%D0%BF%D1%80%D0%B0%D0%B2%D0%B8-%D0%B5%D1%81-%D0%BB%D0%BE%D1%88%D0%BE-%D0%BC%D1%8F%D1%81%D1%82%D0%BE-%D0%B7%D0%B0-%D0%B6%D0%B8%D0%B2%D0%BE%D1%82/, [Viewed: 8 February 2023]

[11] EU Candidate Countries & Potential Candidates' Economic Quarterly (CCEQ) – Western Balkans and Türkiye. 4th Quarter 2022, European Commission, 25 January 2023, [Online], Available at https://economy-

investor in the Western Balkans region, with foreign direct investments from there from 2013 to 2018, for example, exceeding 10 billion euros[12]. Of course, the process is mutually beneficial, as the region offers a market of more than 18 million users, and the potential before it is far from being developed.

On October 6, 2020, at an extraordinary meeting of the Committee on Foreign Affairs of the European Parliament, the "Enlargement" package was adopted in Brussels, as well as a comprehensive Economic and investment plan for the Western Balkans[13]. Officially, the latter aims at the long-term economic recovery of the region, the support for ecological and digital transition and the promotion of regional integration and rapprochement with the European Union. This practically means that the recommendations for economic reforms and those in the sphere of the rule of law actually become mandatory for the candidate countries for EU membership. The Accession criteria (Copenhagen criteria), which represent practical conditions for entry into the EU, can be divided into 3:

– political criteria: stable institutions that are a guarantee of democracy, rule of law, human rights and respect and protection of minorities;

– economic criteria: functioning market economy and capacity to deal with competition and market forces;

– administrative and institutional capacity to implement the acquis of the EU and the capacity to assume the obligations arising from membership.[14]

Since 2015, the EC has introduced a new methodology for the processes of accepting new member states, with the EU's key values such as the rule of law, fundamental rights, the strengthening of democratic institutions, the reform of public administration, as well as economic development and competitiveness being at the fore.

And even if then the year 2025 scheduled for the admission of the countries of the Western Balkans to the EU 2025 seems unrealistic, today the great challenges facing the countries in the region remain relevant: resolving political conflicts as a first step for economic prosperity, poor governance, the development of connectivity and infrastructure, as well as the lack of an industrial base. [15]

And if in 2018 the European future of the countries of the region is considered secure after the approval of the EC Strategy "Reliable prospect for enlargement and strengthened commitment of the EU for the Western Balkans"[16] from the summit in Sofia, then almost 5 years later, in the conditions of a post-health pandemic, a raging war in Ukraine and forecasts of a global recession in the foreseeable future[17], the progress of the pre-accession processes appears to be little or nothing.

finance.ec.europa.eu/publications/eu-candidate-countries-potential-candidates-economic-quarterly-cceq-western-balkans-and-turkiye-4th_en, [Viewed: 8 February 2023]

[12] EU – Western Balkans Strategy, The Diplomatic Service of the European Union, 8 March 2018, [Online], Available at https://www.eeas.europa.eu/node/41016_en

[13] Западни Балкани: икономически и инвестиционен план за подпомагане на икономическото възстановяване и сближаване, Европейска комисия, https://ec.europa.eu/commission/presscorner/detail/bg/ip_20_1811, [Viewed: 8 February 2023]

[14] Нови перспективи за Западните Балкани, Европейски консерватори и реформисти, p. 9, [Online], Available at https://ecrgroup.eu/files/Bulgarian_A_new_perspective_for_western_balkans-2_%28reduced%29_corrected.pdf, [Viewed: 8 February 2023]

[15] Besimi, Fatmir, European enlargement challenges, Western Balkans and the way forward, 2016, [Online], Available at, https://www.econstor.eu/bitstream/10419/193467/1/spisanie-vol-3-br-2-trud-p35-48.pdf, [Viewed: 8 February 2023]

[16] Надеждна перспектива за разширяване и засилен ангажимент на ЕС за Западните Балкани, Европейска комисия, 6 February 2018, [Online], Available at https://eur-lex.europa.eu/legal-content/BG/TXT/?uri=CELEX%3A52018DC0065, [Viewed: 8 February 2023]

[17] Иванова, Анисия, Световната банка предупреждава за глобална рецесия, 11 January 2023, [Online], Available at https://www.dnes.bg/eu/2023/01/11/svetovnata-banka-preduprejdava-za-globalna-recesiia.556657, [Viewed: 8 February 2023]

However, the EU does not seem to notice this, concentrating on its many progress indicators for the countries of the Western Balkans. Among them are 6 leading initiatives[18] that group the negotiating chapters into thematic clusters:

1) Main topics

2) Internal market

3) Competitiveness and inclusive growth

4) Green agenda and sustainable connectivity

5) Resources, agriculture and cohesion

6) Foreign relations

Each of these 6 points will be considered as a whole, and not as part of each negotiating chapter, as was the case before. Each open cluster defines criteria for closing a negotiation chapter. And if the Economic and Investment Plan aims at long-term recovery through a green and digital transition[19], then the implementation of reforms openly declares the goal of bringing the Western Balkans closer to the EU single market. The Economic and Investment Plan for the Western Balkans has 6 leading initiatives with 10 priorities contained in them:

Sustainable transport:

Flagship 1: Connecting East to West

Flagship 2: Connecting North to South

Flagship 3: Connecting the coastal regions

Clean energy:

Flagship 4: Renewable energy

Flagship 5 : Transition from coal

Flagship 6: Renovation wave

Environment & Climate:

Flagship 7 : Waste and Waste water management

Digital future:

Flagship 8: Digital infrastructure

Human capital:

Flagship 10: Youth Guarantee

Private sector:

Flagship 9: Investing the competiveness of the private sector

The Commission plans to examine the costs, benefits and consequences of following the 10 key priorities in the context of the green and digital transition.[20] The amount of grants allocated for this purpose exceeds EUR 9 billion from the Instrument for Pre-Accession Assistance (IPA II) [21] for the period 2021 - 2027. It can be

[18] New Perspectives for the Western Balkans, European Conservatives and Reformists, 11 May 2022, [Online], Available at https://ecrgroup.eu/campaign/new_perspectives_for_the_western_balkans, [Viewed: 8 February 2022]

[19]Economic & Investment Plan for the Western Balkans, European Union, 1 December 2022, [Online], Available at https://neighbourhood-enlargement.ec.europa.eu/system/files/2022-12/EIP-WB-GG-Dec%202022%20%28V6%29.pdf, [Viewed: 8 February 2022]

[20] Questions and Answers: Economic and Investment Plan for the Western Balkans*, European Commission*, 6 Octobre 2020, [Online], Available at https://ec.europa.eu/commission/presscorner/detail/en/qanda_20_1819, [Viewed: 8 February 2023]

[21] ИПП II: Инструмент за предприсъединителна помощ на ЕС за периода 2014 – 2020 г., Европейски съюз, [Online], Available at https://publications.europa.eu/resource/cellar/42a28d0f-2869-4463-a163-0b5ed533e53a.0001.03/DOC_1, [Viewed: 8 February 2023]

concluded that the Economic and Investment Plan is not an alternative to the Enlargement Plan, the two programs are an integral part of the path of the Western Balkans towards EU acceptance.

3. Programs for economic reforms

The Economic Reform Programs (ERP's) [22] are one of the key aspects of the current enlargement processes of the European Union, which is why every year since 2015 the economic and financial dialogue between the EU, on the one hand, and the Western Balkans and Turkey, on the other, adopts specific political guidelines for development. The long-term task of the required reforms is the achievement of macroeconomic stability, tax sustainability, long-term growth and competitiveness. For this purpose, Brussels prepares annual economic reports, prepared by the General Directorate "Economic and Financial Affairs"[23] of the EC, the purpose of which is the implementation of policies recommended by the EC, CE and EP. Although the reports have the status of unofficial documents, which do not at all costs represent the views of the European institutions, the EU accession processes of the countries of the Western Balkans and their European integration depend on them. Logically, Croatia does not appear in the documents, but it is curious that Turkey is involved there. The main difference, from a purely economic point of view, is the correctable level of inflation in the countries of the Western Balkans, while in Turkey there is a galloping rise in prices and, accordingly, inflation exceeding the permissible norms. The current work will focus on 4 countries: Albania, North Macedonia, Serbia, Montenegro. Without excluding each country's past and future development forecasts, the reports specifically considered in this text will be for 2 consecutive years: 2021[24] and 2022[25]. The July 2021 report focuses on the negative effect of the COVID-19 pandemic on the economic growth of the countries under consideration. It is a sustainable recovery from the crisis in question that is the goal of structural reforms according to European recommendations. The emergency situation is a good occasion for the EU to demonstrate its so-called "soft power" through financial support to the poverty-stricken region of the Western Balkans.

The annual report identifies the following policies as at risk of challenges:

- Fiscal policy to serve to mitigate the crisis for an indefinite period of time.

- Short-term fiscal-structural reforms to strengthen debt sustainability in the medium term.

- Investigation and handling of the crisis in the financial sector.

- Optimization of the regulatory and institutional environment in order to remove obstacles to the private sector and competition.

- Combating the high share of the informal economy (gray sector).

- Inefficient use of energy sources.

- Lack of economic integration to realize the region's potential.

- Low activity regarding the integration of women in the labor market.

- Improving the social policy towards the poorest segments of the population.

[22] Assessments of 2022- 2024 Economic Reform Programmes, European Commission, [Online], Available at https://neighbourhood-enlargement.ec.europa.eu/enlargement-policy/policy-highlights/economic-governance_en, [Viewed: 8 February 2023]

[23] Economic and Financial Affairs, European Commission, 1 February 2023, [Online], Available at https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/economic-and-financial-affairs_en, [Viewed: 8 February 2023]

[24] 2021 Economic Reform Programmes of Albania, Montenegro, North Macedonia, Serbia, Turkey, Bosnia and Herzegovina and Kosovo: The Commission's Overview and Country Assessments, European Commission, 14 юли 2021, [Online], Available at https://economy-finance.ec.europa.eu/publications/2021-economic-reform-programmes-albania-montenegro-north-macedonia-serbia-turkey-bosnia-and_en, [Viewed: 8 February 2023]

[25] 2022 Economic Reform Programmes of Albania, Montenegro, North Macedonia, Serbia, Turkey, Bosnia and Herzegovina and Kosovo: The Commission's Overview and Country Asssesments, European Commission, 21 June 2022, [Online], Available at https://economy-finance.ec.europa.eu/publications/2022-economic-reform-programmes-albania-montenegro-north-macedonia-serbia-turkey-bosnia-and_en, [Viewed: 8 February 2023]

- Increasing investment in human capital and education.

The June 2022 report found the level of implementation of the 2021 report's recommendations to have deteriorated across the board. This is partly related to the return to recommendations for more challenging reforms after the focus on short-term measures related to the COVID-19 pandemic in 2020. This time, the emphasis of the recommendations should not be the progress of the Western Balkan countries and Turkey, but the footprint of Russia's war against Ukraine on the countries' plans for economic reforms. However, there is a snag here: each individual country report was published on January 31, 2022, just days before the Russian invasion of Ukraine in February of that year. Although the annual report was published in June 2022, its recommendations and conclusions certainly lose a significant part of their validity during the 4 months of war in Ukraine, although it is included in the document in one way or another. When examining the processes of European integration, the proverbial clumsiness of the European administration and institutions should be seen not as bureaucratic negligence, but as a systemic problem bringing the union as a whole into disrepute. Meanwhile, a war of a similar scale on the Old Continent is an appropriate occasion for the EU to use the economic and financial dialogue as a tool for geopolitical influence in the form of sharing experience, discussing political strategies and jointly reaching consensus on priority reforms. In the programs for the countries of the Western Balkans, whose macro-fiscal forecasts are not adapted to the war, a large part of the proposed reforms remain relevant, which shows the multi-layered connectivity of both the accession processes of new member states and the ongoing military conflict. The EU is calling for greater responsibility on security issues, which include greater energy diversification and accelerating the green digital transition. The shock of the war in Ukraine has obvious consequences for the countries considered in the report, but they differ in each country's direct and indirect trade ties, their energy intensity, the rise in food price inflation and the role of tourism. And while the ERP forecasts for a downward trend in growth predate the outbreak of war, again they mostly expect a reduction in deficits for the Western Balkan countries in the period 2022-2024. The discourse in the 2022 report of the European institutions is based on medium-term ERP's submitted annually by all candidate and potential candidate countries. The goals are again competitiveness and long-term growth, and the instruments – a macroeconomic framework and one for tax policy, as well as a plan for structural reforms. And if structural reform priorities remain relevant to the EC's May 2022 economic projections, then growth forecasts are expected to be affected by economic collapse, the aftermath of war, possible future spread of the COVID-19 pandemic, supply chain disruptions, global inflationary pressures and the likely tightening of the financial market.The main challenges facing the region, according to the 2022 annual report, are:

- Fiscal policy mitigating the adverse impact of the COVID-19 pandemic and war.

- Budget shift towards growth, recovery policy through digital and green transition.

- Fiscal-structural reforms with a priority on strengthening medium-term debt sustainability.

- Survey and address rising inflation and the impact of adverse shocks on the financial sector.

- The so-called spill-over effect of the war in Ukraine, changing the horizon of risks to economies on several fronts.

- The lack of regional economic integration in the Western Balkans, which prevents the region from realizing its full potential.

- Low labor force participation, especially among women, young people, combined with other key problems in the labor market.

- Improving social spending towards the poorest segments of the population

- Increasing investment in human capital and education

- Universal coverage and equal access to basic health care for all.

The next few chapters will look at the 2021 and 2022 ERP annual reports for Albania, North Macedonia, Serbia and Montenegro, respectively.

4. Albania

4.1. 2021 ERP Report on Albania

According to the 2021 PIR report, Albania's economy shrank by less than originally projected. A recovery of up to 5% growth is expected in 2021-2023 thanks to private consumption, exports and investment. The goal is for capital expenditures to maintain a fiscal deficit above 6% of GDP in 2021 and in 2022 spending cuts to halve the deficit and gradually reduce the government debt ratio. Like all Western Balkan countries, Albania faces serious challenges. To achieve fiscal consolidation, the report recommends better debt management and increased revenue. Among the stated goals are optimization of public spending and improvement of the business climate. Although the number of tertiary graduates is increasing, the share of the elderly population without qualifications and the percentage of young people neither working, studying nor training remain high. Spending on social protection and health care is insufficient to reduce poverty and social exclusion. It is considered that the political guidelines indicated in the conclusions of the Economic and Financial Dialogue held in the country in May 2020 have been partially implemented. Analysis of the key challenges in the program remains incomplete.

Although some reform measures are in line with the priorities set by the EC, some problems have not been adequately resolved. The ERP for Albania estimates an economic contraction in 2020 of 4.4%, just half of what was previously forecast, while the latest data confirms an even lower contraction of 3.3%. The country's economy is projected to recover to average 5% growth between 2021 and 2023, driven by a broad-based recovery in private consumption, export and investment. These economic outlooks rely on optimistic forecasts for public investment, but may become subject to downside risks arising from the COVID-10 pandemic and the political cycle. Among the joint conclusions for Albania in the 2021 Annual Economic Report, the following policies are recommended:

1. Return to positive balance from 2023 subject to fiscal discipline.

2. Reduction of arrears under contracts, for example VAT, until 2022.

3. Maintaining a strong regulatory framework of the financial sector, including good credit risk management, transparent presentation of assets and adequate forecasting.

4. Improved business support services.

5. Development of a Plan to guarantee the realization of young people (up to 30 years of age).

6. Reassessment of the "Economic Assistance" instrument and encouragement of local authorities to apply for support from the Social Fund.

4.2. 2022 ERP Report on Albania

Despite the outbreak of war in Ukraine, Albania's economic recovery in 2021 is estimated to be better than expected. ERP reports show 8.7% growth of the economy in 2021 and reaching pre-crisis levels in most segments. Recovering exports, good results in tourism, high public investment and continued accommodation policy are helping the recovery process. Thus, the labor market is regaining almost all the positions lost during the COVID-19 pandemic. Steady growth and gradual fiscal consolidation through lower capital expenditure are projected in 2023. It is also recommended to create fiscal buffers as a measure against future economic shocks. Challenges continue to include the deteriorating business environment from structural weaknesses, the high proportion of low-skilled adults and young people not in work, education or training. Poverty and social exclusion remain high, spending on social protection and health care is still insufficient. However, the recommendations of the 2021 multilateral dialogue are considered partially implemented. It is also believed that the key challenges identified by the ERP correspond to those identified by the EC, but their analysis is incomplete.

The growth forecast in 2021 has been revised upwards to 8.7%. Between 2022 and 2024, economic growth is expected to average 4%, led by a broad-based recovery in household consumption, exports and private investment. Optimistic forecasts for net exports are considered the main downside risks, while the assumed high growth of private investment calls for structural reforms. Inflation is on an upward trend, but is not expected to exceed its target in the medium term. The deficit reduction trend, which was temporarily interrupted by the COVID-19 pandemic, is expected to resume. This year too, it is reported that Albania's vulnerability from its increasing external debt is mitigated by a solid foreign exchange (forex), and this time, in

addition to the concessional debt, the long-term one also plays a role. The financial sector continues to recover and portfolio quality as a measure of average performance is improving, but high use of foreign currencies remains a risk, ERP also noted. Among the joint conclusions for Albania in the 2022 Annual Economic Report, the following policies are recommended:

1. If necessary, use the free fiscal space from the 2022 budget to mitigate adverse shocks on vulnerable households and firms.

2. Optimization of public strategic investments. Increasing the share of spending on education, healthcare, social protection, research and development.

3. Analysis of price developments and readiness for monetary policy tightening. Transparent presentation of assets and adequate forecasting.

4. Improved business support services through access to finance and entrepreneurial know-how. Action plan against the gray sector.

5. Finalization and implementation of the Plan to guarantee the realization of young people (up to 30 years of age).

6. Finalize the evaluation of the mechanism for benefits from "Economic Assistance" and create a mechanism for their annual indexation. Increasing funds for the Social Fund.

5. North Macedonia

5.1. 2021 ERP Report on North Macedonia

According to the 2021 ERP Report, North Macedonia's accelerating economic growth has been brought to a screeching halt by the COVID-19 pandemic. The economic reform program for the country expects a recovery of economic activity from 2021 despite the defeats on public finances from 2020. Among the challenges facing North Macedonia is the lack of a transparent and targeted fiscal policy. There is a need for significant improvements in public investment management due to weak implementation of capital expenditure in the budget. Local companies suffer from low levels of productivity, their growth is slow. This is an obstacle to their competitiveness and integration in the global economy. The scale of the gray sector continues to be a hindrance to the business environment as it creates unfair competition from unregistered companies. The education system does not provide young people with enough skills and knowledge to actively participate in the labor market. The joint policies agreed upon by the Economic and Financial Dialogue of 19 May 2020 are considered to be partially implemented. However, growth of 4.6% is expected in the period 2021-2023.

The joint conclusions of the ERP for North Macedonia state briefly the following:

1. Targeted and temporary fiscal protection for vulnerable households and businesses affected by the COVID-19 pandemic. Gradual medium-term fiscal return to pre-pandemic GDP figures.

2. Adoption of a new law on public-private partnership and its effective implementation, including development of a register for the purpose.

3. Maintaining a sound regulatory framework in the financial sector.

4. Improving the transparency of commercial legislation. Continue the digitization of public services for business and citizens.

5. Implementation of a list of mapped parafiscal charges. Identification of those to be abolished, reformed or streamlined. Continue the digitization of public services for businesses and citizens.

6. Implementation of the Strategy for "brightening up" the gray economy and the Action Plan (2018-2020). Development and implementation of a new action plan for the period 2021-2022.

7. Development of a new formula for financing the Vocational Education and Training system and Higher Education with an emphasis on the functioning of regional VET centers. Improving access to an active social policy on the labor market.

5.2. 2022 PIR Report on North Macedonia

According to the ERP 2022 report, North Macedonia's economy is recovering in 2021, with growth, expected to gradually accelerate in capital spending, that has not improved mainly due to weaknesses in the public investment management. The unstable business environment in the country stifles the competitiveness of local companies, investment and the integration of the global supply chain. The ERP considers the Russian aggression against Ukraine as an occasion to urgently accelerate the transition to clean energy in North Macedonia and a means of increasing energy security. The education system in the country continues to fail to provide young people with key competencies such as skills and knowledge, through which they can actively participate in the labor market. However, the jointly agreed policies of the Economic and Financial Dialogue of 12 July 2021 are believed to be partially implemented. From the ERP, they expect increased growth dynamics, mainly driven by domestic consumption. Brussels' forecasts for North Macedonia are rather optimistic as the financial sector has remained stable in 2021. Key indicators such as capital adequacy ratio, liquidity and profitability are reported to be recovering from the shock of the COVID-19 pandemic. Borrower relief measures, in the form of moratoriums on household loans, have ended in 2020, and those for businesses in 2021. Although the number of restructured loans increased in the first half of 2021, Brussels also reported that this did not had a significant impact on the ratio of non-performing loans.The joint recommendations of the report on North Macedonia in 2022 are summarized as follows:

1. Where necessary, use available fiscal space from the 2022 budget to mitigate the potential impact of adverse shocks through targeted support for vulnerable households and firms. This includes understandable tax reform and legislative changes that contribute to increasing revenues by broadening the tax base and accelerating the digitazation of the Revenue Agency.

2. The new law on public-private partnership to be submitted for a vote in the Parliament and to ensure its implementation, including by creating a fully functioning register of PPPs.

3. Preserving price stability in the medium term through careful assessment and analysis of price developments. Guaranteeing the independence of the national bank.

4. The already prepared list of mapped parafiscal charges to be used for evaluation, optimization and rationalization at the central and local level. To continue digitization and improving the use of electronic portals for services. To adopt a comprehensive new strategy and action plan for the formalization of the gray economy for the period 2023-2025.

5. To increase the staffing and technical and engineering capacity of the "Energy" department in the Ministry of Economy and the Energy Agency. To adopt and implement energy efficiency legislation in line with the commitments of the Green Program for the Western Balkans.

An improvement in public finances is reported in the medium term. The country is recommended to stabilize the debt by limiting current expenditure. Gradual fiscal reforms in the medium term are indicated as a measure against downside risks to the economic recovery. Develop new legislation on vocational education and training with a focus on inclusion, labor market needs and a new methodology for VET funding. Continue efforts to strengthen access to an active social policy regarding the labor market, especially concerning the low-skilled unemployed and people in vulnerable situations.

6. Serbia

6.1. 2021 ERP Report on Serbia

Continue efforts to strengthen access to an active social policy regarding the labor market, especially concerning the low-skilled unemployed and people in vulnerable situations. The annual ERPReport on Serbia notes a relatively mild economic contraction in 2020, but predicts a strong recovery in 2021 and subsequent growth at pre-crisis rates. The country's economic results are among the most favorable in Europe. Among the factors for their success are the strong pre-crisis momentum, fiscal and monetary mitigation measures, the sectoral

structure of the economy with limited dependence on tourism, and the relatively low stringency of restrictive measures. The fiscal strategy assumes a strong improvement in the budget balance and a reduction in the debt-to-GDP ratio as early as 2021, which, however, is not publicly reported. A sound framework and reforms are recommended to anchor fiscal stability.

The report states that Serbia is making significant progress in reducing the regulatory and administrative burden on business, but the business environment needs to be further strengthened by reducing bureaucracy and improving the predictability of law enforcement. It is also reported that the country remains highly dependent on coal and lacks a coherent long-term strategy combining energy and climate goals. The transition from school to work is rated as significantly more difficult than the EU average and structural barriers remain to be overcome. Tangible fiscal and financial assistance has significantly mitigated the economic effects of the COVID-19 pandemic in 2020, while the specific policy recommendations set out in the May 2020 Economic and Financial Dialogue have been partially implemented.

The joint conclusions of the Economic Reform Program for Serbia are summarized as follows:

1. To provide vulnerable households and businesses with targeted and temporary fiscal support regarding the COVID-19 pandemic. In the event of a good economic recovery, plan for a gradual return to a deficit close to balance in the 2022 budget and the medium-term fiscal framework. Adopt a credible and binding system of fiscal rules to enter into force in 2022.

2. To reduce the shadow economy, increase VAT collection and improve the tax control process implemented by the new model of digital fiscalization and the transition to electronic invoicing, according to the 2021 schedule.

3. Maintaining a sound regulatory framework in the financial sector in accordance with the best international practices and those of the EU. Maintaining sound credit risk management, as well as transparently displaying asset quality and adequate provisioning.

4. Improving transparency when adopting and implementing non-legislation, specifically by ensuring timely consultations with business and social partners regarding new laws affecting their activities. Application of the principles of competition, equal treatment, non-discrimination and transparency in public procurement and state aid procedures in accordance with the acquis of the EU for all public investment projects.

5. Development of a long-term energy and climate strategy in accordance with the Green Program for the Western Balkans and international commitments. Increase investment in modernizing energy infrastructure and reducing carbon emissions. Use of renewable energy sources for energy efficiency. In view of the upcoming liberalization of the energy market, to activate the remaining reforms in the sector. This includes the energy company EPS, Serbiagas and providing third party access to the gas infrastructure.

6. To reduce poverty by improving the cash social assistance scheme for individuals and families with children and by significantly increasing the non-taxable wage base, close to or equal to the minimum wage. To facilitate the transition from school to work by increasing VET. To develop a Youth Guarantee Implementation Plan with all the relevant ministries, agencies and stakeholders.

6.2. 2022 ERP Report on Serbia

An important clarification about the annual 2022 Serbia report is that it was published on January 31, 2022, just days before the Russian invasion of Ukraine. That is why it is not taken into account in the economic recommendations for the country, although Serbia is particularly affected by the conflict due to its strategic ties with Russia. Without being able to predict the war and after a strong surge for Serbia in 2021, the ERP predicts even faster economic growth for the country in the period 2022-2024 than before the COVID-19 pandemic. A fiscal strategy with a gradual return to a budget close to balance in the medium term is envisaged. For fiscal sustainability, a sound framework supported by reforms is recommended. However, it is noted that Serbia remains highly dependent on coal. While work has begun to address this, no long-term strategy combining energy and climate goals has yet been developed. Like other countries in the region, the percentage of young people not working, studying or training remains high. The policy recommendations in the Economic and Financial Dialogue conclusions of last year's report are considered to have been partially implemented.

And while significant geopolitical events such as Russia's war against Ukraine cannot be ignored, the EPR presents a comprehensive look at economic risks prior to the impact of the conflict and includes a detailed alternative macroeconomic scenario. In the second half of 2021, consumer price inflation is on the rise, which is expected to continue until mid-2022 and then moderate in 2023 and 2024. The economy's current account deficit widened slightly in 2021 and the EPR forecasts it to expand slightly in 2022-2024. The net flow of foreign direct investment continues to play a central role in external sustainability and competitiveness. The financial

sector recorded additional growth in lending, while maintaining stable macroprudential indicators, the ERP report also said.

Here is a summary of the joint recommendations of the report concerning Serbia in 2022:

1. Where necessary, use the available fiscal space in the 2022 budget to mitigate the potential impact of adverse shocks through targeted support for vulnerable households and businesses. In the event of a sustained economic recovery, plan for a further gradual return to a deficit close to balance in the 2023 budget, as well as a medium-term fiscal framework.

2. In order to reduce the gray economy, to strengthen the collection of VAT and to improve the tax control process by introducing digital fiscalization and transition to electronic invoicing and implementing tax administration reform according to the EPR schedule for 2022.

3. To carefully assess and analyze price movements with a readiness to further tighten monetary policy if necessary to maintain price stability in the medium term. To maintain transparent and accurate reporting of asset quality and adequate provisioning. To promote the use of national currency, including by strengthening its long-term financing.

4. To improve transparency in the adoption and implementation of legislation, in particular by ensuring timely consultations with business and social partners on the laws affecting them. To apply the principles of competition, equal treatment through non-discrimination in public procurement procedures and state aid in accordance with the acquis of the EU for all public investment projects, regardless of the source of funding.

5. To continue the development and adoption of a national long-term energy and climate plan in accordance with the Green Program for the Western Balkans and international commitments. Further increase investments in energy infrastructure modernization and reduce carbon emissions with a view to accelerating the green transition. Implement financial and institutional measures to encourage the use of renewable energy sources and achieve energy efficiency. Liberalization of the energy market is also recommended. Regarding Gastrans, Serbia to ensure that its regulatory regime is fully compliant with EU legislation, all in line with the action plan developed following the recently launched Cluster 4 on Energy, Climate and Transport in the process of accession to the EU.

6. To reduce poverty by increasing the adequacy of FSA benefits for individuals and families with children and by significantly increasing the non-taxable wage base to near or equal to the minimum wage level for workers. Continue to facilitate the transition from school to work by strengthening additional VET, including dual VET, through revised curricula and the provision of infrastructure that enables the acquisition of practical skills. In collaboration with all relevant ministries, their agencies and stakeholders, to finalize the Youth Guarantee Implementation Plan, adopt and initiate its implementation.

7. Montenegro

7.1. 2021 EPR Report on Montenegro

Montenegro fails to submit its 2021-2023 Programme to the EC by the deadline at the end of January 2021. This only happens on April 1 of the same year, when the government accepts it. Preliminary macroeconomic and fiscal indicators have been modified in the final version, moreover, the EPR reports that there are no statistical tables that would allow the EC to make an objective assessments. However, the forecast for economic recovery is optimistic. In 2020, the country's real GDP fell by approximately 15.2% due to the restrictions in the context of COVID-19 and their impact on the tourism-dependent economy. As early as 2022, the economy is expected to return to its pre-crisis level, which, together with the completion of the first section of the Bar-Boljare highway, is expected to lead to growth. Among the challenges facing Montenegro are the consolidation of public finances, with the burden of public debt remaining the highest in the region. The country's fiscal management and the regulatory environment of local authorities vis-à-vis businesses must be further improved. Inflation is expected to remain low, but the deficit in the economy remains. Like other countries in the Western Balkans, the black economy is hindering Montenegro's development, and unfavorable labor market outcomes are undermining potential growth and improving living standards. Among the joint conclusions for Montenegro in the 2021 annual economic report, the following recommendations are briefly stated:

1. To provide targeted and temporary fiscal support to vulnerable households and businesses related to the COVID-19 pandemic. From 2022, the country's budget should provide for a gradual reduction in the ratio of the budget deficit and the government debt. The state administration should prepare a plan for the optimization of the public sector and the fight against the gray economy. The quality of public investment needs to be improved.

2. Adoption of changes to the Law on the Budget and Fiscal Responsibility with the aim of creating an independent body for fiscal supervision. Survey of all tax-exempt individuals and legal entities, including analysis of their economic and social impact. Reduction of public sector arrears and VAT refund deadlines.

3. Maintaining a strong regulatory framework of the financial sector. Good credit risk management. Transparent presentation of assets and liabilities. Adequate forecasting. Further reduction of institutional and legal obstacles to resolution of non-performing loans.

4. Identification of sources of inefficiency at the local administration level in business-related procedures and improvements to the institutional and regulatory environment, including infrastructure development. Conducting a constructive dialogue between authorities and business. Simplifying business taxation.

5. Prioritize the digitization of the public sector and the development of transactional e-government services to accelerate and strengthen economic recovery. Completion of a new action plan against the shadow economy. Finalize work on a new action plan to tackle the informal sector and start its implementation, including targeted preventive measures and incentives to legalize informal enterprises and workers. Ensuring structural cooperation between central and local authorities in the development and implementation of measures aimed at reducing the informal economy.

6. Creation of an interdepartmental working group for the development of a Plan to guarantee the realization of young people. Completing the road map for social protection reforms. Preparation of a road map with concrete measures for reforms in the practical and dual vocational training system to improve their impact on labor market outcomes.

7.2. 2022 EPR Report on Montenegro

The annual EPR report of Montenegro for 2022. predicts that the real GDP will fully recover to its pre-Covid-19 crisis level before 2022. and maintain steady growth thereafter. The fiscal strategy of the Economic Reform Program will seek stimulus in 2022, and consolidation based on spending cuts. The main challenges facing the country include the gradual elimination of fiscal support and, accordingly, the burden of public debt, as well as strengthening the long-term sustainability of public finances. This requires improvements in fiscal management and public investment management. It is recommended that the regulatory environment should become business friendly and the shadow economy should be reduced in size and scope. The report found that an unfavorable labor market creates obstacles to potential growth and improved living standards. However, Montenegro is considered to have partially fulfilled the political guidelines adopted at the 2021 Joint Economic and Financial Dialogue. Here is the summarized list of joint conclusions for Montenegro in the 2022 Annual Economic Report:

1. Strengthen fiscal sustainability by re-introducing originally planned revenue measures from the 2022 budget. Use any excess revenue to limit the 2022 deficit. Adopt a new medium-term fiscal strategy with the 2023 budget, including consolidation measures and targeting a primary surplus from 2024.

2. Implementation of the recommendations of the Public Investment Management Assessment (PIMA). Prioritizing key state infrastructure activities within the available fiscal space. Adoption of changes to the Budget and Fiscal Responsibility Law.

3. Evaluation and analysis of the price developments. Willingness to use the limited instruments in the chosen monetary framework in order to produce price stability. Accounting for the quality of assets and their adequate provision, including reducing data gaps in relation to the real estate sector.

4. Completing an analysis of the obstacles to business in the local administration and proposing improvements in the institutional and regulatory environment, as well as their implementation. Continue the implementation of digital services for micro, small and medium enterprises. E-governance and transactional e-services.

5. Completing of the study on the shadow economy and the short-term effects of the Europe Now programme. Analysis of the results and their inclusion in an action plan to deal with the gray economy, as well as its implementation.

6. Completion of the Youth Realization Plan, its adoption and implementation. Establish a clear schedule and financial planning for the implementation of the Roadmap for reforms in social assistance and social protection and child protection services in Montenegro. Continue reforms for an active social policy in the labor market, with an emphasis on relevant work qualifications, including work-based learning, and creating a mechanism for continuous professional growth.

8. Conclusion

In May 2022, the regular economic and financial dialogue between representatives of EU member states, the Western Balkans and Turkey, the European Commission and the European Central Bank will be held in Brussels. In addition to public health issues (a consequence of the COVID-19 pandemic), economic and social challenges, the participants of the forum stand behind a common position condemning Russian aggression in Ukraine. The parties in the dialogue express their readiness to mitigate the adverse effects of such negative phenomena on the economy, through fiscal and financial measures until a sustainable and independent recovery process is established. However, the purpose of the dialogue is far more prosaic: practical preparation of the countries of the Western Balkans and Turkey for their future participation in the European Semester, already mentioned in this text. For the record, it was reported that due to the January 31 ERP submission deadline, the effects of Russia's war against Ukraine were not taken into account. Paradoxically, Bosnia and Herzegovina even missed the deadline in question, causing frustration among participants and, like Kosovo, skepticism about the countries' imminent EU accession.

It is curious that the EC is asking the countries in the Western Balkans and Turkey for ERPs concerning the period 2022-2024, which probably lights a red light for the critical analyst that the previous one-year reports have not fulfilled their original concept. And if all the economic programs and recommendations are observed with constructive criticism and the progress of the countries in some areas has been taken into account, then the essential goal of the dialogue - the European integration of the countries of the region - remains with many question marks. Unpredictable phenomena such as the COVID-19 pandemic seem to show the lack of flexibility of the European institutions to adapt the pre-accession processes in the countries of the Western Balkans to them, and explosive geopolitical upheavals such as the war in Ukraine seem more likely to cause real changes in the enlargement of the EU and the spheres of influence than the official bureaucratic criteria for closing negotiation chapters. This, of course, does not necessarily lead to Eurosceptic sentiments among the population of the Balkans or to a bad development of the accession processes, but the future of the EU requires optimization of the European procedures for accepting new member states in view of the dynamic political situation.

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Digitalization of Economic Processes In Anti-Crisis Management During War (By The Example of Ukraine)

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Abstract: It is established that digital transformation is a key factor for anti-crisis management of economic processes in anti-crisis management during war .

It is specified that the new era of upgrading anti-crisis management of theeconomy requires absolutely new digital approaches to ensure effective resoluton of the crisis. The article considers the key aspects of digitization in the anti-crisis management of economic processes in anti-crisis management during war as well as modern challenges for Ukraine in the field of information security protection against external impcts. It structures the core risks of crisis in the economy and analyzes anti-crisis approaches to crisis management in conditions of war.

Keywords: digitalization, anti-crisis management, economy, crisis, risk, war.

Introduction

Lately, Ukraine has been in a perilous state, associated with a significant decrease in resource potential due to military operations in the territory throuhout the country. However, in addition to immediate front of hostilities, the economic front is becoming no less important because providing defense and restoring the function of infrastructure facilities requires considerable funds. Therefore, the problem of improving the work of state structures and stabilizing the economic crisis is becoming essential.

Russian invasion of Ukraine led not only to a humanitarian catastrophe but also to global socio-economic upheavals of an unpredictable duration and scale. According to various estimates, the war on the territory of Ukraine caused more economic damage to Eastern Europe and parts of Asia than the coronavirus pandemic and it negatively affected the world economy.

Ukraine, which faced aggression from the Russian Federation, has enormous difficulties in combining four factors of economic growth - natural resources, labor resources, capital, and technology. Various institutional and socio-cultural barriers exacerbate these difficulties. The biggest challenge of recent times is purposeful destruction of infrastructure, which negatively affects socio-economic development of our country. Full-scale war as a social phenomenon is projected on the economic, social, political, humanitarian, military, and informational spheres.

During the war, the government is searching for practical management solutions for overcoming the crisis, which should be based on applying anti-crisis measures and advanced digital technologies.

Problem Statement

Digital transformation, from a macroeconomic point of view, will stimulate profound changes in the society and industry and it can increase labor productivity overall, contribute to the modernization of the industrial structure, and strengthen social welfare. It is essential to pay attention to the application of digitalization in anti-crisis management of the national economy, which will allow quick changes in the approaches to anti-crisis management.

This concept has already got its history. In 1991, Michael Scott Morton noted that "using digital technologies can trigger radical changes in the modes of production, operation, management and maintenance of enterprises" (Morton MS., 1990).

Digitization of anti-crisis management of the economy involves the development, implementation and testing of the latest protection systems and individual electronic modules in case of a crisis in the country. Digital support at all stages of anti-crisis management involves the introduction of modern IT solutions into the

information structure of the economy during anti-crisis measures (at all stages, especially at the stage of managing the processes of withdrawing the economy from the crisis state).

An essential aspect of digitization in crisis management during wartime is protecting personal data. Hackers carry out purposeful, organized attacks, which should be anticipated with proper preparation and realistic assessment of such a threat.

With the growing threat of cyberattacks, it is essential for the government agencies to ensure transition to new technologies such as collaboration software, in particular MS Teams/Office365" ,

The basis for digitization of crisis management is in its tasks, functions, and principles. The mission of anti-crisis control of the economy is the early application of specific methods and techniques to ensure smooth operation of the central state management structures and organizations. It is this set of procedures which allows provision of continuous activity based on external and internal risk management and crisis neutralization. Theoretically, the main task of digitalization in anti-crisis management of the economy is timely diagnosis of crisis phenomena and taking necessary anti-crisis measures to prevent and stabilize the internal and external environment of the country.

Therefore, in order to effectively counteract destructive actions of the enemy, it is necessary to protect digital information that ensures management of the economy and forms the basis for the country's development in the future.

Along with this, the need to identify crises characteristic of the economy emerges as a priority (Shabatura M, Tykholaz D., Bumba I., 2021).

Afterwards, digitization of anti-crisis management, carried out in wartime, and the outline of probable consequences of crises and possible ways of its optimization. Therefore, the principal risks of a crisis in the economy in war conditions are the following:

1) Economic risk of crisis - deterioration of financial stability (a dramatic change between the asset and liability of the country's balance sheet);

2) Risk of insolvency crisis: complete or partial impossibility of settling obligations due to an imbalance in time of positive and negative cash flows and significant reduction of cash receipts to budgets of all levels;

3) Inflationary risk: devaluation of the actual value the national currency has, rising levels of inflation caused by monetary and non-monetary reasons as a result of the war;

4) The risk of reduced profitability (lost profit): losses, damages, or lack of gain due to the failure to apply anti-crisis management, security measures, risk minimization, etc.;

5) Investment risk: loss of possible investors, failure to receive income from investments in enterprises located in the zones of military operations, annexation, and occupation;

6) Social risk: reduction in the possibilities of social payments and other financial rewards, impoverishment of the population in the country;

7) Property risk: loss of state property as a result of illegal possession, theft, or destruction;

8) Strategic risk: the impossibility of following the course of the program of strategic development of the national economy, its radical change;

9) Information risk: incurring losses as a result of decision-making under the conditions of incompleteness, unreliability, inaccuracy, untimeliness, inefficiency, distortion, or asymmetry of information;

10) Territorial risk: loss of communication with government institutions located in the captured territory.

11) Legal risk: economic losses from restrictions under martial law, while changes are made to regulatory and legal acts.

It follows from this that the topic of information security, in particular protection of databases, digital data, and specialized anti-crisis programs, for example, for crisis assessment with further analysis in the information system by separate modules (identification of the factors that caused the crisis, its assessment, risk management, other modules) continues to grow in importance.

Research Methods

In general, the analysis of trends in the development of digitalization revealed significant intersections with the topic of anti-crisis management. This made it possible to confirm the hypothesis that digitalization becomes an integral part of the sustainable and anti-crisis development of enterprises. In particular, the following may be noted:

- Digitalization invades into all spheres of socio-economic life, transforming the processes of interaction between subjects: the state and society, the state and business, society and business.
- Advanced technologies make significant adjustments to the company's business processes, to value creation processes at all stages and become a competitive advantage. This explains the existence of a measure of innovation costs in many sustainable development assessment methodologies.
- All developed governments try to use digital technologies as a tool to achieve sustainable development goals by investing in improved access to communications, digital skills and public services.
- The priority direction for the development of digitalization at present is cybersecurity, personal data protection and crisis management, which, on the one hand, is strategically important for the government as a barrier to cybercrime, and on the other hand, it is a necessary condition for the development of digitalization in other areas. Therefore, the availability of a cybersecurity system and data protection are part of sustainable development indices and characterize the quality of anti-crisis management of the company.

In addition to a systematic approach to the crisis, anti-crisis management of the economy under martial law conditions in the territory of Ukraine is supposed to possess competencies in digital communication, digital crisis management, data protection, cyber security, and anti-crisis communication (Antoniuk N., 2019).

The Russian Federation’s large-scale war of aggression against Ukraine is causing severe disruptions to Internet connectivity, a pre-condition for the resilience and further development of the digital economy. Estimates show that since the start of the war, the quality of data transmission decreased on average by 13% over fixed Internet networks and by 26% over mobile networks. In addition, 12.2% of settlements do not have access to mobile communication and 3.1% have only partial access. Stations of mobile operators across the countries have been damaged; it is estimated that almost 11% are inactive – and this share is rising rapidly. Access to a stable, reliable high-speed broadband network is the key framework condition for the restoration and development of Ukraine’s digital economy. Even before the war, only 26% of the population had at least a 4G mobile network coverage in 2020.

Ukraine has made significant progress in reducing the digital divide, with all oblasts increasing Internet access (by 289% on average over the last decade, 2010-2019). At the same time, progress has been uneven across territories. Kyiv City has the highest level of Internet access in the country (84% of households), followed by Dnipropetrovsk and Zakarpattia Oblasts (79% and 76% respectively). By contrast, the oblast with the lowest level of Internet access was Rivne, where only 49% of citizens had access to broadband services. These data show that there is still room for improvement in the rollout of Internet networks across Ukraine. In addition, the Russian Federation is actively trying to fragment Ukrainian digital space, for example by moving people in occupied areas to Russian networks (e.g. by distributing Russian SIM cards). This will isolate those populations from accessing factual information about the war and provide a new outlet for Russian propaganda. Ukraine’s efforts in this area, including its use of donated Starlink dishes, are a good step toward ensuring Internet access and the free flow of information (Maletska, O., Bochko, O., Stasyuk, N., Kuziak, V., & Struk, N. (2020).

A solid system of administrative service provision integrating advanced electronic tools for service delivery was in place in Ukraine, but the war poses important challenges. The network of Administrative Service Centres (ASCs) across the country remained largely functional and operational in combination with the work on Diia. Both are based on well-developed catalogue of services that allowed the service delivery level (existing, modified or even the creation of new services) could be maintained. However, extensive attempts to destroy administrative data by Russian hackers; the decreased capacity of service providers due to the lack of employees (due to mobilisation or migration); and the difficulty in accessing digital services from abroad when displaced across borders are all serious issues.

Ukrainian’s digital economy was growing fast before the war and the Ministry of Digital Transformation and the Ukrainian IT community have accelerated their efforts since the beginning of the war. In 2021, Ukrainian IT exports grew 36% year-on-year to total USD 6.8 billion, representing 10% of the country’s total exports.

Meanwhile, the number of Ukrainians employed in the IT industry increased from 200,000 to 250,000 across start-ups, SMEs and large firms. In Q1 of 2022, the ITC sector provided export earnings of USD 2 billion (+28% on the previous year). The war has caused severe disruption to the sector, but the increased international attention can unlock important opportunities for future development.

The war has pushed the government to seek European Union membership and thus access to the EU Digital Single Market (DSM), including an alignment with international regulations and standards. On 28 February 2022, the European Council received Ukraine's application for EU membership and on 17 June the European Commission published its Opinion (European Commission (2022), recommending that the Council accept Ukraine's candidacy. In the Opinion, there is a specific reference to the "particularly good results" achieved by Ukraine in the area of information society and media (within the "Competitiveness and inclusive growth" cluster), with a reference to the "in-depth sectoral reform and approximation to EU DSM acquis", in particular by adopting the laws on electronic communications and telecommunications regulator and enforcing them since the beginning of 2022 (Antoniuk N., 2022).

The move towards integration in the DSM means a progressive alignment with international regulations and standards on digital practices, which could bring important benefits in terms of reduction of cross-border barriers to digital trade and acceleration of Ukraine's digital economy. As a concrete example, in June 2022 the national regulatory authority of Ukraine responsible for electronic communications (NCEC) was authorised to participate in the Body of European Regulators for Electronic Communications (BEREC) and the BEREC Office, the agency that supports BEREC. In another example, Ukraine is the first country to use Article 14 eIDAS (mutual recognition and 3rd country). Ukraine submitted a request for mutual recognition of electronic trust services between Ukraine and the EU in 2019. As a result, the European Commission developed the mutual recognition agreement (MRA) Cook-book in 2021.The MRA process started already before the war.

Access to reliable public services remains fundamentally important during the conflict and, despite the challenges posed by the war, the Ukrainian government has relentlessly continued its effort to provide, expand and digitise its public services. The destruction of physical infrastructure and displacement of citizens makes it challenging for people to access in-person services through the existing network of Administrative Service Centres (CNAP). In this context, the flagship digital government initiative Diia, with its application and online platform that were launched in February 2020, has proven instrumental to responding to the needs of citizens and businesses dealing with the consequences of the conflict. Also, there is a gender-related digital divide to address, as in 2020 there were 58% of men and 49% of women using public digital services. Gender mainstreaming in government action can help identify the causes and develop solutions for this type of problem.

There is a critical need for portable and internationally interoperable digital identity solutions to ensure people can prove they are who they say they are, despite the loss of critical documentation or displacement across borders. The necessity of digital identity solutions has been brought into focus as a result of the conflict in Ukraine. Internally displaced people may have lost access to their physical documentation, while those who have sought refuge overseas urgently need their Ukrainian identities to be recognised in their host countries. A simplified digital ID can be obtained through the Diia app, which is recognised by local law enforcement and border guards of neighbouring countries. Similarly, workers living in the regions affected by the war can verify their eligibility for financial support and apply directly via the *Diia* app. The service delivery system has also evolved over the time, starting from almost no services available during the first days of invasion to the provision of all significant services (except 28 out of 2230) in three months after invasion when the system was adapted to the new risks(Lugova, M. S., Tsymbalyuk, I. O., & Pavlikha, N. V., 2022).

To face the crisis, Ukraine's National Recovery Council is working on developing an action plan on digitalisation with a focus on infrastructure, public services and digital economy. In terms of immediate measures, while the war continues, Ukraine needs to focus on trying to ensure that businesses and citizens can connect to the Internet, and on modernising its communications and public service infrastructure. The OECD's Recommendation on Broadband Connectivity, adopted in 2004 and revised in 2021, provides a reference for policy makers and regulatory authorities to unleash the full potential of connectivity for people, firms and the government. The following key recommendations can help Ukraine in the very short-term:

- As roads are rebuilt, Ukraine should consider laying fibre cables and connect more people even if operators may not be able to provide services for several years, including in rural areas. To this end, the regulator (NCCR) could also stimulate broadband providers to deploy more fibre deeper into the networks and gradually phase out xDSL (Digital Subscriber Line) technologies, as appropriate.

- To the extent that administrative burdens are still in place under the current state of emergency, Ukraine should reduce such burdens to help operators deploy networks more rapidly. It may also be possible to release additional spectrum on a temporary basis or approve temporary commercial spectrum transactions between providers that put unused spectrum into service.

To ensure the largest number of firms and public institutions are able to continue operations during the war, uptake of teleworking software and practices is very important. This practice can also support firms' productivity and develop new digital business models. But to achieve this goal, complementary investments in workers' skills and managerial practices are crucial and the government can help (e.g. grants for training, apprenticeship programmes for younger workers, cooperation with business associations/chambers of commerce).

Ukraine should focus on further enhancing its omni-channel approach and on supporting the resilience of the Government as a platform ecosystem, in order to ensure that citizens, including those displaced abroad, can access public services. Omni-channel strategies are critical for ensuring services can be accessed through any channel at any time but need to be complemented by efforts to provide face to face support to those who would otherwise be digitally excluded. This approach relies heavily on establishing models for Government as a Platform that secure access to the enabling resources and tools (including state information system and data centres where citizens' data are stored) that are critical in a crisis (OECD, 2020).

While Ukraine has performed admirably in maintaining much of these foundations, the conflict has highlighted the need to physically protect digital government infrastructure, achieve greater integration among government organisations and improvements to data governance. Despite the challenging circumstances, these efforts will require mobilising support from partnership with the GovTech community as well as equipping the public sector workforce with digital government user skills and incentivising public sector leaders to find ways to encourage innovation and support flexible working practices.

In the medium term (2023-25), multiple fiscal, regulatory and financial mechanisms could be put in place to support the development of the post-war digital economy. For firms, and in particular for small and medium enterprises (SMEs), finance and talent would be the two main resources needed to support the digital transition. For finance, the government of Ukraine has already introduced a tailor-made special tax regime for IT sector – which entered into force on 1 January 2022 and is known as Diia city tax regime.As this is a new preferential tax regime, it is still to be reviewed against the international standards, and in particular the criteria established in 1998 by the Forum on Harmful Tax Practices (FHTP) against harmful tax competition and revamped in 2015 with the Base Erosion and Profit Shifting (BEPS) Project, of which Ukraine is an Associate. Provided this tax regime is in line with the agreed international standards, it will allow a highly competitive and attractive tax regime for digital and innovative IT companies and employees working in such companies.

Any fiscal measures introduced or to be introduced by Ukraine that are in scope of the work conducted by the FHTP would need to be reviewed against the FHTP criteria and comply with them. Should any further fiscal measures be needed to stimulate investment and development of this sector, it should be analysed and considered how the existing tax incentives and special tax regimes support the development of the digital economy and whether additional fiscal measures would be needed or beneficial. For example it can be considered, whether this tailor-made tax regime should be replaced or supplemented by another measure, such as a tax credit for R&D expenditures as they have been found to be effective tools elsewhere. Any such fiscal measures should be accurately forecasted and the impact on public finance should be carefully managed, including by setting the budgetary limits for such measures, while taking into account the other features of the existing taxation framework for this sector. This could be complemented by reducing "red tape" for innovative start-ups to reduce their compliance and administrative costs, while representing a limited budgetary cost. A Credit Guarantee Fund active in the country could support the development of the digital economy for example by easing access to credit for innovative start-ups, or by financing capital R&D expenditures, or for "traditional" SMEs (outside the ITC sector) willing to invest in the uptake of digital tools. In its reconstruction effort the government could strengthen the "mainstreaming" of SME policies, ensuring that the SMEs are taken into account in the design, implementation and monitoring phases of new policies. Any effective transition to a more digitalised economy in Ukraine will be conditional also on SMEs' increased uptake of digital tools.

To support talent, the newly introduced "Diia city tax" regime with significantly reduced payroll taxes and social contributions should facilitate the return of the highly skilled R&D personnel from abroad. It may be considered whether any additional measures could further facilitate the stimulus for the "returning brains". The government can also consider to implement preferential VISA regimes for high-skilled workers in strategic

industries. Specific subsidies to support high-quality training programmes could also support the uptake by firms, and especially SMEs, of emerging technologies, such as Artificial Intelligence/Machine Learning and Blockchain/Distributed Ledger Technologies. For the latter, a possible development of a public infrastructure or the integration in the European Blockchain Service Infrastructure (EBSI) could also be envisaged.

Ukraine has been working to address the tax challenges arising from the digitalisation of the economy through the OECD/G20 Inclusive Framework on BEPS (the Inclusive Framework). In October 2021, 137 of the Inclusive Framework's members reached political agreement on a "Two-Pillar Solution". Ukraine stands to benefit from Pillar One which will ensure a fairer distribution of profits and taxing rights among countries with respect to the largest MNEs (many being digital platforms) by reallocating taxing rights on more than USD 125 billion of profit to market jurisdictions each year.

Pillar One will also provide a method for streamlining the application of transfer-pricing rules taking into account the needs of low capacity countries. Pillar Two puts a floor on tax competition on corporate income tax through the introduction of a global minimum corporate tax at a rate of 15% that will ensure MNEs pay the minimum tax regardless of any tax planning to avoid tax or tax incentives available where they operate (the GloBE rules). In addition, a "subject to tax rule" will ensure that developing countries can protect their tax bases from certain base-eroding payments. The Inclusive Framework is working now to develop the rules and instruments to bring the Two-Pillar Solution into effect quickly. The model rules and commentary to implement the GloBE rules have already been agreed and countries around the world are moving to implement them.

Ukraine joined the political agreement in October and should continue to work within the Inclusive Framework for a swift implementation of the Two-Pillar Solution, both to support the stabilisation of the international tax architecture and because Ukraine stands to benefit. Specifically, as a large market jurisdiction, Ukraine should derive significant revenues from the reallocation of taxing rights under Pillar One. As the implementation of GloBE rules around the world is already happening, analysing the impact of the GloBE rules in the context of Ukraine's existing incentives or any new tax measures being introduced to attract investment should also be a priority, since any revenue foregone may be taxed by other countries.

In the longer term (2026-2032), Ukraine could focus on building a sound data infrastructure for the measurement of the digital economy to support evidence-based policies. Ukraine could consider integrating into the European Statistical System (ESS), which aims to provide comparable indicators to support evidence-based policies. Ukraine's integration to the ESS would facilitate the inclusion of its data in various OECD databases, including the Going Digital Toolkit which aims to help countries assess their state of digital development and formulate policies in response, the OECD Broadband Portal, or the OECD AI Policy Observatory, or the AI-Diffuse database, that collects comparable cross-country firm-based data on the adoption of AI and other digital technologies and their impact on productivity growth. Expanding the established macro-economic statistical output to include the recently developed Digital Supply-Use tables (Digital SUT) framework would provide evidence of any success in the take up of digitalisation in the Ukrainian economy. The Digital SUT framework was explicitly mentioned in the G20 Roadmap toward a Common Framework for Measuring the Digital Economy, as a means to improve the visibility of the digital transformation occurring in respective economies.

Findings

Digital transformation of anti-crisis management is manifested in the change of the level and quality of critical processes in the economy, i.e., at all stages of anti-crisis management of state institutions and organizations that actively use and implement digital resources and technologies to create an uninterrupted cycle of work of institutions critical to the functioning of the state. This will make it possible to make timely management decisions and respond to modern challenges.

However, despite the apparent advantages of digitalization in the anti-crisis management of the economy, implementation of specific digital tools in the activity requires time and significant capital investments, being a change of established views. This can cause resistance to changes and non-acceptance of innovations by the citizens of the country.

Conclusion

New models of data and technology management enable rapid response to emerging challenges and challenges of the twenty-first century, which is certainly a factor of success in terms of country competitiveness.

Hence, digitalization of anti-crisis management in the economy requires a well-balanced approach and thorough support at all stages of crisis management, new network competencies, as well as a holistic, systemic understanding of the content and core aspects of digital transformation in state processes.

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Competencies of Graduates from Educational Institutions in the Republic of Moldova: An Entrepreneurial Perspective*

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Abstract: The article aims to identify the level of competence of graduates from educational institutions in the Republic of Moldova, based on a survey of entrepreneurs. The research employs a mixed approach, utilizing both primary and secondary data, including an analysis of statistical data and international rankings, as well as the results of a survey of 204 entrepreneurs from 25 districts of the Republic of Moldova, which was carried out and implemented with the participation of the author in 2022. The findings reveal the need for sustained efforts to improve the functioning of the education and vocational training system, as evidenced by the low scores for workforce skills and competence of graduates' indicators, as well as the opinion of entrepreneurs who evaluated the graduates' competencies negatively. The study also reveals a significant decrease in the number of students enrolled in science and technology, which could have negative repercussions on the quality of human capital, leading to a shortage of qualified personnel.

Key words: entrepreneurship, human capital, competence of graduate, education, Republic of Moldova

JEL codes: L26, L53, K29

INTRODUCTION

In recent years, the Republic of Moldova has taken significant steps to enhance the quality of education. These steps include reforming the educational system, developing the curriculum, and improving teacher training. For instance, actions have been taken to promote entrepreneurship as a key competence in primary, secondary, and vocational education, although they are still included in specific disciplines or optional courses. Additionally, continuous efforts have been made to promote entrepreneurial skills of students in post-secondary vocational education. Measures have being taken, largely funded by donors, to promote digital competencies within SMEs (OECD, 2020). However, there are significant challenges in how the public education system can respond to the competency requirements of businesses:

- Discrepancies between university curriculum and labor market needs: for example, about 43% of university graduates who are employed experience a mismatch between their level of education and their job position (World Bank Group, 2019). Companies consider the curriculum to be outdated and irrelevant for occupational profiles.
- Insufficient resources: due to budgetary constraints and limited resources, schools do not always have access to modern technology and teaching resources, which can affect the quality of education and the preparedness of students for current job positions.
- Brain drain: the Republic of Moldova faces a brain drain, where well-prepared young people leave the country in search of better career opportunities. This trend can significantly affect the economic development of the country and exacerbate the problems faced by the public education system.

BACKGROUND: BRIEF DATA ON THE ISSUE OF GRADUATES' COMPETENCIES OF EDUCATIONAL INSTITUTIONS IN THE REPUBLIC OF MOLDOVA

Despite high education expenditures as a percentage of GDP in the Republic of Moldova (6.1% of GDP in 2021), representing one of the highest percentages allocated to the education system in Europe, the performance of the educational system remains low, as confirmed by certain indicators of human capital quality. For example, according to the Global Competitiveness Report, the indicators characterizing workforce skills have accumulated a relatively low score, occupying positions that demonstrate the need for a sustained effort to improve the functioning of the education and vocational training system. Therefore, we can observe that

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Moldova ranked 106th in the indicator of graduate competency in 2019, with a score of 3.6 out of 7.0, marking a slight improvement in ranking compared to 2018 (9 positions up).

Furthermore, the indicators of the Global Innovation Index also indicate a negative trend in the sub-pillars of Education and Tertiary Education, which in the period of 2017-2021, worsened the rankings by 32 and 12 positions, respectively. Regarding the quality of education, 40% of Moldovan pupils lack basic cognitive skills. Although the results of Moldovan pupils' learning, as measured by the Program for International Student Assessment (PISA), have improved since 2009, 50% of 15-year-old pupils still lack basic math skills, about 46% lack reading skills, and 42% lack science skills. The PISA results for science reveal a gap equivalent to about 1.5 years of study in rural and urban areas (World Bank Group, 2019). According to the PISA assessment results for reading, math, and science, the Republic of Moldova ranks 51st, with 424.4 points, remaining far from the standards of the Organization for Economic Cooperation and Development countries.

A significant deterioration was marked by the indicator Graduates in Science and Engineering, % of total graduates, which dropped 16 positions between 2017 and 2021. Moreover, a decline in the rankings was also observed in the Gross Enrollment Ratio in Tertiary Education, %, ranking 75th in 2021 (a decline of 12 positions compared to 2017).

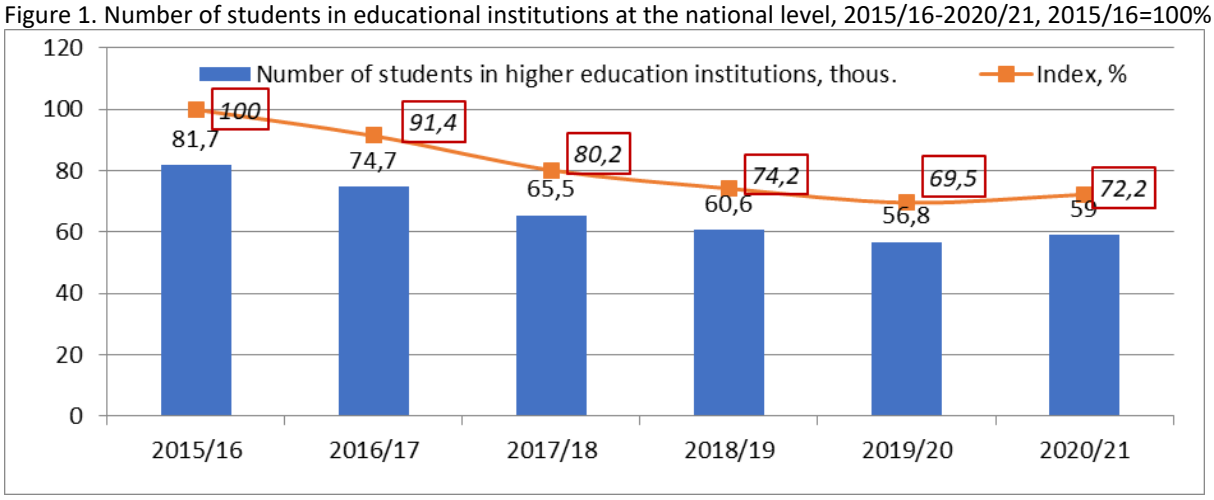
Table 1. The indicators for human capital in the Republic of Moldova: the rankings of the "Global Innovation Index" and the "Global Competitiveness Index"

		Years						
Indicators		**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
Global Innovation Index								
Education	**Position**	**26**	**17**	**31**	**39**	**38**	**54**	**63**
	Value	***55.8***	***61.7***	***58.3***	***55***	***57.2***	***49.3***	***51.7***
Education expenditure, % of GDP	Position	5	6	9	13	11	20	13
	Value	*8.3*	*7.5*	*7.5*	*6.7*	*6.7*	*5.5*	*6.1*
Government expenditure per secondary student, % of GDP per capita	Position	9	7	5	7	7	11	18
	Value	*37.8*	*38.8*	*39.3*	*36.2*	*36.3*	*30.8*	*24.2*
School life expectancy, years	Position	94	91	90	91	93	96	96
	Value	*11.9*	*11.8*	*11.6*	*11.6*	*11.6*	*11.5*	*11.4*
PISA results in reading, mathematics, and science, points	Position	n/a	n/a	51	51	51	51	51
	Value	n/a	n/a	*421.3*	*421.3*	*421.3*	*424.4*	*424.4*
Tertiary education	**Position**	**100**	**58**	**58**	**67**	**66**	**71**	**70**
	Value	***21.5***	***36.7***	***37.2***	***30.8***	***30.3***	***31.1***	***31.5***
Gross enrollment ratio in tertiary education, %	Position	62	61	63	66	70	71	75
	Value	*41.3*	*41,3*	*41.2*	*41.2*	*41.1*	*39.8*	*39.2*
Graduates in science and engineering, %	Position	n/a	23	24	45	47	45	40
	Value	n/a	*25.7*	*25.7*	*22.3*	*22.3*	*23.5*	*24.8*
Global Competitiveness Report								
Graduates' Competence	Position	n/a	n/a	n/a	115	106	n/a	n/a
	Value	n/a	n/a	n/a	3.5	3.6	n/a	n/a
Ease of finding qualified employees	Position	n/a	n/a	n/a	135	136	n/a	n/a
	Value	n/a	n/a	n/a	3.2	3.2	n/a	n/a

Source: The Global Innovation Index and the Global Competitiveness Reports (Cornell University, INSEAD, and WIPO 2017; 2018; 2019; 2020; WIPO 2021; World Economic Forum 2019)

An important indicator of the quality of human capital is the level of education. Higher education plays a significant role in educating a future skilled workforce, including for business activity. In recent years, enrollment in higher education in Moldova has been declining. Currently, around 59,000 students are enrolled in universities. In just five years, the student population in universities has decreased by around 28%.

Figure 1. Number of students in educational institutions at the national level, 2015/16-2020/21, 2015/16=100%

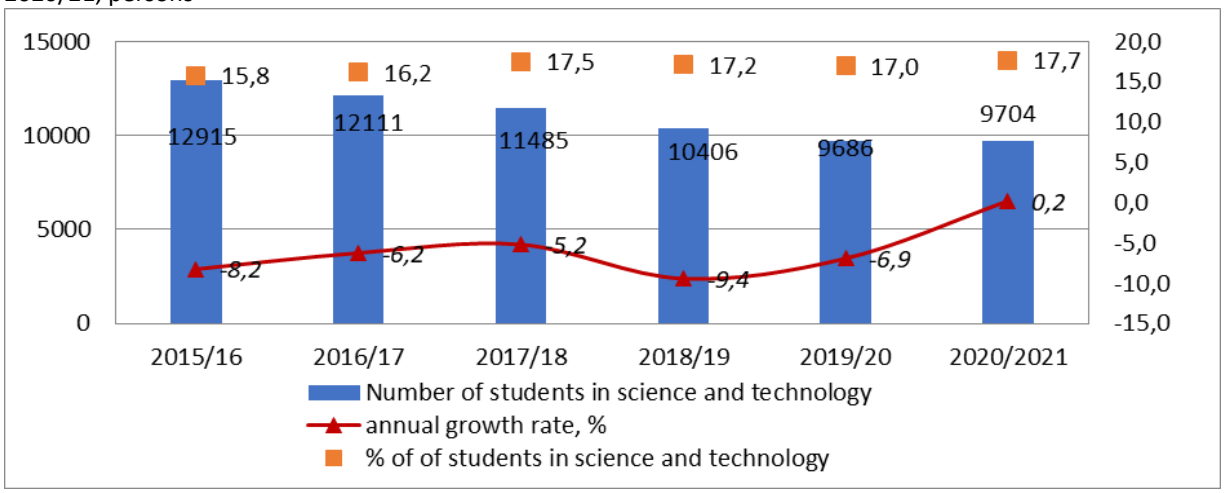


Source: The authors' calculations based on the data provided by the National Bureau of Statistics

In particular, the development of competitive and innovative businesses depends largely on the number of people studying in the fields of science and technology, as well as post-university education. Currently, approximately 70% of higher education students are enrolled in social sciences, business, and law. The demand for exact sciences is very low, while the need for specialists in these fields is higher. The number of students in higher education institutions studying science and technology[1] has significantly decreased over the years (by 25% from 2015/2016 to 2020/21). The number of students pursuing doctoral studies has also decreased (-6.3% from 2015-2019). Even fewer students are pursuing doctoral studies in engineering and technology (only 5.6% in 2019), indicating a significant negative trend in recent years (-21.4% from 2015-2019) (Educația în Republica Moldova 2020). Thus, the scientific literacy of the population is low, and the situation is even worse among young people, which necessitates measures to attract them to research and development activities, especially in the fields of exact sciences and technology.

The decrease in the number of students studying science and technology has negative repercussions on the quality of human capital, leading to a shortage of qualified personnel such as engineers, technologists, and programmers, which represents a serious obstacle to innovation and technology absorption.

Figure 2. The evolution of the number of students in the field of science and technology in the period 2015/16-2020/21, persons



Source: elaborated by the authors based on data from the National Bureau of Statistics

[1] *Starting from the academic year 2017/18, a new Nomenclature of Fields of Vocational Training and Specializations is applied in higher education.*
During the period of 2014/15-2016/17, the authors' calculations included the following fields: Exact Sciences, Engineering and Engineering Activities, Manufacturing and Processing Technologies, Chemical Technology and Biotechnology, Natural Sciences and Environmental Protection, Architecture and Construction.
During the period of 2017/18-2019/20, the authors' calculations included the following fields: Chemical, Biological, Physical Sciences, Mathematics and Statistics, Information and Communication Technologies, Engineering and Engineering Activities, Manufacturing and Processing Technologies, Architecture and Construction, Environmental Sciences.

Given the challenges faced by the education and vocational training system, the low performance of the educational system, as confirmed by some indicators of workforce quality, there is still a need to evaluate the effectiveness of made efforts from the perspective of the labor market, particularly entrepreneurs who employ graduates of educational institutions. The paper aims to identify the level of competence of graduates from educational institutions in the Republic of Moldova, from the perspective of the entrepreneurs.

DATA SOURCES AND METHODS

The data for research in this article were obtained in the framework of the research project "Multidimensional assessment and development of the entrepreneurial ecosystem at national and regional level in order to boost the SME sector in the Republic of Moldova" (20.80009.0807.38), developed within the National Institute of Economic Research of Moldova with the active participation of the author.

The primary data for the assessment of the graduates' competence of educational institutions were obtained using the survey method. A total of 204 entrepreneurs from Republic of Moldova were interviewed in a survey in 2022. The structure of the sample matches the structure of the overall enterprises sector in terms of the main characteristics of the selection. The results obtained were generalized and processed using the SPSS Statistical Analysis Program. The questionnaire used closed-ended questions, which allowed the respondent to choose an answer from a certain number of options. To answer the questions, the 5-point Likert scale variation was used, which includes five possible points for evaluating graduates' skills: 1 = "minimum level"; 2 = "relatively low"; 3 = "neutral"; 4 = "relatively high"; 5 = "maximum".

RESULTS AND DISCUSSIONS

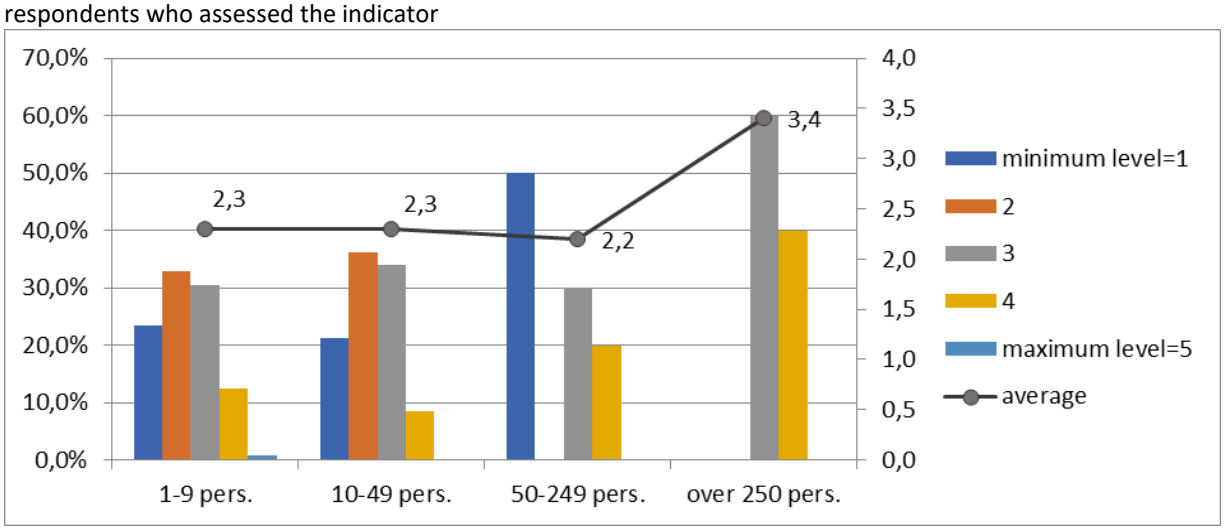
Overall, entrepreneurs rated the competence of graduates from educational institutions negatively (54.7% of respondents indicated the minimum score of 1 or 2; average=2.35). While for some entrepreneurs the level of graduates' competence represents a challenge for business development, some groups of enterprises evaluated this indicator as neutral.

The evaluation of the level of graduates' competence from educational institutions according to *the size of the enterprise* revealed the following:

- For micro-enterprises (1-9 persons), the highest percentage of respondents evaluated the competencies of graduates from educational institutions mostly negatively (56.3% of respondents indicated a minimum score of 1 or 2; average=2.3). The average score of 2.3 indicates that for micro-enterprises, the graduates' level of expertise is relatively minimal.
- A similar situation is evident in the evaluation given by small enterprises (10-49 persons), where over half of the respondents evaluated the graduates competencies as being at a minimum and relatively low level (57.4% of respondents indicated a minimum score of 1 or 2; average=2.3). The mean score of 2.3 indicates a similar average evaluation as for micro-enterprises.
- For medium-sized enterprises (50-249 persons), the highest percentage of respondents evaluated the graduates competencies as being at a minimum level (50.0% of respondents indicated a minimum score of 1). The mean score of 2.2 indicates a slightly lower average evaluation than the other two categories of enterprises.
- A more positive situation is evident in the evaluation provided by large enterprises (250 or more persons), where the highest percentage of respondents evaluated the graduates competencies as being at a high level (40.0% of respondents indicated a score of 4), followed by a neutral level (60.0% of respondents). The mean score of 3.4 indicates a higher evaluation than the other three categories of enterprises.

Thus, the evaluation of the competencies of graduates from educational institutions by entrepreneurs based on the Likert scale varies depending on the size of the enterprise, with larger enterprises providing a higher evaluation than small and medium-sized enterprises.

Figure 3. Assessment of the "graduates' competences of educational institutions" by size of enterprise, % of respondents who assessed the indicator

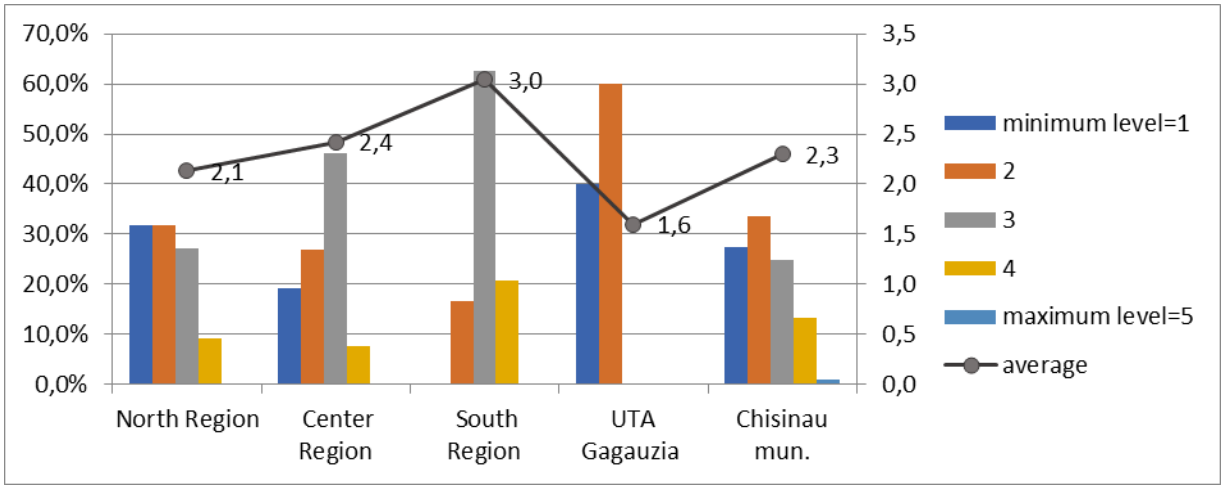


Source: developed by the author based on the results of the entrepreneurs' survey

In terms of regional evaluation of the graduates' competences from educational institutions, the following observations can be made:

- The evaluation of graduates' competences is relatively similar for the Northern region and the municipality of Chisinau, where over 60% of respondents consider the level of graduates' competences to be at a minimum or relatively low level (average=2.1 and 2.3, respectively).
- For the Central region, the evaluation is rather neutral, with over 46% of respondents evaluating graduates' competences as neutral (average =2.4).
- In the Southern region, the evaluation of graduates' competences is the most positive compared to other regions, with over 80% of respondents evaluating competences as neutral or high (average=3.0).
- UTA Gagauzia stands out with a negative evaluation of graduates' competences, with all respondents evaluating it at a minimum level (100% of respondents indicated a score of 1 or 2, average=1.6).

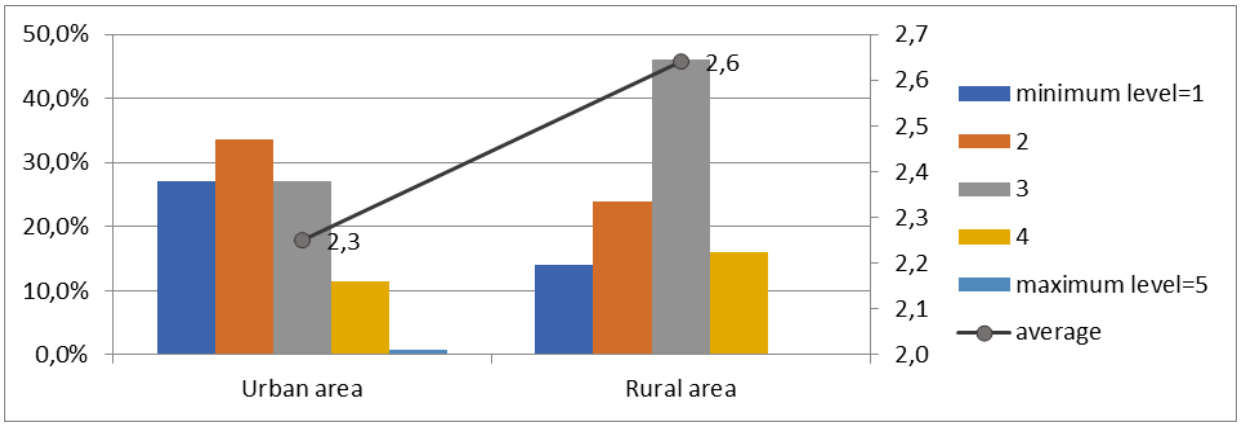
Figure 4. Assessment of the "graduates' competences of educational institutions" by region, % of respondents who assessed the indicator



Source: developed by the author based on the results of the entrepreneurs' survey

It is worth noting the significant discrepancies by place of residence. Enterprises located in rural areas have evaluated this indicator slightly higher (average=2.6) than enterprises located in urban areas (average=2.3) (respectively, 38% versus 60.7% of respondents who have evaluated the level of graduates' competences negatively, indicating a minimum score of 1 and 2). Thus, the evaluation of the level of graduates' competences given by entrepreneurs in rural areas is closer to neutral compared to that of entrepreneurs in urban areas, for whom the level of graduates' competences is low.

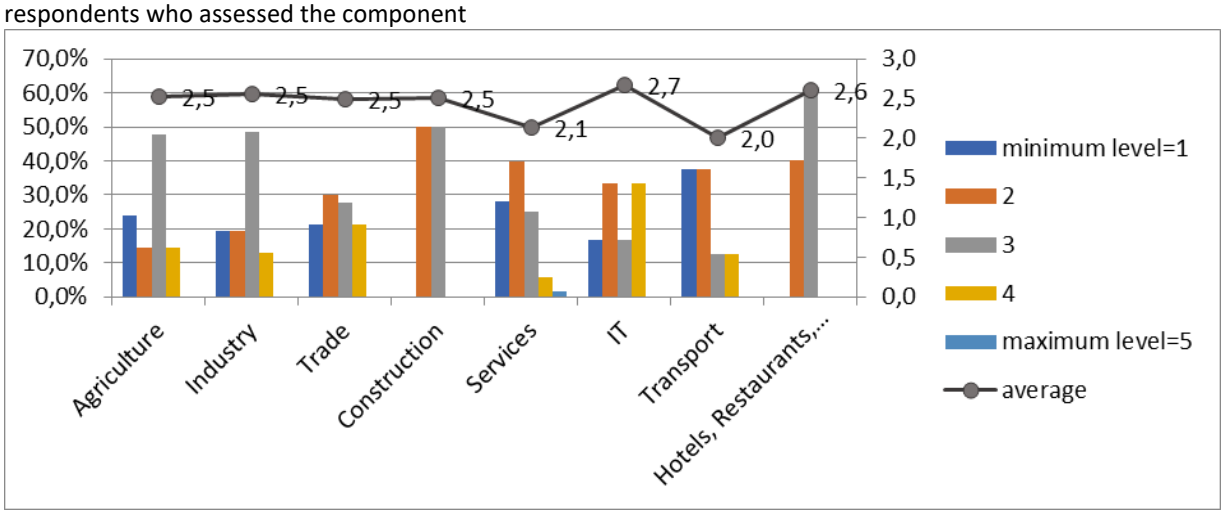
Figure 5. Assessment of the "graduates' competences of educational institutions" by area, % of respondents who assessed the indicator



Source: developed by the author based on the results of the entrepreneurs' survey

In terms of types of industries, it can be noted that entrepreneurs in the fields of Agriculture, Industry, Trade, and Construction have evaluated the level of graduates' competencies at a relatively minimal to neutral level (average=2.5), indicating that there is room for improvement in graduates' level of expertise in these areas. It is noteworthy that about 50% of respondents from businesses in the Trade and Construction sectors evaluated the graduates' competences at a minimal level (51% of respondents indicated the minimum score of 1 or 2), compared to entrepreneurs in the agricultural and industrial sectors (38% of respondents evaluated this indicator negatively with a minimum score of 1 or 2), the relative majority of whom consider the level of graduates' competencies to be mostly neutral. Entrepreneurs in the IT and Hotels, Restaurants industries evaluated the level of graduates' competences slightly more positively, indicating an overall neutral level of graduates' competencies (average=2.7 and 2.6, respectively), suggesting that graduates have some expertise in these fields. Graduates' competencies were evaluated most negatively by entrepreneurs in the Services and Transportation sectors. The respondents gave this indicator a minimal rating, with 67.6% and 75% of them indicating the minimum score of 1 or 2. On average, the rating for Services and Transportation sectors was 2.1 and 2.0 respectively, indicating a low level of graduates' expertise in these fields.

Figure 6. Assessment of the "graduates' competences of educational institutions" by economic sector, % of respondents who assessed the component



Source: developed by the author based on the results of the entrepreneurs' survey

CONCLUSIONS

Human capital, including young people with a high level of skills, is an essential resource in creating and developing viable, innovative, and competitive businesses. In the context of a continuously changing economy, companies need to be able to quickly respond to new market trends and demands, and for this, they need graduates who have acquired the necessary skills during their studies. Therefore, the development and promotion of relevant and updated educational programs that prepare graduates with the necessary skills are essential to ensure the success and sustainability of businesses.

The analysis of indicators of the human capital quality from international rankings ("Global Competitiveness Index", "Global Innovation Index"), official statistical data, and the results of the survey of entrepreneurs, who largely evaluated the level of graduates' skills from educational institutions negatively, revealed that sustained efforts are needed to improve the way the education and vocational training system operates. Additionally, there is a need for greater emphasis on science and technology in higher education, given the decreasing number of students enrolled in these fields, which leads to a shortage of qualified personnel such as engineers, technologists, programmers, which represents a serious obstacle to the absorption of innovation and technology.

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Antecedents of social entrepreneurial intention- A systematic literature review

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Abstract: It has long been understood how crucial social entrepreneurship (SE) is in order to maximize societal benefit. The present study aims to investigate the factors that impact on students' intentions to launch a new venture after completing their studies focusing on social entrepreneurship. A systematic literature review on 503 documents was implemented with a final sample of 47 documents on Social Entrepreneurial Intention and its determinants which were published between 2014 and 2022. The findings give a comprehensive picture of the key topics and recurring trends in Social Entrepreneurial Intention (SEI) research. This study examined SEI documents from the Scopus database which were further analyzed with the content analysis technique to identify the categories and themes to which each item belongs. The results showed that there is a growing research interest on the field although it is mainly focused on developing countries. The most discussed determinants were the personality factors as well as the entrepreneurship education programs which were found to significantly influence students' sustainable entrepreneurial intention. In addition, there were other factors such as gender, students' work experiences, education, and social environment that were found to affect individuals' intention to become social entrepreneurs.

Keywords: Entrepreneurship Education Programs, Social Support, Social Entrepreneurial Intention, Social Entrepreneurship, Systematic Literature review.

1. INTRODUCTION

Social entrepreneurship (SE) refers to sustainable ventures that combine commercial principles with a vision for social impact (Wolk, 2008). These businesses use commercial principles to support their activities as they work toward the core organizational purpose of creating social benefit. Organizations placed in the social entrepreneurship zone may be organized as profit-making entities, non-profit enterprises, and some forms of social and government agency services, and they do not include groups that engage only in social activism and organizations that provide social services (Ahmad & Bajwa, 2023). Social entrepreneurship is often demonstrated by success around the world in various fields (education, culture, health, finance, etc.) and different types of crises such as economic or social, underline the need for social entrepreneurs around the word (Al-Qudah, Al-Okaily & Alqudah, 2022; Storr et al., 2022). In addition to transforming existing markets, social entrepreneurship also creates new markets and marketplaces, initiatives such as fair trade and microfinance. Focusing on and actively addressing social issues, social entrepreneurs have been continuously bringing about a significant societal transformation (Zeyen et al., 2013). According to Tiwari et al. (2018), despite the fact that SE is advantageous for the welfare and growth of economies, the current rate of social entrepreneurial growth is quite moderate. This situation raises a crucial question for academics and policymakers on how can the rate of SE development be accelerated and reinforced. So, it is critical to comprehend the underlying factors that influence a person's thought process in order to encourage and assist social entrepreneurs (Tiwari et al. 2017; Hsu & Wang, 2019). Research confirms that it is important for academics and policymakers to recognize the factors that influence people's intentions to start social businesses (Social Entrepreneurship Intentions-SEI) (Hockerts, 2017). Previous research on entrepreneurial intention has mostly concentrated on one or more of the following five perspectives: theoretical aspects, individual-related variables, entrepreneurial education, situational factors, and intention-behavior connection (Linán & Fayolle, 2015; Ip et al., 2017).

The research question that arises is: "*Which factors influence students' intention to be social entrepreneurs?".* The aim of the present systematic literature review is to provide sufficient data on the factors that affect students' social entrepreneurial intention. The structure of the study is organized as follows: The next section describes the theoretical context. Then, the authors describe the research methodology as well as the sample selection and data collection before analyzing the results. Finally, the researchers conclude with a discussion of results, theoretical and practical implications, limitations, and suggestions for further research on the field.

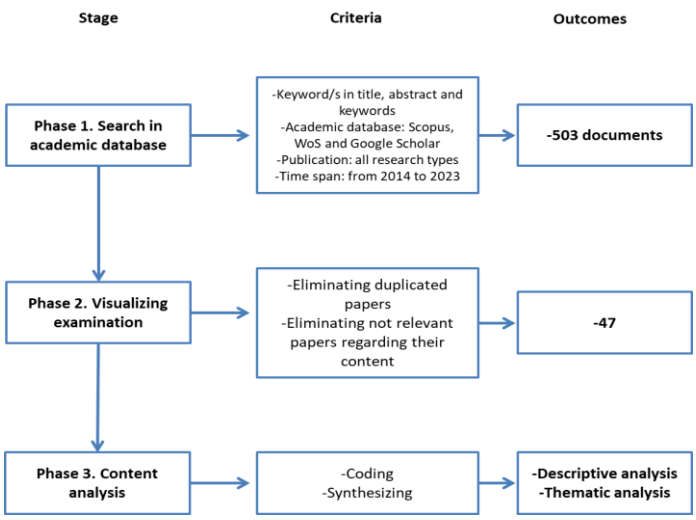
2. THEORETICAL DEVELOPMENT

According to Crudu (2019) the role of entrepreneurship in the socioeconomic growth has been extensively explored, mainly in the post-Schumpeter era. The success of the newly founded ventures is enhanced by many factors such as social norms, personal characteristics, and education with entrepreneurship education programs (EEPs), which also raise people's desire to become self-employed (Bischoff et al., 2018; Xanthopoulou & Sahinidis, 2022; Sahinidis, Polychronopoulos, & Kallivokas, 2019). Social entrepreneurship is often confused and wrongly identified with concepts such as corporate social responsibility or NGOs. However, it is a form of entrepreneurship that includes elements such as profitability, innovation and creativity, but aiming to solve social issues (Wry & York, 2017). According to Zahra et al. (2009), social entrepreneurship refers to the pursuit of chances to increase social wealth through the development of new businesses or the creative management of already-existing organizations. Social entrepreneurship is generally understood to be a process that begins with the formulation of social ideas, recognizing possibilities and solutions for sustainable social development," despite the fact that there are numerous explanations and descriptions. The major objective of social entrepreneurship is to create social value or to address social issues through creative solutions; in fact, this is the key distinction between social enterprises and other types of business (Muñoz & Kimmitt, 2019; Zahra et al., 2008; Alvord, Brown & Letts, 2004). The core focus of social or environmental goals, rather than profit maximization or other strategic factors, is shared by all definitions of social entrepreneurship. Innovation is a further distinguishing feature. Innovation can be sought through brand-new organizational structures and procedures, fresh goods and services, or fresh approaches to societal problems. These many innovation paradigms are often combined in social entrepreneurship projects. Finally, social entrepreneurs diffuse their socially innovative models through performance-driven and market-oriented actions, scaling their initiatives to other contexts through partnerships, in order to achieve broader and more sustainable outcomes (Kimakwa, Gonzalez & Kaynak, 2023). Several academics have investigated entrepreneurial intention (EI) of individuals and its determinants (Lu & Wang, 2018). According to the theory of planned behavior introduced by Azjen (1991), a person's intention is a reliable indicator of their future path of action and refers to the future orientation toward launching a new business and becoming an entrepreneur. Social Entrepreneurial Intention (SEI) describes the psychological behavior of an individual that motivates someone to start a social company through learning, coming up with ideas, and carrying out the social business plan (Mair et al., 2006). A person's belief and ambition to start a new social entrepreneurship initiative can be seen as his/her SEI (Tran & Von Korflesch, 2016). According to Mair et al. (2006), SEI illustrates people's psychological behavior that drives them to seek out new knowledge, innovative business models and ideas to engage in social entrepreneurship.

3. METHODOLOGY

The analysis of a topic can be carried out based on three main methodologies, qualitative, quantitative and mixed methodology (Timans, Wouters & Heilbron, 2019). The purpose of this research is to study some main factors that, according to the literature, can influence the entrepreneurial intention of individuals for a social entrepreneurial action. Based on this purpose, the research question that arises is "*Which factors influence students' intention to be social entrepreneurs?*" The systematic literature review was used as it was considered to be the most appropriate method for answering the above mentioned research question. Social entrepreneurial intention studies have shown a gradual growth, as an emerging topic of entrepreneurship study. For this study, the authors have carried out a systematic review of the literature in order to examine SEI research and its most studied determinants. This comprehensive evaluation of the literature aims in knowledge synthesis and identifies areas for further research (Xia et al., 2018). After the initial search in Google Scholar, WoS and Scopus database platforms, the researchers chose the Scopus platform, due to its wider coverage of documents (Liñán & Rueda-Cantuche, 2011; Dolhey, 2019; Bazan et al., 2020). The three steps presented in Figure 1 describe the review process, adapted from Tan et al.(2020).

Figure 1. Three stages for systematic literature review (Tan et al.,2020).



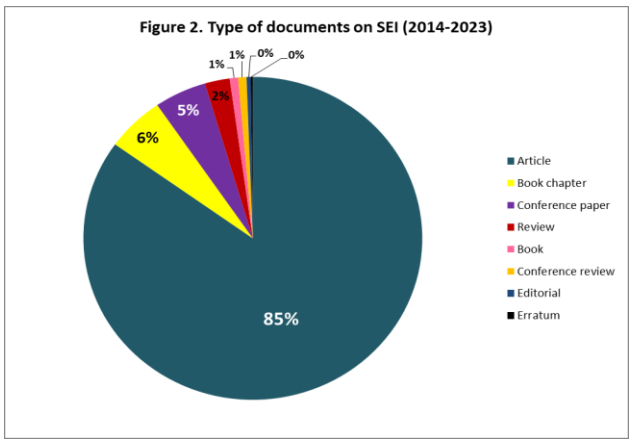
Stage 1. Search in academic database: The basis for choosing high-quality articles for a literature review is thought to be quality journals (Wallace & Wray 2021; Xia et al. 2018). Scopus data set was chosen as a result because of its extensive journal coverage. In a chosen database, the terms "social," "determinants," "entrepreneurship," and "intention" were searched in the title/abstract/keyword field. As a result, 503 documents in total were discovered in the Scopus database.

Stage 2. Visualizing examination: The titles, abstracts and keywords of 503 documents were carefully read to eliminate duplicate and unrelated research. The final sample that was retained for the content analysis was a total of 47 most relevant articles that were focusing on social entrepreneurial intention and mainly on its determinants.

Stage 3. Content analysis: Content analysis was used for the analysis of 47 articles, since this method has the potential to the main areas of the study topic. Content analysis consists of two steps: descriptive and thematic (Tan et al., 2020). The descriptive analysis examines the fundamental data of the chosen documents, including yearly changes in the quantity of research produced and distribution of the chosen publications by region. The authors separately divided the documents into categories for the thematic analysis stage.

4. RESULTS

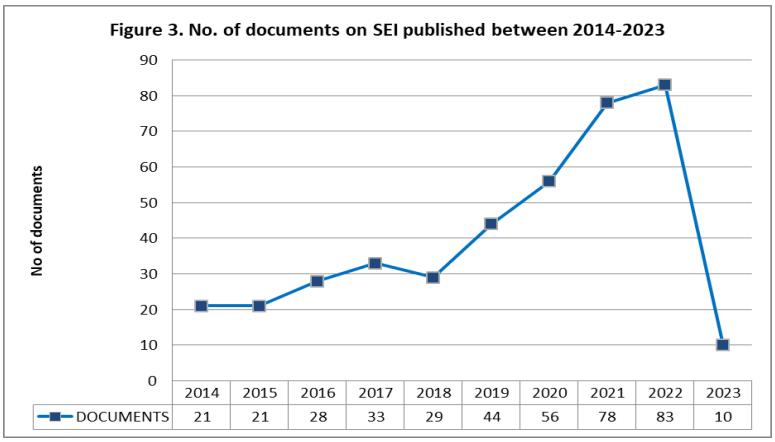
The query returned 503 publications that met the search criteria, of which 427 documents were articles, 28 documents were book chapters, 25 documents appeared in conference proceedings, 12 were included in reviews, 4 in books, 4 documents in conference reviews, 2 of them in editorials and 1 document was found in Erratum (Figure 2).



4.1 Descriptive analysis

The review of the literature demonstrated that, since 2014, social entrepreneurship research has been increased (Figure 3) and moved beyond its previous main emphasis on case studies and definitions (Bacq et al., 2011; Tan et al., 2020). There have been a lot more empirical studies in recent years testing theoretic claims about social entrepreneurship (Shahverdi et al., 2018; Hockerts, 2017; Yang et al., 2015). From 2014 through 2023, the number of papers published each year is presented in Figure 3, which clearly describes a growing popularity of the field. Since 2017, there has been significantly more SEI research published, indicating that the academic community has recently been paying close attention to the SEI topic (*Note: The search period ended on February 2023, thus the total number of publications in 2023 is not yet complete*).

Figure 3. No. of documents on SEI published between 2014-2023

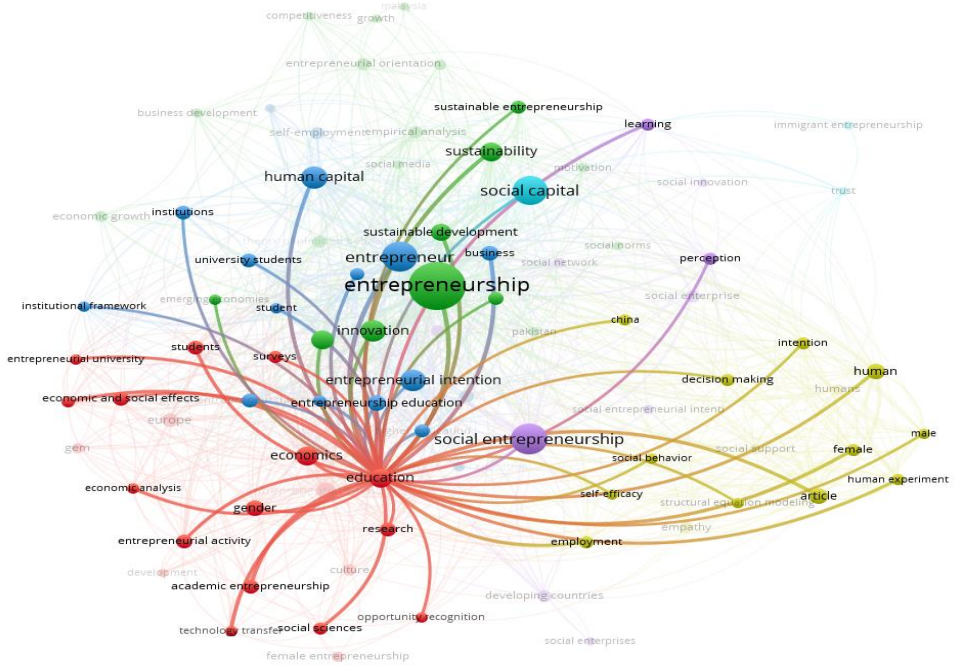


	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
DOCUMENTS	21	21	28	33	29	44	56	78	83	10

4.2 Thematic analysis

The thematic analysis resulted in four categories (or themes) which refer to the most common discussed determinants of students' social entrepreneurial intention (Figure 4): Category 1. Social environment (social capital, human capital, support from institutions, social support, social norms), Category 2. Prior work experience (employment, career, income etc.), Category 3. Entrepreneurship education (universities, academic entrepreneurship, students, university students, social sciences), Category 4. Personality factors (self-efficacy, opportunity recognition, empathy, sense of trust, TPB, etc.). The brief content of each theme of the four categories is described below.

Figure 4. Keyword links network map (VOS Viewer)



Category 1. Social environment (9 documents)

Studies in this category analyze the main social support (SS) measures which refer to the level of necessary assistance that a person can expect from their environment or society (Hockerts, 2017) and it has been found as an important determinant of social entrepreneurial intention. Social support can take many forms, including help from family, friends, the government, and social networks (Elali & Al-Yacoub, 2016). Family members can play a crucial role for an entrepreneur in creating a strong network and connecting with the neighborhood, which would be necessary for the entrepreneur to engage in social activities (Anderson et al. 2005). Following an entrepreneurial mentality, SS is seen as being crucial as a means for an individual to achieve a predetermined social objective (Hockerts, 2017). Family support and social network connections have been demonstrated to have a substantial impact on university students' decision to pursue a social entrepreneurial career in previous research (Yurtkoru et al. 2014). Perceived social support and students' SEI have been shown to strongly and favorably correlate in prior studies (such as Hockerts, 2017; Jadmiko, 2021; Tuan & Pham, 2022; Lee & Oh, 2017; Usman et al., 2022; Solórzano-García et al., 2022).

Category 2. Prior work experience (10 documents)

Other significant and influential factors of SEI are individuals' prior work experience (PE) which was found in ten documents. Family members are more likely to start their own businesses if they have prior entrepreneurial experience and are actively involved in the family firm (Zhang et al., 2014). Findings of many studies (such as Xanthopoulou & Sahinidis, 2022; Bae et al., 2014; Lacap et al., 2018; Fayolle & Gailly, 2015; Stephan & Drencheva, 2017; Peng et al., 2019; Shumate et al., 2014) showed that prior experience influences pro-social behavior and attitudes, including participating in social recycling programs (Vining & Ebreo, 1989). Knowledge and expose on societal issues is probably going to have an impact on SEI (Hockerts, 2017).

Category 3. Entrepreneurship education (15 documents)

This category includes the largest number of articles that study the impact of entrepreneurship education in forming SEI. The importance of education and its components (such as the courses, the impact of teaching methods and educators' personality) is considered by a large number of studies as an important predictor of entrepreneurial intention (Tsaknis et al., 2022; Bae et al., 2014; Astiana et al., 2022; Haddoud et al., 2022; Lv et al., 2021). According to Vodă and Florea (2019), educational initiatives are likely to cause EI. For instance, the entrepreneurial educational program (EEP) has served as a systematic method for providing students with the necessary degree of entrepreneurship knowledge. Cho (1998) wrote that EPPs should support EI since entrepreneurship-related knowledge and ability boost individual motivation to launch a new business. The role of educational institutions in fostering the growth of social entrepreneurship in society is crucial (Lacap et al., 2018). The entrepreneurship education programs (EEPs) increase people's intention to become entrepreneurs and contribute to the success of the new venture created (Bischoff et al., 2018; Xanthopoulou & Sahinidis, 2022; Sahinidis et al., 2019; Neneh, 2020). Generally, EEPs can create entrepreneurial mindsets and culture among students and help them to improve their career choices towards entrepreneurship (Jardim, et al., 2021), highlighting the entrepreneurial path as a career option (Silangen, 2016; Ahmed et al.,2020; AKHTER, HOSSAIN & ASHEQ, 2020; Kefis & Xanthopoulou, 2015). In recent years there has been an increased discussion of promoting social entrepreneurship careers and the search for more sustainable economic ecosystems. Globally, numerous universities, including Babson College, Harvard Business School, Yale School of Management, and others, have acknowledged the significance of social entrepreneurship (Mars & Garrison, 2009). Entrepreneurship education programs aim to develop students' empathy for social or economic challenges and equip them to recognize entrepreneurial activities that concurrently offer answers to a number of social issues in addition to discovering business opportunities (Hockerts, 2017). As they take classes in social responsibility and corporate social responsibility, university students' enthusiasm and favorable attitudes toward a professional social enterprise may grow as they gain empathy for the injustice and social inequity that today's institutional systems cause. Hence, entrepreneurship education can be beneficial in encouraging students to start a social enterprise (Bazan et al. 2020).

Category 4. Personality factors (13 documents)

Personality characteristics may alter how businesspeople perceive risk when making decisions (Mahfud et al., 2020). Entrepreneurs have been found to score better on measures of self-efficacy, risk tolerance, internal locus of control, proactive personality, and need for achievement than non-entrepreneurs. According to the literature, an individual's personality traits are very important in determining whether or not they would start a business. Self-confidence is a crucial personal quality that boosts achievement because it makes people

happier, makes them more persuasive and has a positive influence on others, and inspires people to take action and accomplish their objectives (Ozaralli & Rivenburgh, 2016). The 13 documents on "personality factors" outline the distinctive personality traits of social entrepreneurs and potential social entrepreneurs. For instance, Preethi and Priyadarshini (2018) used the Big 5 model, which includes extraversion, openness to experience, neuroticism, conscientiousness, and agreeableness, to measure five SEI dimensions: social vision, financial returns, social networking, innovation, and sustainability. Wu et al. (2018), in contrast, evaluated the five personality traits from the Big 5 model. Then, specific personality traits that have been connected to SEI have been researched, including propensity for taking risks and creativity (Politis et al., 2016; Chipeta & Surujlal, 2017) emotional intelligence and self-efficacy (Tiwari, Bhat & Tikoria, 2017) and moral judgment competence (Bacq & Alt, 2018).

5. CONCLUSIONS AND SUGGESTIONS

One of the government's strategic objectives is to encourage entrepreneurship because it boosts economic growth and lowers unemployment and poverty (Shkabatur, Bar-El, & Schwartz, 2022). An unsolvable issue continues to be the surge in unemployment brought on by the global economic crises, population growth, and a lack of open positions. In addition, the emergence of crises such as the environmental, the pandemic, etc. highlight even more the need to promote and develop social entrepreneurship (Storr et al.,2022). The development of social entrepreneurship can be a solution for increasing global economic production and reducing social problems, through the development of innovative businesses. Based on the 47 documents gathered from Scopus database, the authors observe that SEI research began to receive a great academic attention in 2017 and has grown rapidly in the following years. With the advent of numerous papers and publications advancing knowledge on this subject and laying the groundwork for future research, SE research has so far experienced an increasing trend. The areas of emerging nations (mostly Asian) make up the majority of the locations that contribute to SEI research. This study applies content analysis to review SEI research with four categories identified as Category 1. Social environment (social capital, human capital, support from institutions, social support, social norms), Category 2. Prior work experience (employment, career, income etc), Category 3. Entrepreneurship education (universities, academic entrepreneurship, students, university students, social sciences), Category 4. Personality factors (self-efficacy, opportunity recognition, empathy, sense of trust, TPB, etc). Entrepreneurship education and personal traits/characteristics were the most examined determinants of SEI. Regarding the impact of entrepreneurship education on students' social entrepreneurial intention, literature and research showed that entrepreneurial education and courses related with entrepreneurship had a significant effect on individuals' social entrepreneurial intention. The impact of education on students' entrepreneurial intention is under question for some researchers, for example Nabi et al. (2018) found that entrepreneurship education had a negative impact on college students' entrepreneurship intention, however, the majority of studies confirm a positive relationship between entrepreneurship education and social entrepreneurial intention (Chang, Wannamakok & Kao, 2022; Solórzano-García et al., 2022). Then, for many scholars, personal traits and PBC are the most important factors in shaping social entrepreneurial intention as social entrepreneurs or future social entrepreneurs are people who frequently show high levels of emotional intelligence and empathy for the problems of others. These characteristics enable people to recognize the social issues they want to address and to feel strongly enough about them to act to address them. There are several limitations that should be mentioned. First of all, the data came from a single database, thus future research could use a variety of databases such as WoS and Google Scholar, when more published articles become available. Generally, the systematic literature review as a technique has advantages and disadvantages. One of the advantages of this systematic technique is that it enables the search and synthesis of the existing literature to answer the research objectives. The review of the literature has, however, been constrained by the key phrases and key terms employed to locate the required material. Because of this, the authors acknowledge that the synthesis might have left out some trustworthy sources. Future research should go beyond personality factors to look at the influence of socioeconomic circumstances and demography on people's tendency to engage in social entrepreneurship (Sengupta et al., 2018). However, there is currently a lack of empirical research on the importance of prior knowledge in this process as well as how entrepreneurs recognize and seize chances in the face of complex macro and micro contextual circumstances.

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Sustainable Tourism Strategies, Community and Development

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Abstract: The current practice of tourism development in the Saranda area has proven that the schemes used for tourism planning and management have not produced the desired effects for improving the quality of life of the residents, moreover, in certain aspects, tourist development has brought and damage the resources of development in the future. The adaptation of the legal framework towards sustainable development policies and the strengthening of the competencies and institutional capacities of the local government is creating the right ground to enable the participation of residents in the development process. Achieving sustainable growth also requires the mobilization of human resources, making the process more participatory and inclusive.

This study aims to examine the assessment of the community for tourism development, as one of the most important industries on which the growth of its well-being is based. The reasoning focuses on the sociological tradition of social exchange that is guided by the premise that individual feelings can be important elements that influence the social response of people and the supportive or non-supportive attitude of the community toward the development of tourism. Based on this reasoning, we will try to find answers to the following questions: 1) How do the residents in the study area evaluate the development of tourism in their area? 2) Are the residents interested in the process of planning and developing tourism in their area? 3) How do residents evaluate sustainable development strategies?

Material and Methods: In this study, we used the individual qualitative technique of interviewing individuals and it is assumed that this technique creates the possibility to obtain more accurate and deeper information. Data collection will be done through structured questionnaires, thus providing primary data. Through the interview, we aim to highlight the attitudes and perceptions of the participants involved in the sample for their assessment of sustainable tourism development strategies. Descriptive statistics were used in this study to measure residents' evaluation of sustainable tourism development strategies. The inhabitants of Saranda are the target population that possesses the desired information to answer the research questions.

Conclusions: Through this study, we got to know the community's perception of tourism development and how residents evaluate the issue of participation in planning and development in their area. Also, community assessment of sustainable development strategies was examined.

Keywords: Sustainable tourism, community, development.

JEL Classification: A13, D83, Q56

1. INTRODUCTION

Based on the fact that tourism development presents itself as the most important driving force for economic development in the study area, planning should consider the combination of development options with the strategy to be followed; the main actors that will be involved in the development of tourism, and the possibilities for the participation of the community as an actor in the development processes. The current practice of tourism development in the Saranda area has proven that the schemes used for tourism planning and management have not produced the desired effects for improving the quality of life of the residents, moreover, in certain aspects, tourist development has brought and damage the resources of development in the future. The adaptation of the legal framework towards sustainable development policies and the strengthening of the competencies and institutional capacities of the local government is creating the right ground to enable the participation of residents in the development process. Achieving sustainable growth also requires the mobilization of human resources, making the process more participatory and comprehensive. National Strategy for the Sustainable Development of Tourism 2015-2022, emphasizes the importance of implementing sustainable tourism development policies and strategies. This study aims to examine the support of the community in the area of Saranda area for sustainable tourism, as one of the most important industries on which the growth of its well-being is based. The reasoning focuses on the sociological tradition of social exchange that is guided by the premise that individual feelings can be important elements that influence the social response of people and the supportive or non-supportive attitude of the community toward the development of tourism. Based on this reasoning, we will try to find answers to the following questions: 1)

How do the residents of Saranda evaluate the development of tourism in their area? 2) Are the residents of Saranda interested in the process of planning and developing tourism in their area? 3) Does the community support the development of sustainable tourism in the study area? *The objectives of the study aim to test empirically:* 1) to know the assessment of residents for the tourism development, 2) to evidence how much residents know the development plans and how they think about participating in this process, and 3) to evidence the support of the residents for sustainable tourism development strategies in their area. Based on the research questions, objectives, and theoretical bases to explain the issues raised, the following hypothesis of the study is defined: Residents do not support the development of sustainable tourism in their area.

Methodology: In this study, we will use the individual qualitative technique of interviewing individuals and it is assumed that this technique creates the possibility to obtain more accurate and deeper information. Data collection will be done through structured questionnaires, thus providing primary data. Through the interview, we aim to highlight the attitudes and perceptions of the participants involved in the election for their support for sustainable tourism development strategies. The inhabitants of Saranda are the target population that possesses the desired information to answer the research questions.

In conclusion, the fact that the community in Saranda strongly supports sustainable tourism development strategies is evidenced in this study. We show that the panorama of the development of the tourism industry in this area and its problems are clear for the residents who express that they are worried about the situation and the community finds the solution in sustainable tourism policies and strategies.

2. LITERATURE REVIEW

Why study the perception and support of residents? Residents are part of the tourist activity and can contribute to the (un)success of the tourist experience lived in a destination. Residents' attitudes and behaviors towards visitors influence their decision to return (or not) to the destination. Residents are one of the tourism actors most affected, in their daily lives, by tourism development. To successfully develop a sustainable destination, it is necessary to involve the community in the planning, management, and monitoring of tourism activity. According to Cole, 2006, and Wall, 1997, the goals sought by the community and sustainable tourism efforts are similar, economic, social, and environmental for present and future generations.

Some believe that the sustainable development of tourism is at the very core of the notion of "community-based tourism". Also, it is important that the planning approach is captured by the dominant values that exist in the community and to the extent that these values are incorporated into the vision for the future (Simpson, 2001). Indeed, a locality's economy, sociocultural characteristics and physical resources are essential parts of the community and its inhabitants. However, these characteristics serve only as background to local life and reveal little about the motives and ability of residents to act together. The community, due to long-term cooperation with natural resources, has its own expertise, contributing according to the nature of the problem. Citizens, for example, have important areas of expertise including knowledge about local conditions and the environment, related to their way of life, and possess information about how similar problems have been solved before where they live or where they have traveled. Community-based tourism development is also positive in the fact that it avoids conflicts between different actors involved in tourism and implements the policy of coordination and this helps to create synergy by sharing knowledge, thoughts and skills among all community members (Kibicho, 2008). Community-based tourism is associated with increased awareness of environmental and social responsibilities as well as the sustainability of tourism. Also, policies based on the strict implementation of top-down centralized decision-making for the protection of natural resources have not been successful. From an economic and environmental perspective, if local people are not involved in the entire development process, there is a high chance that the resources on which tourism is based will be destroyed and the investment lost (Brandon, 1996). From a moral perspective, it is argued that management by local people coupled with decentralized decision-making is preferable and may be more accountable and sustainable in the long term. According to many researchers, community-based tourism can be a remedy for many of the general ills of the industry fueled by mass tourism. Solutions to the negative impacts of tourism are found in the common interest of the local community, tourism businesses, and tourists to preserve the natural assets and social heritage of the tourist destination. The definition of sustainable development was formed by the Brundtland Commission in 1987, and this definition has been widely used even within tourism (Zyzak, 2015). Sustainable tourism has been identified as one of the key issues of the UN resolution The Future We Want. The concept of sustainable tourism is present in the 2030 Agenda for Sustainable Development which emphasizes that tourism has the potential to contribute to all seventeen goals, either directly or

indirectly (WTO, 2017). For further, UNWTO and the United Nations Development Programme (UNDP) outline that "[t]ourism's role in achieving the 17 Sustainable Development Goals … can be significantly strengthened when sustainable development becomes a shared responsibility and moves to the core of policies and business decision-making within the tourism sector" (WTO, 2017). The term "Sustainable Tourism" is generally used in the tourism industry, the field of environment, and community development. The characteristics of sustainable development focus on minimizing the misuse of natural resources. According to the definition of the World Tourism Organization, sustainable tourism must ensure the optimal use of natural resources which constitute a key element in the development of tourism, preserve essential ecological processes and help protect natural heritage and biodiversity; to respect the socio-cultural authenticity of the host communities, preserve the cultural heritage of life and traditional values and contribute to understanding and tolerance between different cultures; to ensure in practice long-term economic operations and socio-economic benefits for all interest groups fairly distributed, including employment and opportunities to benefit from income and social services for the host community by improving its livelihood; ensure a high level of tourist satisfaction by providing a meaningful experience for tourists; raise their awareness of sustainability issues and promote sustainable tourism practices. Sustainable tourism development requires the participation of all interest groups and strong leadership to ensure broad participation and consensus building. According to the World Tourism Organization, many strategies have been promoted to achieve this, such as: attracting market segments that give more to tourism; improvement of services that increase the length of stay of tourists; improving the quality of tourism and diversifying the tourist product to increase visitor spending; expansion of the parties that benefit from tourism in the tourist destination; improving the infrastructure and increasing the planned profit; encouraging the participation of residents in decision-making for the development of tourism; expanding educational opportunities for the public in terms of nature protection; reducing the seasonality of tourism; skills development and training; protection of tourist resources and improvement of special qualities of the landscape; establishing standards for tourist services; development of programs for the protection and safety of tourists and the community; promoting responsibility for the protection of the environment and resources on which the development of tourism is based. Nowadays, it is important to clarify whether the residents in the study area support sustainable development strategies.

3.METHODOLOGY AND DATA

3.1 Research Method

Based on the literature review and the research objectives, we have formulated questions for the study as follows: 1) How do the residents of Saranda evaluate the development of tourism in their area? 2) Are the residents of Saranda interested in the process of planning and developing tourism in their area? 3) Does the community support the development of sustainable tourism in the study area?

The objectives of the study aim to test empirically: 1) to know the assessment of residents for the tourism development, 2) to evidence how much residents know the development plans and how they think about participating in this process, and 3) to evidence the support of the residents for sustainable tourism development strategies in their area.

Qualitative methods are used to study what people will say about their meanings and interpretations, and specifically in this study, we will use the individual qualitative technique of interviewing individuals. The individual qualitative technique is concerned with researching people's motivations and attitudes and is superior to other methods because it is flexible, practical, and easy to organize. It is assumed that they create the possibility to get more accurate and deeper information. Residents of Saranda are the target population that possesses the desired information to answer the research objectives. The selection method is based on the concept of random selection, it is a probabilistic selection that gives each element of the population an equal probability of being part of the selection and will be carried out through a mechanical process, so the elements presented in the sample will be chosen at random. Random sampling complies with the law of statistical regularity, according to which, if on average a selected sample is probabilistic, then this sample will have the same characteristics as the target population to which it belongs and is considered the best technique to select a representative sample. It has superiority over other methods because the obtained sample is safe in terms of probability since we can calculate the estimation errors and the significance of the obtained results, also, this method carries the possibility of generalization from statistical transitions, therefore it guarantees representativeness and generalization of the results. The choice must be optimal and therefore in determining its size we have taken into account the requirements of efficiency, representation, reliability, and flexibility.

The size of the choice depends on the desired precision for the generalization of the search results which is usually 0.05 and the acceptable confidence level for estimation is 0.95. Data collection will be done through structured questionnaires, thus providing primary data. Through the interview, we aim to highlight the attitudes and perceptions of the participants involved in the election to find out how they value the development of tourism in their area and support or not sustainable tourism development strategies. This method gives the respondent enough time to give well-thought-out answers independent of the subjective judgments of the interviewer, there are several opportunities to reach the respondents and create the opportunity to cope with a large volume of choices, so that the results may be more reliable. The use of the interview is based on the assumption that the viewpoints of the participants in the survey are clear, and that these viewpoints or their opinions are important and influence the provision of qualitative data appropriate for this research. This study employed the Linkert scale as a measurement scale for measuring residents' attitudes about their environment and used individual qualitative techniques for the data collection on the motivations and attitudes of the residents and it distributed 450 questionnaires. The data collected using the survey is analyzed using SPSS. Finally, the results prove the objectives that are presented.

3.2 Research Design

On the basis of the literature, the theoretical framework of this study consists of the measurement and analysis of two factors: the assessment of residents for the development of tourism and the support of the residents for sustainable tourism development strategies in their area. To achieve the development of sustainable tourism, many strategies have been promoted according to the World Tourism Organization, and based on them the measurement of residents' support for sustainable tourism development strategies will be done through the Likert scale with five levels of agreement for the questions (instruments) as in Table 1. This measurement scale consists of 10 sustainable tourism development strategies expressing strategies for the sustainable use of resources that support this development.

Table 1. The measuring scale of support from residents of sustainable tourism development strategies

No.	Sustainable tourism development strategies	
1	Improvement of services that increase the length of stay of tourists.	T_1
2	Improving the quality of tourism and diversification of tourism products to increase visitor spending.	T_2
3	Expansion of the parties that benefit from tourism.	T_3
4	Improving infrastructure to achieve the increasement of the planned profit.	T_4
5	Encourage the participation of citizens in decision-making for the development of tourism.	T_5
6	Reducing the seasonality of tourism.	T_6
7	Developing skills and training.	T_7
8	Protection of tourism resources and improving the special qualities of the landscape.	T_8
9	Establishment of standards for tourism services.	T_9
10	Increase responsibility for protecting the environment and resources which it supports the development of tourism.	T_{10}

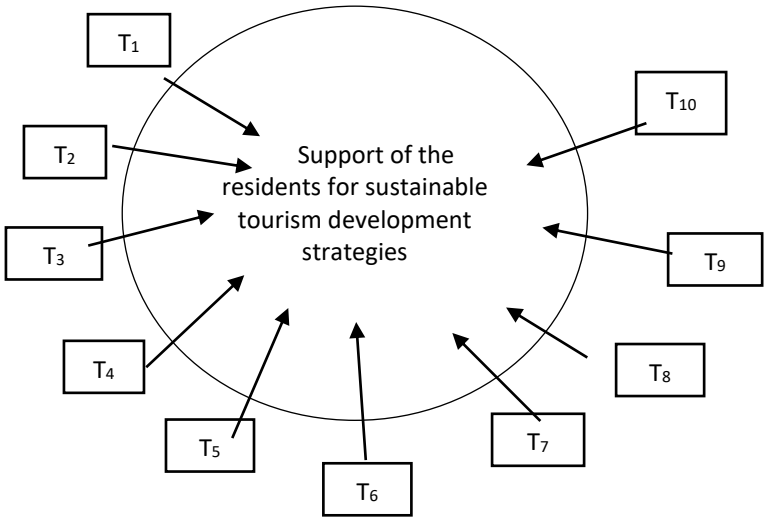
The mesaurment scale : 1 = Very unfavorable, 2 = Unfavorable, 3 = Neutral, 4 = favorable5=very favorable

Source*:* Author's design

The Likert scale is clearly more expressive for analysis, it respects the principles of calculating the mean that requires the use of interval scales, it is considered a technique with good reliability, good validity, very fast, and very simple. The mark on this scale indicates a degree of acceptance or rejection of the submission given in it. To ensure the validity and reliability of the questionnaire, this research consulted the mature scales in foreign references in the process of operational definition and measurement of the variables like motivations and attitudes of the people. For their measurement, the Likert scale was used. Note on this scale indicates a degree of acceptance or rejection of the submission given in it. In this research, a survey is conducted to get the data required for the study.

The preliminary questionnaire was examined carefully and critically by specialists in the field, and revisions are made according to the feedback. Through the process of specialists examining case interviews and pre-test, the final questionnaire includes ten items for measuring the support of the residents for sustainable tourism development strategies as shown in Figure 1, with a 5-point Likert scale (1 = very unfavorable, 5 = very favorable,).

Figure 1. Evaluation path diagram of support of the residents for sustainable tourism development strategies



Source: Author's design

4. RESULTS

4.1 Socio-demographic characteristics of the sample

Table 2 summarises the profile of respondents. The results indicate that 24.5% of respondents are 18-30 years old, 42.4% are 31-50 years old and 33% are 51 and more years old. Respondents were from all categories of age, gender, education level, and employment status.

Table 2. Profile of respondents

No.	Age	%	Gender	%
1	18-30 years old	24.5	M	46.7
2	31-40 years old	16.9	F	53.3
3	41-50 years old	25.5		
4	51 – 65 years old	28.5		
5	Over 65 years old	4.5		

Source: Authors' calculations through SPSS software

4.2 Results of the assessment of residents for the development of tourism

Tourism is the main direction of the economy in the study area and community participation in its development is very important. To understand how to estimate the actual development of the area, data were received from the questionnaire concerning the answer to the question "How do you assess the development of tourism in your area?" The results of the data according to their evaluation are presented in Table 1. The data shows that 45% of respondents assess the development of tourism in their area to be chaotic and harmful and only 11% of them think that it is appropriate development.

Table 3. Frequency of the residents' responses to the question:

No.	*How do you assess the development of tourism in your area?*	Frequency	Percentage
1	Chaotic development	165	42
2	Appropriate development	42	11
3	Harmful development	13	3

4	Development that serves the community	176	44

Source: Authors' calculations through SPSS software

The question: Are the residents of Saranda interested in the process of planning and developing tourism in their area?

To clarify this, the analysis of the data shows (Table 4) that 93% of the residents interviewed say that the development of tourism in Sarande needs the participation of the residents in the planning process and 84.4 % say that they would like to give their opinion on this process (Table 5).

Table 4. Frequency of residents' responses to the question:

No.	*The development of tourism in Sarande needs the participation of residents in the planning process.*	Frequency	Percentage
1	I Strongly disagree	3	0.8
2	I disagree	4	1
3	I neither agree nor disagree	21	5.2
4	I agree	137	35
5	I Strongly agree	226	58

Source: Authors' calculations through SPSS software

Table 5. Frequency of residents' responses to the question:

No.	*I would like to give my opinion on the development of tourism, but I am not given the opportunity and I do not know how to help in the planning of tourism in my city*.	Frequency	Percentage
1	I Strongly disagree	17	4.3
2	I disagree	24	6
3	I neither agree nor disagree	21	5.3
4	I agree	115	29.4
5	I Strongly agree	217	55

Source: Authors' calculations through SPSS software

4.3 Results of Measurement of Support for sustainable tourism development strategies

Descriptive statistics for the evaluation of the development strategies of sustainable tourism are presented in Table 6. This measurement scale consists of 10 sustainable tourism development strategies expressing strategies for the sustainable use of resources that support this development.

Residents were asked to indicate how favorable or unfavorable Saranda consider these strategies according to the Likert scale which is composed of 5 assessment levels, from `` Strongly unfavorable `` to `` very favorable``.

As shown in Table 6, all strategies have a high average score from 3.98 to 4.55 and this means that people assess strategies for sustainable development of tourism in their area very favorably.

Table 6. Descriptive analysis of the residents' support for sustainable tourism development strategies

No.	Sustainable tourism development strategies	M (Mean)	S (Standard Deviation)
1	Improvement of services that increase the length of stay of tourists.	4.28	0.906
2	Improving the quality of tourism and diversification of tourism products to increase visitor spending.	4.23	0.875
3	Expansion of the parties that benefit from tourism.	3.98	0.999
4	Improving infrastructure to achieve the increasement of the planned profit.	4.43	0.846
5	Encourage the participation of citizens in decision-making for the development of tourism.	4.16	1.002
6	Reducing the seasonality of tourism.	4.55	0.734
7	Developing skills and training.	4.46	0.798
8	Protection of tourism resources and improving the special qualities of the landscape.	4.44	0.960
9	Establishment of standards for tourism services.	4.42	0.882
10	Increase responsibility for protecting the environment and resources which it supports the development of tourism.	4.45	0.918

The mesaurment scale : 1 = Very unfavorable, 2 = Unfavorable, 3 = Neutral, 4 = favorable5=very favorable

Source: Data processing by SSPS

4.4 The reliability of the measurement scale

Reliability is essential in any measurement scale and shows the homogeneity of the instruments that comprise it. The reliability of this scale was explained by Cronbach's Alfa (Cronbach, 1951). Cronbach's alpha is a useful statistic for assessing the internal consistency of a questionnaire. Cronbach Alpha is a measure of the correlation between observed scores and true scores.

Cronbach Alpha determines the internal consistency or average correlation of instruments in a measurement scale to assess its reliability.

It is recommended that if the measurement scale has a Cronbach's alpha coefficient greater than 0.70 it is acceptable as a scale with an internal consistency that serves further analysis. A coefficient of Cronbach's alpha less than 0.70 means that the reliability is less. Initially, to examine the reliability of the measurement scale, Cronbach's alpha coefficient was calculated in SPSS and the data are presented in Table 7.

Table 7. Reliability of measurement variables (Cronbach's Alpha)

The measurement scale	The number of indicators	Cronbach's Alpha (a)
1. Support for sustainable tourism strategies	10	0.894

Source: Authors' calculations through SPSS software

As can be seen from the presented data in the Table above, Cronbach's Alpha = 0.894 > 0.7 and we conclude that the measurement scale for supporting sustainable tourism development strategies is reliable and suitable for further data analysis.

5. CONCLUSIONS

The tourism development of Saranda, as mass urban tourism, is part of an increasingly saturated tourist market where competition from neighboring countries is constantly increasing. Under these conditions, sustainability is a fundamental issue in successful tourism planning and management. The practice so far has proven that the schemes used for the planning and management of tourism in the study area have not produced the desired effects for improving the quality of life of the residents and moreover, in certain aspects, the tourist

development has brought damage to future development resources. The analysis of the data of this study shows that the community in Saranda strongly supports sustainable tourism development strategies. The reasoning is that they seek to find the solution to the problems and concerns related to the development of tourism, in the implementation of strategies for the development of sustainable tourism. So, the picture of the development of the tourist industry in this area is so visible and the problem is so clear for the residents that they express that they are worried about the situation and the community finds the solution in sustainable tourism policies and strategies. Achieving sustainable growth requires not only the mobilization of physical and financial resources for the implementation of development policies and strategies but also the mobilization of human resources by participating in this development and making the process more participatory and inclusive. Given the fact that tourism development presents itself as the most important driving force for economic development in the study area, planning should consider the combination of development options with the strategy to be followed; the main actors that will be involved in the development of tourism, and the possibilities for the participation of the community as an actor in the development processes. The participation of local residents in the tourism planning and management process is necessary to stimulate a sustainable social structure that can change poverty, unemployment of women, and dependence on the income of immigrants. Importantly, the results of this study can help tourism planners and policymakers to understand the irreplaceable role that residents play as tourism actors and what strategies they prefer to successfully plan and develop tourism in their settlement of theirs. The fact that tourist destinations contain in themselves the economic, social, environmental, and cultural dimensions of an area, makes the systematic analysis very necessary and important, and this study can contribute to the integration of the role of the community as an added value for the growth of the performance of the tourism industry. The detailed examination of the issues raised in this study can provide information regarding the assessment of the reduction of the seasonality of tourism, the training of tourism employees, the protection of the special qualities of the natural landscape, etc. assessed as important strategies for sustainable tourism, so that tourists can spend more time in this tourist destination and tourism income can increase without harming tourism resources. These strategies can enable tourist destinations to achieve a maximum correlation with the demands of tourists to meet their wants and needs. These results can help local and central institutions to gather the right information and plan the tourism development strategies they prefer. Residents asked to participate in the planning for tourism development, to give their opinions and many years of experience in this direction, and in the future, other studies can investigate the ways and means to make possible the institutional organization of the community in the function of his professional involvement in decision-making for tourism planning and management in the Saranda area. This study helps in evaluating the attitudes of the residents of the study area. In addition to making a practical contribution to the planning and development of sustainable development strategies in the research region, the findings of the study help us better understand the community's attitude and appreciation for participation in the planning and development process.

This study has its own limitations derived from the scope and limits of the research, selected indicators and variables, the lack of tourists' opinions, and the limited analysis of factors that influence the planning and implementation of sustainable tourism policies and strategies. First, only one variable was examined, while there are other variables that affect the development of sustainable tourism and should be the object of further studies, such as the perception of the impacts of tourism by residents, etc. In addition, this study only considered personal attributes that refer to factors within the person and did not consider situational attributes which are factors within the environment that are external to the person that may influence residents' attitudes toward policies and strategies development of sustainable tourism. The collected data are only for the residents of the city of Saranda. This study, geographically limited, may produce results and conclusions on residents' support of sustainable tourism in this study area. Residents in other areas may have different perceptions, attitudes, and behaviors regarding tourism development. This study is also somewhat limited in terms of time frame. These limitations should be considered by other studies in the future.

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Reasons For Some Attempts To Assess The Digitalisation Of The Banking System

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Abstract: At the beginning of the article, the concept of digital investment and financial space is introduced, which is a fundamentally different institutional environment compared to the existing pre-digital monetary system. The institutional qualities of this space are defined.

Further, the article offers a vision of the possible appearance of the emerging digital financial system, discusses the models of its digitalisation and the models of its state regulation, as well as possible options for the digital currency.

The concluding part formulates a point of view on the principles and approaches of the regulators to the problems that arise in the digitalization of the monetary system and the formation of a new digital finance and investment space.

Keywords: digitalisation, banking system, regulation, financial space, digital currencies.

Relevance of the research. The digitalisation of the monetary system is carried out very dynamically, changing not only its organisational and technical, but also its institutional characteristics. This gives rise to the solution of many new problems: both for the actors (the commercial banks) and for the regulatory bodies, which are faced with fundamentally new tasks.

The article **is focused on** the digitalisation of the banking system.

The subject of the study is the organisational and technical methodology for evaluating the formation of a new digital financial space.

The purpose of the research is to make proposals for improving the regulation of monetary systems.

The research tasks of the article are to systematically examine and evaluate the institutional and regulatory aspects of digitalisation, the process of establishing, measuring and achieving the institutional characteristics of the digital monetary system, to make a classification of digitalisation models and to indicate the main trends in its regulation.

When choosing the **research methods** of the study, methods of systematisation, classification, analysis and synthesis were used. The main models of regulation of monetary systems are also classified. The influence of digital transformation models on the change in the regulatory environment is analysed, which implies a change both in the approaches to regulating the activity of financial service providers and in the role of the regulators themselves.

The research results show that the digitalisation of monetary systems is characterized by significant changes not only in the organizational and technological aspects, but also in institutional and regulatory ones They affect both the functioning characteristics of the entities of the monetary system, the methods of carrying out operations, and the role and tasks of the financial regulators themselves. It is indicated that the institutional development of the monetary system in the long term is characterized by the formation of a new digital investment and financial space, which is expressed in a change in the structure of transaction costs, the formation of new institutional qualities of a monetary system, as well as in the emergence of new types of risks, the transformation of existing ones and the emergence of new players, which is due to the active introduction of digital financial technologies.

The scientific novelty is in identifying and systematising the main institutional aspects of the development of digital currencies, determining the digital image of the financial and credit sector of the economy. As a result, the main measures aimed at managing the process of digitisation of monetary systems have been formulated.

The practical significance of the study consists of some proposals that can be used by regulators in the development of measures for the development of the financial market and the digitalization of the monetary system.

Introduction

There are many works of scholars Lawrence (2004: pp. 116–144), Mullahy (2015: pp.71–100), Scott (2017: pp. 984–1004) dedicated to various aspects of digitisation, including institutional, as well as new issues and challenges faced by regulators. They obtain important results regarding the impact of the digitisation process on the institutional structure of the monetary system, the transition to the use of digital technologies, the emergence of new players in the financial market and the resulting new problems for regulators, as well as issues related to the introduction of digital currencies and the likely change in monetary policy instruments related thereto.

At the same time, topics related to the principles and methodology of regulation of the emerging new digital monetary system, the specific content of which should take into account the characteristics of the digitization models that exist in a given country, have not been sufficiently studied. This predetermined the purpose and tasks of the present article. They consist in examining the institutional and regulatory aspects of digitalisation and, on this basis, revealing the institutional characteristics of the digital money system, classifying the models of digitalization and identifying the main trends in the development of the regulation of digital money systems.

Currently, the monetary systems of all countries around the world are transforming due to the introduction and spread of digital technologies, systems and tools. Therefore, it is appropriate to consider the institutional and regulatory aspects of the development of the monetary system in the context of its digitalization. Structural changes affect all levels: technological, organizational and institutional.

The first includes the technical and technological basis for the organization of economic activity and the interaction of subjects. The organizational level includes a set of rules for interaction, coordination and management of economic processes that have a local character, they operate within certain structures or sets of economic entities. Institutions are also primarily rules, but they are not local, but apply to all subjects of a given economy.

The study of various institutional problems related to the digitalisation of both the economy in general and the monetary system, in particular, is actively being conducted. A significant part of them is devoted to the problems of the impact of the digitization process on the existing institutional structure.

In particular, in Mbama (2018: 230-255) it is proven that the digitalisation of the financial system leads to the emergence of new institutional players in the financial sector and changes the structure of transaction costs. A very detailed and interesting study of the impact of digitization processes on the institutional structure of the economy and its various areas, including money circulation, was made by Cusumano (2002, 51-58). Cusumano assesses the degree of influence of various digital technologies (blockchain, digital platforms, artificial intelligence, etc.) on the institutional structure, proposes a methodology for analyzing and evaluating this influence, and concludes that digitization has an overall positive impact on the institutional structure of the economy, including the possibility to remove "institutional traps", although it shows the existence of several serious unexplored problems in this area. Cusumano also points to a significant reduction in the structure of transaction costs associated with digitisation and the accompanying change in the institutional structure of the financial sector.

Another part of the research focuses on the institutional qualities of the new economic systems themselves, based on digital technologies. Levesque (1996, 12-20) and Jamal (2002, 146-160), in particular, explore the institutional properties of network systems and propose their periodisation of the stages of formation of the digital economy. Levesque and Jamal introduce the concepts of "digital institution" and "institutional regulatory environment of the digital ecosystem"." Digital institution" means the regulatory tools of the digital ecosystem, and "the regulatory environment" is a system of regulatory procedures that determine the decision-making process and the creation of new products in the digital ecosystem.

Unlike these approaches, this article is not devoted to the study of the impact of digitalisation on the existing institutional structure and its transformation (the first approach), rather than on the institutional properties of local digital systems (the second), it tries to define fundamentally new qualities of the digital money system compared to the pre-digital one, for which the concept of a new digital financial and investment space is introduced. Its formation is a long-term process. But even today, the regulators are facing new challenges related to both the formation of this space and the accompanying reformatting of the banking sector, as well as its new institutional qualities, described in the first part of the article.

Approaches to the new tasks of regulators in the context of digitalization are also the focus of attention of many scientists and research centres, but the economic literature lacks a systematic approach to regulating the process of digitalisation of monetary systems. In particular, Mason (2008, pp. 207-224) emphasises the importance of the development of digital technologies in the financial sector and examines the legal regulation of digital financial technologies. In this regard, the need to systematise research and approaches to regulating the digitalisation of the financial sector is updated.

The need to develop coordinated regulatory measures for both traditional banks and new categories of financial intermediaries is indicated by experts from the Bank for International Settlements. The expert Glover (2015: 161-179) of the consulting company KPMG stress that the regulation of digitisation in the field of financial services has been one of the key tasks for the financial sectors for several years. However, the main and not fully resolved task for monetary authorities is the question of defining and choosing a regulatory model in the context of digitalisation. In this article, we seek to substantiate the point of view in favour of the functional model.

It is necessary to form a new digital financial and investment space. The digitalisation of the monetary and financial system is manifested in the fact that a digital financial and investment space (hereinafter referred to as CFIP) is being formed in the world, which creates completely new opportunities for making payment, credit and deposit, investment and other financial transactions. This space is global by nature and, at least in organisational and technical terms, knows no national boundaries. Business models and schemes for organizing interaction between customers and banking institutions are changing significantly. Traditional financial market actors, such as lenders and borrowers, under the conditions of CFIF, can now enter into direct interaction, bypassing intermediate links.

The formation of a new digital space is, of course, not limited to the monetary system, but also covers the entire economy, including trade, industry, other industries and sectors. Moreover, these segments will be integrated. This trend is already evident today, for example, in the fact that large trading companies are entering the financial services market. In this article, the core concept is to explore the financial segment of the emerging new economic digital space, in which economic interaction between economic entities and the exchange of services, assets and information in digital form takes place.

The formation of the CFIF implies significant transformations of the monetary system at three levels: technological, organisational and institutional. These levels are closely related to each other, and most studies of the processes of digitisation of the economy and the financial system refer to issues that include a certain combination of these levels and aspects. A significant part of them relates to the organizational and technological level, including new opportunities, advantages and threats related to the introduction and diffusion of new digital technologies, systems and tools, such as blockchain, digital money and tokens, etc.

It is necessary to focus on the institutional aspects of the digitalisation of the financial system, which are primarily manifested in a change in the structure of transaction costs, although it is clear that it is impossible to talk about them, leaving aside the digital technologies themselves.

The most important institutional properties of the digital investment and financial space, which radically distinguish it from the traditional, pre-digital monetary system, include a significant reduction of many types of transaction costs related to the verification and control of the fulfilment of contractual obligations, identification and management of credit and operational risk, exchange of information, cash and financial assets, the establishment of communications.

In addition, the monetary system becomes "smart" and able to process a huge amount of information, which also gives it new institutional properties, and the introduction and distribution of the digital currency of central banks (hereinafter referred to as CBDC[1]) should make it more transparent. Although, contrary to a fairly common view, the main point is that this alone will not lead to significant progress in the fight against such phenomena as the shadow economy and money laundering. Especially since cryptocurrencies, which represent a private alternative to official money, are likely to continue to exist and their use will expand. Central bank digital currency will once again provide the general public with direct access to public money. Deposits and other digital currencies will be convertible into it. This would immediately restore interchangeability between payment instruments and keep their relative prices fixed. Therefore, the digital currency of central banks can

[1] Central Bank Digital Currency - it is usually defined as a digital obligation of a central bank that is widely available to the general public. Like existing forms of money, it allows the general public to make digital payments. As a liability, it is the safest digital asset, with no associated credit or liquidity risk.

be essential to maintain the uniformity of money in a digital economy. Thus, in this convertibility system, any inefficiency arising from information asymmetry in an economy with imperfectly substitutable currencies will be eliminated. Furthermore, and perhaps more importantly, the elimination of imperfectly substitutable currencies would lead to a single unit of account, which is critical to maintaining central bank monetary authority.

An attempt is made here to give a generalized and at the same time concentrated formulation of the institutional properties of the emerging TFIP, although we understand that the provisions that will be formulated below, although based on an analysis of observed real trends and take into account the objective technical characteristics of the new digital systems and technologies being introduced are still somewhat hypothetical.

The classic banking system has been established primarily since the exchange of financial assets is always associated with the risk of contractual default. This applies not only to credit but also to payment transactions. Their implementation required a reliable intermediary who knew how to manage the risks. The classic "pre-digital" bank acts as such an intermediary. In the context of the digitalisation of the economy and the monetary system, the situation is changing. One of the main advantages of the digital investment and financial space is its much higher agreement compared to the traditional monetary system. By this property, we mean broad possibilities for ensuring clear verification and control over the fulfilment of contractual obligations, as well as a guarantee of excluding changes in the initial conditions and information, which are primarily provided through the use of distributed ledger technology in connection with smart contracts.

They allow you to automate and objectify the conducted operations for the exchange of money or other assets, eliminating the possibility of influencing the terms of the transaction of any of the parties after the conclusion of the contract. Such systems can indeed lead to some disintermediation of banking activities in payment and credit transactions, as they make it unnecessary to involve a trusted intermediary (ie a traditional bank) to complete the transaction.

It is quite possible that in the future, payments based on such systems will replace bank letters of credit and other traditional paper transactions, and also facilitate the provision of financing for commercial and perhaps investment projects. However, the need for an intermediate consultant and organiser will not disappear completely. The point is that banks will remain, but in a slightly different capacity - as centres for offering various services and institutional units with the most diverse and systematic knowledge in the field of finance.

Mobile technologies, open API[2], and internet banking give CIFP the quality of openness. These technologies significantly reduce the costs of establishing contact and obtaining information and necessary services from a bank or other financial institution, as well as the exchange and interaction of banking and commercial enterprises themselves.

In addition, thanks to open APIs and cloud technologies, firstly, it applies not only to payments, but also to other banking services, and, secondly, it applies not only to non-professionals but also to corporate customers. The latter get the opportunity to integrate the financial instruments and banking products they need into their business processes. This is reflected in the concept of BaaS (Bank-as-a-Service). Following it, banking services (credit, deposit, payment) can be outsourced to an external user and are automatically included in the business process.

Openness as an institutional property of the digital investment and financial space also means that any entity, both natural and legal, can simultaneously be a client of not one, but several (basically unlimited) banks and integrate their finances (personal or company) with banking services. Moreover, the transaction costs associated with establishing such relationships are close to zero, which seems incredible in the context of a traditional, pre-digital banking system.

The digital investment and financial space has the property of continuous communication, which means that financial and credit organisations can maintain continuous communication with customers and anticipate their needs.

Digitalisation leads to changes in the structure of both the banks themselves and the financial sector as a whole. Despite the trend towards some dismediation of the banking system, banks will still survive in the digital economy. Their role as intermediaries guaranteeing payment and credit-deposit transactions will decrease, but will not be reduced to zero.

[2] application programming interface

This is due to the fact that:

- uncertainty and classic banking risks will never be completely eliminated;
- the need for traditional banking operations, deposits, and lending takes time.

Of course, the banks of the future will undergo a significant transformation both technologically, organizationally and institutionally. Riivari (2005, pp. 11–20) offers an interesting variant of the model of the digitised bank of the future: the back office (based on cloud technologies, and big data) provides services, the middle office processes transactions, and the front office (mobile applications) provides direct communication with the client. In addition, such a bank perfectly well fits into CFIP.

In the industrial age, the bank fully owned all three levels (back-, middle- and front-office), they were its internal divisions. Now they become open and separated from it. Relationships nurtured in the front office are now evolving on mobile. The automatically configurable software used for each operation allows anyone to offer their own code through APIs and improve back-office and front-office interaction, and these APIs and applications themselves are populated with data that is stored in the cloud and extracted using machine learning and artificial intelligence.

Even though Riivari (2005, pp. 11–20) contrasts the future digital bank with the bank of the industrial age, it can be said that there is a kind of industrialization of banking in the digital age. Vast amounts of data stored in the cloud and automatically configurable software form the manufacturing backbone of this "smart" financial industry, which can serve individual clients based on standard algorithms, information and software.

The digital investment and financial space is open not only to potential customers but also to new non-banking companies developing and offering traditional banking services. In the conditions of the pre-digital financial system, it would be impossible to imagine that any large non-financial commercial company or group of enthusiasts - specialists in a certain narrow field (programmers) would suddenly start developing and offering financial products. Currently, large non-financial companies and specialist groups are doing this and pushing traditional banks, but they are unlikely to replace the latter.

Big technologies build financial services into their ecosystems, and developers specialiяe in developing and delivering specialised financial services. Not a single group of them is a structure with diverse and systematic knowledge in the field of finance, and although some of them can offer almost all banking services to their clients, they still do this not completely independently, but through cooperation with banking and financial institutions.

Along with new unique opportunities to organise the interaction of subjects, with the formation of CFIP, new threats and risks appear. Traditional banking institutions must take into account the cyber risk that was absent in the past. They face competition from non-banking institutions which have entered the financial markets and are forced not only to modernise their organizational and technical base but also to fundamentally change their business models.

Regulators must have effective methods and instruments for assessing, monitoring and forecasting systemic risk (in the classic banking system its order is less significant), make decisions to regulate (or not regulate) new para bank structures and pursue certain financial innovation policies. In addition, the issues of protecting consumer rights and increasing the financial participation of the population are updated, the provision of which must be balanced with the achievement of other goals of the regulators' activity.

Both global and regional financial markets have seen increasing competitive pressure on traditional banks from non-financial, mainly technology and telecommunications companies. Such companies provide a wide range of payment services, lending and insurance services, and some of them can provide the full range of actual banking operations.

The response of the banks to changing working conditions is adapting business models and formats for providing financial services, and expanding interaction with non-banking organizations in various forms, such as markets, cross-selling, super applications, ecosystems, etc. forms of partnerships. In such an interaction, banks can play the role of both an owner and a participant.

The formation of ecosystems and other forms of partnership is not the only trend, but considering global best practices, it appears to be the most robust and likely to spread. The positive effects are expressed in the technology of business processes and expansion of the customer base.

In addition to these, however, such activities are associated with a number of risks, including operational (cyber) risks, the risk to the protection of consumer rights and the safety of customer data, a reduction in the profitability of traditional banks and the value of their brands, and the emergence of new systemic important institutions whose activity exceeds the boundaries of traditional banking and can be characterised as cross-industry.

In world practice, approaches have not yet been formed to regulate the forms of partnership interaction, whose activities are mainly coordinated by three main aspects: financial, antimonopoly, and product. According to experts in international practice, the institutional specificity of the country and the structure of its financial market play a decisive role in the formation of the model of digital transformation.

As a result, the regulatory environment in which traditional banks and new financial service providers operate is also changing. This requires appropriate actions by financial regulators in the form of effective solutions to ensure, on the one hand, the sustainable functioning of financial institutions, and on the other hand, to stimulate the development of innovation and ensure the protection of the interests of users of financial services.

As the digital transformation of the financial sector leads to an expansion of the types of financial service providers, an appropriate adaptation is required in terms of the regulatory perimeter. In other words, financial regulators must develop approaches to regulate the activities of non-traditional financial service providers (including large technology, and telecommunications companies).

In the context of transformational changes in the regulation of monetary systems, the role of the financial regulators themselves is also changing. In this way, the international consulting company Deloitte identified two roles of financial regulators in the context of managing the process of digital transformation of monetary systems, which were not relevant in the conditions of the traditional, pre-digital economy and financial system:

- A coordinating role aimed at promoting the active development of innovation and increased competition. The main characteristics of the coordinator are regulatory flexibility and regulatory ecosystem. An important clarification, in this case, is the banks' willingness and ability to effectively manage risks related to financial technologies.
- A deterrent role which consists of responding to emerging challenges and eliminating gaps and inconsistencies in regulatory requirements. In this case, regulation aimed at limiting the level of risks taken may reduce the depth and scope of innovation in the monetary system.

Regulatory mechanisms should also take into account the challenges faced by traditional banks to maintain their sound functioning and as a result, ensure financial stability.

As stated by Shahrokhi (2008, pp. 365-398), the regulatory practice of each country is based on the institutional characteristics of the financial market and the level of its development, the characteristics of the economy itself and the legal system. This is indicated in Table 1.

Table 1. Approaches to financial regulation of monetary and credit systems

APPROACH to financial regulation	BRIEF DESCRIPTION of the approach	COUNTRIES, in which the approach is applied
institutional	it is applied based on the legal status of the financial institution, regardless of the functions performed	Hong Kong, China
functional	it is applied based on the functions performed regardless of the legal status of a financial institution	Italy, France, Brazil, Spain
hybrid	it is implemented by one regulator (mega-regulator)	UK, Germany, Canada, Japan, Singapore, Switzerland

Source: author's tablic interpretation

In this regard, in worldwide practice, there is no unified approach to building a system for regulating monetary systems. For example, in Hong Kong, China, an institutional model of regulation is used, which involves the development of measures based on the legal (institutional) status of a financial intermediary (e.g. bank, non-bank financial institution, etc.) and its licensing powers.

In countries such as Italy, France, Brazil and Spain, a functional model is used, in which the type of activity (payment services, lending, etc.) is regulated, not the legal status.

Currently, the so-called integrated model, which assumes the presence of a single regulatory body – a mega-regulator, is increasingly being introduced. The specified model is applied even in Germany, Japan, Canada, Singapore and Switzerland.

In countries that are global financial centres, such as the United Kingdom, the United States, Finland, New Zealand, South Africa, the Netherlands, and Australia, the TwinPeaks model is applied. This model involves the application of regulation by two or more authorities whose powers are divided based on regulatory objectives, such as ensuring financial stability and supervising financial market participants.

A transformation of financial regulation is currently underway by adjusting the model used. Specifically, an increasing number of countries are moving from an institutional model to a functional or hybrid model or a combination of their elements.

At the level of approaches to the regulation of monetary systems, regulation is distinguished based on rule-based principles. Such an approach, in our opinion, limits the possibility of introducing financial innovations and increases the costs (time, financial and others) of compliance with the requirements of the regulators.

Principles-based regulation implies a general description of business approaches, where the regulator does not assess the application of prescriptive rules, but determines compliance with regulatory rules, regardless of the approach used.

Principles-based regulation requires supervised entities to have an effective system of corporate governance, as it applies the "comply or explain" principle. The characteristic features of this approach are regulatory flexibility and high adaptability to innovation. Principles-based regulation is most developed in countries such as the United Kingdom, Singapore, Mumbai, Iceland, the Netherlands, and Switzerland.

Another trend in improving regulation is related to the application of the principle of proportionality. According to Ndubisi (2007, pp. 222-236), “proportional regulation helps increase the stability of small banks and their business models”.

The practice of applying proportional regulation varies widely across countries. Each of them applies its own approach to developing criteria for classifying banks and distinguishing regulatory norms using the principle of proportionality. The analysis of foreign practice allows us to conclude that proportional regulation is required above all by the most complex regulatory requirements.

Criteria for splitting claims, taking into account the principle of proportionality, may include, among other things, the volume of total assets, the scale of international activity and the level of risks assumed.

Along with the change in the nature of financial regulation, digital transformation updates the evolution of money, which is expressed in the emergence of digital forms of money. Central bank digital currencies are the most striking phenomenon in the field of digital financial technology. With their introduction, not only the nature of the transmission mechanism of monetary policy, and its instruments, but also the role of banks in servicing the payment process can be significantly changed. Taking into account the above, as well as taking into account the identified global trends in the development of regulation, the following aspects will be of greatest importance to national regulators when developing measures aimed at managing the process of digitization of monetary systems.

The functional model involves the use of regulatory approaches based on the economic nature of operations and functions rather than the legal status of legal entities (in the case of an institutional model).

In our opinion, the prerequisites for the transformation of the used model to ensure the effective development of the monetary system are the active development of the activities of non-bank service providers and the wide use of digital and financial technologies, which is expressed in a change of the institutional characteristics of the monetary system.

To systematise the requirements for the elements of the payment system, new categories of financial intermediaries providing payment services should be included in the regulatory perimeter.

Greater use of proportional regulation is needed, which is a ranking of regulatory requirements based on the scale of the financial institution, the level of risks assumed and other factors. Thus, banks classified as systemically important are subject to additional prudential requirements, in particular regarding compliance with regulatory capital adequacy ratios, considering the systemically important buffer, as well as regarding the

establishment of a remuneration committee. This approach implies a shift from directive rules for conducting banking activities to setting standards for market behaviour.

The best option right now is a combination of the two approaches – principles-based and rules-based – with active interaction between the financial regulator and the regulated financial institutions. This is due to the fact that the implementation of a purely principled approach cannot be considered an exclusive possibility at the current stage of the development of the monetary system, since the current system is based on rules and its effective change takes time.

Ensuring a smooth and gradual implementation of the principled approach requires a high degree of interaction between the regulator and supervised institutions, as well as the development of new mechanisms for interaction between the regulator and financial market participants.

There is a need to develop approaches to regulate the activities of non-bank financial providers of financial services. The need for their development is due to the fact that the use of forms of partner interaction (ecosystems, markets, etc.) leads to structural changes in the financial sector and therefore leads to the emergence of new types of risks for monetary systems.

In this regard, appropriate regulation is needed to ensure a balance between achieving the objectives of central banks' activities and stimulating innovation. To date, the worldwide practice has not yet developed a unified approach to regulating such activities. At the same time, as a rule, the key aspects concern the product, antimonopoly and financial regulations for the implementation of such activities.

It is necessary to explore the possibilities of introducing the digital currencies of central banks into monetary circulation as a form of the national monetary unit alongside the available and non-available money. The Relevance of this work is due to the need to solve a number of problems, the most important of which are: strengthening cashless payments, increasing the speed, convenience and security of their implementation, and stimulating the introduction of innovative financial instruments. The main meaning is that the implementation of the measures proposed by the authors will contribute to the formation of effective regulation of monetary systems in the context of digital transformation. This, in turn, will lead to an increase in the efficiency of the activities of the participants in the national financial markets, an increase in the predictability of the regulatory environment and competition in the financial market.

Thus, the digitalisation of monetary systems, due to the widespread introduction of digital technologies, systems and tools, manifests itself in transformational changes in two key aspects: institutional and regulatory. In this way, the process affects the organisational and technical infrastructure, and also leads to the emergence of fundamentally new instruments and methods of conducting operations.

The institutional aspects of the digitalisation of the financial system are manifested in the first place, in changing the structure of transaction costs related to the verification and control of the fulfilment of contractual obligations, the identification and management of credit and operational risk, the exchange of information, cash and financial assets, the establishment of communications. This is expressed in the formation of a digital investment and financial space with such distinctive characteristics as openness, contractual ability, and continuity of communication.

The regulatory aspect is a consequence of the transformation of the institutional characteristics of monetary systems. Increasing competitive pressure on traditional banks, blurring the boundaries between financial market segments, reducing the marginality of banking business and adjusting the business models of banks are new challenges for financial regulators that require the development of non-standard approaches to process management. of the digital transformation of monetary systems.

To ensure the effectiveness of regulation, taking into account the trends in the institutional transformation of monetary systems, in our opinion, the most relevant issues are the development of elements of a functional model of regulation, the wider use of proportional regulation, the introduction of regulation based on principles, developing approaches for regulating the activity of non-bank financial intermediaries, as well as exploring the possibilities of using digital currencies of central banks.

As a result of the study, the authors systematised two main aspects of digitisation: institutional and regulatory, revealing the main institutional characteristics of the digital monetary system, such as contractual ability, openness and continuous communication. These characteristics distinguish the digital monetary system from the traditional one and are the result of the formation of a digital financial and investment space in the context of the development of digital technologies. CFIF manifests itself through a number of significant

transformations: a change in the structure of transaction costs, the formation of new institutional characteristics of the monetary system, the emergence of new, previously unknown and less significant types of risks, the emergence of new participants in the monetary systems and transformation of the activities of the traditional participants.

The regulatory aspect depends on the institutional aspect. As part of their review, the authors identified digitisation models that are widespread in international practice, characterised the phenomenon of digital currencies of central banks and considered the key trends in the improvement of financial regulation, based on which measures were proposed to improve it.

The conclusions regarding the institutional aspects of digitisation are global and are generally applicable to the financial systems of all countries. The economic logic behind platforms is that they can develop and optimize connections between different activities. Platforms are uniquely suited to this role because they can leverage the key input to these activities: data. Data recorded and shared on a platform can be used to make recommendations to users, build reputation systems, or effectively connect users to each other, among other possibilities. The use of data generates both economies of scale and economies of scope.

Platform cohesion is fostered by an activity that dominates all others. Payment is a natural candidate for such activity on many platforms. All other activities on the platform are dependent on payment and all data is generated by payment. Therefore, payment functionality is critical to the value and growth of the platform. Users must accept the platform's payment protocols to access all the services it offers.

Service providers and app developers depend on a stable payment system to ensure the continued viability of their products. Social groups benefit from a value transfer system within the platform that connects their members.

Most importantly, payment networks have unparalleled access to data. The benefits of a database come not only from its size but also from its diversity: it is much more valuable to know the habits of a million random individuals than to know the habits of a million individuals from the same city. Therefore, a large payment-based platform that aggregates a wide range of activities is an ideal data collection tool. Given that payment is used in essentially all economic activities, no other, more specialized platform could hope to rival a payment platform's ability to gather information about economic behaviour.

An economy centred around digital platforms will be structured differently than the current system. The organisation of the financial system and the distribution of data ownership will change. The nature of platforms can also change the competitive landscape in the economy. Although they create platforms that were previously impossible connections, they may be prone to monopolies or fragmented markets, so the question of interoperability between platforms takes on new importance.

The central place of payments and data in social and trading platforms could lead to an inversion of the current industrial organisation of financial activities. In many modern economies, payment services are offered as an extension of the intermediation activities of banks. The motive for the creation of payment instruments is the demand for funds by banks.

A more radical departure from the system is where big digital money backs their currencies with deposits in big banks, but users hold digital currency exclusively. This type of environment is similar in spirit to the current one where consumers hold deposits backed by reserves but do not hold reserves directly. However, the implications for data ownership are quite different. If users hold digital currency exclusively, then digital currency issuers act as information oligopolists. Banks cannot monitor transaction data without purchasing it.

In fact, digital currency issuers may find it more efficient to set up banks as subsidiaries to avoid giving up their data. In this case, the primary purpose and value derived from transaction data would not be more efficient delivery of credit, but rather monitoring consumer tastes and trends. The privacy and efficiency considerations that policymakers would need to weigh would be much different in this type of environment, and perhaps regulations limiting the types of data that can be collected would be necessary.

CONCLUSION

The prospect of digitisation creates the possibility that a synthetic digital currency backed by various official currencies can be internationalized. In recent decades, increasing international linkages have created a shortage of safe assets and large cross-border monetary policy effects around the world through the global

financial cycle. A synthetic international currency linked to several different units of account could play a role in addressing the lack of safe assets, as the value of debt denominated in multiple official currencies would fluctuate with the value of the synthetic currency. However, no single official currency would be completely safe, meaning that issuers of debt denominated in the synthetic currency could take on currency risk if their assets were denominated in the local currency.

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Macroeconomic Determinants of Economic Growth in Türkiye and Bangladesh: A Time-Series Analysis

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Abstract: This paper aims to check a significant relationship between gross domestic product, capital stock, labor force, export, natural resource, FDI inflows, and FDI outflows. This paper examines the long-run and causal relationship issues between economic growth, capital stock, labor force, and other key macroeconomic indicators in Bangladesh and Türkiye using a first-order difference regression testing approach of cointegration. This study has undertaken time series analysis and carried out several econometric tests using World Bank and IMF datasets data to justify the association between economic growth and major macroeconomic variables of the two developing economies. From the analysis, in Bangladesh increase in capital stock leads to a boost in economic growth by 3.11%, and higher natural resource rent lowers the GDP growth by 0.19%. In the case of Türkiye, capital stock contributes to economic growth by 0.90%, and life expectancy increases the GDP output by 0.95%. For the policy to be effective in fostering bettered profitable growth, it must be geared toward improving the forenamed macroeconomic variables.

Keywords: GDP, Labor Force, Export, Natural Resources, FDI Inflow, FDI Outflow

INTRODUCTION

Growth is regularly viewed as the end of all monetary activities. So the perception of the determinants of growth is no longer solely necessary from the coverage viewpoint; however, additionally is a crucial aspect of macro-management. It is decided by the economic system's interior and exterior macro variables, such as capital stock, labor force, export, natural resource, FDI inflows, and FDI outflows.

One of the driving issues studied among developing countries for a decade is how macroeconomic indicators contribute to economic growth differently. Previous works have tried to show comparative analysis based on continents, geopolitical unions, or neighboring states. The objective of this paper is to explore Bangladesh and Türkiye, which neither belongs to any of these criteria. But they are both defined as emerging economies by International Monetary Fund (IMF) and have significantly improved GDP growth for decades. Many macroeconomıcs variables like- capital stock formation, labor intensity, export, technology, resource foreign direct investments (inflow and outflow) are key determinants to answer the questions of how this continuous growth in their economies is happening.

It has generally been realized that production and its input components, capital and labor, play a vital role in the economy and environment. Also, the causal relationship between these components and economic growth is essential for environmental and energy policies. In the literature, the causal relationship between input factors of production and economic growth has been investigated in several studies. These studies have focused on two different countries, periods, and variables and used different econometric methodologies. However, there is no consensus on the empirical results of these studies, which show different causality directions. On the other hand, the kind of causal relationship is vital for the policy implications.

This article intends to contrast and analyze the parallels and discrepancies between these two countries. The economic ties between Türkiye and Bangladesh reflect a clear yet uneven picture. The volume of yearly bilateral trade between Türkiye and Bangladesh has expanded to approximately $1 billion over the previous decade. Commercial ties between the two nations have strengthened over the past decade. The Turkish Institute of Statistics reports that bilateral trade reached $858 million in 2018. As the Turkish carpet industry relies heavily on Bangladeshi jute, the textile industry contributes significantly to bilateral trade.

Bangladesh has an exceptional economic and poverty reduction record. Its economy has had some of the world's fastest growth over the past decade, supported by a demographic dividend, ready-made solid garment (RMG) exports, and stable macroeconomic conditions.

LITERATURE REVIEW

The Neoclassical model of Solow (1956) and Swan (1956) believed that, in the long run, that technological growth and population are the primary determinant of economic growth. They believe that government can affect the populace growth rate, saving prices, and incentive to invest in human and physical funding through its different fiscal, monetary, and exchange rate policies. These policies can change the equilibrium aspect ratio or affect the transition route of a constant economic growth rate.

Chirwa & Odhiambo (2016) performed a qualitative narrative appraisal of the prevailing empirical literature on the critical macroeconomic determinants of economic growth in developing and developed nations. The observation unearths that the determinants of economic growth are exclusive while this difference is used. It exhibits that the important macroeconomic determinants of economic growth in developing nations encompass foreign aid, foreign direct investment, fiscal policy, investment, trade, human capital development, demographics, monetary policy, natural resources, reforms, and geographic-regional-political-financial factors. In developed nations, the observation exhibits that the important macroeconomic determinants related to economic growth are physical capital, fiscal policy, human capital, trade, demographics, monetary policy, and financial and technological factors.

Upreti (2015) indicated that e elements affect economic growth in developing countries. It uses cross-country statistics for seventy-six countries from 2010, 2005, 2000, and 1995. Excessive exports, plentiful natural resources, longer life expectancy, and better investment rates effectively affect the growth in line with the per capita gross home product in growing countries. Many studies wish to be completed to differentiate the reasons for growth in developing countries because the scope of present studies is limited because of a loss of reliable statistics.

The endogenous model of growth by Barro (1990), Lucas (1990), and King & Rebelo (1990) assume that physical and human capital affect the financial increase; however, fiscal coverage variables like distortionary taxation and productive expenditure affect the output stage and its regular growth rate. According to the Neo-classical increase model, the influence of fiscal policy on consistent economic growth is transient and now not everlasting.

According to Aigbokhan (1995), economic growth amplifies in the increase in the average rate of output produced per person, generally measured on a per annum basis. It is additionally the rate of change of the countrywide production or profits in a given period. Economic growth refers solely to the monetary volume of goods and offerings produced. The monetary volume growth can be both positive and negative. A negative increase can be inferred that the economy is shrinking, characterized by financial recession and depression.

Ullah & Rauf (2013) cited that at the time increase in real GDP, it will boost the average output, and we referred to it as financial growth. Financial growth is helpful to extend the incomes of the society, assist the country in conveying unemployment at a low level, and additionally useful in the delivery of public offerings.

Using time series analysis, Biswas & Saha (2014) estimated a country's economic development's short-run and long-run macroeconomic determinants. The Johansen and Juselius multivariate cointegration take a look at, and the vector error correction (VEC) model is used to analyze the annual data from 1980-81 to 2010-11. The empirical findings verify a secure long-run relationship between India's GDP and its determinants. The result suggested that capital formation, employment, export, FDI, and money supply significantly impact India's economic growth as inflation and fiscal deficit have decreased the growth effect. In the short run, GDP is substantially influenced by the aid of the country's gross domestic capital formation. The error correction time period is terrible and significant. Further generalized variance decomposition assures the prudent impacts of export and capital formation on GDP in India.

Ismaila & Imoughele (2015) examined the macroeconomic determinants of economic growth in Nigeria measured with the aid of (RGDP), using time series records taken from CBN from 1986 to 2012. Augmented Dickey-Fuller (ADF) check used to be used for the unit root test, and Johansen's cointegration check used to be additionally performed to set up brief and lengthy run relationships between growth and its macroeconomic determinants. The ordinary Least Square statistical method was used to show the effects exhibited that gross constant capital formation, FDI, and government authorities' expenditure are the principal determinants of Nigeria's financial growth. Inflation has a poor impact on funding and Nigeria's financial increase. There was a desire to put stringent coverage in the vicinity to minimize strikes in Nigeria's labor zone to decorate their overall performance to the country's financial system.

Kim & Heo (2017) indicated that economic development in South Korea or Taiwan had acquired considerable scholarly attention. Those are a couple regarding the near profitable instances of monetary improvement since the 1960s. They hold a lot of similarities, but differences additionally exist. Thus, we revisited pecuniary improvement among South Korea and then Taiwan according to to draw classes for vile developing international locations through evaluating similarities or differences concerning the pair economies' brilliant success. They showed no development model up to every country's expectations and desired work. Stabil countries can also research besides the attainment cases but need in imitation of regulate the improvement model following their political and financial conditions. South Korea and Taiwan hold enjoyed a fast economic improvement in view that the 1960s. They hold many similarities; however, variations additionally exist. Thus, in this paper, we revisited the monetary improvement of South Korea and Taiwan after examining similarities and differences.

Evaluating similarities or differences among pecuniary improvement in South Korea and Taiwan affords four essential lessons for other developing countries. First, government intervention might also be beneficial when an economic system develops. The government was important in pecuniary development in South Korea and Taiwan. Second, enchantment about human capital through education is imperative because of financial development. As discussed earlier, South Korea and Taiwan invested heavily in education. Third, as noble economists argue, a career does assist economic growth. South Korea and Taiwan are massive examples of how much he promoted their economies via export-oriented industrialization and trade merchandising policies. Finally, so is no development of mannequins so much intention job of each country. Countries may additionally study out of the godsend cases; however, they want to alter the improvement mannequin following their political or financial conditions. As described, the economic improvement models concerning South Korea and Taiwan have deep similarities but many variations.

Muthalib (2017) observed in the province of Southeast Sulawesi aimed at discovering overseas and analyzing: (1) The dosage financial make bigger about cities than regencies between Southeast Sulawesi, (2) improvement gaps between cities in the province, (3) the context between pecuniary boom yet development gaps within some metropolis or the other. A shared technique was once used to determine the tribune about monetary growth. Williamson index was employed to find outdoors the flooring concerning improvement gap among regencies and cities. A coefficient contextual connection was once used to pick the relationship within degree concerning monetary increase and enchantment gap of overseas cities. Results of the discover outdoors exhibit that: (1) The monetary growth among the cities then regencies inside the region of Southeast Sulawesi upstairs the length about 2010-2015 used to be as soon as within 6.68% or 12.04% care of the year. This figure old, after upstairs our countrywide economic growth, used following remained under 6% each year over the same period, (2) improvement gaps within some locations, yet the extraordinary in Southeast Sulawesi have been entirely slim yet rather the same amongst the cities or regencies, (3) the pecuniary growth had a positive, inclined endeavor together with the enchantment gaps, meaning so much the higher the economic growth, the wider the gap. Since that is empirically colorful that the enchantment gaps within certain areas tend a stand equal, the economic increase in Southeast Sulawesi needs following kept humane or prioritized in order following speed up the development in the province.

Gilliard (2004) is evident up to expectation; these twain flourishing nations had deep similarities. The aid of monarchs dominates both international locations, both are rising countries, and both bears win deep adversities. However, today we locate these two international locations are at all extraordinary in their involvement in the global community and among their native economic development. This delivery note is a learning concerning similarities or variations in the development of Thailand then Morocco, which has evolved into the contemporary monetary status. Thailand or Morocco. Both nations are poor, bear limited natural resources, or are Monarchies. However, Thailand seems much more advanced in its platform regarding pecuniary improvement yet extra worried about international careers than Morocco. The reason concerning the demand bill is in imitation of exploring these couple international locations in higher element to determine the dosage about similarities or differences, which supplied a criticism regarding factors contributing to the imitation of pecuniary development over negative and growing countries. This pleasure is accompanied by short records concerning every country, evaluation of the government/political systems, financial trends, and enterprise climate.

Căutişanu & Hatmanu (2019) divided monetary determinants into two classes based on the impact on economic growth: endogenous and exogenous. This estimated economic growth against two kinds of determinants for Romania and Central and Eastern European nations using records for 1995-2017 to compare the two cases. For Romania, we used time series-specific techniques (e.g., stationarity checking the usage of

the Augmented Dickey-Fuller test, OLS model). In the case of Central and Eastern European countries, they employed strategies precise for panel data (e.g., estimation of the OLS universal model, constant results model, random results model, and possible generalized least squares model). The effects showed that in Romania, in the studied period, solely the exogenous determinants (e.g., excessive science exports) had a sizable effect on financial growth. At the same time, Central and Eastern European countries had been influenced by utilizing each determinant (e.g., existence expectancy, foreign direct investments). In the case of Romania, foreign direct funding did now not characterize a giant determinant for the financial boom from 1995-2017 due to a slower transition from a communist regime to a market economy.

An interesting query in comparative monetary development is why Türkiye fell behind South Korea despite having higher improvement possibilities in 1960. The existing literature presents some illuminating narratives of the most plausible reasons, but only a few papers have recognized the microeconomic foundations of the relative underperformance of the Turkish economy. Attar (2018) constructed and analyzed two-sector catching-up models to find contrasts between Türkiye and South Korea. The results, which followed from data-based calibrations, indicated that with appreciation to preliminary conditions and values of structural parameters, both economies have blessings and disadvantages. The most substantial contrast, however, is the huge difference in how successfully the two international locations undertake frontier technologies. While the South Korean economic system operated with an efficiency stage very shut to its upper bound of 100%, Türkiye is located at the other quit of the spectrum with an efficiency stage of less than 1%. Counterfactual experiments tested the dominant role of this effectivity parameter in opposition to initial stipulations and other structural parameters. An extended analysis indicated that human capital variations could partly explain the giant distinction in efficiency levels.

METHODOLOGY

Variables and Model Description

Economic growth (Y) used in the study was the growth rate of GDP per capita, which was considered a dependent variable. The index for this variable in the model was" GROWTH." It indicated the change in per capita GDP from one time to the coming time. For illustration, the GDP per capita growth for 2020 was the rate of change of GDP per capita from 2019 to 2020. As countries can witness both negative and positive growth at different ages, this rate could be moreover negative or positive. An advanced growth rate was considered desirable.

This paper analyzes the long-run equilibrium relationship between GDP and its fundamental macroeconomic determinants through the cointegration technique. The variables used as fundamentals include: the log of gross domestic product (GDP) as a proxy for economic growth, the log of gross domestic capital stock (L_tot_cap_stock) taken as a proxy for physical capital; the log of total labor force taken as a proxy for labor (LLM); the log of export (EX) of goods and services; the log of foreign direct investment inflow (FDI) as an important foreign inflow

$$Y_t = \beta_0 + \beta_1 X_{1t} + \beta_2 X_{2t} + \beta_3 X_{3t} + \beta_4 X_{4t} + \beta_5 X_{5t} + \beta_6 X_{6t} + \beta_7 X_{7t} + \varepsilon_t \qquad (1)$$

Where, Y_t represents GDP per Capita, β_0 represents constant or intercept term, X_1 represents Total Capital stock, X_2 represents Labor force, X_3 represents Total Export, X_4 represents Technological export, X_5 represents Resource, X_6 represents Foreign direct inflow, X_7 represents Foreign direct outflow, t represents deterministic trend, ε_t represents the stochastic error term, and the β_s are the coefficients to be estimated.

Table 1: Details of The Variables Used

Sign of the Variable	Variable	Name	Description	Source	Aim of using the variable	Expected Sign
GDP	Growth (Dependent Variable)	GDP per capita	$	WB	Gross domestic product is a proxy for economic development and a significant indicator of human development and capital formation	
Tot_cap_stock	Total Capital Stock (Independent Variable)	(Total)	$	IMF	A significant part of economic growth during the 1990s was due to capital accumulation	+

Sign of the Variable	Variable	Name	Description	Source	Aim of using the variable	Expected Sign
Lf	Total Labor Force (Independent Variable)	(Total)	N	WB	A wide range of labor force promotes economic growth in labor-intensive economies	+
Exp	Export (Independent Variable)	(Total)	$	WB	An increase in export volume contributes to the overall economic progress	+
Tech_exp	Technological Export	(Total)	$	WB	Technological export of a country boosts economic growth more rapidly as it incurs opportunity costs.	+
Resc	RESOURCE (Independent Variable)	Total natural resources rents (% of GDP)	$	WB	More resource in a country means that development will come a lot easier to that country than for one where there isn't an important natural resource available.	-
Fdinf	FDI (inflows) (Independent Variable)	Foreign direct investment, net inflows	$	WB	FDI contributes to profitable growth by adding capital inflow, employment creation, export increase, and technology transfer.	+
Fdout	FDI (outflows) (Independent Variable)	Foreign direct investment, net outflows	$	WB	Empirical findings show that the FDI outflow for developed countries has a greater impact on profitable growth	+

Theoretical Framework and Model Specification

Method of Data Analysis

The estimation techniques for investigating the model are in three stages: First, the Time series is stationary when the mean $E(x_t)$ of the time series (x_t) does not depend on t, and the variance, $E[x_t-E(x_t)]^2$, does not vary systematically with time. A stationary process means that the mean, variance, and autocorrelation structure do not change over time. Stationary data depends on whether it has a unit root. Non-stationary data has stochastic or random trends, and as such, they are non-deterministic. Therefore, when the unit root is present, it implies that the time series data are non-stationary. The unit root test is the standard approach to investigate the stationary of time series data. The Augmented Dickey-Fuller (ADF) test proposed by Dickey and Fuller (1981) is the most commonly used. This step establishes whether a particular time series data is stationary or non-stationary. If it is non – stationary, it must be differenced once or twice. To carry out this test, we test the null hypothesis of a difference stationary against the alternative hypothesis of a trend stationary (Enoma & Isedu, 2011).

Secondly, the variables are tested for cointegration to find their convergence. Variables that fail to converge in the long run may be hazardous to policymaking. The theory of cointegration pioneered by Engle and Granger (1987) addresses this issue of integrating short-run dynamics with long-run equilibrium. The cointegration test hypothesis is stated as,

H_0 : no cointegrating equation

H_A : rejecting the null hypothesis (H_0) as trace and max statistics > 5% critical level

Thirdly, we estimate the model to evaluate the performance of the monetary policy on non-oil export. The estimation is carried out by using the ordinary least squares (OLS) technique, which is regarded as the best linear unbiased estimator (BLUE) that can be used in evaluating models of this nature (Gujarati 2002). The estimation, however, presupposes that the variables possess desirable empirical properties of stationary and convergence (cointegration). However, if these desirable properties are not achieved, we use the Error Correction specification to estimate the equation before using the ordinary least square technique.

Empirical Results and Interpretation

Unit root test: We have applied the ADF test to determine whether the series have stationarity. But it was non-stationary and took the first difference to make it stationary

Augmented dickey fuller (ADF) test results: The unit root test in Table 2 shows that gross domestic product, total capital stock, total labor force, foreign direct investment, export, technological export, and natural resource are stationary at first difference 1(1) since the ADF value of each of the variables at the first difference is greater than the McKinnon 5% critical values.

Table 2. ADF tests for Bangladesh and Türkiye

Variable	ADF calculated value in Level	ADF calculated value at 1st Difference	McKinnon 5% Critical value	Order of Integration
Bangladesh				
GDP	5.943	-2.966***	-2.96	1(1)
EXP	1.231	-4.961***	-2.96	1(1)
TECH_EXP	-1.526	-2.137***	-3.00	1(1)
RESC	-1.436	-6.185***	-2.96	1(1)
FDINF	-0.981	-6.929***	-2.96	1(1)
FDOUT	-3.316	-3.316***	-2.96	1(0)
TOTAL_CAP _STOCK	19.49	0.324***	-2.96	1(1)
LF	0.115	-3.755***	-2.99	1(1)
Türkiye				
GDP	-0.834	-5.488***	-2.958	1(1)
EXP	-0.226	-4.39***	-2.958	1(1)
TECH_EXP	-1.004	-3.43***	-3.00	1(1)
RESC	-2.47	-6.51***	-2.95	1(1)
FDINF	-1.61	-5.12***	-2.95	1(1)
FDOUT	-1.45	-1.45***	-2.95	1(0)
TOTAL_CAP_STOCK	1.49	-7.98***	-2.95	1(1)
LF	0.08	-3.01***	-2.98	1(1)

Source: Author's Compilation, 2023

Johansen Cointegration Test

The result of the Johansen cointegration test is shown in Table 3 below. The result shows that six cointegrating equations exist at a 5% significance level because the likelihood ratio exceeds critical values at 5%. This result shows a long-run relationship between economic growth and all the explanatory variables. The result indicates that in the long run, the dependent variables can be efficiently anticipated using the specified independent variables, and thus, an error correction model can be estimated. I(0) implies that the variable has a significant value without making stationary by taking first order difference I(1) for others.

Table 3. Johansen Cointegration Test

Trend: Constant

Series: GDP, Total capital stock, labor force, life expectancy, FDI inflow, FDI outflow, export

rank	Eigen Value	Likelihood Ratio	5 Percent Critical Value	Statistic
0		-2158.2485	94.15	100.3184
1	0.61202	-2144.52	68.52	72.8615
2	0.55371	-2132.8215	47.21	49.4644
3	0.47717	-2123.4183	29.68	30.658
4	0.40898	-2115.7927	15.41	15.4068*
5	0.2734	-2111.1617	3.76	6.1448
6	0.19095	-2108.0893		

Source: Author's Compilation, 2023

Presentation of Regression Result

The regression Table 4 explores the dependent variable log-transformed GDP and its first difference with other covariates- capital stock, labor force, export, life expectancies, natural resource, and foreign direct investments. We presented the result for Bangladesh and Türkiye in a separate table. We have taken the logarithm of each variable to describe their coefficient in percentage units.

Table 4. Regression Results

Bangladesh				
Regressed, D[log (GDP)]	**Coefficient**	**Standard error**	**T-stat**	**Probability**
Regressors				
D [log(tot_cap_stock)]	**3.11****	1.455	2.15	0.0462
D [log (labor force)]	-0.578	1.628	-0.35	0.726
D [log (lexp)]	0.131	0.200	0.66	0.518
D [lg_lexp]	-7.576	11.624	-0.65	0.522
D [log (resc)]	**-0.197*****	0.076	-2.6	0.017
D [log (fdinf)]	0.008	0.015	0.55	0.59
D [log (fdout)]	0.010	0.010	1.02	0.32
Constant	-0.033	0.108	-0.31	0.763
Türkiye				
Regressed, D[log (GDP)]	**Coefficient**	**Std. err.**	**T-stat**	**Probability**
Regressors				
D[log(tot_cap_stock)]	**0.904****	0.415	1.18	0.032
D [log (labor force)]	-1.622	0.973	-1.67	0.11
D [log (lexp)]	**0.950*****	0.279	3.4	0.003
D [lg_lexp]	-2.062	4.954	-0.42	0.681
D [log (resc)]	-0.044	0.068	-0.65	0.525
D [log (fdinf)]	-0.027	0.055	-0.49	0.628
D [log (fdout)]	0.047	0.052	0.9	0.378
Constant	-0.029	0.036	-0.8	0.431

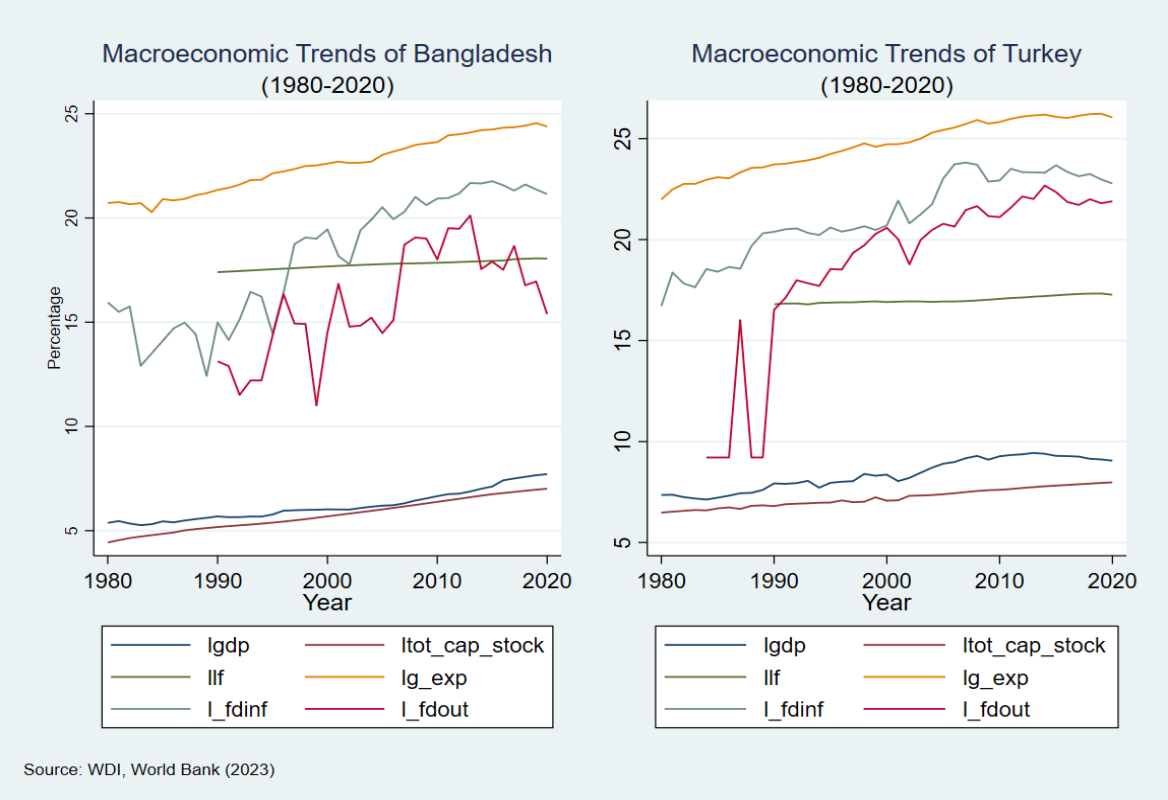
Source: Author's Compilation, 2023

The regression result in Table 4 shows a significant positive relationship between gross capital stock and economic growth. One percent increase in gross capital stock, ceteris paribus, will lead to about 3.11 percent and 0.90 percent increase in Bangladesh and Türkiye's economic growth, respectively. This result supports that increasing investment size enhances productivity which has a spillover effect on economic performance. Among other factors we have considered, natural resource rent has a significant negative association with GDP in Bangladesh, and export has a significant positive link with GDP in the case of Türkiye. A 1% increase in natural resource rent tends to decrease the GDP growth by 0.19%, and a percent increase in export volume in Türkiye leads to 0.95% higher economic growth. The total labor force has an insignificant relationship with economic growth in both economies, suggesting that its contribution to economic output is low due to the ongoing strike of workers.

Comparison of growth and growth-related variable

The following graph exhibits the trend of GDP growth, capital stock, labor force, and other key macro factors over the years for both countries.

Figure 1: Trend for both Bangladesh and Türkiye



Source: WDI, World Bank (2023)

It can be explored that Türkiye's export growth (about 30% in 2020) is higher than that of Bangladesh. Foreign direct investment inflow has risen for both countries, while its outflow has shown a steady-state pattern for Türkiye, but for Bangladesh, it rose for years. The total capital stock for Türkiye showed volatility in the late '80s, which started to improve in the early '90s, while it diminished over there years for Bangladesh. For both countries, labor force growth has exhibited a flat curve (since 1990).

CONCLUSION

This study investigates the relationship among renewable energy consumption, capital, labor, and economic growth in Bangladesh and Türkiye for the period of 1990–2010 using the OLS cointegration method. As mentioned above, it extends the current literature on the causal relationship between production inputs and economic growth. No study has investigated this relationship in the literature in both countries comparatively. How is economic growth significantly influenced by capital stock, labor force, export, technology, resource, foreign direct investment inflows, and foreign direct investment outflows? This study assumed a positive and significant linkage between a country's total capital stock and labor force with economic growth. We found the hypothesis true for the capital stock. However, it can not be stated that an increase in the labor force will contribute to the economic growth of these developing economies. Other determinants like- foreign direct investments, life expectancies, and technological exports are found to be insignificant covariates in regression analysis with GDP growth.

Most of the empirical results suggest feedback or growth hypothesis for developed countries. Still, this study suggests a conservation hypothesis for the relationship between capital-labor and other macro variables with economic growth in two emerging economies.

Findings from this article will suggest that an increase in capital stock and export volume will improve Türkiye's economic growth. In contrast, Bangladesh's economy will be benefitted if it accumulates more capital stock and lowers the natural resource rent.

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Mali'de Çiftçilerin Sürdürebilir Tarım Uygulamaları Algısı: Sikasso Bölgesinde Klela İlçesi Üreticileri Örneği

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Özet: Bu çalışmanın amacı Mali'deki üreticilerin sürdürülebilir tarıma ilişkin algı düzeylerinin belirlenmesi ve sürdürülebilir tarım algı düzeyini etkileyen faktörleri ortaya koymaktır. Bu amaçla Mali'nin Sikasso bölgesi, Klela ilçesinde basit tesadüfi örneklemeyle seçilen 110 üreticiyle yüz yüze anket çalışması yapılmıştır. Sürdürülebilir tarıma ilişkin algı düzeyini belirlemek için 19 maddelik bir ölçekten yararlanılmıştır. Üreticiler, ölçekteki ifadelerin her birini 5'li likert ölçeği ile değerlendirmiştir. Belirlenen algı düzeylerini etkileyen sosyo-ekonomik faktörlerin belirlenmesinde çoklu regresyon analizi (stepwise) kullanılmıştır.

Analize göre çalışma kapsamındaki üreticilerin sürdürülebilir tarım algısı çok düşük olanların oranı %12,7 (algı ortalaması=56,81), düşük olanların oranı %38,2 (algı ortalaması=70,33), orta düzeyde algı düzeyi olanların oranı %31,8 (algı ortalaması=81), ve yüksek algıya sahip olanların oranının %17,3 (algı ortalaması=89,15) olduğu belirlenmiştir. Ancak araştırma kapsamındaki üreticilerin %50,96'sı ortalama algı düzeyinden daha düşük bir algı düzeyine sahiptir. Regresyon analizi ile ailede tarımla uğraşan birey sayısının ve haftalık tarlada çalışma gününün üreticilerin sürdürülebilir tarım algısını negatif yönde etkilediği, tarlada günlük çalışma saati ve ailede birey sayısının ise pozitif yönde etkilediği belirlenmiştir. Ayrıca ki-kare testi sonuçlarına göre, üreticilerin sürdürülebilir tarımla ilgili yararlandıkları bilgi kaynakları ile üreticilerin sürdürülebilir algı düzeyi arasında istatistiksel olarak anlamlı ilişki olduğu ortaya konmuştur. Bu çalışmanın sonuçlarına göre, üreticilerin tarım algısının yükseltilmesi ve bu algının da tutum ve davranışa dönüşmesi için etkili yayım çalışmaları önerilmektedir.

Anahtar Kelimeler: Sürdürebilir Tarım Uygulamaları, Çiftçi algısı, MALİ

Malian Farmers' Perception Of Sustainable Agriculture: The Case Of Klela District Producers In The Sikasso

Abstract: The objective of this study is to determine the perceived level of farmers in Mali regarding sustainable agriculture and the factors affecting the perception level of sustainable agriculture. For this purpose, a face-to-face survey was conducted with 110 farmers selected by simple random sampling in the Klela district, Sikasso region of Mali. A 19-item scale was used to determine the level of perception of sustainable agriculture. Farmers rated each of the statements on a 5-point Likert scale. Multiple regression analysis (stepwise) was used to determine the socioeconomic factors affecting the perception levels.

According to the analysis, the percentage of farmers in the study with the lowest sustainable agricultural perception is 12.7% (mean perception = 56.81), the percentage of farmers having a low perception is 38.2% (mean perception = 70.33), the proportion of those with medium levels of perception is 31.8% (mean perception = 81), and the proportion of those with high perception is 17.3% (mean perception = 89.15). However, 50.96% of the farmers within the scope of the research have a perception level lower than the average perception level. Regression analysis revealed that the number of people engaged in agriculture within the family and the number of working days per week on the farms affected the farmers' perception of sustainable agriculture negatively, while the number of working hours per day in the farms and the household size affected the perception positively. In addition, according to the results of the chi-square test, there is a statistically significant relationship between the information sources that farmers utilize about sustainable agriculture and the level of sustainable perception of farmers. According to the results of this study, effective extension activities are recommended to increase farmers' perception of agriculture and to transform this perception into attitudes and behaviors.

Key Words: Sustainable agriculture, farmer's perception, MALI**.**

1. GİRİŞ

Mali, Sahel bölgesinde bulunan ve nüfusun büyük bir bölüm tarım uğraşan bir ülkedir. Tarım sektörü, Batı Afrika Ülkeleri Topluluğunun ulusal ekonomilerini, istihdamını, kırsal hane gelirlerini, ticaret dengesi ve nüfusun gıda güvenliğini belirleyici bir yere sahiptir. Ekonomik olarak tarım, bölgesel gayri safi yurtiçi hasılanın yaklaşık

%41'ini oluşturmaktadır (Coulibaly,2021:1). Mali ekonomisi tarım ve ormancılık faaliyetlerinin ağırlıklı olduğu bir ülkedir. Bu sektörler, hane halkları ve özellikle Mali devleti için ana gelir kaynağıdır. Tarımsal faaliyetler Mali işgücünün yaklaşık %80'ine istihdam sağlamakta ve GSYİH'nın %38'sini oluşturmaktadır (World Bank, 2029:9).

Mali'de uygulanan tarımsal politikalar ile tarım sektörünün ülke ekonomisine katkısının artırılması hedeflenmektedir. Son yıllarda tarım politikası öncelikleri, hububat (pirinç) üretiminin arttırılması ve devletin pamuk sektörünün yönetiminden çekilmesine odaklanmaktadır. Bu politikanın amacı, Mali gıda güvenliğini güçlendirmek, üreticilere daha iyi gelir sağlamak, tahıl ihracatını artırarak dış ticaret dengesini iyileştirmektir. Tarıma ayrılan devlet bütçesinin dörtte biri pirinçle ilgili sulama projeleri ve girdi sübvansiyonlarıdır (FIDA,2020:1). Mali, Maputo taahhüdüne uygun olarak son on yılda kamu kaynaklarının en az %14'ünü tarıma ayıran Afrika ülkelerinden biridir. Fakat 2012 politik krizi büyük ölçüde Mali ekonomisinin önceliklerini etkilemiştir. 2012'den itibaren Mali'nin Ulusal harcamaları öncelikle savunmaya yönlendirilmektedir. Sürdürülebilir tarım açısından, Mali hükümeti 14 Aralık 2005'te Tarımsal Yönlendirme Yasasını kabul etmiştir. Bu yasa, Mali'nin uzun vadeli tarımsal kalkınma politikasını belirlemekte ve yönetmektedir. Her şeyden önce, yasa doğal kaynakların sürdürülebilir yönetimini desteklemektedir. Arazi geliştirme stratejisi, ülkedeki hava koşullarının neden olduğu kuraklıkla bağlantılı kısıtlamaları içermektedir. Benzer şekilde, entegre sürdürülebilir su kaynakları yönetimi politikasıyla tutarlı olan su kontrol politikası, tarımsal kalkınma stratejisinin çok önemli bir unsurudur. Tarımsal Yönlendirme Yasasının hükümlerine rağmen, sürdürülebilir tarım politikasının fiilen uygulanması çok kısıtlıdır. İyi tarım uygulamaları sadece gelişmiş ülkelere ihraç edilen mangoların üretiminde uygulanmaktadır.

Ancak, kuraklık, çölleşme, iklim değişikliği ve diğer faktörler gibi çevresel tehditler, Mali'deki tarım faaliyetlerini olumsuz etkilemektedir. Bu tehditlere karşı Mali hükümeti ve yerel sivil toplum örgütleri, sürdürülebilir tarım yöntemleri kullanarak ülkenin tarım sektörünü korumak için çalışmaktadır. Sürdürebilir tarım hem çevresel hem de ekonomik açıdan sürdürülebilir bir tarım sistemidir. Bu yöntemler, toprağın verimliliğini artırmak, doğal kaynakları korumak ve üreticilerin gelirini artırmak için tasarlanmıştır. Sürdürebilir tarım yöntemleri, toprağın verimliliğini artırarak üretkenliği artırabilir ve toprağı erozyondan koruyarak çölleşmeyi önleyebilir. Ayrıca, sürdürülebilir tarım yöntemleri, üreticilerin gelirini artırarak ülkenin ekonomisine katkıda bulunabilir. Mali hükümeti ve yerel sivil toplum örgütleri, sürdürülebilir tarım yöntemlerini teşvik ederek, ülkenin tarım sektörünün geleceğini korumaya devam etmektedir.

Günümüzde giderek artan nüfus ve gıda ihtiyacı, tarım sektörünün önemini daha da arttırmaktadır. Ancak, sürdürülebilir tarım uygulamaları olmadan, tarım faaliyetleri çevreyi ve doğal kaynakları olumsuz etkileyebilir (FAO,2019:10). Bu nedenle, Mali gibi gelişmekte olan ülkelerde, tarımın sürdürülebilirliği büyük önem taşımaktadır. Bu uygulamalar arasında, daha verimli sulama yöntemleri, toprak koruma teknikleri, çevre dostu tarım ilaçları kullanımı ve tarım ürünlerinin ticareti için daha adil sistemlerin oluşturulması yer almaktadır.

OECD'ye göre, tarımsal faaliyetler doğrudan %17 oranında sera gazı emisyonlarının oluşumuna katkıda bulunmaktadır. Çevre uzmanlarına göre, tarımsal kaynaklı başlıca sera gazı emisyonları, toprak, gübre ve otçul idrarından gelen nitrojen dioksit (N_2O) emisyonları ve geviş getiren hayvanlar ve pirinç tarlalarından gelen metan emisyonlarıdır. Mali, Batı Afrika'da büyük bir tarım üreticisi olarak daha sağlıklı bir çevre için tarım politikalarının merkezinde çevre konusunun olması önem arz etmektedir.

Gıda ve Tarım Örgütü (FAO), Mali'nin kırsal alanlarında gıda güvenliği açısından iklim değişikliğine dayanıklılığın tarımsal üretime entegre edilmesi başlıklı projesiyle iklim değişikliği konusunda farkındalık yaratmaya çalışmaktadır (Diallo and Salam, 2009:15). Rapora göre bu proje, iklim değişikliği karşısında üreticilerin bilgi ve teknik kapasitelerinin güçlendirilmesine önemli katkılarda bulunmuştur. Çevresel, sosyal ve ekonomik nedenlerle, iklim değişikliğinin zorlukları ile baş edebilmek için sürdürülebilir tarımın benimsenmesi önerilmektedir. Üreticiler tarafından toprağın aşırı işlenmemesi, pestisit ve kimyasal gübrelerin azaltılması yoluyla tarımın sürdürülebilirliğini artırmak mümkün görülmektedir (Adesida et al., 2021:1).

Küreselleşme ve sağlık krizleri ile birlikte ürünlerin sağlık kalitesi tüketicilerin önemli bir sorunu haline gelmiştir. Bu amaçla tüm dünya ülkeleri tarafından kabul görmüş ve GLOBALGAP adını alan standartlar geliştirilmiştir (Ersoy et al., 2017:133). Yeni küresel standartlar göz önüne alındığında, Mali'deki üreticilerin uluslararası pazarlardaki payını artırmak için sürdürülebilir tarım uygulamaları önem arz etmektedir.

Ayrıca Afrika ülkelerinde üreticiler, tedarikçiler ve tarımsal kalkınma aktörleri pestisitlerin çevre üzerindeki etkileri hakkında yeterli bilgi sahibi değillerdir (Le Bars et al., 2020:8). Üreticiler tarafından bilinçsiz bir şekilde kullanılmakta olan gübreler de pestisit gibi toprağın biyolojik çeşitliliği üzerinde olumsuz etkiler yaratmaktadır.

Üretimini beş yılda (2014-2018) ikiye katlamak için Mali hükümeti, kimyasal gübre sübvansiyonlarını artırmıştır. Pestisit kullanımı zararlılardan veya hastalıklardan kaynaklanan kayıpları azaltmak suretiyle verim artışı sağlar (Le Bars et al., 2020:2). Ancak bu tarımsal girdilerin kullanılması verim artışını mümkün kılsa da tarımsal girdilerin yoğun kullanımı ile biyolojik çeşitliliğin bozulması arasındaki bağlantılar nedeniyle doğaya saygılı tarımsal üretim yöntemlerinin kullanılması çok önemlidir. Gelişmekte olan ülkelerdeki durum ise daha ciddidir. Çünkü üreticiler gelişmiş ülkelerde yasaklanmış pestisitleri kullanmaktadır. Kamu otoriteleri de insanlara ve çevreye zararlı pestisitleri yasaklamak için gereken önlemleri almakta yetersiz kalmaktadırlar (Mamane, 2017: 159). Moldova'da yapılan araştırmalara göre, tarım politikalarının yönlendirilmesine, çevresel etkilere fazla endişe duyulmadan tarımsal üretimin artırılmasının hâkim olduğu görülmektedir. Bu çoğu gelişmekte olan ülke ve özellikle Mali için de geçerlidir. 2021 yıllında Adesida et yaptığın çalışmasına göre, yoğun toprak işleme dahil olmak üzere girdi sübvansiyonlarının kullanımı ile birlikte kimyasal girdilerin kapsamlı bir şekilde uygulanması, Moldova'da toprakların ciddi şekilde bozulmasına ve erozyona uğramasına neden olmuştur (Adesida et al., 2021:1).

Bu sorunlar, sürdürülebilir tarımsal sistemler yaklaşımıyla ele alınabilir. Yapılan araştırmalara göre sürdürülebilir tarım, üreticilerin üretimini ve gelirini de artırmasına yardımcı olabilmektedir. Eryılmaz ark. tarafından 2018 yılında yapılan önceki çalışmalara göre iyi tarım uygulamaları, üreticilerin brüt marjının artmasına olanak sağlamaktadır (Eryılmaz ve ark. 2018: 123) Bu nedenle Mali üreticilerinin sürdürebilir tarım uygulamalarını benimsemelerine yönelik politikaların uygulanması önemlidir. Sürdürebilir tarım bir yandan üreticilerin gelirlerini artırması açısından ekonomik yönü, nüfusa sağlıklı gıda sağladığı için sosyal yönü ve bir yandan da gelecek nesillere daha iyi bir dünya bırakmaya olanak verdiği için çevresel yönüyle çok boyutludur. İklim değişikliğiyle mücadele, çoğu maliyetli ve büyük yatırımlar gerektiren derin sosyal, ekonomik ve teknolojik değişiklikler gerektirecektir. Bu nedenle iklim ve kalkınma konularını birleştirmek zorunlu olup sürdürülebilir tarıma dönüşüm gerekmektedir.

Mali'de tarımsal girdilere yönelik sübvansiyon politikası ile üreticiler daha fazla kimyasal gübre ve zirai ilaç kullanma eğilimindedir. Bu nedenle üreticilerin sürdürülebilir tarıma yönelik algılarının bilinmesi önemlidir. Bu çalışma Mali'nin tarımsal üretim merkezi olan Sikasso bölgesinde gerçekleştirilmiştir. Sikasso bölgesi, tarımsal üretim açısından Mali'nin en zengin bölgesi olup gıda fazlası ülke geneline dağılmıştır (Delarus, et al., 2009: 4). Tarım Bakanlığı'nın raporuna göre Sikasso bölgelerinde üreticilerin gübre kullanım oranı diğer bölgelere göre %71 oranı ile daha yüksektir. Bu yüksek orandaki gübre kullanımı mısır, pamuk gibi mahsullerin üretimi ve ayrıca pazara yönelik bahçe ürünleri ile bağlantılıdır.

Birçok ülke tarım politikalarının sürdürülebilirlik üzerindeki etkisini dikkate almadan, tarımsal verimliliği artırmayı amaçlayan tarım politikaları ile gıda güvenliğini sağlamaya çalışmaktadır. Bu çalışmanın genel amacı, Mali'deki üreticilerin sürdürülebilir tarıma ilişkin algı düzeyinin karakterize edilmesi ve üreticilerin algısını etkileyen faktörleri belirlemektir. Bu ana amaca bağlı olarak, üreticilerin sürdürülebilir tarıma ilişkin algılarını etkileyen sosyo-ekonomik faktörlerin belirlenmesi, üreticilerin tarım algısı üzerinde tarımsal bilgi kaynaklarının etkisi, tarımsal girdi sübvansiyon politikası ile üreticilerin sürdürülebilir tarıma yönelik algıları arasındaki ilişkinin ortaya konması ve Mali tarımında sürdürülebilirliğin sağlanması için uygun politikaların önerilmesidir.

2. MATERYAL VE YÖNTEM

2.1. Materyal

Bu araştırmanın birincil veri kaynağını Sikasso bölgesinde Klela ilçesindeki üreticilerle, yüz yüze görüşme ile amaca uygun hazırlanan anket formu kullanılarak elde edilen veriler oluşturmaktadır. Ankette iki bölüm vardır. Birinci bölümde üreticilerin sosyo-ekonomik özellikleri ile ilgi genel bilgileri, ikinci bölümde ise üreticilerin sürdürülebilir tarım algısını değerlendirmek için tasarlanmış 19 maddelik(items) bir ölçek yer almaktadır.

Bu çalışmada en yoğun üretim bölgesi olması nedeniyle Sikasso bölgesi Klela ilçesi araştırma alanı olarak seçilmiştir. Bu bölge mısırın ve pamuğun yoğun olarak üretilmesinin yanı sıra girdi kullanımının yoğun olduğu üretim alanıdır. Bölge tarım müdürlüğü verilerine göre Klela ilçesinde Lutana ve Dougoumoussou olmak üzere iki köy bulunmakta olup Lutana köyünde üretici sayısı 100, Dougoumoussou köyünde ise 84 üretici bulunmaktadır (IER,2020:120).

Örnek hacmin belirlemesinde oransal örnek hacmi yöntemi kullanılmıştır. Oransal örneklem yöntemine göre, N büyüklüğündeki sonlu bir ana kitle için belli bir özelliği taşıyanların bilinen veya tahmin edilen oranına (p) göre örnek hacmi formülü aşağıda belirtilmiştir.

Örnek hacmin belirlenmesinde;

Formülü kullanılmıştır.

$$n = \frac{Np(1-p)}{(N-1)\sigma^2_{\hat{p}_x} + p(1-p)}$$

Formülde;

n= Örnek hacmi

N= Araştırma kapsamına giren köylerde üretici sayısı

p= 0.5 (maksimum örnek büyüklüğü için), Sürdürülebilir tarım farkındalığı olan üreticilerin tahmini oranı

σ^2_{px} = Oranın Varyansı (%90 güven aralığı, 0,05 hata payı için 1,645*σp=0,05 eşitliğinden;

σp= 0,03039).

Örnek hacmi %90 güven aralığı ve %5 hata payına göre 110 olarak hesaplanmıştır. Her bir ilçede görüşülecek üretici sayısı ilçelerin toplam üretici sayısı içindeki oranı dikkate alınarak saptanmıştır (Tablo 1).

Tablo 1: Köylere göre örneğe giren üretici sayısı.

Köyler	Üretici sayısı	%	Örneğe giren sayısı
Dougoumousso	84	46,00	51
Lutana	100	54,00	59
Toplam	184	100.00	110

Anket yapılmadan önce üretici listesini güncellemek için köylere gidilmiştir ve iki köyün geleneksel şefine anketin amacı hakkında bir açıklama yapılmıştır. Çiftlik yöneticileri listesi aracılığıyla basit tesadüfi örnekleme mümkün olmuştur. Bu çalışmanın anketlerinin gerçekleştirilmesinde Mali Kırsal Ekonomi Enstitüsü uzmanlarından destek alınmıştır. Araştırmada kullanılan birincil verilerin elde edildiği anket çalışması 2022 Şubat ve Mart ayında gerçekleştirilmiştir. Elde edilen veriler bir önceki dönem üretim dönemine aittir.

Veri kaybını en aza indirmek için anketler tabletler aracılığıyla ve uluslararası kuruluşların araştırmaları sırasında sıklıkla kullandıkları KoBoCollect adlı bir uygulamadan yararlanılarak gerçekleştirilmiştir.

İkincil veri kaynağı olarak ise; World bank, Food And Agriculture Organization (FAO), Organisation for Economic Co-operation and Development (OECD), European Statistics, U.S. Department of Agriculture, İnsatMali ile, konu ile ilgili daha önce yayınlanmış, kongre bildirileri, makaleler, kitaplar ve raporlardan yararlanılmıştır.

2.2. Yöntem

2.2.1. Sürdürülebilirlik endeksinin belirlenmesi

Üreticilerin sürdürebilir tarım indeksini geliştirmek için çalışmada üreticilerin sürdürülebilir tarım algıları ile ilgili daha önceki çalışmalarda kullanılan 19 maddelik bir ölçekten yararlanılmıştır (Adeola and Adetunbi, 2015: 90) (Hayran, 2018:75). Üreticilerden her bir maddeyi 5'li Likert ölçeğine göre (1 = kesinlikle katılmıyorum, 2 = biraz katılıyorum, 3 = Orta derecede katılıyorum(kararsız), 4 = Önemli Ölçüde katılıyorum ve 5 = Kesinlikle katılıyorum) değerlendirmesi istenmiştir. Üreticiler her soruya maksimum 5 puan verebilir. Eğer bir üretici her soruya 5 puan verirse (19*5=95), o üreticinin sürdürülebilir tarım algısının çok yüksek olduğu anlamına gelmektedir. Öte yandan, bir üretici her soruya minimum 1 puan verirse yani (1*19=19) o üreticinin sürdürülebilir tarım algısının düşük olduğu kabul edilmektedir. Bu nedenle araştırmada çiftçinin sürdürülebilirlik algısı 19 ile 95 arasında herhangi bir değer almıştır.

Çiftçi algı endeksini hesaplamak için aşağıdaki formülden yararlanılmıştır (Md.Hossain and al,2018: 19).

$$\text{ÇSTAE} = \sum_{i=1}^{19} \quad \sum_{j=i}^{5} \text{Mi Nj} \qquad (1)$$

Burada ÇSTAE = Çiftçi Sürdürülebilir Tarım uygulamaları Algı Endeksini ifade eder. Mi = k. çiftçinin sürdürülebilir tarım uygulaması veya sürdürülebilirlik beyanı hakkındaki görüşüdür. Çiftçi uygulama veya beyandan haberdar olduğunda, her bir sürdürülebilir tarım uygulamasına veya sürdürülebilirlik beyanına 1, aksi takdirde 0 değeri atanır. Nj = k. çiftçinin 5 puanlık bir Likert ölçeğine (çok düşük, düşük, orta, yüksek ve çok yüksek) dayalı belirli bir sürdürülebilir tarım uygulaması veya ifadesi hakkındaki farkındalık düzeyidir.

Literatürde genellikle üreticilerin sürdürülebilir tarım konularında düşük, orta veya yüksek düzeyde algıya sahip oldukları bulunmuştur. Böylece üreticilerin sınıflandırılması, Sadati and al., (2010) Hayran ve ark. (2018) Md Alias (2019) gibi araştırmacılar tarafından izlenen sürdürülebilir tarım algı düzeylerine göre yapılmıştır. (sadati and al., 2010:432; Md Alias and al., 2019 :47).

p = çok düşük: min ≤ p < (ortalama – standart sapma),

q = düşük: (ortalama – standart sapma) ≤ q < ortalama, (2)

r = orta: ortalama ≤ r < (ortalama + standart sapma),

s = yüksek: (ortalama + standart sapma) ≤ s ≤ maks.

Bu aralıklar kullanılarak üreticilerin sürdürülebilir tarım algısı çok düşük, düşük, orta ve yüksek olmak üzere dört seviyeye ayrılmıştır(Md. Alias, and al., 2019:47).

Anket güvenilirliğinde Cronbach's alpha, bileşik puanın güvenilirliğini veya Anket iç tutarlılığını tahmin etmek için Cronbach's alpha, testi uygulanmıştı (Kayacan ve Demirbaş,2022:48).

Analiz sonucunda elde edilen Cronbach Alpha değeri 0,846 olarak hesaplanmıştır. Bu değer 0,80≤ alpha≤1 arasında olduğundan kullanılan ölçek yüksek derecede güvenli bulunmuştur.

2.2.3. Analiz yöntemleri

Anketten elde edilen veriler Statistical Package for the Social Sciences 23 (SPSS versiyon 23) programı kullanılarak analiz edilmiştir. Bu araştırmada üreticilerin sosyo-ekonomik durumu (yaş, cinsiyet, gelir.) tanımlayıcı istatistikler (ortalama hesaplama, frekans, yüzdelik vb.) kullanılarak belirlenmiştir. Araştırmadaki her değişken için normal dağılım gösterip göstermediği Kolmogorov-Smirnov testi edilmiştir. Normal dağılım göstermediği için üreticilerin girdi sübvansiyonlarını kullanma durumu ve sürdürebilir tarım algısı arasında bir ilişki olup olmadığını ortaya koymak için Mann-Whitney testi uygulanmıştır. Üreticilerin sürdürebilir tarım algı düzeyleri ile yararlanılan tarımsal bilgi kaynakları arasında bir ilişki olup olmadığını belirlemek amacıyla da Ki-kare testinden yararlanılmıştır. Seçilen sosyo-ekonomik özelliklerin üreticilerin sürdürülebilir tarım algılarını ne ölçüde etkilediğini belirlemek için çoklu regresyon modeli analizi gerçekleştirilmiştir.

2.2.4. Regresyon modeli

Üreticilerin sürdürülebilir tarım algısını etkileyen faktörleri belirlemek için daha önce gerçekleştirilen araştırmaların çoğunda olduğu gibi çoklu regresyon modeli kullanılmış ve üreticilerin sürdürülebilir tarım algısını açıklamak için modele sürdürülebilir tarım ile ilgili literatür sentezlenerek belirlenen toplam 17 açıklayıcı değişken dahil edilmiştir (Tablo 4).

Tablo 4: Regresyon modelinde kullanılan değişkenlerin açıklaması.

Değişkenlerin adı	Değişken tanımı ve ölçü birimi	Veri türü
1. Bağımlı değişken Endeks	Sürdürülebilir tarım skoru (Mn=19; Mak=95; Standart Sapma=10,38; Ortalama=75,64)	Sürekli değişken (İndeks)
2. Bağımsız değişkenler	-	-
2.1 Sosyo-ekonomik özellikler	-	-
Eğitim süresi	Okuldaki yıl sayısı (yıl)	Sürekli değişken
Ailedeki birey sayısı	Hanedeki (kişi)	Sürekli değişken
Ailede tarımla uğraşan birey sayısı	Ailede tarımla uğraşan birey sayısı(kişi)	Sürekli değişken
İşlemede daimî birey sayısı	(Kişi)	Sürekli değişken
Ggünde tarlada çalışma saati	(Saat)	Sürekli değişken
Haftada tarlada çalışma günü sayısı	(Gün)	Sürekli değişken
Deneyim	(Yıl)	Sürekli değişken
Kooperatif üyesi olma durumu	0) hayır, 1) evet	İkili değişken
Tarımsal yayım hizmetinden yararlanma durumu	0) hayır, 1) evet	İkili değişken
Ürün türü	1)Pamuk 2) Tahıl 3)Hayvancılık 4) Pamuk ve hayvancılık 5) Tahıl ve	Polychotomous değişken

	hayvancılık 6) Pamuk ve Tahıl 7) Tahıl, Pamuk ve Hayvancılık	
Toplam arazı genişliği	Hektar	Sürekli değişken
Toplam işlenen arazi genişliği	Hektar	Sürekli değişken
Toplam parsel sayısı	Sayı	Sürekli değişken
İşletmenin hayvan varlığı	0) hayır, 1) evet	İkili değişken
İşletmenin Geliri	FCFA	Sürekli değişken
Tarım dışı geliri varlığı	0) hayır, 1) evet	İkili değişken
İşletmenin Tarımsal Alet Ekipman Varlığı	0) hayır, 1) evet	İkili değişken

Çalışmada regresyon modelinde değişken ekleme ve eleme yöntemi (stepwise selection) kullanmıştır. Bu modelde her değişken modele sırayla eklenir ve model değerlendirilir. Eğer eklenen değişken modele katkı sağlıyorsa bu değişken modelde kalır. Ancak modeldeki diğer değişkenlerin tümü, modele katkı yapıp yapmadıklarını değerlendirmek için yeniden test edilir. Eğer önemli derecede katkı sağlamıyorsa modelden çıkarılır. Böylece en az sayıda değişken yardımıyla model açıklanmış olur.

3. BULGULAR

3.1. Araştırma Kapsamına Giren Üreticilerin Sosyo-Demografik Özellikleri

Klela ilçesindeki incelenen işletmelerin yöneticilerinin %86,4'ü erkek, %13,6'sı kadındır. Eğitim durumlarına bakıldığında yöneticilerin %54,5'inin okur yazar olmadığı ancak %45,5'inin okuma yazma bildiği belirlenmiştir. Eğitim yılı ortalamasının çok düşük olduğu görülmektedir (0,88) (Tablo 5). Raporlara ve araştırmalara göre, Mali'deki tarım, üreticilerin düşük eğitim seviyesi ile karakterize edilmekte ve tarımsal hane yöneticilerinin sadece yaklaşık %12'si örgün okula devam etmektedir. İncelenen üreticilerin yaş ortalaması 47,4, tarımsal deneyim ortalamasının 26,7 yıl olduğu belirlenmiştir.

Tablo 5: Sosyo-ekonomik durumu (n=110).

	Frekans(n)	%	Ortalama	St. Sapma	Min.	Mak
Yaş			47,41	11,89	25	83
Deneyim			26,7	10,40	10	60
Kadın	15	13,60				
Erkek	95	86,40				
Bekar	1	0,90				
Evli	109	99,00				
Eğitim yıl			0,88	0,70	0	3
Okuma yazma yok	60	54,50				
Okuma yazma var	50	45,50				

Kléla üreticilerinin yaş gruplarına göre dağılımına bakıldığında 41-56 yaş grubu %43,60 oranı ile ilk sırada yer almaktadır (Tablo 6). Bu yaş grubunu %33,60 oranı ile 25-40 yaş arası üreticiler takip etmektedir. Genç üreticilerin çoğunlukta olması Mali tarımının güçlü yönü olarak ifade edilebilir.

Tablo 6: Yaş kategorileri (n=110).

Yaş kategorileri	Frekans	%
25-40	37	33,60
41-56	48	43,60
57-70	21	19,10
71-85	4	3,60
Toplam	110	100.00

3.2. Araştırma Kapsamında İncelenen Klela Üreticilerinin Özellikleri

3.2.1. Tarımsal işletmelerin büyüklüğü

Bu çalışmanın sonuçlarına göre Klela ilçesindeki işletmelerin sahip olduğu tarım alanı, ortalama 30 hektar olduğu tespit edilmiştir. Klela'da üreticiler tarafından işletilen toplam alan ise ortalama 14 hektardır, Sikasso bölgesi, Mali'nin tarım bölgesi olup bu alanda mono kültür yaygın değildir. Üreticiler genellikle pamuğu diğer geçimlik ürünlerle birlikte üretmektedir. İşletmelerde minimum 1 ve maksimum 3 olmak üzere ortalama 1,72 parsel mevcuttur. Tablo 6'de işletmelerdeki arazi varlığına ilişkin bilgiler verilmiştir.

Tablo 6: İşletme büyüklüğü (n=110)

	Min.	Mak	Ortalama	St.Sapma
Toplam Arazi(hektar)	1	75	30,23	16,34
Toplam işlenen alan(hektar)	1	60	14,18	15,27
Toplam parsel sayısı	1	3	1,72	0,81

3.2.2. İncelenen işletmelerde tarımsal faaliyetler

3.2.2.1. Üretim deseni

Sikasso bölgesinin, Mali'nin tarımsal potansiyeli en yüksek bölgelerinden biri olması ve bölgede tahıl ve pamuğun tarımsal üretimin temelini oluşturması nedeniyle araştırma kapsamındaki üreticilerin de %57'sinin pamuk ve tahıl ürettiği belirlenmiştir (Tablo 7). Mali'de tarımsal üretim, üreticilerin tek ürün üretiminin risklerini çeşitlendirmesine, emeği verimli kullanmasına ve ürünlere değer katmasına olanak sağlayan karma tarım sistemleri ile gerçekleşmektedir.

İklim değişikliği, nüfus baskısı, kentleşme, su kıtlığı, diyet değişikliği, gıda fiyatlarındaki dalgalanmalar, sürdürülebilir tarım hedefine ulaşmak için ürün çeşitliliğine olanak veren tarım sistemlerine ihtiyaç duyulduğunu göstermektedir. Aynı parsel üzerinde mahsulün yoğunlaştırılması çevre üzerinde uzun vadeli olumsuz bir etkiye sahiptir ve bu üretim sistemi sürdürülebilir tarımın hedeflerini tehlikeye sokmaktadır.

Tablo 7: İncelenen işletmelerde tarımsal faaliyet türü (n=110).

Üretim türü	Frekans	%
Tahıl ve hayvancılık	1	1,00
Pamuk ve Tahıl	63	57,00
Tahıl, Pamuk ve Hayvancılık	46	42,00

3.2.2.2. Üreticilerin tarım alet ekipman kullanım durumu

Çalışma alanındaki üreticilerin tarım alet ekipman kullanımına ilişkin analizlere göre üreticilerin %70'inin tarım alet ekipmanı kullandığı belirlenmiştir (Tablo 8). Tarım arazilerinin işlenmesi için üreticilerin farklı tarım alet ve ekipmanlarına ihtiyaç duyulmaktadır. İşletmelerde tarım alet ekipmanlarını kullanan üreticilerin %40'nın makinenin kendilerine ait olup olmadığını belirtmeden işletmelerinde traktör kullandığı belirlenmiştir. Araştırma kapsamındaki üreticilerinin %97'si sırt pompası, %89 aksama makinesi, %90 pulluk ve %77 tohum ekme ekipmanı kullanmaktadır. Ancak sırt pompası ve tohum ekme ekipmanları ve pulluk bilinen modern tarım makinaları değildir.

Tablo 8: İncelen üreticilerin tarım alet ekipman kullanım durumu (n=77).

Tarım alet ekipman kullanımı	Evet	%	Hayır	%
Tarım makineleri kullanımı durumu	77	70,00	33	30,00
Traktör	31	40,00	36	60,00
Tohum ekim ekipmanı	60	77,00	17	23,00
Sırt pompası	75	97,00	1	3,00
Pulluk	70	90,00	7	10,00
Karasaban	69	89,00	8	11,00

3.2.2.3. İncelenen işletmelerde hayvancılık faaliyeti

Hayvancılık Mali'nin tarımsal gayri safi yurtiçi hasılasına %20 ile %25 oranında katkı sağlayan ana ekonomik faaliyetlerinden biridir (Diawara et al., 2017:2). Tablo 9'de incelenen işletmelerde gerçekleştirilen hayvancılık faaliyetlerini göstermektedir. Sonuçlara göre üreticilerin çoğunluğunun (%43) küçükbaş ve kanatlı yetiştirdiği anlaşılmaktadır. İncelenen işletmelerde büyükbaş üretimi et veya süt üretimi için değil, tarımsal üretimde çeki gücü amacıyla üretilmektedir. Bu durum Mali'de tarımının modern üretim yöntemlerinin kullanılmadığının önemli bir göstergesidir.

Tablo 9: İncelen işletmelerde hayvansal üretim durumu (n=47).

Hayvancılık türü	Frekans	%
Büyükbaş	6	13,00
Büyükbaş +küçükbaş	7	15,00
Küçükbaş +kanatlı	20	43,00
Büyükbaş + kanatlı	10	21,00
Büyükbaş+küçükbaş+kanatlı	4	8,00

3.2.2.4. İncelenen işletmelerde işgücü kullanım durumu

Çoğu Afrika ülkesinde olduğu gibi, aile yapısı geniş ailedir. Klela 'da aralarında kan bağı olmayıp aynı evde yaşayan kişiler de aile ferdi sayılmakta ve tarımsal işgücüne katılmaktadır. İncelenen işletmelerde aile birey sayı ortalaması 30,72'dir (Tablo 10). Mali tarım sektörünün en büyük sorunlardan biri tarımın mekanizasyonu ve modernizasyonudur. Bağımsızlıktan bu yana tarım işletmelerinde yoğun işgücü ile tarım yapılmaktadır. Bu nedenle işletmede tarımla uğraşan birey sayısı çok fazladır Tablo 10'da ailede tarımla uğraşan birey sayısı ortalaması 13,65 kişi bulup, ailede maksimum 52 ve minimum 2 kişi tarımla uğraşmaktadır.

İncelenen işletmelerde işletme yöneticisinin bir günde tarlada çalıştığı ortalama saat 8,55 saat olarak belirlenmiştir. Üreticilerin bir hafta içinde çalıştıkları gün sayısı ortalama 5,21 gündür. İncelenen işletmelerde daimî işçi çalıştıranların oranı ise %10'dur (Tablo 10).

Tablo 10: İşgücü sayısı ve çalışma süresi(gün-hafta) (n=110).

	Min	Mak	Ortalama	St. Sapma
Ailede birey sayısı	5	98	30,72	18,70
Ailede tarımla uğraşan birey sayısı	2	52	13,65	10,35
Çiftlikte bir günde çalışılan saat	1	14	8,55	3,11
Çiftlikte bir haftada çalışılan gün sayısı	1	7	5,21	1,18
İşletmede daimî işçi birey sayısı	1	3	1,33	0,65

3.2.2.5. İncelenen işletmelerde tarımsal gelir durumu

Üreticilerin gelir düzeyi, bir ülkenin tarımsal gelişmişlik düzeyinin bir göstergesidir. Aynı zamanda sürdürülebilir tarımın boyutlardan biri de ekonomik boyuttur. Mali Tarım Bakanlığı'nın 2019 yılı raporuna göre Mali'deki yoksulluk seviyesi yüksektir, kırsal alanlarda yoksulluk oranının %53,1 oranında olduğu tahmin edilmektedir. Kırsalda tarımsal haneler için yoksulluk oranının daha yüksek olduğu belirtilmektedir (Bosc and al.,2008:3). Mali'de hanelerin %74'ünün ana gelir kaynağının tarım olduğu göz önüne alınırsa durum daha da endişe verici hale gelmektedir.

İncelenen işletmelerin 2021 yılı itibariyle ortalama geliri yıllık 980.254,54 FCFA (1461,56 ABD doları) olarak hesaplanmıştır (Tablo 11). İşletmeler tarımsal gelirlerine göre gruplara ayrıldığında 50000-300000 FCFA arasında tarımsal geliri olan işletmelerin oranı %39,1'dir. 1010000-5000000 FCFA arasında tarımsal geliri olan işletmelerin oranının ise %31,8 olduğu belirlenmiştir. Araştırma kapsamındaki üreticilerin sadece %1'inin 5010000-10000000 FCFA arasında tarımsal gelire sahip olduğu saptanmıştır (Tablo 12). Sürdürülebilir tarımın benimsenmesi, bitkisel ve hayvansal üretimde verimliliğin, çiftlik gelirlerinin ve hane gelirlerinin artmasına ve sonuçta kırsal alanlarda yoksulluğun azalmasına yol açacaktır.

Tablo 11: İncelen üreticilerin 2021 yılında tarımsal geliri (Fcfa*) (n=110).

Min	Mak	Ortalama	St. Sapma
50000	9560000	980254,54	1198811

*1 Dolar = 670,69 FCFA, 2021

Tablo 12: İncelenen işletmelerin tarımsal gelir düzeyi (Fcfa*) (n=110).

Gelir Grupları	Frekans	%
50000-300000	43	39,10
301000-600000	9	8,22
601000-1000000	22	20,00
1010000-5000000	35	31,85
5010000-10000000	1	0,90

3.3. Araştırma Kapsamında İncelenen Üreticilerin Sürdürülebilir Tarım Algısı

3.3.1. İncelenen üreticilerin algı kategorisi

Çalışma kapsamında 110 üreticinin algı puan toplamlarının Maksimum değeri 95 olup minimum değeri 19 olarak belirlenmiştir. Ortalama puanı 75.64 iken standart sapma ise 10.38 bulunmuştur. Bu hesaplama, üreticileri 4 gruba ayırmayı mümkün kılmıştır. Sürdürülebilir tarım algısı çok düşük (p), düşük (q), orta (r) ve yüksek (s) olan üreticiler belirlenmiştir.

Tablo 13'te üreticilerin sürdürülebilir tarıma yönelik algılarının kategorize edilmesinden sonra araştırma kapsamındaki üreticilerin %12'sinin sürdürülebilir tarım algısının çok düşük olduğu belirlenmiştir (algı ortalaması=56,85). Analiz sonuçlarına göre, üreticilerin %38,2'si(algı ortalaması=70,33) düşük bir sürdürülebilir tarım algısına, %31,8'i(algı ortalaması=81) orta düzeyde bir algıya ve üreticilerin sadece %17'si(algı ortalaması =89,15) yüksek bir sürdürülebilir tarım algısına sahip olduğu görülmektedir.

Tablo 13: Sürdürülebilir tarım algısı kategorisi (n=110).

Kategoriler	Puan toplamı	Frekans	Algı ortalaması	%
(p)	Çok düşük: min ≤ p < (ortalama – standart sapma),	14	56,85	12,72
(q)	Düşük: (ortalama – standart sapma) ≤ q <ortalama	42	70,33	38,24
(r)	Orta: ortalama ≤ r < (ortalama + standart sapma),	35	81,00	31,84
(s)	Yüksek: (ortalama + standart sapma) ≤ s ≤ maks	19	89,15	17,30
Toplam		110	-	100

q =Çok Düşük, p =Düşük, r= Orta, s = Yüksek.

İncelenen üreticilerin sürdürülebilir tarıma ilişkin algı düzeyi sonuçları Vietnam'da yapılan bir araştırma sonucu (Van Thanh and al.,2015:962) karşılaştırıldığında üreticilerin sürdürülebilirlik algısı düzeylerinde (düşük ve orta) benzerlik görülmektedir.

3.3.2. Yaş gruplarına göre üreticilerin algı düzeyleri

Üreticilerin yaşları ile sürdürülebilir tarım algı düzeyleri birlikte incelendiğinde, 41-56 yaş aralığındaki üreticilerin sürdürülebilir tarım algısının en yüksek oranda (%54,55) olduğu görülmektedir. Sürdürülebilir tarım algısı çok düşük olan üreticilerin ise ağırlıklı olarak 25-40 yaş grup aralığında olduğu (%50,00) belirlenmiştir. Orta düzeyde sürdürebilir tarım algısı olan üreticilerin ise en yüksek oranda (%53,13) 41-56 yaş aralığında olduğu görülmektedir (Tablo 14). Bulgulardan sürdürülebilir tarıma ilişkin politikalar oluşturulurken yaş gruplarının dikkate alınmasının önemli olduğu anlaşılmaktadır.

Tablo 14: Yaş kategorileri ve üreticilerin algı düzeyi gruplarına göre dağılımı (n=110).

Algı kategorileri	Yaş kategorileri								
	25-40	%	41-56	%	57-70	%	71-85	%	Toplam
P	7	50,00	5	35,71	2	14,29	0	0,00	14
Q	15	35,71	14	33,33	9	21,43	4	9,52	42
R	8	25,00	17	53,13	7	21,88	0	0,00	32
S	7	31,82	12	54,55	3	13,64	0	0,00	22
Toplam	37	-	48	-	21	-	4	-	110

q =Çok Düşük, p =Düşük, r= Orta, s = Yüksek.

3.3.3. Üreticilerin sürdürebilir tarım ile ilgili bilgi kaynakları ve sürdürülebilir tarım algısı ilişkisi

Üreticilerin tarımla ilgili bilgileri nereden aldıklarını bilmek, izlenecek politikalar açısından önemlidir. Tarım, son yıllarda özellikle teknoloji açısından birçok değişikliğe uğramıştır. Günümüzde bilgi kaynakları tarım sektörünün dönüşümü açısından son derece önemlidir. Sürdürülebilir tarım, ekolojik tarım, hava durumu bilgisi gibi çok farklı amaçlar için birden fazla tarımsal bilgi kaynağı kullanılabilir. Gelişmekte olan ülkelerde, özelikle üreticilerin eğitim seviyesinin düşük olduğu ülkelerde tarım sektöründe inovasyon sağlamak için kullanılacak tarımsal bilgi kanalları oldukça önemlidir.

Mali son on yılda yeni bilgi ve iletişim teknolojilerinin kapsama alanında olağanüstü bir gelişme kaydetmiştir. Bu gelişme tarım sektöründe ağırlıklı olarak kırsal alanlarda yoksullukla mücadelede önemli bir avantajdır. Mali'de altyapı geliştirme sorunları (yol, elektrik) olmasına rağmen, üretici ülkenin geri kalanı ile iletişim için telefon ve radyo kullanabilmektedir.

Tablo 15'te üreticilerin sürdürebilir tarım konusunu öğrendiği bilgi kaynakları verilmektedir. Yeni bilgi ve iletişim teknolojileri ile birlikte, üreticilerin yaklaşık %32,8'i çalışma alanında sürdürülebilir tarım hakkında bilgiyi TV ve radyodan almaktadır (Tablo 15). Üreticilerin %20,9'u sürdürülebilir tarım ile ilgili bilgiyi kooperatiflerden ve %19,1'i tarımsal yayımcılardan öğrendiğini belirtmişlerdir. Dikkat çekici olan bir bulgu da üreticilerin sürdürülebilir tarım ile ilgili bilgiyi tanımlanan bilgi kanallardan başka kanallardan (arkadaşlar, komşu vb.) duyduğunu belirten üreticilerin (%24,5) varlığıdır.

Tablo 15: Üreticilerin sürdürülebilir tarımı öğrendiği bilgi kaynakları (n=110).

Kanallar	Frekans	%
BİT	36	32,00
Kooperatif	23	20,90
Yayımcılar	21	19,17
Araştırmacılar	3	2,73
Arkadaşları, komşuları ve diğer üreticiler	27	24,50
Toplam	110	100

Çalışmanın amaçlarından biri olan üreticilerin sürdürülebilir algı düzeyi ile bilgi kaynakları arasında ilişkiye yönelik bulgular tablo 16'da verilmiştir. Bilgi kaynakları ile üreticilerin sürdürülebilir algı düzeyi arasında bir ilişkinin olup olmadığını belirlemek için sürdürülebilir tarım ile ilgili bilgi kaynakları formel tarımsal bilgi kaynakları (TV, radyo, yayımcılar.) ve formel olmayan kaynaklar (komşular, akrabalar.) olarak iki gruba ayrılmıştır. Ki- kare testinin sonuçlarına göre üreticilerin sürdürebilir tarım düzeyi ile sürdürebilir tarımsa bilgi kanalları arasında anlamlı bir ilişki olduğu %5 önem seviyesinde kabul edilmiştir. Analiz sonuçlarına göre sürdürülebilir tarım algı düzeyi düşük olan üreticilerin daha çok formel olmayan kaynaklardan yararlandığı anlaşılmaktadır.

Hayran'ın yaptığı çalışmanın sonucuna göre de üreticilerin yayımcılar ve araştırmacılarla iletişimde olması üreticilerin sürdürülebilir tarım algılarını etkileyen önemli bir faktör olarak belirlenmiştir (Hayran ve ark., 2018:76).

Tablo 16: Üreticilerin algı düzeyinin bilgi kaynaklarına göre dağılımı (n=110).

Bilgi Kaynakları	Algı Kategorisi		Toplam	%	Ki-kare
	(q +p)	(r +s)			
Formel kaynaklar	33	50	83	75,45	
Formel olmayan kaynaklar	22	5	27	24,54	0,00
Toplam	55	55	110	100	

sig. p değeri < 0.05 anlamlılık göstermektedir ; q =Çok Düşük, p =Düşük, r= Orta, s = Yüksek.

3.4. Sürdürülebilir Tarım Uygulamalarına İlişkin Üretici Algıları Önem Düzeyi

Daha önceki çalışmalarda, araştırmacılar algıyı ölçmeye yönelik göstergelere verilen likert puanlarını aşağıda belirtildiği gibi 5 kategoride sınıflandırmışlardır (Hayran ve ark., 2018;71).

Önemi yok (ÖY) = 1.00 – 1.49,

Düşük düzeyde önemli (DÖ)= 1.50 – 2.49,

Orta derecede önemli (ODÖ) = 2,50 – 3,49,

Yüksek derecede önemli (YÖ) = 3.50 – 4.49,

Çok yüksek derecede önemli= (ÇYÖ) = 4,50 – 5,00.

Tablo 17'de çalışmada üreticilerin seçilen sürdürülebilir tarım algısını ölçmeye yönelik ölçek ifadelerinin (19 adet) her birine verdiği önem düzeyleri gösterilmektedir. Bu çalışma kapsamında kullanılan 19 ifadeye üreticilerin verdikleri 5'li likert puan ortalamalarının analizine göre en yüksek ortalamaya sahip ifade "ürün rotasyonu toprak verimliliğini arttırır ve toprak erozyonunu azaltır"(Ortalama =4,18 ve St Sapma= 1,024) ifadesidir. Ürün rotasyonu üreticiler tarafından sürdürülebilir tarımın önemli bir göstergesi olarak görülmektedir. Araştırmalara göre, ürün rotasyonu iyi planlandığında toprak verimliliğini artırmaktadır. İkinci sırada "sürdürülebilir tarım, kirliliği ve doğal kaynakların yok edilmesini önler"(Ortalama=4,14 ve St Sapma=0,96) ifadesi gelmektedir. En düşük ortalamayı alan ifade ise, "çevre kirliliği zirai kimyasallardan kaynaklanır" ifadesidir (Ortalama=3,54 ve St Sapma=1,08). Ayrıca "gübre kullanımı ve kimyasalların etkileri" ile ilgili ifadelerin alt sıralarda yer alması bu konularda çiftçi algısının düşük olduğunu göstermektedir. Bu sonuç, Mamy Soumare'nin Mali'deki kimyasal gübrelerin etkisine ilişkin araştırmasını doğrulamaktadır. Bu araştırmada üreticilerin kimyasal gübrelerin etkilerini bilmedikleri ortaya konulmuştur (Mamane,2015:203).

Tablo 17: Sürdürülebilir tarım algısına ilişkin ölçek ifadelerine katılım düzeyi.

	Üreticilerin katılın düzeyi* (%)					Ortalama	St. sap.
	1	2	3	4	5		
Ürün rotasyonu toprak verimliliğini artırır ve toprak erozyonunu azaltır.	1,44	1,30	6,25	40,51	50,50	4,18	1,02
Sürdürülebilir tarım, doğal kaynakların kirlenmesini ve yok edilmesini önler	3,60	4,50	3,60	47,30	40,90	4,17	0,96
Arazi parçalanması önlenmeli ve tarım arazileri tek varise bırakılmalıdır.	1,80	6,40	11,80	33,60	46,40	4,16	0,99
Yerel bilgi sürdürülebilir tarım için uygundur.	2,70	3,60	14,50	33,60	46,40	4,15	0,98
Minimum toprak işleme, erozyonu ve toprak bozulmasını azaltabilir.	1,80	5,50	13,60	41,80	37,30	4,07	0,94
İyi toprak hazırlığı ve ekimi yabancı otları sınırlar ve yüksek verim elde edilir.	1,80	9,10	10,90	37,30	40,90	4,06	1,02
Entegre haşere yönetimi ile ilgili uygulamalar pestisit ihtiyacını azaltır.	1,80	6,40	13,60	36,40	41,80	4,10	0,98
Kısa vadeli kayıplara neden olsa bile doğal kaynakların korunması gerekir.	2,70	8,20	4,20	38,20	42,70	4,10	1,04
Örtü bitkisi ekimi toprak verimliliğini artırır ve erozyonu azaltır.	1,80	10,00	10,90	41,80	35,50	3,99	1,01
Sürdürülebilir tarım, uzun vadede kârları artırabilir ve üretim risklerini azaltabilir.	3,60	8,20	9,10	40,90	38,20	3,97	1,00
Organik gübre ve malç uygulanması toprak verimini artırabilir ve toprak nemini korur.	2,70	5,50	16,40	42,70	32,70	3,97	0,98
Sözleşmeli çiftçilik, ürün fiyatlarının ve çiftçilik gelirinin istikrarını korur.	3,60	4,50	16,40	41,80	33,60	3,97	1,00
Biyolojik kontrol, zararlıların ve yabani otların zararlarını kontrol etmenin ve azaltmanın en iyi yoludur.	5,50	5,50	14,50	42,70	31,80	3,90	1,08
Hasattan sonra bitki artıkları yakılmamalıdır.	3,60	7,30	15,50	40,00	33,60	3,93	1,05
Ürün rotasyonu ve çeşitlendirme zararlıları ve hastalıkları azaltır.	4,50	2,70	9,10	37,30	46,40	3,92	1,07
Gübre uygulamadan önce toprak analizi yapılmalıdır.	5,50	16,40	14,50	31,80	31,80	3,88	1,09
Gelecek nesiller için doğal kaynaklar korunmalıdır.	10,90	21,50	18,30	18,13	31,80	3,78	1,44

Tarımda kimyasallarının gelişigüzel kullanımı insan sağlığına zararlıdır.	3,60	16,40	14,50	33,60	31,80	3,74	1,17
Çevre kirliliği zirai kimyasallardan kaynaklanır.	5,50	13,60	29,10	35,50	16,40	3,54	1,08

Önemi yok **(1) = 1.00 – 1.49, Düşük düzeyde önemli **(2) =** 1.50 – 2.49, Orta derecede önemli **(3)** = 2,50 – 3,49, Yüksek derecede önemli **(4)** = 3.50 – 4.49, Çok yüksek derecede önemli= **(5)** = 4,50 – 5,00**.

Üreticiler gelişmekte olan ülkelerde doğal kaynakların koruyucusudur. Tarım sektörü çevresel bozulma ve iklim değişikliğinin etkileriyle mücadelede kilit bir rol oynayabilir. Arazi yönetiminin iyileştirilmesi ve tarımsal uygulamaların uyarlanması, çevre üzerindeki baskının hafifletilmesine ve sera gazı emisyonlarının sınırlandırılmasına yardımcı olabilir. Sürdürülebilir tarım sistemleri, mahsulün dayanıklılığını artırabilir, ayrıca üretimi çeşitlendirebilir ve çevresel bozulmayı engelleyebilir. Batı Afrika'da üreticilerin ve özellikle Mali'deki üreticilerin çevresel algısı çevrenin kalitesini bozan veya iyileştiren davranışların belirlenmesi açısından önemlidir. Kullanılan ölçeğin 19 ifadesine yönelik düşünceler üreticilerin çevre sorunlarıyla ilgilendiğini göstermektedir.

3.5. Üreticilerin Sürdürülebilir Tarım Algısını Etkileyen Faktörler

Üreticilerin sürdürülebilir tarım algısını etkileyen faktörleri incelemek için çoklu regresyon analizi yapılmıştır. Modelde stepwase analizi seçilmiştir. Modele toplam 17 bağımsız değişken dahil edilmiştir, ancak model yalnızca 5 değişkeni anlamlı kabul etmiştir. Artıkların normalliğini, artıkların homocedasitesini, eş doğrusallığını, ANOVA ve modelin kararlılığını (Cook, Leverege) doğrulamak için ön hipotez testleri yapılmıştır. Hipotez sonuçlarına göre çoklu regresyon modelini uygulamak için koşulların uygun olduğu belirlenmiştir.

Tablo 18'de değişkenler arasındaki ilişki düzeyi R=0,90 ve düzeltmiş determinasyon katsayısı R2=0,80'tır. Bu sonuca göre üreticilerin sürdürebilir tarım algısı değişkenindeki toplam değişimin %80'ni bağımsız değişkenler (tarlada toplam çalışma saati, çalışma günleri, ailede tarımla uğraşan birey sayısı, ailede birey sayısı, üretim çeşidi) tarafından açıklandığını göstermektedir. Durbin-Watson değeri (1,5-2,5) geçmemiştir. F testinin (ANOVA) önem düzeyinin 0,05'ten küçük olması (0,00<0,05) regresyon modelinin anlamlı olduğunu ortaya koymaktadır. Model için yapılan duyarlılık testleri modelin geçerliliğini ve değişkenler arasında oto korelasyonun olmadığını ortaya koymuştur.

Sonuçlar incelendiğinde, üreticilerin haftada toplam çalışma günü değişkeni ile araştırma kapsamındaki üreticilerin sürdürülebilir tarıma ilişkin algıları arasında negatif ilişki olduğu görülmektedir (β =-0.0637 ive anlamlılık katsayısı sig=0.0,37). Ayrıca ailede tarımla uğraşan birey sayısı ile üreticilerin algısı negatif yönde etkilenmektedir (β =-0.550 ile ve anlamlılık katsayısı sig=0.03). Diğer değişkenler tablo 18'de gösterildiği gibi üreticilerin sürdürülebilir tarım algısını olumlu yönde etkilemektedir. Çalışma koşulları, ailede birey sayısı, ailede tarımla uğraşan sayısı, haftalık çalışma günlerinin sayısı ve bir günde çalışma saatleri sürdürülebilir tarımın sosyal boyutunun birer parçasıdır. Çalışma alanındaki üreticilere göre çiftlikte çalışan aile bireylerinin sayısının artması sürdürülebilir tarım algısını olumsuz etkileyen bir faktördür. Bu sonuç sürdürülebilir tarım ilkesiyle uyumludur. Eğer tüm aile üyeleri işletmede çalışıyorsa, bu ailenin ekonomik faaliyetinin çeşitliliğine izin vermez. Sürdürülebilir tarımın amaçlarından biri, üreticiler için ekonomik gelir kaynaklarının çeşitliliğidir. Ek gelir kaynaklarına sahip olduğunda sürdürülebilir tarım ile ilgili koşulları uygulaması daha mümkün hale gelmektedir. Mali'de yasal çalışma süresi günde 8 saattir, ancak bu çalışmada günlük çalışma saat ortalaması 8,5 olarak hesaplanmıştır. Analiz sonuçlarına göre bu değişken üreticilerin algısını olumlu yönde etkilemektedir. İşletmelerin üreticilerin kendilerine ait olması nedeniyle kendi işletmelerinde gün içinde daha fazla çalışma istekliliğinde olduğu ifade edilebilir. Zira üreticiler bu şekilde hafta içinde boş gün yaratabilmekte ve bu günlerde ek gelir elde etme imkânı ya da dinlenme günü yaratabilmektedirler. Nitekim Regresyon analizi sonuçlarına göre haftalık çalışma gün sayısı arttıkça üreticilerin algısı olumsuz yönde etkilenmektedir. Bu sonuç, üreticilerin haftada daha fazla gün çalışmaktansa tarımsal işlemlerinde gün içinde daha fazla saat çalışmayı tercih etmeleri ile açıklanmaktadır. Bu dinlenme günleri diğer tarım dışı faaliyetlere ayrılabilir. Bu bulgu sürdürülebilir tarımın hedeflerinden birini, yani üreticilerin çalışma koşullarına karşılık gelmektedir.

Tatlıdil ve ark. (2009) Kahramanmaraş'ta (Türkiye) üreticilerin sürdürülebilir tarım algısı üzerine yaptığı araştırmada tarımsal üretim faaliyet çeşidi üreticilerin sürdürülebilir tarım algısını etkileyen bir faktör olarak belirlenmiştir (Tatlıdil ve ark. 2009: 1102). Bu değişken, bu çalışmada da üreticilerin sürdürülebilir tarıma yönelik algısını pozitif etkileyen bir faktör olarak modele girmiştir. Tarımsal faaliyet çeşidi sürdürülebilir tarımın ekonomik boyutudur. Örneğin, tarımın hayvancılıkla entegrasyonu, üreticilerin organik gübrelere ücretsiz sahip olmalarını sağlamaktadır. Pamuğun hububat ile entegrasyonu, üreticilerin gıdaya sahip olmalarını mümkün kılmaktadır.

Tablo 18: Üreticilerin sürdürülebilir tarım algısını etkileyen çoklu regresyon tahminleri (n=110).

Model	B	Bêta	t	Sig.
(Sabit)	3,25	0,68	4,75	,000*
Tarlada toplam çalışma saati/gün	0,55	0,62	0,18	,008*
Tarlada toplam çalışma günü/hafta	-0,253	-0,63	-3,12	0,037*
Ailede birey sayısı	0,008	0,04	2,07	0,05**
Ailede tarımla uğraşan birey sayısı	-0,16	-0,55	-2,327	0,03**
Üretim faaliyeti	0,15	0,48	2,126	0,05**

R2= 0,80; F= 3,94; Durban Watson testi= 2,35, sig. p değeri < 0,01* ; 0,05** ve 0,10*** anlamlılık göstermektedir.

Üreticilerin eğitim düzeyi, yeni bir teknolojinin benimsenmesini desteklediği için tarımsal araştırmalarda her zaman belirleyici bir faktör olmuştur (McBride and El-Osta, 2002: 185; Bouréma et al., 2021:46; Adégbola and Adékambi, 2011: 48) Modern teknolojilerin tarımda uygulanmasına yönelik bir başka çalışmada üreticilerin tecrübesi belirleyici bir faktör olarak tanımlanmaktadır (Bouréma et al., 2021: 46). Ayrıca Nijerya'da Adeola and Adetunbi (2015)'nin üreticilerin sürdürülebilir tarım algısı üzerine yaptığı çalışmalarda, yaş, eğitim düzeyi ve deneyim gibi faktörlerin üreticilerin algılarını etkilediği belirlenmiştir (Adeola et al., 2015: 91). Allahyari et al. (2008) tarafından İran'da öğretim elemanlarının sürdürülebilir tarım algısı üzerine yapılan çalışmada, yaş, eğitim düzeyi ve deneyim, ankete katılan örneklemin algısını etkileyen bir faktör olmadığı belirlenmiştir (Allahyari, et al., 2008:102). Bu çalışmada kullanılan stepwise regresyon modeli ile üreticilerin yaşı, deneyimi ve eğitim düzeyi değişkenlerinin modelde anlamlı bir etkisinin olmaması nedeniyle çıkmış olması genel olarak üreticilerin eğitim düzeyinin düşük olması ve çoğunluğunun genç çiftçi olması ile de ilişkili olduğu düşünülmektedir.

3.6. Tarımsal Girdi Sübvansiyonlarından Yararlanma Durumu ile Üreticilerin Sürdürülebilir Tarıma Yönelik Algıları Arasındaki İlişki

Dünyanın 2007-2008 yıllarında yaşadığı gıda krizinden sonra Batı Afrika ülkeleri, ekili hektar başına gübre kullanımını 8 kg'dan 50 kg'a çıkarma kararı almıştır (Samake et al, 2007: 147 ; Kone et al., 2019:1). Bu amaçla tarımsal verim ile gıda ve beslenme güvenliğini artırmak için tarımsal girdilere sübvansiyon politikası uygulanmaktadır. Bu çabalara rağmen, tarımsal verimliliğin ve gübre kullanımının hala çok düşük olduğu görülmektedir. Bu sübvansiyon programlarının çeşitli yönleri (üreticilerin hedeflenmesi, sözleşmelerin tahsisinde şeffaflık, özel sektör katılımı vb.), gübre sübvansiyon politikasının performansını açıklamaktadır. Mali'de gübre sübvansiyonları, tarım sektörü harcamalarının artan bir payını oluşturmaktadır. 2007 küresel gıda ve beslenme krizinden sonra, tarımsal gübrelerin sübvansiyonuna ayrılan bütçe kaynakları, 2009-2017 yılları arasında yaklaşık 11 milyar FCFA 'dan yaklaşık 40 milyar FCFA'ya önemli ölçüde artmıştır. Ancak bu sübvansiyon beklenen sonuçları vermemektedir (Koné et al., 2019: 2).

Tarımsal girdi sübvansiyonundan yararlanan ve yararlanmayan üreticilerin sürdürülebilir tarım algısı arasındaki ilişkiyi dikkate alan çalışmalar nadirdir. Bu çalışmada girdi sübvansiyonundan yararlananlar ile yararlanmayan üreticilerin sürdürebilir tarım algısı arasında fark olup olmadığı amaçlanmıştır. Ancak bu çalışma kapsamındaki üreticilerin %98,18'i (108) gübre sübvansiyonundan yararlandığı görüldüğünden karşılaştırma yapılamamıştır. Ayrıca çalışma kapsamındaki üreticilerin %76,40'ı pestisit sübvansiyonundan yararlanmaktadır. Unutulmamalıdır ki, tarımsal girdi sübvansiyonları, Mali Devleti'nin üreticilerin kapasitesini güçlendirmek ve Mali'nin tarımsal üretimini ve verimliliğini desteklemek için kullandığı bir tarım politikası aracıdır. Tablo 19'da görüldüğü gibi pestisit sübvansiyonundan yararlanan ve yararlanmayan üreticilerin sürdürülebilirlik algısı ise beklenenin aksine pestisit sübvansiyonundan yararlanan üreticilerin sürdürülebilirlik algısının daha yüksek olduğu görülmektedir. Bu sonuç üreticilerin sürdürebilir tarım algılarının sürdürülebilir tarım uygulamalarına henüz dönüşmediği anlamına gelmektedir. Pestisit sübvansiyonundan yararlanan ve yararlanmayan üreticilerin algıları arasındaki fark istatistiksel olarak anlamlıdır. Bağımsız örneklemler Mann Whitney U testinin sonuçları %5 önem seviyesinde anlamlı bulunmuştur. Bu da üreticilerin sürdürülebilirlik algısı yüksek olsa bile devlet tarafından pestisit sübvansiyonları verilmeye devam ettiği sürece üreticilerin sübvansiyonlardan yararlanma eğiliminde olduğunu göstermektedir.

Tablo 19: Pestisit sübvansiyonundan yararlanma durumu(n=110)

Üreticilerin girdi sübvansiyon durumu	Frekans	%	Algı ortalaması	Z	Sig
Yararlanan üreticiler (0)	84	76,40	76,61	-2,16	0,03**
Yararlanmayan üreticiler (1)	26	23,60	72,50		

Sig= 0,01* 0,05** ve 0,10*** anlamlılık göstermektedir.

4. SONUÇ VE ÖNERİLER

4.1. Sonuçlar

Bu araştırmada, Sikasso bölgesindeki üreticilerin sürdürebilir tarım algı düzeyi ve algıyı etkileyen faktörler incelenmiştir. Oransal örneklem hacmi yöntemi ile 110 örneklem büyüklüğü belirlenmiş olup, basit tesadüfi örneklem yöntemi ile seçilen üreticilerden amaca uygun hazırlanmış anket aracılığıyla yüz yüze görüşme yoluyla veriler elde edilmiştir.

İncelenen işletmelerde görüşülen üreticilerin %86,4'ü erkek, %13,6'sı kadındır. Mali'de genelde erkekler kadınlardan daha çok tarlada çalışmaktadırlar. Üreticilerin çoğunun okur yazar olmadığı belirlenmiştir. Bu durum Mali'deki kırsal kesimde yaygın olarak gözlemlenen bir durumdur. Dolaysıyla devletin üreticilere yönelik eğitim düzeyinin yükseltilmesi konusunda politikalar geliştirmesi önem taşımaktadır. Araştırma alanında üreticilerin çoğunluğunu 24-40 (%33) ve 41-56 (%43) yaş aralığındaki gençler oluşturmaktadır. Bu durum, Mali'de tarım için büyük bir potansiyeli işaret etmektedir. Araştırma bulgularına göre 41-56 yaş grubu, çalışma alanında sürdürülebilir tarım algısı yüksek olan yaş grubudur. En düşük sürdürebilir tarım algısı olan üreticiler ise 25-40 yaş aralığında bulunmaktadır. Bu bulgulara göre tarımsal sürdürebilirlik için Mali devletinin genç üreticilere yönelik sürdürebilir tarım konusunda program, eğitim ve projeler geliştirmesinin gerekli olduğu görülmektedir.

Araştırma alanında üreticilerin ortalama tarımsal geliri 980.254 CFA olarak belirlenmiştir. Üreticilerin %39'unun 50000-300000 CFA düşük gelir grubunda olduğu belirlenmiştir.

Klela ilçesinde aile birey sayısının ortalama 30,7 kişi olduğu tespit edilmiştir. Ailede tarımla uğraşan kişi sayısı ortalaması 13 kişidir. Tarlada günde ortalama çalışma saati 8,5 olup hafta içinde çalışılan gün sayısı 5,2 gün ve daimî işçi sayısı ortalamasının 1,33 kişi olduğu belirlenmiştir. Klela ilçesinde üreticilerin %70'inin daha çok mekanik olmayan alet ekipman kullandığı belirlenmiştir.

Araştırma kapsamında incelenen üreticilerin %57'si pamuk ve tahıl %42'si tahıl, pamuk ve hayvancılık faaliyetinde bulunmaktadır. İncelenen işletmelerde ana hayvancılık faaliyetinin küçükbaş ve kanatlı yetiştiriciliği olduğu belirlenmiştir. Çalışma kapsamındaki üreticilerin %75,45'i sürdürebilir tarımı formel kaynaklardan, %24'54'ünün ise formel olmayan kaynaklardan (arkadaş, komşu vb) duyduğu belirlenmiştir. Analiz sonuçlara göre üreticilerin sürdürebilir tarım algı düzeyi ile üreticilerin sürdürebilir tarımsal bilgi edinme kanalları arasında bir ilişki olduğu belirlenmiştir. Bu bulgu özellikle araştırma alanında etkin olan bilgi iletişim kanallarında (TV, radyo vb) sürdürülebilir tarım konusunda programlar hazırlamasının önemli olduğunu göstermektedir.

Araştırma kapsamındaki üreticilerin sürdürebilir tarım algı ortalaması 75,64 olarak belirlenmiştir. Ancak araştırma kapsamındaki üreticilerin %50,96'sı ortalamanın altında düşük algı düzeyine sahiptir. Üreticilerin sürdürülebilir tarım algısının artırılmasına yönelik kırsal alanlarda sürdürülebilir tarıma ilişkin yayım çalışmaları önemlidir.

Çalışma kapsamındaki üreticilerin algısını etkileyen faktörlerin belirlenmesi amacıyla yapılan regresyon modeli sonuçlarına göre, ailede tarımla uğraşan birey sayısı üreticilerin sürdürebilir tarım algısını negatif yönde etkilenmektedir. Başka bir değişle ailede tarımla uğraşan birey sayısı artırdığında üreticilerin sürdürebilir tarım algısı düşmektedir. Klela ilçesindeki üreticilerin algı düzeyini olumsuz etkileyen diğer bir faktör haftalık tarlada çalışma günüdür. Analiz sonuçlarına göre Klela ilçesinde, üreticilerin sürdürebilir tarım algısını pozitif yönde etkileyen faktörler ise tarlada günlük çalışma saati ve ailede birey sayısıdır.

Analizler üreticilerin %98'18'inin gübre sübvansiyonundan ve %76,36'sının ise pestisit sübvansiyonundan yararlandığını göstermiştir. Üreticilerin sürdürülebilir tarım algısı yüksek olsa bile kimyasal girdi kullandığı anlaşılmaktadır. Bu çalışmada elde edilen bulgular ile sosyo-ekonomik faktörlerin üreticilerin sürdürülebilir tarım algılarını önemli ölçüde etkilediği ve üreticilerin sürdürülebilir tarım algı düzeyiyle tarımsal bilgi kaynakları arasında anlamlı bir ilişki olduğu hipotezleri doğrulanmıştır.

4.2. Öneriler

Bu çalışmanın alan bulgularından ve önceki araştırma sonuçlarından hareketle, sürdürülebilir tarımsal üretimin yaygınlaştırılması amacıyla politika yapıcılar ve ilgili paydaşlar için çeşitli öneriler geliştirilmiştir.

Hükümet müdahalesi, gelişmekte olan ülkelerdeki üreticilerin desteklenmesinde her zaman kilit bir faktör olmuştur. Devletin tarım sektörüne müdahalesine karşı bir ekonomik akım olsa bile, yakın tarihte Mali tarım politikaları, tarımsal girdi sübvansiyonu ve pirinç üretiminin yoğun olduğu Nijer bölgesinin kalkınmasıyla ilgili politikalar ile karakterize edilebilir. Son yıllarda öncelikli olarak uygulanan bu iki program, üreticilerin gelir düzeyi, yoksulluk ve açlıkla mücadelesinde maalesef önemli bir değişiklik yaratmamıştır. Üreticilerin ve gelecek nesillerin refahı için Mali tarım politikalarının gözden geçirilmesi ve sürdürülebilir tarıma öncelik verilmesi önemlidir.

Bu çalışmanın sonuçlarına göre, üreticilerin tarım algısının yükseltilmesi ve bu algının da tutum ve davranışa dönüşmesi için etkili yayım çalışmalarına ihtiyaç olduğu düşünülmektedir. Nitekim bilgi iletişim kanallarının (TV, radyo vb.) üreticilerin sürdürülebilir tarıma yönelik algı düzeyi üzerinde önemli bir etkiye sahip olduğu görülmüştür. Araştırma alanında üreticiler tarlada çalıştıkları zaman radyo dinleme eğiliminde olmaları nedeniyle sürdürülebilir tarımla ilgili programların tercihen sabah, öğlen ve akşam yayınlanması önerilmektedir.

Bir tarımsal üretim sisteminden diğerine geçmek kolay değildir. Kamu yetkililerinin, bilim adamları ve üreticilerin katılımını sağlayan bir geçiş dönemi olmalıdır. Sürdürülebilir tarımsal üretime geçişin sağlanabilmesi için, ekosistemleri, insan kültürünü ve yerel tarım sistemlerinin taleplerini anlayan tarım uzmanlarına ihtiyaç vardır. Bu amaçla Mali bilim insanlarının uluslararası alanda eğitilmesi ve desteklenmesi için kamu araştırma ve geliştirme yatırımlarının artırılması önerilmektedir. Sürdürülebilir tarım politikaları, Mali'nin ekonomik kalkınmasına katkıda bulunabilir ve aynı zamanda çevresel sürdürülebilirliği de sağlayabilir.

Mali hükümeti sürdürülebilir tarım uygulamaları için bir teşvik politikası uygulamalıdır. Teşvikler doğaya saygılı uygulamaları benimseyen üreticilere yapılan prim ödemeleri şeklinde olabilir. Ancak sadece sürdürülebilir tarım yapan üreticilere yapılan prim ödemelerinin etkisi sınırlı olacaktır. Bu nedenle ekosisteme saygı duymayan üreticileri de ikna edecek önlemler alınmalıdır. Hükümetin üreticilerle yakın bir ortaklığı olmalıdır, çünkü gıda üretim sisteminin merkezinde üreticiler vardır.

Mali hükümeti, üreticiler tarafından sürdürülebilir tarım uygulamalarının daha fazla benimsenmesini hedefliyorsa, aşağıdan yukarıya yaklaşımlarla ilgili projeler oluşturmalıdır. Bu yaklaşım, üreticileri projelerin gerçek sahipleri haline getirecek ve daha ilgili olacaklardır. Aksi takdirde, böyle bir iş birliği olmadan sürdürülebilir tarımın benimsenmesi gerçekleşmeyecektir. Ya da benimsenme çok yavaş olacak ve bu da Mali'de sürdürülebilir tarımsal üretime geçişi geciktirecektir. Ayrıca, yerel yönetimler ve sivil toplum örgütleri de tarım sektörünü desteklemeli ve yönlendirmelidir.

Sürdürebilir Kalkınma Hedefleri herkes için daha iyi ve daha sürdürülebilir bir geleceğe ulaşmak için bir yol haritası sunmaktadır. Yoksulluk, eşitsizlik, iklim, çevresel bozulma, refah, barış ve adaletle ilgili olanlar da dahil olmak üzere dünyanın karşı karşıya olduğu küresel zorluklara yanıt vermektedir. Ayrıca politika tasarımında, bireysel işletmelerin kapasitelerinin ve beklentilerinin hesaba katılması, üreticilerin tarım politikaları oluşturulurken merkezde yer alması uygulanan politikaların başarısını artıracaktır.

Mali hükümeti, doğrudan yabancı yatırımı çekecek siyasi istikrar sağlayacak uygun makroekonomik politikalar tasarlamalıdır. Mali, kırsal kesimde yol, pazar gibi altyapı yatırımlarına hız vermelidir. Birincil sektörden (tarım) işgücünü diğer sektörlere aktarılmasını sağlayacak tarım dışı istihdam yaratmalıdır. Bu, sosyal ve ekonomik sürdürülebilirlik için önemli bir faktördür.

Mali'de sürdürülebilir tarım uygulamalarının yaygınlaştırılması için Mali'deki çeşitli zorluklar da bulunmaktadır. Bu zorluklar arasında, eğitim eksikliği, yetersiz finansman, teknolojik yetersizlikler, kurumsal kapasite eksikliği ve toprak kullanımı konusundaki anlaşmazlıklar yer almaktadır. Mali'de üreticilerin eğitim seviyeleri düşük olduğundan eğitimin artırılmasına yönelik tedbirler oldukça önemlidir. Sürekli tarımsal mesleki eğitim, kamu personeli ve özellikle üreticiler için bu eğitim faaliyetleri önceliklendirilmelidir. Aksi takdirde yeni teknolojilerin benimsenmesinde ve uygulanmasında zorluklar yaşanacaktır. Mali'deki tarım sektörü, geleneksel yöntemlerle çalışmaktadır ve modern tarım teknolojileri kullanımı çok sınırlıdır. Mali hükümeti, tarımı modernize etmek için teknolojik yenilikleri teşvik etmeli, üreticilere bu teknolojileri kullanma konusunda eğitim vermelidir.

Organik tarımı toprağın ve bitki sağlığının korunması için gerekli olan doğal çevresel koşulların sağlanmasını gerektiren bir tarım sistemi olması nedeniyle Mali hükümetinin organik tarımı desteklemesi önemlidir. Mali hükümeti, organik tarımı desteklemek için üreticilere ve işletmelere yardım sağlamalıdır. Çiftlik hayvanları,

Mali'deki birçok çiftlikte önemli bir gelir kaynağıdır. Ancak, sürdürülebilir bir tarım sistemi için hayvan gübresinin geri dönüştürülmesi, hayvanların aşırı otlatılmasının önlenmesi ve hayvan sağlığına ilişkin standartların uygulanması da önemlidir.

Mali hükümetinin küçük üreticilere destek sağlaması çiftliklerin verimliliğini artırmada ve sürdürülebilir tarım uygulamalarının yaygınlaştırılmasında önemli rol oynayacaktır. Bu destek, uygun ödemeli özel destek programları, kredi garantileri, ticari kredi programları, küçük ölçekli üreticilere yönelik teçhizat, eğitim ve danışmanlık hizmetleri olarak verilebilir. Çevresel kaynakların korunması ve toprağın verimliliğinin artırılması için tarımsal çevre iyileştirme yatırımları da önerilmektedir. Örneğin, toprak erozyonu önlemek için sulama sistemleri gibi çevre dostu yatırımlar yapılabilir veya toprağın işlenmesi ve gübre kullanımını azaltmak için teknolojiler geliştirilebilir. Mali'nin büyük bir çoğunluğu Sahra Çölü'nde yer aldığından, tarımın sürdürülebilirliği için su yönetimi hayati önem taşımaktadır. Mali hükümeti, tarım sektöründe su yönetimi konusunda çalışmalar yapabilir ve tarım sulama sistemlerinin geliştirilmesi için kaynaklar sağlayabilir. Bunun yanı sıra, tarımsal sulama için yağmurlama sulama ve damlama sulama sistemleri gibi suyu daha verimli kullanan teknolojilerin yaygınlaştırılması da önemlidir. Mali'de sürdürebilir tarım için yerel tohumların kullanım politikası olmalıdır. Mali'de yerel tohumlar genellikle modern tohumlara göre daha dirençli ve verimlidir. Sürdürülebilir tarım politikaları kapsamında yerel tohumların kullanımı teşvik edilmeli ve korunmalıdır. Mali'de monokültür tarım yerine polikültür tarımın teşvik edilmesi toprak verimliliğinin artırılması ve tarım faaliyetlerinin risklerinin azaltılması açısından önemlidir.

Sonuç olarak, sürdürülebilir tarım uygulamaları Mali'deki tarım sektörünün sürdürülebilirliğini artırmakta ve Mali ekonomisine katkı sağlamaktadır. Ancak, Mali hükümeti ve uluslararası toplumun, sürdürülebilir tarım uygulamalarının yaygınlaştırılması için daha fazla çaba göstermesi gerekmektedir.

Bu çalışma, Mali Sikasso bölgesinde üreticilerin sürdürülebilir tarım konusundaki algı düzeyleri üzerine odaklanmıştır. Sonraki çalışmalarda Sikasso bölgesindeki üreticilerin sürdürülebilir tarımı benimseme durumu ve sürdürülebilir tarım uygulamalarında ortaya çıkan sorunlara odaklanılması önerilmektedir. Bu çalışmalar Mali hükümeti için sürdürülebilir tarım konusunda iyi yapılandırılmış bir tarım politikası planlamasına olanak sağlayacaktır.

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Consequences Of Climate Changes For Economic Development

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Abstract: The research focus of the present article is climate change and its impact on some basis aspects of economic development. The aim is to highlight the effects of new climate phenomena at the global, regional and sectoral level. Moreover, our aim is to identify both the predominantly negative aspects of the impact of climate change at the indicated levels, as well as some positive processes.

Climate change requires representatives of the scientific community to find a new paradigm to explain what is happening and to outline ways to overcome the negative consequences, for such we accept the "green" economy and the cyclic economy. In recent decades, they have penetrated deeply into socio-economic scientific discussions. The world must accept change as a given and strive to prevent those changes that are a result of human activity.

Key words: green economy, climate change, economic development

JEL: O13, Q51, Q54

1. Introduction

Since the middle of the 20th century, numerous problems of a global nature have arisen. They pose a number of threats to the existence of humanity. According to the UN Millennium Ecosystem Assessment report published in 2005, during the second half of the 20th century humans changed ecosystems worldwide to an extent unprecedented in time. At the same time, about 60 percent of the world's ecosystem services have already reduced their efficiency significantly or are used irrationally (UNEP Year Book, 2014). For a very long period of time, human needs have been satisfied through production structures, created and perfected on the basis of ever-increasing exploitation of natural resources and release of ever-increasing volumes of carbon emissions. The significant growth of the population and, on this basis, the increasing anthropogenic load on the natural factor mean that today the depletion of natural resources and the pollution of the environment are more and more acutely felt. All this brings to the forefront of the modern global agenda the question of developing a new paradigm of the development of the world economy.

2. From sustainable development to a green economy

In the last few decades, a lot of economic concepts have been formed to achieve economic development and prosperity. What they have in common is the need to maintain a sustainable development trajectory. The term "sustainable development" was first proposed in 1987 in the report "Our Common Future" of the United Nations Commission on Environment and Development. In 1992, the concept of sustainable development gained international importance and approval at a conference under the auspices of the United nations held in Rio de Janeiro. There, a consensus was reached regarding its following definition: development in which the needs of present generations are meet without compromising the ability of future generations to meet their own needs.

In order to follow the trajectory of sustainable development on a global scale, all countries have to direct their efforts in the direction of transformation from traditional economy of material resources to a new type of "green" economy. If the traditional economy relies on the extensive use of ever-increasing amounts of natural resources, the "green" economy is of an intensive type and implies increasing use, development and implementation of environmentally friendly technologies to create material goods.

In the end, such an approach introduced and publicized a similar model of economic development – the cyclic economy. It significantly minimizes the waste of natural resources and reduce harmful emissions.

The establishment of "green" economy model brings to the fore the need for fundamentally new organizational and technological requirements nor only for the purpose of protecting the environment, but also for the functioning of many industries, changing the working conditions in them.

The idea of "green" economy was formulated more specifically by UNEP in 2008 with the aim of accelerating the recovery of the world economy from the financial crisis by investing in environmentally friendly production

(UNEP 2008 annual report). Within the framework of UNEP initiatives, the report "Global Green New Deal" (Global Green New Deal, 2009) was developed containing the recommendations of the experts for the guidelines for the development of the "green" economy continues to be developed by the UN and a number of other international organizations – World Bank, OECD, G-7, G-20, EU, etc.

To date, the views on the essence of the "green" economy are united around the definition: an economy oriented towards increasing to level of well-being of the population, guaranteeing social justice and achieving growth in conditions of continuous reduction of the risk of deterioration and destruction of natural ecosystems, on the basis of increasing resource sustainability of the world economy.

In its scope, the concept of the "green" economy includes the three pillars that are at the foundation of the paradigm of sustainable development – economic growth, social development and environmental protection. Although environmental protection occupies prominent positions in the concept of the "green" economy, it is not its only characteristic. The creation of conditions for achieving lasting economic growth and sustainable social development is of high importance. Ensuring social justice and equal access to the fruits of growth for all members of the human community is an important condition for maintaining the stability of the development of the economy as a whole.

The conclusions of a number of studies of the problems related to the development of the "green" economy are united around the understanding that climate change caused by human activity is the main prerequisite for taking measures to accelerate the "greening" of the world economy (Karim, S., C. J. Bah, 2022; Kell, G. and all, 2011)

3. Human activity and climate change

Climate changes that have occurred in recent decades are also one of the main reasons for the development of the concept of sustainable development (Momchilov, 2021). One of the most commonly used definitions of "climate" is: the long-term summation of atmospheric element (and their variations) that, over short periods of time, represents the weather. These elements are solar radiation, temperature, humidity, precipitation atmospheric pressure and wind (Britannica, 2020). The definition's emphasis is on the long period of astronomical time that distinguishes climate from weather. Earth's climate has changed many times, the likely causes of this being cycles of solar radiation, volcanic activity on Earth, changes in ocean currents, etc. The last great ice age ended about 11 500 years ago, followed by the first known agricultural settlements in Mesopotamia and the lands of present-day Lebanon, Palestine, Israel and Iraq. There is also evidence of climate change over the past 2500 years, with altering periods of warmer and cooler climates. They are named and dated as follows: Roman Warm Period – from the middle of the 3rd century BC to the beginning of the 5th century AD; Medieval warm period – from the middle of the 10th century to the second half of the 13th century; Little Ice Age – after the middle of the 16th century almost until the end of the 19th century.

The industrial development of mankind since the end of the 19th century and the associated release of large amounts of greenhouse gases has resulted in gradual increase in the average temperature and accompanying changes in the global climate. The concentration of carbon dioxide in the atmosphere rises from about 280 ppm (parts pro million) during the industrial age to about 420 ppm in 2021, reaching its highest levels in 14 million years. The geological history of the earth also knows periods with a significantly higher concentration of CO2 in the atmosphere. According to Mulhern (2020), the highest known concentration levels of 3000 ppm – 9000 ppm were reached 450 million years ago during the Ordovician period, resulting in average temperatures about 10 degrees above today's. According to the reasons why these concentrations did not lead to a total ecological catastrophe are rooted in the fact that the Sun was colder then and the Earth's orbital cycles were different. Human activities are responsible for an increase in temperatures of about 1 degree Celsius compared to the pre-industrial era, with the current rate of temperature increase being about 0.2 degrees Celsius per decade, leading to unprecedented anthropogenic climate change (NASA, 2021). In the future, rising temperatures will affect the climate in the following directions:

- prolonged drought and heat waves;
- permanent changes in the rainfall pattern;
- increase in the strength and the intensity of hurricanes;
- increase in the level of the world ocean – between 0.3 and 2.5 meters by 2100;

- permanently reducing the volume of the ice mass in the Arctic;
- maintaining climate change trends this century beyond.

Climate and climate change have always had a strong impact on human activity. Historical climatology is a branch of science that studies changes in climate and their impact on the human civilization. The roots of historical climatology can be traced to works of Aristotle, Titus Lucretius and Pliny the Elder (Downing, T., A. Olsthoorn, R.S.J. Tol, 1999). More recently, the availability of accurate paleoclimate data has given impetus to various studies that investigate the correlation between certain climatic and social events. Using high-resolution paleoclimate data, Mclntosh (2020) concludes that there is a strong correlation between climate and the frequency of warfare, on the one hand, and human population changes in pre-industrial history, on the other. A reason for this interrelationship could be sought in the negative effect that climate changes (in the recent past mainly cold weather) have had on agriculture and the ability to feed the population.

In climate change, the possibilities for adaptation are related to migration, cultural and technological changes, innovation, trade, peaceful redistribution of resources or war. In pre-industrial societies due to the lack of appropriate institutions, as well as the lack of readiness for rapid social change, peaceful adaptation options often failed to work and therefore war was the result of climate change. The war, in turn, contributed to a decrease in the human population, which increased the per capita production of agricultural produce, resulting in a decrease in the prices of this produce, which again led to an increase in the human population. The importance of the historical approach in the analysis of humanity's adaptation to climate change is also emphasized by Le Treut, H., R. Somerville, U. Cubasch, Y. Ding, C. Mouritzen, A. Mokssit, T. Peterson, M. Prather (2017).

Many authors in the field of political economy examine the policies and the legislation of various countries that address climate change. A study conducted in 2015 identified around 500 climate change related legislation in leading economies (Steves and Teytelboym, 2013). The authors establish to what extend various factors, such as political orientation, degree of democracy of the society, existing legislation, etc. influence the adoption of new legislation related to climate change. Furthermore, they analyze why some countries have effective policies against climate change and others do not. For this purpose, they are developing a special CLIMI (Climate laws, institutions and measure index), which is an attempt to measure the political response of an individual country against the risk of climate change. The index includes variables grouped into four key policy areas:

- ✓ international cooperation;
- ✓ national climate framework covering legislation, targets and institutional commitment;
- ✓ sectoral fiscal and regulatory measures and objectives;
- ✓ cross-sectoral fiscal or regulatory measures, such as the presence of a carbon tax or carbon trading schemes.

4. Climate change and economic development

The topic of the impact of climate change on the global economy has become increasingly popular in recent years. Many researchers and organizations are making attempts to predict the effects of the influence by developing different climate scenarios and using specific methods. One of the commonly used is the consensus method, where a number of experts are interviewed and give their predictions about the effect, and then the mean and median of their predictions are sought. Another method used is enumeration. It first identifies the expected material effects of climate change such as changes in rainfall and land productivity, global sea level rise, and then values each of these material effects. A third group of methods are statistical. They directly assess welfare impacts using observed variations in prices and costs to distinguish the effect of climate.

One of the first attempts to predict the effect of climate change on the world economy was by the Nobel laureate in economics, William Nordhaus. In his article "Expert opinion on climate change" he interviews climate change scientists, economists and scientists in the field of social and natural sciences and notes the great difference in their opinions. Based on their assessments, it considers different scenarios for the development of the climate. For the scenario in which the temperature of the planet rises by 3 degrees by 2090, the median expectation of a decline in global GDP is 1.9 percent and the mean value of these expectations is 3.6 percent (Nordhaus, 2009).

In scientific circles, Nordhaus is also known for the application of the so-called DICE (Dynamic Integrated Model of Climate and the Economy) model. It is the first dynamic model covering carbon emissions and their concentrations, projected climate change and emissions damage and control. It is a constrained, non-linear, dynamic optimization model with an infinite horizon and enables the development of different climate change scenarios. For example, for the scenarios where the Earth's temperature rises by 3 degrees the expected drop in global GDP is 1.3% (Radetzki, 1995).

A study conducted in 2005-2006 compared the costs of reducing greenhouse gas emissions with the costs that would be caused by these emissions at a regional and global level. The data show that in a scenario with temperature increase by 2.5 degrees, global GDP would decrease by 1.4% (Grubb, 2006).

To assess the damage of climate change on agriculture, the authors of a 2008 study used cost functions and included the uncertainty factor in their analysis. The results show that if the global temperature rises by 2.5 degrees, the drop in GDP in agriculture would be 1.9 percent. (Quiroga S., A. Iglesias, 2008)

The famous Global Impact Model is also a practical contribution to clarifying the impact of climate change. It was developed by A. Dinar, R. Mendelsohn and L. Williams. Applying it, the authors forecast the impact of climate change on the economies of individual countries. In their calculations, they assumed a temperature increase of 2 degrees by 2060 and looked at possible changes in climate and precipitation in 184 countries. Their conclusion is that the net effect for the world as a whole would be drop in GDP of around 0.3%. (Mendelsohn, R., Dinar, A., L. Williams, 2006)

To analyze the expected effects of climate change, some researchers use the production function known from neoclassical economic theory, adding the state of the environment as an additional parameter to it (Stern, 2007). Practical application of this function with real data shows that GDP is dependent on the state of the environment. Moreover, it concludes that the benefits of prompt action by humanity to reduce carbon emissions far outweigh the costs that would have to be incurred in such prompt action were not taken. If such actions are not taken, GDP will decline by at least 5% per year. If riskier circumstances are taken into account in the production function, the reduction can reach up to 20%. At the same time, the cost that would be incurred if humanity tried to drastically reduce carbon emissions is about 1% of GDP per year. In order to reduce carbon dioxide emissions, it is possible to implement measures in the following directions:

- reducing the demand for goods and services related to the intensive generation of emissions;
- improving energy efficiency by obtaining the same results with fewer input raw materials;
- moving to technologies that produce fewer emissions and reduce the carbon intensity of production;
- reducing emissions from non-fossil fuels, especially land use, agriculture and incidental emissions.

Other researchers have more moderate expectations for the economic impact of climate change (Bosello and all, 2012). In their research, they concluded that global GDP would decrease by about 0.5% if the world's average temperature by 2050 increased by 1.92 degrees Celsius compared to the pre-industrial era. This conclusion was reached through the application of a recursive-dynamic calculation model of the general equilibrium.

The relationship of the effects of climate change on life satisfaction is interesting. It is derived from data on climate change in 79 countries (Maddison and Rehdanz, 2011). The unit of measure "degree-moths" is used to establish climate changes in the observed countries. It reports cumulative monthly deviations from a base temperature of 18.3 degrees Celsius. As a result, it was concluded that in countries with high "degree-months" life satisfaction is significantly lower.

In a 2021 New York University survey of 738 leading climate change experts, economic damage from climate change will reach $1.7 trillion annually by 2025 and $30 trillion annually by 2050 (Rogatnykh, E., M. Serdun, 2022).

Regardless of the methodology used, the predicted results for the global economy of the cited studies are negative. Based on the methods and models discussed above for assessing the economic impact of climate change, the following more significant conclusions can be drawn:

- mitigation policies should be introduced as soon as possible;

- the most effective policies are those that equalize the additional or marginal costs of reducing emissions – from a market perspective, this means that carbon prices should be equalized in every sector and in every country;
- effective policies must find the highest degree of application – the maximum number of countries and sectors must be involved as soon as possible;
- an effective policy is one that increases its impact over time – on the one hand to give people time to adjust to high carbon prices, and on the other – to further reduce carbon emissions.

Even without taking into account the model used and the outcome for the global economy, all studies conclude that the damage from climate change will not be evenly distributed among different regions of the world. For example, the data indicate that the most serious economic damage will by suffered by countries of Africa, South Asia and Latin America, while for the countries of Europe and North America they could have a positive effect (Tol, 2011). Moreover, OECD economies would add about $69 billion to their GDP, while non-OECD countries would lose about $348 billion (Mendelsohn, R. Dinar, A., L. Williams, 2006).

Results from other studies indicate that developing countries will suffer more economic negatives from climate change in the future that developed countries (Stern, 2017). This is due to their geographical location, low incomes of the population, causing reduced opportunities to implement adaptive measures and greater dependence on climatically sensitive sectors of the national economy such as agriculture. More specifically, it is predicted that the greatest negative consequences will have for the countries of Sub-Saharan Africa and South Asia. At the same time, unlike developing countries, some developed countries located in the Northern Hemisphere could gain economic benefits from climate change, but only if the temperature increase is limited to within 2 degrees Celsius compared to the pre-industrial era. With an increase of 3 or more degrees, there is no region in the world that will benefit. Based on the research and the predictions made, the conclusion is reached that the economic effects for territorially larger countries will be heterogeneous, and the socially weak strata in developed countries will bear the effects of the changes more heavily.

Uneven impact of climate change is reported not only at the level of regions of the world, but also in different economic sectors. The most negatively affected sectors are expected to be: *agriculture, fishing industry, insurance business, banking sector, capital markets, tourism and infrastructure*.

Production in the branches of the agricultural economic sector is directly dependent on temperature, sunshine and precipitation. Expectations for the future trends of climate change are related to permanent drought, which will have a negative effect on the amount of production. At the same time, the release of more carbon emissions is directly related to an increase in the acidity of the world's oceans. This, in turn, negatively affects its biodiversity.

Climate change will increasingly trigger natural disasters in the future. They, in turn, lead to losses from material and non-material damage to both the population and businesses. Ultimately, this will have a negative effect on the activity of insurance companies, which will increasingly have to pay compensation. According to data from companies in the insurance industry, the number of catastrophic disasters has increased significantly, and in the US alone from the period 2019-2021 losses have increased from 52 to 145 billion dollars. At the same time, the benefits paid by the insurance companies have grown from 26 to 85 billion dollars (Munich Re, 2021).

The banking sector is also not immune to climate change. Big banks have heavily lent to sectors that are under the potential impact of climate change. Turning these loans into non-performing ones would have a significant negative effect on the financial performance of the banking sector.

The negative impact of climate change on the sectors above also causes changes in the capital markets. They are associated with lower share prices of companies affected by climate change. In turn, this would have a negative effect on the return on investment of industrial investors.

They can identify numerous reasons why tourism will be one of the sectors affected by climate change in the future. According to calculations by the organization Sustainable Travel International, tourism contributes to about 8% of the world's carbon dioxide emissions. In this sense, climatic conditions are one of the main factors predetermining the need for changes in the tourism industry. A number of studies point to the potential problems that will arise in the coastal zones of many regions of the world as a result of rising global ocean levels (Amelung, S., Viner, D., 2007). In addition, the rise in the level of the world ocean and the accompanying flooding of coastal areas would also have a serious negative effect on the infrastructure – the urban

environment, extra-urban transport facilities, communication infrastructure, industrial sites, etc. (Momchilov, 2021)

In line with the above, it can be reasonably assumed that climate changes contribute to the formation of a number of globalized economic trends. Such as, for example, a decrease in productivity at work. According to a report by the International Labor Organization an increase in global temperature of 1.5 degrees Celsius would result in a loss of 2.2% to 3.8% of working hours worldwide in 2030. This is the equivalent of 80-130 million working hours in full-time positions. The report further states that temperatures above 24-26 °C are associated with reduced labor productivity. Within a moderate intensity of work at 33-34 °C, the worker loses 50 percent of his working capacity. (World Employment and Social Outlook: trends, 2019)

At the same time, climate change would have a positive impact on some sectors of the economy such as construction, renewable energy, healthcare and the development and application of clean technologies.

The rise of the world oceans will require the construction of structures protecting the coasts from flooding in the future, as well as the strengthening and maintenance of existing infrastructure in many places around the world. This would create new jobs in technology development, design and construction businesses.

As the energy sector is one of the largest sources of carbon dioxide emissions, the installation of renewable energy facilities has experienced a rapid development in the recent years. In this regard, we can realistically assume that the development of this industry will continue in the future.

In recent years, medical studies have often come to the conclusion that climate changes are a prerequisite for expanding the spread of various diseases. These are malaria, West Nile fever and monkey pox in humans or stem rust in wheat. Their varieties are found in regions that in previous years were considers atypical for their distribution. These circumstances create prerequisites and a need for the development and improvement of the health sector worldwide. The COVID-19 pandemic is a practical confirmation in this direction.

In view of what has been said so far, any type of technological solutions that would reduce greenhouse gas emissions will have serious economic success in the future. Such are hydrogen fuel cells, facilities for capturing and storing carbon dioxide, etc.

5. Conclusion

Climate change is one of the most serious threats to the medium- and long-term development of the world economy. From research examining their regional economic impact, the conclusion and accompanying moral paradox emerges that developing countries, which contribute less to climate change, should suffer more severe economic consequences than developed countries. At the same time, for the advanced industrial countries, whose development has largely caused these changes, the economic consequences would be less negative or even is some cases positive. Climate change is undoubtedly a global problem that does not leave regions, countries and sectors unaffected. That is why it requires a global response. However, the accumulated experience in this area shows the difficulty of finding a solution at the international level, since the mentioned paradox divides developed and developing countries on the key question: who should bear the economic burden of the changes and to what extent? Determining the extent to which developed countries should bear this burden is one of the most difficult points in the negotiations to sign agreements related to climate and environmental protection. Another such moment is the temptation on the part of a certain country to adopt the free rider position by deciding not to burden its economy with measures related to climate protection. Moreover, it leaves other countries to do so and at the same time benefits from the measures taken by others. The little progress on climate change internationally is also related to the fact that change is a relatively long-term process that does not correspond to the short-term interests of governments.

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Analysis Of The Financial Statements Of WVP Fund Menagement AD Skopje

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Abstract: This research will analyze the financial performance of WVP Fund Management AD Skopje in the three years 2019-2022, through the processing of data from the balance sheet and the income statement. The data is quantitative, while the data collection methods used are documentation and literature study which were analyzed using some of the financial indicators, namely the ratios of the return on invested capital, profitability, liquidity, and solvency ratios.

The research results show that WVP Fund Management has a good ability to return on invested assets or capital because the ratios of the return on assets and the ratio of return on capital are high and above the average in the industry (compared to the industry in the USA) which implies that the management is efficient in using the resources it has, to ensure profit. Profitability indicators are at a high level, which means that with each sale of the company, the net profit is high, which indicates successful operation.

Liquidity indicators are at a high level, which implies that the company can repay current liabilities with liquid assets, mainly cash, and securities.

The indicators of solvency are at a low level, which indicates that the company has an excellent ability to pay, that is, the total assets are financed by debt with a very small percentage, while the rest of the assets are financed by the principal, i.e. the share capital.

Keywords: Liquidity, Profitability, Capital, Assets.

INTRODUCTION

Surely the management of the company is important for efficient and effective operation in the market where it participates, either for a company that extends within a smaller region-state or for a company that is expanded in a larger region and trades in goods and services in different states. To maintain the company's market position, but also for the overall development, there is no doubt that the investor and the management are interested in analyzing the company's situation, especially the financial one so that they can come to an appropriate conclusion for future actions. From an investor's perspective, forecasting refers to what financial statement analysis means, while from a management perspective, financial statement analysis is useful to help predict future conditions and more importantly, as a starting point for planning actions that will enhance the future performance of the enterprise (Brigham & Davis, 2010). According to Xhafa (2014), people in different positions in the company analyze different aspects of the company's workflow. A credit analyst uses historical company data to predict a company's difficulty in generating sufficient liquidity for its creditors, including debt repayment. An investor tries to estimate the future earnings streams of a company so that he can estimate the value of the securities he will buy or sell. An investment analyst asks questions such as: What is the company's performance history and what are the trends for the future? What risk does the existing capital structure contain? What are the expected rates of return based on the company's current conditions and future projections? From the point of view of management, the analysis of financial statements is related to all the questions asked by debtors and creditors, because these groups of users need to be satisfied when the company succeeds in securing the necessary capital. Financial reports provide an analysis of the current state of the company and help in the development of policies and strategies for the future. However, it should be noted that management is also responsible for the preparation of financial statements. In terms of management opportunities, the analyst must be careful to influence the outcome of financial statement reporting to make it more attractive to creditors, investors, and other users.

1. LITERATURE REVIEW

In the literature, many authors researched and explained the types of financial analysis, the coefficients, and the meaning of the coefficients, as well as giving directions and instructions for further management actions to improve the performance of various companies, which were the subject of analysis.

Thus, Zdravkoski (2007) divides the analysis of financial statements into the following groups:

- qualitative and quantitative analysis,
- static and dynamic analysis,
- full and partial analysis,
- internal and external analysis, etc.

While for applied analysis it can be said that financial statements exploited, mainly for internal purposes, in market and ownership relations of operations represent a basic information base on which decision-making should be processed not only by internal but also by external individual users, organizations, and institutions. Financial statements are diagnostic instruments in the assessment of financing, investment, and operational activities, and also means of evaluating management and business decisions (Nedev & Markoski, 1995 cited in Zdravkoski, 2007). For auditors, the control tools also include analytical procedures such as:

1. Horizontal analysis (or trend analysis) - comparative analysis of a specific reporting indicator for several periods and identification of trends in changes in financial results;
2. Vertical analysis - analysis of the relationship of the selected indicator for reporting with other indicators within a certain reporting period and identification of the structure of assets, income, expenses, and liabilities of an organization;
3. Comparative analysis - analysis of aggregate indicators for specific indicators within the organization and also analysis of the indicators of an individual company in comparison with similar data of competitors;
4. Factor analysis – the study of the impact of one factor on the company's performance using stochastic and deterministic methods (Leonov et al. 2020).

According to (Sima Dohčević, 1975, as cited in Trajkoski, 2002) the subject of financial analysis consists of the following:

- the analysis of liquidity in a broader and narrower sense to establish a dynamic balance of the relation inflow (receipt) and outflow (payment) of monetary funds;
- the analysis of the relations between the economic categories on which liquidity depends, such as the financial result, income, and expenses, to establish a dynamic balance between these three categories (income, expenses, financial result);
- analysis of the relationships between business tasks and funds, that is, between funds and sources to establish a dynamic balance of the relationship between business tasks - required funds - appropriate sources;
- analysis of the relations between the financial policy and other policies within the business policy of the enterprise.

Financial performance is a complete assessment of a company's overall condition in categories such as assets, liabilities, capital, expenses, revenues, and overall profitability. It is measured through various business-related formulas that allow users to calculate accurate details of a company's potential effectiveness. It presents a picture of its economic "health" and the work its management is doing - providing insight into the future: whether operations and profits are on track to grow and also the performance of the company's shares. Measuring financial performance is important because the financial and economic activities of companies are exposed to adverse, both internal and external factors. As a consequence of the action of these factors, we can mention: liquidity problems, cost growth, drop in profitability, over-indebtedness, and others (Milojević et al., 2021). For the needs of the management, the existence of some kind of analysis is indisputable, which will show us the real state of the company's financial situation in quantified data, and from the analysis of those movements, we can refer to future procedures for improving the efficiency of operations. That is what the coefficients (indicators) of the financial analysis serve for, which we will present and analyze for the company that is the subject of our analysis.

2.1 Return on invested capital ratios

The rate of return on assets (ROA) and the rate of return on equity (ROE) are two indicators that measure the overall efficiency of a company in directing its total investment in assets or in generating income for shareholders.

The rate of return on assets (ROA) - shows the level of profit on investments in total assets.

$$\text{Return on assets (ROA)} = \frac{\text{Net profit}}{\text{Total assets}}$$

The rate of return on equity (ROE) - measures the average return on equity, that is, the contribution to shareholders' wealth. A high return on equity often reflects a firm's embrace of strong investment opportunities and effective cost management.

$$\text{Return on equity (ROE)} = \frac{\text{Net profit}}{Total\ equity}$$

2.2 Profitability ratios

Profitability is the net result of many policies and decisions. In this section, we will explain the following indicators: Net profit margin and earnings per share.

Net profit margin - measures the profitability of operating activity after taking into account all expenses and income, including interest, taxes, and non-operating items. We show it through the following formula:

$$Net\ profit\ margin = \frac{Net\ profit}{Sales}$$

Earnings per share - represents the accounting ratio of net profit to the number of ordinary shares. The yield should be as high as possible and close to the industry average.

$$Earnings\ per\ share = \frac{Net\ profit}{Number\ of\ shares}$$

2.3 Liquidity ratios

A liquid asset is traded in an active market and can be converted into cash at the current market price, while liquidity ratios (indicators) provide an answer to the question: Will the company be able to repay its debts during the year? Two liquidity ratios are commonly used in the literature: the current liquidity ratio and the quick ratio test.

The current ratio is used to measure short-term solvency, that is, the company's ability to meet debt requirements when they are due.

Short-term liabilities are used as a divisor of the ratio because they represent the most urgent debts, which require repayment within a year or an operating cycle. As a formula we can express it as below:

$$Current\ ratio = \frac{Current\ assets}{Current\ liabilities}$$

Current assets include cash, securities traded on the market, accounts receivable, reserves, deposits, and more. Current liabilities consist of short-term loans payable, accounts payable income tax payable, etc.

Quick Racio Test is calculated for assessing the liquidity of the enterprise cash mass, which is a relationship between current assets that can be converted quickly to cash plus account receivable and current liabilities. Mathematically we can express it:

$$Quick\ ratio = \frac{Cash + Cash\ equivalent + securities + Account\ reciavable}{Account\ payable}$$

2.4 Solvency ratios

Solvency ratios measure the degree of financing of the company with debt. The amount and share of debt in the company's capital structure are very important for the financial analyst due to the close link between the relationship and the rate of yield. Debt use increases the risk as the debt is accompanied by a fixed obligation in the form of interest costs and repayment of the principal. In this attachment we will analyze the following indicators:

Liabilities to assets ratio- represents the percentage of the assets of the company covered with debt. Excessive debt means high risk for investors. Expressed with the following formula:

$$Liabilities\ to\ assets\ ratio = \frac{Total\ liabilities}{Total\ assets}$$

Debt to equity ratio- expresses the percentage of debt to its capital and indicates whether the company has a large amount of debt in the capital structure. High debt means that the company must pay a large amount for interest and the amount of debt principal. Expressed with the following formula:

$$Debt\ to\ equity\ ratio = \frac{Total\ liabilities}{Shareholder's\ equity}$$

3. METHODOLOGY

Data is taken over from the financial reports of the WVP Fund Management AD Skopje.

With these data, we will be able to quantify the course and progress of the financial situation of the enterprise, as well as to take into account the future for a more successful business of the enterprise. Data is secondary, expressed in denars, taken from the balance sheet and the income statement of the WVP Fund Management AD Skopje in the three years 2019-2022. Below are analyzed the most important indicators of the financial situation of the enterprise and also through comparative analysis we will see the trend of the financial situation.

Table 1. Balance sheet- WVP Fund Menagement AD Skopje

ASSETS *in denars	**31 December 2021**	**31 December 2020**	**31 December 2019**
Noncurrent assets	-	11,314	30,710
Equipment	1,481,190	873,885	630,221
Investments in Subsidiaries	6,799,093	6,799,093	6,799,093
Investments in associated entities	9,646,581	9,535,539	8,351,569
Total noncurrent assets	**17,926,864**	**17,219,831**	**15,811,593**
Current assets			
Accounts receivable	22,413,800	7,125,157	6,262,066
Another receivable	137,348	195,115	31,762
Current loans	24,598	24,598	24,598
Held for trading securities	41,463,378	31,988,710	19,794,484
Current deposits	3,200,140	-	10,000
Cash and cash equivalent	12,544,537	1,041,365	864,303
Total current assets	**79,783,801**	**40,374,945**	**26,987,213**

TOTAL ASSETS	**97,710,665**	**57,594,776**	**42,798,806**
SHAREHOLDER'S EQUITY AND LIABILITIES			
SHAREHOLDER'S EQUITY			
Share capital	32,349,102	9,244,413	9,244,413
Legal reserve	1,343,683	1,343,683	1,343,683
Another reserve	11,689,149	-	-
Accumulated profit	46,642,608	45,867,777	31,387,378
Total equity	**92,024,542**	**56,455,873**	**41,975,474**
Current liabilities			
Account payable	1,123,816	532,460	273,042
Other current liabilities	1,636,699	417,871	27,011
Income tax payable	2,925,608	188,572	523,279
Total current liabilities	**5,686,123**	**1,138,903**	**823,332**
TOTAL SHAREHOLDER'S EQUITY AND LIABILITIES	**97,710,665**	**57,594,776**	**42,798,806**

Table 2. Income Statement- WVP Fund Menagement AD Skopje

INCOME STATEMENT (in denars)			
	31 December 2021	**31 December 2020**	**31 December 2019**
Revenue			
Net sales	106,873,350	65,636,565	45,089 582
Dividend revenue	33,079	-	251,727
Realized profit from sales held for trading financial assets, net	3,721,260	11,685	669,954
Unrealized valuation profit held for trading financial assets, net	1,185,538	889,668	1,073,911
Other revenue	16,120	3,039	54,331
TOTAL REVENUE	**111,829,347**	**66.540,957**	**47,139.505**
Expenses			
Wages	(5,578,252)	(5,756,377)	(4,962,256)
Amortization	(459,233)	(330,497)	(512,112)
Other operating expenses	(54,017,801)	(39,343.234)	(28,005.561)
TOTAL EXPENSES	**(63,055,286)**	**(45,430,108)**	**(33,479.929)**

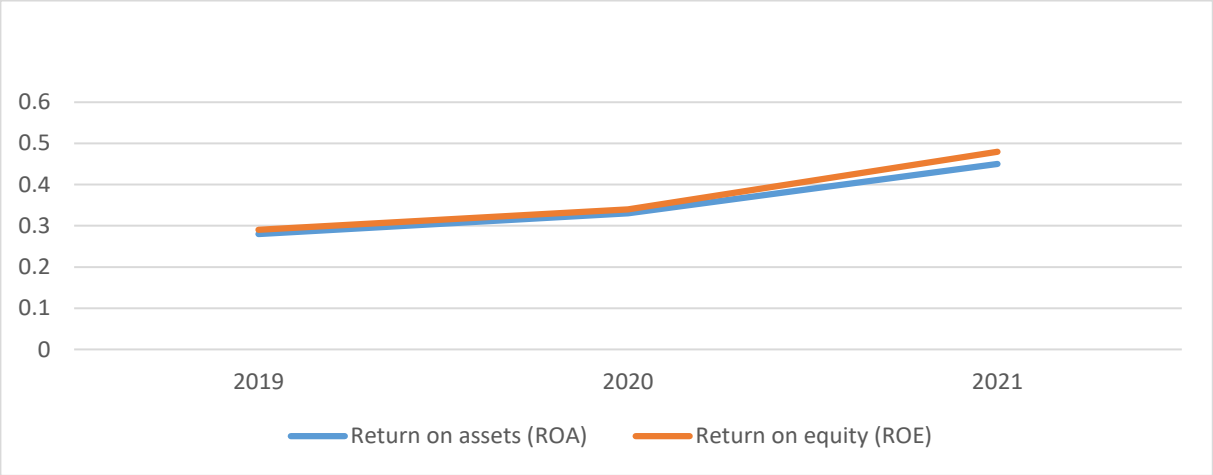
Operating income	**48,774,061**	**21,110,849**	**13,659,576**
Income from interest, net	127,556	176,192	119,816
Negative exchange loss, net	(75,622)	(10.401)	(9.233)
Net financial income	**51,934**	**165,791**	**110,563**
Income before tax	**48,825,995**	**21,276,640**	**13,770,159**
Income tax	(4,647,559)	(1.876 241)	(1,415.454)
NET INCOME	**44,178,436**	**19,400.399**	**12,354,705**
Total profit per year	**44,178,436**	**19.400.399**	**12,354,705**
Earning per share	**84.15**	**129.34**	**82.36**

4. RESULTS AND DISCUSSIONS

4.1 Return on invested capital ratios

	2019	2020	2021
Return on assets (ROA)	0.28	0.33	0.45
Return on equity (ROE)	0.29	0.34	0.48

Figure 1. The trend of return on invested capital ratios



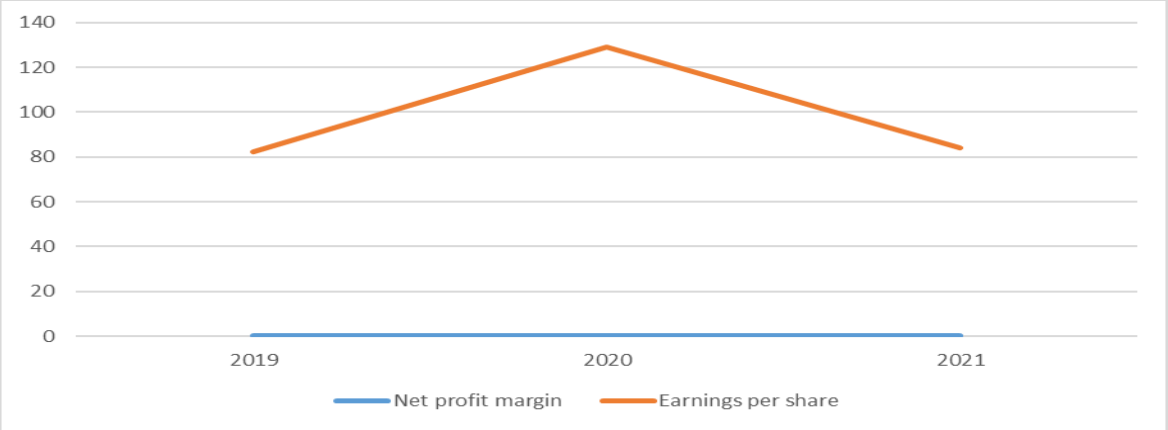
The rate of return on assets (ROA) shows how many denars of net profit are realized from one denar of investments or assets. It gives a picture of whether the management is efficient in using the resources at its disposal to ensure profit. In our analysis for 2021, the rate of return on assets is 0.45, which means that from one denar of assets, on average 0.45 denars of profit were realized for the company, which is in a good direction, taking into account the industry averages. In the absence of data on the industry average in R.N.M., we compare this ratio with the industry average in the US, where the average is 0.1, which means that the company is above the industry average and makes a good net profit. Using the horizontal analysis, we can conclude that this ratio is increasing compared to 2019 by 60.71% mainly as a result of the increase in net profit on total assets for the three years.

The rate of return on equity (ROE) measures the average return on equity, that is, the contribution to shareholder wealth. A high return on equity often reflects a firm's embrace of strong investment opportunities and effective cost management. In our case, the rate of return is 0.48, which means that from one denar of shareholder's capital, on average, 0.48 denars of profit were realized for the company. In the absence of data on the industry average in RSM, we compare this ratio with the industry average in the US, where the average is 0.17, which means that the company is above the industry average and makes an excellent net profit.

4.2 Profitability ratios

	2019	2020	2021
Net profit margin	0.27	0.29	0.41
Earnings per share	82.36	129.34	84.15

Figure 2. The trend of profitability ratios



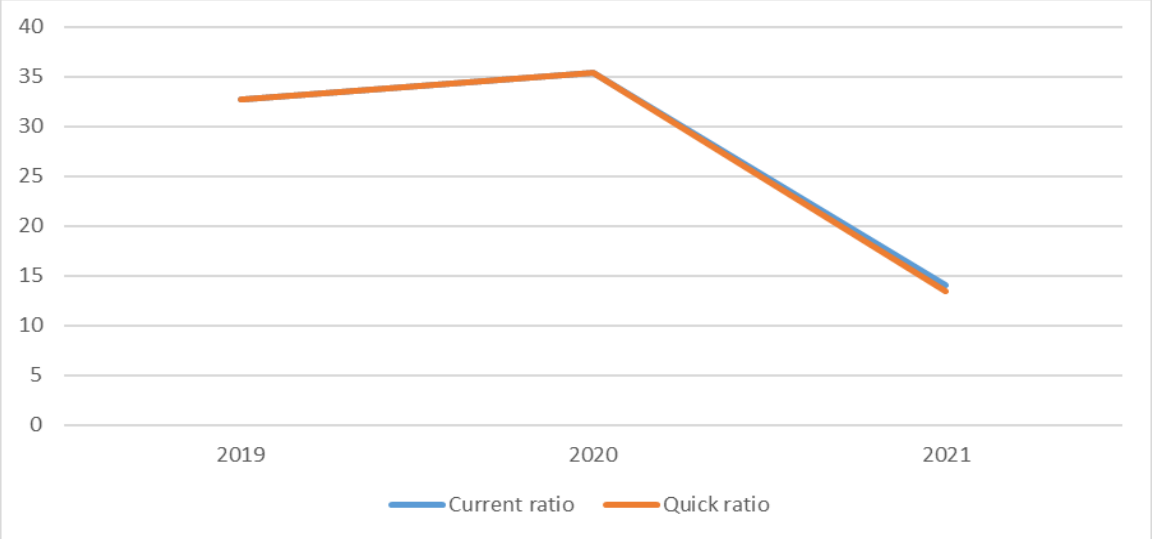
Net profit margin is a measure of the profitability of a firm's sales after all expenses and income taxes are taken into account. It shows us the net income for one denar of sales. For WVP Fund Management AD Skopje for 2021, approximately 0.41 denars from every denar of sales revenue represents profit after taxation. This means that the profitability of the company is at a high level, i.e. of every revenue 41% is a profit for the company. Due to the lack of data on the weighted average of ratios by the industry for companies in R.N.M., we cannot compare whether our company is below/above the industry average. With the horizontal analysis, we can conclude that this ratio is increasing compared to 2019 by 51.85% mainly as a result of the increase in net profit on sales revenue for the three years.

Earnings per share are calculated as the ratio of earnings attributable to equity holders to the weighted average number of shares outstanding. In this period, we have fluctuations in earnings with a downward trend in 2021, which is mainly due to the increased number of shares in circulation.

4.3 Liquidity ratios

	2019	2020	2021
Current ratio	32.77	35.45	14.03
Quick ratio test	32.73	35.42	13.46

Figure 3. The trend of liquidity ratios



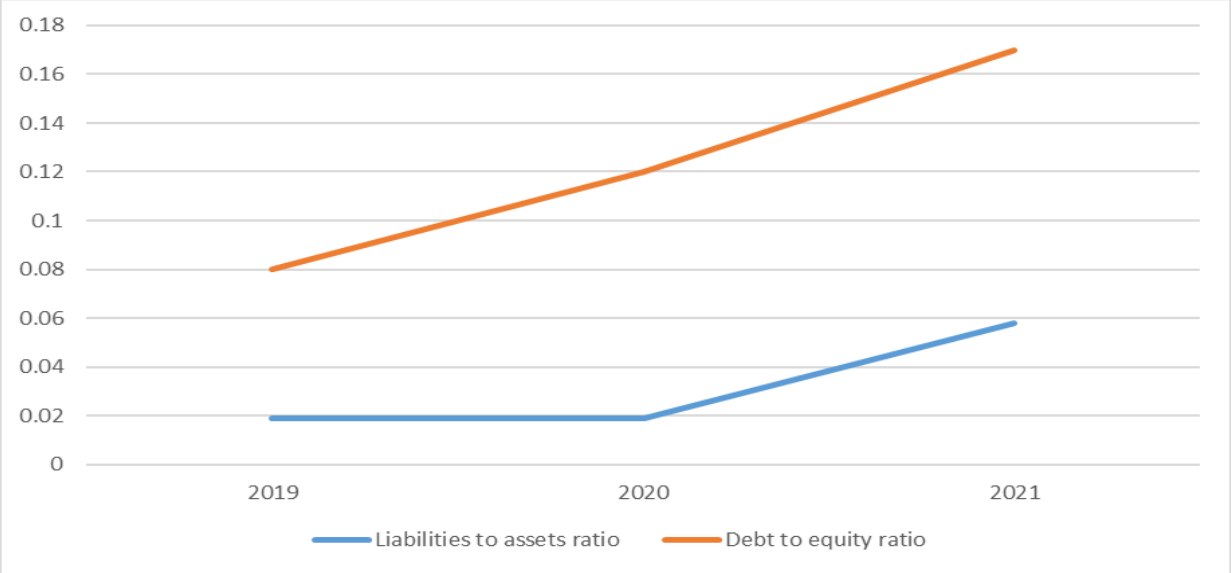
The current liquidity ratio, which is calculated as the ratio between current assets and current liabilities, shows us the company's ability to repay its outstanding debts over the course of a year. As a rule, a high ratio tells us better liquidity, but a too high ratio can show us a weakness in management because the company has a lot of money tied up in non-productive assets, such as excess cash or securities traded on the stock market. In our case, the ratios are high and so the company is liquid to carry out its daily activities. The current liquidity ratio for 2021 shows us that the total current liabilities that are due for payment in 2021 are 14.03 times lower than the total current assets, which indicates high liquidity.

The quick ratio serves as an addition to the current ratio in the analysis of liquidity. This ratio is the same as the current ratio except that it excludes inventory—probably the least liquid part of current assets—from the numerator. The ratio concentrates primarily on the most liquid current assets - cash, securities, and short-term receivables - relative to current liabilities. Thus, this ratio provides a more accurate measure of liquidity than the current ratio. With the horizontal analysis, we can conclude that this ratio decreased compared to 2019 by 58.87% mainly as a result of the increase in current liabilities over liquid assets for the three years.

4.4 Solvency ratios

	2019	2020	2021
Liabilities to assets ratio	0.019	0.019	0.058
Debt to equity ratio	0.08	0.12	0.17

Figure 4. The trend of solvency ratios



The total liabilities to assets ratio highlights the relative importance of a firm's debt financing by showing the percentage of the firm's assets that are supported by debt financing. In short, the higher the ratio of debt to total assets, the higher the financial risk; the lower this ratio, the lower the financial risk. In our case, we see that WVP Fund Management AD Skopje has an excellent ability to pay, that is, the percentage of assets supported by debt financing is very small. Namely, analyzing 2021, the ratio indicator has a value of 0.058 converted into a percentage is 5.8%. This means that only 5.8% of the total assets are financed by debt, while the remaining 94.2% are financed by equity. Analyzing in a time frame, i.e. doing a horizontal analysis, we can conclude that this ratio is increasing compared to 2019, that is, we have an increase in this coefficient by twice as much mainly as a result of the increase in current liabilities for the three years.

A debt-to-equity ratio highlights the importance of a firm's debt financing by showing the percentage of a firm's equity capital that is backed by debt financing. In our result for 2021, the coefficient in the value of 0.17 (17%) tells us that creditors provide 17 denars of financing for every 100 denars provided by shareholders. The lower the ratio, the higher the level of financing of the firm provided by shareholders rather than creditors. Implementing the horizontal analysis, we can conclude that this coefficient is increasing compared to 2019, that is, we have an increase in this coefficient by 112.5% mainly as a result of the increase in current liabilities over the share capital.

5. CONCLUSION

Considering the results of our research on the financial performance of the company WVP Fund Management AD Skopje, using the most appropriate indicators (ratios) for determining the actual- financial situation, we can conclude that:

- The company has a good efficiency for managing its assets in the best possible way, determined through high ratios on return of assets and capital
- The company has excellent profitability, that is, a large percentage of sales are generated for income after tax (net profit). The company should continue this upward trend to maximize profits in the future.
- Although we see a downward trend in liquidity, the company is liquid enough to ensure the payments of the delivered debts on the one hand, and the other hand, it should be taken into account that too much liquidity is not in favor of the company, due to free cash flows and excess cash that the company has.
- The company's ability to pay is also considered good and solid. This must be maintained by the company to be able to conclude that the company can pay its obligations regardless of whether they are short-term or long-term.

Analyzing the above, taking into account that the company is one of the few companies in this market since the market for investments and asset management in R.N.M is not at a high level, the company is in good progress with managing and the overall operation as a financial institution. As an overall recommendation, we can mention that only by educating the population through various methods for proper investment of the free financial resources of individuals and legal entities, we can achieve an increase in income from investments and contribute to the development of this kind of market.

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The Contribution of the National Register of Administrative Procedures named "MITOS" to the restructuring of the Greek Public Sector.

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Abstract: In the Greek public administration, MITOS, as a name, was attributed to the National Register of Administrative Procedures, which as a result of the interdisciplinary intervention in the administrative reality of Greece, on the one hand through the legislative initiative that consolidates and creates the starting point of the implementation of the regulatory action of the public administration, on the other hand based on the effort to reveal through digital governance a tendency of modern administrative science to approach the administrative phenomenon in terms of recording all the administrative procedures of the public sector and ultimately in the proposal for a redesign based on the use of good practices for the optimal provision of services to the citizen and businesses.

Through the methodology of evaluation research we shall highlighting the deficient effort of the public administration system on the one hand in terms of the late design and implementation of the National Register of Administrative Procedures but on the other hand the impetus it is going to give to the effort of partial or total restructuring of the Greek public sector with emphasis on the redesign of its structures, procedures and functions.

Keywords: restructure, public sector, procedure(s), digital goverment, public policy

1. Introduction

The present research paper did not arise at an unsuspected time.

Almost a decade after the economic crisis, which tested the national economies and societies of both Europe and the opposite side of the Atlantic, as well as four years after the emergence of the pandemic through the Covid-19 virus, which brought the public system of administration and self-government to a standstill, the scientific community, especially administrative scientists, they are called upon to be heteronormative in relation to the pathogenesis and stylized problems of everyday life of citizens, businesses and even the operation of the public sector.

Ineffective public administration systems, which have not demonstrated the immediate capacity to respond to emerging developments, as not being sufficient to capture or more specifically manage administrative practicalities.

However, at the same time, in recent years, timidly and mainly at the level of legislative intervention, an attempt has been made to restructure the general functioning of the public sector, through the application of loan administrative methods, techniques and standards, with the aim and objective, first and foremost, of instilling a new culture of administration on public affairs but, as a deeper concept and end, the restructuring of the public bureaucracy into more effective and efficient public organizations, which make up public administration and local government.

In today's shifting world, the social environment in which the various systems of administration are applied, in which citizens - businesses - administrative functioning of the public sector interact, must be accompanied by a multitude of reforming public policies with the strategic aim of holistically addressing and overcoming the public bureaucracy and its pathogens.

Moreover, the underestimation of inefficient public sector structures and services make it more than ever to formulate a strategic plan on public sector restructuring with a focus on the level of structures, processes and functions, through the implementation of the process of redesigning business processes and operations.

The purpose and objective of this research paper is to highlight the reforming administrative policy that must be applied as a more general redesign administrative culture and mentality in the direction of operation of the public sector, which is to serve the final recipient, that is, the citizen of each country.

In this direction, we believe that contributes the National Register of Administrative Procedures named "MITOS".

2. The theory of Reengineering in combination with digital governance: the creation of the national register of administrative processes "MITOS".

The business process reengineering (BPR) methodology first emerged in the early 1990s and has since prevailed as one of the most popular methods of radical changes in the operation of businesses.

The initial approach to the methodology took place in 1990 with relatively published articles by Davenport & Short and Hammer, while the foundations for the BPR were laid in 1993 by Hammer and Champy. According to them, the BPR is defined as "the fundamental overhaul and radical redesign of business processes with the aim of achieving dramatic-spectacular-rapid improvements in critical success factors for a business such as cost, quality, service, and speed"(Hammer, M., Champy, J. A. : 1993) .

Another definition that has been given refers to the methodology as "a methodical approach that uses information technology to radically correct business processes and thereby achieves key business goals"(Al – Mashari, M., Zairi, M. : 2000) .

Davenport and Short (1990) have described the BPR as "the analysis and planning of workflow and processes within and between enterprises," while Talwar R. (1993) explains the BPR as "the ability to review, restructure, and streamline business structures, process, methods of labor management systems, and external relationships through which we create and deliver value." Another approach describes the BPR as "the use of scientific methods, models and tools to achieve a radical restructuring of a business that results in significant performance improvements" (Mayer, R., Benjamin, P., Caraway, 12 B., Painter, M. : 1995) .

Stages of Business Process Reengineering by Authors

Davenport, 1993	Johanson, McHugh, Pendleburry and Wheeler, 1993	Fyrey, 1993	Petrozzo and Stepper, 1994	Guha, Kettinger and Teng, 1993	Harisson amd Pratt, 1993
• Selection of procedures to be redesigned • Identify the factors that will support the redesign • Creating a vision for the process • Understanding existing processes • Design and prototyping of the new process	• Defining strategies and vision • Process redesign • Change administration	• Identify customer needs and set goals • Measurement and visualization of existing processes • Process analysis • Benchmarking • Process design • Implementation of redesigned processes	• Identify problems, target setting, define the processes to be redesigned and staff the redesign teams • Process analysis, benchmarking and identification of the potential of information technology • Revision of procedures • Application of new processes and structures and training in new technologies	• Management commitment, identification of opportunities, alignment with strategy and definition of IT objectives • Organize redesign teams and set goals • Record existing procedures and highlight problems • Standardization of the process and selection of the "platform" of information technology • Implementation of reengineering • Monitor technology and connect with other improvement programs	• Delineate directions for the redesign effort • Process analysis and benchmarking • Creating a vision for new processes • Finding solutions for major changes in procedures • Overall planning to improve processes • Inplementation • Continuous measurement and management of new processes

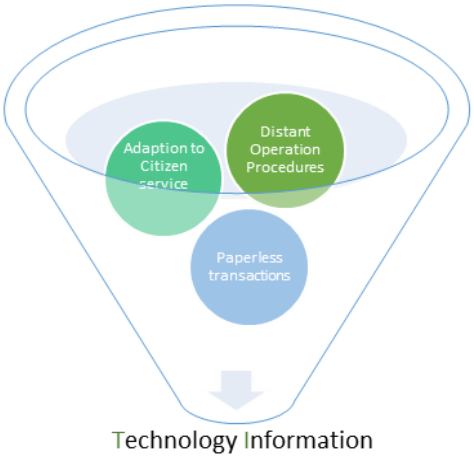
Source: personal creation

Nevertheless, according to professor Kefis the Business Process Reengineering (BPR) includes changes in the structures and procedures of public enterprises and organizations **(Kefis: 2021)**.

All human, organizational and technological dimensions that characterize a public undertaking they can be changed through the process of reorganization (BPR).

The technology Information plays an important role in the reorganization, since with the office automation it provides:

- allows the public service (undertaking or organization) to carry out procedures in different locations,
- enables adaptation to production processes,
- enables citizens to be served more quickly,
- contributes to faster transactions without the use of paper,
- more generally, the BPR makes changes to the way business processes are executed so that makes them more efficient.

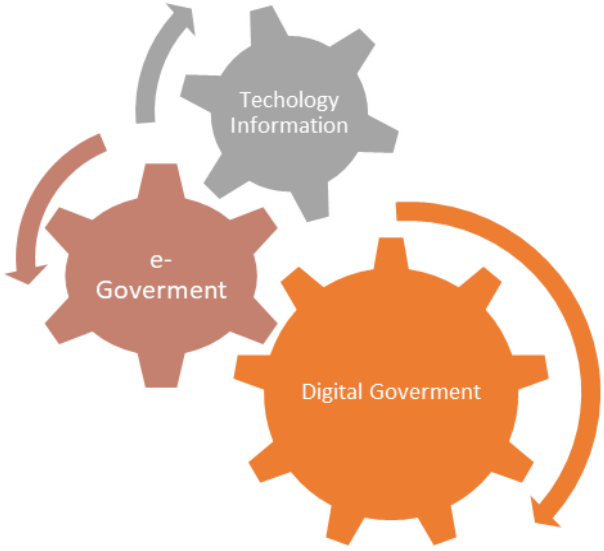


Source: personal creation

However, office automations were not enough to eliminate private or public bureaucracy and to manage the functions of the state and public administration at the level of automated or digital management and governance.

Both in the academic field of administration, law and computer science questions were raised regarding the overall operation, quality and requital of the services provided to citizens, businesses, through administrative procedures. Without, of course, implying that transactions between public services and bodies should not be subject to a regime of criticism and redesign or re-engineering, since it is through them that all the results obtained are inferred.

Synergistic Digital Progress



Source: personal creation

3. The National Register of Administrative Procedures "Mitos" as a public policy of the single framework for the continuous upgrading of the administrative procedures of the Public Sector and the reduction of bureaucracy for the benefit of all.

The Greek public administration in terms of re-engineering and simplifying administrative procedures has measured positive steps. In recent years, in the context of digitization of the functions of the state and the administrative arm through which it imposes its decisive will, the public digital policy of administrative procedures was developed and implemented, consisting of two strategic additions. One concerns the continuous and holistic policy in four cases and the other concerns the three pillars that essentially frame and form the single framework of the national procedures policy which are the national register of administrative procedures - MITOS, the national programme for the simplification of procedures and the observatory on bureaucracy.

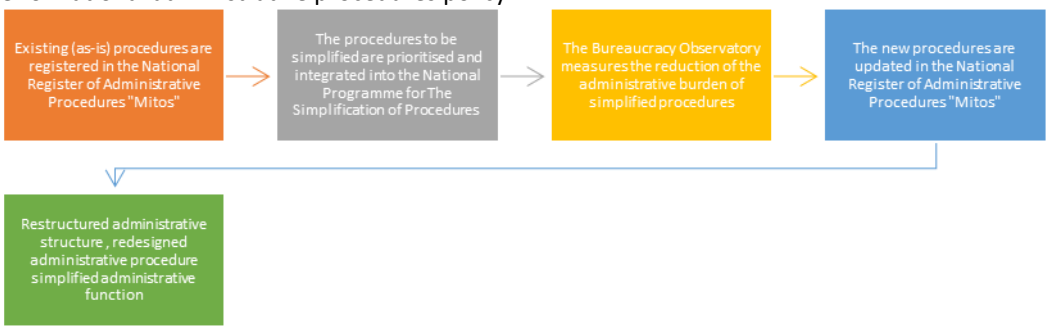
Three pillars of the National Administrative Policy



Source: personal creation

In addition, an integral part of the digital policy that carries essential elements of public policy to contribute to the restructuring of the public sector, is the continuous and holistic policy with four areas of action that cover the entire range of processes of restructuring of the public sector.

Turnover of national administrative procedures policy



Source : personal creation

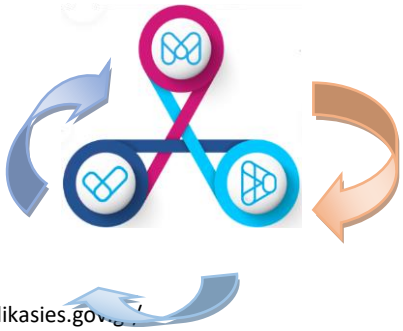
Greece, for the first time, acquires a coherent public policy that enables it to record-standardize, evaluate and improve administrative procedures that either aim at its internal organization and operation, or at the provision of public services to citizens and businesses.

To date, efforts to improve administrative procedures have only been made on an ad hoc basis with no continuity and no long-term horizon. In order to address this pathogenesis, the Ministry of Digital Governance created the National Policy of Administrative Procedures (N.P.A.P.), in order to constitute a coherent public policy aiming at the overall administrative transformation of the State and the Greek Public Administration.

The National Administrative Procedures Policy is based on three new tools-pillars that interdependent and interact with each other: **(1)** the National Register of Administrative Procedures (EID)-Mitos, which aims to record, record and standardize all administrative procedures of the State, **(2)** the National Programme for Simplification of Procedures (N.Pr.S.P), which is a mechanism for redesigning and simplifying administrative procedures on the basis of a common methodology and a of a uniform and understandable way of presenting simplification actions to the public, and **(3)** the Bureaucracy Observatory, which is a mechanism for documenting the results of the N.P.A.P. and measuring administrative burdens for the continuous evaluation and assessment of bureaucracy in Greece.

The interaction of the tools-pillars of N.P.A.P. is the key to its successful implementation. This is because the elaboration of a central simplification program requires both a reliable mechanism for measuring the administrative burden of each procedure and the verification of simplification with ex post measurements, as well as a new digital platform that will be the common place of contact of the citizen with the State, in which the prescribed steps for each procedure will be recorded separately, in a way that is understandable, up-to-date and public.

Interoperability MITOS - BO - NPSP



Source: 1. personal creation, 2. https://diadikasies.gov.gr/

4. CONCLUSION

Bureaucracy obviously causes administrative burdens on citizens and businesses, intra-administrative burdens on the Public Administration that is called upon to correct the wrongs, delays in serving the citizen, irritation and inconvenience. In addition, it reinforces the subjective perception of the citizen that the state is problematic, with procedures that afflict and with laws that are not applied. Even in cases where a procedure or provision of public service is effectively and qualitatively regulated by the Central Administration, the problematic way of its implementation by the services that apply the legislation can cancel out any positive results.

This problematic situation is addressed by the National Register of Administrative Procedures-Mitos, which aims to record and standardize all the administrative procedures of the Greek State in a single repository. This recording and standardization is done, in this context, with modern technological tools. Moreover, in recent years, the use of new technologies to better inform citizens and upgrade the provision of public services has been the crucial opportunity to improve valid and timely information in a context of mutual trust between the state and the citizen. It is characteristic that previous actions of homogenization of information with the use of standard forms, such as the integration of administrative procedures in the Citizen Service Centers (KEP), were practical proof that the clarity and the uniform way of capturing the procedures lead to an increase in the degree of satisfaction of citizens, businesses and administrative employees. This is because the standardization of procedures reduces ambiguity and legal uncertainty and at the same time, homogenizes the way the Administration operates during the processing of procedures.

The aim of the NRAP - MITOS, as a tool that records and depicts the current state of a public administrative procedure "THE PROCEDURE AS IT IS" (AS-IS), is to provide citizens and civil servants with all the necessary information applicable to administrative procedures, competent services, applicable legislation as well as processing time. More specifically, the NRAP- MITOS:

- records, captures and standardizes the existing administrative procedures of public services and bodies, and at least the following elements: accurate, official titles of existing administrative procedures, legislative framework, competent services, supporting documents, processing time, flow diagram, time estimate and costs of fees or other fees,
- incorporates a mechanism for constantly updating the procedures, in order to support the legislator's goal which is: "the continuous maintenance of the National Register of Greek Public Administration Procedures and its continuous and exclusive updating with the simplification changes",
- supports the simplification of procedures through the National Programme for Simplification of Procedures (N.Pr.S.P) as well as their evaluation in terms of the impact they have on administrative burdens,
- Integrates a citizen reporting platform.

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Theoretical and Practical aspects of the Paulian Action

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Abstract: The Paulian or revocatory action is one of the great institutions of the Roman-Germanic system of law, with a millenary existence, a veritable legal colossus, the Paulian action has remained a living institution with a particular practical use.

The Paulian action is governed by Article 895 of the Civil Code and is the legal action whereby the creditor seeks a declaration that legal acts concluded by the debtor to the detriment of his interests, such as legal acts by which the debtor creates or increases his insolvency , has unenforceable. Thus, the Paulian action enables creditors to be protected if the debtor diminishes the assets that may be subject to seizure in order to avoid payment of his debts. It is exercised by the creditor against the third-party acquirer of the disputed asset, its purpose being in national legal systems to restore to the debtor's assets an asset which has been fraudulently disposed of. In this perspective, a paulian action is an action which allows a creditor to obtain the unenforceability against him of an act of disposition of assets made by a debtor in order to fraudulently reduce those assets. The conditions for a Paulian action are, according to the doctrine, the following: the contested act must have caused the creditor damage, the existence of fraud on the part of the debtor; the creditor must have a claim that is certain and, in principle, prior to the contested act; the complicity in fraud of the third party with whom the debtor has contracted, if the contested act is for consideration. the creditor must have a claim that is certain and, in principle, prior to the contested act; the complicity in fraud of the third party with whom the debtor has contracted, if the contested act is for consideration. the creditor must have a claim that is certain and, in principle, prior to the contested act; the complicity in fraud of the third party with whom the debtor has contracted, if the contested act is for consideration.

In this respect, the paulian action can play a role in company law in order to ensure the protection of a company's creditors, in particular in the presence of company restructurings.

Keywords: Paulian action (revocation), debtor, creditor, fraud, patrimony, assets, dispute.

INTRODUCTION

Paul's action gives him the right to prevent the debtor from harming him through fraudulent acts, that is, through acts concluded with third parties directed precisely against the interests of creditors, their purpose being to prevent the payment of claims to the latter.

Therefore, the Pauline action is that action by which the creditorrequest revocation or judicial annulment of acts concluded by the debtor in fraud of his rights (Costin, 1980). That is why it is also called a revocation action. In the same way, he defines the Paulian action and legal practice, showing that it consists of the legal means "through which the creditor can act against the legal acts made in fraud of his rights by the debtor .." and which ".. derives from the general right of pledge with regarding the latter's patrimonial property, placed at the disposal of the creditor in order to realize his claim, through forced execution"(Costin, 1980).

At the basis of the revocation action is a psychological element, namely, the tendency of the debtor in difficulty to enter into legal acts with third parties either to harm the creditors or to have, possibly, a profit in the future. From a legal point of view, it is considered that the basis of this action is the principle of good faith performance of obligations (para. 1 art. 9 and para. 2 art. 572 CC of the Republic of Moldova), as well as the right of general pledge that they have unsecured creditors on the debtor's patrimony. Also, considering that fraudulent acts are a civil offense against creditors, the debtor is required to repair the damage thus caused.

In the doctrine, it is also noted that the Pauline action is directed against the third party with whom the debtor concluded the fraudulent act. In this situation, there are certain legal grounds for the liability of the third party, namely, if he was in bad faith - that is, complicit in the fraud - he will be obliged to repair the damage thus caused, and if he was in good faith and had something to gain due to of the act concluded with the debtor, will be held according to the principle of unjust enrichment.

The Paulian action is a personal action, even if it is directed against an act regarding the alienation of real real estate rights and aims, in essence, like the oblique action, to return some assets to the debtor's patrimony to allow the creditor to enforce enforcement on those assets as well.

In the same way, it is considered to be, in one opinion, an action for damages, because it aims to indemnify the creditor for the fraud attempted by the debtor and has the effect of revoking the fraudulent act until the competition of the respective claim. In another opinion, it is seen as an action in the unenforceability of the act concluded by the debtor.

In the light of these considerations, we could mention that the Pauline action differs essentially from the oblique action. The oblique action is exercised in the name of the debtor, and the Paulian action is exercised by the creditor in his own name. It follows from this that the creditor who exercised one of these actions without result can then exercise the other. Also, in the Paulian action, the defendant cannot oppose the exceptions that he could have opposed to the debtor, because the creditor exercises it in his own person.

The field of application of the Pauline action

In principle, through the Paulian action, the annulment of any legal act, for onerous or free title, through which the debtor reduced the general pledge of creditors, such as: alienation of goods, assignment of rights, creation of a mortgage, remission of debts, etc. . through the Paulian action, court decisions that remained final can be challenged, by which the debtor would have allowed himself to be bound by some fraudulent agreements concluded with his opponent (Alexandrescu, 1898). Thus, specialized literature and judicial practice admit the possibility of revoking a judicial transaction through the Pauline action. Thus, through a transaction that produces constitutive or translational effects of rights, the debtor's patrimony may be reduced and his creditors may be prejudiced.

Likewise, the creditors of an heir may request the revocation of the deed of renunciation of inheritance, as well as the deed of acceptance of an insolvent succession, made in fraud of their rights. Conversely, the acts by which the debtor refuses to enrich himself cannot be revoked, such as the non-acceptance of a donation.

The following documents cannot be revoked through the Pauline action:

- ✓ Acts regarding non-patrimonial personal rights;
- ✓ Acts regarding patrimonial rights that involve a personal, subjective assessment of the debtor;
- ✓ Acts relating to untraceable patrimonial rights. However, the revocation action is admissible against legal acts that concern untraceable patrimonial rights when they were concluded by the debtor with the intention of defrauding the interests of creditors. This is the case of a maintenance contract through which the debtor assumes an excessive obligation that clearly exceeds the needs of the beneficiary; the debtor's obligation may be reduced, through Paulian action, within the normal limits of the maintenance needs of the third party, thereby protecting the interests of the creditor;
- ✓ The acts by which the debtor incurs new debts, because the reduction of the patrimony does not take place ex nunc, but only creates the risk of eventual insolvency, when those debts will become due. In case a guarantee was constituted, the doctrine showed that it can be attacked through the Pauline action only if it was constituted independently of the main obligation and after it. In the same category, the cases of legal options between rights or acts, options established by law, are studied, because creditors cannot invoke their prejudice due to the fact that the debtor has chosen a disadvantageous solution. Finally, it is considered that the payment of a debt cannot be challenged through the revocation action, because this cancels a passive element of the debtor's patrimony, even if the payment made reduces the asset to be divided among the other creditors. The solution is justified by the fact that the payment of a receivable is a necessary act. Of course, the payment made fraudulently, fictitiously, in order to damage the other creditors could be attacked through the Paulian action.

The conditions for exercising the Pauline action

In order for the Pauline action to be admissible, the following conditions must be met:

➢ ***The debt of the one exercising the Paulian action must be certain, enforceable and liquidate.***Also, in principle, the Pauline action can only be brought by creditors prior to the deed whose revocation is requested, due to the fact that at the time of its conclusion, the subsequent creditor did not have a general lien on the debtor's patrimony; a previous act of the debtor, in general, cannot be prejudicial or fraudulent towards creditors subsequent to its conclusion. From this rule it is admitted that there is also an exception in the situation when the debtor has previously perfected with the proven intention of depriving the future creditors

of the guarantees that they, without knowing the conclusion of the respective act, had in mind when they decided to contract with the debtor (Hamagiu, Georgean, 1928). In this regard,

Proof of the previous character of the debtor's claim compared to the moment of the conclusion of the act whose revocation is requested can be made by any means of proof. He need not have, for this purpose, the definite date. In relation to the fraudulent act, the respective creditor has the quality of a third party proper. For him, that act has the value of a legal fact.

Related to this condition, there are discussions in the specialized literature about whether or not the creditor must have an enforceable title to exercise the Pauline action. Some authors consider that it is not necessary for the debtor to have an enforceable title, because the Paulian action is not an act of execution, but of revocation of a fraudulent act (Stătescu, Bîrsan, 2008). Others appreciate that, on the contrary, this condition is necessary for the reason that the creditor, who did not resort to the foreclosure procedure, will not be able to prove the debtor's insolvency (Costin1989). We consider that the Paulian action is a subsidiary action, which means that it is admissible only after establishing the debtor's insolvency. Or, for this purpose, the creditor is obliged, in advance, to start the enforcement procedure against the debtor and only being unable to realize his claim will he be able to prove that the respective act is prejudicial to him. Therefore, practical needs require that the right to claim be ascertained through an enforceable title.

In relation to the enforceable character of the claims, the doctrine discussed to what extent the claims with a term and those affected by a suspensive condition can give the creditor the basis for a revocation action. In an opinion, in both cases the action must be refused. In another opinion, in the case of the suspensive condition, the creditor's right being uncertain, the granting of the Pauline action would not be justified; in the case of a term claim, the action could be exercised because the creditor in such a situation has an asserted right, but it is necessary that the debtor's insolvency can be established without the execution of his assets, taking into account that in the case of a term claim, the creditor cannot proceed for execution until the deadline has been met.

- ***That deed was concluded in fraud of the creditor's rights***, i.e. to have caused him damage. The damage consists in the fact that, through that act, the debtor caused his insolvency or aggravated his existing insolvency (eventu damni). Proof of the debtor's insolvency must be provided by the creditor. Thus, as I stated, the Paulian action has a subsidiary character, in the sense that the creditor will be able to exercise it only after, following the debtor, it is established that he is insolvent. In this way, the Paulian action is admissible only after the creditor has resorted, without result, to the other legal means provided by law to obtain the realization of the claim. When the creditor does not prove the state of insolvency, the third parties, in the Paulian action, can invoke the exception of the benefit of discussion (Hamagiu, Georgean, 1928).

The creditor does not have to prove the debtor's solvency when the latter is in a state of bankruptcy or notorious insolvency. The solution is the same also in the hypothesis where the debtor is solvent but the pursuit of his assets presents too many or great difficulties, being litigious, located in another country or due to physical and moral wear and tear they could not be valued through forced sale (Hamagiu, Georgean , 1928).

Finally, we also show that the insolvency of the debtor must be a direct and exclusive consequence of the contested act; therefore, the Pauline action is inadmissible if the insolvency was caused by a fortuitous event subsequent to the conclusion of that act, even if that fortuitous act would not have been sufficient to produce this consequence in the debtor's patrimony.

- ***Fraud of the debtor***. (Cîrcei, 1985) The notion of debtor fraud is controversial. In a first opinion, by fraud is understood the fact that the debtor realized, simply knew that by the act that concludes it, he causes or aggravates his insolvency. In another interpretation, it was considered that fraud is synonymous with the debtor's intention or intent. And finally, in an intermediate conception, it is appreciated that between the intention to harm the creditor and the simple knowledge of insolvency, there are differences only of degree and not of essence, because the knowledge of the harm by the debtor also implies the intention to harm.

We consider real the opinion according to which for the existence of fraud (consilium fraudis) it is sufficient for the debtor to have known that by concluding the act he is causing or aggravating his insolvency, causing damage to his creditors. The debtor's fraud does not involve contractual malice, i.e. fraud committed with the intention of prejudicing the creditor, but only the debtor's awareness of the result of his act, i.e. causing or increasing his insolvency, even if prejudicing the creditors was not the immediate purpose of his conduct.

In the doctrine, the question of the criteria according to which it can be established whether or not the act was fraudulent was raised. In an opinion, the comparative moral value of the assets that determined the commission of the respective act is taken into account. In another opinion, it is sufficient for the debtor to know that acting in a certain way will harm his creditors. For Josserand (Josserand, 1953), for example, if it turns out that the debtor knew the result of the act, it can be assumed that he wanted to harm his creditors, and this regardless of whether the act is onerous or free.

➢ ***Complicity of the third party acquirer in the debtor's fraud.*** This condition is only necessary if the creditor requests the revocation of a deed concluded by his debtor with a third party. The complicity of the third party consists in the proof of the fact that he realized that by that act the creditors of the debtor are prejudiced, due to the insolvency of the latter. The Pauline action is directed against the third party beneficiary who, in the process, has the capacity of defendant. In the case of documents with onerous title, it is necessary to establish the bad faith of the third party, his participation in the fraud, in the sense of his knowledge of the prejudice to the creditor through those documents.

In the case of documents with a free title, the condition of complicity of the third party is not necessary. By revoking the deed, the third party beneficiary has nothing to lose, since he has not paid an equivalent. Thus, between the interest of the injured creditor and the interest of the third party, consisting in the defense of a patrimonial advantage with which he was enriched, for reasons of equity, protection is granted to the creditor. However, following the admission of the Pauline action, the third party beneficiary with a free title will be able to be pursued only up to the competition of the value with which he was enriched (Hamagiu, N.Georgean, 1928).

We should not be ignorant of the fact that sometimes the third party acquirer alienates, in the meantime, the asset that was transferred to another person. In such a hypothesis, the sub-acquirer will have the same legal treatment as its author. In relation to this, a court ruled: "as far as the subacquirers are concerned, the same rule applies to them as to the acquirers. Consequently, the deed will be annulled if they acquired for free, regardless of their good or bad faith, or if, acquiring for a fee, they were in bad faith, that is, they knew the fraud committed by the alienator". We mention that, regardless of the situations in which the subacquirer finds himself, if the act concluded by the first acquirer with the debtor is an act against which the Pauline action is not admissible, it will also be inadmissible against the subacquirer (Hamagiu, Rosetti-Bălănescu, 2008).

The effects of the Pauline action

The Pauline action has, mainly, the effect of causing the revocation of the fraudulent deed which, thus, will no longer be opposable to the creditor and he will be able to pursue the asset that was the object of that deed. If the Paulian action is admitted by the court, the challenged legal act can be revoked. The effects of admitting the Pauline action must be analyzed in relation to the third party acquirer, the debtor and the other creditors of the debtor (Costin, 1980).

- *In relation to the third party acquirer, the legal act is revoked*. Its effect will be limited to repairing the damage suffered by the creditor. The third party will be able to offer the creditor the amount necessary to settle his claims, thus keeping the respective asset. The revocation takes place only within the limits necessary to realize the right of claim of the claimant creditor. This explains the fact that if the damage is lower than the value of the object of that contract, "the third party has the right to keep the property acquired, offering the creditor payment of the debt. On the other hand, if the third party acquired the good free of charge, he has the obligation to return it." (Costin, 1980)

- *In relation to the debtor, the revoked act continues to exist and produce its effect in its relations with the contracting third party*. The revocation of the act operates exclusively in the relations between the creditor and the third party. The thing returns to the debtor's patrimony only through a fiction grafted on the relations between the creditor and the third party acquirer. Consequently, what exceeds the creditor's payment needs definitively belongs to the third party. Also, the third party acquirer with onerous title will be able to turn against the debtor through a recourse action to obtain what he paid the creditor.

- *In relation to the debtor's other creditors, the admission of Paul's action does not produce any effect.*The revocation of the contested act benefits only the creditor or creditors who brought the action. Therefore, the Pauline action has an individual character. This is explained by the fact that the person who brought the action exercises his own and individual right. The plaintiff does not present either the debtor or the other creditors of the debtor.

The legal nature of the Pauline action

There is no doubt that the Pauline action is a personal action. The creditor who exercises it does not invoke a right of the debtor over the good object of the contested legal act, but a right of his own; this right has a personal character, because the law does not grant the creditors, based on the general pledge, a real right over the debtor's assets. In this sense, we can see a model of Pauline action in Appendix 1.

As I have shown, the admission of the Pauline action has the effect of revocation or total or, as the case may be, partial annulment of the act concluded by the debtor with the third party. Someauthor they stated that it is an action to cancel a legal act (Popescu, Anca, 1997). Others have appreciated that it is an action in the unenforceability of the legal act concluded by the debtor in fraud of the interests of his creditors (Stătescu, Bîrsan, 2008). And finally, it was also said that we are in the presence of an action to repair the damage caused to the creditor (Hamagiu, Georgean, 1928).

We share the point of view according to which the Pauline action is an action in reparation. Its legal basis vis-à-vis the debtor consists, on the one hand, in the general pledge right of the creditor, and on the other hand, in the idea that the debtor has committed, through the concluded act, an illegal act against the creditor, causing him a damage that must be repaired. Compared to the third person who concluded the fraudulent act with the debtor, the legal basis of the Pauline action differs, as it is with the onerous title or with the free title. When the deed is for onerous title, the revocation can only be ordered if the third party acquirer is in bad faith. Being bad faith, the Paulian action is based on the principle of tortious civil liability. If the legal act is free of charge, the Pauline action is based on the principle that no one is allowed to enrich himself unjustly at the expense of another and will result in the revocation of the act, regardless of whether the third party is in good or bad faith. Therefore, both in one case and in the other, the Pauline action is intended to ensure the reparation of the damage caused to the creditor. Revoking the act is not an end in itself. It is the appropriate legal means of reparation of the damage caused to the creditor by concluding the act of fraud by the debtor with the third party acquirer. Revoking the act is not an end in itself. It is the appropriate legal means of reparation of the damage caused to the creditor by concluding the act of fraud by the debtor with the third party acquirer. Revoking the act is not an end in itself. It is the appropriate legal means of reparation of the damage caused to the creditor by concluding the act of fraud by the debtor with the third party acquirer.

Conclusions

The Paulian action is one, among many other legal means, that the creditor can resort to in order to correct the debtor's improper conduct, when the latter, through his fraudulent actions, compromises the possibility of satisfying the creditor's claim from the assets of the debtor's estate.

The Paulian action offers a great support to the pursuing creditors to return in their favor the goods taken out of the debtor's assets through fraud. The researched problem is of particular importance, given the fact that it concerns the insurance and security of relations between the creditor and the debtor. This problem has not only a legal-moral importance but also for economic development. Economic progress would be impossible without the insurance of creditors' claim rights, not by chance, as I mentioned above, since commercial relations appeared, the legislator has been concerned with granting insurance to creditors.

In the specialized literature, the thesis is presented, that the Pauline action gives creditors a right of guarantee under certain circumstances, which aims to make unenforceable a fraudulent legal act of the debtor vis-à-vis his creditors. This ground that underpins the Pauline action, derives from the principle that the entire patrimony of the debtor, legal or natural person, forms the common general pledge of all creditors of this debtor.

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The Valences Of Derivative Action at The National and International Level

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Abstract: Derivative action is a means of guaranteeing the execution of obligations placed by the legislator at the disposal of the creditor who has a certain and enforceable claim, through which he can exercise the rights and actions of his debtor in the event that the latter neglects or refuses to do so. It may happen that a debtor does not exercise his rights towards his own debtor or otherwise omits to defend his rights and legitimate interests, due to absence, negligence, disinterest, due to a feared or imminent insolvency, or even because he intends to harm his creditors by not performing his obligations. In contractual relations, the creditor and the debtor could stipulate a right of the creditor to obtain information from the debtor regarding the evolution of the exercise of its rights vis-à-vis third parties if the debtor begins to commit non-performance of the contract towards the creditor. Therefore, when the debtor neglects to exercise an action that belongs to him, the creditor can exercise that power of attorney with or without filing an action in court, indirectly, obliquely, on behalf of his debtor. It is certain that the object of the derivativr action is limited to patrimonial rights and actions (given the fact that it is a measure by which the common guarantee of creditors is desired) and which are not closely related to the person of the debtor. Thus, the creditor will not be able to exercise, for example, the action to abolish or reduce the maintenance pension, the divorce action, the action to annul the marriage, etc. Thus, in this work, comparative elements between the jurisdictions that regulate the institution of derivative action are proposed for research. Also, the similarities that we noticed during the research of the given theme are also analyzed. These proposals were interspersed with the objective of the given paper – better understanding of the subject by paying special attention to the comparison procedure, as we consider this method of effective research.

Keywords: comparative analysis, oblique/derivative action, civil law, national and international level, obligations, subrogation.

INTRODUCTORY NOTIONS

The oblique action represents a means of protecting the rights of the creditor, being a mechanism for recovering claims, following the non-execution or improper execution of the contracted obligations. The origin of oblique action is obscure. In Rome there was a collective civil bankruptcy procedure, called venditio bonorum; a representative of the creditors acted on behalf of all and exercised the actions of the bankrupt. The bankruptcy estate was sold in its entirety to the same acquirer. The acquirer of the estate was considered the successor in rights of the bankrupt and had all his rights and actions.

In the specialized literature, the oblique action is defined as "the right of the creditor (oblique creditor) to exercise, in court or without its competition, the subjective rights of his debtor, who refuses or omits to exercise them to the detriment of the first, against by a third party (oblique debtor)" (Baies, 2015). Another important definition would be that given by the modernized Civil Code of the Republic of Moldova, published in 2019 in which. In accordance with art. 892 para. (1), the oblique action represents "the action of the creditor whose claim is certain, liquid and enforceable, in the name of his debtor and independently of his will, exercises his rights and actions in the event that the debtor, to the detriment of the creditor, refuses or omits to exercise".

If we were to generalize all the definitions listed above and propose one of our own, we can state that the oblique action is the civil action through which the creditor can exercise the rights and actions of the debtor or, when he refuses or neglects to exercise them. As a relevant example, we still propose solving a case, because we consider it effective to understand a subject by introducing the practical element in any subject addressed:

Example 1: We have three joint-stock companies: A, B and C. If the joint-stock company A has to recover an amount of money from the joint-stock company B, which in turn has to recover a debt from the joint-stock company C, firm A will be able to address firm C through the oblique action.

The doctrine assimilates it as a measure to preserve the debtor's patrimony and to prevent his eventual insolvency, thus ensuring and maintaining the chances of creditors to realize their claims. We can claim that

the role of the oblique action was born from the need "to reconcile two opposing legitimate interests: the interest of the debtor to manage his own affairs and the interest of the creditor to be protected against the inertia of his debtor" (Stătescu, 2008), and the field of application follows from the definition of the indirect action, the creditors being able to exercise through the indirect action all the debtor's patrimonial rights and actions, the civil status actions of the person being excluded, these being personal actions.

The Civil Code of Lithuania defines the indirect action in art. 6.68 para. (1) as the right of the creditor who has a certain and enforceable claim to exercise the rights of the debtor by filing a lawsuit on behalf of the debtor in case he hesitates to exercise these rights on its own or refuses to do so at the expense of the creditor's rights.

According to the doctrinaires C.Stătescu and C.Bârsan, the oblique action is that legal means by which the creditor exercises the rights and actions of his debtor, when he refuses or neglects to exercise them (Stătescu, 2000).

APPLICATION CRITERIA AND CONDITIONS

The law empowers a creditor to intervene in the legal sphere of his debtor only upon the meeting of certain conditions regarding the creditor and his claim as well as those regarding the debtor's situation and the subjective right exercised obliquely. The Romanian Civil Code provides that, in order to be able to file an oblique action, the following conditions must be met: conditions vis-à-vis the inactive debtor, conditions vis-à-vis the indirect creditor's claim.

1. Conditions relating to the creditor

a) *Creditor status* – Art. 892 paragraph (1) of the Civil Code of the Republic of Moldova grants legal power of attorney only to the creditor of the holder of the subjective right exercised obliquely. And vice versa, a co-owner cannot exercise, in this simple capacity, the rights of another co-owner over the same property; there is no creditor-debtor relationship between the co-owners.

b) *The characteristics of the creditor's claim acting obliquely* – The text of art. 892 paragraph (1) imposes the requirement of a certain, liquid and enforceable claim of the creditor acting obliquely.

– The *certainty of the claim* is expressed by the fact that it exists: no doubt or no objection can be attributed to it. Conversely, an uncertain receivable would be, for example, one affected by the condition. However, it is not necessary for the indirect creditor to hold an enforceable title that would confirm his claim with certainty, especially since the indirect action is not a measure to enforce the indirect creditor's claim, but only a "prelude to an enforcement measure "

– *Liquidity* of the claim signifies the idea that its amount (extent) is determined precisely. For example, in the case of the obligation to pay compensation for the damage suffered by the creditor, the amount must be determined definitively by the court, because otherwise it would not be possible to enforce the obligation.

– *Payability* implies that the debt is already due, the term for its execution has expired. Accordingly, the claim in question cannot be affected by any term.

If the relatedness requirements are met, the cross-action could be examined in a lawsuit with the creditor's action against the dormant debtor. Finally, the additions introduced to the Civil Code of the Republic of Moldova from March 1, 2019 promote the tendency to expand the area of protection granted by the oblique action: art. 731 par.(3) gives the pledge creditor a specific oblique action to defend the asset pledged by third parties. It protects the interest in kind of the pledge creditor both as the holder of the secured claim and as the holder of the real right of pledge; Art. 195 gives the partner, who is not a creditor of the company, an oblique action in repairing the damage caused to the company. This is what better protects the company and the other partners, because the damage will not be repaired to the partner who acts obliquely, but to the inert company itself.

c) *Absence of the proportionality test –* the size of the claim is irrelevant – the question arose whether the creditor's legal power of attorney is limited to the value of his own claim or whether he can claim the entire debt from the third party, even if it exceeds his claim.

Example 2: The creditor owes $50,000 and the third-party debtor owes $80,000. The oblique creditor can advance the oblique action only in relation to the amount of $50 thousand if we start from the principle that it is not an action without interest, because the creditor's interest only extends up to $50 thousand. This

reasoning, however, is not accurate. The debtor has, or could have, several creditors who will enter into competition with the one of them who exercises the oblique action. The latter therefore has the interest to determine the return to the heritage of as many assets as possible. But this is not an obligation, he can choose to act obliquely only within the limits of his own claim.

French jurisprudence also rejects the argument that the creditor's claim or the subjective right exercised have a reduced value (Civil Code of France).

2. Conditions towards the inactive debtor

The debtor can be any subject of law, even the state (Law Conseil D'etat 20 Oct. 2000). In order to justify the creditor's oblique action, the debtor must be inactive, i.e. not initiate the action that he can initiate ("the debtor refuses or omits to exercise them" — art. 892 paragraph (1) of the Civil Code of the Republic Moldova). The mere fact that the debtor has granted powers to an agent to exercise the subjective right does not remove his inertia if the agent fails to fulfill his mandate. The inertia of the principal equals the inertia of the principal himself.

After the creditor has started the action, the debtor can take it over, thus the debtor becomes its owner; the creditor can stay in the process, alongside the debtor, to protect his own interests.

Example 3: A is a manufacturer and has a contract with B (importer), who in turn has a contract with C (distributor). If B fails to enforce the contract with A, this renders C's action against B for forced delivery of the goods under the distribution contract impossible to succeed. Thus, C will be able to enforce the contract between A and B to bring the goods into B's estate and possession, and pursue them.

DEFINING ELEMENTS OF OBLIQUE ACTION

1. The indirect creditor has the right to claim the realization of a subjective right that does not belong to him;

2. The realized subjective right, real or debt, enjoys legal actions;

3. The debtor refuses or omits to exercise the subjective right in question;

4. That passivity damages the obligee.

The conditions for exercising the oblique action are deduced from art. 892 of the Civil Code of the Republic of Moldova, according to which:

1. The claim must be certain, liquid and enforceable;

2. The creditor acts on behalf of his debtor and independently of his will;

3. The debtor, to the detriment of the creditor, refuses or omits to perform his obligations;

4. The claim must still be liquid and payable at the latest at the time of the examination of the action;

5. The oblique action cannot be the subject of extrajudicial enforcement, that is, this action can only exist through action in the court of law.

According to art. 1560 para. (1) of the Civil Code of Romania by virtue of the oblique action, "the creditor whose claim is disputed and enforceable can exercise the debtor's rights and actions when they, to the detriment of the creditor, refuse or neglect to exercise them".

APLICATION DOMAIN

All the debtor's rights and actions can be exercised by his creditors, except for strictly personal ones, but the existence of a general limit must be noted, in the sense that, in this way, creditors can only exercise the debtor's patrimonial rights and actions. The debtor's extra-patrimonial rights and actions cannot be exercised through indirect action, such as: the right to name, the right to a pseudonym, the right to honor, etc. The doctrine emphasized the fact that only the rights already born or entered into the debtor's patrimony can be exercised by the creditors, obliquely; they cannot substitute him in order to create new rights or to modify existing rights in his patrimony (Crețu, 2006).

By way of oblique action:

– can exercise the rights and patrimonial actions of the debtor;

– cannot exercise non-patrimonial rights and actions, such as:

1. parental rights;

2. the divorce action;

3. action to annul the marriage;

4. revocation of a donation for ingratitude, etc.

– the debtor can exercise rights against third parties, susceptible to legal action, such as:

1. the right to claim an asset owned by the debtor;

2. the right to demand payment of a claim belonging to the debtor;

3. the right to request the return of an unpaid payment.

– can exercise debtor's rights that are susceptible to extrajudicial exercise, such as:

1. measures to preserve some rights in the heritage;

2. providing evidence;

3. fulfillment of some publicity formalities (registration in the electronic archive of movable real guarantees, tabulation of a right in the land register);

4. fulfillment of information formalities on the debtor's account;

5. exercising the oblique action times

6. taking some insurance measures.

EXCEPTIONS – EXCLUSIVELY PERSONAL PROPERTY RIGHTS AND ACTIONS

-The scope of the indirect action is only in the scope of the debtor's patrimonial rights and actions; extra-patrimonial rights and actions are foreign to the general pledge of creditors and are therefore not liable to be exercised obliquely. As we know, it is not allowed for the creditor to replace the debtor in the administration of his patrimony. As a result, the debtor is the only one in a position to conclude acts of administration and acts of disposition regarding his assets and rights. Two more are added to these limits:

– *The patrimonial rights and actions that are strictly related to the person* of the debtor cannot be exercised indirectly by his creditors. This limitation of the right to apply the oblique action is expressly provided in the Civil Code of the Republic of Moldova, where it is ordered that the rights and actions of the debtor can be exercised "except for those that are exclusively personal". It is about those rights and actions, which are closely related to the person of the debtor and the exercise of which is left by law to his free discretion for "personal moral and family considerations".

– *Intangible patrimonial rights* – creditors cannot exercise or realize, obliquely, the patrimonial rights of the debtor that are imperceptible, such as: the right to housing, the right to use, the right to receive a scholarship, the right to own property for personal use and household items needed by the debtor and his family, as well as objects of religious worship if there are not more of the same kind, etc.

EFFECTS OF OBLIQUE ACTION

The oblique action does not deprive the debtor at any stage of the independent exercise of the action or, as the case may be, of concluding a transaction contract. In particular, it is interested in its procedural quality and the effects of the final judgment against the inactive debtor.

The indirect creditor assumes the capacity of representative of the inert debtor. The court must subpoena the inactive debtor in the process because the process decides on his rights and assets. Although an express text is missing in the matter of examination of oblique actions, the citation of the debtor is required based on art. 6 ECtHR (right to a fair trial). In practice, this requirement is satisfied whenever the oblique action is examined in connection with the action of the oblique creditor against the inactive debtor for the satisfaction of his endangered debt".

1. *The effects towards the creditor who exercises the oblique action* – The creditor indirectly exercises the rights of his debtor; he does not exercise a right of his own. Therefore, the effects of the oblique action are produced in the debtor's patrimony and in the general pledge of the creditors. This means that the result obtained benefits all the creditors of the negligent debtor and not only the one who exercised the action.

2. *Effects of the indirect action against the third party defendant* – The third party can invoke, for example, the compensation of his debt against a claim he has against the plaintiff's debtor, even if that claim arose after the introduction of the indirect action. Also, the third party can oppose the transaction with the debtor after this date. The defendant can only object to the creditor the exceptions that can be objected to the debtor; he does not have the right to rely, in defense, on the exceptions born from his relations with the creditor; such exceptions may be opposed to the creditor only when he acts in his own name to realize a right of his own against the defendant.

3. *The effects of the oblique action against the passive debtor* – The problem that arises in connection with the effects of the oblique action against the passive debtor is that of knowing whether or not the court decision by which the case is resolved is opposable to the debtor; in other words, this judgment has or does not have res judicata authority against the debtor. The answer depends on whether or not the debtor was subpoenaed. If he was brought into the case, the final and irrevocable judgment has, without a doubt, authority over him, being opposable to him. In the second situation, when the debtor has not been brought into the case or process, opinions are divided. Some argue that the judgment rendered has equal authority over the debtor. According to other authors, the debtor who was not brought into the case must be considered a third party to the decision issued by the court, which will not be against him.

4. *The effects towards the other creditors and the passive debtor* – The issue that needs to be resolved is whether or not the judgment pronounced in the settlement of an oblique action promoted by a creditor is opposable to the other creditors of the same debtor. In order to formulate a thorough answer, we must distinguish between the situation in which the action was admitted and that in which it was rejected. If the court's decision is to admit the oblique action, it benefits all the debtor's creditors, even if they did not intervene in the process. In the situation where the decision is rejected, i.e. unfavorable to the creditors, the opinions are different. In an opinion, it is appreciated that it is opposable to the other creditors by their debtor who, as a rule, participates in the process. In the second opinion, it is stated that the solution depends exclusively on the circumstance of whether the debtor was included in the case. n the hypothesis in which it was introduced in the case and the court's decision is to reject it, it will have working power, judged both against the debtor and in relation to all creditors and; on the contrary, if the debtor has not been brought into the case, the judgment rejecting the oblique action, by virtue of the principle of relativity of the res judicata, will not be opposable neither to the debtor nor to his other creditors, with the exception of the plaintiff creditor (http://jurisprudenta.csj .md/search_col_civil.php?id=56151).

LEGAL NATURE OF OBLIQUE ACTION

The discussion of the legal nature of the oblique action in French, Italian and Romanian law, and the refusal, in these systems, to assimilate it to a legal representation, consists in the rule that the creditor introduces the oblique action in his own name and not in the name of the inert debtor. However, a good part of the doctrine claims that, in essence, the mechanism consists of an "objective representation" (Didier, 2001). Jean Carbonnier wrote that "the creditor represents his debtor and that the oblique action is not an action of his own that would belong personally to the creditor" (Carbonnier, 2000). The law on the modernization of the Civil Code of the Republic of Moldova diminished this debate, specifying, in art. 892 paragraph (4), that the indirect creditor is a legal representative of the inert debtor, but under the conditions and limits provided by art. 892-894, and not all-encompassing as a parent or guardian.

The doctrinal debate is fueled by a confusion: some authors analyze the effects of the oblique action on the part of the inert debtor, for whom the exercise of his right has a transformative effect, it changes the composition of his patrimony, instead of a debt, he will, as a result, own an asset or money obtained from the third party under the claim; other authors move the analysis of the oblique action to the side of the oblique creditor and have only to note that his claim is not capitalized in this way, but only paves the way for a successful capitalization in the future (Brenner, 1999).

The specification is not only of theoretical importance, but also of procedural importance, because it explains why the third party cannot object to the creditor with exceptions regarding his claim against the inactive

debtor, apart from the absence of the necessary conditions to act obliquely (legitimization relationship). The third party can only raise the exceptions specific to its relationship with the inert debtor (own creditor), such as the lateness exception regarding the subjective right exercised obliquely, but it cannot raise the exceptions specific to the relationship between the indirect creditor and the inert debtor. These latter exceptions are to be discussed in a possible trial between the oblique creditor and the inert debtor. Therefore, by its nature the oblique action is less than a measure to enforce the debt of the oblique creditor, but more than a measure to secure the debt of the oblique creditor. It is prior to execution (https://animus.md/adnotari/892/#_ftn5), an act that prepares the ground for it.

And the Italian doctrine recognizes the complex nature of oblique action, protecting several contradictory interests simultaneously (Cesare , 2020), and its purpose is to acquire useful, economically advantageous results in the debtor's patrimony; it grants a power of legal substitution in its own interest; this power integrates a potestative right, namely a substitute potestative right (Cesare , 2020).

CONCLUSIONS

In conclusion, we consider that in the context of the accession to the market economy for most of the signatory states to the European Convention on Human Rights, the oblique action represents an additional and effective guarantee of the protection of creditors' rights, which allows the removal of uncertainty and the reduction of hesitations of individuals and legal entities, in in general, as well as economic agents, in particular, regarding the inclusion in the legal relations that have as their material object the unsecured debt. Considering the evolving character of the European Convention, the introduction of the oblique action is an imperative, necessary for adapting to the existing reality in the socioeconomic order of the High Contracting Parties. In this sense, we believe that the most effective way would be to indicate the need for the respective amendment of the legislative framework by means of general measures.

Also, only the rights actually existing in the debtor's patrimony are susceptible of exercise by oblique action by his creditors. Therefore, the debtor is exclusively able to conclude acts of disposition and acts of administration regarding his assets and rights. It can be said that the scope of the oblique action is circumscribed to the sphere of patrimonial rights that are part of the category of real rights or debt rights. Potestative patrimonial rights (consist in the power that their owner has to intervene, through his unilateral will, in legal situations in which the interests of other persons are also present, who have the obligation to obey) cannot be exercised obliquely by creditors of the holders of these rights. And this all the more so as the power rights have, most often, a personal character, their exercise being in the exclusive power of the debtor.

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Regulation of the penalty clause in the Civil Code of the Republic of Moldova

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Abstract: The penalty clause is an important mechanism in civil contracts to protect the rights and interests of the contracting parties if one of them fails to fulfil its obligations. In the Republic of Moldova, this provision is regulated by the Civil Code, which sets out the conditions and limits under which a penalty clause may be included in civil contracts.

When a contract is concluded, it is uncertain whether one partner or the other will fulfil their contractual obligations properly. Sometimes a contracting party may not be able to perform its obligations, sometimes it may, in bad faith, try to delay performance as long as possible. For diligent creditors, the legislator has regulated several ways in which it is possible to guarantee the performance of obligations. By guaranteeing obligations, we mean all the legal means, i.e. the rights and actions recognised directly by law or arising from the agreement of the parties to the obligation, the exercise of which ensures the enforcement of the claim.

A penalty clause is a contractual provision whereby the parties assess the loss in advance, stipulating that the debtor must pay the creditor a sum of money or other property in the event of non-performance of the obligation.

The purpose of this article is to analyse the regulations on the penalty clause in the Civil Code of the Republic of Moldova, to highlight its importance in civil contracts and to examine the conditions under which it can be applied, as well as its limitations and legal effects.

It will go on to provide details on the concept of a penalty clause, how it can be included in contracts, its limitations and legal effects in the Republic of Moldova, as well as examples of situations in which the penalty clause can be used to protect the interests of the contracting parties.

Keywords: creditor, debtor, penalty clause, civil contracts, non-performance, legal effects.

INTRODUCTION

In fact, the penalty clause represents an advantage for the creditor, avoiding the judicial assessment of damages, the creditor not being obliged to prove the existence and extent of the damage or even to receive the penalties without any damage suffered. In order to obtain payment of the penalty clause, he only has to prove the fact of non-performance, improper or late performance (Pop, 2015).

The penalty clause is a contractual provision whereby the parties agree to bear certain consequences in the event of failure to comply with the obligations assumed by the contract. This clause is intended to discourage the parties from breaching the provisions of the contract by giving them a financial or other incentive to comply with their commitments.

In Moldovan civil law, a penalty clause is a form of contractual liability that can be included in a contract, and its purpose is to protect the interests of the parties to the contract and to encourage the performance of contractual obligations. The penalty clause can be included in any type of civil contract, such as sale-purchase contracts, rental contracts or service contracts.

If one of the parties fails to comply with its contractual obligations, the penalty clause can be activated and a range of sanctions, such as the payment of damages or the enforced performance of contractual obligations, can be imposed on the offending party.

It is important to note that the amount of the penalty clause must be proportionate to the value of the contractual obligation in order to avoid excessive penalties which may be considered abusive. The penalty clause must also be formulated in a clear and precise manner so as to avoid any room for interpretation or confusion.

BASIC CONTENT

The Civil Code of the Republic of Moldova defines the penalty clause in Art. 947 para. 1, providing: The penalty clause is a contractual provision by which the parties evaluate the damage in advance, stipulating that the debtor, in case of non-performance of the obligation, shall remit to the creditor a sum of money or other property (penalty). It follows from the legal text that the object of the obligation whose non-performance triggers the application of the penalty clause may be any obligation to give, to do or not to do.

Dimitrie Alexandresco defines a penalty clause as an ancillary agreement whereby the parties determine in advance the equivalent of the damage suffered by the creditor as a result of non-performance, late performance or improper performance of the obligation by the debtor. [Dimitrie Alexandresco]

The accessory nature of the penalty clause is explained by the dependence of the penalty clause on the obligation arising from the main contract. The penalty clause in isolation will be non-existent; it cannot be imagined outside a contractual context, outside a pre-existing obligatory relationship. The penalty clause is - as has been argued in French doctrine - "a contract within a contract", according to Professor G. Paisant, or "a unilateral accessory and conditional contract, distinct from the contract containing the debtor's main undertaking" [G. Paisant], according to D. Mazeaud, and the authority of the principle of accesorium sequitur principale must therefore be recognised. [D. Mazeaud] It should be emphasised that the phrase "contract within a contract" must not be misleading. The penalty clause may indeed be stipulated in the main contract, just as there is nothing to prevent its insertion in a separate document. From a formal point of view, the penalty clause is not subject to any particular solemnity.

The penalty clause has the following legal characteristics:

- it is an ancillary agreement;
- it has practical value because it fixes in advance the amount of damages;
- it is binding between the parties, like any contract;
- it is payable only when all the conditions for the award of damages are met.

Being of a contractual nature, the penalty clause is intended to determine in advance the amount of the damage to be suffered by the creditor, so that the court is not called upon to determine it itself by its own assessment, but only to establish whether or not performance has been effected in accordance with the terms of the contract. This means that the court cannot require the creditor of the obligation, who invokes the penalty clause, to prove the damage suffered.

In practice, the courts have held that "the penalties stipulated by the parties in the loan agreement have the character of a penalty clause, established for late performance of the obligation to repay the sum borrowed.

According to Article 948 of the Civil Code of the Republic of Moldova, the form of the penalty clause is drawn up in authentic form if the law requires authentic form for the legal act to which the clause applies. In other cases, the penalty clause shall be drawn up in writing, under penalty of absolute nullity.

The form of the penalty clause may be freely agreed between the parties, subject to compliance with the legal provisions on the conditions of validity of contracts and contractual clauses. The penalty clause must be clear and precise so that it can be applied without difficulty and is not open to interpretation.

For a penalty clause to be valid, it must fulfil the following conditions:

- it must be set out in writing;
- it must be proportionate to the seriousness of the breach of the obligation;
- it must be provided for in the contract or in the contract supplement.

If the penalty clause is considered unfair or disproportionate, it can be challenged in court. In such cases, the court may decide to reduce the amount of the penalty clause or to annul it in its entirety.

The right to claim other damages is provided for in Article 949 of the Civil Code of the Republic of Moldova and consists in the possibility for the injured party to claim, in addition to the amount provided for in the penalty clause, other damages if the damage suffered exceeds the amount provided for in the penalty clause or if the penalty clause is considered ineffective.

Thus, if one party fails to fulfil its contractual obligations, the other party may claim the amount provided for in the penalty clause in addition to any other damages or expenses incurred. Such other damages may be

awarded according to the actual loss suffered and may include legal costs or financial losses suffered as a result of the non-performance of contractual obligations.

In the Civil Code of the Republic of Moldova, Art. 949, the right to claim other damages is stipulated:

(1) If the penalty is stipulated for the case when the debtor does not perform the obligation, the creditor may demand both the performance of the obligation and the payment of the penalty. Both the performance of the obligation and the payment of the penalty may not be demanded if the penalty has been stipulated by way of compensation in lieu of performance and not merely as a means of guaranteeing the performance of the obligation.

(2) The creditor has the right to claim compensation for the loss not covered by the penalty (inclusive penalty clause). In cases provided for by law or contract, the creditor may claim either damages or a penalty (alternative penalty clause), may claim compensation for the loss over and above the penalty (punitive penalty clause) or may claim only a penalty (exclusive penalty clause).

(3) If the creditor has received the performance, he may only demand payment of the penalty if he has expressly reserved this right when receiving the performance.

The penalty clause in the case of an indivisible obligation refers to the situation where several persons are obliged to perform an obligation jointly and severally. In this situation, the penalty clause may be provided for in the contract to ensure performance of indivisible obligations and to compensate for any damage caused by non-performance.

Thus, if one of the persons bound fails to perform the indivisible obligation, the other persons may claim payment of the amount provided for by the penalty clause, in addition to other damages or expenses incurred. It is important to note that in the case of indivisible obligations, each of the debtors is liable for the whole obligation and not just part of it. It is also important to bear in mind that the penalty clause may be considered invalid in the case of indivisible obligations in certain situations. If the penalty clause is considered excessive or unjustified, the court may decide to reduce it or remove it completely from the contract.

In conclusion, the penalty clause in the case of indivisible obligations can be an effective way of ensuring performance and compensating for any damage caused by non-performance.

According to the Civil Code of the Republic of Moldova, art. 950, the penalty clause in case of indivisible obligation implies: "If an indivisible obligation is guaranteed by a penalty clause and its non-performance is due to the fault of a debtor, the penalty may be demanded either in full from the guilty debtor or from each co-debtor for his part. In the latter case, each co-debtor has a right of action against the one who caused the penalty to accrue."

In the case of divisible obligations, the penalty clause may be provided for in the contract to ensure performance of the obligations and to compensate for any damage caused by non-performance. A divisible obligation is an obligation that can be divided into several parts or fractions so that it can be performed in part or in full by the debtor.

Thus, if the debtor fails to perform the divisible obligation, the creditor may claim payment of the amount provided for in the penalty clause, in addition to any other damages or costs incurred. It is important to note that the amount fixed by the penalty clause must be proportionate to the damage caused and not excessive.

It is important to bear in mind that, in the case of divisible obligations, the debtor may be required to perform part or all of his obligation. Thus, if the debtor has fulfilled only part of his obligation, the creditor may require payment of the penalty clause according to the amount of the unfulfilled obligation.

According to the Annotated Civil Code art. 951 the penalty clause in case of divisible obligation is:

(1) If a divisible obligation is secured by a penalty clause, the penalty is also divisible and accrues only against the co-debtor who has not performed the obligation and only for the part of the obligation to which he is bound.

(2) Paragraph (1) shall not apply to joint and several obligations. Nor shall they apply if the penalty clause was stipulated to prevent partial payment and one of the co-debtors has prevented full performance of the obligation. In this case, the co-debtor is liable for the entire penalty and the others for their share of the obligation. In the latter case, each co-debtor has a right of action against the one who caused the penalty to accrue.

According to Article 952 of the Civil Code, a statutory penalty clause is a contractual clause that sets a sum of money that the parties must pay if one of them breaches the terms of the contract. This amount is called a penalty and is designed to discourage breach of contract.

Under Romanian law, the statutory penalty clause is regulated by the Civil Code and can be included in contracts under the following conditions:

- the penalty clause must be proportionate to the value of the main obligation set out in the contract;
- the penalty clause must be expressly mentioned in the contract;
- the penalty clause cannot be used to compensate for actual damages suffered by the injured party.

If the penalty clause is found to be unlawful or unfair, it can be annulled or reduced by the court.

The statutory penalty clause states that "The penalty established by law cannot be excluded or reduced in advance by agreement of the parties."

Article 953, Reduction of Penalty in the Civil Code of the Republic of Moldova outlines that:

(1) In exceptional cases, taking into account all the circumstances, the court may order, at the request of the debtor, a disproportionately high reduction of the penalty. In reducing the penalty, account shall be taken not only of the pecuniary interests but also of other interests of the creditor protected by law.

(2) A reduction of the penalty shall not be allowed where the penalty has been extinguished by voluntary enforcement.

(3) No reduction of the penalty for late performance of the pecuniary obligation shall be allowed if the rate of the penalty is equal to or lower than the statutory rate applicable under Article 942.

(4) Any clause derogating from the provisions of this Article to the detriment of the debtor shall be null and void.

If a penalty clause is considered unlawful or unfair, the court may decide to cancel it or reduce the penalty to a more reasonable amount.

According to the Romanian Civil Code, the court may reduce the penalty in the following cases:

- if the amount of the penalty is excessive or disproportionate to the damage suffered by the injured party;
- if the party who breached the contract tried to remedy the breach before being sued;
- whether the breaching party had reasonable grounds for the breach;
- whether the penalty was paid in part or in full by the party in breach of contract.

It is important to note that the reduction of the penalty does not mean that the breaching party will no longer have to pay any penalty. It will have to pay a smaller amount, proportionate to the amount of the principal obligation under the contract.

Functions of the penalty clause. In contractual relations, the parties have the possibility, either in the contract or by a separate agreement made after the conclusion of the contract but before the damage occurs, to determine the amount of damages due by the debtor as a result of non-performance of the contractual obligations. At the same time, if a penalty clause is inserted in contracts, the injured party is spared lengthy, costly and uncertain legal proceedings. This avoids a lawsuit between the contracting parties to determine the compensation due for the damage caused to the creditor by the non-performance of contractual obligations.

The creditor benefiting from the penalty clause is relieved of the obligation to prove the damage suffered as a result of the wilful non-performance of the principal obligation. This clause gives the creditor the choice between enforcement in kind of the principal obligation and enforcement of the penalty clause. The option is at the creditor's discretion and not at the debtor's discretion. The parties are therefore relieved of any evidence as to the existence and extent of the damage and, by implication, the amount of damages owed by the debtor. The creditor only has to prove the fact of non-performance, defective performance or late performance of the contractual obligation assumed by the debtor.

The functions of the penalty clause have been discussed in the literature and in practice. There is no uniform view as to their number. However, we agree with the view that the main functions of the penalty clause are as follows: the function of guaranteeing the debtor's performance; the function of mobilising the debtor to perform his contractual obligations; the function of sanctioning; the function of remedying.

The function of guaranteeing the performance of obligations by the debtor. This function, although not regulated by law, arises from the practical reasons why this type of clause is inserted in contracts. The insertion of a penalty clause makes it a legal means of putting pressure on the debtor.

The guarantee function of the penalty clause is based on the idea that, by stipulating it in the contract, the creditor is in fact seeking performance of the principal obligation. The purpose of the penalty clause remains only subsidiary. The term 'security' must be understood in the broadest sense, including all legal means available to the creditor to enforce the debtor's obligations. Thus, the creditor, by stipulating the penalty clause, has the guarantee that he will receive what is due to him from his debtor.

The penalty clause is one of the so-called "security interests in rem", the purpose of which is to induce one of the parties to perform in kind, properly and on time a particular obligation for which that security has been stipulated; in this case the penalty clause has been stipulated. At the same time, it should be made clear that this is not a guarantee in the strict sense of the term, which is of such a nature as to break the rule of equality of creditors.

The stipulation of the penalty clause ensures compliance with the obligations assumed in the contracts, encouraging the debtor to perform them properly and in good faith. This "warning" puts material and moral pressure on the debtor to avoid the application of the penalty clause. The guarantee function is effective only to the extent that the amount of the penalty is appropriately set at an amount at least equal to the damages the debtor would be obliged to pay in the absence of the penalty clause. [Florin Ludușan]

The debtor's mobilisation function in the performance of contractual obligations. By its drastic nature, the penalty clause is a means of mobilising the debtor to correct contractual conduct, in order not to expose himself to the negative consequences arising from the implementation of this clause. The penalty clause becomes mobilising for the debtor when, in the event of non-performance of the obligations at the time or in the place agreed, the creditor requires the debtor to perform both the principal obligation and the penalties. This function of the penalty clause is particularly evident where the amount of the penalty is greater than the amount of the damage caused to the creditor by the non-performance, improper performance or late performance of the obligation to which the debtor has agreed. The function of mobilising the debtor in the performance of contractual obligations or the incentive function of the penalty clause may take the form of progressive penalties for late performance. [Florin Ludușan]

The sanctioning function of the penalty clause. The penalty clause penalises the unlawful non-performance of obligations by the debtor. Thus, the penalty clause is a private contractual penalty. According to this function, the penalty clause is due irrespective of the existence and extent of the damage caused to the creditor. The penalty clause fulfils a punitive function in particular where the amount of the penalty is greater than the amount of the damages, as it is possible that the damage is not present, in which case the payment of the penalty serves to punish the mere fact of non-performance of the obligation and appears as a real civil fine - from a means of prevention it becomes a means of repression, a sanction. The debtor is obliged to pay the sum of money or the value of the assets specified in the clause, even when this is greater than the value of the damage actually suffered by the creditor. [Florin Ludușan]

The compensatory, valuation and reparation function. The reparatory function (also called the compensatory function) is the most important function according to most legal doctrine in our country. The purpose of the penalty clause is to make good the damage suffered by the creditor as a result of the debtor's non-performance, defective performance or late performance of the contractual obligations. [Florin Ludușan]

Legal characteristics of the penalty clause. From the legal provisions, we can deduce the following defining legal characteristics of the penalty clause:

a) it is a contractual clause;

The penalty clause is a contractual clause contained in the contract between the parties or separate from it. Obviously, the law cannot lay down penalty clauses. It can, however, lay down legal penalties applicable in the event of non-performance of obligations expressly specified in the law. The statutory penalty limits the freedom of the parties to fix the size of the penalty, so that the penalty set by law cannot be excluded or reduced in advance by agreement of the parties, but can be increased by a penalty clause.

b) is accessory;

Since it applies in the event of non-performance of a contractual obligation, the penalty clause is ancillary to the contract from which the obligation arises. According to the principle of ancillaryity, the penalty clause will follow the legal situation of the contract in which it is contained (principal accessory). Nullity, assignment or extinction of the contract will have the same legal consequence for the penalty clause. Not vice versa. The nullity of the penalty clause will not entail the nullity of the contract in which it is contained.

As regards the accessory nature of the penalty clause, it should be noted that there is an independence between the agreement in which it was stipulated and the possible invalidity of the penalty clause, but also a dependence of the penalty clause on the validity of the main agreement. This is also confirmed by Art. 1540 para. (1) of the Romanian Civil Code, which states that "The invalidity of the main obligation entails the invalidity of the penalty clause. The nullity of the penalty clause does not entail the nullity of the main obligation". By way of exception, the extinction of obligations by termination or rescission does not lead to the extinction of the effects of the penalty clause provided for non-performance.

c) is solemn;

The penalty clause must be in writing, and this requirement is imposed by the law ad validitatem even if the secured contract is also valid in oral form. If the penalty clause guarantees a contract for which the law requires authentic form, then the penalty clause, in the light of its ancillary nature, must also be in authentic form.

The solemnity of the penalty clause is required primarily in order to capture the debtor's clearly expressed willingness to assume payment of the penalty, which may sometimes be higher than the actual loss. Secondly, the written form provides certainty as to what the actual size of the penalty is and for which specific assumptions the penalty will be paid.

We can therefore conclude that the interpretation of a penalty clause will be governed by the principle of transparency, in the sense that its text must be clearly formulated and penalties will be imposed only for the assumptions specified in the clause and will not be extended to the types of non-performance not specified in it.

Operation of the penalty clause. As regards the operation of the penalty clause, it becomes enforceable when the conditions of the debtor's contractual liability are fulfilled.

The question of the possibility of combining penalties with performance in kind was addressed by the legislator in Article 1539 of the Romanian Civil Code. According to this article "The creditor may not demand both the performance in kind of the principal obligation and the payment of the penalty, unless the penalty has been stipulated for failure to perform the obligations at the time or place fixed. In the latter case, the creditor may claim both performance of the principal obligation and the penalty unless he waives this right or accepts, without reservation, performance of the obligation".

The following solutions follow from the aforementioned Article:

1. The penalty clause may not be aggregated with performance in kind or with compensatory damages where it has been provided for non-performance;

2. The penalty clause may be cumulated with enforcement in kind when it was provided for non-performance of obligations;

3. Where the clause was provided for non-performance, it may not be aggregated with compensatory damages, but may be aggregated with default damages if there is also delay in performance.

The final issue to be considered in the context of the penalty clause is its operation. There are two special cases of operation of the penalty clause. In the case of a principal obligation which is indivisible but not joint and several, if non-performance is due to the fault of one of the debtors, the creditor is entitled to claim the entire penalty from the debtor responsible for non-performance or to claim partial payment of the penalty from each debtor indivisible, but only for its part. If the principal obligation is divisible, then the penalty is also divisible and will be borne by the co-debtor guilty of non-performance and only in respect of his share. In the case of an indivisible obligation, the penalty may be claimed from the entirety of the culpable debtor, who has a right of recourse against the other debtors.

By way of exception, the rule of severability of the penalty clause in the case of a divisible principal obligation does not apply where the function of the penalty clause was precisely to prevent partial payment and one of

the debtors has prevented performance of the obligation in full. In this situation, the entire penalty may be claimed from the culpable debtor.

CONCLUSION

The penalty clause is a contractual provision whereby the parties agree that in the event of non-performance of contractual obligations, the party in breach of the contract shall pay a sum of money by way of penalty. This amount does not represent the actual damages suffered by the party who has suffered the loss, but is a fixed amount, provided for in advance by the parties, which is intended to discourage breach of contract.

There are different views on the usefulness of the penalty clause in contracts. On the one hand, some argue that the penalty clause can be useful in situations where it is difficult to determine the actual damages suffered by the injured party and can be a means of deterring breach of contract. On the other hand, others consider that the penalty clause may be excessive and may be an unjustified sanction which can be used by one party to intimidate or put pressure on the other party.

It is important to note that the penalty clause is only legal if it is explicitly stated in the contract and is proportionate to the damage suffered. Otherwise, it can be considered unfair and can be annulled by the court.

In conclusion, the penalty clause may be useful in certain situations, but it must be used with caution and must be proportionate to the damage suffered. It is important to set out the contractual provisions clearly and avoid any ambiguity or uncertainty that could lead to misinterpretation.

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Debt Assignment – Way of Transferring Civil Obligations

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Abstract: In the civil circuit, sometimes there is a need to transmit the right of claim from the content of a legal report. For example, a person is the holder of a claim whose enforceability is affected by a suspensive term, that is, the claim is to be honored at a certain time. However, this creditor wants to capitalize on his claim before the deadline, and finds a person (natural or legal) who is ready to wait for the deadline to be fulfilled. The creditor sells his claim to this person. In this way, he makes a transfer (assignment) of the claim.

Therefore, debt assignment is a legal transaction by which the creditor (assignor) transfers its rights and obligations on a debt to a third party (assignee), in exchange for a sum of money or other benefits. The assignee becomes the debtor's new creditor and has the right to collect payment of the debt according to the terms and conditions originally established between the debtor and the original creditor. If the claim is assigned without the debtor's consent, the debtor may refuse to pay the new creditor and challenge the validity of the assignment. It follows that it is important that the transaction is carried out in accordance with the applicable laws and regulations in this regard.

Thus, the assignment of debt, admitted in Roman law, at first by indirect means, and later also by direct means, perfected in the medieval environment, became, in the modern environment, an autonomous means of common law, through which they can transfer debt rights based on an agreement between the old creditor (assignor) and the one who replaces him (assignee).

Keywords: assignment of debt, right, obligation, creditor, debtor, third party, transferor, transferee, transfer, debt, patrimony.

INTRODUCTION

Sometimes companies fail to collect on time the receivables they have from debtors. They are forced to use an instrument called the assignment of debt so as not to affect the performance of the business.

Classically, the content of the binding legal relationship that is established between the debtor and the creditor consists of two correlative components: the creditor's right to claim from the debtor the performance he owes and the debtor's duty to perform that performance. Therefore, the debtor's right of claim is the asset element and the debt belonging to the debtor is the passive element.

These legal operations, through which the transmission on a particular basis of the elements of the obligational legal relationship - the claim and the debt - takes place, are legislated in the civil law of the Republic of Moldova through the institutions of assignment of claim and takeover of debt. The Civil Code of the Republic of Moldova regulates these institutions in Chapter III of Title I of Book Three.

BASIC CONTENT

Historical origin of the assignment of a claim

The assignment of a claim has its origins in Roman private law, being one of the many ingenuities of Roman jurisprudence. Initially, Roman law did not allow that in a vinculum iuris it was between another creditor. The transmission of a claim between vineyards was, in theory, inadmissible because the obligational relationship, both from an active point of view (creditor's right) and from a passive point of view (the debtor's performance), was strictly personal in nature. The debtor's performance was inextricably linked to the person of the creditor in receipt of the benefit, just as the creditor's right was inextricably linked to the person of the debtor to whom he was entitled to claim the benefit, so that no change of person could be made. Just as the demands of life have claimed such a replacement, the Roman jurisconsults, without denying traditional principles and without openly acknowledging the institution of assignment of claims, resorted to the application of already existing

institutions in order to practically achieve the result of the assignment. Initially, one of these institutions was novation.

The ineffectiveness of the novation served as a basis for resorting to another process, called procuratio in rem verso, which was the basis for the gradual evolution of the institution of the assignment of the claim. Thus, the assigning creditor empowered by mandate a third party (assignee) with the right to summon the debtor to court and thus to collect his claim, while being relieved of the obligation to return to him everything he had collected from the debtor. The procurator, acting on his own account but on behalf of the assignor, was qualified as procurator in rem suam. As plaintiff, the name of the assignor appeared, but the collection of the debt was made in favor of the procurator. This procedure is not a genuine assignment, since the assignor remained to be the holder of the claim until the moment of conviction of the debtor, after which the assignee acquired an independent right.

The legislation of the imperial era managed to eliminate this shortcoming, thus beginning to take shape the assignment of the claim as an autonomous institution, due to the introduction of the actio utilis suo nomine, which gives the assignee the autonomous right to demand from the debtor the payment of the claim, and the establishment of the obligation to inform the debtor about the assignment that took place excluded the possibility for the debtor to make the payment of the assignor. After these legislative innovations, the assignee the interest and could verify against the debtor the same right of claim on the basis of the assignment report, which departed from the mandate and assumed the configuration of a new institution: the assignment of a claim.

Definition

Assignment of a claim is the contract by which the creditor transmits his right of claim, for consideration or free of charge, to another person. The law provides that a transferable and sessile claim may be assigned by the holder (assignor) to a third party (assignee) on the basis of a contract, according to art. 823, para. (1) Civil Code. This operation involves three persons: the creditor transmitting the claim, called the assignor; the acquirer of the claim, called the assignee; the debtor of the assigned claim, called the assigned debtor. The parties to the assignment contract are the assignor and the assignee, the assigned debtor being a third party to the assignment contract.

Conditions of assignment of a claim

Being a contract, the assignment of a claim must meet all the conditions for the validity of contracts.

Any transferable and despicable claim may be the subject of assignment, without distinction being made between pecuniary claims and claims of a different nature and regardless of their source (act or legal fact). Assignment is possible in the case of pure and simple claims, but also in the case of claims affected by modalities, current or future claims, although opinions on the possibility of submitting future claims are contrasting. Most of the times, pecuniary claims are assigned, affected by suspensive terms (Baieș, 2015).

There are claims that cannot be assigned because they are declared inaccessible by law, given the close connection of the claim with the person of the creditor. Thus, the law prohibits the assignment of:

1. Claims relating to the collection of maintenance, compensation for damage to the life and health of the person, and other rights relating to the person of the creditor, for example, the claim for compensation for non-material damage.

2. The right of pre-emption when buying a share of the common property. When such a prohibition was introduced, the legislature started from the fact that the preferential right to purchase a share of the common property on the shares relates only to the co-owners. If the assignment of the right of pre-emption to the purchase of a share-share is admitted, the rights of the co-owners will be neglected (Cantacuzino, 1998).

3. Claims by agricultural enterprises to the state according to art. 14 para. (3) from Law no. 392 of May 13, 1999 regarding the restructuring of agricultural enterprises in the process of privatization. In court practice, cases are known when the assignment contract has been declared void on the ground of non-compliance with these provisions (6).

The provisions of art. 823 para. (4) of the Civil Code of the Republic of Moldova is without prejudice to the possibilities of the parties to declare inaccessible certain claims, in whole or in part, which is called conventional inaccessibility. Such clauses are valid if justified on a legal, serious and legitimate interest, which may be patrimonial or moral.

In the literature, it is mentioned that the question of determining the credibility or inaccessible character of a particular right cannot be solved by a formula of principle. Thus, in order to determine the assignability of a right, it is necessary to analyse its nature and features, the purpose of the grant, the conditions of the grant, the conditions of its exercise, its analogy with other rights the assignment of which is expressly permitted or prohibited.

The cause of the assignment of the claim is the objective pursued at the conclusion of the civil legal act, the interest which the parties pursue. The cause must exist, be real, licit and moral.

The assignment of a claim must not affect the rights of the debtor, nor can it make his obligation more onerous, according to art. 823, para. (2) Civil Code R.M., because, it does not affect the being of the obligation.

As the debtor is not a party to the contract, his consent is not binding. The law provides that the holder of a claim may transmit it, without the debtor's consent, to a third party, if this does not contravene the essence of the obligation, the agreement between the parties or the law.

Regarding the formal conditions, the law provides that the assignment of the claim must be concluded in the form required for the legal act on the basis of which the assigned claim arose, according to art. 824 Civil Code R.M.

Content of the contract for the assignment of a claim

The assignment contract is an agreement of will between the assignor and the assignee. The contract shall be deemed to have been concluded when the parties have agreed on all the essential clauses, in accordance with Art. 1027, para. (1) of the Civil Code of the Republic of Moldova in the form required for the legal act on the basis of which the assigned claim was born. Essential are the clauses established as such by law, which arise from the nature of the contract or on which, at the request of one of the parties, an agreement must be made. All these clauses form the content of the contract. The Civil Code of the Republic of Moldova does not expressly provide for the essential clauses of the assignment contract.

In the specialized literature it is mentioned that one of them refers to the object of the contract for the assignment of the claim. The object of the contract for assignment of the claim is the right of claim, which must be determined and individualized, which is achieved by determining the following components:

a) the object of the claim;

b) the active subject (the creditor); c) the passive subject (the debtor);

(d) the content of the claim (the actions which the debtor is obliged to commit relating to the subject-matter of the performance) and

e) the grounds for the appearance of the claim.

If the contract gives rise to several claims equivalent in size but different in legal status, it is necessary to indicate the specifics of the claim. For example, if under the contract there is a claim for the payment of an amount by way of rent and another for compensating for the damage caused to the leased asset in the same size, as well as for the payment of the redemption price of the leased asset, the amount of which is also the same, then in the contract of assignment of the receivable it is to be indicated which particular claim constitutes the object of the assignment.

The contract may contain several claims of legal quality, but with different terms of exercise. For example, the contract for the supply of goods in several equal lots may provide that the supplier acquires several claims to receive payments in equal amounts for each individual lot. By assigning one or several claims, but not all, resulting from this contract, the supplier is obliged, at the request of the new creditor, to individualize the object by indicating the term of the claim and/and the term of exercising the right, which will be another condition. of the assignment contract.

The individualization of the claim is, therefore, an essential condition of the contract of assignment, being in the immediate interest of the assignee, not of the assignor. The latter conveys the right of claim, regardless of its exact and complete description. The transferee, however, acquires the right of claim which, subsequently, he must exercise, therefore he must explain to the debtor and the court what kind of claim he has acquired. If, due to carelessness, incompetence or other reasons, the assignee did not insist on the individualization of the claim as the object of the assignment, there are no grounds to impose other persons, especially the assignor, to take care of the claim acquired by the assignee. It follows that, in the event of a dispute between the assignor

and the assignee regarding the fact which claim or which part of it was the subject of the assignment, the information provided by the assignor must be presumed to be true. It is the transferee's burden to overturn this presumption, proving the opposite.

The individualization of the object in an assignment contract can have different degrees of accuracy. In practice, there are situations when the object of the assignment contract is formulated as "all claims arising or which may arise from the credit agreement concluded between A and B". This formulation only reproduces the information about the parties of the obligation report, the content of which is formed by the unknown claims and the basis for their appearance (the credit contract). The additional information can be determined from the credit contract, actually from the assignment contract, indicating who exactly participates as the assignee and which set of creditor's rights are transferred to the assignee.

Another condition of the debt assignment contract refers to the content of the contract. Often the reference is made using the formula: The assignor transmits, and the assignee receives the claim. Sometimes the formula is used: "The transferor sells and the transferee buys" or the transferor transfers and the transferee receive someone's debts to the transferor according to the contract, or the transferor transfers to the transferee and the transferee receives from the transferor.

It is in the interest of the assignee to indicate, in the contract of assignment of the claim, the condition regarding the term and manner of delivery by the assignor of the documents establishing the existence and validity of the claim, the encumbrance. In the absence of these documents, the assignee cannot exercise the acquired right. It is important to include it in the category of documents to be submitted and documents that deny the possibility of invoking objections by the debtor.

A condition of the debt assignment is that it does not affect the debtor's rights nor make his obligation more onerous, according to para. 2 art. 823 of the Civil Code of the Republic of Moldova. Since it is difficult to foresee what objections, resulting from his relations with the transferor, the assigned debtor can raise against the transferee, it is equally difficult to determine what documents the transferor must transmit to the transferee. That is why it would be rational to include in the contract of assignment a clause obliging the assignor to grant the assignee, upon request, any help in combating the objections of the assigned debtor, including presenting the necessary documents. The transferor, who does not fulfill this obligation, may be obliged by contract to compensate the transferee for the damages caused in this way.

The transferor, for his part, is entitled to insist on the introduction of a clause in the contract according to which the transferee is obliged to bear the negative consequences alone, if he does not involve him in the lawsuit filed in relation to the objections of the transferred debtor.

It also presents the condition regarding the moment of the transfer of the assigned right according to the assignment contract. Since the claim, object of the assignment, is not a thing, art. 510 of the Civil Code cannot be applied, which establishes the principle of the tradition of the work as the moment of transfer of the ownership right. If an analogy were to be made, one would naturally have to answer the question: what does the transmission of the right mean and which external manifestations are to be qualified as transmission? Thus, at the conclusion of the assignment contract, the external manifestation is achieved by the agreement of the parties. Therefore, the task of the parties to the assignment contract is to link the transfer of the right of claim to the moment of signing the contract or the passage of a few days from the moment of payment of the value of the assigned claim. In the absence of an express provision regarding this moment, it is to be considered that the right of claim has passed at the moment of concluding the assignment contract. This position finds its foundation in art. 1027 and 1047 of the Civil Code according to which the contract is considered concluded if the parties have reached an agreement regarding its essential clauses in the form required by law or established by the parties.

Effects of debt assignment

The main effect of the debt assignment contract is the transmission of the debt right by the assignor to the assignee. Ways of transferring the claim can be with onerous title or free of charge, the assignment thus also producing the specific effects of the legal operations by which it is carried out: sale-purchase, exchange, donation, etc.

The effects produced by the assignment of debt must be viewed from two aspects: between the parties (A) and towards third parties (B).

A. Between the parties, the rule is that the assignment of the debt, right from the moment of the agreement of will, transfers to the assignee the debt itself, all the rights that the assignor had against the assigned debtor. The assignee replaces the assignor in all rights arising from the debt. The claim remains unchanged, both in terms of its nature and volume. According to the law, the debt rights are transferred to the assignee as they exist at the time of transfer (Art. 827, paragraph (1) CC of the Republic of Moldova). The only element of the obligation that changes is the creditor.

With the assignment of the claim, the guarantees and other accessory rights pass to the assignee, according to art. 827, para. (2) CC of R.M.

It should be noted that the assignee becomes a creditor for the nominal value of the claim, regardless of the price paid to the assignor, if the assignment was made for consideration. But, at the same time, he cannot acquire more rights with the transferring creditor, by virtue of the rule nemo plus iuris ad alium transferre potest quam ipse habet (no one can transfer to another more rights than he himself has). As a result, the debtor is entitled to object to the assignee all the exceptions that he was able to object to the assignor until the moment of communication of the assignment, for example: nullity, payment, prescription, resolution.

One of the important effects of debt assignment is the guarantee obligation. Thus, the law stipulates that the assignor guarantees that the clauses of the contract or other legal act from which the claim arises will not be modified without the consent of the assignee, unless the modification is provided for in the assignment contract or is made in good faith and in such way that the transferee would not reasonably have objections, according to art. 828, para. (4) Civil Code of R.M.

The rules stated above do not apply in the case of the assignment of the claim resulting from a promissory note, in which case the assignor is also responsible for the execution of the obligation by the debtor. For example, in the case of assignment of the promissory note by promissory note, the holder of the promissory note, in case of non-payment, can also exercise the right of action against the assignor (guarantor), according to art. 38 of the Bill of Exchange Law no. 1527/1993 // Official Gazette of the Republic of Moldova, no. 10, 1993).

The difference between the assignment of debt and the guaranty of a promissory note consists in the non-guarantee of the performance of the obligation by the transferor (apart from the express counter stipulation) and the guarantee of the performance of the obligations by the guarantor. Thus, according to art. 1785 para. (2) of the Civil Code of the Republic of Moldova, "the guarantor is responsible for the payment of the check, except for the persons to whom the check was sent by draft after the guarantor prohibited a new draft".

Within the relations between the two parties of the assignment contract - the assignor and the assignee - certain duties are imposed. Thus, according to art. 823 para. (3) of the Civil Code of the Republic of Moldova, the transferor is obliged to deliver to the transferee the documents related to the claim and to provide him with the information necessary to realize it.

B. To third parties. In the matter of debt assignment, third parties are all persons who did not take part in the assignment contract and are not universal successors or with universal title of the contracting parties, but for whom the execution of the assignment is of interest. They are considered to be third parties in this matter: the assigned debtor, the subsequent and successive assignees of the same claims and the assignor's creditors (Baies, 2015).

Certain formalities must be met for the assignment of debt to third parties to be enforceable. Thus, with respect to third parties, the assignment produces effects only from the moment of notification or presentation of a document regarding the assignment to the assigned debtor. By notifying the debt assignment, the debtor is informed of the identity of the new creditor and the essential clauses of the assignment contract. Until the moment when the aforementioned notification or document reaches the debtor, he is considered bound only to the assignor, being able to ignore the assignment contract, with all the consequences arising from this fact. Thus, the assignee can be opposed to the services performed by the debtor, after the assignment, for the assignor, as well as any legal act concluded after the assignment between the debtor and the assignor regarding the transferred claim, if the debtor was not aware of it at the time of the performance or the drawing up of the act, of the existence of the assignment, according to art. 831 CC of R.M.

If the assignor performed the assignment, the assigned debtor can defend himself before the assignee by invoking the receipt that confirms the execution of the obligation, even if it is dated after the assignment, but before the notification. Under the same conditions, the assigned debtor can oppose to the assignee the

compensation that he also opposes to the assignor. If, until the notification, the debt remission (debt forgiveness) operates, and the assigning creditor nevertheless assigns the claim, the assigning debtor can oppose the assignment to the debt forgiveness (Pop, 1996).

After completing the notification formalities, the assigned debtor becomes the assignee's debtor, being obliged to make payments only to him. By notifying the debt assignment, the debtor is informed of the identity of the new creditor and the essential clauses of the assignment contract.

The notice of assignment can only be withdrawn with the consent of the designated new creditor. In order for the debt assignment to produce effects vis-à-vis third parties, the actions must be taken by the parties to the assignment contract, either the assignor or the assignee. As a rule, the assignee has several interests in notifying the assigned debtor. After the notification date, the assigned debtor can oppose to the assignee all the exceptions that he was able to oppose to the assignor until the moment of communication of the assignment (art. 829 Civil Code), such as: nullity, payment, prescription, resolution.

The law does not establish any notification period. The time of notification of the assigned debtor remains at the assignee's discretion. It is still useful for the assignee to give notice of the assignment as long as third parties have not acquired any rights to the claim. The notification, as a rule, is made at the debtor's residence. If there are several joint debtors, each one must be notified, since he is only a pro parte debtor. If there are several joint creditors, it is considered that it would be more appropriate to notify each debtor separately.

The notification must not be a reproduction of the contract of assignment, but must contain its essential data, information that will enable the assigned debtor to form a correct idea about the quality of the new creditor.

The notification formality is a means of establishing a legal relationship between the assigned debtor and the assignee to whom the assigned creditor has transferred his right. Thus, the assigned debtor no longer has any obligation towards the assigning creditor, becoming a debtor of the assigned creditor. The notification is a formality that is carried out only in the person of the assigned debtor, with the aim of making him a passive subject in the transmission between the assignor and the assignee.

It is possible for an assignor to assign his claim to several assignees. In this case, a conflict arises between subsequent and successive assignees of the same assigned claims. The law provides that if a claim is assigned by the same owner several times, the creditor of the obligation is the assignee whose assignment is notified first to the debtor, according to art. 832, para. (1) CC of R.M. The first assignee will be established according to the qui prior tempore potior iure rule. This means that, among several assignees, the one who first notifies the debtor or presents him with a document regarding the assignment will have priority.

In connection with the assignment of debt, the following clarifications are required:

- the rules regarding the assignment of the claim are applied accordingly in the case of the assignment of other rights;

- The provisions of this section are applied in the appropriate manner if a claim is submitted based on the law, a court decision or a decision of the public authority.

Effects of the assignment of receivables vis-à-vis the assignor's unsecured creditors

Until the publicity formalities are fulfilled, the assignor's creditors are considered third parties to the assignment between their debtor, who is the assignor, and the assignee. The assignment is not against them and they can pursue the assignor's claim against the assigned debtor, which is part of their general pledge. Unsecured creditors are interested in the assignment of debt, especially when it is free of charge. After making the assignment public, the respective right of claim comes out of the transferor's patrimony, diminishing their general pledge and causing damage to the unsecured creditors. When the debt assignment becomes objectionable to them, they can request its revocation through the revocation action, also known as the Paulian action, if their interests have been defrauded (Pop, 1996).

Importance of debt assignment

Debt assignment has practical utility both for the creditor (assignor) and for a third party acquirer (assignee). The assignment of debt with onerous title gives the creditor, in the event of suspension of the execution of the debt and his need for financial means, the possibility to assign the debt against its value or to pay it to his own creditor.

The transferee, in turn, has some advantages, since he can acquire at a price lower than its nominal value, especially in the case where the claim is doubtful.

In practice, recourse is made to the assignment of receivables with onerous title when the execution of the receivable is affected by a suspensive term and cannot be requested before the expiration of this term, and the creditor, who needs liquidity, can assign it, immediately collecting its value or paying it to his creditor.

Distinguishing the assignment of debt from other legal operations of transformation or transmission of obligations

Assignment of debt is similar to subrogation and assumption of debt in that they are legal operations of transmission of obligations, which do not affect the obligation, but transmit it as it was born and as it exists in the patrimony of the original subjects of the legal relationship.

Assignment of debt, like subrogation, changes the active element of the obligation relationship. However, they differ in that, in the case of subrogation, the initiative belongs to a third party who pays the creditor and is subrogated in his rights against the debtor. In the case of debt assignment, the initiative to transfer the right belongs to the assigning creditor, who transfers to the assignee, for a fee or free of charge, a claim against a third party.

The assignment of debt differs from the assumption of debt, because it transfers the active element - the right to claim, and the assumption of debt transmits the passive element of the obligation relationship - the debt.

Assignment of debt differs from novation in that it is a transmission, and novation, a transformation of the obligation. As a result of the novation, the original obligation is extinguished and replaced by a new obligation.

Both institutions, assignment of debt and assignment of contract, have the effect of a transfer, but they differ substantially. The assignment of debt transfers a debt right, and the assignment of the contract, a contractual position, namely a set of rights and obligations belonging to a party in the contract. For example, in the case of assignment of the lease by the lessee, the test acquires the rights and obligations arising from the lease agreement. Lease assignment can only take place with the consent of the other contracting party, the lessor.

The assignment of debt can take place in any obligation relationship born from the contract, unilateral legal act or legal fact, and the assignment of the contract is only possible in the case of synalagmatic contracts.

CONCLUSION

The assignment of debt has the following legal characteristics: it involves three participants: the creditor who transfers the debt, called the assignor; the acquirer of the claim, called assignee; the debtor of the assigned debt, called the assigned debtor; it is achieved by concluding a debt assignment contract between the transferor and the transferee, which produces legal effects on a third party, the assigned debtor; the essential function of the assignment consists in the transmission of a claim from the assignor to the assignee, definitively and irrevocably; (Pop, 2006) the claim is transferred as found in the transferor's patrimony, preserving its nature and characteristics; it can be both paid and free. If it is for a fee, it represents sale-purchase, exchange, life annuity, payment, and if it is free of charge, it represents a donation contract (Baias, 2014).

Currently, there is insufficient legal certainty as to which national law applies when determining who owns a claim after it has been assigned cross-border, as the substantive rules of many states governing the third-party effects of assignments claims are divergent.

Adopting uniform conflict of law rules will remove the legal risks and potential systemic consequences of cross-border debt transactions, enabling cross-border investment, access to cheaper credit and deeper market integration. This will help to increase legal certainty across the EU.

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Some Conceptual Aspects of Stabilisation Trends In The Framework of Eu Fiscal Regulation

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Abstract: The institutional framework in the Economic and Monetary Union is characterized by the presence of a common centralised monetary policy, which is determined at a supranational level by the European Central Bank, and economic and budgetary policy, which is within the competencies of the member states, characterized by a low degree of regulation. In the context of a deteriorating economic situation, many of the Member States violated the fiscal discipline prescribed in the Stability and Growth Pact to support the faster recovery of their economies, leading to the emergence of a debt and fiscal crisis in most countries. Crises handling is related to the strengthening of supranational regulations in the field of fiscal policy.

Keywords: fiscal system, institutional arrangement, fiscal discipline, centralised regulation

Introduction

The specificity of the economic situation of the member states of the Eurozone is that they are part of the Economic and Monetary Union of the EU (and therefore transfer the right to implement monetary policy to a supranational body - the European Central Bank (ECB), retaining another instrument for macroeconomic regulation - fiscal policy). This is one of the fundamental contradictions of the economic and monetary union in the EU (apart from the financial market disparity).

The performance of monetary regulation functions at the level of the entire monetary union means that member countries cannot set the base rate (i.e. from a macroeconomic point of view, they are small open economies, since the interest rate inside the economy depends on the interest rate outside it), as well as the fact that in these countries a fixed exchange rate of the national currency has been established.

Under these conditions, the conduct of fiscal policy under the influence of supranational fiscal regulation has some specific features that must be taken into account in the analysis. At the same time, it should be noted that the focus of this work is aimed mainly at national economies, therefore the specifics of the functioning of the monetary union itself, as well as the theoretical aspects of its work, should be perceived as external factors concerning the subject of research. Thus, theoretically, the single currency will act as a fixed exchange rate of the national currency, and the supranational requirements to stabilise national budgets as an external shock requiring certain actions from the national authorities.

It should be noted that countries outside the Eurozone are not always completely independent in the conduct of monetary and exchange rate policy. In this way, the countries participating in the exchange rate mechanism fix the rates of their national currencies against the euro in a certain corridor. At the same time, countries that do not participate in this mechanism still have a flexible exchange rate and therefore have a wider range of macroeconomic policy tools at their disposal than the members of the euro area. Therefore, their fiscal policy is influenced by fiscal regulation, which will be slightly different from that of the Eurozone.

In connection with the above, it is advisable, on the one hand, to leave aside the factors related to the presence of a monetary union, decision-making mechanisms, etc., and on the other hand, to compare the functioning of national economies.

However, it makes sense to pay some attention to the monetary union and some basic theoretical aspects of its functioning, since, according to the author, the existence of fiscal regulation in the EU is due to the need to maintain the normal functioning of the monetary union. Let us consider the specifics of the situation of open economies in the conditions of a single currency (fixed exchange rates).

The broadest theoretical layer of work on this issue is the theory of optimal currency zones, whose creators and classics can be considered Kenen (1969, pp. 59-77) and Grubel (1970: pp. 318-324), monetary union, as well as identifying factors that contribute and do not contribute to its introduction. The main problem faced by the countries that form a monetary union is the asymmetric shocks that can occur in the different member

countries. The emergence of shocks is because a flexible exchange rate is one of the automatic stabilizers of the economy (along with taxes), and with the introduction of a single currency, countries give up one of the key tools for responding to endogenous or exogenous impacts.

In the case of symmetric shocks, the single currency can act as a built-in stabiliser for the entire union, but asymmetric shocks require a national rather than a centralised response to avoid the emergence of pro-cyclical factors. For example, a union-wide increase in the key interest rate can have a positive impact on a country with relatively fast-rising inflation and seriously harm an economy with low inflation and, for example, high unemployment. Precisely due to the fact that the exchange rate has the properties of an automatic stabiliser, a monetary union should be considered, which eliminates this stabiliser at the national level as one of the factors influencing the country's economy.

The second built-in stabiliser, theoretically able to influence the effect of cyclical shocks, is taxes (in a broad sense, fiscal policy can be considered an automatic stabilizer), revenues from which (at a constant rate) increase during the years of a cyclical upswing (restriction of the likelihood of the economy overheating) and decreasing during years of economic recession (creating a reverse effect). However, in a monetary union, the role of fiscal policy may be somewhat transformed.

On the whole, according to Kenen (1969, pp. 59-77), the main idea of the theory of optimal currency areas is that for some countries the introduction of a single currency can be more profitable than the functioning of national currencies in the implementation of trade relations. It may be most optimal if these countries have open economies and a high share of intra-regional trade. As already mentioned, the benefits are reduced if the shocks to which the group is subjected are asymmetric. In the absence of an automatic stabilizer in the form of a flexible exchange rate, instruments such as wage and price flexibility, labour and capital mobility can moderate the impact of these shocks.

Some researchers like Hein (2005, pp. 7-33), also add to these mechanisms the diversification of production, the unification of tax systems, the integration of financial markets and the convergence of inflation. According to Hein (2005, pp. 7-33), the traditional direction of analysis in the theory can be considered to be the study of the conditions necessary for the creation of a monetary union. Alternative approaches within the theory are to compare the benefits and costs of preparing for a country to enter a currency union. In general, the studies of Hein, focusing on the benefits of moving to a single currency are called first-generation theories.

At the same time, this approach does not pay much attention to fiscal policy, which suggests that it remains the only instrument for macroeconomic stabilisation in a monetary union member state, or is transferred in whole or in part to the supranational level. In addition, countries can coordinate their fiscal policies to avoid the negative impact of unilateral actions on the functioning of the whole union.

The second-generation theory deals with risk sharing in a currency union. The relevance of this problem is explained by the fact that the member countries of the union are still subject to the influence of asymmetric shocks. Lane (2006, pp. 47-66) argues that the impact of asymmetric shocks diminishes with financial market integration. As long as deep integration fails, fiscal policy will remain the mechanism for absorbing asymmetric shocks at the national level.

At the same time, Sato (2006, pp. 1671-1689) proposes that fiscal relations within a monetary union be organised, based on the principles of fiscal federalism. In this way, the problem of a point crisis of demand in the conditions of a monetary union (i.e., in the absence of opportunities for additional issuance of the national currency) can be solved not at the expense of the national budget (after all, the increase in taxes for the financing of rising costs may worsen the situation), but by creating mechanisms for redistributing budgetary resources from other countries of the monetary union. It can be said that there is a certain shift in theory towards the analysis of the need to introduce elements of fiscal federalism in the monetary union to coordinate national fiscal and monetary policies.

In our case, what is of interest is not coordination at the pan-European level and not a "bottom-up" movement to transfer part of the powers of supranational authorities in the fiscal sphere, but the exercise of supranational influence on national tax and budget systems.

Practically does not deal with this issue, focusing on the problems of the whole union and the optimal organisation of relations within its framework, and since the focus of this work has shifted to national problems, it seems logical to consider the impact of fiscal regulation of the EU on national economies using traditional macroeconomic analysis tools.

Thus, the analysis of the impact of fiscal regulation in the member states of the euro area should be carried out within the framework of the theoretical views of fiscal policy in an open economy with a fixed exchange rate and countries outside the euro area, based on the model of fiscal policy in an open floating exchange rate economy.

Moreover, fiscal policy in a monetary union can only be effective in the short term. It follows that if one of the key elements of the impact of fiscal regulation is forced budget consolidation, then its consequences must also be analysed in the short term. This conclusion is due to the fact that, in the conditions of the modern "new" neoclassical synthesis, conditional Keynesian and non-Keynesian (classical) approaches today are unanimous regarding the consequences of any discretionary fiscal policy in the medium and long term. The main differences are observed in the short term.

In macroeconomics, the "short run" is traditionally understood as a period during which prices remain unchanged. For Keynesians, with their set of "rigidities" (price and wage rigidities), the short term can last long enough to cause possible significant GDP losses from fiscal consolidation. In the present study, it is this factor that can explain the choice of the theoretical basis for analysing the impact of supranational fiscal regulation on the assumption that there are Keynesian and non-Keynesian effects of fiscal consolidation. The consequences of these types can be seen in the short term.

In the longer term, according to the provisions of the "new" neoclassical synthesis, fiscal contraction in the EU will in some way lead to stabilisation of the main components of the fiscal system (deficit reduction, reduction of public debt, restoration of confidence, i.e. a kind of "new equilibrium"). But the question is what price must be paid to this or that economy for achieving this equilibrium.

It can be argued that the fiscal regulation of the EU, on the one hand, is aimed at avoiding the occurrence of significant imbalances in the fiscal sphere of the member states, and on the other hand, the occurrence of such imbalances leads to the need for correction in accordance with supranational requirements. Such an adjustment is essentially a stabilisation measure, which means that it may lead to Keynesian or non-Keynesian effects in the short run.

It appears that the fiscal sphere can be considered the quintessence of state involvement in the economy. Therefore, it is currently proving to be one of the barriers to the spread of supranational levers for managing the economy in an ever-increasing number of areas of economic life. It is widely known that the fiscal component of the Economic and Monetary Union is the least "supra-nationalised", and the issue of further deepening fiscal integration is one of the most painful for nation states.

Based on the interaction of monetary, fiscal and foreign economic policy as parts of macroeconomic policy, it is important to note that while monetary policy in the Eurozone is conducted by the supranational ECB and implemented by national central banks, foreign economic policy in many aspects also falls under supranational control (single customs tariff, exchange rate policy), fiscal policy remains in the hands of national governments (albeit with elements of supranational control).

It can be assumed that the national fiscal system and the national fiscal policy are serious barriers to integration processes, after overcoming them, economic integration will take on a radically different (perhaps even quasi-state) form, and the "renationalisation" of the fiscal sphere (i.e. reversing) will be practically impossible. This is probably the reason why such a synthetic structure, which can be called fiscal regulation, appeared in the EU.

The concept of fiscal regulation is rarely used in scientific literature, which is explained by its maximum ambiguity and heterogeneity of proposed definitions. In some cases, it is used as a synonym for "tax regulation", and sometimes - as a designation of a change in the expenditures and revenues of the consolidated budget to influence macroeconomic parameters. The latter definition of Stanisic (2013, pp. 63-74), makes this concept related to the concept of "fiscal policy".

The term "regulation" in general is often used as a synonym for the term "policy" (in combination with "taxes", and "budget"), which is not always justified. With regard to integration associations, this concept is practically not used, which, in our opinion, contributes to the legitimacy of its use to highlight the fundamentally important elements of the Economic and Monetary Union, which were rarely considered as a separate phenomenon before.

It is about the practice of supervision by the European Commission and the Council of the EU on the compliance by the member countries of the Economic and Monetary Union (as well as the countries outside the Eurozone) of the agreed criteria (budgetary restrictions), in particular concerning the thresholds for the budget deficit and the level of public debt. The emergence and the need to comply with these criteria are necessary for the optimal functioning of the monetary union in the EU. After all, if a country has an extremely high deficit or debt, it threatens the stability of the entire system.

The overall concept of regulation applies to this practice since for countries whose currency is the euro, such supervision turns first into supranational recommendations and then into requirements to fulfill obligations under the threat of sanctions. In this case, one can talk about some form of forced consolidation of the national budget, based on the requirements of supranational authorities. Thus, among the components of fiscal regulation in the EU, one can highlight the development and establishment of threshold criteria (budgetary rules) by supranational bodies, supervision and control over their compliance, as well as a mechanism for enforcement in case of deviation from goals.

Since we talk not only about budgetary but about fiscal policy, the framework of fiscal regulation can include the same mechanism for determining threshold criteria by supranational authorities exercising control, supervision and law enforcement directly related to taxes (for example, the minimum of 15% of the EU for the value-added tax rate - VAT). We can consider that the elements of tax harmonisation in the EU are also a component of the overall fiscal regulation, understood as a supranational impact on the national fiscal policy.

At the current stage, however, this tax component is rather weakly expressed and does not have a significant impact on the economies of the member countries. Nevertheless, the potential expansion of supranational tax regulations can affect the structure and efficiency of budget revenues, thereby affecting the effectiveness of fiscal policy, which justifies the inclusion of a tax component in the concept of fiscal regulation.

It seems that when analysing the issues at hand, the problems of the EU general budget can be considered as a whole, since it does not have classical redistributive functions and is not designed to reduce or share macroeconomic risks across countries, being a single entity. Fiscal regulation is about supranational control over individual countries, not pan-European issues. An example is the European Fiscal Council, which is supposed to deal with pan-European issues, but in practice has nothing to do with the Common Budget, but controls the budget systems of the national states.

In some studies - Pasimeni (2014, pp. 173-204) - the term "regulation of national financial and budgetary systems" can be found, which, as a rule, includes all aspects of regulation carried out by international organizations (such as the IMF) and supranational bodies in integration associations. Such unification, in our opinion, is not quite correct, since the regulation in the integration associations affects the question of the economic sovereignty of the nation-states and is carried out systematically; while regulation, such as that done in conditional IMF loans, is less concerned with economic sovereignty.

Such a distinction is extremely important for the economic analysis of the processes taking place in the EU member states since it is currently impossible to analyze the economy of a country that is part of the EU and the Eurozone without taking into account a supranational component.

Fiscal regulation can have quite a serious impact on national economic policy and on the economy as a whole. For example, the implementation of a restrictive fiscal policy caused by the need to comply with supranational requirements to reduce the government budget deficit may not correspond to the current phase of the business cycle.

This is a rather topical issue since the question of the correctness of the implementation of the discretionary fiscal policy or the reliance on automatic stabilisers of the economy remains debatable. At the same time, it is important to consider that the supranational component may lead to a pro-cyclical fiscal policy in some Eurozone countries.

The concept of fiscal regulation is closely related to the concept of fiscal (budgetary) rules. Besides, in a number of works, these two concepts are identified. Budgetary rules mean the establishment of quantitative criteria, the exceeding of which should theoretically lead to a correction in the budget course. It is often understood as "a rule or set of rules that introduce discretion in decision-making about the management of public finances within a specified long-term framework." Mongelli (2005, pp. 607-635).

It seems that it is still necessary to distinguish between the concepts of budgetary rules and fiscal regulation. This is due to the fact that the existence of budgetary rules in itself does not always directly affect the implementation of stabilisation measures by the government. That is, the very fact of their existence does not mean that when the deficit thresholds (public debt or other indicators) are violated, the state proceeds to adjust the budget (consolidation). Given that the focus of this paper is on the supranational impact on national fiscal systems, the mere existence of fiscal rules is not enough.

In addition, the term "fiscal rules" is also used in national fiscal systems. For example, in the Netherlands, there are fiscal rules for local budgets, non-compliance with which threatens sanctions. In our opinion, there is an objective difference between the fiscal union that exists in a federal state (USA, Canada, Germany) and the synthetic construction of fiscal regulation that arose in the EU. In fact, according to conventional postulates, the key elements of the fiscal union of a federal state, which arises naturally (along with a monetary union) in a national (federal) state, are fiscal rules, instruments for anti-crisis regulation, intergovernmental transfers and the existence of a common budget. The point is that the nation-state has a large-scale redistribution mechanism that can be used, for example, to help territorial units with troubled finances.

At the same time, no large-scale redistribution system has been developed in the EU. The EU budget is still mainly used as an instrument of agricultural and regional policy, and to support countries experiencing problems with public finances, separate structures have been created (we are primarily talking about the European Stabilization Mechanism) which provide financial assistance at a recoverable cost.

Therefore, we can talk about the absence in the EU of the principle of financial solidarity between territories with different levels of development, which does not correspond to the main components of a full-fledged fiscal union. In addition, according to Matthes (2009, pp. 114-128), the presence of little redistribution between territorial units in the EU budget is intended for a long-term perspective, which makes it difficult to urgently provide even potential financial assistance in the event of a crisis.

The analysis of the theoretical foundations of a full-fledged fiscal union of a federal state and the actual structure of the current Economic and Monetary Union in the fiscal sphere is presented in the table. As can be seen in Table 1, the Economic and Monetary Union contains far fewer key elements than full-fledged fiscal unions, which justifies considering fiscal regulation in an integration union as a separate phenomenon, distinct from a fiscal union.

Table 1. Comparison of Fiscal Union within a Federal State and Elements of Fiscal Union within Economic and Monetary Union

Indicators	Federal State Fiscal Union	Economic and Monetary Union
Number of levels	centre – region – local	supranational - national
distribution of interbudgetary powers	Principle of fiscal federalism	Not applicable
Mechanism of distribution and redistribution	30-50% of GDP reallocated through the consolidated budget	National level
The role of the central budget	Concentrates and distributes most of the resources	about 1% of the GDP of all member countries
Fiscal rules	Sub-national rules of any kind (borrowing limits, spending ceilings, deficits, etc.)	General rules for entire nation states (deficit, public debt)
Social security system	Mostly at the federal level	Not applicable
Anti-crisis regulation	Mostly at the federal level	Not applicable
Providing financial assistance to lower-level entities	A strict "no bailout" rule (USA, Canada) or the possibility of a "bailout" (Germany, Brazil)	The “no bailout” principle and the refusal of monetarization
supervision and control	Accountability of subnational units	supervision of the national fiscal policy and the possibility of providing financial assistance based on international agreements

Source: author's interpretation of key concepts

The combination of fiscal rules and this mechanism, together with the monitoring system, form the concept of fiscal regulation, which is slightly different from the concept of fiscal union and is typical of federal states with a developed system of redistribution. The latter element is absent in the system of fiscal regulation that has

developed in the EU. Finally, the concept of fiscal adjustment means carrying out any consolidation without taking into account its specifics.

The countries continue to meet key convergence criteria after joining the euro area and is the institutional basis for fiscal regulation in the EU. The adoption of such a document is a logical continuation of the basic postulates of the theory. The purpose of adopting the Pact is to ensure the optimal functioning of the monetary union and minimize the possibility of discretionary policy by the member countries.

A separate issue that requires some theoretical understanding remains the problem of the relationship of the proposed concept of fiscal regulation with the conventional concepts characterising the management methods in the EU. This question is particularly important when applied to the dichotomy of supranational and national economic governance.

Thus, the concept of "regulation" applied at the national level may have a slightly different interpretation when it comes to decision-making methods in the field of economic governance at the supranational level.

The specified aspects of fiscal regulation (tax harmonization and control over national budgets) are more often considered by the authors as extended coordination (within regulatory governance). Thus, the establishment of quantitative criteria and the existence of a certain system of measures to implement these criteria regarding economic decision-making methods in the EU are rarely considered direct regulation.

At the same time, at the national level, bringing the budget into line with supranational budget criteria can already be considered direct regulation, as it includes standard instruments of economic policy: taxes, budget expenditures, etc. This problem is superimposed on the already mentioned lack of a single generally accepted classification of management practices in the EU.

The discussion on management methods in the EU has not yet led to the creation of a single and generally accepted classification. Although the different classifications have a similar core (for example, the presence of a division of intergovernmental management methods), it is still difficult to find a comprehensive classification that fits all.

Table 2 shows that the main feature of fiscal policy is national macroeconomic regulation, and fiscal rules are only nominal criteria for the implementation of which some mechanism of "coercion" is required.

Table 2. Characteristics of fiscal elements

FISCAL ELEMENTS	DEFINITION	AIM	SUBJECT	SCOPE	EXAMPLES
policy	a tool for conducting macroeconomic policy with the help of the state budget	macroeconomic regulation	national governments	overall economy	privatization, tax cuts, increased education spending
regulation	the practice of supranational supervision, control and application by national governments of certain quantitative criteria in the fiscal sphere	optimal functioning of the entire currency union, eliminating risks for the common market	supranational bodies	national budget	excessive budget deficit procedure in the EU
rules	quantitative criteria in the fiscal sphere, which are a signal of an excessive imbalance in the fiscal policy	avoiding the risk of overheating public finances and rapid accumulation of public debt	national, supranational bodies	budget at a certain level, less often budgets at all levels	Maastricht criteria for public debt, budget deficit
unions	system of relations within the so-called fiscal federalism between budgets at different levels, the system of inter-budgetary relations, supervision and control	separation powers, optimal redistribution	governments at different levels	budgets at all levels, inter-budgetary relation	The USA, Canada, Germany

correction	a targeted policy aimed at preventing the accumulation of public debt and creating a balanced budget	moving toward a balanced budget to prevent backlogs public debt	national government	budgets at all levels	budget consolidation

Source: author's interpretation of key concepts

In work of Lehwald (2013, pp. 655-684) shows that this potential conflict of concepts is omitted and the term "regulation" is used directly to describe supranational influence. However, examining this issue may reveal additional features of the synthetic nature of fiscal regulation in the EU.

The division proposed by Lehwald can be considered a conventional and even classic typology of economic governance methods in the EU. Among the management methods, the researcher singles out the community method, the regulation method, the distribution method, the policy coordination, as well as the intensive trans-governmental method. Moreover, the work is built on the dichotomous differentiation of the communitarian (i.e. devolution of the right to make day-to-day decisions at the right level) method. Community and trans-governmental (as an alternative and at least "supra-national") methods are two opposite options for the interaction of players within the union. More interesting for the issues addressed in this study is the allocation method, mainly covering the allocation of resources within certain EU policies (historically, the Common Agricultural Policy can be considered the first).

At the same time, the various components of fiscal regulation probably contain the method of coordination (since according to countries coordinate their macroeconomic policies). But coordination is usually understood as an open method of coordination that does not require mandatory norms and rules. Based on this, such a practice, which in this study is proposed to be called fiscal regulation, does not fully fall into any management method of this classification

In Hall's (2014, pp. 885-908) interpretation, depending on the level of decision-making, the nature of this decision and the type of relationship between the decision-makers and the "governed", the following methods can be distinguished: intergovernmental, community, intensive trans-governmental, regulation, distribution, coordination, executor.

At the same time, regulation refers to the creation of common rules at the supranational level as well as to the harmonisation of national rules. Fiscal regulation is not specifically addressed directly, but it can be assumed that in this scheme issues of tax harmonisation and control over national budgets will be described by the term "coordination".

Dufrénot (2014, pp. 186-197) posits that regulation at both the national and supranational levels is the creation of rules that govern behaviour. It seems that this statement (as well as the presented classification in general) is based on a fundamental contradiction between the management method as such and the decision-making method.

However close these concepts may seem, it must be accepted that there is a certain difference between them. But since the purpose of this work is not a detailed examination of this topic, it only makes sense to argue that in the classification, the supranational impact on national fiscal systems in any form is rather coordination and manifests itself in the establishment of fiscal norms. Dufrénot identifies six methods of managing the EU economy: rigid supranational (refers to a single monetary policy in the euro area), common method of regulating the national market, coordination of budgetary policies of member states, supranational budgetary method, horizontal coordination of economic policies, vertical employment policy coordination and other forms of open coordination.

Among these methods, it is worth emphasising the regulation method, which includes the adoption of legislative acts and the activity of the EU Court, which can impose sanctions on member states, as well as the budgetary method (formation of the general budget of the EU and the use of funds for regional policy). At the same time, in those aspects of the interaction between the supranational and the national level, in this work called fiscal regulation (Stability and Growth Pact, control of national budgets and the Fiscal Pact) refers to strict coordination. It should be noted that the Stability and Growth Pact, as a manifestation of fiscal regulation, is in the vast majority of cases seen as one of the aspects of the macroeconomic policy coordination method at the supranational level, even by those researchers who are not engaged in comprehensive classifications and typologies, and specifically this problem.

At the same time, many postulate that there is some scope for deepening cooperation in the area of fiscal supervision, which theoretically means greater integration and a possible transition to more efficient and direct methods of governance.

Overall, several interesting observations can be made from the presented classifications. The national level (that is, the economic policy of the nation-state) and the supranational arena, on the one hand, oppose each other, and on the other hand, they are in a certain interaction. This opposition is most pronounced precisely in the area of the Economic and Monetary Union, where monetary policy is strictly managed by the ECB at the supranational level, and in the fiscal sphere, there is a certain degree of coordination with the preservation of the main powers at the national level.

This problem of the relationship between the supranational and the national level of government is posed in the work of Masini (2014, pp. 1015-1038), however, does not provide a fundamental answer to the depth and nature of this contradiction, postulating only the difference between the dominant monetarist approach at the supranational level and the continued Keynesian objectives of national governments.

Skorepa (2013, pp. 129-151) describe this complex system of interaction between the supranational and national levels using the pendulum metaphor. The pendulum swings between two extremes: the national political (in our case, economic) arena, along with national interests, and the supranational agenda, which is also related to the global interests of the entire union. Therefore, when analyzing fiscal regulation in the EU, the national component should dominate, and the supranational impact should be considered as an external factor.

In this study Degiannakis (2016, pp. 551-563) the opposite situation is observed: issues of fiscal interaction are considered collectively, and the main issue is not the degree of impact of the union on national economies, but the necessary level of coordination of national economies for the well-being of the entire union. Thus, the majority of works are normative by nature.

In other words, the researchers raise the question of how national governments should behave so that nothing threatens the functioning of the monetary union. At the same time, the general conclusion is the lack of coordination of monetary and fiscal policy in the EU.

Secondly, it can be argued that the leading researchers distinguish between the budgetary method (i.e. the problems of the formation and spending of the EU budget) and the issues related to the control of national budgets.

Thirdly, it is necessary to pay attention again to the differences in interests at the supranational and national levels. The adoption of certain norms at the Union level within the strict coordination method at the national level has a slightly different character. Thus, the requirement to reduce the budget deficit to the target level requires the government to take certain measures related to the classical instruments of economic management.

At the same time, a complex system of interaction between the supranational and national levels is superimposed on the complex synthetic nature of fiscal regulation as such. Thus, if the concept of fiscal regulation also includes existing (and most importantly, potential) tax harmonisation, then the fragmented nature of the supranational impact will become even more apparent.

The EU bureaucracy considers the three components of such a hypothetical comprehensive fiscal regulation (budgetary control, harmonization of indirect taxation and coordination of direct taxation) as separate (and even conditionally independent from each other) spheres of economic activity of member states. Neither in EU legislation, in the institutional structure, nor in the way of decision-making are these components combined. Even in the EC, tax and budgetary matters are divided between two departments: Taxation and Customs Union, as well as Economic and Financial Affairs.

Indeed, from the point of view of EU legislation, the first component (budgetary control) is dominated by regulations, quantitative criteria and sanctions, and the main actors are the Commission and the Council of the EU, and the authority of the Commission has grown significantly in recent years (which in particularity is proven by the reversed majority procedure in the Council of the EU).

The management method in this component is strict coordination of the actions of the member countries. Regarding the way of decision-making, one can also speak of a significant influence of the Commission. The decision on the need to propose the imposition of sanctions in it is taken collectively, but Chupp (2016, pp.

535-548) draws attention to the special role of the Commissioner for Economic and Monetary Affairs. In the Council of the EU, in this case, the reversed majority procedure is used, where 55% of the members of the Council must vote.

The second component (indirect taxation) is dominated by directives, which means that the degree of rigidity of legislation is somewhat reduced. Quantitative criteria no longer play such a significant role (except for minimum VAT rates and several minimum rates for taxation of excise goods). Sanctions are not provided as a separate instrument, but in case of non-fulfilment by the member states of their obligations, the EU Court is included as part of the enforcement procedure.

Additional decisions on further harmonization of indirect taxation are taken not within the framework of the usual legislative procedure (with the full participation of the Commission as initiator, as well as the Council of the EU and the European Parliament as legislative bodies), but by an absolute majority of the Council of the EU.

In the third component (direct taxation), the "softness" of the norms compared to the first two components is maximum. The Commission's recommendations and opinions and individual proposals play a key role here. A key and practically the only player is the Commission, which proposes initiatives that cannot yet attract national governments.

Thus, just as from a functional point of view (budgetary control is necessary for the functioning of the Economic and Monetary Union), the harmonization of indirect taxation is necessary for the normal functioning of the customs union and the single market, so the coordination of direct taxation is necessary for solving certain practical issues (such as avoiding double taxation and simplifying regulation). From a legislative and institutional point of view, these components in the EU do not represent a whole.

At the same time, for the national economy, these three areas represent an inseparable whole, as they ensure the integrity of the budget process as such. Changes in budget revenues can affect expenditures, and vice versa, a change in the structure of national taxation in favour of indirect or direct taxes can also lead to certain changes in both revenue and expenditure budget positions.

Thus, from the point of view of the national economy of an individual EU member state (or another integration union), it would be logical to consider any external influence on each of the components of the budget process as a whole. But at the supranational level in the EU, this integrity does not exist either in the degree of obligation, in the scope, or the decision-making process. On the contrary, both at the legislative level (in both primary and secondary EU legislation) and in terms of existing control and enforcement procedures, there is an unequivocal division of the supranational impact on national fiscal systems into three areas. And it is precisely in this that the synthetic nature of this influence is manifested.

On the one hand, the fiscal sphere formally remains within the competencies of the member states, which does not allow the adoption of a large number of binding supranational regulations, on the other hand, the normal functioning of the Economic and Monetary Union is no longer possible without synchronisation of the business cycles of the member states, one of the elements of which can be the one-way functioning of national budget systems.

Based on this contradiction, any practice of supranational regulation in the fiscal sphere had to be built hierarchically: from the areas most necessary for the functioning of the Economic and Monetary Union to the areas where compromise was possible. This is what happened in the EU: maximum integration was achieved in the area of budgetary control, and then downward regulation shifted to direct taxation, which is still perceived almost exclusively as a national competence (although here too there are obvious changes).

The system of regulation (supervision, adjustment) of national budget rates by EU supranational bodies can be divided into three components: control over national budgets, harmonisation of indirect taxation and coordination of direct taxation. Strictly speaking, from the point of view of the EU decision-making process, none of these elements is regulation.

Control over national budgets is carried out as hard coordination, while harmonisation of indirect taxes and coordination of direct taxation is more of an open method of coordination. From the point of view of the institutional structure of the EU, as well as the way of decision-making in the union, such a definition is quite fair.

However, from the point of view of economic theory, all three elements can be presented as tools for regulating the national economy (less often "economic management"). To a greater extent, this understanding is appropriate for the elements of EU budgetary control (which is also the most institutionalised).

From the point of view of the aforementioned institutional structure of any procedures within the framework of budgetary control, the Commission and the Council are not involved in the regulation of the economy. It seems that Member States have simply put up barriers that should not be crossed. However, the enumeration of barriers should by no means be limited, as Loureiro (2012, pp. 28-64) rightly points out, the activities of supranational bodies in this area are increasingly moving from rule-making (defining barriers and rules of the game) to creating specific solutions on each specific case. Indeed, on a case-by-case basis, a specific decision is made for a specific country and specific remedial measures are recommended (and sometimes imposed, given the impending threat of sanctions).

While keeping the budget within certain limits, quantitative criteria can also be considered as regulation regarding the functioning of the national economy. The European Commission, for example, should initiate proceedings if a country reaches an excessive budget deficit following established EU norms. The Commission also develops a specific set of measures to improve the situation without being bound by any institutional, legal, economic or other restrictions or norms (the EU does not have a list of actions that the Commission has the right to recommend).

In this way, the Commission, in case of detection of violations, involves itself in the regulation of national public finances. Its recommendations are then fully automatically accepted or rejected by a qualified majority in the Council. Within these frameworks, the EC in principle has the right to adjust the national budget plans. Thus, we are no longer talking about law-making (not about setting rules), but simply about the adoption by the Council of the EU of decisions on individual issues, as they differ in time, and content and are limited in nature. This is the second aspect of the synthetic nature of fiscal regulation: as hard (or soft) coordination in terms of the method of supranational management and decision-making, the supranational impact is regulation in terms of impact on the national economy.

Therefore, there will be different forms (based on the separation of budgetary control, harmonization of indirect taxation and coordination of direct taxation), but the degree of rigidity, obligation and formalization of these forms may change (for example, towards strengthening supranational legislation in the field of direct taxation), which essentially does not change the nature of the impact of the amended norms on the national economy.

Such an influence will also have the nature of regulating economic activity. In this regard, it is advisable to combine various aspects of the supranational influence on the fiscal sphere of the nation-states within one concept - fiscal regulation. Based on these considerations, from the point of view of economic theory, the supranational impact on the fiscal sphere is very similar to the practice of economic regulation implemented by national governments.

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Determinants of International Trade: Empirical Evidence from the Western Balkans

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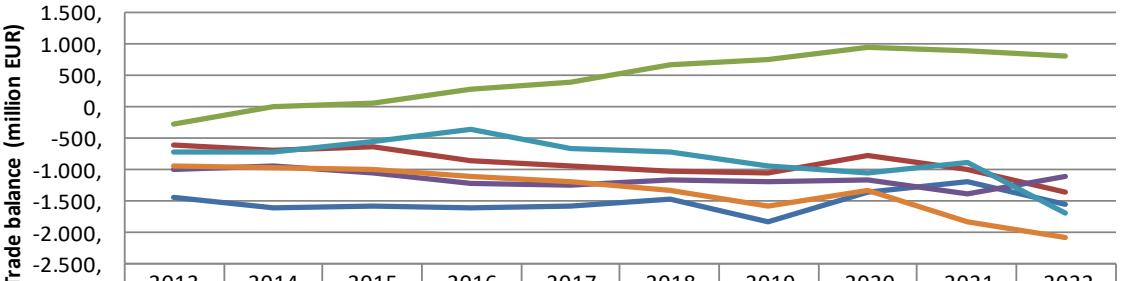
Abstract: This paper investigates the determinants of international trade between the six Western Balkan countries and some of the most important trade partners. A panel data econometric model is used to analyze bilateral trade with nineteen European countries during the period 2010-2020. We consider two possible response variables: export of a Western Balkan country in a given trade partner, and the sum of imports and exports between a Western Balkan country and the corresponding trade partner. Findings show that international trade is adversely affected by bilateral distance between partners. On the other hand, trade is stimulated by GDPs, total populations, geographical contiguity and free trade agreements.

Keywords: International trade, regression, Western Balkans.

1. INTRODUCTION

The Western Balkan (WB) region includes six countries: Albania, Montenegro, Kosovo, North Macedonia, Bosnia and Herzegovina and Serbia. WB countries have a very clear EU integration perspective, which was initially recognized during the "Feira European Council" in June 2000, reconfirmed by the Thessaloniki European Council in 2003, and by the Sofia European Council in 2018. Currently, all WB countries have Stabilization and Association Agreements (SAA) with the European Union (EU). More specifically, Albania applied for EU membership in April 2009 and obtained the candidate status in June 2014. In July 2022, the EU held its first intergovernmental conference with Albania.[1] Montenegro declared its independence from Serbia in 2006, whereas in 2008, the country applied for EU membership. In June 2012, the EU started the accession negotiations with Montenegro. North Macedonia applied for EU membership in March 2004, and in 2005, the country obtained the candidate status. In July 2022, EU held the Intergovernmental Conference on accession negotiations with North Macedonia. Bosnia and Herzegovina applied for EU membership in 2016. The European Council granted the candidate status to the country in December 2022. Serbia formally applied for EU membership in 2009, and in March 2012 the country was granted the candidate status. In January 2014, EU held its first intergovernmental conference with Serbia.[2] In 2008, the European Council acknowledged Kosovo's declaration of independence, underlining that Kosovo is a sui generis case. The EU plays a crucial role in the reconstruction and the economic development of the country.

Figure 1: Trade balance with the European Union (in million EURO).



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
B&H	-1.462,1	-1.624,5	-1.596,9	-1.627,6	-1.601,9	-1.487,8	-1.848,8	-1.352,3	-1.194,5	-1.570,3
MON	-620,0	-689,8	-640,0	-857,1	-946,3	-1.030,3	-1.069,6	-791,7	-1.007,9	-1.355,9
NM	-288,9	-3,6	68,4	289,7	391,8	658,8	749,6	962,6	896,2	823,2
ALB	-1.009,2	-956,0	-1.061,6	-1.225,8	-1.264,8	-1.171,8	-1.185,6	-1.177,2	-1.381,6	-1.127,6
SER	-725,3	-711,9	-566,3	-367,8	-655,3	-735,7	-960,2	-1.045,4	-888,0	-1.694,4
KOS	-953,7	-970,7	-991,6	-1.114,0	-1.205,0	-1.326,7	-1.589,3	-1.348,0	-1.838,4	-2.077,0

Source: Author's elaboration with data from Eurostat.

[1] https://www.consilium.europa.eu/en/policies/enlargement/albania/.

[2] https://neighbourhood-enlargement.ec.europa.eu/enlargement-policy/.

WB countries have signed different bilateral and multilateral trade agreements with EU and extra-EU partners. More specifically, the EU has set up a system of diagonal cumulation of origin with the WB countries and Turkey. This system has further developed regional trade as well as offered additional opportunities for economic operators. Furthermore, in 2020, the EU extended its trade preferences to the WBs for five years, until December 2025. This decision has stimulated exports from WB countries to the EU, particularly for farmers with smaller holdings.[3] Figure 1 shows the trade balance of each WB country with the European Union.

2. Literature review

A relatively high number of authors have theoretically and empirically analyzed the determinants of bilateral trade flows for developing and developed economies. Wang, Wei and Liu (2010) study the main factors of bilateral trade flows among OECD countries. The authors include R&D and FDI as explanatory variables, estimate unit root tests and considerate endogeneity. Empirical results show that domestic R&D stock, levels and similarities of market size, and inward FDI stock are positively related to bilateral trade; whereas, the distance between trade partners has a negative effect. Felipe and Kumar (2012) estimate a gravity model to examine the relation among bilateral trade flows and trade facilitation. Empirical results show that there have been important gains in trade as a result of trade facilitation in Central Asian countries. The highest increase in total trade derives from improvement in infrastructure, followed by logistics and efficiency of customs. Rahman and Dutta (2012) formulate some generalized gravity models to investigate the bilateral trade of Bangladesh. The findings indicate that trade is positively related to the size of economies and openness of trading countries. Exports are positively related to income, partner countries' total imports and openness; and negatively related to partner countries' income and domestic inflation. Imports are positively related to income and degree of openness of partner countries; and negatively related to partner countries' inflation.

Panda, Sethi and Kumaran (2016) investigate bilateral trade flows between China and India. The authors formulate a gravity model on a panel dataset for the two countries. They consider several independent variables such as distance, gross domestic product, contiguity, common language and common colonizer. Findings are consistent with the initial expectations. Narayan and Nguyen (2016) show that the influence of trade gravity variables depends on trading partners. More specifically, trade with rich countries is more sensitive to economic size, distance, openness of trading partners, and exchange rate, than trade with low income countries. According to the authors, trade policy should consider the level of development, maintenance of close economic ties, and the influence of the ASEAN, APEC, and the WTO on trade flows. Nguyen and Vo (2017) analyze the determinants of bilateral trade for ASEAN+3 countries. The authors employ a sample of bilateral trade and economics characteristics. Results show that output asymmetry among countries positively explains bilateral trade. The findings also suggest that comparative advantage by differentiating the export product structure promotes international trade. Hassan Khayat (2019) investigates GCC's trade patterns based on a gravity approach. The model is estimated for six developed trade partners, over the period from 2001 to 2012. The respective findings confirm the statistical significance of GDP per capita, populations and trade barriers. Guan and Ping Sheong (2020) investigate the factors affecting Sino-African trade through a gravity model. Empirical results confirm the statistical significance of trade agreements and economic recessions. According to the authors, the structure of African product exported to China should be stimulated and trade agreements should be reinforced.

3. Empirical results

We propose a gravity-type equation for WB international trade flows, considering several explanators. The proposed equation includes basic variables such as the economic sizes, estimated by the respective GDPs; and bilateral distance, which approximates trade costs. We consider other relevant independent variables, such as the sum of trade partners populations; and two dummies, related to the existence of a common border between trade partners, and to the respective free trade agreements. We estimate the following econometric model, where all variables, except for the dummies, are expressed in natural logarithm:

$$trade_odt = \alpha_1 + \alpha_2(inc_ot) + \alpha_3(inc_dt) + \alpha_4(dist_od) + \alpha_5(pop_odt) + \alpha_6(BORDER_od) + \alpha_7(FTA_od) + \varepsilon_odt \quad (1)$$

[3] https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/western-balkans/.

Table 1 shows the definitions and the corresponding expected signs for each of the considered variables. We consider two response variables: export of a Western Balkan country in a given trade partner, and the sum of imports and exports between a Western Balkan country and the corresponding trade partner.

Table 1: Variables definition and expected sign.

Variable	**Definiton**	**Expected sign**
trade_odt	Trade flow (imports and exports) between a WB country (o) and a partner (d) at year t	Dependent variable
exp_odt	Exports between a WB country and a partner	Dependent variable
gdp_ot	GDP in a WB country	+
gdp_dt	GDP in a partner country	+
dist_od	Bilateral distance	-
pop_odt	Sum of populations	+
BORDER_od	Dummy variable equal to one if countries share a common border	+
FTA_od	Dummy variable equal to one if countries have signed a free trade agreement	+

Source: Own representation.

Our sample includes annual trade flows between each WB country and the some of the most important partners. We have considered nineteen European trade partners, during the period from 2010 to 2020. GDPs and total populations were sourced from the World Bank, whereas the bilateral distances between trade partners were collected from CEPII GeoDist database (Mayer, T. and Zignago, S., 2011). Eurostat, United Nations (Comtrade) and CEPII (CHELEM-INT) were our most important sources of bilateral trade flows. A limited number of missing observations were sourced from the respective national statistics offices and ministries. Table 2 reports some relevant descriptive statistics for the considered variables.

Table 2: Descriptive statistics

Variable	Exp	Flow	gdp_o	gdp_d	Dist	pop_sum	BORDER	FTA
MIN	11,59	15,11	22,13	22,96	5,05	14,82	0,00	0,00
MAX	21,67	22,31	24,56	29,93	8,95	21,04	1,00	1,00
Mean	19,09	20,12	23,49	27,89	7,13	18,37	0,13	0,75
Median	17,67	19,16	23,17	26,79	6,66	16,61	0,00	1,00
Variance	39,41	40,96	46,58	56,55	14,60	38,86	0,12	0,20
Std.Deviation	19,70	20,48	23,29	28,27	7,30	19,43	0,34	0,43
Asymmetry	3,00	2,49	1,35	2,62	3,43	4,23	2,31	-1,12
Kurtosis	10,77	7,10	0,56	8,19	12,39	17,10	3,19	-0,94

Source: Own representation.

Table 3 shows a summary of the results of the estimated models, obtained by the R software. We have considered two different dependent variables: exports and trade flows. We have applied a typical estimation technique for panel data models, the random effect estimator, which is based on the assumption that the variation between country-pairs is not systematic and uncorrelated with the independent variables. In this case, we can determine the effect of time-invariant parameters. The empirical results show that the considered independent variables are statistically significant in all the cases. The observed R-squared varies from 43,1% (trade flows equation) to 69,1% (exports equation). Coefficients magnitude and sign are similar to past studies (e.g. Felipe and Kumar, 2012; Rahman and Dutta, 2012; Martin and Pham, 2020; Natale, Borrello and Motova, 2015; Narayan and Nguyen, 2016; Hassan Khayat, 2019).

Table 3: Estimation results

Independent variable	model I (exports)	model II (trade flows)	model I (exports)	model II (trade flows)
gdp_ot	1,556***	0,993***	1,427***	0,958***
gdp_dt	0,581***	0,416***	0,517***	0,312***
dist_od	-3,072***	-2,057***	-2,49***	-1,573***
pop_odt			0,574***	0,648***
BORDER_od			0,838***	0,729***
FTA_od			1,466***	0,310***

Adjusted R2	0,503	0,431	0,691	0,628
N	1254	1254	1254	1254

Source: Own representation.

4. CONCLUSION

The main objective of this research was to analyze some of the most relevant determinants of bilateral trade between the six WB countries and the most important trade partners. A panel data econometric model was used to investigate international trade with nineteen European countries over the period from 2010 to 2020. Findings showed that trade is adversely affected by bilateral distance between partners. On the other hand, trade is stimulated by the respective GDPs, total populations, geographical contiguity and free trade agreements. Future research should be directed towards the application of different estimation techniques, inclusion of other relevant independent variables and additional trade partners.

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The Effect of COVID-19 on the Convergence of the Jordanian Economy towards a Competitive Economy

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Abstract: The purpose of this paper is to look at the policies implemented to prevent the spread of COVID-19 on the convergence of the Jordanian economy to a competitive economy. Intuition, observations, and literature were used to investigate the effect of the policies to combat COVID-19.

Our investigation indicated that the policies implemented to protect its citizens from COVID-19 were effective. In addition, these policies had aided in either contributing positively or preventing the deterioration – maintaining their current status – of the 3rd, 4th, and 5th pillar of the Global Competitive Index.

Keywords: Competitive Economy, COVID-19, Jordanian Economy, Recission.

1. Introduction

1.1 The Jordanian Economy and a Competitive Economy

Jordan's population had reached 9.9 million in 2019. It produces 0.07 percent of the world's GDP is generated from the Jordanian economy, with a GDP per capita of 4,278.3 USD. The Jordanian economy averaged an annual growth rate in the GDP of 2.2 percent for the period from 2009 to 2019. Its economy was able to attract an average of 4.3 percent of GDP inflows in Foreign Direct Investments for the period from 2014 to 2019 (Schwab, 2019, p. 310).

Jordan was ranked 73/140 in 2018 edition of the Global Competitive Index, and slightly improved in 2019 as it upgraded to 70/141. In 2019, The Jordanian Gross Domestic Product (Purchasing Power Parity) in billions of dollars was estimated to be 83, and was ranked 83rd. (Schwab, 2019, p. 329).

The Global Competitive Index (GCI) 4.0 is made up of 12 pillars and they are as follows:

1. Institutions
2. Infrastructure
3. ICT adaption
    a. Mobile-cellular telephone subscriptions per 100 population
    b. Mobile-broadband subscription per 100 population
    c. Fixed broadband internet subscriptions per 100 population
    d. Fiber internet subscriptions per 100 population
    e. Internet users' percentage of adult population
4. Macroeconomic stability
    a. Inflation rate in percentages
    b. Debt dynamics
5. Health
    a. Healthy life expectancy in years
6. Skills
7. Product market
8. Labor market
9. Financial system
10. Market size
    a. Gross Domestic Product (Purchasing Power Parity) in billions of dollars.
    b. Imports of goods and services as a percent of the GDP.
11. Business dynamism
12. Innovation capability

The purpose of this paper is to look at the policies implemented to prevent the spread of COVID-19 on the convergence of the Jordanian economy to a competitive economy. The objective of a competitive economy is to utilize a countries' resources in the most efficient way.

1.2. Covid 19 and the Jordanian Economy

On March 2nd 2020, the Jordanian government announced its first COVID-19 case, when a person had travelled to Italy. The government initially had quarantined the coronavirus cases in five-star hotel located in the Dead Sea (Singh, 2020). Due to the huge socio-economic impact that COVID-19 had on the world, it was important to implement strict and hard measures to protect its citizens against the spread of the virus. On March 17 2020, the Jordanian government temporarily closed down airports, sea ports, and land borders, on March 21st the government instituted a full-scale lock down, where churches, government offices, schools, public transportation, entertainment centers, mosques, and universities were all fully closed. On March 25th limited movements on foot were allowed and people were no longer permitted to use their cars with strict evening lockdowns. Finally, in early May, the government had eased restrictions gradually with placing safety standards such as masks and social distancing. The idea was to act quickly and decisively placing the human well-being as a priority over the economic losses (Kebede, Stave, Kattaa, & Prokoo, 2020, p.12).

Thus, since the beginning of the pandemic, the Jordanian government had urged its citizens to stay at home and not leave except for emergencies. In order to enforce these policies, it called for the Jordanian military whom in turn were spread and present on the streets. The government had also decided to close down the private sector with the exception of the health sector, prohibited the gatherings that exceed 10 people, and prohibited movements between the different municipalities (Media Arabia, 2020).

In addition, it stopped the printing of newspapers (while maintaining a digital version), and stopped mass public transportation. Nonetheless, pharmacies, grocery stores and bakeries remained open.

The tourism sector was hardly hit. The closure of Queen Alia International Airport in Amman was a major blow to the tourism industry. This closure had prohibited hosting of tourist groups from counties such as South Korea, Italy, and Iran. All air travel was cancelled with the exception of shipping to and from the Kingdom since the 17th of March 2020 (Media Arabia, 2020).

The restaurant business was also hardly hit. Meanwhile, other sectors of the Jordanian economy had improved such as e-learning, distance learning, and lectures broadcasting for both primary and secondary education. The medical sector had also seen an increase in demand for its products especially pharmacies, medical equipment, all kinds of sanitizers and its related products. After the Jordanian government had eased its restrictions and allowed for food delivery from restaurants and other stores there was an increase in delivery services (Media Arabia, 2020).

In order to aid the economy, the Jordanian government created two funds. The first is managed by the government and received donations from different entities and individuals. The second fund was called "Himmet Watan" translates to the nation's efforts and is managed by business leaders and receives donations from the private sector (Kebede, Stave, Kattaa, & Prokoo, 2020, p.12).

The Central Bank of Jordan (CBJ) had also joined the government efforts to stimulate the economy and reduce economic losses to both business and workers. To aid the Small and Medium sized Enterprises (SMEs) that are facing the risk of closure; the CBJ established a soft loan and a low interest loan fund with the Jordan Loan Guarantee Corporation acting as the guarantor for the firms that receives loans. To protect the workers, firms that received these loans were prohibited from laying off any of its employees during the duration of the loan (Kebede, Stave, Kattaa, & Prokoo, 2020, p.12).

On March 3rd of 2020, the CBJ decreased the interest rate from 4 percent to 3.5 percent. On the 16th of March it further reduced interest rates from 3.5 percent to 2.5 percent. It also gave permission for the banks to reschedule loans especially for the hard-hit sectors, till the end of 2020 at no extra cost. Finally, the CBJ reduced the Required Reserve Ratio (RRR) from 7 percent to 5 percent, thus increasing the money supply – releasing an additional liquidity into the economy – by around JD550 million which is equivalent to around USD775 million (Kebede, Stave, Kattaa, & Prokoo, 2020, p.12).

The Jordanian government had also announced that it will postpone the collection of sales taxes till they sell all their goods rather than at the time of signing the contract for all food supply and health sector firms. In

addition, it allowed the payment of only 30 percent of their customs fees and postponing the remaining 70 percent for all the firms listed in the golden and silver Jordan Customs Department (Kebede, Stave, Kattaa, & Prokoo, 2020, p.12).

The Jordanian government had announced a number of Defence Orders to support enterprises, jobs, and workers. On March 17 of 2020, the Prime Minster (PM) Omar Razzaz activated the National Defence Law following a Royal Decree. This law allows him to make legal decisions without referring to the parliament during the duration of the crisis (Kebede, Stave, Kattaa, & Prokoo, 2020, p.13).

Defence Order No. 1 was activated on March 19 of 2020, replacing some of the provisions suspended from the Social Security Law. This order granted the Social Security Corporation (SSC) authority to

1. Enterprises to suspend payments for old age for a period of 3 month starting from March 1st 2020 without temporarily terminating the converge for death, maternity, occupational health, and unemployment.
2. Enterprises to pay social security installments till the end of 2023 without any interest or penalties of any kind.
3. 50 percent of the maternity income fund of 2020 is used to support the needy such as compensations for daily workers and the elderly.
   The Jordanian government had also aided the most vulnerable households with emergency cash payment and relief aid through the formation of a social protection team headed by the Minister of Social Development. This team included membership from the National Aid Fund (NAF), national civil society organizations, and SSC (Kebede, Stave, Kattaa, & Prokoo, 2020, p.14).

On April 8th 2020, the PM issued Defence Order No. 6. This order aimed at securing the private sector employment and wages reducing the impact of COVID-19 measures on both the employers and employees, and aid in a quick economic recovery. This was achieved by laying-out the rights and responsibilities of both the employers and employees, and guided the process of the gradual openness of the economy and the return to the normal status (Kebede, Stave, Kattaa, & Prokoo, 2020, p.14).

This order stated that the first two weeks of the total lockdown – the period from March 18th to 31st – all workers are entitled to their full salaries and no deductions from their annual leaves. In addition, workers who performed any type of overtime work during the period from March 1st to 31st are entitled to full overtime pay as normal (Kebede, Stave, Kattaa, & Prokoo, 2020, p.14).

Firms that resumed operations on April 1st 2020 – with permission from the Jordanian government – are expected to abide by the Standard Operating Procedures outlined by the Ministry of Labor. Employees are entitled to their full salaries. Nonetheless, employers can negotiate a reduction of their salaries for up to 30 percent. Meanwhile, firms that were prohibited by the government to resume operations were obligated to pay 50 percent of the employees' salaries given that they do not fall below the standard minimum wage of JD 220 that is equivalent to USD 310 (Kebede, Stave, Kattaa, & Prokoo, 2020, p.14).

Migrant workers employed by the industrial sector receive a monthly payment of JD 220. In addition, factories are allowed to pay 50 percent of migrant worker's salaries given they do not fall below the minimum wage only with the approval of the Ministry of Labor. Nevertheless, firms heavily affected are able to apply for permission from the government not to pay their migrant workers. However, accommodations and food should be provided and the suspension period will not be deduced from duration of the work visa which is three years (Kebede, Stave, Kattaa, & Prokoo, 2020, p.14).

Defence Order No.9, was issued by the PM on April 17th of 2020. It targeted the protection of businesses, daily wage workers, and freelancers. It was also designed to aid the private sector in fulfilling its obligations outlined in Defence Order No. 6. This is achieved by the creation of a number of programs, where the first program is called "Tadamin" which translate to solidarity. This program supports firms "whose activities were completely or partially disrupted and whose workers are covered by provisions of the Social Security Law" (Kebede, Stave, Kattaa, & Prokoo, 2020, p.15). Under this program "the SSC will allocate 50 per cent of deducted wages of SSC-insured workers (for amounts ranging between JD 165 and JD 500). The establishments/ employer, prior to disbursement, will pay the SSC 20 per cent of the deductible wages of SSC-insured workers, with a maximum of JD 250" (15). Three other programs were included in this order (Kebede, Stave, Kattaa, & Prokoo, 2020, p.15).

Nonetheless, the Jordanian government's response to COVID-19 aided in the push towards a digital economy, where online sales had increased – especially online groceries during the quarantine (Bitar, 2020). Businesses

had started to explore opportunities online. Universities all over the world – including Jordan – started taking advantages of applications such as Zoom to conduct conferences and international meetings.

Let's take a closer look at what a digital economy means. The world had experienced an agricultural and industrial revolutions; however, the recent decades had marked the beginning of an informational revolution. This in turn, had brought curtailed improvements in productivity, caused vital changes in productive relations and created new activities, products and services. This revolution had paved the way for more and more individuals, companies and countries to shift their focus to digital economy. This is due to its benefits that include the high speed of transactions, low costs and international coverage (Guo, Ding, & Lanshina, 2017, p. 170).

The concept of digital economy was introduced by Don Tarpscott – a Canadian Business executive and strategist in 1995. Today digital economy is characterized by technologies such as fixed broadband access, mobile broadband smart phones and their apps, interactive websites, social networks, sharing platforms, cloud computing and the internet. These technologies expand human productivity due to the fact that these technologies permeate the world's economy. Thus these technologies are increasingly being used in the different aspects of human life such as retail (e.g. e-commerce), education (e.g. massive availability of online courses), health (e.g. electronic records and personalized medicine), and social interactions and personal relationships (e.g. social networks) (United Nations, 2018).

The movement towards digital economy – applying the digital and technological skills – is forecasted to cause the world economy an increase of $2 trillion in economic output by the year 2020 (Guo, Ding, & Lanshina, 2017, p. 170). The digital economy will stimulate innovation, generate efficiencies, and improve the level of services. It contributes to enhance productivity, growth, job creation, and increases the rate of achieving sustainable development goals.

Nonetheless, as a country moves towards a digital economy, there are important challenges that manifests. Policy makers have to deal with issues related to privacy, security, consumer policy, competition, jobs, and skills.

To better understand any economy, we need to look at the supply and demand side for that economy. So, let us start by looking at the main components of the supply side of the digital economy. When looking at the supply side the following three main aspects are considered:

1. The Information and Communication Technology (ICT) sector.
    a. Scope and Value added.
    b. Employment in the ICT Sector.
    c. Trade in the ICT sector.
2. Recent Status of the ICT Infrastructure.
3. Digital Innovation: Research and Development expenditure and Investment.
4. New Business Models: Digital Driven Innovation and Sharing Economy.
   Now let us look at the key aspects of the demand side for the digital economy. The demand side deals with the users of digital technologies. , They are as follows:

    1. Internet used by household and individuals.
    2. ICT use by business.
    3. Digital transformation of government services.
    4. Skills for the digital economy.

Clearly, a digital economy is different from a competitive economy. However, the transformation to a digital economy would contribute positively to the competitiveness of an economy Therefore, this paper will examine the effect of COVID-19 policies implemented on the path of convergence of the Jordanian economy towards a competitive economy.

The Jordanian economy estimated loss from COVID-19 was 1.5 percent of the GDP of 2019 GDP for the first nine month. The GDP was 44 USD billion in 2019. So, the loss from COVID-19 is around 660 USD million. Meanwhile, the tourist sector had the most losses with an 18 percent of GDP and of total employment in 2019 (World Bank,2021).

The importance of this paper lies in the fact that it is an assessment of the different policies implemented by the Jordanian in response to COVID-19. In addition, natural disaster are occurring more often these days. So, it is important for an economy to with stand these disaster. This is why this paper aims to demonstrate how

certain policies can minimize the negative effect of a natural disaster and sometimes gain benefit from these event. Thus, governments can play a vital role in minimizing the losses of a certain catastrophe.

2. Literature review

Covid-19 had impacted the Arab countries economies, as it did with the rest of the world. Mehdi, Gheraia, Abdelli, Sekrafi, & Diaw (2022) examined the impact of COVID-19 on the economy of Arab countries, focusing on financial markets in terms of financial fragility. In addition, the paper studied commercial services, monetary system and banking sector. The paper concluded with a number of recommendations for both the short term and long term. In the short term, these recommendations will aid the Arab economies to overcome the crisis safely. Meanwhile, these measures will make the Arab economies more resilient in the long term. The most important policies that should be adapted by Arab central bank are providing financial incentives and adapting an expansionary monetary policy.

Now, we will assert the literature that covers the impact of COVID-19 on Jordan.

Alqutob, Al Nsour, Tarawneh, Ajlouni, Khader, Aqel, Obeidat (2020). Had discussed the different strategies that Jordanian government had implemented in order to prevent the spread of COVID-19. They also came up with different scenarios of how the spread of the virus will occur. The paper had discussed how it was necessary to contain the virus and at the same time keep the economic, social and the financial activities going. A number of recommendations were given to contain the virus and support the health system in Jordan. The most important one was to increase the intensive care unit and the respirators.

In this paper we look at the effect of COVID-19 on the Global Competitiveness Index pillars for Jordan. We will also examine the effect of imports on the economic growth in Jordan in the context of a competitive economy.

Al-Tammemi, (2020). Presented an overview of the battle against COVID- 19 in Jordan and discussed how collaboration had occurred in crisis management. The paper had also discussed the economic impact of COVID-19 on Jordan and how a generous fund was created to aid the Jordanian society, the article had concluded that the Jordanian government response was promising and indicated the importance of the collaborative efforts.

Abu-Mater, Alsufy and Afifa, (2020). Examined the effects of the coronavirus (COVID-19) on the economic climate contained in Jordan. The paper concluded that there's an economic impact across the nation. Nevertheless, it's realized that the constant lockdown is actually a threat to the overall performance of companies. The paper also locked at the causes that matter to decision makers in government institutions, and administrators in Jordan respond to it.

This paper will use intuition and observations to analyze the effect of policies that were implemented by the Jordanian government – both social and economic – in order to converge the Jordanian economy to a competitive economy.

3. CONCLUSION

The policies implemented by the Jordanian government to protect its citizens from COVID-19 had proved to be effective in terms of health. On July 8th of 2020, the total number of cases in Jordan was 1169 with 10 people deceased. Comparing the Jordanian mortality rate to that of neighboring countries: the Palestinian territories had 21 deceased, Lebanon had 36 deceased, and Israel had 343 deceased – the Jordanian numbers were evidently quiet low. Thus, these policies had aided in maintaining the 5th pillar of the Global Competitive Index in its current status and prevented deterioration in the life expectancy.

Unfortunately, after the removal of these policies and the gradual openness of the Jordanian economy, the situation deteriorated substantially. Nonetheless, due to the continuation of the spread of the COVID-19, the Jordanian government was able to find a suitable balance in order to maintain the Jordanian economic activity and the health of the Jordanian citizens. The Jordanian government had continued to demonstrate its ability in controlling the spread of the COVID-19 and the preservation of the health of the Jordanian economy. Due to the mutation of the virus, it is apparent that a push towards a digital economy would be one of the solutions in order to safeguard the wellbeing of the Jordanian citizens. This will contribute positively to the push of the Jordanian economy towards a competitive economy.

The effect of these policies on the 4th pillar includes an expected reduction in the inflation rate. As the Jordanian economy was partially shut down as the lockdown was in place, the unemployment increased and

people's purchasing power had decreased. From the Phillips curve, we know that there is an inverse relationship between inflation and unemployment. Thus, the rise in unemployment will result in a decrease in the inflation rate. The Arab countries had suffered from a rising unemployment and inflation rates (Samarah, 2017). Thus, a decrease in the inflation rate is considered a positive indicator for Jordan.

The CBJ response of lowering both the RRR and interest rate is an attempt to stimulate an increase in borrowing for investment and increase money supply in order to stimulate spending. The restriction of movement had decreased the demand on gas, i.e. lowering the imports of oil. The decreasing demand for oil during the period from March to June of 2020 is expected to have made some minor positive effects on debt dynamics. Thus, aiding in the debt dynamics of the Jordanian economy.

We conclude that the policies implemented to stop the spread of COVID-19 by the Jordanian government had contributed positively or prevented the deterioration – maintained their current status – to some of the pillars of the Global Competitive Index, i.e. prevented the diversion of the path of the Jordanian economy in its convergence towards a competitive economy. This was achieved through the increase in the use of online transactions, the maintained life expectancy at its current status, the expected reduction in inflation, and the decrease for the demand for oil. Online transactions had increased as people were prevented to move around and in the time of quarantine which extended from March till June. This had also paved the way for the Jordanian economy to move closer to a digital economy.

In addition, the continuation of the closure of the airport had a positive impact on domestic tourism. As the period of the quarantine was over – given the continuation of the closure of the airport – Jordanians were forced to explore their own country's tourist sites. This had resulted in some compensation for the tourist industry in return for the loss of foreign tourists (Bitar, 2020). So, the 3rd, 4th, and 5th pillars of the 12 pillars of the Global Competitiveness Index were affected in a positive manner. The Jordanian government's actions had demonstrated that Jordan's leadership did place the safety of its citizens over the economy.

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The Impact Of "BIO" Products, Consumer Preferences, On The Development Of The Market Economy In Albania

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Abstract: It is not difficult to hear the word **'bio'** among Albanians, who try to consume as many natural products as possible, but who are not really sure of their origin. It should be borne in mind that bio, i.e. natural, does not mean organic. They are two different things. The standards applied in agriculture, especially the *eco and organic standards*, are a set of rules and specifications, which determine the exact conditions for the production, processing, transport, certification and control of agricultural products. A product is not organic just because you bought it from a farmer who tries to assure you that it was grown in his backyard and is "fresh".

Specifics on the location of the farm or garden, the land where these products were grown, what was used to fertilize the land, is this land contaminated with waste or similar and in what "way these products were transported to the point of sale" are extremely important in determining what is truly organic. The warm weather and favorable climate make Albania an ideal source of organic production, adding to this a fertile soil.

In order to compete decently in an international market, where the purchasing power is informed and oriented towards quality, Albanian farmers will have to take appropriate measures to meet expectations and requirements, by certifying their products. Certification has several criteria that must be met. A new trend is developing among Albanians, the "love" for *organic and natural*. The concept of what products are truly organic and what is natural is still foggy.

The number of operators in the process or certified as organic in Albania is increasing year after year, while 1/4 of the production goes for export. Indeed, organic products are more expensive than other products in supermarkets, however, the cost of producing these products is also obviously higher, but it should be taken into consideration how healthy these products are. It is important that a new culture of consumption of these products is being created and I think that this trend is giving signals that it will expand more in the future.

Keywords: *organic, natyral,bio, product, consumer preferences, food security, market.*

1. Introduction

Albania has comparative advantages for biological agricultural production, as well as for the conventional one, such as early vegetables, fruits, olive and its oil, grapes and wine, forest fruits, aromatic and medicinal plants, etc. This includes a very large potential for livestock products. The main problem is the challenge of certified organic production of many of these products, with the exception of aromatic-medicinal plants and forest fruits. Agriculture in Albania is the sector with the lowest productivity and wages, even though it accounts for about 20% of the total Gross Domestic Product, but organic agriculture can be a segment that brings higher profits than intensive agriculture. Although organic farming is in its early stages, it has seen rapid growth in recent years.

The lands in Albania have tremendous potential to offer the best natural products and within food safety standards. Today, more than ever, Albania has an urgent need to educate and bring to the market new generations of technicians, who will be prepared to bring the appropriate knowledge to the organic agriculture sector. This should also happen with the opening of professional courses on food products, food safety, teaching organic development techniques, which has tremendous potential to be developed in the country. Through education, young technicians will appear on the market, who will be able to use the opportunities that this sector provides.

How much opportunity does an old farmer have to acquire new knowledge, to be open to technological changes? Very little. Then more work should be done on the creation of professional schools in this direction, which promises to develop further in Albania. Albanian consumers are becoming more and more sensitive to the issue of food. Scandals related to food or illegal agricultural practices encourage more and more consumers to look for organic products. Experts advise that manufacturers should use these opportunities to be present in the market with organic products that replace conventional products with chemical pollution.

Experts say that globally, the growth of the organic sector is largely driven by consumer demand in high-income countries that favor organic production for a variety of reasons, including perceived health and environmental benefits, perceived improvement in quality and taste. of food, access to fresh produce and helping small-scale producers, communities and local markets. According to them, recent food safety concerns in some countries and some consumers concerns about genetic modification in agriculture have also contributed to increased demand for organic produce. According to him, organic agriculture can be seen as the concern of a social movement that represents an alternative to mainstream agriculture.

2. Literature Review for Organic and Conventional Food

Interest in organically produced food is increasing throughout the world in response to concerns about conventional agricultural practices, food safety and human health concerns (e.g., Gregory, 2000; Grossman, 1972; Schifferstein and Oude Ophuis, 1998), animal welfare considerations (e.g., Harper and Makatouni, 2002; Hughes, 1995) and concern about the environment (e.g., Grunert and Juhl, 1995; Tregear et al., 1994; Wandel and Bugge, 1997; Wilkins, and Hillers, 1994). These concerns, along with observed organic consumer behaviour has led, in part, to emergence of various groups of organic consumers, namely environmentalists, food phobics, healthy eaters, humanists, welfare enthusiasts, and hedonists (Davies et. al., 1995) (Table 1).

The interest in organic agriculture has prompted numerous studies comparing aspects of organic and conventionally-produced foods. Stakeholder interest has also prompted a need to not only determine the extent to which there is a scientific basis for claims in support of organic products, but also to consolidate and evaluate the numerous empirical studies and findings. Bourn and Prescott (2002), for example, provided an excellent review of several studies comparing selected biophysical and related quality attributes of organic and conventionally produced foods. Woese et al. (1997) evaluated selected studies based on the physico-chemical quality attributes for various food groups, including cereals and cereal products, potatoes, vegetables and vegetable products, wines, beers, bread, dairy products, meat and eggs, fruits, and nuts and oil seeds.

The future of organic agriculture will, to a large extent, depend on consumer demand. Thus, a consumer-oriented approach to understanding organic agriculture is important not only in its own right, but also in terms of response to shifting market dynamics. From a marketing perspective, it is important to understand our (human) conception of consumer decision-making regarding organically produced foods, and how consumption can be promoted. Product development and marketing strategies are also affected by consumer beliefs, attitudes and responses. This could vary depending on the region of the world. Thus, a clear understanding of consumer attitudes and the motivations underlying actions in responding to organically grown products is important. This review is concerned with our (human) conception of consumer decision-making for organically produced foods, based on a microeconomic perspective. In this regard, this review compliments and extends the work of Woese et al. (1997) and Bourn and Prescott (2002). We have consolidated and compared numerous empirical analyses on consumer preferences for, and attitude towards, organic food relative to conventionally grown products.

The literature review emphasizes important organic consumer demand and marketing issues, including: (i) the implications of an economic definition of organically grown food for consumer demand; (ii) attributes that shoppers consider most when comparing organic with conventionally grown products; (iii) level and characteristics of consumer knowledge and awareness about organic food; (iv) assessment methods and characteristics of organic consumer attitudes and preferences; (v) size of organic price premium and characteristics of consumers' willingness-to-pay for organic products; and (vi) profile of organic consumers. Such a comparison across studies, and for various countries, is not only important in its own right, but also provides a better understanding of the economic and noneconomic variables to include in organic consumer demand modeling and estimation. An economic perspective of organic products as economic goods precedes a comparison of selected consumer decision-making dimensions of organic products.

3. What is Organic?

According to the World Health Organization (WHO), organic foods are traditionally and perfectly produced, without the use of chemical products or undergoing genetic modifications. For most people, these products respect the environment and are more natural when consumed. While organic food is the one that takes care of the environment, but respects the natural genetic process of species, their reproductive cycles and

biodiversity. It is more difficult to find biological products than organic products, since their production is more beautiful, which will take in the final price.

The name ***"organic"*** *product refers* to those food production products and/or the processing of all is characterized by the absence of chemical fertilizers, chemical products for plant protection, synthetic hormones and artificial coloring. Organic products can are considered as differentiated products when compared to common conventional products as they really possess other characteristics when compared to their counterparts conventional (Sashi and Stern, 1995).

4. Comparison of Organic and Conventionally Produced Food

Although the attributes associated with organic foods may be difficult to identify by visual inspection alone, most consumers purchase organic products because of a perception that these products have unique (and in some cases superior) attributes compared to conventional ones grown alternatives (Vindigni et. al, 2002). On the other hand, a major reason why some consumers do not purchase organic foods is linked to a perception that such foods are not better than their conventionally produced alternatives (Jolly et al., 1989). There is, thus, a continuing debate about whether organically produced products are superior to and/or different from conventionally produced alternatives and, if so, in terms of what characteristics.

Several studies have assessed whether there are differences between organic and conventional foods from the perspective of both the producer (or supply-side) and the consumer (or demand-side). Supply-side evaluations have generally focused on yield, producer price, and profitability comparisons. In contrast, demand-side studies have investigated the differences in terms of biophysical and chemical (e.g., nutritional, sensory, and food safety) characteristics, as well as consumer preferences and retail prices.

Organic products compete with *conventional alternatives* in the market. Although many organic products command a higher price compared to their conventional alternatives, some consumers continue to substitute organic for conventional products. This and other related observations led Lancaster (1966) to argue that the traditional theory of consumer demand is inadequate in explaining why consumers will buy, for example, organic products instead of conventional-grown alternatives.

The traditional theory is silent about the intrinsic characteristics of a commodity. Neither does it provide insight on how product quality variations affect consumer perceptions and decision-making behaviour. It also provides limited explanation of how demand changes when one or more of the characteristics of a good change or how a new good introduced into the market fits into the preference pattern of consumers over existing goods (Lancaster, 1966; Lancaster, 1971; Lancaster, 1991). Intrinsic characteristics are what differentiate organic products from their conventionally-produced alternatives. According to Lancaster (1971), the omission of information about the inherent characteristics of consumer goods in traditional consumer theory renders the theory incapable of handling some important aspects of consumer demand in today's world.

5. Current situation for organic products in Albania

Is there bio in Albania? It is a question that is being asked by everyone, in the midst of the food security crisis.

According to official data from the Ministry of Agriculture and Rural Development, in 2020, organic production reached 2118 tons in total, with a 69% increase compared to 2019, also the number of farms that received the organic producer certificate reached 200 last year , from 40 in 2018. Considering the small size of the farms and the long process of converting farms from conventional to organic in Albania, the expectations on the size of the certified farms are similar, thus fragmented. The minimum area of agricultural land, converted to organic or in the process of conversion, is 1.88 dunym, while the maximum is 73 dunym.

Currently, the most common organic products in our country are medicinal plants that grow wild in nature, such as sage, blueberries, mountain tea, oregano, etc. Meanwhile, honey, mushrooms, vegetables in greenhouses and the agricultural sector has started to be oriented towards organic production. A new method that kills pests without pesticides has started to be experimented in the greenhouses of Lushnja.

In fact, today, after 20 years have passed since the beginnings of the movement for organic agriculture in Albania, organic production occupies a very small percentage of the agricultural land surface. Here I mean only agricultural and livestock products, not including aromatic and medicinal plants and forest fruits which are considered a separate sector. It is the latter that increase the areas and volumes of biological products in

national statistics. So, the sector has not managed to mature. Albania has organic products, where organic products are also considered products that are produced with few agricultural inputs, but according to the provisions of the Albanian law on biological products. We can say this with conviction for most products, which are also subjected to analysis for residues, confirming not only the certificate that accompanies them, but also the integrity of the certifying body.

The main problem is the challenge of certified organic production of many of these products, with the exception of aromatic-medicinal plants and forest fruits. There are very few certified organic producers of vegetables and fruits. Similar are the challenges of livestock farms to realize a closed cycle of production, without being conditional on receiving food used for livestock from outside the farm. Other product categories, mainly aromatic and medicinal plants, are mainly export-oriented because domestic demand is very low.

These organic producers cannot create a sustainable offer and consequently have difficulties to realize contracts with supermarket chains. This is the main reason that the local market is limited to only a few shops, or specialized markets. For this reason, the price of these products is high and consequently makes their spread even more limited. All this sends negative signals to those farmers who plan to convert to organic production.

Despite the current state of organic production, Albania has very good production capacities, especially in regions far from intensive production. This requires support for organic producers or those who want to convert to organic production. This support should also include the transfer of knowledge, as a prerequisite for successful biological production.

The Mediterranean climate favors the spread of many diseases and pests, which require high professionalism to be kept under control without chemical intervention or biopesticides. This also applies to soil fertility management and the use of bio-fertilizers.

6. The policies used by the government to encourage the development of organic agriculture

The government is trying to formulate policies to promote the development of organic agriculture. Organic agriculture in Albania has experienced limited growth in the last decade, with a limited registry of organic farmers. Interest in the organic sector, however, extends beyond such limited growth and market. Organic farming is promoted based on the multiple benefits it offers; healthier food, improvement of the agricultural environment and a contribution to the rural economy.

There is a growing consensus that it certainly offers some environmental benefits over and above conventional agriculture. For example, in nutritional terms, while there is some evidence that *"the organic diet mainly reduces the amount of toxic chemical exposure, always avoids GMOs, reduces the amount of additives and food colors"*, and increases the amount of vitamins, antioxidants and acids beneficial fatty acids, others have argued that "in the expert view, current scientific evidence does not show that organic food is safer or more nutritious than conventionally produced food.

Various government policies for organic agriculture can promote employment in rural areas and contribute to rural development, for example, through the provision of environmental services that support rural tourism.

Given the broad implications of these claims, it is not surprising that organic farming is sometimes presented as a panacea for the problems facing the food and agriculture sector.

Nor is it surprising that it stimulates as much vociferous 'anti-organic' feeling as sees in organic a rejection of the agricultural science that has led to such remarkable increases in yields and productivity over fifty years. the last.

Mentioning the development that this agriculture can have in the local economy, only recently, researchers have turned their attention to the role of organic agriculture in the rural economy and in particular, the potential for organic agriculture to contribute to rural development.

According to experts, any policy measure that aims to promote the development of organic agriculture will also promote the sustainable development of rural Albania.

7. The impact of organic agriculture on economic development

It is often argued that organic farming can promote employment in rural areas and that it can contribute to rural development, for example, by providing environmental services that support rural tourism. Given the

broad implications of these claims, it is not surprising that organic farming is sometimes presented as a panacea for the problems facing the food and agriculture sector. Nor is it surprising that it stimulates as much vociferous 'anti-organic' feeling as sees in organic a rejection of the agricultural science that has led to such remarkable increases in yields and productivity over fifty years. the last.

Parallel to the growth and interest in the organic sector, 'local food' has taken on greater economic, environmental and symbolic importance. Much of this has to do with reducing environmental costs, but also the desire to increase local economic multipliers and contribute to (re)connecting farmers and consumers. Although organic produce is not necessarily 'local', there is a close connection between local food and organic food.

The combination of a greater level of consumption of domestic organic products would lead to significant savings, accompanying the *reduction of environmental externalities*.

Contrary to the situation in Europe, so far in Albania, there is no research on organic agricultural policies and on the implications of the latest development in rural areas. Considering the experience in the EU, it can be argued that policy measures will promote the development of organic agriculture.

8. Advantages and Problems for organic products

Advantages

The Ministry of Agriculture and Rural Development has declared organic agriculture a priority sector, promoting in this way the integration of the Albanian organic agriculture sector in the international community of Organic Agriculture, as well as national and international networking. In Albania, there are suitable climatic conditions for the production of organic products during the early and winter seasons. Current agricultural and livestock systems mainly rely on low levels of inputs (non-intensive systems).

As for trade, Albania's strategic geographical position is an advantage, while the increase in consumer incomes in Albania represents an opportunity for the domestic market. Organic agriculture in Albania continues to be in its initial stages of development, as it faces several challenges. Despite progress in organic farming legislation, there are still gaps in terms of compliance with EU legislation on organic farming (or the Common Agricultural Policy).

Problems

From the point of view of supply, experts say, the problems of the biological sector are those of conventional production, but sharper. Among the elements that are reducing the development of the sector are the small areas of farms, which have difficulties to orientate themselves in the market.

Most farmers have high production costs, which discourages them from engaging in agricultural production. Organic producers get lower yields because the inputs they use are not as efficient as the chemical fertilizers and pesticides used by conventional producers. If most conventional farmers can sell their produce in bulk to a collection point, for the organic farmer there is no collection point, so he must prepare and market the product for the retail point, increasing costs. Added to these structural factors is the farmers' limited experience in both biological production cultivation technologies, as well as managerial and commercial knowledge.

On the other hand, the capacities of the agricultural advisory service are insufficient to deal with the work of the standards for this body. The lack of cooperation in Albania between Albanian producers in the marketing of organic products in Albania. Budget support for agriculture in Albania continues to be quite low, but for organic agriculture, it is almost non-existent.

Since 2008, the Ministry of Agriculture and Rural Development offers for certificates of products of products of products, received intended for the production of products of products, but still the number of beneficiaries among farmers remains very low, the increase of subsidy products from direct scheme. of beneficiaries continues to be low, compared to the potential.

9. Consumer Behavior and Consumer Perception for organic product

Against the higher costs of organic products, there is a lack of a consumer willing to pay more precisely to cover the additional costs of organic producers. Experts say that potential buyers of organic products, who have the purchasing power to eat organic food regularly, are a small segment of society. According to them, within this

segment, only a small part have the awareness or education as consumers to appreciate organic products, mainly immigrants returning to Albania or graduates abroad, who have consumed these products in the country where they lived or studied. Another category of potential consumers are tourists.

Since in recent years there has been an upward trend in the tourism sector, tourists themselves are very interested in eating organic food and trying local food, so agritourism in Albania is developing. This sector still has a lot to give, if three basic conditions are met: controlled origin, certified products and prepared farmers.

Albanian consumers are becoming more sensitive to the issue of food. According to him, scandals related to food or unauthorized agricultural practices encourage more and more consumers to look for organic products. Experts advise that manufacturers should use these opportunities to be present in the market with organic products that replace conventional products with chemical pollution.

Although the organic sector is still relatively small, the demand for organic food is growing worldwide. The characterization of consumers' perception and attitudes towards organic food is important to enable the development of marketing policies aimed at attracting conventional consumers to this sector. Consumer behavior studies should be conducted specifically for different regions and countries as perceptions and attitudes vary around the world.

Most people who consume organic products confuse these with home and locally produced foods, showing the potential of growing the organic sector by providing such consumers with the right information.

Most consumers (including conventional consumers) have a good opinion of organic food and consider it better for health, better quality than conventional food and avoids pesticide residues. However, the price continues to be a barrier to the consumption of organic products. Most consumers stated that they would consume more organic food if the price was favorable for their budget.

10. Recommendation

Soils have tremendous potential to provide the best natural products and within food safety standards. This highlights and emphasizes the urgent need to educate and bring to the market new generations of technicians who will be prepared to bring the appropriate knowledge to the organic farming sector.

This should be accompanied by the opening of professional courses on food products, food safety, learning organic development techniques, which has tremendous potential to be developed in the country. Through education, young technicians will appear on the market, who will be able to use the opportunities that this sector provides.

This would be a good incentive for all young people who choose to leave Albania. This country is running out of young people who could make a lot of changes. *How much opportunity does an old farmer have to acquire new knowledge, to be open to technological changes?* Very little. Then more work should be done on the creation of professional schools in this direction, which promises to develop further in Albania.

The experts emphasize that in Albania, more professional training should be carried out for the young people of this sector, as well as general knowledge not only about food safety, but also about business to prepare for the market.

Experts are more optimistic about the agricultural sector, where there is a great potential for economic development, but above all it is worth emphasizing that farmers should be better oriented to "produce indigenously", with high quality, to improve food safety. Experts also point out that organic producers also have a significant additional cost, that of certification.

According to experts, any policy measure that aims to promote the development of organic agriculture will also promote the sustainable development of rural Albania.

The basis for building a secure future for the organic products sector is education: consumer education and the education of young farmers.

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Kariyer Uyum Yetenekleri ile Kariyer Stresi Arasındaki İlişkilerin Belirlenmesine Yönelik Bir Araştırma

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Özet: Bu araştırmanın amacı, kariyer uyum yetenekleri ile kariyer stresi arasındaki ilişkilerin irdelenmesidir. Bu kapsamda, İstanbul'da öğrenim gören 106 ön lisans öğrencisinden anket aracılığıyla veri toplanmıştır. Araştırmadan elde edilen verilerin incelenmesinde korelasyon ve regresyon analizlerinden yararlanılmıştır. Korelasyon analizi sonucunda, kariyer uyum yetenekleri ile kariyer stresi arasında negatif yönlü anlamlı bir ilişki olduğu belirlenmiştir. Kariyer uyum yeteneklerinin alt boyutları açısından bakıldığında; kariyer stresi ile tüm boyutlar arasında yine negatif yönlü anlamlı bir ilişki olduğu saptanmıştır. Regresyon analizinden elde edilen bulgular, kariyer uyum yeteneklerinin kariyer stresi üzerinde negatif yönlü anlamlı bir etkiye sahip olduğunu göstermektedir. Kariyer uyum yeteneklerinin alt boyutlarından ise kontrol, güven ve merak boyutlarının kariyer stresini negatif yönde etkilediği ancak kaygı boyutunda böylesi bir etkinin gözlenmediği belirlenmiştir. Araştırmada ulaşılan bulgular, kariyer uyum yeteneklerinin geliştirilmesinin kariyer stresini azaltma yönünde katkı sağlayabileceğini işaret etmektedir.

Anahtar Kelimeler: Kariyer, Kariyer Uyum Yetenekleri, Kariyer Stresi

A Research on the Determination of the Relationships between Career Adaptability and Career Stress

Abstract: The purpose of this study is to examine the relationship between career adaptabilities and career stress. In this context, data were gathered through questionnaires from 106 associate degree students in Istanbul. In the analysis of the data obtained in the study, correlation and regression analyses were used. In the correlation analysis, a negative correlation was found between career adaptability and career stress. In terms of the sub-dimensions of career adaptability, a significant negative correlation was found between career stress and all dimensions. Findings from the regression analysis show that career adaptability has a negative and significant effect on career stress. It was determined that the sub-dimensions of career adaptability, control, confidence and curiosity, affect career stress negatively, but such an effect was not observed in the concern dimension. The findings obtained in the research indicate that the development of career adaptation abilities can contribute to reducing career stress.

Keywords: Career, Career Adaptability, Career Stress

1. GİRİŞ

Kariyer, bireyin çalışma yaşamı boyunca yaptığı işlerden oluşmakta ve bu süreçte izlenmesi gereken bir dizi "faaliyet yolu" olarak tanımlanmaktadır (Özgen ve Yalçın, 2010: 187). Kariyerin en yaygın bilinen anlamıyla bireylerin tercih ettikleri işte daha fazla maddi kazanım, statü, prestij, güç ve sorumluluk kazanmak üzere ilerlemesini ifade ettiği belirtilmektedir (Ivancevich, 2010: 435).

Kariyerin bir gelişim sürecini içerdiği ve belirli bir zaman aralığında bir kere seçilen bir olgu olmaktan öte, farklı aşamalar içeren ve zamanla değişim gösteren bir olgu olarak incelenmesi gerektiği savunulmaktadır. Bu aşamaların ise yetişkin gelişimi ile yakından ilintili olduğu ifade edilmektedir (Erdoğmuş, 2003: 20). Gelişim psikolojisi de kariyerin, dinamik ve zamanla olgunluğa ulaşan bir süreç olduğunu belirtmektedir (Inkson ve Amudson, 2002: 103). Bireyin okuldan mezun olması, işe girmesi ve işinde deneyim kazanarak sorumluluk üstlenmesi, örgüt içerisinde veya örgütler arasında hareketliliği de kapsayan bu süreç emeklilikle noktalanmaktadır.

İş yaşamının çalkantılı ve belirsizliklerle dolu olması, kariyer kavramının doğasında bir takım değişiklikler meydana getirmiştir. Geleneksel kariyer yaklaşımlarının yerini bıraktığı güncel kariyer yaklaşımlarında, kariyer yönetimi ve gelişimine ilişkin sorumluluğun organizasyondan çok bireye yüklenir hale geldiği görülmektedir (Pang vd., 2008: 1383). Günümüzün rekabetçi iş dünyasında bireylerin, kendi kariyerlerinin yönlendiricisi ve mimarı olmaları söz konusudur (Waters vd., 2014: 405). Güncel kariyer yaklaşımlarının bu bakış açısı; kariyer öz yönetimi, yaşam boyu öğrenme, psikolojik kariyer başarısı ve organizasyonlar arasında kariyer hareketliliği ile istihdam edilebilirliğin sürdürülmesine odaklanan esnek ve uyumcul bir çerçeve sunmaktadır (Clarke, 2009: 8-

9). Konuya bu çerçeveden yaklaşıldığında genç bireylerin okul yaşamından iş yaşamına geçişleri ve sonrasındaki kariyer ilerlemelerinin kilit unsuru olarak kariyer uyum yetenekleri işaret edilmektedir (Kanten, 2012: 201).

Savickas'a göre (1997: 254) kariyer uyum yeteneği, bireylerin öngörülen görevlerine ilişkin iş rollerine hazır biçimde katılmalarını, öngörülemeyen değişimlere karşı ise bilgi, beceri ve donanım açısından hazırlık yapmalarını ifade etmektedir.

Bireylerin kariyer uyum yetenekleri kaygı, kontrol, merak ve güven boyutları çerçevesinde ele alınmakta (Savickas ve Porfeli, 2012: 663):

- Kaygı; bireylerin yeteneklerinin bilincinde olarak mesleki geleceklerine ilişkin plan yapmaları ve hazırlanmaları
- Kontrol; bireylerin mesleki gelecekleri açısından şimdiden karar verebilme ve kendilerini buna göre yönlendirebilmeleri
- Merak; bireyin çevresini kariyerine dair bakış açısıyla araştırma ve analiz etme eğilimi
- Güven; bireylerin kariyer gelişimlerinde karşılarına çıkabilecek sorunları çözebilme ve bunların üstesinden gelebilme noktalarında kendilerini yeterli görmeleri anlamını taşımaktadır.

İlgili yazında kariyer uyum yeteneklerinin bireylerin yeni iş sorumlulukları üstlenmeye hazırlıklı olmaları, gelecekteki değişikliklerle baş edebilme hatta bunları fırsata çevirme yönelimini ve bunların yanı sıra ön görülemeyen durumlar karşısında kariyer planında ortaya çıkabilecek değişimleri yönetme kapasitesini vurguladığı belirtilmektedir (Rottinghaus vd., 2005:11). Bu bilgiler çerçevesinde, bireyin kariyer planına hakim biçimde üstleneceği görevlere hazırlıklı olması, iş fırsatlarını takip etmesi ve gerektiğinde iş değişikliği yapabilme yolundaki yeterliliklerini içeren kariyer uyum yeteneklerinin, bireyin kariyer çizgisini belirlemesi ve geliştirmesi sürecinden kaynaklanan stresi ifade eden kariyer stresi ile ilişkili olduğu düşünülmektedir (Jung, 2020: 2). İlgili yazında konuyu ele alan araştırmaların henüz sınırlı düzeyde olması nedeniyle bu çalışmada, bireylerin kariyer uyum yetenekleri ile kariyer stresi arasındaki ilişkilere amprik olarak ışık tutulması amaçlanmıştır.

2. ARAŞTIRMANIN METODOLOJİSİ

2.1. Araştırmanın Ana Kütlesi ve Örneklemi

Araştırmanın ana kütlesini İstanbul'da bir devlet üniversitesinde sosyal bilimler alanında öğrenim gören ön lisans öğrencileri oluşturmaktadır. Araştırmada zaman ve maliyet kısıtları sebebiyle kolayda örnekleme yönteminden yararlanılmıştır. Araştırma kapsamında 106 öğrenciden derlenen veriler değerlendirmeye alınarak analiz edilmiştir.

Araştırmaya katılan öğrencilerin demografik özellikler açısından dağılımlarına bakıldığında:

• %63,2'sinin (67) kız , %36,8'inin (39) erkek olduğu,

• %32,1'inin (34) birinci sınıf, %67,9'unun (72) ikinci sınıf öğrencisi oldukları,

• %31,1'inin (33) yönetim ve organizasyon, %29,2'sinin (31) pazarlama ve %39,6'sının (42) muhasebe ve vergi uygulamaları bölümünde okudukları,

• Katılımcıların yaş ortalamasının 20,48 olduğu görülmüştür.

2.2. Araştırmanın Varsayımları ve Kısıtları

Araştırmada tesadüfi örnekleme yönteminden yararlanılmaması nedeniyle araştırmacının kolayda örnekleme yöntemine başvurarak ulaşabildiği katılımcılardan derlenen verilerin değerlendirmeye alınması araştırmanın başlıca kısıtını oluşturmaktadır. Bu bağlamda ulaşılan bulgular, örnekleme özgü olup ana kütleye genellenebilmesi mümkün değildir.

Araştırmaya katılanların, anket formunda yer alan ifadeleri doğru bir biçimde anladıkları ve ifadelere gerçeğe uygun biçimde yanıt verdikleri varsayılmıştır.

2.3. Araştırmada Kullanılan İstatistiksel Yöntemler

Araştırma kapsamında derlenen verilerin analizi, SPSS 24.0 paket programı aracılığıyla gerçekleştirilmiştir. Araştırmada kullanılan ölçeklerin güvenilirliğini sınamak için Cronbach Alfa katsayıları hesaplanmıştır. Kariyer uyum yetenekleri ve alt boyutları ile kariyer stresi arasındaki ilişkilerin belirlenmesi amacıyla korelasyon analizi gerçekleştirilmiştir. Kariyer uyum yetenekleri ve alt boyutlarının, kariyer stresi üzerinde anlamlı bir etkiye sahip olup olmadığının test edilmesi için ise regresyon analizinden yararlanılmıştır.

2.4. Araştırmanın Veri Toplama Yöntemi ve Aracı

Araştırmada veri toplama yöntemi olarak anket tekniğinden yararlanılmıştır. Araştırmada kullanılan anket formu üç bölümden oluşmaktadır. Anket formunun ilk bölümünde Savickas ve Profeli (2012) tarafından geliştirilen, Türkçe uyarlaması ise Kanten (2012) tarafından gerçekleştirilen Kariyer Uyum Yetenekleri Ölçeği bulunmaktadır. Anket formunun ikinci bölümünde Choi vd. (2011) tarafından geliştirilen, Türkçe uyarlaması ise Özden ve Sertel-Berk (2017) tarafından yapılan Kariyer Stresi Ölçeği yer almaktadır. Anket formunun son bölümünde ise örneklem grubunun demografik özelliklerini belirlemeye yönelik sorulara yer verilmiştir.

Kariyer Uyum Yetenekleri ölçeği, 24 maddeden oluşmakta olup kontrol (6 madde), merak (6 madde), kaygı (6 madde) ve güven (6 madde) boyutları olmak üzere 4 boyut içermektedir. Ölçekte yer alan ifadeler, “Kesinlikle Katılmıyorum” dan “Kesinlikle Katılıyorum” seçeneklerine uzanan beşli skala ile değerlendirilmektedir. Bu araştırmada elde edilen veriler üzerinden yapılan hesaplamada Kariyer Uyum Yetenekleri ölçeğinin Cronbach Alfa katsayısı, 933 olarak belirlenmiştir.

Kariyer Stresi ölçeğinde 20 madde yer almaktadır. Katılımcıların ölçekte yer alan ifadelere ilişkin yanıtları, “Hiç Katılmıyorum” ile “Tamamen Katılıyorum” seçenekleri arasında değişen beşli skalayla değerlendirilmektedir. Bu araştırmanın verileri üzerinden gerçekleştirilen hesaplamada Kariyer Stresi ölçeğinin Cronbach Alfa katsayısı ,920 olarak saptanmıştır.

Ölçekte yer alan tüm ifadelerin varyanslarının, genel ölçek toplam varyansına oranlanması ile belirlenen Cronbach Alfa katsayılarına bakıldığında, araştırmada yararlanılan ölçeklerin güvenilir oldukları anlaşılmaktadır (Kurtuluş, 2010: 180).

3. BULGULAR

3.1. Korelasyon Analizine İlişkin Bulgular

Kariyer uyum yetenekleri ve alt boyutları ile kariyer stresi arasındaki ilişkileri belirlemek üzere korelasyon analizi gerçekleştirilmiştir. Analiz sonucunda ulaşılan bulgular, 0,01 anlamlılık düzeyinde anlamlı çıkan Pearson korelasyon katsayıları işaretlenerek Tablo 1’de sunulmuştur.

Tablo 1: Araştırmanın Değişkenleri Arasındaki Korelasyonlar

	KS	KUY	KAY	KON	MER	GÜV
Kariyer Stresi	1					
Kariyer Uyum Yetenekleri	-,777**	1				
Kaygı	-,554**	,786**	1			
Kontrol	-,705**	,865**	,496**	1		
Merak	-,679**	,878**	,590**	,714**	1	
Güven	-,696**	,874**	,636**	,690**	,665**	1

**p<0,01 (Korelasyon 0,01 anlamlılık düzeyinde istatistiki olarak anlamlıdır.)

Korelasyon analizi sonuçlarına göre katılımcıların kariyer uyum yetenekleri ile kariyer stresleri arasında anlamlı bir ilişki olduğu saptanmıştır (p:0,000<0,01). Korelasyon katsayısının yorumlanması, her ne kadar tam sayı değerleri haricinde güç olsa da; 0-0,3 arasındaki değerlerin zayıf, 0,3-0,7 arasındaki değerlerin orta, 0,7-1 arasındaki değerlerin ise güçlü bir ilişkiyi gösterdiği kabul görmektedir (Gürbüz ve Şahin, 2017: 260). Bu çerçevede kariyer uyum yetenekleri ile kariyer stresi arasında negatif yönlü güçlü bir ilişki olduğu anlaşılmaktadır. Kariyer uyum yeteneklerinin alt boyutları açısından bakıldığında; kaygı boyutu ile kariyer stresi arasında negatif yönlü orta düzeyde bir ilişki olduğu görülmektedir (p:0,000<0,01). Kontrol boyu ile kariyer

stresi arasındaki ilişkinin ise negatif yönlü ve güçlü bir ilişki olduğu anlaşılmaktadır (p:0,000<0,01). Merak ve güven boyutlarıyla kariyer stresi arasındaki ilişkilerin ise yine negatif yönlü olduğu ve orta derecede hatta güçlüye yakın bir ilişkiyi işaret ettiği anlaşılmaktadır (p:0,000<0,01).

3.2. Regresyon Analizine İlişkin Bulgular

Kariyer uyum yeteneklerinin kariyer stresi üzerindeki etkisini sınamak üzere tekli regresyon analizi gerçekleştirilerek elde edilen bulgular Tablo 2-3 ve 4'te sunulmuştur.

Tablo 2: Kariyer Uyum Yeteneklerinin Kariyer Stresine Etkisine İlişkin Model Özeti

Model	R	R^2	Düzeltilmiş R^2	Std. Hata
1	,777[a]	,603	,599	,36227

a. Açıklayıcı: (Sabit): Kariyer Uyum Yetenekleri

Kariyer stresini, kariyer uyum yetenekleriyle açıklamaya çalışan modelin özetine ilişkin Tablo 2'de görüldüğü üzere; kariyer uyum yetenekleri, kariyer stresindeki değişimin (R^2) %60,3'ünü açıklamaktadır.

Tablo 3: Kariyer Uyum Yeteneklerinin Kariyer Stresine Etkisine İlişkin ANOVA[a] Tablosu

Model	Kareler Toplamı	Serbestlik Derecesi	Ortalama Kare	F	İstatistiksel Anlamlılık
Regresyon	20,752	1	20,752	158,128	,000[b]
Hata	13,648	104	,131		
Toplam	34,400	105			

a. Bağımlı Değişken: Kariyer Stresi

b. Açıklayıcı: (Sabit): Kariyer Uyum Yetenekleri

Tablo 3' e göre kariyer stresini kariyer uyum yetenekleriyle açıklayan regresyon modelinin, anlamlı olduğu (F=158,128; p=0,000<0,05) görülmektedir.

Tablo 4: Kariyer Uyum Yeteneklerinin Kariyer Stresine Etkisine İlişkin Katsayılar[a]

Model	Standardize Edilmemiş Katsayılar		Standardize Edilmiş Katsayılar	t	İstatistiksel Anlamlılık
1	B	Std. Hata			
	5,374	0,261		20,596	,000
	-0,786	0,062	-0,777	-12,575	,000

a. Bağımlı Değişken: Kariyer Stresi

Tablo 4'teki sonuçlara göre kariyer uyum yeteneklerindeki 1 birimlik artış, kariyer stresi üzerinde -0,786 birimlik bir değişim ortaya çıkarmaktadır.

Gerçekleştirilen tekli regresyon analizi bulguları doğrultusunda, kariyer uyum yeteneklerinin kariyer stresi üzerinde negatif yönlü anlamlı bir etkiye sahip olduğu belirlenmiştir.

Kariyer uyum yeteneklerini oluşturan kaygı, kontrol, merak ve güven boyutlarının kariyer stresi üzerindeki etkisini test etmek için çoklu regresyon analizi gerçekleştirilmiş ve ulaşılan bulgular Tablo 5-6 ve7'de sunulmuştur.

Tablo 5: Kariyer Uyum Yetenekleri Boyutlarının Kariyer Stresine Etkisine İlişkin Model Özeti

Model	R	R^2	Düzeltilmiş R^2	Std. Hata
1	,783[a]	,613	,598	,36309

a. Açıklayıcı: (Sabit): Kaygı, Kontrol, Merak, Güven

Model özeti tablosunda (Tablo 5) görüldüğü üzere; kariyer uyum yeteneklerini oluşturan kaygı, kontrol, güven ve merak boyutları kariyer stresindeki değişimin %61,3'ünü açıklayabilmektedir.

Tablo 6: Kariyer Uyum Yetenekleri Boyutlarının Kariyer Stresine Etkisine İlişkin ANOVAa Tablosu

Model	Kareler Toplamı	Serbestlik Derecesi	Ortalama Kare	F	İstatistiksel Anlamlılık
Regresyon	21,085	4	5,271	39,984	,000[b]
Hata	13,315	101	,132		
Toplam	34,401	105			

a. Bağımlı Değişken: Kariyer Stresi

b. Açıklayıcı: (Sabit): Kaygı, Kontrol, Merak, Güven

Tablo 6'daki sonuçlara göre kariyer stresini kariyer uyum yeteneklerinin boyutlarıyla açıklayan regresyon modelinin, anlamlı olduğu (F=39,984; p=0,000<0,05) görülmektedir.

Tablo 7: Kariyer Uyum Yetenekleri Boyutlarının Kariyer Stresine Etkisine İlişkin Katsayılar[a]

Model	Standardize Edilmemiş Katsayılar		Standardize Edilmiş Katsayılar	t	İstatistiksel Anlamlılık	Doğrusal Bağlantı İstatistikleri	
1	B	Std. Hata	Beta			Tolerans	VIF
Sabit	5,309	,272		19,487	,000		
Kaygı	-,090	,079	-,096	-1,143	,256	,545	1,836
Kontrol	-,246	,076	-,314	-3,233	,002	,407	2,460
Merak	-,180	,082	-,215	-2,199	,030	,400	2,499
Güven	-,251	,090	-,276	-2,799	,006	,395	2,534

a. Bağımlı Değişken: Kariyer Stresi

Tablo 7'deki sonuçlar incelendiğinde; kaygı boyutunun kariyer stresini açıklamada anlamlı bir katkısının olmadığı görülmektedir (t=-1,143; p=0,256>0,05). Kariyer stresini açıklamada kontrol (t=-3,233; p=0,002<0,05), merak (t=-2,199; p=0,030<0,05) ve güven (t=-2,799; p=0,006<0,05) boyutlarının ise anlamlı bir katkısının olduğu anlaşılmaktadır. Beta değerlerine bakıldığında kontrol boyutunun kariyer stresini açıklamada göreli olarak en açıklayıcı boyut olduğunu söylemek mümkündür (Kalaycı, 2010: 269). Çoklu regresyon analizinde; bağımsız değişkenler arasında, çoklu doğrusal bağlantı probleminin olmaması gerekmektedir. Bir değişkene ilişkin VIF değerinin 1'e yakın olması, bu değişkenin diğer bağımsız değişkenlerle doğrusal ilişkisinin olmadığını işaret etmekte, 10'un üzerindeki VIF değerleri ise, ciddi çoklu doğrusal bağlantı durumunun göstergesi olarak kabul görmektedir (Orhunbilge, 2002: 240-242). Bu açıklamalar çerçevesinde, çoklu regresyon analizine dahil edilen bağımsız değişkenler arasında çoklu doğrusal bağlantı probleminin olmadığı ifade edilebilir.

Gerçekleştirilen çoklu regresyon analizi sonucunda; kontrol, güven ve merak boyutlarının kariyer stresi üzerinde negatif yönlü anlamlı bir etkiye sahip olduğu ancak kaygı boyutunda böylesi bir etkinin saptanmadığı görülmüştür.

4. SONUÇ

Araştırmada elde edilen bulgular, kariyer uyum yetenekleri ile kariyer stresi arasında negatif yönlü bir ilişki olduğunu göstermektedir. Regresyon analizi sonuçları da kariyer uyum yetenekleri ve alt boyutlarından kontrol, güven ve merak boyutlarının, kariyer stresi üzerinde negatif bir etki sergilediğini ortaya koymaktadır.

Ulaşılan bu bulgular, kariyer uyum yeteneklerinin geliştirilmesinin kariyer stresini azaltma yönünde katkı sağlayabileceğini işaret etmektedir. Konuya bu çerçeveden yaklaşıldığında üniversite öğrencilerine yönelik kariyer danışmanlığı ve eğitim programlarının önemi ortaya çıkmaktadır. Günümüzün belirsizliklerle dolu, rekabetçi ve çalkantılı çalışma ortamında bireyin kendi kariyerine ve istihdam edilebilirliğine ilişkin artan sorumluluğu da göz önünde bulundurulduğunda, bu durum mezuniyete hazırlanan öğrenciler ve yeni mezunlar üzerinde kariyerlerine ilişkin önemli bir baskı yaratarak stres kaynağı oluşturmaktadır. Bu nedenle üniversitelerde düzenlenecek kariyer danışmanlığı ve eğitim programları, gönüllü mezunların öğrencilere mentorluk etmesinin sağlaması, sektör temsilcilerinin katıldığı kariyer günlerinin ve panellerin düzenlenmesi gibi uygulamalar yoluyla bireylerin kariyer uyum yeteneklerinin geliştirilmesinin desteklenmesi bunun yanı sıra kariyer streslerinin azaltılması sağlanabilecektir. İlgili yazındaki öğrencilere yönelik özelleştirilmiş kariyer eğitim programlarının, öğrencilerin kariyer stresini azaltırken kariyer kararlılıkları ile kariyer kimliklerini geliştirdiğine dair bulgular bu görüşü destekler niteliktedir (Jung, 2020: 2). Kariyer eğitim programlarının kariyer gelişimine etkisinin incelendiği farklı bir araştırmada da kariyer eğitim programlarının öğrencilerin kariyer stresini azaltıcı, kariyer öz-yeterlilikleri ve kariyer uyum yeteneklerini artırıcı yönde etkiye sahip olduğu belirlenmiştir (Park and Lee, 2015: 304).

Araştırma ön lisans düzeyinde öğrenim gören sınırlı bir örneklem grubu üzerinde yürütüldüğünden ilerideki araştırmalarda farklı öğrenim düzeylerinden daha büyük örneklemlerle çalışılmasının yararlı olabileceği düşünülmektedir. Bunun yanı sıra kariyer stresi ve kariyer uyum yetenekleriyle ilişkili olabileceği düşünülen algılanan kariyer engelleri ve kariyer geleceği algısı gibi değişkenlerin araştırmalar aracılığıyla incelenmesinin konunun aydınlatılmasına katkı sağlaması beklenmektedir.

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İş Yapma Kolaylığı Açısından Türkiye ve Balkan Ülkelerinin Karşılaştırılmalı Analizi

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Özet: Küresel ölçekte değerlendirildiğinde günümüzde bazı ülkelerin diğer ülkelere kıyasla daha gelişmiş olduğu gözlenmektedir. Ülkeler arasındaki bu gelişmişlik farklarının pek çok nedeninin bulunduğunu söylemek mümkündür. Bu nedenlerden biri de gelişim gösteren ülkelerin özellikle sanayi sektörüne yönelik olmak üzere iş yapma kolaylığına sahip olmasıdır. Bu bağlamda bir ülkenin iş yapma kolaylığına sahip olması, o ülkeye, ekonomik kalkınmanın sağlanması açısından çok büyük avantajlar sağlamaktadır. Ülke ekonomileri açısından bu denli önemli olan iş yapma kolaylığının derecesi bir endeks yardımıyla tespit edilebilmektedir. İş yapma kolaylığı endeksi adı verilen endeks ile bir ülkede iş yapmak için ihtiyaç duyulan yasal düzenlemeler ve düzenleyici reformlar değerlendirmektedir. Ayrıca bu endeks ile yatırımcıların bir ülkede iş yaparken karşılaşabilecekleri zorluklar ortaya konulmakta ve bu sayede o ülkede iş yapma ortamının iyileştirilmesi için ne gibi adımlar atması gerektiği konusunda tespitlerde bulunulmaktadır. Türkiye ve seçilmiş Balkan ülkelerine yönelik olmak üzere iş yapma kolaylıklarına ilişkin bilgiler vermek ve eksiklik bulunan yönlerin iyileştirilmesine yönelik farkındalık oluşturulmak amacıyla hazırlanmış olan çalışmada Dünya Bankasından elde edilen 2006-2020 dönemine ait yıllık veriler karşılaştırmalı olarak analiz edilmiştir. Yapılan inceleme ve analiz neticesinde 2006-2020 döneminde gerek Türkiye'de gerekse de Balkan ülkelerinde iş yapmayı kolaylaştırmaya yönelik pek çok düzenleme ve reformun yapıldığı görülmektedir. Yapılmış olan bu düzenleme ve reformlar sayesinde iş yapma kolaylığı açısından Türkiye'de ve Balkan ülkelerinde önemli ilerlemelerin kaydedilmiştir. Türkiye'de iş yapma kolaylığı açısından en çok sorun yaşanan konuların, iflas sorunlarının çözümlenmesi, iş kurma sürecinde karşılaşılan prosedürlerin çokluğu ve iş kurmanın zorluğu, inşaat sürecinde karşılaşılan ruhsat alma izinlerinin zorluğu, sınır ötesi ticarette karşılaşılan sorunlar ve elektrik maliyetlerinin yüksekliğine ilişkin konular olduğu tespit edilmiştir. Genel olarak Balkan ülkelerinde ise iş yapma kolaylığına ilişkin olarak yatırımcıların en çok karşılaştığı sorunların, Türkiye'deki sorunlara benzer nitelikte olmak üzere iş kurma, inşaat izinleri, elektrik temini, kredi alımı ve vergi konularında ortaya çıktığı tespit edilmiştir.

Anahtar Kelimeler: İş Yapma, Dünya Bankası, Balkan Ülkeleri, Reform, Yasal Düzenlemeler

Comparative Analysis of Türkiye and Balkan Countries in terms of Ease of Doing Business

Abstract: When evaluated on a global scale, it can be observed that some countries are more developed than others. There are many reasons for these differences in development between countries. One reason is that developing countries, particularly those in the industrial sector, have an advantage in terms of the ease of doing business. In this context, the ease of doing business in a country provides significant advantages for achieving economic development. The degree of ease of doing business, which is so important for a country's economy, can be measured by an index. The Ease of Doing Business Index assesses the legal regulations and regulatory reforms required to do business in a country. It also identifies the difficulties that investors may face when doing business in a country, and provides recommendations for improving the business environment in that country. A study has been prepared for Turkey and selected Balkan countries to provide information on the ease of doing business and to raise awareness of areas in need of improvement. Comparative annual data from the World Bank for the period 2006-2020 was analysed. As a result of the research and analysis, it can be seen that many regulations and reforms have been made to facilitate doing business in both Turkey and the Balkan countries during the period 2006-2020. Thanks to these regulations and reforms, significant progress has been made in Turkey and the Balkan countries in terms of the ease of doing business. The most problematic issues in terms of ease of doing business in Turkey were found to be the resolution of bankruptcy problems, the multiplicity of procedures encountered in the process of starting a business and the difficulty of starting a business, the difficulty of obtaining licences during the construction process, the problems encountered in cross-border trade and the high cost of electricity. In general, the most common measures of the ease of doing business in the Balkan countries, similar to those in Turkey, are starting a business, construction permits, electricity supply, obtaining credit and taxes.

Key Words: Doing Business, World Bank, Balkan Countries, Reform, Legal Regulations.

1. GİRİŞ

İş yapma kolaylığı endeksi, Dünya Bankası tarafından her yıl yayımlanarak ülkelerin iş yapma ortamlarının kolaylığı ve bu ortamları iyileştirmek için alınabilecek önlemlerin belirlenmesi amacını taşır. Endeks, 190 farklı

ülkenin iş yapma ortamlarının çeşitli yönlerini ölçen kategoriler özelinde inceler ve karşılaştırır. Endeks, bir ülkenin iş yapma kolaylığı düzeyini ölçerken, o ülkedeki yasal düzenlemeler, vergi politikaları, işletme kuralları, elektrik ve su gibi temel hizmetlerin erişilebilirliği, borç tahsilatı ve sözleşme yürütme gibi faktörleri de göz önüne almaktadır.

İş yapma kolaylığı endeksinin yayınlanması sayesinde, ülkeler kendi iş yapma ortamlarını iyileştirmek için neler yapabileceklerini daha net bir şekilde görebilirler. Bu, yatırımcıların da karar vermesine yardımcı olabilir. Bir yatırımcı herhangi bir ülkede işletme açmayı veya yatırım yapmayı düşünüyorsa, o ülkenin iş yapma kolaylığı endeksine bakarak endeks değeri yüksek olan ülkeyi tercih eder ve bu, o yatırımcıya iş yapma kolaylığı sağlar. Bu nedenle, yatırımcılar, endeks sayesinde farklı ülkelerin iş yapma kolaylığı düzeylerini karşılaştırabilir ve yatırım yapacakları ülkeyi seçebilirler. Ülkelerin iş yapma ortamlarının iyileştirilmesinde ve yatırımcıların potansiyel yatırım fırsatlarını değerlendirmesinde son derece önem arz eden endeksin, her yıl yayımlanması sayesinde, ülkeler de kendi iş yapma ortamlarında iyileştirme yapma ve bu sayede yabancı yatırımcıların ülkeye yatırım yapmalarını sağlama fırsatına sahip olabilmektedirler. Ülkelere yönelik yatırımlar açısından bu denli önemli olan endeks ve raporlara ilişkin olarak Dünya Bankası tarafından, 2021 yılında yapılmış olan bir açıklama ile 2018 ve 2020 yıllarında yayımlanan raporlarda tespit edilen veri düzensizliklerinin incelenip yeni bir metodoloji oluşturulana kadar raporların yayınlanmasının durdurulduğu duyurulmuştur (*World Bank Group to Discontinue Doing Business Report*, 2021).

İş yapma kolaylığı endeksi, bir ülkede yeni bir işletme açma, kayıt olma, vergi ödeme ve diğer işlemleri yapma sürecinin kolaylığına dayanan bir endekstir. Endeksin geçmişi 2003 yılına kadar uzanır. İlk kez yayımlandığında, endeks sadece 5 göstergeye dayanmakta iken zamanla endeksin kapsamı genişletilerek günümüzde 10 adet kategorize edilmiş 1 adet de genel gösterge olmak üzere toplamda 11 göstergeye dayandırılmış ve iş yapma kolaylığına ilişkin birçok faktörü ölçer hale getirilmiştir. Endeksin hesaplanmasında kullanılan en önemli kriterlere, İş Kurma, Elektrik temini ve maliyetleri, Gayrimenkul, Kredi ve Sınır Ticareti örnek olarak gösterilebilir. İş Yapma Kolaylığı Endeksi hesaplanırken, her kriterin ağırlığı belirli bir formül kullanılarak hesaplanmaktadır. Bu formüller, her kriterin önem derecesini yansıtacak şekilde belirlenmekte ve her kriterin altında bulunan alt kriterler de belirli bir ağırlıklandırma faktörü ile çarpılarak hesaplanmaktadır. Endeks, 2020 yılına kadar her yıl yeniden hesaplanmış ve ülkelerin iş yapma kolaylığı seviyeleri karşılaştırılmıştır. İş yapma kolaylığı endeksi yüksek olan ülkeler, yatırımcılar için iş yapmak adına daha elverişli koşullara sahip olarak kabul edilmektedir. Endekse göre Dünya genelindeki en başarılı ülkeler arasında Singapur, Yeni Zelanda, Danimarka, Güney Kore ve Hong Kong yer almakta ilken Somali, Libya, Eritre, Venezuela ve Yemen gibi ülkeler ise en başarısız ülkeler olarak görülmektedir. Dolayısıyla iş yapma kolaylığı endeksinde yer alan en başarılı ülkeler, işletmeler için uygun bir iş ortamı sunarken, en başarısız ülkelerde iş yapmak oldukça zor ve riskli olabilmektedir.

Türkiye açısından iş yapma kolaylığı endeksine bakacak olursak son yıllarda önemli gelişmeler kaydedildiği görülmektedir. Türkiye'nin 2006 yılındaki sıralaması 84 iken, bu sıralama 2020 yılında 33'e yükselmiştir. Bu gelişme, Türkiye'nin iş yapma ortamının iyileştirilmesi için yapılan reformların sonuçlarını yansıtmaktadır. Türkiye'nin iş yapma kolaylığı endeksi sıralamasının yanı sıra, diğer ülkelerle karşılaştırmalı analizinin yapılması da önemlidir. Bu sebeple Türkiye'nin iş yapma kolaylığı endeksi sıralaması, seçilmiş Balkan ülkeleri ile karşılaştırılacak ve ülkelerin iş yapma kolaylığı endeksi sıralamasının iyileştirilmesi, ekonomik büyümesinin ve iş yapma ortamının iyileştirilmesine yönelik, hukuki ve yapısal düzenlemelerin neler olabileceği ülkeler özelinde ortaya koyulacaktır.

2. TÜRKİYE ve SEÇİLMİŞ BALKAN ÜLKELERİNİN ENDEKS SIRALAMALARI AÇISINDAN DEĞERLENDİRİLMESİ

Türkiye ve Balkan ülkeleri arasındaki iş ilişkileri son yıllarda oldukça artmıştır. Bu artışta iş yapma kolaylığı endeksi sıralamalarının da etkisi büyüktür. Bu kapsamda, Türkiye ve seçilmiş Balkan ülkeleri arasında iş yapma kolaylığı endeksi sıralamaları açısından bir değerlendirme yapılmıştır. Yapılan değerlendirme sonucunda Tablo 1'de yer alan 2006-2020 yıllarındaki sıralamalara bir bütün olarak bakıldığında Türkiye'nin, seçilen Balkan ülkeleri karşısında incelenen dönemin başlarında geri sıralarda olduğu, ancak son yıllarda Türkiye'nin, iş yapma kolaylığı endeksi sıralamasında önemli bir ilerleme kaydettiği görülmektedir. Özellikle 2020 yılı verilerine bakıldığı zaman seçilen ülkeler içerisinde Kuzey Makedonya'nın 17. sıra ile birinci Türkiye'nin ise 33. sıra ile ikinci sırada yeralmaktadır.

İş Yapma Kolaylığı Endeksi Sıralamalarına göre Kuzey Makedonya'dan sonra Balkan ülkeleri arasında Slovenya, Sırbistan, Hırvatistan, Karadağ ve Romanya'nın öne çıkan diğer ülkeler olduğunu söylemek mümkündür. Sonuç

olarak, Türkiye ve Balkan ülkeleri arasında endeks sıralamaları açısından farklılıklar görülmekle birlikte, bu ülkeler arasındaki iş ilişkileri de her geçen gün artmaktadır.

Tablo 1: 2006-2020 Yılları Arasında Türkiye ve Seçilmiş Balkan Ülkelerinin İş Yapma Kolaylığı Endeksi Sıralamaları

Yıl / Ülke	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Türkiye	84	91	60	63	60	73	71	71	69	55	55	69	60	43	33
Arnavutluk	115	120	135	89	81	77	82	85	90	68	97	58	65	63	82
Bosna Hersek	91	95	117	119	110	127	125	126	131	107	79	81	86	89	90
Bulgaristan	54	59	44	42	51	57	59	66	58	38	38	39	50	59	61
Hırvatistan	134	124	107	110	89	79	80	84	89	65	40	43	51	58	51
Karadağ	64	70	84	90	65	66	56	51	44	36	46	51	42	50	50
Kuzey Makedonya	94	92	79	77	36	34	22	23	25	30	12	10	11	10	17
Romanya	61	49	47	45	54	65	72	72	73	48	37	36	45	52	55
Sırbistan	95	68	91	90	90	88	92	86	73	91	59	47	43	48	44
Slovenya	56	61	64	58	43	37	37	35	33	51	29	30	37	40	37
Yunanistan	111	109	106	100	97	101	100	78	72	61	60	61	67	72	79
Kosova	*	*	*	107	118	117	117	98	86	75	66	60	40	44	57

*Dünya Bankası tarafından ilgili yıllarda çalışmaya dahil edilmemiştir

Kaynak: (The World Bank, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016a, 2016b, 2018, 2019, 2020a).

Endeks sıralamaları oluşturulurken bir ülkenin şirket kuruluş prosedürleri, vergi politikaları, istihdam oranları, lisans alma süreci, yatırımcıların korunması, ülkeler arası ticaret, vergi ödeme ve bir işletmeyi kapatma gibi işlemlerin süre ve maliyetlerinin yanı sıra ülkelerdeki işletmelere yönelik olarak yapılan düzenlemelerin zaman içindeki değişiminin de değerlendirilmesi göz önünde bulundurulur (Kangal vd., 2018: 24; Koç vd., 2017: 18-19; Yardımcıoğlu, 2014: 283).

Dünya Bankası tarafından yayımlanan raporda ülkelerin genel sıralamaları dışında 10 farklı kategoride yapılan sıralamalara da yer verilmektedir. Tablo 2'de 2020 yılında yayımlanan rapora göre Balkan Ülkeleri ve Türkiye özelindeki sıralamalara yer verilmiştir. Ancak bu sıralamaların neyi ifade ettiğini anlayabilmemiz açısından öncelikle ilgili kategorilerin neleri araştırma konusu ettiğine kısaca değinmek gerekmektedir.

- ✓ **İş Kurma;** Bir ülkede bulunan yerli veya yabancı yatırımcıların ilgili ülkede iş kurabilmeleri için uymak zorunda oldukları çeşitli prosedürleri, katlanmaları gereken maliyetleri ve bazı zorunlu kılınan alt limitler sebebiyle uygulanan asgari sermaye tutarlarını incelemektedir.
- ✓ **İnşaat İzinleri;** Bir inşaata başlama ve tamamlama süreci, prosedürü, maliyetleri ile gerekli lisans ve izinlerin alınması, kamu hizmeti bağlantılarının yapılması, güvenlik ve kontrol mekanizmalarının gücü ölçülmektedir.
- ✓ **Elektrik;** Firmaların elektrik bağlantısı elde edebilmeleri için uyması gereken prosedürler, beklemesi gereken zaman ve elektriğin firmaya maliyeti ölçülmektedir. Ayrıca elektrik tarifelerin şeffaflığı da inceleme kapsamına girmektedir.
- ✓ **Tapulaştırma;** Bir mülkün tescili için gerekli prosedür, zaman ve maliyetin incelenmesine ilaveten ekonomilerdeki arazi yönetim sisteminin ölçülmesini konu edinmektedir. Ayrıca ülkenin coğrafyası ve mülkiyet haklarına erişim kolaylığı da araştırmaya dahil edilen diğer konuları teşkil etmektedir.
- ✓ **Kredi Alımı;** Firmaların bankacılık, faiz oranları vb. gibi sistemler ve ekonomik göstergelere göre finansmana erişiminin kolaylığını ve zorluğunu ölçmektedir.
- ✓ **Azınlık Yatırımcılarını Koruma;** Azınlık hissedarlarının şirketteki varlıklarının, direktörler tarafından kişisel çıkarları için kötüye kullanılmasına karşı koruma sistemlerini, risklerini azaltan faktörleri, güvencelerini ve firmaların şeffaflığı ölçülmektedir.
- ✓ **Vergiler;** Orta ölçekli bir şirketin yıl içinde ödemesi gereken vergi, zorunlu katkı payları, devletlerin vergi tahsil dönemlerini ve vergi ödemede prosedürlerin kolaylığını ölçmektedir.
- ✓ **Sınır Ötesi Ticaret;** İhracat ve ithalatta lojistik süreçler, zaman maliyetleri, sevkiyatlarda aranan belgeler ve nakliye kolaylığı gibi faktörler ölçülmüştür.
- ✓ **Sözleşmelerin Uygulanması;** Ticari bir anlaşmazlığın yerel mahkemelerde çözümü için harcanan zaman ve her bir ülkenin mahkeme sistemindeki kalite ve verimlilik incelenmiştir.
- ✓ **İflasın Çözülmesi;** Yerel tüzel nitelikteki kişileri içeren iflas işlemlerinin süresini, maliyetini ve sonucunu incelemektedir. Yeniden yapılanma, tasfiye veya icra işlemlerinin prosedürleri araştırılmıştır.

Tablo 2: 2020 Yılı İş Yapma Kolaylığı Endeksine Göre Kategoriler Özelinde Ülkelerin Sıralamaları

Kategori / Ülke	Genel Sıralama	İş Kurma	İnşaat İzinleri	Elektrik	Tapulaştırma	Kredi Alımı	Azınlık Yatırımcılarını koruma	Vergiler	Sınır Ötesi Ticaret	Sözleşmelerin Uygulanması	İflasın Çözülmesi
Türkiye	33	77	53	41	27	37	21	26	44	24	120
Arnavutluk	82	53	166	107	98	48	111	123	25	120	39
Bosna Hersek	90	184	173	74	96	67	88	141	27	93	37
Bulgaristan	61	113	43	151	66	67	25	97	21	42	61
Hırvatistan	51	114	150	37	38	104	37	49	1	27	63
Karadağ	50	101	40	134	83	15	61	75	41	44	43
Kuzey Makedonya	17	78	15	68	48	25	12	37	32	47	30
Romanya	55	91	147	157	46	25	61	32	1	19	56
Sırbistan	44	73	9	94	58	67	37	85	23	65	41
Slovenya	37	41	119	23	54	119	18	45	1	112	8
Yunanistan	79	11	86	40	156	119	37	72	34	146	72
Kosova	57	12	160	90	37	15	128	48	31	53	48

Kaynak: (The World Bank, 2020a)

Tablo 2'de 2020 yılı iş yapma kolaylığı endeksi kategorilerine göre ülkelerin sıralaması verilmiştir. Tablo 2'de yer alan kategorilerin Dünya Bankası tarafından hangi projeksiyonda ele alındığı göz önünde bulundurulduğunda Türkiye; kredi alımı, elektrik ve sınır ötesi ticaret kategorilerinde orta seviye bir performans sergilediği görülmektedir. İflasın çözülmesi, İnşaat izinleri ve iş kurma kategorilerinde zayıf bir performans göstermiş ancak azınlık yatırımcılarını koruma, vergiler, sözleşmelerin uygulanması ve tapulaştırma kategorilerinde ise orta seviyenin üzerinde bir performans sergilemiştir.

Diğer ülkelerin performansları da kategorilere göre değişiklik göstermektedir. Bosna Hersek ve Arnavutluk inşaat izinleri kategorisinde en zayıf performansı sergilerken, Hırvatistan, Romanya ve Slovenya sınır ötesi ticaret kategorisinde en yüksek performansı sergilemiştir. Genel olarak, Kuzey Makedonya, Türkiye, Slovenya ve Sırbistan ülkeleri en yüksek performansı sergilemişlerdir.

3. BALKAN ÜLKELERİNİN PROFİLLERİ İLE GENEL ve EKONOMİK YAPILARI

Balkanlar, Avrupa'nın güneydoğusunda yer alan bir bölge olmakla birlikte tarihi, kültürü ve coğrafyası açısından oldukça zengindir. Bölgede, Arnavutluk, Bosna-Hersek, Bulgaristan, Hırvatistan, Karadağ, Kuzey Makedonya, Romanya, Sırbistan ve Yunanistan gibi ülkeler bulunmaktadır. Bölgedeki ülkeler, geçmişte birçok savaş ve çatışmaya sahne olmuşlardır. Ancak günümüzde, bu ülkelerin birçoğu, siyasi istikrar ve ekonomik büyüme açısından önemli gelişmeler kaydetmişlerdir. Ayrıca, balkan ülkelerinde, turizm, tarım, enerji, ulaşım ve ticaret gibi birçok sektörde de yatırımcılara önemli fırsatlar sunulmaktadır. Çalışmamızın bu kısmında Balkan ülkelerinin bölgede yatırımcılara sağladığı fırsatlar ve zorluklar üzerinde durulacaktır.

3.1. Kuzey Makedonya

Kuzey Makedonya, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin de bulunduğu ülkeler içerisinde birinci sırada, Dünya genel sıralamasında ise 17. sırada yer almaktadır (The World Bank, 2020a). Kuzey Makedonya, yabancı yatırımcıları ülkeye çekmek ve özel sektöre ağırlık vermek için çaba gösteren küçük ve açık bir ekonomidir. 2019-2021 döneminde toplam doğrudan yabancı yatırım miktarı 1 milyar dolar olan Kuzey Makedonya, 2021 yılında 7 milyar dolarlık toplam yabancı sermaye stoku ile dünyada 133. Sırada yer almıştır. Hollanda, Avusturya ve Slovenya ülkeye yapılan yatırımlarda ilk üç sırayı paylaşmakta olup, Türk yatırımları diğer ülkelere oranla düşük düzeylerde kalmaktadır (United Nations, 2022). Makedonya ekonomisi, sanayi üretimi ve düşük faiz oranları sayesinde büyümektedir, ancak yatırım ortamı henüz istenen seviyede değildir. Serbest Ticaret Bölgeleri, Makedonya'ya yabancı yatırımlar çekmek için oluşturulmuştur. Serbest ticaret bölgelerindeki araziler uygun fiyatlarla ve leasing adı verilen uzun dönemli kiralama imkanı ile yatırımcılara sunulmakta, ayrıca yatırımcılar inşaat izinleri konusunda ödenmesi gereken harçlardan bu bölgelerde muaf tutulmaktadır (T.C. Ticaret Bakanlığı, 2022k: 12). Serbest bölgelerdeki uygulamalar sayesinde ülkedeki ekonomik ve teknolojik gelişimin hızlandığı görülmektedir (Nuroğlu ve Nuroğlu, 2016: 39). Makedonya ekonomisi, 2008 küresel krizi öncesinde bütçe dengelerini korumuş ve hatta bütçe fazlası elde ederek diğer bölge ülkelerine göre krizden daha az etkilenmiştir. Bunun nedeni, uluslararası finans kuruluşlarının Makedonya finans piyasasında işlem yapmaması olarak gösterilebilir. Makedonya hükümeti, 2010 yılında krizle mücadele de dördüncü paketini açıklayarak mali prosedürlerin hızlandırılması, kamu arazilerinin satışı, KOBİ'lere kredi

erişiminde kolaylık sağlanması ve tarımsal istihdamın artırılması gibi yatırımcılara kolaylık sağlayacak uygulamaları yürütmeye koymuştur (Akyol, 2017: 75). Kuzey Makedonya'da yabancıların yasalara uygun olarak mal edinme, kazançlarını serbestçe yurt dışına çıkarma ve ülke vatandaşlarına aynı şekilde şirket kurabilme hakkı garanti altına alınmıştır (T.C. Ticaret Bakanlığı, 2022j: 29). İş yapma kolaylığı açısından Kuzey Makedonya'nın iş yapma endeksine göre en iyi olduğu alan azınlıktaki yatırımcıların korunması iken, firmaların elektrik bağlantısı elde edebilmek için uymaları gereken prosedürlerin çokluğu ve elektriğin firmaya maliyetinin yüksekliği, iş yapma kolaylığının önündeki en önemli engeli teşkil etmektedir. Kuzey Makedonya'da iş yapma kolaylığının artırılabilmesi için şirket kuruluş prosedürleri daha da basitleştirilerek yatırımcıların şirket kurmaları kolaylaştırılmalı, ayrıca vergi muafiyeti veya düşük faizli kredi imkanları sağlamak suretiyle yabancı yatırımcılara yönelik teşvikler artırılmalı, iş yapma kolaylığı endeksine yönelik raporlar ve analizler düzenli olarak takip edilerek, bu endeksi olumlu yönde etkileyecek olan unsurlara yönelik düzenleme ve girişimler artırılmalı, elektronik beyan ve ödeme sistemlerinin kullanımı daha da yaygınlaştırılmalı, işletme maliyetlerinin düşürülmesi için vergi oranları ve diğer maliyetler azaltılmalı, işletmeler, eğitim, danışmanlık ve finansal konularda desteklenmeli ve bu sayede işletmelerin rekabet gücü artırılarak iş yapma kolaylığı sağlanmalıdır. Buna ilaveten yabancı yatırımcılar için bir danışmanlık hizmeti oluşturulmak suretiyle, yabancıların ülkeye yönelik iş yapma kolaylığı hakkında daha fazla bilgi edinmelerine ve yatırımlarını daha verimli bir şekilde yönetebilmelerine olanak sağlanmalıdır.

3.2. Türkiye

Türkiye, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkelerinin bulunduğu ülke grubu içerinde 2. sırada, Dünya genel sıralamasında ise 33. sırada yer almaktadır (The World Bank, 2020a). Türkiye'nin ihracatı, 2008 yılındaki küresel kriz sonrası alınan önlemler sayesinde artış göstererek 2011 yılında Cumhuriyet tarihindeki en yüksek seviyesine ulaşmıştır. Türkiye, toplam ihracatının %42,4'ünü AB ülkelerine yapmaktadır (Orkunoğlu Şahin, 2022: 87). Küresel pandemi döneminde, dünya çapında yaşanan tedarik zinciri sorunları, ithalata bağlı olan sektörlerde üretimin durmasına veya azalmasına neden olmuştur. Bu sorunlar, Türkiye'nin ithalatında da etkisini göstermiştir. Türkiye, özellikle Çin, Rusya, Almanya, ABD, İtalya ve Hindistan'dan yoğun bir şekilde ithalat yapmaktadır (Orkunoğlu Şahin, 2022: 91-92). Bu ithalatların başlıcalarını teknolojik ve elektronik ürünler, enerji, hammadde ve silah sanayi ürünleri, atıştırmalık gıdalar, mineral yakıtlar, kazanlar ve makineler, demir-çelik, elektrikli makineler ve cihazlar, ses ve görüntü kayıt cihazları, plastikler ve motorlu kara taşıtları oluşturmaktadır (Orkunoğlu Şahin, 2022: 92). Türk ekonomisindeki sorunlar, son yıllarda yaşanan küresel krizlerin yanı sıra, yapısal sorunlardan da kaynaklanmaktadır. Üretim olanaklarının zayıflaması, istihdamın azalması, tasarrufların düşmesi ve gelir dağılımındaki adaletsizlikler, Türk ekonomisinin temel sorunlarını teşkil etmektedir. Özellikle son 15 yılda yaşanan toplumsal ve ekonomik olaylar, ülkenin borç stokunu hızla arttırmış ve büyüme oranları düşüş göstermiştir. Bu durum, özel kesim ve hane halklarının satın alma güçlerinin düşmesine, tüketimin azalmasına ve işsizlik oranlarının artmasına neden olmuştur. Bunun yanı sıra, yüksek enflasyon oranları, cari açıklar, ödemeler dengesi sorunları, düşük tasarruf oranları, fiyat değişimleri ve geleceğe yönelik belirsizlikler, Türk ekonomisinin diğer önemli sorunlarını teşkil etmektedir (Cinel, 2019: 61; Orkunoğlu Şahin, 2022: 97). Yabancı yatırımcılar, ülkenin riskine göre yatırım yapmaktadır. Türkiye, cari açığı ve döviz kuru dalgalanmaları nedeniyle kırılgan bir ekonomiye sahiptir (Uras, 2014). Üretim için gerekli koşulların sağlanamaması, ithal ikamesinin geliştirilememesi ve ülkenin ithalata devam etmesi, ekonomik sorunların en önemli nedenlerini oluşturmaktadır (Cinel, 2019: 58; Orhangazi, 2019: 123). Türkiye'de şirket kuruluşu oldukça basit bir süreçtir. Ancak, kuruluş işlemlerinin doğru bir şekilde tamamlanması ve ilgili belgelerin düzenlenmesi son derece önemlidir. Türkiye 2006 yılında iş yapma kolaylığı endeksinde 84. sırada yer alırken yapmış olduğu reformlar ve bu reformlar sonucunda yatırımcılara sağlamış olduğu kolaylıklar sayesinde 2020 yılında 33. sıraya kadar yükselebilmiştir (The World Bank, 2006, 2020a). Tablo 1'de Türkiye'nin yıllara göre sergilemiş olduğu performansa bakıldığında iş yapma kolaylığı açısından en önemli gelişmenin 2019 yılında yaşandığı görülmektedir. Türkiye, 2019 yılında iş yapma kolaylığı açısından bir önceki yıla kıyasla 17 basamak birden yükselerek 43. sırada yer almış, 2020 yılında ise 33. sıraya yükselmiştir (The Word Bank, 2019; The World Bank, 2018, 2020a). Araştırmaya konu olan diğer yıllarda ülke sıralamasının aşağı ve yukarı yönlü olarak dar bantlarda değiştiği görülmektedir. İncelenen dönem itibariyle Türkiye'nin gerçekleştirmiş olduğu reformları, ödenmiş sermaye gerekliliklerinin ortadan kaldırılarak işletme kurmanın kolaylaştırılması ve noter tasdik ücretlerini kaldırarak iş kurmanın daha az maliyetli hale getirilmesi, inşaat ruhsatlarıyla ilgili işlemlerin kolaylaştırılması, mülk kaydının daha ucuz hale getirilmesi ve bu kaydın hızlandırılması, vergi ödemenin kolaylaştırılması, ihracat ve ithalat için harcanan zamanın ve maliyetin azaltılması, çıkarılan yeni bir ticaret yasası ile yatırımcı korumalarının güçlendirilmesi, performans ölçüm raporları yayınlamak suretiyle sözleşmelerin uygulanmasının kolaylaştırılması, iflas çözümünün kolaylaştırılması, elektrik temininin kolaylaştırılması ve özel bir kredi bürosu

kurularak kredi bilgilerine erişimim iyileştirilmesi şeklinde sıralamak mümkündür (The World Bank, 2006, 2007, 2008, 2010, 2011, 2012, 2013, 2014, 2016a, 2016b, 2018, 2019, 2020e, 2020a). Türkiye, yapılmış olan bu düzenleme ve reformlar sayesinde iş yapma kolaylığı açısından önemli ilerlemeler kaydetmiştir. Tablo 2'deki sınıflandırmalar incelendiğinde 2020 yılı itibariyle iş yapma kolaylığı açısından Türkiye'nin azınlıktaki yatırımcıları koruma noktasında son derece başarılı olduğu, buna karşın iflasın çözülmesi konularında çok fazla ilerleme kaydedemeyerek başarısız olduğu anlaşılmaktadır. Yapılmış olan reform ve düzenlemelere ilaveten, Türkiye'nin iş yapma kolaylığı açısından daha iyi bir konuma gelmesi ve daha üst sıralara çıkabilmesi için vergi sistemi detaylı bir şekilde düzenlenmeli ve vergi oranları rekabetçi hale getirilmeli, işletme kuruluş prosedürleri daha da basitleştirilmeli, ülkenin kırılgan ekonomisine yönelik önlemler alınmalı, yabancı yatırımcılara Türkiye'de yatırım yapabilmeleri için istikrarlı bir ortam sağlanmalı, ayrıca yerli yatırımcılara üretim yapabilmeleri için gerekli finansal teşvikler verilmeli ve ithal ikamesi politikalar benimsenerek dışa bağımlılık azaltmalıdır. Bu reformlar, Türkiye'nin ekonomik büyümesine katkıda bulunacak ve iş yapma kolaylığını artıracaktır.

3.3. Slovenya

Slovenya, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin içerisinde bulunduğu ülke grubunda 3. sırada, dünya genel sıralamasında ise 37. sırada yeralmaktadır (The World Bank, 2020a). Slovenya'nın sanayi sektörü oldukça gelişmiş bir durumdadır ve bu kapsam dahilinde özellikle otomotiv ve ilaç sanayii sektörlerinde Almanya ve İtalya ile güçlü bir ticari iş ilişkisi içerisindedir (T.C. Ticaret Bakanlığı, 2022p: 6). 2022 yılı itibarıyla Slovenya, dünya ekonomisinde 87. sırada yeralmıştır (T.C. Ticaret Bakanlığı, 2022p: 7). Avrupa Birliği dış ticaret ve gümrük politikalarını uygulayan Slovenya'nın, AB'ne üye ülkeler ile arasındaki ticaret, malların serbest dolaşımına dayanmaktadır. AB üyesi olmayan ülkelerden ithal edilen ürünler için de Avrupa Birliği'nin ortak gümrük tarifeleri uygulanmaktadır (T.C. Ticaret Bakanlığı, 2022o: 3). Slovenya, yüksek üretim hacmi ve kaliteli iş gücü piyasası ile Avrupa'nın en yüksek standartlarına sahip ülkelerden biridir. Ülkenin GSYİH'sının yüzde 60'tan fazlası ihracattan oluşmaktadır ve AB üyeliği Sloven ekonomisine net bir şekilde katkıda bulunmuştur. Slovenya, AB gümrük birliği çerçevesinde dış ticaretini yürütmekte ve ihracatının büyük bir kısmını Almanya, İtalya, Hırvatistan ve Avusturya'ya yapmaktadır (Şaban, 2015: 89). Slovenya'nın son 15 yılda ülke çapında iş yapma kolaylığını artırmaya yönelik birtakım düzenlemelere gittiği görülmektedir. Bu düzenlemelerin başında da alınacak çeşitli tedbirlerle ülkedeki yatırımcıların korunması ve vergi oranlarının düşürülerek şirketler için vergi ödemenin daha az maliyetli hale getirilmesi yer almaktadır (The World Bank, 2007). Ayrıca ülkede iş kurmak için gerekli prosedürlerin sayısı ve süresi azaltılmak suretiyle iş kurma süreci kolaylaştırılmıştır (The World Bank, 2008). Buna ilave olarak tapu siciline kayıtların daha düzenli ve hızlı bir şekilde yapılabilmesi için çalışma ortamına daha fazla bilgisayar dahil edilerek mülk kaydındaki gecikmeler %75 oranında azaltılmış, gümrük beyannamesi formlarının çevrimiçi olarak sunulmasına olanak sağlanmış ve böylece sınır ötesi ticaret hızlandırılmış, iflas süreçleri yapılan reformlar ile basitleştirilerek süreçte karşılaşılan sorunların çözümleri kolaylaştırılmış ve krediye ulaşma noktasında gerek tüketiciler gerekse de ticari borçlular hakkındaki bilgiye erişim olanakları artırılmıştır (The World Bank, 2009, 2012, 2013, 2016a, 2017, 2019, 2020a). Genel olarak ülkede yapılan reformlar sayesinde iş yapma kolaylığı endeks sıralamasında 2006 yılında 56. sırada olan Slovenya'nın 2020 yılında 37. sıraya yükseldiği görülmektedir. Bu sıralama Slovenya'nın incelenen dönem itibariyle iş yapılabilirlik açısından önemli bir yol kat ettiğini gözler önüne sermektedir. Tablo 2'de yer alan iş yapma kolaylığı endeks sıralamasına göre Slovenya'nın 2020 yılında iş yapma kolaylığı açısından en iyi olduğu alanın sınır ötesi ticari faaliyetler, en başarısız olduğu alanın ise inşaat izinleri ve kredi alımına yönelik uygulamalar olduğu anlaşılmaktadır. Slovenya özelinde iş yapma kolaylığını artırmak amacıyla dış ticarette karşılaşılan sorunların azaltılması ve ihracatın artırılması için yeni pazarlara odaklanılması, yabancı yatırımcıların ülkeye çekilmesi için yatırım ortamının daha da iyileştirilmesi, vergi politikalarının gözden geçirilmesi ve yabancı yatırımcıların iş yapma kolaylığına yönelik tedbirlerin alınması büyük bir önem arz etmektedir. Ayrıca işgücü piyasasında nitelikli elemanların yetiştirilmesine yönelik yatırımların artırılmasına, özellikle küçük ve orta ölçekli işletmelerin finansmana erişimlerinin kolaylaştırılmasına ve kredi imkanlarının artırılmasına yönelik önlemlerin alınması Slovenya'nın iş yapma kolaylığı endeksinde daha üst sıralara yükselmesini katkıda bulunabilecektir.

3.4. Sırbistan

Sırbistan, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin içerisinde bulunduğu grupta 4. sırada, dünya genel sıralamasında ise 44. sırada yer almaktadır (The World Bank, 2020a). Sırbistan doğal enerji kaynakları bakımından zengin bir ülkedir ve bu kapsam dahilinde madenler, Sırbistan endüstrisi ve ekonomisinin temel taşını oluşturmaktadır. Ülkede petrol, doğalgaz, kömür, demir, bakır, çinko, antimon, krom, altın, gümüş, magnezyum, pirit, kireç, mermer ve tuz çıkarılmaktadır (T.C. Ticaret Bakanlığı, 2022n: 5). Sırbistan

sahip olduğu özellikler itibariyle yabancı yatırımcılar için son derece çekici bir ülke konumundadır. Ülkenin Avrupa'ya açılan konumu, büyük bir pazara sahip olması, düşük işgücü maliyetleri ve vergiler, teşvik paketleri gibi avantajlar yabancı yatırımcıları cezbetmektedir. Ülkeye yatırım yapan yabancı yatırımcılara, özellikle imalat sektörlerinde, yurtdışına ihracat yapan hizmet sektörlerinde, işlenmiş gıda üretimi yapan sektörlerde, ve otel/konaklama hizmetleri gibi alanlarda devlet yardımı sağlanmaktadır (T.C. Ticaret Bakanlığı, 2022n: 13). Sırbistan'da, tarım ve sanayi sektörlerinden hizmetler sektörüne doğru bir yönelimin olduğu görülmektedir. Sırbistan'da özellikle ecza, tekstil, otomotiv, mobilya ve gıda işleme endüstrileri oldukça gelişmiş durumdadır. Buna karşın ülkedeki kurumların yeterince güçlü olmaması ve demografik yapıda gözlenen bozulma, ekonomik büyümenin istendiği oranda hızlı olmasını engellemektedir (Şaban, 2015: 19) Sırbistan hükümeti, ihracata yönelik şirketler ile küçük ve orta ölçekli işletmelere destek sağlamak amacıyla bir takım teşvik edici önlemler almıştır. Burada alınan teşvik önlemleri, finans sektörü için ilave bir garanti sağlamaya ve yabancı yatırımları teşvik etmeye yöneliktir (Akyol, 2017: 77). Sırbistan, Güneydoğu Avrupa'da pazar büyüklüğü açısından 3. sırada yer almaktadır ve ülkenin 2020 yılındaki dış ticaret hacmi toplam 36 milyar doları bulmuştur (Kocatürk, 2022: 48). Sırbistan, yabancı yatırımcıların ve ihracatçıların ilgisini çeken bir pazar olmakla birlikte, firmalar bazı zorluklarla karşılaşabilmektedir. Bu zorlukları, bürokrasinin ağır işlemesi, şeffaflığın yeterli düzeyde olmaması, hukuk sisteminin zayıf kalması ve bankacılık sistemindeki problemler şeklinde sıralamak mümkündür. Buna karşın, Sırp Hükümeti tarafından, ülkeye yabancı yatırımları çekmek ve ülkeyi yabancı yatırımlar için cazip hale getirebilmek amacıyla önemli reformlar yapılmaktadır (T.C. Ticaret Bakanlığı, 2022m: 20). Bu reformlar kapsamında iş yapma kolaylığına ilişkin veriler incelendiğinde son 15 yıllık dönemde Sırbistan'da, mülk devir vergisi düşürülmek suretiyle mülk devir maliyetleri azaltılmış ve tek noktadan hizmet merkezi sistemi hayata geçirilerek iş kurma süreçleri kolaylaştırmıştır (The World Bank, 2008, 2020d). Bunlara ilaveten ülkede iş yapmayı kolaylaştırıcı reformlar kapsamında mülk kaydından alınan noter harçları düşürülmek suretiyle mülk transferini hızlandıracak bir dizi adım atılmış, şirket kurmak için aranan asgari sermaye şartı ortadan kaldırılmış, depolar için arazi geliştirme vergisi kaldırılarak inşaat izinleri daha az maliyetli bir hale getirilmiş, KDV ve sosyal güvenlik primlerinin beyanı ve ödenmesi için bir elektronik sistem geliştirilmiş ve kentsel arazi kullanım ücreti kaldırılarak şirketler için vergi ödeme kolaylaştırılmıştır (The World Bank, 2009, 2010, 2011, 2012, 2013, 2014, 2016a). Bütün bu iş yapmayı kolaylaştırıcı düzenleme ve reformlar çerçevesinde Tablo 2'deki sıralamalar doğrultusunda Sırbistan'ın inşaat izinlerine yönelik alanlarda başarılı olduğu, ancak firmaların elektrik hizmetine ulaşma sürecinde karşılaştıkları prosedürlerin ve elektrik maliyetlerinin yüksek olmasının ülkedeki iş yapma kolaylığının önündeki en önemli engelleri teşkil ettiği anlaşılmaktadır. Sırbistan'da iş yapma kolaylığına ilişkin olarak yapılmış olan reformlar sayesinde yıllar içinde ülkenin çekiciliğinin arttığını, ancak yatırımcıların daha yoğun bir şekilde Sırbistan'ı tercih etmesi için yapılması gereken daha birçok reformun bulunduğunu söylemek mümkündür. Bu reformları ise, ülkedeki iş kurmaya yönelik bürokratik engellerin azaltılması, iş hayatına ilişkin hukuk sisteminin güçlendirilmesi, ülkedeki bankacılık sisteminin geliştirilmesi, iş hayatında ihtiyaç duyulan eğitimli ve nitelikli işgücünün yetiştirilmesine yönelik yatırım ve girişimlerin yapılması, dijitalleşmeye ağırlık verilmesi ve yatırım teşviklerinin artırılması şeklinde sıralamak mümkündür. Bu önerilerin hayata geçirilmesiyle birlikte, Sırbistan'ın iş yapma kolaylığı endeksinde daha da yükselmesi ve yatırımcıların daha yoğun olarak Sırbistan'ı tercih etmesi sağlanabilir.

3.5. Karadağ

Karadağ, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin de içerisinde yer aldığı ülke grubunda 5. sırada, dünya genel sıralamasında ise 50. sırada bulunan küçük bir balkan ülkesidir (The World Bank, 2020a). Karadağ, ormanları, boksiti ve hidroelektrik enerjisi gibi bazı doğal kaynaklarıyla dikkat çeken bir ülkedir. Ülkenin ihracatının yarısından fazlası alüminyum, elektrik enerjisi, çelik ve petrol ürünleri gibi sanayi ürünlerinden oluşmaktadır. İthalatı ise petrol, makineler, elektrikli aletler, motorlu taşıtlar ve gıda maddeleri gibi çeşitli ürünleri içermektedir (T.C. Ticaret Bakanlığı, 2022g: 6). Karadağ, bağımsızlığını ilan ettikten sonraki dönemde Batı ile olan ilişkilerini geliştirmeye yönelik girişimlerde bulunmuştur. Karadağ'ın gümrük uygulamaları, AB ile uyumludur ve ticaret politikasının temeli, düşük gümrük vergilerine ve tarife dışı engellerin bulunmadığı bir yapılanmaya dayanmaktadır (Şaban, 2015: 84). Karadağ, turizm ve hizmetler sektöründe önemli bir gelişim göstermiştir. Ayrıca Karadağ'da, finans sektörünün büyük bir kısmı özelleştirilmiştir. Ülkede tarım sektörü geride kalmıştır. Ülkenin ekonomik genişlemesi için doğrudan yabancı yatırımlara ihtiyaç duyulmaktadır, zira ülkenin ihracatı ve ithalatı kısıtlı ürünlere bağlı olarak gerçekleşmektedir. En önemli ihracat ürünleri arasında alüminyum, elektrik enerjisi ve petrol ürünleri yer almaktadır (Kocatürk, 2022: 50). Karadağ'da yabancı yatırımcılara eşit muamele ilkesi uygulanmaktadır ve yabancı yatırımcılar, Karadağ'da şirket tesisleri, iş yerleri, daireler, inşaat alanları gibi gayrimenkul satın alma haklarına sahiptirler. Yabancı yatırımcılar, ilgi duydukları sektörlerde yatırım yapabilmekte ve gerek kâr ve gerekse de temettü dahil olmak üzere tüm

gelirlerini transfer edebilmektedirler. Şirket kuruluşu, Karadağ resmi makamlarının yayımladığı bilgilere göre, ortalama bir haftada tamamlanmaktadır (T.C. Ticaret Bakanlığı, 2022f: 24). Karadağ'da 2010 yılından sonraki dönemde iş yapma kolaylığına ilişkin reform ve düzenlemeler çerçevesinde, iş kurma alanında yönelik olarak vergi, sosyal güvenlik ve istihdam kaydı da dahil olmak üzere kayıt süreci ve belediye ruhsatı alma sürecini basitleştirilmiş, inşaat izinleri alanında prosedürlerin sayısını azaltılarak inşaat ruhsatı sistemi iyileştirilmiş, kurumlar vergisi oranları ve işverenlerin sosyal güvenlik katkı oranları azaltılarak vergiler şirketler için daha az maliyetli hale getirilmiştir (The World Bank, 2009, 2010, 2011, 2012, 2013, 2014). 2015 yılından itibaren yapılan düzenlemelerde de vergi ödemeyi daha az maliyetli hale getirmek için vergi oranları düşürülmüş, KDV beyanı ve ödemesi için elektronik bir sistem oluşturulmuş, inşaat ruhsatlarına ilişkin işlemleri kolaylaştırmak için gereken süre kısaltılmış, ülkede elektrik tedarik güvenilirliği iyileştirilmiş ayrıca elektrik daha hızlı ve daha ucuz bir şekilde sunulmaya başlanmıştır (The World Bank, 2016a, 2016b, 2018, 2019, 2020a). Karadağ'da iş yapma kolaylığına yönelik olarak yapılan düzenleme ve reformlar sayesinde ülkenin en başarılı olduğu alan, yatırımcılara kredi temini alanı olmuş ve bu doğrultuda yatırımcılara önemli kolaylıklar sağlanmıştır. Buna karşın ülkenin iş yapma kolaylığı açısından en çok sorun yaşadığı ve dolayısıyla en başarısız olduğu alan ise işletmelere elektrik temini noktasında karşılaşılan prosedür ve sorunlar ile elektrik maliyetlerinin yüksekliği olmuştur. Bütün bu yapılan düzenleme ve reformlara rağmen ülkede iş yapma kolaylığının sağlanması adına yapılması gereken daha pek çok reform bulunmaktadır. Bu reform ve düzenlemeler kapsamında ülkede, vergi oranları düşürülerek vergi ödeme maliyetleri azaltılmalı, inşaat izinlerine ilişkin işlemler hızlandırılmalı, iş yapma kolaylığına ilişkin ülkedeki en önemli sorun olan işletmelere elektrik tedarik güvenilirliği iyileştirilmeli, yabancı yatırımcılara ülkedeki yatırım olanaklarını tanıtmak amacıyla çeşitli ajans ve kurumlar oluşturulmalı, ülkede yeni işletmelerin kurulması ve faaliyetlerinin sürdürülmesi için gerekli olan bürokratik prosedürler ve belediye ruhsatı alma süreci basitleştirilmeli, işletmelerin ihtiyaç duyacağı kalifiye elemanların yetiştirilmesine yönelik olarak eğitim programları geliştirmeli ve gençler bu programlara katılım sağlamaları yönünden teşvik edilmelidir. Bu önerilerin uygulanması, Karadağ'ın iş yapma kolaylığı endeksinde daha iyi bir konuma gelmesine yardımcı olacaktır.

3.6. Hırvatistan

Hırvatistan, 2020 yılı İş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin de içinde bulunduğu ülke grubu içerisinde 6. sırada, dünya genel sıralamasında ise 51. sırada bulunan bir ülkedir (The World Bank, 2020a). Hırvatistan, 2019-2021 döneminde 2 milyar dolarlık doğrudan yabancı yatırım çekmiştir ve 2021 yılı itibariyle 39 milyar dolarlık toplam yabancı sermaye stoğu ile dünyada 73. sırada yer almaktadır. 1 Temmuz 2013'ten itibaren AB üyesi olan Hırvatistan, AB'ye üye olan ülkelerden oluşan gümrük bölgesinin parçası haline gelerek AB'nin gümrük vergilerini ve ortak ticaret politikasını uygulamaya başlamıştır (T.C. Ticaret Bakanlığı, 2022e: 2-4). Genel yapısı itibariyle orta gelir düzeyine ve etkin bir pazar ekonomisine sahip olan Hırvatistan'da hükümet, özelleştirme programını yabancı yatırımları teşvik edecek şekilde geliştirmiş durumdadır (Şaban, 2015: 34). Hırvatistan Anayasası, yabancı yatırımcılara yönelik çeşitli garantiler sağlamaktadır. Yerli ve yabancı yatırımcılar arasında hak ve yükümlülükler açısından herhangi bir fark gözetilmemekte ve yabancı yatırımcıların kar ve sermaye transferi önünde bir kısıtlama bulunmamaktadır. Yabancı yatırımlar, 1995 yılında yürürlüğe giren İşletmeler Kanunu ile düzenlenmiştir. Bu kanun uyarınca yabancılara da yerli yatırımcılara tanınan hak ve yükümlülükler ile yasal statü tanınmıştır. Sermaye yatırımı yoluyla elde edilen haklar, kanunla veya başka bir hukuki düzenlemeyle sınırlandırılamamakta ve kârın serbest transferine sınırlama getirilmemektedir. Hırvatistan'da, karşılıklılık esasına bağlı olarak, yabancı gerçek ve tüzel kişiler gayrimenkul satın alabilirler (T.C. Ticaret Bakanlığı, 2022e: 30). 2008 yılında yayımlanan iş yapma kolaylığına ilişkin veriler incelendiğinde Hırvatistan'da, iş kurmayı kolaylaştırmak amacıyla tek hizmet noktası sistemini geliştirilmiş ve tapu siciline ilişkin işlemlerde yapılan iyileştirmeler sayesinde mülk kaydı için gereken süre azaltılmıştır. Ayrıca ülkede sonraki yıllarda yapılan reform ve düzenlemelerle, inşaat ruhsatı süreci tek bir hizmet kanalından yönetilerek bina yönetmeliğinin uygulanması kolaylaştırılmış, yine vergi konusunda elektronik sistemler geliştirilerek şirketler için vergi ödeme süreci de kolaylaştırılmıştır. Bunlara ilaveten ülkede, sınır ötesi ticareti kolaylaştırmak amacıyla yeni bir elektronik gümrük sistemi uygulanmış, noter ücretleri düşürülerek iş kurma süreci kolaylaştırılmış, inşaat izin süreci basitleştirilmiş ve hızlandırılmış, iş hayatına ilişkin sözleşmelerin uygulanmasını kolaylaştırmak amacıyla dava işlemlerindeki prosedürler basitleştirilmiş ve iflasın çözümünü hızlandırmak amacıyla bir takım kolaylaştırıcı düzenlemeler yapılmıştır (The World Bank, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016a). 2016 yılından sonra yapılan reformlarda ise istenen sonuçlar alınamamış ve iş yapma kolaylığı endeksindeki sıralamada önceki yıllara kıyasla ülke daha geri seviyelere düşerek 2020 yılında kendisine 51. sırada yer bulabilmiştir. Tablo 2'deki sıralamalar doğrultusunda 2020 yılı itibariyle iş yapma kolaylığı endeksine göre Hırvatistan'ın en başarılı olduğu alanın sınır ötesine yönelik ticari faaliyetler olduğu, buna karşın inşaat İzinleri

konusuna yönelik olmak üzere bir inşaata başlama ve tamamlama sürecinde başarısız olduğu ve iş yapma kolaylığına ilişkin endeksteki sıralamalarda diğer ülkelerin gerisinde kaldığı anlaşılmaktadır. Hırvatistan'da iş yapma kolaylığının geliştirilebilmesi adına yabancı yatırımcılara vergi indirimlerine gitmek suretiyle birtakım teşvikler verilmeli, işletmelerin kurulması ve faaliyet göstermesi için gereken süre ve maliyeti azalmak amacıyla ülkedeki bürokrasi azaltılmalı, ülkede iş hayatının ihtiyaç duyacağı nitelikli elemanları yetiştirmek amacıyla eğitim reformları yapılmalı ve yetenekli işgücünün ülkeye gelmesini sağlayacak nitelikte birtakım teşvikler sunulmalıdır. Ayrıca ülkede inovasyonu teşvik etmek ve Ar-Ge faaliyetlerine daha fazla yatırımlar yapmak suretiyle işletmelerin ülkede daha fazla faaliyet göstermesine olanak sağlanmalıdır. Bu düzenlemelerin, ülkenin ekonomik yönde büyümesine katkı sağlayacağını, ayrıca yeni işletmelerin kurulmasına ve mevcut işletmelerin daha rekabetçi hale gelmesine olanak sağlayacağını söylemek mümkündür.

3.7. Romanya

Romanya, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin içinde bulunduğu ülke grubu içerisinde 7. sırada, dünya genel sıralamasında ise 55. sırada yer alan bir Balkan ülkesidir (The World Bank, 2020a). Romanya, kömür, demir cevheri, bakır ve krom rezervleri açısından oldukça zengin bir ülkedir. Petrol üretimi, ülkenin ihtiyacını karşılamak için yeterli düzeyde değildir. Ancak ülke sahip olduğu doğalgaz rezervleri bakımından oldukça önemli bir konumdadır. Bu alanda Romgaz ve Petrom, ülkenin en önemli firmalarını teşkil etmektedir (Romanya Ülke Bülteni, 2011; T.C. Ticaret Bakanlığı, 2022l: 5). Romanya, 1989 yılından bu yana Batı ile ilişkilerini geliştirmek için serbest piyasa ekonomisine geçiş yaparak mevzuat değişikliklerine gitmiştir. Bu çabalar ülkenin dış ticaret politikasına da yansımıştır. Romanya ekonomisi, AB üyeliği sonrası hızla gelişmiş ve yatırım yapmak için cazip bir ülke haline gelmiştir. Ancak, ülkenin vergi gelirlerinin yetersizliği, ülkedeki kayıt dışı ekonominin büyüklüğü ve vergi tahsilatındaki sorunlar nedeniyle, ülkede eğitim, sağlık, altyapı ve güvenlik harcamaları için yeterli fon oluşturulamamaktadır. Bu durum, Romanya'nın Bulgaristan'dan sonra Doğu Avrupa'da en düşük kişi başına düşen gelire sahip ülke olmasına, çevre standartları açısından en geri ülkelerden biri haline gelmesine, vergi alacaklarının çok yüksek seviyelere çıkmasına ve eğitim harcamalarının çok düşük seviyelerde olmasına neden olmaktadır (Nuroğlu ve Nuroğlu, 2016: 46). Avrupa Birliği'nin bir üyesi olan Romanya, hızlı büyüyen bir ekonomiye sahiptir ve son yıllarda önemli bir yatırım merkezi haline gelmiştir. Bu durum, ülkenin dışa açık ekonomisi ve liberal ekonomik politikaları sayesinde gerçekleşmiştir. Romanya'da özellikle bilgi teknolojisi, otomotiv, elektronik, tekstil, gıda işleme ve turizm sektörleri oldukça gelişmiştir. Romanya, petrol, doğal gaz, kömür, tuz, demir, altın ve gümüş gibi önemli yeraltı zenginliklerine ek olarak, ekilebilir verimli tarım arazileri ve sağlam bir sanayi altyapısına da sahiptir. Ayrıca, Karadeniz'de Avrupa'nın en büyük petrol ve gaz rezervlerinden birine sahip olan ülke, önemli bir enerji üreticisi konumundadır. (Korkmaz vd., 2007: 255). Son yıllarda, Romanya ekonomisi, yatırım çekmek için çeşitli teşvikler sunan hükümet politikaları sayesinde büyük bir ivme kazanmıştır. Ayrıca, Avrupa Birliği'nin üyesi olması, ülkeye Avrupa pazarlarına kolaylıkla erişebilme fırsatı vermiştir. Bununla birlikte, Romanya'nın ekonomisi hala bazı sorunlarla karşı karşıyadır. Özellikle, yolsuzluk ve yargı sistemi üzerindeki baskılar, yabancı yatırımcıların ülkeye olan güvenini olumsuz yönde etkilemektedir. Ayrıca, ülkenin bazı bölgelerinde, özellikle de kırsal kesimlerde, yoksulluk ve işsizlik önemli sorunlar olarak ön plana çıkmış durumdadır (T.C. Ticaret Bakanlığı, 2022l: 5-6). Romanya'da 2008-2013 döneminde iş yapmayı kolaylaştırmak amacıyla birtakım reformlar yapılmıştır. Bu reformlarla, iş kurmayı kolaylaştırmak amacıyla izin belgesi almak için gereken süre kısaltılmış, vergi ödemelerini daha kolay ve vergileri de daha az maliyetli hale getirmek için vergi oranları düşürülmüş, vergi beyannamelerinin elektronik sistem kullanılarak verilmesi teşvik edilmiş ve vergi ödemeleri için elektronik bir ödeme sistemi geliştirilmiş, tüm mahkeme işlemlerini kolaylaştıran ve hızlandıran yeni bir hukuk usulü kanunu kabul edilerek sözleşmelerin uygulanması kolaylaştırılmıştır, iflas işlemlerinin süresini kısaltmak için iflas yasası değiştirilmiş ve tapu-kadastroda hızlandırılmış prosedürler getirilerek mülk kaydı kolaylaştırılmıştır. Ayrıca mülkiyet ve arazi kayıtları sayısallaştırılarak arazi yönetiminin kalitesi iyileştirilmiş, sözleşmelerin uygulanmasını kolaylaştırmak için bazı yetki ve sorumluluklar mahkemeden icra memuruna devredilmiş ve İflas sisteminin iyileştirilmesi için birçok reform yapılmıştır (The World Bank, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016a, 2016b, 2018a, 2019, 2020a). Yapılan tüm bu reformlara rağmen Romanya, 2006 yılında iş yapma kolaylığı endeks sıralamasında 61. sırada iken 2020 yılına gelindiğinde sadece 9 ülkeyi geride bırakabilmiştir. Romanya'nın iş yapma kolaylığı açısından yavaş bir ilerleme kaydetmiş olması, ülkede iş yapmayı kolaylaştırmaya yönelik reformlarının çok da fazla amacına ulaşmadığını göstermektedir. Tablo 2'deki sıralamalar dahilinde Romanya'nın iş yapmayı kolaylaştırmaya yönelik olarak en başarılı olduğu alanın sınır ötesi ticari faaliyetler olduğu, buna karşın işletmelerin elektriğe ulaşma noktasında sorun yaşadığı ve elektrik maliyetlerinin yüksekliğinin ülkedeki işletmeler için iş yapma kolaylığını olumsuz yönde etkileyen unsurlar olduğu anlaşılmaktadır. Romanya'da iş yapma kolaylığını artırabilmek adına daha önce yapılmış reform ve

düzenlemelere ilaveten ülkedeki yolsuzlukla mücadele çabalarının artırılması suretiyle yatırımcıların Romanya'ya olan güveni artırılmalı, eğitim ve beceri geliştirme programları sayesinde, işletmelerin kalifiye işgücüne erişimini kolaylaştırılmalıdır.

3.8. Kosova

Kosova 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye içerisinde bulunduğu ülke grubu içerisinde 8. sırada, dünya genel sıralamasında ise 57. sırada bulunan küçük bir Balkan ülkesidir (The World Bank, 2020a). Kosova, Avrupa'nın önemli maden üreticisi ülkelerinden biri konumundadır (T.C. Ticaret Bakanlığı, 2022i: 3). Kosova, son yıllarda yabancı yatırımcılar için önemli bir pazar haline gelmiştir. 2007-2020 yılları arasında ülkeye 4,1 milyar avro değerinde doğrudan yabancı sermaye yatırımı yapılmıştır. Bu yatırımların önemli bir kısmını Alman yatırımcılar yapmıştır (T.C. Ticaret Bakanlığı, 2022i: 8). Kosova'nın liberal ekonomiden uzaklaşma riskinin olmaması, yatırımcılar için cezbedici bir faktör olarak ön plana çıkmış durumdadır. Bununla birlikte, yönetimin istikrarlı ve güven veren yapısı, ülkenin geleceği açısından son derece umut vericidir (Kosova Cumhuriyet Merkez Bankası, 2020). Kosova, aynı zamanda ithalatı kısıtlayıcı uygulamalar yapmayan ve anti-damping şeklindeki ticaret politikası önlemlerine seyrek olarak başvuran bir ülkedir (T.C. Ticaret Bakanlığı, 2022h: 3). Kosova'nın sanayi sektörü, metal işleme, basit makine üretimi, deri işleme ve ağaç işleme gibi alanlarda faaliyet gösteren küçük ölçekli firmalardan oluşmaktadır. Ülkenin altyapısı yetersiz olup, enerji kaynakları güvenilir değildir. Kosova'daki bankaların çoğu, yabancıların mülkiyetindedir. Ülkenin posta ve telekom operatörleri özelleştirme sürecindedir. Kosova ekonomisi, yurt içi talep, işçi dövizleri ve yabancı yatırımlar (özellikle inşaat) tarafından desteklenmektedir (Şaban, 2015: 17). Kosova hükümeti, yabancı yatırımcılara birtakım teşvikler sunmaktadır. Bu teşviklerden en önemlilerini gümrük vergisi muafiyeti, vade ile katma değer vergisi tahsilatı ve bedelsiz arsa tahsis edilmesi şeklinde sıralamak mümkündür. Bununla birlikte, ülkedeki yatırım ortamının daha da iyileştirilmesi için özelleştirmelerin artırılması ve vergi oranlarının düşürülmesi gibi ekonomi politikaları da uygulanmaktadır (Şaban, 2015: 38). Kosova'da şirket kurmak için asgari sermaye beyanı gerekmediğinden dolayı ülkede şirket kurma süreci oldukça hızlı ve kolay bir şekilde ilerlemektedir. Ayrıca, yurtdışı firmalar da Kosova'da şube açabilirler. Buna ilaveten yurtdışı firmaların Kosova'da, ticari faaliyette bulunabilmesi için firmalarının marka değerlerini ve gerçekleştirdikleri projeleri referans olarak göstermeleri de mümkündür (T.C. Ticaret Bakanlığı, 2022h: 18). İş yapma kolaylığı endeksine göre yapılan iş reformları genel olarak olumlu sonuçlar vermiş ve iş süreçlerini kolaylaştırıcı etkiler meydana getirmiştir. İş yapma kolaylığı sağlamak amacıyla Kosova'da uygulamaya konulan reformların başlıcalarını, inşaat izinleri ile ilgili reformlar ve inşaat ruhsatı ücretlerini düşürmeye yönelik düzenlemeler, vergi ödemeyi kolaylaştırmaya ve kurumlar vergisi oranını düşürmeye yönelik düzenleme ve reformlar, sınır ötesi ticareti geliştirmeye yönelik düzenlemeler, iş kurma ile ilgili reformlar kapsamında asgari sermaye gerekliliğini ve işletme kayıt ücretini ortadan kaldırmaya yönelik uygulamalar ve azınlıktaki yatırımcıların korunması ile ilgili reformlar şeklinde sıralamak mümkündür (The World Bank, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016a, 2017, 2018, 2019, 2020c, 2020a). Kosova'da iş yapmayı kolaylaştırmak amacıyla yapılan reformlar sonucunda Tablo 2'deki iş yapma kolaylığı endeksindeki sıralamadan ülkede, iş kurma alanında önemli ilerlemelerin sağlandığı ancak ülkenin inşaat izinleri konusunda diğer ülkelerin oldukça gerisinde kalındığı anlaşılmaktadır. Kosova'nın iş yapma kolaylığı endeksinde daha üst sıralara çıkabilmesi için yapılan bu reformlara ek olarak vergi oranlarını daha da düşürülmelidir. Böylece yatırımcıların maliyetleri azaltılabilir ve iş yapma kolaylığı artabilir. Ayrıca siyasi istikrarın sağlanması, piyasada karşılaşılması muhtemel risklerin azalmasına, dolayısıyla da yatırımcıların ülkede uzun vadeli yatırım yapmalarını olanak sağlayabilecektir. Bununla birlikte Kosova'da, özellikle altyapı, enerji kaynakları ve ulaşım ağı gibi alanlarda iyileştirmeler yapılmak suretiyle iş yapma koşulları geliştirilebilir. Buna ilaveten küçük ölçekli girişimcilere iş yapma kolaylığı sağlamak amacıyla işletme kayıt ücretleri tamamen ortadan kaldırılabilir ve şirket kaydı hizmetleri daha da hızlandırılabilir ki bu uygulamalar, yatırımcıların ülkeye yatırım yapma konusunda daha da istekli olmalarına olanak sağlayacaktır.

3.9. Bulgaristan

Bulgaristan, 2020 yılı iş yapma kolaylığı endeks sıralamasında Balkan ülkeleri ve Türkiye'nin de içerisinde bulunduğu ülke grubunda 9. sırada, dünya genel sıralamasında ise 60. sırada bulunan bir balkan ülkesidir (The World Bank, 2020a). Bulgaristan, gümrük rejimi bakımından liberal bir yapıya sahiptir. Ancak Bulgaristan'da milli güvenlik, kamu düzeni, insan, hayvan ve bitki yaşamı ve sağlığı, sanat eserleri, tarihi ve arkeolojik değerler, sınai ve fikri hakların korunması gibi nedenlerle gümrük rejimine bazı yasak ve sınırlamalar getirilebilmektedir. Bu sınırlamalar, AB mevzuatına ve Bulgaristan'ın taraf olduğu uluslararası anlaşmalara dayanmaktadır. Ülke

içindeki yetkili kuruluşlar, izne tabi malların denetimini gerçekleştirmektedir. Bulgaristan'da yatırım yapmayı düşünenlerin, ülkenin yasal düzenlemeleri hakkında bilgi sahibi olmaları ve yatırım yapacakları alanda mevcut olan fırsatları araştırmaları gerekmektedir (T.C. Ticaret Bakanlığı, 2022d: 3-4). Bulgaristan'da 2009 yılında en fazla yatırım finansal aracılık sektörüne yapılmıştır. Bu sektörü gayrimenkul sektörü izlemektedir. Enerji sektörü ise 2009 yılında, 2008 yılına kıyasla daha fazla yatırım çekmiştir. Yenilenebilir enerji kaynakları, bilgisayar üretimi, yüksek teknolojiler, sağlık ve eğitim, Bulgaristan'ın öncelikli sektörlerini teşkil etmektedir (Şaban, 2015: 31). Bulgaristan'da, diğer ülkelerde olduğu gibi Soğuk Savaş sonrasında önemli ekonomik ve siyasi değişiklikler yaşanmış, ancak beklenen başarı yakalanamamıştır. Geçiş ekonomileri arasındaki en yoksul ülke konumundadır ve bunun başlıca nedeni iç ve dış siyasi istikrarsızlık olarak gösterilmektedir. Ülke ekonomisi hizmet sektörüne ve doğal kaynaklara dayalı olarak varlığını sürdürmektedir. Hammadde ve malzemeler, petrol ürünleri, gıda sektörü hammaddeleri, demir dışı metaller ile makineler en çok ihraç edilen ürün grupları iken ham petrol ve doğalgaz, makine-cihazlar, plastik ve kauçuk gibi sektörler, en çok ithalatın yapıldığı ürün gruplarını teşkil etmektedir (Kocatürk, 2022: 52-53). Bulgaristan'da şirket kuruluşları, Adalet Bakanlığı'na bağlı Kayıt Ajansı tarafından tutulan ticaret siciline kayıtla gerçekleştirilmektedir (T.C. Ticaret Bakanlığı, 2022d: 24).

2006 yılında iş yapma kolaylığı endeksinde 54. sırada yer alan Bulgaristan, 2020 yılında iş yapma kolaylığı açısından daha da gerileyerek 61. sırada yer almıştır. Yaşanan bu durum incelemeye konu olan tüm ülkeler içerisinde sadece Bulgaristan'a özgüdür. Dünya Bankası tarafından yapılan endeks sıralamaları incelendiğinde Bulgaristan'la hemen hemen aynı durumda olan bir diğer ülke Bosna-Hersek'tir. Bununla birlikte Bosna-Hersek 2006 yılında 91. Sırada iken 2020 yılına 90. sıraya yükselmiştir. Ancak Bulgaristan'ın sıralama değerinin Bosna-Hersek'ten daha yüksek olması Bulgaristan'ın yine de Bosna-Hersek'ten daha iyi bir konumda olduğunu göstermektedir.

Son 15 yıllık dönemde Bulgaristan'da iş yapmayı kolaylaştırmak adına bir takım düzenleme ve reformların yapıldığı görülmektedir. Bu reformlardan bazılarını, yargı sisteminde değişiklikler yapılarak sistemdeki şeffaflığın artırılması ve özel icra memurları atayarak sözleşmelerin uygulanmasının kolaylaştırılması, ticari tescil için merkezi bir elektronik veri tabanı oluşturularak, tescil prosedürleri birleştirilerek ve bazı kayıt formaliteleri ortadan kaldırılarak iş kurmanın kolaylaştırılması şeklinde sıralamak mümkündür (The World Bank, 2008, 2009). Ayrıca Bulgaristan'da yine iş yapmayı kolaylaştırmak amacıyla ödenmiş asgari sermaye gereksinimini azaltılmış, ve sosyal güvenlik için işveren katkı oranlarını düşürülmüştür (The World Bank, 2010, 2011). Bunlara ilaveten gümrük beyannamesi formlarının çevrimiçi olarak sunulmasına olanak sağlanarak sınır ötesi ticaret hızlandırılmış, işletme kayıt maliyeti düşürülerek iş kurmak kolaylaştırılmıştır (The World Bank, 2012, 2013). Yapılan tüm bu olumlu reformlara rağmen Tablo 1'de görüleceği üzere Bulgaristan'ın iş yapma kolaylığı endeksindeki genel sırası incelenen dönem itibariyle gerilemiştir. Bu gerilemenin ülkenin genel ekonomik durumundan kaynaklandığını söylemek mümkündür. Tablo 2'de yer alan 2020 yılı itibariyle iş yapma kolaylığı endeksindeki sıralamalar incelendiğinde Bulgaristan'ın sınır ötesi ticaret uygulamaları alanında ilerlemeler kaydettiği ve başarılı olduğu ancak ülkede işletmelere elektrik temini konusunda ve elektrik maliyetlerinin yüksekliği konusunda önemli sorunların bulunduğu anlaşılmaktadır. Bulgaristan'da iş yapma kolaylığını artırmaya yönelik olarak yapılan uygulama ve reformlara ilaveten şirket kuruluş prosedürlerinin daha hızlı ve basit hale getirilmesi, ticaret siciline kayıt süresinin kısaltılması, inşaatla ilgili onayların alınmasına yönelik prosedürlerin daha hızlı, aynı zamanda da daha basit hale getirilmesi ve yatırımcılara özellikle yenilenebilir enerji kaynakları, bilgisayar üretimi, yüksek teknolojiler, sağlık ve eğitim gibi öncelikli sektörlere yatırım yapmaları için teşvikler verilmesi, ülkede iş yapma kolaylığının artmasına önemli katkılar sunabilecektir.

3.10. Yunanistan

Yunanistan 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye içerisinde bulunduğu grupta 10. sırada ve dünya genel sıralamasında 79. sırada bulunan bir balkan ülkesidir (The World Bank, 2020a). Yunanistan, dünya genelinde yüksek teknoloji ihracatı bakımından 45. sırada yer almaktadır (T.C. Ticaret Bakanlığı, 2022r: 7). Yunanistan'ın başlıca ihraç ürünleri arasında mineral yakıtlar, yağlar, eczacılık ürünleri, alüminyum ve alüminyum ürünleri yer almaktadır. İthalatta ise mineral yakıtlar, yağlar, makineler, mekanik cihazlar ve aletler ile elektrikli makine ve cihazlar öne çıkmaktadır (T.C. Ticaret Bakanlığı, 2022r: 7). Yunanistan, Avrupa Birliği (AB) ve Dünya Ticaret Örgütü (DTÖ) üyesi olup, uluslararası ticaret politikası kurallarına uymaktadır. Yunanistan, AB üyesi olduğu 1981 yılından beri dış ticaretini AB ortak mevzuatına göre yürütmektedir. AB ülkeleri dışından gelen mallara Ortak Gümrük Tarifesi uygulanmaktadır. AB ülkeleri içinde serbest dolaşıma konu olan mallar, iç pazarın kurallarına ve Ortak Ticaret Politikasının belirli ilkelerine uymak zorundadır. AB düzenlemeleri, Yunanistan'ın Birlik Gümrük Yasası hükümlerini uygulamasını diğer AB ülkeleriyle birlikte garanti altına almaktadır (T.C. Ticaret Bakanlığı, 2022q: 3). Yunanistan, AB üyeliği sonrası uygulamaya

başladığı istikrar politikalarıyla ekonomisini güçlendirmiş ve AB pazarında rekabet edebilmek için serbest ekonomik düzende faaliyetlerini devam ettirmiştir. Yunanistan'a yönelik yabancı sermaye ilgisi azdır. Bunun nedenlerini, coğrafi uzaklık, küçük pazar, yetersiz ulaşım ağı, uzun süren bürokratik işlemler, işgücü maliyetleri, güçlü sendikalar ve korumacı yaklaşımlar şeklinde sıralamak mümkündür (Şaban, 2015: 41). Yunanistan'daki doğrudan yabancı yatırımların çoğu AB ülkeleri tarafından yapılmaktadır. Kriz öncesi ve sonrası dönemde Yunanistan'a yapılan doğrudan yatırımlarda Almanya ilk sırada yer almaktadır. İsviçre ve ABD'de de Yunanistan'daki yatırımlarını 2008 krizinden sonra neredeyse iki katına çıkarmıştır. Ancak son altı yıllık dönemde Yunanistan'a yapılan doğrudan yatırımlar, önceki altı yıllık döneme kıyasla yüzde 38,7 oranında azalmış durumdadır (Nuroğlu ve Nuroğlu, 2016: 55). Yabancı yatırımcılar Yunanistan'da doğrudan yabancı sermayeli bir şirket kurabilirler. Ticari şirket kuruluşu, şirketin Ticaret Siciline kaydı ile tamamlanmaktadır. Yunanistan'da 2008 yılındaki ekonomik krizinin başlamasından bu yana, yabancı sermayeli yatırımcıları ülkeye çekebilmek için şirket kuruluş mevzuatında iyileştirmeler yapılmıştır. Yunan mevzuatı kapsamında, şube açmak, bir ortaklık kurmak ya da bir başka girişimci ile birlikte ortak girişim sözleşmesi çerçevesinde faaliyet göstermek belli başlı yabancı yatırım türlerini oluşturmaktadır (T.C. Ticaret Bakanlığı, 2022q: 39-41). Tablo 1 incelendiğinde 2006 yılında iş yapma kolaylığı endeksinde 111. sırada olan Yunanistan'ın 2020 yılında 79. sıraya yükseldiği görülmektedir. Yunanistan, balkan ülkeleri içerisinde iş yapma kolaylığı endeksine göre Arnavutluk ve Bosna-Hersek'ten sonra en kötü performansa sahip üçüncü ülkedir. Yunanistan'ın iş yapma kolaylığı endeksinde bu denli geride olmasının temelinde ülkede yaşanan ve etkileri hala devam eden ağır ekonomik krizin önemli bir rol oynadığını söylemek mümkündür.

Yunanistan'da, Dünya Bankası tarafından yapılan iş yapma kolaylığı araştırmasında üst sıralara yükselebilmek amacıyla çeşitli reformlar yapılmıştır. Ancak yapılan reformlar, ekonomik krizin neden olduğu ağır bunalım ortamında ancak sınırlı bir ilerleme kaydetmeye olanak sağlamıştır. Yunanistan'da iş yapma kolaylığını artırmak amacıyla yapılan reform ve düzenlemeleri, şirketlerin ticaret siciline kayıt olma süresinin kısaltılması ve vergi beyannamesi alma gerekliliğinin kaldırılması, mülk devir vergisinin düşürerek mülk devrinin kolaylaştırılması, kurumlar vergisi oranının düşürülerek bu verginin şirketler için daha az maliyetli hale getirilmesi, hukuk usulü kurallarının değiştirilmesi suretiyle sözleşmelerin uygulanmasının kolaylaştırılması, uzlaşma prosedürünün ortadan kaldırılarak iflas sürecinin hızlandırılması, ihracat için gümrük beyannamelerinin elektronik olarak sunulmasına izin veren bir sistem uygulanarak sınır ötesi ticaretin kolaylaştırılması ve kredi bilgilerine erişimin kolaylaştırılması şeklinde sıralamak mümkündür (The World Bank, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016a, 2017, 2018, 2019, 2020b, 2020a). Yapılan bu düzenleme ve uygulamalar çerçevesinde Tablo 2'de yer alan bilgiler doğrultusunda Yunanistan'ın 2020 yılı itibariyle düzenlenmiş olan iş yapma kolaylığına ilişkin kategoriler içerisinde en başarılı olunan alanın iş kurmayı kolaylaştırmaya yönelik düzenlemeler olduğu, en başarısız olunan alanın ise kredi alımına ilişkin olarak ortaya çıktığı ve gerek faiz oranları gerekse de zayıf bankacılık hizmetleri nedeniyle firmaların finansmana erişimini noktasında zorluklar yaşadığı anlaşılmaktadır. Yunanistan'ın iş yapma kolaylığı açısından daha fazla gelişim gösterebilmesi amacıyla işletmelerin kurulması için şart koşulan asgari sermaye gereksinimini kaldırılmak suretiyle iş kurma süreci daha da basitleştirilmeli, vergi sistemini güncelleştirilerek elektronik ödeme sistemleri kolaylaştırılmalı ve daha az belge gerektiren bir vergi sistemi uygulanmalı, hukuk sisteminde düzenlemeler yapılarak mahkeme dosyalarının yönetimi için daha etkili bir elektronik dosyalama sistemi uygulanmalı ve bu sayede mahkeme süreçleri hızlandırılmalı, ihracat işlemlerini kolaylaştırmak adına gümrük beyannamelerinin elektronik olarak sunulmasına izin veren bir sistemle sınır ötesi ticaret kolaylaştırılmalı ve son olarak iflas sürecini iyileştirmek için yeni bir rehabilitasyon süreci başlatılmalıdır

3.11. Arnavutluk

Arnavutluk, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin bulunduğu ülke grubu içerisinde 11. sırada, dünya genel sıralamasında ise 82. sırada bulunan bir balkan ülkesidir (The World Bank, 2020a). Arnavutluk, son yıllarda piyasalarını özgürleştirmek suretiyle ekonomisini canlandırmaya çalışmaktadır. Ancak ülke bu süreçte birçok zorlukla karşılaşmıştır. Ülkede özellikle makroekonomik istikrar ve kayıt dışı ekonomi ile mücadele gibi konularda reformlar yapılırken, kurumsal şirket kültürü henüz gelişmemiştir. Ülkedeki şirketlerin çoğunluğunun patron şirketi olduğu düşünüldüğünde, Arnavutluk'un iş kültürünün hala gelişme aşamasında olduğunu söylemek mümkündür (T.C. Ticaret Bakanlığı, 2022a: 15). Arnavutluk, küresel kriz nedeniyle işsizlik oranında artış yaşayan ülkelerden biridir. Ancak, son yıllarda turizm sektöründeki gelişmeler sayesinde işsizlik oranı düşüşe geçmiştir. Ülkedeki uzun dönemli ve genç nüfus işsizliği ile kadın-erkek işgücüne katılımdaki farklılıklar en önemli yapısal sorunları teşkil etmektedir (Serbes ve Tokatlıoğlu, 2019: 177). Ekonomik büyüme açısından Arnavutluk, diğer ülkelere kıyasla başarılı bir performans sergilemektedir. Kriz

döneminde bile küçülme yaşanmayan nadir ülkelerden biridir. Özellikle son yıllarda özel sektör kaynaklı iç talep artışı ve finansman olanaklarının genişlemesi ekonomik büyümeye katkı sağlamıştır. Küresel ölçekli ekonomik kriz nedeniyle, önceki dönemlerde zaten yüksek seviyelerde olan Arnavutluk'un kamusal açık ve borçları, krizden sonraki dönemde de artış göstermiş, ancak son dönemlerde yapılan müdahaleler sayesinde gerek kamu açığı, gerekse de kamu borçları düşüşe geçmiştir ve kamusal borçların milli gelire oranı azaltılarak hedeflenen seviyeye yaklaşılmıştır (Serbes ve Tokatlıoğlu, 2019: 173). Arnavutluk, ekonomik kalkınma ve AB üyeliği hedefleri doğrultusunda gerçekleştirdiği reformlarla liberalleşmeye başlamış ve yabancı sermaye yatırımlar için cazip bir ülke haline gelmiştir. Ülkedeki siyasi ve ekonomik istikrar, Dünya Bankası ve NATO üyelikleri, AB tam üyelik sürecindeki gelişmeler ve yapılan özelleştirmelerle birlikte Arnavutluk'a önemli miktarda doğrudan yabancı sermaye girişi sağlanmıştır (Nuroğlu ve Nuroğlu, 2016: 15). Arnavutluk, Dünya Bankası tarafından yayımlanan iş yapma kolaylığı endeksinde Balkan ülkeleri içerisinde Bosna Hersek ile birlikte son sıraları paylaşmaktadır. Bununla birlikte Arnavutluk iş yapma kolaylığı sıralamasında 2006 yılında 115 sırada iken, 2020 yılında 82. sıraya kadar yükselmiş ve Bosna Hersek'ten çok daha iyi bir konuma gelmiştir. Arnavutluk ekonomisinin iş yapma kolaylığı endeksindeki yerini daha üst seviyelere çıkarmak adına yapılmış olan birtakım düzenlemeler ve reform hareketleri bulunmaktadır. Bu düzenleme ve reform hareketlerini, inşaat ruhsatlarının verilmesi ve nihai denetim süreçleriyle ilgili düzenlemeler yapılmak suretiyle inşaat izinlerinin kolaylaştırması, elektriğe erişimi kolaylaştırmak için teknik düzenlemelerin yapılması ve otomatik enerji yönetimi sisteminin devreye alınması, tapu sicilinin şeffaflığını artırmak amacıyla mülk kaydının kolaylaştırılması, krediye erişimi güçlendirmek için kredi teminatında değişiklik yapılması ve vergi ödeme sürecini kolaylaştırmak için çeşitli düzenlemeler yapılarak kurumlar vergisi oranlarının düşürülmesi şeklinde sıralamak mümkündür. Tablo 2 incelendiğinde Arnavutluk'un yapılmış olan bu düzenleme ve reformlar sayesinde sınır ötesine yönelik ticaretin gelişmesi noktasında önemli ilerlemeler sağladığı ve ülkenin en başarılı alanının sınır ötesine yönelik ticaret işlemleri olduğu, buna karşın inşaat izinleri konusunda son derece başarısız bir görünüm sergilediği anlaşılmaktadır. Arnavutluk'un iş yapma kolaylığı açısından ülke sıralamasının iyileşmesi ve yabancı sermayeli yatırımcıların ülkeye olan ilgisinin artması için yapılan reform ve düzenlemelere ilaveten şirket kuruluş prosedürleri daha da basitleştirilmeli ve hızlandırılmalı, İşe alım ve işçi çıkarma prosedürleri daha esnek hale getirilmeli, ticari uyuşmazlıkların çözümü için daha hızlı ve etkili bir yargı sistemi oluşturulmalı ve hem ticaret hem de vergi politikaları daha açık ve öngörülebilir hale getirilmelidir. Ayrıca işletmelerin finansmana erişimi kolaylaştırılmalı ve kredi süreçleri daha hızlı hale getirilmeli, işletmelerin kayıt dışı ekonomiden uzaklaşmaları için teşvik edici politikalar geliştirilmeli, işletmelerin ihtiyaç duyulan yetenekli işgücüne kolaylıkla ulaşabilmeleri için mesleki eğitim programları teşvik edilmelidir.

3.12. Bosna – Hersek

Bosna-Hersek, 2020 yılı iş yapma kolaylığı endeksinde Balkan ülkeleri ve Türkiye'nin içerisinde bulunduğu ülke grubu içerisinde 12. sırada, Dünya genel sıralamasında ise 82. sırada bulunan bir balkan ülkesidir (The World Bank, 2020a). Bosna Hersek, Avrupa pazarlarına yakınlığı ve enerjiye ilişkin göz önüne alındığında, enerji sektöründe gelişim olasılığı ve yatırım fırsatları sunmaktadır (T.C. Ticaret Bakanlığı, 2022c: 5). Bosna Hersek, 2021 yılında 9 milyar dolarlık toplam yabancı sermaye stoku ile dünyada 123. sırada yer almaktadır. Ülkeye yapılan yatırımların çoğunluğu Avrupa ülkelerinden gelmektedir ve sektörel olarak üretim ve bankacılık gibi alanlar öne çıkmış durumdadır. Bosna Hersek'te dört adet serbest bölge bulunmaktadır (T.C. Ticaret Bakanlığı, 2022c: 10). Serbest bölgelerde her türlü endüstriyel ve ticari faaliyetin yanı sıra finansal, bankacılık ve sigorta hizmetleri de sunulmaktadır. Serbest bölge kullanıcıları KDV ve diğer katkı payları ile gümrük vergilerinden muaftır (T.C. Ticaret Bakanlığı, 2022c: 12). Bosna Hersek, 1998 yılında yürürlüğe giren dış ticaret politikası kanunu ile birçok Avrupa ülkesi için yatırım yapmak amacıyla rekabet edilen bir pazar konumuna gelmiştir. Ülkede doğrudan yabancı sermaye yatırımları, kamu iktisadi teşekküllerin yabancı yatırımcılara satılmak suretiyle özelleştirildiği dönemde en yüksek seviyeye ulaşmıştır. En fazla yatırım yapılan sektörler üretim ve bankacılık sektörleri olup ülkeye en fazla yatırım yapan ülkeler Avusturya, Sırbistan, Hırvatistan ve Rusya'dır. Bosna Hersek'de, çok taraflı serbest ticaret anlaşmaları imzalanarak yerli ve yabancı sermayeli yatırımcılar için uygun bir iş ortamı oluşturulmaya çalışılmaktadır (T.C. Ticaret Bakanlığı, 2022b: 3). Son yıllarda ülkeye yönelik olarak 300-350 milyon € civarında yatırım yapılmıştır (Kocatürk, 2022: 47). Bosna Hersek, yabancı sermayeli şirketlerin sadece silah ve savunma sanayi gibi kamu güvenliğini ilgilendiren sektörlerde sınırlamalarla karşı karşıya olduğu bir ülkedir. Bu sektörlerde faaliyet göstermek isteyen yabancı sermayeli şirketlerin yabancı sermaye miktarı %49 ile sınırlandırılmıştır (T.C. Ticaret Bakanlığı, 2022b: 21). Bu sektör dışındaki diğer tüm sektörlerde yabancı yatırımcıların ülkede yatırım yapılması önünde herhangi bir engel bulunmamaktadır. Bosna Hersek, iş yapma kolaylığı endeksine göre Balkan ülkeleri arasında en kötü performansa sahip ülke konumundadır. Ülke 2006 yılında iş yapma kolaylığı endeksinde 91. sırada iken ülkede yapılan çok saydaki

reformlara rağmen 2020 yılına sadece 1 basamak yükselerek 90. sırada yer almıştır (The World Bank, 2006, 2020a). Bosna Hersek'in ekonomisi ağırlıklı olarak geleneksel bir yapıya sahip olduğu için yapılan reformların, yatırımcılar tarafından doğru bir şekilde anlaşılamamış olabilme ve yapılan reformların ihtiyaca yönelmekten ziyade siyasi birtakım kararlar neticesinde alınmış olabilme ihtimali oldukça yüksektir.

Bosna Hersek'te iş kurmayı kolaylaştırmak amacıyla elektriğin daha hızlı bir şekilde dağıtılmasını sağlamak için gerekli tedbirlerin alınmış, mülk kaydının kolaylaştırılması için arazi idare sisteminin şeffaflığı artırılmış, limited şirketler için ödenmiş asgari sermaye gereksinimini azaltılmış ve noterlik sisteminin etkinliği artırılmış, yapılan çeşitli yasal düzenlemelerle vergi ödemek, şirketler için daha kolay ve daha az maliyetli hale getirilmiş, ticaret siciline ilişkin kayıtlar bilgisayar ortamında yapılmaya başlanmış, inşaat izinlerinin alınmasını kolaylaştırmak için tapu ve kadastrosu hizmetleri tamamen dijitalleştirilmiş, iflas sürecini iyileştirmek için birtakım düzenlemeler yapılmış ve sınır ötesi ticareti kolaylaştırmak için yeni bir gümrük kanunu çıkarılmıştır (The Word Bank, 2020; The World Bank, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016a, 2016b, 2018, 2019, 2020a). Tablo 2 incelendiğinde, ülkede alınan bu tedbir ve reformlar sayesinde iş yapma kolaylığı açısından en çok gelişimin sağlandığı alanın sınır ötesi ticari faaliyetler olduğu, buna karşın Bosna-Hersek'te iş kurma alanında önemli sorunlar bulunduğu ve ülkenin bu alanda en geri ülkelerden biri olduğu anlaşılmaktadır. Bosna-Hersek'in iş yapma kolaylığı açısından daha üst sıralara çıkması için alınabilecek tedbirlerden bazılarını, yabancı yatırımcıların ülkeye gelmesini teşvik edecek ve yatırımların artmasına yardımcı olacak nitelikte reformlar yapmak, yatırımcıların Bosna-Hersek'te iş yaparken karşılaştığı bürokratik engelleri azaltmak ve yine yabancı yatırımcıların ülkeye gelmesini kolaylaştırmak için yatırımcılara vergi avantajları, düşük maliyetli işgücü ve hızlı işlem süreleri gibi çeşitli avantajlar sağlayan serbest bölge sayısını artırmak şeklinde sıralamak mümkündür.

4. SONUÇ

Ülkelerin ekonomik açıdan gelişim göstermesi için reel yatırımlar son derece önemlidir. Reel yatırımlar sayesinde üretim hacminde ve gayri safi milli hasılada artışlar gerçekleşebilecek ve ülkede yaşayan bireylerin refah düzeyi yükselebilecektir. Ülkelerin ekonomik gelişimi açısından son derece önemli olan reel yatırımların artırılması için de finansal kaynaklara ve çok miktarda sermayeye ihtiyaç duyulmaktadır. Reel yatırımların artırılması için gerekli olan bu sermaye ise her zaman ülkelerin kendi öz kaynakları ile karşılanamamakta, mutlak surette yabancı yatırımcılara ihtiyaç duyulmaktadır. Yabancı yatırımcıların ilgisini çekmek için de ülkede iş yapma kolaylığının bulunması son derece önemlidir. Ayrıca sadece yabancı yatırımcılar için değil, aynı zaman yerli yatırımcıların da yatırıma yönelmesi için uygun bir iş ortamının varlığına ihtiyaç vardır. Gerek yerli gerekse de yabancı yatırımcılar, yapacakları yatırım sürecinde ve özellikle kuruluş aşamasında yasal engellerle, alt yapı sorunlarıyla ya da sermayeye ulaşma gibi sorunlarla uğraşmak istemez ve yatırım açısından kendilerine bu alanlarda kolaylıklar sağlayan ülkelere yönelirler. Bu bağlamda yatırımcılara, yatırım aşamasında ve üretim sürecinde sağlanacak kolaylıklar ülkedeki yatırım hacminin artış göstermesi açısından son derece önemlidir. İş yapma kolaylığı ile özellikle yatırım ve kurulum aşamasında yatırımcılara sağlanan kolaylıklar ifade edilmektedir. İş yapma kolaylığı kapsamında yatırımcılara sağlanacak olan destekler ve alınacak önlemler ülkelerin ekonomik gelişimine önemli katkılar sağlamaktadır ve bu destekler özellikle az gelişmiş ve gelişmekte olan ülkeler için büyük bir önem arz etmektedir. Bu çalışmada, Türkiye ve Balkan ülkelerinin iş yapma kolaylığı açısından karşılaştırılması amaçlanmıştır. Bir ülkenin iş yapma kolaylığına sahip olup olmadığı tespit edilirken bir takım kriterden yararlanılmaktadır. Bu kriterleri, iş kurma kolaylığı, inşaat izinleri alma sürecinde sağlanan kolaylıklar, firmaların elektrik elde ederken karşılaştıkları sorunların çözümüne yönelik kolaylıklar, tapulaştırma sürecinde karşılaşılan sorunların çözümüne yönelik kolaylıklar, kredi alımı sürecinde sağlanan kolaylıklar, azınlık yatırımcılarına sağlanan korumalar, vergilere ilişkin sağlanan kolaylıklar, sınır ötesi ticarette sağlanan kolaylıklar, sözleşmelerin uygulanmasına yönelik kolaylıklar ve iflasın çözümlenmesi sürecinde sağlanan destekler şeklinde sıralamak mümkündür. Bu kriterler kapsamında yapılan değerlendirmelerde Türkiye ve Balkan ülkeleri, iş yapma kolaylığı açısından kapsamlı bir değerlendirmeye tabi tutulmuştur ve Dünya Bankası tarafından her yıl düzenli olarak yayımlanan iş yapma kolaylığı endeksindeki sıralama dahilinde açıklamalarda bulunulmuştur. Yapılan incelemeler neticesinde Balkan ülkeleri ve Türkiye'nin bulunduğu toplam 12 ülke içerisinde Türkiye'nin çeşitli kriterlere göre yapılmış sıralamada iş yapma kolaylığı açısından Kuzey Makedonya'dan sonra ikinci sırada yer aldığı görülmektedir. Türkiye'nin iş yapma kolaylığı sağlamak amacıyla 2006-2020 döneminde yaptığı reformları, ödenmiş sermaye gerekliliklerinin ortadan kaldırılarak işletme kurmanın kolaylaştırılması ve noter tasdik ücretlerini kaldırarak iş kurmanın daha az maliyetli hale getirilmesi, inşaat ruhsatlarıyla ilgili işlemlerin kolaylaştırılması, mülk kaydının daha ucuz hale getirilmesi ve bu kaydın hızlandırılması, vergi ödemenin kolaylaştırılması, ihracat ve ithalat için harcanan zamanın ve maliyetin azaltılması, çıkarılan yeni bir ticaret yasası ile yatırımcı korumalarının güçlendirilmesi, performans ölçüm raporları yayınlamak suretiyle

sözleşmelerin uygulanmasının kolaylaştırılması, iflas çözümünün kolaylaştırılması, elektrik temininin kolaylaştırılması ve özel bir kredi bürosu kurularak kredi bilgilerine erişimin iyileştirilmesi şeklinde sıralamak mümkündür. Türkiye, yapılmış olan bu düzenleme ve reformlar sayesinde iş yapma kolaylığı açısından önemli ilerlemeler kaydetmiştir. Ayrıca 2020 yılı itibariyle iş yapma kolaylığı açısından Türkiye'nin azınlıktaki yatırımcıları koruma noktasında son derece başarılı olduğu, buna karşın iflasın çözülmesi konularında çok fazla ilerleme kaydedemeyerek başarısız olduğu anlaşılmaktadır. Genel olarak Balkan ülkelerinde iş yapma kolaylığına ilişkin olarak yatırımcıların karşılaştığı sorunların başında ise yerli veya yabancı yatırımcıların ilgili ülkede iş kurabilmeleri için uymak zorunda oldukları çeşitli prosedürlerin çokluğu, bir inşaata başlama ve tamamlama sürecindeki prosedürlerin çokluğu ve maliyetlerin yüksekliği, yine firmaların elektrik bağlantısı elde edebilmeleri için uyması gereken prosedürlerin çokluğu ve elektriğin firmaya maliyetinin yüksekliği, firmaların finansmana erişimin noktasında karşılaştıkları sorunlar ve gerek vergi oranlarının yüksekliği gerekse vergi ödenmesine ilişkin sorunların varlığı şeklinde sıralamak mümkündür.

Gerek Türkiye'de gerekse de Balkan ülkelerinde iş yapma kolaylığının geliştirilmesi amacıyla vergi sistemi düzenlenmeli, kuruluş prosedürleri basitleştirilmeli ve yapısal reformlar hayata geçirilmelidir. Ayrıca bu ülkelerde bir takım yapısal reformların yapılmasına ihtiyaç duyulmaktadır. Bununla birlikte Türkiye ve Balkan ülkelerinde iş yapma kolaylığı açısından son yıllarda önemli bir gelişmeler kaydedilmiş ve iş yapma kolaylığı endeksinde yükseliş yaşanmıştır. Bu trendin devam etmesi için daha fazla reforma ihtiyaç vardır ve bu ülkelerin ekonomik yapılarının güçlendirilmesi gerekmektedir. Bu bağlamda öncelikle, Türkiye ve Balkan ülkelerinde girişimciler için vergi oranları düşürmelidir. Vergi oranlarının yüksekliği, işletme maliyetlerinin artmasına neden olmakta ve işletmelerin büyümesini engellemektedir. Bu nedenle, vergi oranlarının düşürülmesi, iş yapma kolaylığı açısından son derece önemlidir. Buna ilaveten Türkiye ve Balkan ülkelerinde iş yapma süreçleri (prosedürleri) basitleştirmelidir. İş kurmak için gereken izinlerin alınması ve işlemlerin tamamlanması uzun ve yorucu bir süreç olabilmektedir. Bu nedenle, iş yapma süreçlerinin basitleştirilmesi, iş kurmak isteyen girişimcilerin cesaretinin artmasında etkili olabilir. Ayrıca Türkiye ve Balkan ülkeleri işletme kurallarını ve düzenlemelerini daha net hale getirmelidir. İşletme düzenlemeleri karmaşık olduğunda, girişimcilerin işletme kurma sürecinde karşılaştığı sorunlar da artmaktadır. Bu nedenle, işletme kurallarının ve düzenlemelerinin net hale getirilmesi, iş yapma kolaylığı açısından önem arz etmektedir. Son olarak, Türkiye ve Balkan ülkelerinde işletmelerin dijitalleşmesi teşvik edilmelidir. Dijitalleşme, iş yapma süreçlerinin hızlanmasına katkıda bulunmak suretiyle işletmelerin verimliliğini artırabilir. Bu nedenle, işletmelerin dijitalleşmesinin teşvik edilmesi, iş yapma kolaylığı açısından son derece önemlidir.

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Türkiye ile Bulgaristan Arasındaki Rekabet Gücünün Seçilmiş Sektörler Bazında Karşılaştırılmalı İhracat Performans İndeksi ile Analizi

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Özet: Günümüzde dış ticaret faaliyetleri, ülke ekonomileri açısından son derece önemli konuma gelmiş durumdadır. Buna ilaveten dış ticaret verileri, ülke ekonomilerinin en önemli makroekonomik değişkenlerinden biridir ve aynı zamanda ekonomik gelişmişliğinin anlaşılması açısından son önemli göstergelerden birini teşkil etmektedir. Bu kapsam dahilinde Türkiye, sınır komşusu ülkeler ile önemli büyüklüklere ulaşan ticari faaliyetlerde bulunmaktadır. Bu ülkelerden biri de Bulgaristan'dır. Türkiye ile Bulgaristan arasındaki ticari faaliyetler, hem coğrafi yakınlık açısından sağladığı avantajlar hem de Bulgaristan'ın AB üyeliği nedeniyle Türkiye'nin AB pazarına açılması açısından son derece önemlidir. Bu bağlamda Türkiye ile Bulgaristan arasındaki dış ticarette ön plana çıkan sektörlerin tespit edilmesi hem yapılacak yatırımların yönlendirilmesi hem de iki ülke arasındaki ticarette ülkelerin sahip olduğu avantaj ve dezavantajlarını ortaya konulması açısından son derece önemlidir. Çalışmada TÜİK, World Trade Organization(WTO) ve Trade Map'den elde edilen 2003-2021 dönemine ait sektörel bazda yıllık veriler kullanılarak Türkiye ve Bulgaristan arasındaki rekabet gücü, seçilmiş sektörler (tarım ürünleri, imalat, tekstil, gıda, demir çelik, kimyasallar) bazında karşılaştırılmalı ihracat performansı CEP (Comparative Export Performance) indeksi ile analiz edilmiştir. Yapılan analiz neticesinde, analize dahil edilen 6 sektörden imalat, tekstil ve demir çelik sektöründe Türkiye'nin Bulgaristan'a karşı karşılaştırmalı üstünlüğü sahip olduğu, tarım ürünleri, gıda ve kimyasallar sektöründe ise Bulgaristan'ın Türkiye'ye karışı karşılatırmalı üstün olduğu tespit edilmiştir.

Anahtar Kelimeler: Türkiye, Bulgaristan, Karşılaştırmalı İhracat Performansı.

Comparative Export Performance Index and Analysis of Competitiveness between Turkey and Bulgaria on the Basis of Selected Sectors

Abstract: Nowadays, foreign trade activities have become extremely important for the economies of countries. Moreover, foreign trade data is one of the most important macroeconomic variables of the economies of countries and at the same time it is one of the last important indicators in terms of understanding their economic development. In this context, Turkey has significant trade activities with its neighbouring countries. One of these countries is Bulgaria. The trade activities between Turkey and Bulgaria are extremely important, both in terms of the advantages it offers in terms of geographical proximity and in terms of Turkey's opening to the EU market through Bulgaria's EU membership. In this context, it is necessary to identify the sectors that come to the fore in the foreign trade between Turkey and Bulgaria, to direct the investments to be made and to reveal the advantages and disadvantages of the countries in the trade between the two countries.In this context, it is necessary to identify the sectors that come to the fore in the foreign trade between Turkey and Bulgaria, to direct the investments to be made and to reveal the advantages and disadvantages of the countries in the trade between the two countries. In the study, the competitiveness between Turkey and Bulgaria, selected sectors (agricultural products, manufacturing, textile, food, iron and steel, chemicals) was analysed using annual data on sectoral basis for the period 2003-2021 obtained from TUIK, World Trade Organisation (WTO) and Trade Map. The comparative export performance was analysed using the CEP (Comparative Export Performance) index. As a result of the analysis, it was found that Turkey has a comparative advantage over Bulgaria in the manufacturing, textile and iron and steel sectors, among the 6 sectors included in the analysis, and Bulgaria has a comparative advantage over Turkey in the agricultural products, food and chemicals sectors.

Keywords: Turkey, Bulgaria, Comparative Export Performance

1. GİRİŞ

Türkiye ve Bulgaristan arasında yapılan ticarette ön planda olan sektörlere ilişkin durum tespiti yapmak, iki ülke arasındaki ticarette üstün olan sektörleri tespit etmek ve buna bağlı olarak yapılan mevcut ticareti daha da artırmak için politikalar geliştirmek ve geliştirilen politikalara ilişkin öneri ve tavsiyelerde bulunmak amacıyla hazırlanmış olan çalışmada, TÜİK (Türkiye İstatistik Kurumu), TRADEMAP (Trade statistics for international business development) ve WTO (World Trade Organization)'den elde edilen 2003-2021 dönemine ilişkin verilerden yararlanılarak karşılaştırmalı analiz yapılmıştır. Bu analiz kapsamında, dünyadaki yeni ekonomik düzenin önemli getirilerinden olan serbest dış ticaretin, ülkelerin refah düzeylerini artıracağı anlayışına bağlı

olarak Türkiye'nin Bulgaristan karşısında elde ettiği rekabet gücü, Karşılaştırmalı İhracat Performansı açısından ölçülmektedir. Bununla birlikte Wziatek-Kubiak (2003), ülkelerin uluslararası rekabet gücünü ölçmek için literatürde net bir yöntem bulunmadığını ifade etmektedir.

Karşılaştırmalı üstünlük teorisi, endüstriyel ürün gruplarında değişim göstermekle beraber, ülkelerin rekabet gücünün test edilmesi açısından oldukça önemli bir kavramdır. Uluslararası ticarette karşılaştırmalı üstünlük kavramından sıklıkla bahsedilmektedir. Bu kavramı ölçmek ve ampirik bulgulara dönüştürmek açısından birtakım eksiklikler bulunmaktadır. Bu eksiklikleri gidermek adına, karşılaştırmalı üstünlükler ve rekabet gücünün ölçülmesinde açıklanmış karşılaştırmalı üstünlük (AKÜ) katsayıları kullanılmaktadır (Sanidas and Shin, 2010: 8).

Çalışmada Balassa (1965) tarafından ortaya konulan Açıklanmış Karşılaştırmalı Üstünlükler (AKÜ) indeksinin Donges et al. (1982) tarafından geliştirilmiş versiyonu olan Karşılaştırmalı İhracat Performansı İndeksi (CEP) kullanılmıştır. Bu indeks ülkelerin, rakipleri karşısındaki rekabet gücünü ölçmek için kullanılmaktadır. AKÜ ile sadece bir ülkenin ihracat yaptığı mal ve mal grupları açısından rekabet gücünü ölçmek mümkün olmaktadır (Gacener Atış , 2014). CEP indeksiyle ise rakip ülkelerin rekabet güçleri karşılaştırmalı olarak hesaplanabilmekte ve buna bağlı olarak da ihraç edilen mal ve mal gruplarında ihracat performansları karşılaştırmalı olarak ortaya konulabilmektedir.

2. LİTERATÜR TARAMASI

Literatürde Karşılaştırmalı İhracat Performansı İndeksi (CEP) indeksi ile yapılan çalışmalara az sayıda rastlamaktadır ve bu çalışmalar Tablo 1'de yer almaktadır.

Tablo 1: CEP İndeksine İlişkin Literatür Taraması

Yazarlar	Ülkeler ve Yıllar	Yöntem ve Sektör	Sonuç
Saraçoğlu ve Köse (2000)	İtalya, Fransa, Belçika, ABD, Tayland, Almanya, İspanya, Kanada, Hollanda, Belçika, Lüksemburg, İngiltere, Danimarka, Çin ve Japonya (1992-1997)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Makarna, bisküvi ve buğday unu)	Türkiye makarna ürününde tüm dönem boyunca İtalya'ya karşı dezavantaja sahipken diğer ülkeler karşısında avantaja sahiptir. Bisküvi için Türkiye 1992'de Belçika Lüksemburg, 1992,1993,1994 yıllarında Danimarka karşısında dezavantaja sahiptir. Diğer yıllarda Türkiye avantajlı durumdadır. Bisküvi sanayinde Türkiye; Belçika, Lüksemburg ve Danimarka hariç tüm ülkeler karşısında tüm dönem boyunca üstünlüğe sahiptir. Buğday ununda ise tamamında Türkiye avantajlı durumdadır.
Akgüngör, Barbaros ve Kumral (2002)	Türkiye, Yunanistan, Portekiz, İspanya (1994-1997)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Domates, Üzüm ve Narenciye İşleme)	Türkiye'nin domates ve mamulleri grubunda hiçbir üstünlüğe sahip olmadığı, üzümde, Yunanistan dışında; turunçgillerde ise İspanya dışındaki rakip ülkeler karşısında rekabet gücünün yüksek olduğu tespit edilmiştir.
Kösekahyaoğlu ve Özdamar (2005)	Türkiye, Çek, Macaristan, Polonya, Estonya (1990-2003)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Tüm mal grupları)	Türkiye ile Çek Cumhuriyeti karşılaştırıldığında, Türkiye'nin hammadde ve işgücü yoğun mallar grubunda avantaja sahip olduğu, sermaye yoğun mal grubunda ise dezavanataja sahip olduğu, ancak 2004 yılında avantajlı durumda olduğu tespit edilmiştir. Türkiye, Macaristan karşısında, genel olarak mal gruplarında üstünlüğe sahipken kolayca ve zor taklit edilen mal gruplarında inişli çıkışlı bir trend göstermiştir. Türkiye Polonya karşısında işgücü yoğun mallar hariç diğer tüm mal gruplarında dezavantaja sahiptir. Estonya ile kıyaslandığında ise Türkiye'nin sadece

			işgücü ve sermaye yoğun mal gruplarında üstün olduğu sonucuna ulaşılmıştır.
Turkekul, Günden, Abay, ve Miran (2010)	Türkiye, Tunus, İspanya, Yunanistan, Suriye (1990-2006)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Zeytinyağı)	İncelenen dönemin tamamında zeytin yağı konusunda rekabet üstünlüğü açısından Tunus, İspanya ve Yunanistan'ın Türkiye'ye karşı avantajlı, Türkiye'nin ise AB ülkelerine karşı dezavantajlı durumda olduğu, Yunanistan ve Suriye ile de aynı seviyede bulunduğu tespit edeilmiştir.
Gacener Atış, (2014)	Türkiye, AB-27, ABD, Orta Doğu-Kuzey Afrika (1995-2012)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Tekstil ve Konfeksiyon)	Türkiye, AB pazarında; neredeyse tüm ürün gruplarında avantaja sahipken, Çin, Hindistan, Pakistan, Bangladeş ve İsviçre (tekstil ürünleri ve hammadde) ile karşılaştırıldığında nispeten düşük; buna karşın Endonezya, ABD, Güney Kore ve Japonya'ya karşı yüksek bir rekabet gücüne sahiptir. Türkiye konfeksiyon ürünlerinde ABD pazarında Japonya'ya karşı üstün, ancak ODKA pazarında Japonya, İsviçre, ABD ve AB-27'ye karşı tekstil ve konfeksiyon ürünlerinde; Güney Kore, Endonezya, Hindistan ve Pakistan'a karşı tekstil ürünlerinde; Bangladeş'e karşı tekstil ve konfeksiyon ürünlerinde ve Çin'e karşı da kısmen hammadde ve tekstil ürünlerinde avantaja sahiptir.
Şahin (2016)	Türkiye ve BRIC ülkeleri (1995-2012)	Açıklanmış Karşılaştırmalı Üstünlük (AKÜ) İndeksi, Karşılaştırmalı İhracat Performansı İndeksi (CEP) (İmalat)	Türkiyenin, Rusya'ya karşı SITC 8 endüstri grubunda daha yüksek bir ihracat performansına sahip olduğu görülmektedir. Ayrıca SITC 5, SITC 6 ve SITC 7 endüstri gruplarında da Türkiye'nin Rusya'ya göre rekabet üstünlüğü olduğu görülmektedir. Türkiye, Hindistan'a karşı da SITC 6, SITC 7 ve SITC 8 endüstri grubunda avantajlı durumdadır. Türkiye'nin Çin'e karşı SITC 6 grubunda üstünlüğe sahip olduğu ve SITC 5 grubunda artış trendi sağladığı, SITC 7 ve SITC 8 grubunda ise dezavantajlı durumda olduğu tespit edilmiştir.
Alidou, Ceylan ve Ilbasmıs, (2017)	Benin, Nijerya, Burkina Faso (1994-2014)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Tarım)	Analiz sonuçlarına göre, Burkina Faso'nun Benin'e karşı avantajlı durumda olduğu ve Benin ise Nijerya'ya karşı avantajlı durumda olduğu sonucuna varılmıştır.
Kuşat (2019)	Türkiye ve Sırbistan, Karadağ, Arnavutluk, Makedonya, Bosna Hersek (2006-2016)	Karşılaştırmalı İhracat Performansı İndeksi (CEP) (İmalat, tarım, gıda, tekstil, demir çelik ve kimyasallar)	Türkiye'nin rakip ülkeler karşısında tekstil sektöründe avantajlı olduğu ancak tekstil sektöründe elde edilen bu avantajın incelenen yıllar içinde azaldığı tespit edilmiştir. Türk gıda sektöründe ise tüm beklentilerin boşa çıktığı ve bu sektörde Türkiye'nin rakipleri karşısında rekabet gücü açısından dezavantajlı durumda olduğu sonucuna ulaşılmıştır. Türkiye tarım sektöründe ise Arnavutluk, Makedonya ve Bosna Hersek karşısında kısmi oranda bir avantaja sahip olmasına karşın; Sırbistan ve

			Karadağ karşısında dezavantajlı durumdadır. Rekabet gücü en düşük ülke Bosna-Hersek'tir. Ayrıca Türkiye'nin imalat sektöründe Makedonya, tarım ve gıda sektörlerinde Karadağ ve Sırbistan, demir çelik sektöründe Makedonya ve Arnavutluk, kimyasallar sektöründe ise Makedonya ve Sırbistan karşısında dezavantajlı olduğu tespit edilmiştir.
Kılıçarslan (2021)	Türkiye ve Çin, Hindistan, Japonya, Rusya (2010-2019)	Açıklanmış Karşılaştırmalı Üstünlük (AKÜ) İndeksi, Açıklanmış Simetrik Karşılaştırmalı Üstünlükler (ASKÜ) endeksi, Ticaret Dengesi İndeksi (TDI) ve Karşılaştırmalı İhracat Performansı İndeksi (CEP) (Çelik)	Türkiye'nin çelik sektöründe Çin, Hindistan, Japonya, Rusya karşısında avantajlı durumda olduğu tespit edilmiştir.

3. VERİ SETİ

Ülkelerin ekonomik gelişmişliğinin bir göstergesi olan rekabet gücünün ölçülmesi son derece önemlidir. Çalışmada Türkiye ile Bulgaristan arasındaki dış ticarette ön plana çıkan sektörlerin tespit edilmesi, yapılacak yatırımların planlanması ve ülkelerin sahip olduğu avantajlar ile dezavantajlarını ortaya konulması amaçlanmıştır. Çalışmada TÜİK (Türkiye İstatistik Kurumu), TRADEMAP (Trade statistics for international business development) ve WTO (World Trade Organization)'dan elde edilen 2003-2021 dönemine ait sektörel bazda yıllık veriler kullanılarak iki ülke arasında yapılan ticarette ön plana çıkan sektörlere ilişkin durum tespiti yapılmış, Bulgaristan'ın Türkiye'ye ve Türkiye'nin de Bulgaristan'a karşılaştırmalı olarak üstün olduğu sektörler tespit edilmiş, bu bağlamda mevcut ticareti daha da artırmak için ne gibi politikaların uygulanması gerektiğine ilişkin öneri ve tavsiyelerde bulunulmuştur.

4. YÖNTEM

Literatürde ülkeler arasındaki karşılaştırmalı üstünlükleri tespit etmek amacıyla kullanılan birkaç yöntem kullanılmaktadır. Bu yöntemlerden en çok kullanılanı "Açıklanmış Karşılaştırmalı Üstünlükler (AKÜ)" yöntemidir. Liesner (1958), Açıklanmış Karşılaştırmalı Üstünlükler (AKÜ) indeksini kullanmak ve geliştirmek suretiyle ihracat verilerinden yararlanarak bir ülkenin rekabet gücünü ölçmeye yönelik ilk çalışmayı gerçekleştirmiştir (Miteva-Kacarski, 2018:62). Rekabet gücünü ölçmek için kullanılan bu indekste, bir ülkenin bir ürüne ait toplam ihracatı, diğer bir ülkenin aynı ürüne ait toplam ihracatına oranlanmaktadır (Utkulu ve Seymen , 2004: 7-8).

Liesner tarafından yapılan çalışmaların ardından Balassa (1965), Açıklanmış Karşılaştırmalı Üstünlükler indeksini geliştirmiştir. Bu nedenle de bahsi geçen indeks Balassa indeksi olarak bilinmektedir. Daha sonra da Açıklanmış Karşılaştırmalı Üstünlükler İndeksi, Donges vd. (1982) tarafından uyarlanarak Karşılaştırmalı İhracat Performansı İndeksi (Comparative Export Performance–CEP)'ne dönüştürülmüştür. Karşılaştırmalı İhracat Performansı İndeksi, bir ülkenin rakip ülkeler karşısında sektörel bazda rekabet gücünü ölçmek için kullanılan bir indekstir. Donges vd. (1982)'ne göre ithalatın da dahil edilmesiyle ölçülebilen Açıklanmış Karşılaştırmalı Üstünlükler (AKÜ) indeksleri, ithalat yapılırken uygulanan tarife ve kotalara yönelik olarak alınan politik kararların etkisi nedeniyle yanlış hesaplamalara yol açabilmektedir. Bu nedenle de rekabeti ölçmek için ihracat verilerinin kullanılması daha doğru sonuçlar vermektedir.

Donges vd. (1982) tarafından geliştirilen Karşılaştırmalı İhracat Performansı indeksi (CEP)'ne ilişkin formül aşağıdaki şekildedir.

$$CEP_{krj} = (X_{kj} / X_{rj}) / (X_{kt} / X_{rt}) \quad (1)$$

Formülde:

CEP_{krj}: k ülkesinin rakip ülke karşısındaki j mal grubundaki ihracat uzmanlık indeks katsayısı
Xkj: k ülkesinin j mal grubundaki ihracatı
X_{kt} : k ülkesinin toplam ihracatı
X_{rj} : rakip ülkenin j mal grubundaki ihracatı
X_{rt} : rakip ülkenin toplam ihracatını göstermektedir.

Bir ülkeye ait farklı mal gruplarının ele alınmasıyla hesaplanan bu yönteme göre CEP indeks değerinin 1'den büyük olması durumunda söz konusu ülkenin analiz edilen mal grubunda avantajlı, 1'den küçük olması ise aynı ülkenin dezavantajlı durumda olduğunu göstermektedir (Kösekahyaoğlu, 2012). CEP indeks değerinin 0 ile 1 arasında olması karşılaştırmalı üstünlüğün bulunmadığı, 1 ile 2 arasında olması zayıf karşılaştırmalı üstünlüğün bulunduğu, 3 ile 4 arasında olması orta düzeyde karşılaştırmalı üstünlüğün bulunduğu ve 4'ün üzerinde olması da güçlü bir karşılaştırmalı üstünlüğün bulunduğunu ifade etmektedir (Hinloopen ve Marrewijk, 2001).

5. TÜRKİYE VE BULGARİSTAN'IN KARŞILIKLI TİCARETİN GELİŞİMİ

Türkiye, sınır komşu ülkeler ile önemli ölçüde ticari faaliyetlerde bulunmaktadır. Türkiye'nin önemli sınır komşularından biri olan Bulgaristan hem coğrafi yakınlık açısından hem de Türkiye'nin AB pazarına açılması açısından büyük bir önem teşkil etmektedir.

Tablo 2: Türkiye'nin Bulgaristan'a Yönelik Dış Ticaretin Gelişimi (2003-2021) (Milyon dolar)

Yıllar	Türkiye'nin Bulgaristan'a İhracatı	Türkiye'nin Bulgaristan'dan İthalatı
2003	621.7	689.5
2004	894.3	959.5
2005	1.179.3	1.190.1
2006	1.568.0	1.663.4
2007	2.060.2	1.951.6
2008	2.151.5	1.840.0
2009	1.385.5	1.116.9
2010	1.497.4	1.702.5
2011	1.622.8	2.474.6
2012	1.685.0	2.753.6
2013	1.971.2	2.760.3
2014	2.040.2	2.846.2
2015	1.675.9	2.254.8
2016	2.383.5	2.142.5
2017	2.803.9	2.773.1
2018	2.670.0	2.501.4
2019	2.541.3	2.337.8
2020	2.476.0	2.066.2
2021	3.667.0	2.505.6
2022	4.443.1	2.698.2

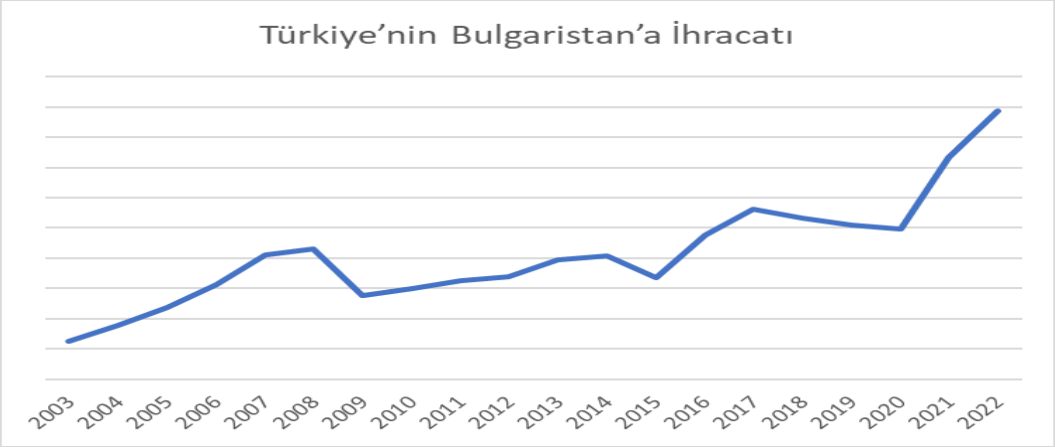
Kaynak: www.tuik.gov.tr, (10.03.2023)

Tablo 2'de Türkiye'nin Bulgaristan'a yaptığı ihracat, aynı zamanda Bulgaristan'ın Türkiye'den yaptığı ithalatı ifade ederken, Bulgaristan'ın Türkiye'ye yaptığı ihracat da Türkiye'nin Bulgaristan'dan yaptığı ithalatı ifade etmektedir.

Tablo 2'de Türkiye'nin Bulgaristan'a yaptığı ihracat 2003 yılında 621.7 milyon dolar iken izleyen yıllarda artış meydana geldiği gözlemlenmektedir. Yıllar itibariyle artış eğilimi göstermeye devam eden ihracat rakamları 2008 yılında tüm dünyayı etkisi altına alan küresel ekonomik kriz nedeniyle azalma eğilimi göstermektedir. 2008 yılında 2.1 milyar dolar olan Türkiye'nin Bulgaristan'a yönelik olarak ihracatında elde ettiği gelirlerin, krizin etkisiyle 2009 yılında yaklaşık 800 milyon dolar azalarak 1.4 milyar dolara gerilediği görülmektedir. 2009 yılı itibariyle Türkiye'nin Bulgaristan'a yönelik ihracatında meydana gelen artışlar, 2015 yılına kadar devam etmiştir. Ancak 2015 yılında 365 milyon dolar civarında gerileyen ihracat gelirleri, yaklaşık 1.7 milyar dolar olarak

gerçekleşmiştir. Sonraki yıllarda ise Türkiye'nin Bulgaristan'a ihracatı dalgalı bir seyir izlemiş ve 2022 yılında yaklaşık 4.4 milyar dolar olarak gerçekleşmiştir.

Şekil 1: 2003-2022 Yılları Arasında Türkiye'nin Bulgaristan'a Yaptığı İhracat

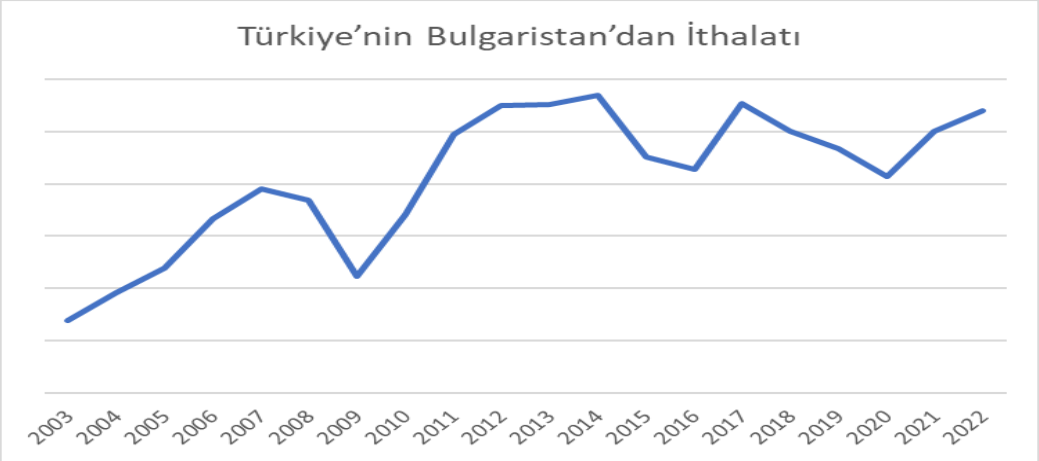


Kaynak: TÜİK, www.tuik.gov.tr, (10.03.2023)

Şekil 1'de, 2003-2022 dönemine ilişkin Türkiye'nin Bulgaristan'a yaptığı ihracattan elde ettiği gelir yıllar itibariyle bir grafik yardımıyla gösterilmektedir. Grafikte, Türkiye'nin Bulgaristan'a yaptığı ihracattan elde ettiği gelirin yıllar itibariyle artış eğilimi gösterdiği, 2008 yılında yaşanan küresel kriz nedeniyle keskin bir azalış gösteren Türkiye'nin Bulgaristan'dan elde ettiği ihracat gelirlerinin önemli bir gerileme gösterdiği, ancak 2009 yılından itibaren 2014 yılına kadar sürekli bir artış eğiliminde olduğu görülmektedir. 2014 yılına kadar devam eden ihracat gelirlerindeki artışlar, 2015 yılında bir miktar gerilemiş olsa da 2017 yılına kadar artış eğiliminin devam ettiği görülmektedir. Ancak 2017 yılından sonraki dönemde yaşanan gelişmeler ve özellikle 2019 yılında yaşanan pandemi nedeniyle azalış gösteren ihracat gelirlerinin son yıllarda yeniden ve yüksek oranda arttığı görülmektedir.

Türkiye'nin Bulgaristan'dan yaptığı ithalat rakamları değerlendirildiği zaman ise ihracat rakamlarında olduğu gibi yıllar itibariyle artış meydana geldiği gözlemlenmektedir. Türkiye'nin Bulgaristan'dan ithalatı 2003 yılında 689 milyon dolar iken 2008 yılana kadar sürekli olarak artış göstermiş ve 2007 yılında yaklaşık 2 milyar dolar olarak gerçekleşmiştir. 2008 yılında ise meydana gelen küresel ekonomik krizin etkisiyle Türkiye'nin Bulgaristan'dan yaptığı ithalat bir miktar gerilemiş, asıl gerileme ise 2009 yılında meydana gelmiş ve Türkiye'nin Bulgaristan'dan ithalatı yaklaşık 1.1 milyar dolar olarak gerçekleşmiştir. Krizden sonra ekonomik açıdan toparlanma sürecine girilmiş olmasına rağmen Türkiye'nin Bulgaristan'dan ithalatı önemli oranda artış ve azalışlar şeklinde olmak üzere dalgalı bir eğilim sergilemiştir. 2020 yılında tüm dünyayı etkisi altına alan Covid-19 salgını Türkiye'nin Bulgaristan'dan yaptığı ithalatı da önemli oranda olumsuz yönde etkilemiş ve 2017 yılında 2.7 milyar dolar olan ithalat harcamaları, 2020 yılında yaklaşık 2 milyar dolar seviyesine kadar gerilemiştir. 2022 yılında ise Türkiye'nin Bulgaristan'a yönelik ithalat harcamaları yaklaşık 2,7 milyar dolar olarak gerçekleşmiştir.

Şekil 2: 2003-2021 Yılları Arasında Türkiye'nin Bulgaristan'dan Yaptığı İthalat



Kaynak: TÜİK, www.tuik.gov.tr, (10.03.2023)

Şekil 2'de, 2003-2022 dönemine ilişkin Türkiye'nin Bulgaristan'dan yaptığı ithalat harcamalarının seyri bir grafik yardımıyla açıklanmıştır. Türkiye'nin Bulgaristan'dan gerçekleştirdiği ithalat için yaptığı harcamalarda yıllar itibariyle artış ve azalışların gerçekleştiği, 2003 yılından 2007 yılına kadar olan dönemde Bulgaristan'dan yapılan ithalatın artış gösterdiği, 2007-2009 döneminde ise Bulgaristan'a yönelik ithalat harcamalarının keskin bir şekilde gerilediği görülmektedir. 2009 yılından 2014 yılına kadar geçen süreçte ise Bulgaristan'dan yapılan ithalat hızlı bir şekilde artış göstermiştir. 2014-2016 döneminde yeniden azalış eğilimine giren ithalat harcamalarının 2017 yılında yeniden yükseldiği ancak sonraki yıllarda pandeminin de etkisiyle hızlı bir şekilde azaldığı görülmektedir. Tüm dünyayı etkisi altına alan Covid-19 salgını nedeniyle 2020 yılı önceki yıllarla karşılaştırıldığında 2009 yılından sonra ithalat harcamalarında en fazla azalışın yaşandığı yıldır.

Tablo 3: Türkiye ve Bulgaristan'ın Toplam İhracat Rakamları (2003-2021) (Milyon Dolar)

Yıllar	Türkiye'nin Toplam İhracatı	Bulgaristan'ın Toplam İhracatı
2003	47.252.564	7.540.176
2004	63.167.153	9.931.087
2005	73.476.408	11.739.329
2006	85.534.462	15.101.457
2007	107.271.750	18.575.129
2008	132.027.196	22.485.509
2009	102.142.613	16.502.520
2010	113.883.219	20.608.005
2011	134.906.869	28.165.220
2012	152.461.737	26.698.780
2013	161.480.915	29.510.574
2014	166.504.862	29.386.540
2015	143.844.066	25.778.746
2016	142.606.247	26.688.183
2017	156.992.940	31.588.418
2018	167.923.862	33.787.144
2019	180.870.841	33.454.448
2020	169.657.940	31.914.704
2021	225.264.314	41.370.857

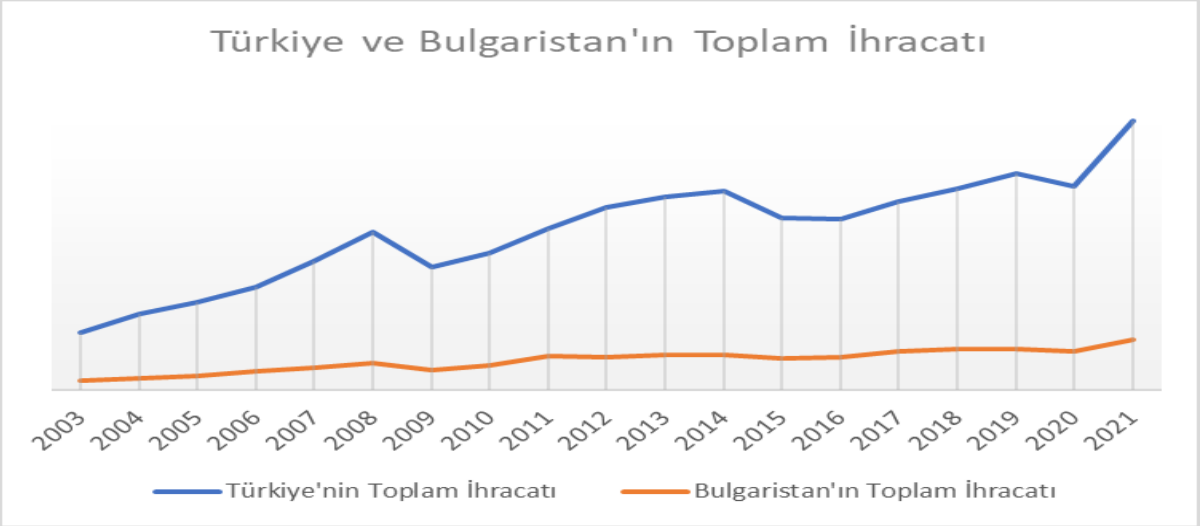
Kaynak: Trade Map, www.trademap.org (10.03.2023)

Tablo 3'de Türkiye ve Bulgaristan'ın tüm dünya'ya gerçekleştirdikleri ihracat rakamları yer almaktadır. Bulgaristan'a ait toplam ihracat verileri 2021 yılına kadar bulunduğundan dolayı 2003-2021 dönemine ait veriler kullanılmıştır. Tablo 3 incelendiğinde 2003-2008 döneminde artış gösteren Türkiye'nin toplam ihracatının, 2008 yılında meydana gelen küresel ölçekli ekonomik kriz nedeniyle 2009 yılında azaldığı görülmektedir. Türkiye'nin toplam ihracatı 2008 yılındaki yaklaşık 132 milyar dolar seviyesinden 2009 yılında yaklaşık 102 milyar dolar seviyesine kadar gerilemiştir. 2010-2014 döneminde ise Türkiye'nin toplam ihracatı düzenli olarak artış göstermiştir. Ancak 2015 yılında, ihracat gelirlerinin önemli miktarda azaldığı ve 2014 yılındaki yaklaşık 166.5 milyar dolar seviyesinden 2015 yılında yaklaşık 144 milyar dolar seviyesine, 2016 yılında da yaklaşık 143 milyar dolar seviyesine kadar gerilediği görülmektedir. Özellikle 2016 yılının İhracat gelirlerindeki bu azalışlarda darbe girişimi nedeniyle üretim hacmindeki azalışların etkisinin bulunduğunu söylemek mümkündür. 2017 yılından 2020 yılına kadar geçen süreçte ise Türkiye'nin ihracat hacminin yıllar itibariyle düzenli bir şekilde artış gösterdiği ve 2019 yılında 181 milyar dolara kadar yükseldiği görülmektedir. Ancak 2019 yılında ortaya çıkan ve 2020 yılında ülkemizde görülen Corona Virüs pandemisi nedeniyle küresel ölçekteki tüketim harcamalarının azalmasına bağlı olarak Türkiye'nin ihracat harcamaları yaklaşık 11 milyar dolar gerileyerek yaklaşık 170 milyar dolar seviyesinde gerçekleşmiştir. 2021 yılında ise Türkiye'nin ihracat gelirleri yaklaşık 55 milyar dolarlık bir artışla 225 milyar dolar seviyesine kadar yükselmiştir. İhracat gelirlerindeki bu yükselişte pandemi dönemde küresel çapta ertelenen tüketim harcamalarının gerçekleştirilmesinin etkili olduğunu söylemek mümkündür.

Tablo 3'te Türkiye'nin toplam ihracat rakamlarının yanı sıra Bulgaristan'ın tüm dünya'ya gerçekleştirdiği ihracat rakamları da yer almaktadır. Tablo 3'te görüldüğü üzere Bulgaristan'ın 2003 yılında 7.5 milyar dolar olan ihracat gelirlerinin 2009 yılına kadar geçen dönemde yıllar itibariyle arttığı ve 2008 yılı itibariyle yaklaşık 22 milyar dolar seviyesine kadar yükseldiği görülmektedir. Ancak 2008 yılında tüm dünyayı etkisi altına alan küresel ekonomik kriz nedeniyle Bulgarista'ın ihracat gelirleri 2009 yılında azalmış ve yaklaşık 16,5 milyar dolar olarak gerçekleşmiştir. Bulgaristan'ın ihracat gelirlerinin sonraki yıllarda ise inişli çıkışlı bir gelişim göstermekle birlikte

artış eğiliminin geçerli olduğu ve 2020 yılında yaklaşık 32 milyar dolar ve 2021 yılında da yaklaşık 41 milyar dolar seviyesine kadar yükeldiği görülmektedir.

Şekil 3: Türkiye ve Bulgaristan'ın Toplam İhracat rakamları



Kaynak: Trade Map, www.trademap.org (10.03.2023)

Şekil 3'de ise Türkiye ve Bulgaristanın yıllar itibariyle toplam ihractında meydana gelen gelişmler karşılaştormalı olarak gösterilmektedir. Şekil 3 incelendiğinde yıllar itibariyle Türkiye'nin toplam ihracat gelirlerinin inişli çıkışlı bir seyir izlemiş olmakla birlikte artış eğiliminde olduğu, buna karşın Bulgaristanın toplam ihracat gelirlerinin yıllar itibariyle stabil bir yapıya sahip olduğu ve çok fazla artış göstermediği görülmektedir.

6. BULGULAR VE DEĞERLENDİRMELER

Donges vd. (1982) tarafından geliştirilen Karşılaştırmalı İhracat Performansı (CEP) indeksine göre Türkiye'nin rakip ülke olan Bulgaristan karşısındaki, Bulgaristan'ın rakip ülke olan Türkiye karşısındaki ihracat performansı tarım ürünleri, gıda, imalat, tekstil, demir çelik ve kimyasallar sektörleri için ayrı ayrı hesaplanarak değerlendirilmiştir.

6.1. Rekabet Gücünün Belirlenmesinde CEP İndeks Değerlerinin Hesaplanması

Çalışmada Türkiye ile Bulgaristan arasındaki ticarette ön plana çıkan sektörlere yönelik olarak analiz gerçekleştirilmiştir. Bu sektörler sırasıyla tarım ürünleri, imalat, tekstil, gıda, demir çelik ve kimya sektörleridir. Sektörel bazda rekabet gücünü ölçmek adına (1) no'lu eşitlik kullanılarak CEP indeks değerleri hesaplanmıştır. Hesaplanan CEP indeks değerleri aşağıdaki tabloda verilmiştir.

Tablo 4: Türkiye ve Bulgaristan'ın Seçilmiş Sektörler Bazındaki CEP İndeks Değerleri (2003-2021)

	Tarım Ürünleri		Gıda		İmalat		Tekstil		Demir Çelik		Kimyasallar	
Yıllar	Türkiye	Bulgaristan	Türkiye	Bulgaristan	Türkiye	Bulgaristan	Türkiye	Bulgaristan	Türkiye	Bulgaristan	Türkiye	Bulgaristan
2003	0,87	1,15	0,99	1,01	1,27	0,79	3,44	0,29	0,96	1,04	0,49	2,05
2004	0,80	1,25	0,90	1,12	1,35	0,74	3,26	0,31	1,06	0,94	0,57	1,76
2005	0,89	1,12	1,00	1,00	1,37	0,73	3,56	0,28	1,10	0,91	0,50	1,99
2006	0,95	1,05	1,08	0,92	1,52	0,66	3,73	0,27	1,26	0,79	0,66	1,51
2007	0,85	1,17	0,97	1,03	1,44	0,69	3,42	0,29	1,32	0,76	0,54	1,85
2008	0,62	1,61	0,65	1,54	1,53	0,66	3,36	0,30	2,33	0,43	0,54	1,84
2009	0,61	1,64	0,62	1,60	1,45	0,69	3,42	0,29	2,56	0,39	0,63	1,59
2010	0,61	1,64	0,64	1,57	1,55	0,65	4,36	0,23	2,94	0,34	0,68	1,48
2011	0,64	1,56	0,66	1,51	1,57	0,64	4,78	0,21	2,66	0,38	0,66	1,51
2012	0,61	1,65	0,63	1,58	1,47	0,68	4,74	0,21	3,07	0,33	0,63	1,58

2013	0,56	1,79	0,58	1,73	1,46	0,68	4,71	0,21	2,91	0,34	0,65	1,54
2014	0,62	1,62	0,65	1,53	1,37	0,73	4,40	0,23	2,63	0,38	0,60	1,66
2015	0,77	1,31	0,81	1,24	1,43	0,70	4,33	0,23	2,66	0,38	0,65	1,53
2016	0,72	1,39	0,74	1,34	1,36	0,73	4,10	0,24	2,36	0,42	0,60	1,67
2017	0,77	1,31	0,80	1,24	1,45	0,69	4,43	0,23	1,77	0,57	0,60	1,67
2018	0,74	1,36	0,77	1,30	1,44	0,69	4,36	0,23	2,11	0,47	0,64	1,56
2019	0,66	1,51	0,69	1,46	1,34	0,75	4,14	0,24	2,63	0,38	0,59	1,69
2020	0,71	1,41	0,72	1,38	1,29	0,77	3,74	0,27	2,55	0,39	0,64	1,56
2021	0,65	1,54	0,65	1,54	1,32	0,76	3,93	0,25	2,64	0,38	0,63	1,60

Kaynak: Trade Map, www.trademap.org (10.03.2023) ve WTO www.wto.org

(10.03.2023)sitelerinden elde edilen verilerden yararlanılarak tarafımızca hesaplanmıştır.

Tablo 4'te, Türkiye ve Bulgaristan'ın seçilmiş sektörler bazında ölçülen CEP indeks değerleri yer almaktadır. İlk olarak tarım ürünleri sektöründeki rekabet gücü değerlendirildiği zaman 2003-2021 yılları arasında Bulgaristan'ın Türkiye'den üstün olduğu görülmektedir. Yani Türkiye'nin CEP indeks değerlerinin 0 ile 1 arasında olması nedeniyle tarım ürünleri sektöründe Türkiye'nin Bulgarista'a karşı üstünlüğünün bulunmadığı anlaşılmaktadır. Buna karşın Bulgaristan tarım ürünlerinde Türkiye'ye karşı, karşılaştırmalı olarak üstün konumdadır.

Gıda sektöründe ise Bulgaristanın genel olarak üstünlüğünü koruduğu, ancak 2005 yılında her iki ülkenin de birbirine karşı üstünlük sağlayamadığı, 2006 yılında ise Türkiye'nin gıda sektöründe Bulgaristan'a karşında karşılaştırmalı üstünlük elde ettiği görülmektedir. CEP indeks değerlerinin 2005-2006 yıllarında 1 ile 2 arasında olması nedeniyle karşılaştırmalı üstünlük açısından Türkiye'nin Bulgaristan'a karşı zayıf üstünlüğe sahip olduğu anlaşılmaktadır.

İmalat sektöründe ise incelenen dönemin tamamında Türkiye'nin Bulgaristan karşısında karşılaştırmalı olarak üstünlük elde ettiği görülmektedir. İmalat sektöründe Türkiye'nin CEP indeks değerleri 1 ile 2 arasında yer almaktadır. Bu nedenle de Türkiye'nin imalat sanayi sektöründe Bulgaristan'a karşı zayıf üstünlüğe sahip olduğunu söylemek mümkündür.

Tablo 4'te yer alan CEP indeks değerlerine bakıldığı zaman Türkiye'nin Bulgaristan karşısında en fazla üstünlük elde ettiği sektörün tekstil sektörü olduğu anlaşılmaktadır. Türkiye'nin tekstil sektörü, CEP indeks değerlerine göre 2003-2009 yılları arasında Bulgaristan'a karşı orta düzeyde üstünlüğe sahip iken 2009-2019 yılları arasında güçlü bir üstünlüğe sahip olduğu ancak 2020-2021 yıllarında Türkiye'nin Bulgaristan'a karşı yine orta düzeyde üstün gerilediği gözlemlenmektedir.

İki ülke, demir çelik sektöründeki üstünlük açısından değerlendirildiği zaman da yine Türkiye'nin 2003 yılı hariç dönemin tamamında Bulgaristan karşısında üstünlük elde ettiği anlaşılmaktadır. CEP indeks değerlerinin verdiği bilgiler doğrultusunda Türkiye'nin Demir Çelik sektöründe 2003 yılında Bulgaristan'a karşı üstünlük elde edemediği ancak sonraki yıllarda genel olarak zayıf ve orta üstünlüğe sahip olduğu görülmektedir.

Kimya sektöründe ise iki ülke arasındaki CEP indeks değerlerine bakıldığında incelenen dönemin tamamında Bulgaristan'ın Türkiye'ye karşı zayıf üstünlüğe sahip olduğu anlaşılmaktadır.

SONUÇ

Ülkeler açısından iç ve dış piyasalardaki rekabet gücünün iyileştirilmesi ve bu amaç doğrultusunda ticaret politikalarının uygulanması, bu ülkelerin şimdi veya gelecek dönemde hem ekonomik ve hem de politik açıdan küresel ölçekte söz sahibi olabilmelerine önemli katkılarda bulunacaktır. Çalışmada Türkiye ve Bulgaristan arasındaki rekabet gücü, seçilmiş sektörler (tarım ürünleri, imalat, tekstil, gıda, demir çelik, kimyasallar)'de karşılaştırılmalı ihracat performansı CEP (Comparative Export Performance) indeksi ile analiz edilmiştir. Yapılan bu analiz sayesinde, 2003-2021 döneminde Türkiye ile Bulgaristan arasındaki dış ticarete konu olan önemli sektörler tespit edilmiş ve bu iki ülkenin sektörel bazda birbirine karşı karşılaştırmalı üstünlükleri ortaya konulmuştur. Yapılan analiz neticesinde, CEP indeks değerlerine göre tarım ürünleri sektöründe Bulgaristan'ın Türkiye karşısında üstünlük elde ettiği, elde edilen CEP indeks değerlerinin 0 ile 1 arasında olması nedeniyle de söz konusu üstünlüğün zayıf bir üstünlük olduğu tespit edilmiştir. Gıda sektörüne ait CEP indeks değerlerine göre, yine Bulgaristan Türkiye'ye karşı 2005-2006 yılları hariç genel bir üstünlük elde etmiştir. Elde edilen CEP

indeks değerlerine göre söz konusu üstünlüğün zayıf nitelikte bir üstünlüğü olduğu anlaşılmaktadır. İmalat sektörüne ait CEP indeks değerleri incelendiğinde ise Türkiye'nin Bulgaristan karşısında avantajlı bir durumda olduğu ve söz konusu üstünlüğün zayıf nitelikte bir üstünlük olduğu görülmektedir. Yapılan analizlerden elde edilen sonuçlar bize Türkiye'nin Bulgaristan'a göre en fazla avantaja sahip olduğu sektörün tekstil sektörü olduğunu göstermektedir. Tekstil sektörüne ilişkin CEP indeks değerlerine bakıldığında elde edilen indeks değerleri, Türkiye'nin Bulgaristan'a karşı tekstil sektöründe bazı yıllarda orta derece üstünlüğe bazı yıllarda da güçlü üstünlüğe sahip olduğunu sonucunu ortaya koymaktadır. CEP indeks değerlerine göre demir çelik sektöründe de yine Türkiye, 2003 yılı hariç diğer yıllarda Bulgaristan karşısında üstünlük elde etmiş durumdadır. Son olarak kimya sektöründe ise CEP indeks değerlerine göre Bulgaristan'ın Türkiye'ye karşı dönemin genelinde zayıf karşılaştırmalı üstünlüğe sahip olduğu görülmektedir. Çalışmada elde edilen bulgulara ilişkin olarak genel bir değerlendirme yapıldığında Karşılaştırmalı İhracat Performansı indeksi (CEP) sonuçlarına göre analiz edilen 6 sektörden imalat, tekstil ve demir çelik sektöründe Türkiye'nin Bulgaristan'a karşı avantajlı konumda olduğu, tarım ürünleri, gıda ve kimyasallar sektöründe ise Bulgaristan'ın Türkiye karşısında karşılatırmalı üstünlük elde ederek avantajlı konumda bulunduğu sonucuna ulaşılmıştır. Bölgesinde pek çok açıdan lider konumda bulunan Türkiye'nin başta Bulgaristan olmak üzere sınır komşuları ile yapacağı ticari faaliyetleri geliştirmesi, bu gelişim sürecinde karşılaştırmalı olarak üstün konumda bulunmadığı sektörlere yönelik yatırımlarını artırması ve bu yönde politikaları benimseyerek uygulamaya koyması Türkiye'nin dış ticaret hacmini ve dolayısıyla da dış ticaret gelirlerini artırması açısından büyük bir önem arz etmektedir.

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Cinsiyete Yönelik Ayrımcılık Algısının İşten Ayrılma Niyeti, İş Tatmini ve Norm Dışı Davranış Sergileme Üzerindeki Etkisi

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Özet: Toplumsal cinsiyet, kadınlara ve erkeklere toplumsal olarak yüklenen rolleri, sorumlulukları ve beklentileri içeren bir kavramdır. Ancak, zamanla bunlar toplum içinde eşitsizliğe ve ayrımcılığa yol açabilmektedir. Toplumun her kesiminde cinsiyet ayrımcılığı bulunmakta iken araştırmanın konusu iş yaşamında da cinsiyet ayrımcılığı söz konusudur. Özellikle kadınlara biçilen toplumsal cinsiyet rolleri, onların rekabetçi işgücü piyasasında erkek çalışanlarla eşit fırsatlara sahip olmaları konusunda daha fazla çaba göstermelerini gerektirmektedir. Zira kadının işgücü piyasasında yer almak istemesi toplum tarafından kadına konulmuş olan sınırların dışına çıkması anlamına gelmektedir. Bu yaklaşım sonucunda kadınlar ayrımcılık içeren uygulamalarla karşı karşıya kalmak zorunda bırakılmıştır. Doğal olarak cinsiyet ayrımcılığı pek çok alanda kişinin varlık gösterememesine, eşit fırsatlara sahip olamamasına, eşit koşullarda hayatını idame ettirememesine yol açmakta ve sosyal davranışlarını şekillendirmektedir. Örgütlerde yaşanan cinsiyete yönelik ayrımcılık algısı da, örgüt açısından bazı olumsuz sonuçlara neden olmaktadır

Bu çalışmada, cinsiyete yönelik ayrımcılık algısının işten ayrılma niyeti, norm dışı iş yeri davranışı ve iş tatmini üzerindeki etkisi incelenmiştir. Çalışma kapsamında Kocaeli Sanayi Odası'na kayıtlı firmalarda çalışan, basit örnekleme yöntemi ile seçilen 360 beyaz yakalı çalışana ulaşılmış ve anket formunu doldurmaları talep edilmiştir. Özensiz ve eksik doldurulan formlar çıkarılmış ve değerlendirmeye 327 adet anket kalmıştır. Çalışmada veriler, Cinsiyete Yönelik Ayrımcılık Algısı, İşten Ayrılma Niyeti, İş Tatmini ve Norm Dışı Davranış ölçeği kullanılarak toplanmıştır. Her bir ölçeğin faktör yapısını görebilmek için açıklayıcı faktör analizi uygulanmıştır. Hipotezleri test etmek için ise regresyon analizi kullanılmıştır. Elde edilen sonuçlara göre cinsiyete yönelik ayrımcılık algısının işten ayrılma niyeti ve norm dışı davranışlar sergileme üzerinde pozitif ve cinsiyete yönelik ayrımcılık algısının iş tatmini üzerinde negatif etkisinin olduğu görülmektedir.

Anahtar Kelimeler: Cinsiyete yönelik ayrımcılık, işten ayrılma niyeti, iş tatmini, norm dışı davranışalar

1. GİRİŞ

Toplumun belirlediği sınırlar ve kadınlarım istihdamı arasındaki ilişki, toplumsal cinsiyet kavramıyla ifade edilmektedir. Toplumsal cinsiyet; kişiye toplum tarafından yüklenen cinsiyetine özgü roller, anlamlar, özellikler, davranış kalıpları bütünüdür. Kadın ve erkeler için belirlenen tüm bu rollerin, özelliklerin, davranış kalıplarının toplumsal ve sosyal yaşamlarında sergilenmesi beklenmektedir. Kadınlardan ve erkeklerden beklenen roller, kısaca toplumsal cinsiyet kaynaklı davranış kalıpları kişilerin sonradan kazandığı davranış kalıplarıdır. Kişinin kültürüne, ailesine bağlı olarak farklı özellikleri kapsamaktadır (Türkoğlu vd., 2022: 1104). Diğer bir ifade ile toplumsal cinsiyet, kadın ve erkeğin toplumsal rol ve sorumluluklarının biyolojik farklılıklarından kaynaklanmadığını, bunu sosyalleşme süreci içinde kültürel olarak öğrendiklerini ve toplum tarafından onlara atfedildiklerini anlatmaktadır (Yıldız, 2017: 122). Ancak, zamanla bunlar toplum içinde eşitsizliğe ve ayrımcılığa yol açabilmektedir. Toplumun her kesiminde cinsiyet ayrımcılığı bulunmakta iken iş yaşamında da özellikle kadınlara yönelik cinsiyet ayrımcılığı söz konusudur.

Sanayi devrimiyle birlikte çalışma yaşamında kadınlar ücretli çalışan olarak yer edinmeye başlamıştır. Ancak kadınların erkek egemen bir çalışma yaşamına dahil olmaları beraberinde bazı zorlukları da getirmektedir. İş yaşamında da kişilerden toplumun kadına ve erkeğe yüklediği toplumsal cinsiyet rollerine uygun davranışlar sergilemeleri beklenmektedir. Bu durum cinsiyete yönelik ayrımcılığa neden olmaktadır. Özellikle, kadının ev işleri, annelik gibi ailevi sorumlulukları sebebi ile işlerle yeterince ilgilenemeyeceği ya da kadınların evlenene kadar çalışabileceği gibi düşünceler kadınlara yönelik işe girişte ayrımcılık yapılmasının temelini oluşturmaktadır. Bunun yanında, gerçekleştirilen iş aynı bile olsa erkek ve kadına farklı ücret ödenmesi, üst yönetim kademelerine terfi ettirilmeme vb. gibi uygulamalar cinsiyete yönelik ayrımcılığa neden olmaktadır (Alparslan vd., 2015).

Cinsiyet ayrımcılığına maruz kalmak, çalışanlarda çeşitli olumsuz tutum ve davranışlarla sonuçlanmıştır. Bunlardan bir tanesi işten ayrılma niyetidir. Çalışanlar, cinsiyetleri nedeniyle birtakım engellerle karşılaştıklarında mevcut işlerinden ayrılma ve yeni bir iş arama eğilime girmektedir. Algılanan cinsiyet ayrımcılığı ile işten ayrılma niyeti arasındaki pozitif ilişki, özellikle kadın çalışanların adaletsiz ve erkek egemen

bir iş ortamında kendilerini kısıtlanmış hissetmelerini, mevcut işlerinden ayrılma ve alternatif iş imkanlarını araştırma eğiliminde olduklarını göstermektedir (Shaffer vd., 2000; Foley vd., 2005; Foley vd., 2006; Qu vd., 2020).

Örgütlerde her anlamda kayıplara neden olan ve örgütsel yaşamın kalitesini etkileyen kavramlardan biri norm dışı işyeri davranışlardır. Çalışanların örgüt kurallarını bozarak, örgütün veya üyelerinin iyi durumlarını tehdit eden davranışlar olarak tanımlanan norm dışı iş yeri davranışları örgütlerin varlığına da zarar vermektedir. Çalışanlar örgüt içerisinde cinsiyet ayrımcılığına maruz kaldıklarını anladıkları anda örgütlerine karşı olumsuz duygular gelişebilecek ve cinsiyetleri nedeniyle engellendiklerini düşündükleri ölçüde, tepki olarak norm dışı davranışlar gösterebileceklerdir (Anwar, 2011; Kim vd., 2015; Golparvar vd.,2015).

Belirli bir cinsiyet grubuna mensup çalışanlar, başka bir cinsiyet grubuna kıyasla, işe alınma, maaş artışı, terfi olanakları gibi istihdam faaliyetlerinden, karar verme sürecinden veya işyerindeki diğer faaliyetlerden sınırlandıklarında veya dışlandıklarında ve kariyer gelişimleri engellendiğinde genellikle cinsiyet ayrımcılığını algılamaktadırlar (Qu vd., 2020: 3). Cinsiyete yönelik ayrımcılık yapıldığı düşüncesine sahip bir kişi de beklentilerinin karşılanmadığını düşünmekte ve işine, yöneticisine ve iş ortamına yönelik olumsuz tutum sergileyebilmekte bu tutumlardan bir tanesi de iş tatmininde azalmadır. (Ensher vd., 2001; Cihannar, vd., 2011; Imam vd.; 2013; Insarauto, vd., (2022)

Teorik temeller ve literatüre bakarak aşağıdaki hipotezler geliştirilmiştir. Yukarıda belirtilen teorik ve kavramsal temeller ışığında, bu çalışmada cinsiyete yönelik ayrımcılığın işten ayrılma niyeti, norm dışı işyeri davranışı ve iş tatmini üzerindeki etkisi incelenmektedir. Bu anlamda Kocaeli Sanayi Odası'na kayıtlı firmalarda çalışan beyaz yakalı personele anket metodu uygulanarak bir saha çalışması gerçekleştirilmiştir. Çalışmada ilerleyen bölümlerde kuramsal çerçeveden bahsedilmekte ve araştırmanın hipotezleri sunulmaktadır. Devamında araştırmanın yöntemi açıklanmakta, veriler analiz edilmekte, araştırmanın bulguları ortaya konulmaktadır. Sonuç kısmında ise araştırma sonuçları ve sınırlılıkları üzerince tartışılmakta ve gelecekteki araştırmalara yönelik öneriler sunulmaktadır.

2. CİNSİYETE YÖNELİK AYRIMCILIK

Ayrımcılık; pek çok alanda karşılaşılan bir kavramdır. Kelime anlamı bir toplulukta ırk, cinsiyet, toplumsal konum ya da din sebebiyle bir gruba farklı davranma olgusu ya da devletin ya da toplumun bazı fertlerinin, diğerlerine sağlanan bazı hak ve ayrıcalıklardan mahrum edilmesidir (Ataöv 1996:1). Diğer bir ifade ile ayrımcılık, bireylere yalnızca belli bir grubun üyesi olmaları nedeniyle eşit ve adil olmayan davranışlar sergilenmesi olarak ifade edilmektedir (Çolak ve Altan, 2003: 203). Ayrımcılık konularının en başında ise tüm toplumlarda yaşanan cinsiyete yönelik ayrımcılık gelmektedir. Cinsiyete yönelik ayrımcılık, genel anlamda bireylere cinsiyetlerinden dolayı toplumda adaletsiz bir şekilde davranılmasıdır (Demirbilek, 2007: 14). Cinsiyete yönelik ayrımcılığı; sosyal, kültürel, ekonomik, politik hak ve hürriyetlerin tanınmasının ve bunlardan faydalanılmasının önüne geçen, cinsiyete bağlı olarak yapılan ayrım, mahrumiyet ve kısıtlama olarak tanımlamak mümkündür (Tuskan, 2007: 561). Kişiler, diğer kişileri kadın ve erkek olarak gruplandırdıktan sonra bu gruplara çeşitli kalıp yargılar geliştirmekte, bu gruplara ait olması beklenen özellikleri belirlemektedir. Bu özellikler çoğunlukla biyolojik nedenlere bağlanmaktadır. Cinsiyete yönelik ayrımcılık kavramı, cinsiyetlerin birbirinden farklı ayırt edici özelliklerinin, söz konusu cinsiyete özgü sözde sınırlar içinde kalması gerektiği düşüncesine dayanmaktadır (Yalçın, 2008: 10).

Cinsiyete yönelik ayrımcılığın en çok yaşandığı ve en önemli alanlardan biri de iş yaşamıdır. Toplumun kadınlara yüklediği en önemli rol eş ve anne olmaktır. Kariyerinde ilerlemek isteyen çalışan kadınlar, erkek meslektaşlarına oranla daha fazla güç sarf etmek ve iş yerindeki çalışmasının yanı sıra aile içi görevlerine de devam etmek durumunda kalmaktadır. Toplumsal değerlerin etkisi ile kadınlara ve erkeklere atfedilen buna benzer rollerden dolayı çalışma hayatında bazı meslekler kadınlara, bazı meslekler de erkeklere uygun olarak görülmektedir. Dolayısıyla cinsiyete yönelik ayrımcılık; işe alım, ücretlendirme ve kariyer gelişimi gibi konularda yoğun olarak yaşanmaktadır (Göçmener, 2008, 13-14). Cinsiyete yönelik ayrımcılık, örgütlerde çalışanlara sahip olduğu yetkinliklerinden ve iş performansından çok cinsiyetine göre davranılmasından dolayı önemli bir sorun haline gelmektedir. Kişiye işinde gösterdiği performans sebebi ile değil, kendisine atfedilen rolden ve cinsiyetinden dolayı ayrımcılık yapılmaktadır (Onay, 2009: 1102). Diğer bir ifade ile iş yerlerinde biyolojik cinsiyetler baz alınarak, haklı ve geçerli bir neden olmaksızın eşit işlem ve politika uygulanmamasına yola açan durumlardır (Onaran Yüksel, 1999: 28).

Cinsiyete yönelik ayrımcılıkla ilgili literatür incelendiğinde daha çok kadınlara yönelik gözlemlenen ayrımcılıktan bahsedilmektedir (Yalçın, 2008; Demir, 2011; Bebekoğlu ve Wasti, 2002; İleri, 2016; Demirbilek, 2007). Örgütlerde cinsiyete yönelik ayrımcılığın; kadınların dışlanması, örgütsel güç, tatmin düzeyi ve gelirin erkekler arasında paylaştırılması bununla birlikte fırsatların, kaynakların, ödüllerin erkekler arasında dağıtılması şeklinde yaşandığı görülmektedir (Kasımoğlu ve Halıcı, 2000: 374). Bununla birlikte, kadınların terfi olanakları kısıtlanmakta, erkeklere göre daha kötü şartlarda çalıştırılmakta, örgüt hiyerarşisi içinde karar alma ve idari pozisyonlarda ikincil planda konumlandırılmaktadırlar (Özçatal, 2009: 57). Kadınların iş yaşamında en çok karşılaştıkları eşitsizlik konuları ise işe alım, eğitim, görevde yükselme, ücret ve sosyal haklardan yararlanma olarak sıralanabilir (Kocacık ve Gökkaya, 2005: 206; Parlaktuna, 2010: 1217).

3. CİNSİYETE YÖNELİK AYRIMCILIK VE İŞTEN AYRILMA NİYETİ

Cinsiyete yönelik ayrımcılığının hem çalışan hem de örgüt için önemli olumsuz sonuçları bulunmaktadır (Qu vd., 2020). İşten ayrılma niyeti bu sonuçlardan biridir. İşten ayrılma niyeti, örgütten ayrılmaya yönelik bilinçli ve kasıtlı bir isteklilik olarak tanımlanmaktadır (Tett ve Meyer, 1993: 262). Diğer bir ifade ile işten ayrılma niyeti çalışanın iş koşullarından tatmin olmama halinde sergilenen yıkıcı, aktif ve olumsuz bir eylemdir. (Rusbult vd, 1988: 602). Vanderberg ve Nelson (1999: 1315) tarafından ise çalışanların, yakın bir gelecekte örgütten kalıcı olarak ayrılacağı yönünde kendi tahmin ettiği bir olasılık olarak tanımlanmıştır. Tanımlardan yola çıkarak işten ayrılma niyeti, çalışanların beklentilerinin karşılanmaması durumunda ortaya çıkan iş ilişkisini bitirme yönünde geliştirdiği düşünceler olarak ifade edilmektedir.

Yapılan araştırmalar, cinsiyete yönelik ayrımcılığının, çalışanların işten ayrılma niyetini olumsuz etkilediğini göstermiştir (Foley vd., 2005; Foley vd., 2006; Qu vd., 2020; Shaffer vd., 2000). Kadın çalışanlar, cinsiyetleri nedeniyle birtakım engellerle karşılaştıklarında mevcut işlerinden ayrılma ve yeni bir iş arama eğilime girmektedir. Algılanan cinsiyet ayrımcılığı ile işten ayrılma niyeti arasındaki pozitif ilişki, kadın çalışanların adaletsiz ve erkek egemen bir iş ortamında kendilerini kısıtlanmış hissettiklerinde mevcut işlerinden ayrılma ve alternatif iş imkanlarını araştırma eğiliminde olduklarını göstermektedir (Elçi vd., 2021). Pakistan üniversitesinde öğretim üyeleri arasında yapılan bir araştırmaya göre işten ayrılma niyeti ile cinsiyet ayrımcılığı arasında pozitif bir ilişki bulunmuştur. Bu ilişki, çalışanların mevcut örgütte cinsiyet ayrımcılığı yaşadıklarında veya algıladıklarında, işten ayrılma olasılıklarının daha yüksek olduğu açıklamasını sağlar (Shah vd., 2018). Kara ve Yıldıran tarafından 2011 yılında Ankara'da spor tesislerinde görev yapan eğitmenler arasında yapılan araştırma sonuçlarına göre, kadınların cinsiyete yönelik ayrımcılık algıları örgütsel bağlılıklarını negatif yönde etkilemekte, bu durum da işten ayrılma niyetini tetiklemektedir (Kara ve Yıldıran, 2011). Qu vd.,(2020) tarafından Çin'de otel çalışanları arasında yapılan araştırma sonuçları da benzer şekilde cinsiyete dayalı ayrımcılık algısı ile işten ayrılma niyeti arasında pozitif yönlü anlamlı bir ilişki tespit etmiştir (Qu vd., 2020). Literatürde çok sayıda aynı sonucu tasdik eden çalışma mevcuttur. Yine Foley ve arkadaşları Protestan din adamları arasında cinsiyet ayrımcılığı ve işten ayrılma niyetini araştırmış ve cinsiyet ayrımcılığının işten ayrılma niyeti üzerinde doğrudan etkisi olduğunu göstermiştir (Foley vd., 2005). Teorik temeller ve literatüre bakarak aşağıdaki hipotez geliştirilmiştir

H_1: Cinsiyete yönelik ayrımcılığın işten ayrılma niyeti üzerinde anlamlı ve pozitif bir etkisi bulunmaktadır

3. CİNSİYETE YÖNELİK AYRIMCILIK VE NORM DIŞI İŞYERİ DAVRANIŞI

Çalışanlar, örgüttün amaçlarına erişmesini sağlayan, örgütleri farklılaştıran en önemli unsurların başında gelmektedir. Ancak çalışanlar zaman zaman bu durumdan negatif yönde sapmakta ve hoş karşılanmayan davranışlar sergileyerek örgütteki güzel havayı bozabilmektedir (Üzüm ve Şenol, 2020: 457). Bu davranışlar örgütsel değer ve normlara ters düşen, örgüt çalışanlarınca bilinçli ve planlı bir şekilde gerçekleştirilen davranışlardır (Demirel, 2009: 122). Örgüt için olumsuz olan bu tip işyeri davranışları kavramsallaştırılırken literatürde farklı araştırmacılar farklı terimler kullanmışlardır. Robinson ve Bennett (1995) tarafından "norm dışı işyeri davranışı (sapkın işyeri davranışları), Vardi ve Wiener (1996) tarafından "uygun olmayan örgütsel davranışlar", Skarlicki ve Folger (1997) tarafından "örgütsel misilleme davranışı", Neuman ve Baron (1998) tarafından "işyeri saldırganlığı" Robinson ve O'Leary (1998) tarafından "anti sosyal davranışlar", Fox vd. (2001) tarafından ise "üretkenlik karşıtı işyeri davranışları" olarak isimlendirilmiştir (Karaeminoğulları, 2016: 478). Bu çalışmada söz konusu davranış tiplerinin çoğuna hitap etmesi, örgütün amaçlarına ulaşmasına engel olan davranışları vurgulayabilmesi sebebi ile örgüt içerisinde tercih edilmeyen bu davranış tipine norm dışı işyeri davranışı denilecektir. Temel olarak örgüte ve çalışanlara zarar verme amacında olan bu davranışları detaylandırmak gerekirse; çalışma arkadaşlarının görevlerini yapmalarına engel olmak, işe geç gelmek, işten

vaktinden önce ayrılmak, olması gerekenden fazla mola vermek, öğle yemeği arasını uzun tutmak gibi önemsiz davranışlara rastlanırken; örgüte ve çalışanlara daha fazla kötü sonuç yaratabilecek başkalarına yönelik fiziksel ya da sözlü saldırılar gerçekleştirmek, eşya çalmak, bilinçli bir şekilde işi yanlış yapmak gibi davranışlar da bulunmaktadır. Ayrıca sözü edilen bu davranışlar; örgütün ilke ve kurallarına kasten uymamak, iş birliği yapmamak, yalan söylemek, işi istenildiği şekilde yapmamak gibi pasif hareketler olarak da şekillenebilmektedir (Erdost Çolak vd., 2018: 77; Demir vd., 2018: 438).

İş yaşamında cinsiyetlerinden dolayı işe alınma, ücretler, yükselme, terfi olanakları konusunda farklı uygulamalara maruz kalmaları ya da mesleklerinde ilerleme konusunda daha fazla çalışmak ve daha uzun süre beklemek zorunda bırakılmaları çalışanlarda eşitsizlik hissi uyandırmaktadır. Bu tarz bir his beraberinde beklentilerin karşılanmadığı düşüncesini de getirmektedir. Örgüt tarafından beklentilerinin karşılanmadığını düşünen çalışanlar, hissettikleri kırgınlık ve kızgınlık duyguları nedeniyle memnuniyetsizliklerinin ifadesi olarak norm dışı iş yeri davranışları sergileyebilmektedir (Üzüm ve Şenol, 2019: 68). Cinsiyete yönelik ayrımcılığı ve norm dışı iş yeri davranışı üzerine çalışma yapan Anwar vd.'nin (2011) araştırmasına göre göre kadın akademisyenlerin erkek akademisyenlere göre cinsiyete yönelik ayrımcılık algısına bağlı olarak daha fazla norm dışı iş yeri davranışı sergilediği belirtilmektedir. Kim vd.'nin (2015) gerçekleştirdiği çalışmada kişinin iş yaşamında karşılaştığı kötü ve düşmanca davranışların, ayrımcılığın, norm dışı iş yeri davranışı üzerinde etkili olduğu saptanmıştır. Golparvar vd.'nin (2015)) yaptığı çalışmada ise kadınları örgütte strese sokan önemli nedenlerden birinin algıladıkları cinsiyet ayrımcılığı olduğu ve bu algı neticesinde kadınların stres seviyeleri arttığı, buna bağlı olarak norm dışı işyeri davranışı sergileme düzeylerinde artış sözkonusu olduğu ortaya konulmaktadır. Teorik temeller ve literatüre bakarak aşağıdaki hipotez geliştirilmiştir.

H_2: Cinsiyete yönelik ayrımcılığın norm dışı iş yeri davranışı üzerinde anlamlı ve pozitif bir etkisi bulunmaktadır

3. CİNSİYETE YÖNELİK AYRIMCILIK VE İŞ TATMİNİ

İş tatmini, en basit tanımla çalışanların işleriyle ne derece mutlu olduklarının tespit edilmesi olarak ifade edilmektedir (Tekeli ve Paşaoğlu, 2012: 179). İş tatminini Lu vd. (2005: 212), çalışanın işine karşı sahip olduğu duygusal yönelme şeklinde tanımlarken benzer bir ifade ile Weiss (2002: 173) iş tatminini çalışanların işlerine yönelik sergiledikleri duygusal tepkiler olarak nitelendirmektedir. Özetle iş tatmini, kişinin işine yönelik neler hissettiği ile ilgili bir tutumdur. Bu nedenle iş tatmini, işin kişiye sunduğu kazanımlar ile kişinin beklentilerinin birbirine uyumlu olduğu zamanlarda ortaya çıkmaktadır (Bingöl, 1990: 200). Diğer çalışanlara kıyasla daha fazla çalıştığını ve bunun karşılığı olarak daha az ücret aldığını düşünen bir kişi, diğer bir ifade ile beklentileri karşılanmayan bir kişi işine, yöneticisine ve iş ortamına yönelik olumsuz bir tutum sergileyecektir. (Can ve Soyer, 2008: 65).

Belirli bir cinsiyet grubuna mensup çalışanlar, başka bir cinsiyet grubuna kıyasla, işe alınma, maaş artışı, terfi olanakları gibi istihdam faaliyetlerinden, karar verme sürecinden veya işyerindeki diğer faaliyetlerden sınırlandıklarında veya dışlandıklarında ve kariyer gelişimleri engellendiğinde genellikle cinsiyet ayrımcılığını algılamaktadırlar (Qu vd., 2020: 3). Cinsiyete yönelik ayrımcılık yapıldığı düşüncesine sahip bir kişi de beklentilerinin karşılanmadığını düşünmekte ve işine, yöneticisine ve iş ortamına yönelik olumsuz tutum sergileyebilmekte bu tutumlardan bir tanesi de iş tatmininde azalmadır. Literatürde de benzer sonuçlar bulunmaktadır. Cihannar vd.'nin (2011) Pakistan'da yaptıkları çalışma sonuçlarına göre; işyerindeki cinsiyette yönelik ayrımcılığının çalışanların stres düzeyini arttırdığı buna karşılık iş tatmin, motivasyon, bağlılık ve iş heyecanını düşürdüğü saptanmıştır. Imam vd.'nin (2013) yine Pakistan'da gerçekleştirdiği çalışmada sonucunda cinsiyet ayrımcılığının iş tatmini üzerinde negatif bir etkisinin olduğunu, stresin bu etkide negatif yönde aracılık rolü üstendiği bulunmuştur. Ensher vd. (2001)'nin ABD'de gerçekleştirdiği çalışmada, örgüte gerçekleşen ayrımcılığın iş tatmini, örgütsel bağlılık ve örgütsel davranışı olumsuz olarak etkilediği tespit edilmiştir. Insarauto vd. (2022) 'in Fransa'da yaptıkları çalışmanın sonuçlarına göre ayrımcılık algısının kadınların kariyer beklentileri ve iş-yaşam dengesi açısından memnuniyetlerini olumsuz etkilediği saptanmıştır. Teorik temeller ve literatüre bakarak aşağıdaki hipotez geliştirilmiştir.

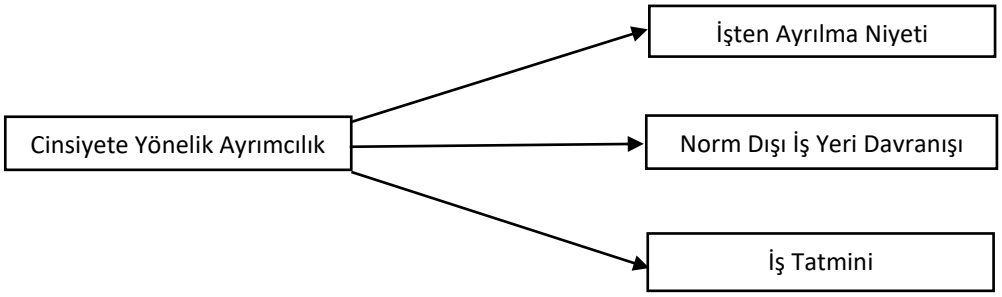
H_3: Cinsiyete yönelik ayrımcılığın iş tatmini üzerinde anlamlı ve negatif bir etkisi bulunmaktadır

4.ARAŞTIRMANIN YÖNTEMİ

4.1. Araştırmanın Amacı ve Modeli

Bu çalışmanın amacı, cinsiyete yönelik ayrımcılığın işten ayrılma niyeti, norm dışı işyeri davranışı ve iş tatmini üzerindeki etkisinin araştırılmasıdır. Bu amaç doğrultusunda, araştırmanın hipotezlerini test etmek için oluşturulan model aşağıdaki gibidir.

Şekil 1: Araştırmanın Modeli



4.2. Araştırmanın Örneklemi

Araştırmanın örneklemini Kocaeli Sanayi Odası'na kayıtlı firmalarda çalışan beyaz yakalı personel oluşturmaktadır. Kolayda örnekleme yöntemi ile seçilen 360 beyaz yakalı çalışana ulaşılmış ve anket formunu doldurmaları talep edilmiştir. Özensiz ve eksik doldurulan formlar çıkarılmış ve değerlendirmeye 327 adet anket formu kalmıştır. Genel anlamda araştırma katılımcılarının demografik özelliklerine bakıldığında, katılımcıların büyük bir bölümünün kadın (%56,3), evli (%71,6), lisans eğitimi almış (%72,6), 31-40 yaş aralığında (%51,2) çalışanlar olduğu söylenebilir.

4.3. Veri Toplama Aracı

Anket formu demografik bilgilerinin yer aldığı sorularla başlamaktadır. Ardından araştırmada incelenen cinsiyete yönelik ayrımcılık, işten ayrılma niyeti, norm dışı işyeri davranışı ve iş tatmini değişkenlerini ölçmeye yönelik ölçekler bulunmaktadır. Katılımcıların tüm ölçek maddelerine katılma derecelerini ölçmek için 5'li Likert ölçeği kullanılmıştır (1= Hiç Katılmıyorum; 5= Tamamen Katılıyorum).

Cinsiyete Yönelik Ayrımcılık Ölçeği: Katılımcıların cinsiyete yönelik algılarının ölçülmesi için Sanchez ve Brock (1996) tarafından geliştirilen, Foley, Hang–Yue ve Wong (2006) tarafından çeşitli araştırmalarda kullanılan 4 maddelik ve tek boyutlu ölçek kullanılmıştır.

İşten Ayrılma Niyeti Ölçeği: Katılımcıların işten ayrılma niyetlerinin ölçülmesi için Rosin ve Korabick (1995) tarafından geliştirilen 4 maddelik ve tek boyutlu ölçek kullanılmıştır.

Norm Dışı İş yeri Davranışı Ölçeği: Katılımcıların norm dışı iş yeri davranış gösterme eğilimlerini ölçülmesi için Bennett ve Robinson'dan (2000) uyarlanan Jung ve Yoon (2019) tarafından geliştirilen 6 maddelik tek boyutlu ölçek kullanılmıştır.

İş Tatmini Ölçeği: Katılımcıların iş tatmini düzeylerinin ölçülmesi için Cellucci and Devries 'dan (1978) uyarlanan ve Fu ve Deshpande (2013) tarafından geliştirilen 3 maddelik tek boyutlu ölçek kullanılmıştır.

4.4. Verilerin Analiz Yöntemi

Araştırma kapsamında anket yöntemi ile toplanan veriler SPSS paket programı aracılığı ile test edilmiştir. Araştırma da kullanılan değişkenlerin faktör yapılarını ve güvenilirliklerini test etmek için faktör analizi ve güvenilirlik analizi uygulanmıştır. Geliştirilen hipotezler ise regresyon analizi ile test edilmiştir.

5. BULGULAR

Hipotezler test edilmeden önce araştırmaya katılan kişilerin demografik özellikleri özetlenmiş, ardından çalışmada kullanılan ölçekler için güvenilirlik testi ve ölçeklerin faktör yapılarını anlayabilmek için açıklayıcı faktör analizi uygulanmıştır. Ölçeklerin güvenirliğini değerlendirmek için, Cronbach α (Cronbach's Alpha)

katsayıları kullanılmıştır. Örneklemin faktör analizi için uygunluğunu ve yeterliliğini ölçmek için Kaiser-Meyer-Olkin (KMO) testi, değişkenlerin birbirleriyle olan ilişkilerinin anlamlılığını tespit etmek için ise Bartlett Küresellik Testi kullanılmıştır. KMO katsayısı 0 ile 1 arasında değişen bir katsayıdır ve 0,60'ın üstünde olması istenmektedir. Bartlett Küresellik Testi neticesinin ise p<0,05 çıkması gerekmektedir. (İslamoğlu ve Alnıaçık, 2019).

5.1. Demografik Özellikler

Katılımcıların demografik özelliklerine bakıldığında; katılımcıların %54,7'sinin kadın, %45,3'ünün erkek; %53,6'sının evli, %33,6'sının ise bekâr olduğu görülmektedir. Katılımcıların yaşları incelendiğinde, en fazla 26-35 yaş arası katılımcı olduğu (%36,2), en az 18-25 yaş arası katılımcı olduğu (%10,9) görülmektedir. Eğitim durumlarına bakıldığında, %59 gibi yüksek bir oranda lisans mezunu katılımcı olduğu gözlenmekle birlikte, en az katılımcı 140 oranı %4' ile doktora ve üzeri mezuniyet seviyesine sahip katılımcılardan oluşmaktadır. Yine gelir düzeyi %71,4 gibi yüksek bir oranla 5001-10000 arasında bir seviyedeyken, en az 15001 ve üzeri gelir seviyesine sahip katılımcı bulunmaktadır. Katılımcılar arasında en fazla memur (%70) en az üst kademe yönetici (%3,1) bulunmaktadır. Katılımcıların ilk yöneticisinin cinsiyeti sorulduğu zaman %70 gibi büyük bir oranda erkek yönetici, %30 kadın yöneticiye sahip oldukları gözlenmektedir.

5.2. Faktör ve Güvenilirlik Analizleri

Araştırmada kullanılan cinsiyete yönelik ayrımcılık, işten ayrılma niyeti, norm dışı iş yeri davranışı ve iş tatmini ölçeklerine ilişkin faktör ve güvenilirlik analizi sonuçları Tablo 1 de sunulmuştur.

Tablo 1: Güvenilirlik ve Açıklayıcı Faktör Analizleri

DEĞİŞKENLER	İFADELER	FAKTÖR YÜKLERİ			
		F1	F2	F3	F4
CİNSİYETE YÖNELİK AYRIMCILIK	3.Çalıştığım kurumda, pek çok kişinin cinsiyetimle ilgili kalıplaşmış düşünceleri vardır ve bana da bu düşüncelerini davranışlarıyla yansıtıyorlar.	0,918			
	1.Çalıştığım kurumda, bazı zamanlarda cinsiyetimden dolayı sınırlamalarla karşılaştığımı düşünüyorum.	0,917			
	4.Çalıştığım kurumda, diğerlerinin, cinsiyetimden dolayı faaliyetlerinde beni ayrı tuttuğunu hissederim.	0,896			
	2.Kariyerimde, cinsiyetimin olumsuz etkisi vardır.	0,870			
İŞTEN AYRILMA NİYETİ	4.İşimden ayrılmayı düşünüyorum.		0,935		
	2.Son zamanlarda işimden ayrılmayı daha sık düşünmeye başladım.		0,926		
	1.Eğer İmkanım olsaydı işimden ayrılırdım.		0,892		
	3.Aktif olarak yeni bir iş arıyorum.		0,812		
NORM DIŞI İŞ YERİ DAVRANIŞI	2.İş yerinizde kabul edilebilir olandan daha uzun bir mola verdiniz mi?			0,809	
	5.İş için daha az çaba gösterdiğiniz oldu mu?			0,783	
	1.Kasıtlı olarak çalışabileceğinden daha yavaş çalıştığınız oldu mu?			0,778	
	3.İşe izinsiz olarak geç kaldığınız oldu mu?			0,545	
İŞ TATMİNİ	2.Genel olarak işimden çok memnunum.				0,922
	1.Her gün gerçekleştirdiğim faaliyetlerden memnunum.				0,884
	3.İşimden ayrılmayı düşünmüyorum.				0,847
KMO		0,766	0,737	0,746	0,701
Bartlett Küresellik Testi Ki-Kare		1248,711	1184,504	382,939	482,875

df	15	6	15	3
p değeri	0,000	0,000	0,000	0,000
Toplam Açıklanan Varyans	%80,95	%79,66	%41,50	%78,28
Cronbach Alpha Katsayısı	0,922	0,913	0,748	0,860

Tüm ölçekler için yapılan güvenilirlik testleri neticesinde Cronbach α katsayıları sırası ile cinsiyete yönelik ayrımcılık için 0,922, işten ayrılma niyeti için 0,913, norm dışı işyeri davranışı için 0,748, iş tatmini için 0,860 hesaplanmıştır. Bu durum ölçeklerin güvenilir olduğunu ifade etmektedir. KMO değeri cinsiyete yönelik ayrımcılık için 0,766, işten ayrılma niyeti için 0,737, norm dışı işyeri davranışı için 0,746, iş tatmini için 0,860 hesaplanmış olup Bartlett Küresellik Testi sonuçları ise tüm ölçekler için istatistiksel açıdan anlamlıdır (p=0,000). Bu durumda, örneklem faktör analizi için uygun ve yeterlidir. Tablo I'de faktör analizi neticesinde oluşan sırası ile cinsiyete yönelik ayrımcılık, işten ayrılma niyeti, norm dışı işyeri davranışı ve iş tatmini faktör yükleri görülmektedir. Katılımcılara uygulanmış ölçeklerin her biri tek faktör altında toplanmıştır. Cinsiyete yönelik ayrımcılık toplam varyansın %80,95'ini, işten ayrılma niyeti toplam varyansın %79,66'sını norm dışı işyeri toplam varyansın %41,50'sini ve iş tatmini toplam varyansın %78,28'ini açıklamaktadır.

5.3. Hipotez Testleri

Araştırmada daha sonra hipotezlerin test edilmesine geçilmiştir. Cinsiyete yönelik ayrımcılığın işten ayrılma niyeti, norm dışı iş yer davranışı ve iş tatmini üzerindeki etkisinin tespiti için regresyon analizleri yapılmıştır.

Tablo 3: Cinsiyete Yönelik Ayrımcılığın İşten Ayrılma Niyeti Üzerindeki Etkisi

Değişken	β	Standart Sapma	T	p
Sabit	2,132	0,135	15,759	0,000*
Cinsiyete Yönelik Ayrımcılığın	0,272	0,048	5,089	0,000*
$R=0,272$; $R^2=0,074$; $F=25,903$; $p<0,001$				

*p<0,001
Bağımlı Değişken: İşten Ayrılma Niyeti
Bağımsız Değişken: Cinsiyete Yönelik Ayrımcılık

Tablo 3'e göre cinsiyete yönelik ayrımcılığın işten ayrılma niyeti üzerindeki etkisini saptamak için kurulan regresyon modeli bir bütün olarak anlamlıdır (F=25,903; p=0,000). Kurulan modeldeki bağımsız değişken, bağımlı değişkenlerdeki varyansın %7,4'ünü (R2=0,074) açıklamaktadır. Yapılan regresyon analizi sonucunda cinsiyete yönelik ayrımcılığın işten ayrılma niyetini istatistiksel olarak anlamlı ve pozitif yönde etkilediği ortaya çıkmıştır (β=0,272; p=0,000). Dolayısı ile H1 hipotezi desteklenmiştir.

Tablo 4: Cinsiyete Yönelik Ayrımcılığın Norm Dışı İş Yeri Davranışı Üzerindeki Etkisi

Değişken	β	Standart Sapma	T	p
Sabit	1,561	0,055	28,179	0,000*
Cinsiyete Yönelik Ayrımcılığın	0,167	0,020	3,046	0,000*
$R=0,167$; $R^2=0,028$; $F=9,277$; $p<0,001$				

*p<0,001
Bağımlı Değişken: Norm Dışı İş Yeri Davranış
Bağımsız Değişken: Cinsiyete Yönelik Ayrımcılık

Tablo 4'e göre cinsiyete yönelik ayrımcılığın norm dışı iş yeri davranışı üzerindeki etkisini saptamak için kurulan regresyon modeli bir bütün olarak anlamlıdır (F=9,277; p=0,000). Kurulan modeldeki bağımsız değişken, bağımlı değişkenlerdeki varyansın %2,8'ini (R^2=0,028) açıklamaktadır. Yapılan regresyon analizi sonucunda cinsiyete yönelik ayrımcılığın norm dışı iş yeri davranışını istatistiksel olarak anlamlı ve pozitif yönde etkilediği ortaya çıkmıştır (β=0,167; p=0,000). Dolayısı ile H_2 hipotezi desteklenmiştir.

Tablo 5: Cinsiyete Yönelik Ayrımcılığın İş Tamini Üzerindeki Etkisi

Değişken	β	Standart Sapma	T	p

Sabit	3,764	0,117	32,163	0,000*
Cinsiyete Yönelik Ayrımcılığın	-0,224	0,042	-5,373	0,000*
R=0,286; R^2=0,082; F=28,864; p<0,001				

*p<0,001
Bağımlı Değişken: İş Tatmini
Bağımsız Değişken: Cinsiyete Yönelik Ayrımcılık

Tablo 5'e göre cinsiyete yönelik ayrımcılığın iş tatmini üzerindeki etkisini saptamak için kurulan regresyon modeli bir bütün olarak anlamlıdır (F=28,864; p=0,000). Kurulan modeldeki bağımsız değişken, bağımlı değişkenlerdeki varyansın %8.2'ini (R^2=0,082) açıklamaktadır. Yapılan regresyon analizi sonucunda cinsiyete yönelik ayrımcılığın iş tatminini istatistiksel olarak anlamlı ve negatif yönde etkilediği ortaya çıkmıştır (β=-0,224; p=0,000). Dolayısı ile H_3 hipotezi desteklenmiştir.

6. SONUÇ

Araştırma bulguları, cinsiyete yönelik ayrımcılık algısının işten ayrılma niyeti ile norm dışı davranışlar sergileme üzerinde pozitif ve cinsiyete yönelik ayrımcılık algısının iş tatmini üzerinde negatif etkisinin olduğunu göstermektedir. Nitekim literatür incelendiğinde iş yaşamında cinsiyete yönelik ayrımcılığa maruz kalan çalışanların kendilerine adaletsiz davranılması ve iş ortamında kendilerini kısıtlanmış hissetmeleri nedeni ile mevcut işlerinden ayrılma ve alternatif iş imkanlarını araştırma eğiliminde oldukları görülmektedir (Shaffer vd., 2000; Foley vd., 2005; Foley vd., 2006; Qu vd., 2020). Yine literatürde, örgüt içerisinde cinsiyet ayrımcılığı yaşadıklarını anladıkları anda çalışanlarda örgütlerine karşı olumsuz duygular geliştiğine ve cinsiyetleri nedeniyle engellendiklerini düşündükleri ölçüde, tepki olarak norm dışı davranışlar gösterdiklerine yönelik çalışmalar mevcuttur (Anwar, 2011; Kim vd., 2015; Golparvar vd.,2015). Cinsiyete yönelik ayrımcılık ve iş tatmini ile ilgili çalışmalara bakıldığında da cinsiyet ayrımcılığı yaşayan kişilerin yöneticisine ve iş ortamına yönelik olumsuz tutum sergiledikleri ve iş tatminlerinin azaldığı görülmektedir (Ensher vd., 2001; Cihannar, vd., 2011; Imam vd.; 2013; Insarauto, vd., 2022). Dolayısıyla araştırma bulguları ile önceki çalışmaların bulguları tutarlılık göstermektedir.

Örgütlerde çalışanlar tarafından hissedilen olumsuz algılar, örgütsel sonuçları etkilemektedir. Bu araştırma kapsamında ele alınan cinsiyete yönelik ayrımcılık algısı gibi olumsuz algılar, bazı olumsuz örgütsel sonuçlara neden olmaktadır. Cinsiyetleri sebebi ile hak ettikleri görevi, pozisyonu ya da yükselmeyi elde edemeyen çalışanların beklentilerinin aksine bir durumun oluşması, çalışan açısından verimliliğin düşmesine, motivasyon ve moralinin bozulmasına yol açabilmektedir. Bu nedenle örgütlerin, cinsiyete yönelik ayrımcılık algısının azaltılmasına ve cinsiyet eşitliğinin sağlanmasına yönelik çalışmalar yapması önerilmektedir. Örgütte işe alımdan, terfiye, ücretlendirmeden sosyal haklardan faydalanmaya kadar eşit ve adaletli bir yönetim anlayışının yerleşmesi cinsiyete yönelik ayrımcılığın daha az yaşanmasına katkı sağlayacaktır. Yasal olarak verilen eşitlikçi hakların uygulamada da yerine getirilmesinin önünün açılması gerekmektedir. İş yaşamındaki cinsiyete yönelik ayrımcılığın engellenmesinde toplumun eğitilmesinin ve bilinçlendirilmesinin de önemli bir yeri bulunmaktadır. Küçük yaşlardan itibaren ailede ve okullarda toplumsal cinsiyet eşitliği eğitimlerinin verilmesi cinsiyet ayrımcılığı ile ilgili toplumsal bilincin sağlanması açısından faydalı olacağı düşünülmektedir.

Cinsiyete yönelik ayrımcılık algısı farklı kültürlerde ve farklı sektörlerde değişim gösterebilmektedir. Bu araştırmanın kısıtlarından birisi, Kocaeli Sanayi Odasına kayıtlı şirketlerde çalışan beyaz yakalılar arasında yapılmış olmasıdır. Bundan sonraki çalışmalar farklı sektörlerde ya da doğu bölgeleri-batı bölgeleri gibi farklı kültürlerde yapılabilir. Çünkü cinsiyete yönelik ayrımcılık algısının farklılaşması örgütsel yansımaları da etkileyecektir. Bununla birlikte farklı düzenleyici veya aracı değişkenlerin kullanılması da bu alandaki literatürün zenginleşmesini sağlayacaktır.

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Seçilmiş Yeni Gelişen Ekonomilerde Deniz Ticaretinin Ekonomik Büyüme Üzerine Etkisi'nin Panel ARDL Testi ile Analizi

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Özet: Günümüzde küreselleşmenin temel fonksiyonu olarak kabul edilen bilgi, kaynak, mal ve hizmetlerin ülkeler arasındaki akışı tanımlaması açısından denizcilik sektörü küresel ekonominin kilit noktasıdır. Bu özelliği ile denizcilik dünyada stratejik bir sektör olarak kabul edilmektedir. Denizcilik sektöründe temel gösterge global piyasalardır. Çünkü deniz ticareti ve denizcilik ekonomisi küresel bir karaktere sahiptir. Dolayısıyla deniz ticareti ülkelerin her çeşit malın alınıp satıldığı büyük bir ulaşım mekanizmasıdır. Ülkeler bazında karşılıklı ticaretin olmazsa olmaz koşulu olan deniz ticareti her dönemde önemini korumaktadır. Yeni gelişen ülkeler de ekonomilerine ivme kazandırmak amacı ile denizcilik sektöründen yeterince yararlanmayı tercih etmektedirler. Bu çalışmanın amacı seçilmiş yeni gelişen ekonomilerden olan Türkiye, Yunanistan, Macaristan, Çek Cumhuriyeti ve Meksika deniz ticaretlerinin ekonomik büyümeye olan etkilerini incelemektir. Bu bağlamda, 2000-2021 dönemine ait yıllık panel verileri kullanılarak seçilmiş yeni gelişen ekonomilerden seçili 5 ülke grubu için Panel ARDL metodu ile uzun dönemde meydana gelen değişimler tahmin edilmiştir. Analizde kullanılan denizyolu ihracatı ve denizyolu ithalatı veri setleri Denizcilik Genel Müdürlüğünden, Sanayi Üretim Endeksi verileri ise Dünya Bankası (WB) 'ndan elde edilmiştir Tahmin sonuçları ise deniz ticaretini gösteren katsayının tüm ülkeler için beklendiği gibi negatif (-) ve istatistiksel olarak anlamlı olduğunu işaret etmektedir. Bu etkiler kısa ya da orta vadede etkisini göstermektedir. Çünkü ilgili ülke grubu için, seçili yıl aralığında meydana gelen şokların etkisi uzun dönemde ortadan kalkmaktadır ve dengeye gelmektedir. Bu nedenle, analiz sonucundan elde edilen bulgular seçili yeni gelişen ülke ekonomileri grubu için, deniz ticaretinin uzun dönemde ekonomik büyüme üzerinde pozitif bir ilişkinin varlığını tespit etmektedir.

Anahtar Kelimeler: Deniz Ticareti, Ekonomik Büyüme, Seçilmiş Yeni Gelişen Ekonomiler, Panel ARDL Testi.

Analysis of the Impact of Maritime Trade on Economic Growth in Selected Emerging Economies with Panel ARDL Test

Abstract: The maritime sector is the key point of the global economy in terms of defining the flow of information, resources, goods and services between countries, which is accepted as the main function of globalization today. With this feature, maritime is accepted as a strategic sector in the world. The main indicator in the maritime sector is global markets. Because maritime trade and maritime economy have a global character. Therefore, maritime trade is a great transportation mechanism where all kinds of goods are bought and sold. Maritime trade, which is the indispensable condition of mutual trade on the basis of countries, maintains its importance in every period. Newly developed countries also prefer to benefit from the maritime sector sufficiently in order to accelerate their economies. The aim of this study is to examine the effects of maritime trade in Turkey, Greece, Hungary, Czech Republic and Mexico, which are selected emerging economies, on economic growth. In this context, long-term changes were estimated with the Panel ARDL method for 5 selected country groups from the emerging economies, using annual panel data for the 2000-2021 period. The maritime export and maritime import data sets used in the analysis were obtained from the General Directorate of Maritime Affairs, and the Industrial Production Index data from the World Bank (WB). Estimation results indicate that the coefficient showing maritime trade is negative (-) and statistically significant as expected for all countries. These effects show their effects in the short or medium term. Because for the relevant country group, the effect of the shocks occurring in the selected year range disappears in the long term and comes to equilibrium. Therefore, the findings obtained from the analysis result determine the existence of a positive relationship of maritime trade on economic growth in the long run for a selected group of emerging economies.

Key Words: Maritime Trade, Economic Growth, Selected Emerging Economies, Panel ARDL Test.

1. GİRİŞ

Seçilmiş yeni gelişen ekonomiler uzun süredir mal ve hizmet ithalatçıları ve ihracatçıları olup, deniz ticaret akışlarını yönlendirmektedir. 1970'lerden bu yana, denizcilik dünya çapında önemli ölçüde değişti. Bu ülkeler artık sadece hammadde tedarikçileri değil, aynı zamanda küreselleşen üretim süreçlerinde ve artan talep kaynaklarında önemli oyunculardır. Literatürde Adam Smith ve David Ricardo gibi neoklasik ticaret ekonomistleri ekonomilerin yalnızca açık ticaret yoluyla dünyanın geri kalanıyla etkileşime girebileceğine ve

uzun vadede istikrarlı bir büyüme sağlayabileceğine inanmaktadırlar (Schumacher, 2016:764-793). Buna dayanarak bazı iktisatçılar ise ticaret ile ekonomik büyüme arasında önemli bir ilişki olduğunu savunurken, bazıları ise ithalat-ihracat ticaretinin temsil ettiği ticaretin ekonomik büyümeye önemli bir katkı sağlamadığını savunmaktadır. Bu anlaşmazlıklar literatürde çözülmesi gereken zorluklar doğurmaktadır.

Ülke ekonomilerinde ithalat-ihracat ticareti çeşitli taşımacılık yöntemleriyle yapılmaktadır. Bu yöntemlerden biri olan deniz ticareti, malların ihracatçıdan alındığı / yüklendiği, gemiye binme limanları (menşei) ile malların ithalatçı tarafından toplandığı varış limanı arasındaki gemilerden geçişini kapsamaktadır. Deniz ticareti genellikle uluslararası ticaretin çapası olarak bilinmekte ve hacimce dünya mal ticaretinin yüzde 80'inden fazlasına katkıda bulunmaktadır (Wahidul ve Xiangmin, 2019:78-146).

Deniz taşımacılığı incelemesi, ticari gemi operasyonlarının dünya ekonomisine tahmini 380 milyar ABD Doları navlun oranına katkıda bulunacağını tahmin edilmekte ve bu, toplam küresel ticaretin yaklaşık yüzde 5'ine tekabül etmektedir. Bu durum artan dünya ekonomik gelişmesiyle birlikte, pazarlara ve hammaddelere yakınlık gibi faktörlerin yanı sıra talep, büyük ticaret ortakları ve deniz yolları da dahil olmak üzere küresel ekonomiyi şekillendiren diğer faktörlerin yanı sıra yüksek düzeyde karşılıklı bağlantı ve karşılıklı bağımlılığı teşvik eden ana faktör haline gelmektedir (Ogunleye, 2020:48-61). Gelecekteki ticaret akışı beklentileri, nakliye, limanlar, terminaller, lojistik tesisler, karayolu, demiryolu ve iç su yolları altyapısında hem özel sektör hem de kamu sektörü için yatırım kararlarına yansıtılmaktadır. Ticaret akışlarını hafife almak, eksik yatırıma yol açabilmekte ve potansiyel ticareti sınırlayabilmektedir. Ticaret akışlarının gereğinden fazla tahmin edilmesi, aşırı yatırıma ve değer kaybına yol açabilir. Muhtemel deniz ticareti akış senaryolarının değerlendirilmesi, politika yapıcılara politika ve düzenleyici çerçevelerin yeterliliği hakkında da bilgi vermektedir.

Öte yandan, nüfus ve gayri safi yurtiçi hasıla (GSYİH) büyümesi ile deniz ticareti büyümesi arasında güçlü bir ilişki bulunmaktadır. Araştırmalar doğrultusunda, nüfusun önemli ölçüde artması öngörülse de, 2050'den sonra nüfusun artış hızının yavaşlayacağı tahmin edilmektedir. Bu eğilimin temelinde değişen demografik modeller yatmaktadır. Birçok gelişmiş ülke ve ekonomi yaşlanan bir nüfusla karşı karşıya kalacak. Bu, tüketici davranışında, örneğin mallardan hizmetlere geçiş anlamına gelebilmektedir. Dahası, genel GSYİH' nın artması beklenmekte, ancak bu artış önceki dönemlerden daha düşük bir oranda beklenmektedir. Uzun vadede ise gelişmiş ve gelişmekte olan ülkelerdeki büyüme oranları birbirine yaklaşacaktır (Yenal, 2011: 1-16).

Çalışmada ele alınan seçilmiş yeni gelişen ekonomilerden biri olan Türkiye açısından daha ayrıntılı ele alındığında, denizcilik sektörü Türkiye için en önemli ekonomik sektördür. Coğrafi konum avantajı, deniz kıyılarının uzunluğu, nüfusun ve sanayinin büyük bir kısmının kıyılarda bulunması nedeniyle Türkiye, kaynak ihtiyacını karşılama potansiyeline sahiptir (Özer vd, 2020). Türkiye'nin jeostratejik konumu, bu verimli kaynağın kullanımını belirlemektedir. Yükselen bir başka ekonomi olan Yunanistan'da ise, denizcilik Yunanlılar için en eski istihdam biçimi durumundadır. Ayrıca, uzun süredir Yunan ekonomik faaliyetlerinin önemli bir bileşeni olduğundan, Yunanistan geleneksel olarak bir denizcilik ülkesidir. Yunanistan bir Akdeniz ülkesi olmakla birlikte, GSYİH büyümesine doğrudan veya dolaylı olarak katkıda bulunarak Yunan ekonomisinin toparlanmasında kilit bir rol oynamaktadır. Sektör önemli bir işveren konumundadır. Denizcilik şirketleri denizcilikle ilgili birçok sektöre yatırım yaptığından, ithalat Yunan ekonomisindeki yatırım boşluğunun doldurulmasında önemli rol oynamaktadır. Bu koşullar altında, Yunanistan'a daha fazla ticari gemi çekmek ve deniz kümelenme hizmetlerini geliştirmek, denizciliğin ülke GSYİH'sına katkısını ve Yunan ekonomisinin dışa dönüklüğünü artırabilmektedir (Korkmaz, 2012: 97-109).

Mevcut duruma seçilmiş yeni gelişen ekonomilerden olan Macaristan açısından bakıldığında ise, 2022'in ilk yarısında deniz yoluyla gelen istifli konteyner trafiği 2021'in aynı dönemine göre yüzde 20 artış yaşamıştır. Ayrıca, deniz taşımacılığında mevcut olan sorunlar nedeniyle (konteyner eksikliği, Süveyş Kanalı'ndaki trafiğin durması vb.) navlun oranları önemli ölçüde (beş kattan fazla) artış göstermiş ve istikrarlı bir şekilde artmaya devam etmektedir. Araştırmaya dahil edilecek Çek Cumhuriyetinin güncel durumuna bakıldığında ise, Çek Cumhuriyeti limanları, ülkenin ihracat ve ithalat ticaretinde önemli bir rol oynamaktadır. Çek Cumhuriyeti hükümeti tarafından işletilen limanlar, Çek Cumhuriyeti liman otoritesi tarafından işletilmektedir (Fremont, 2014: 27-36). Çek cumhuriyeti liman otoritesi, limanlarda güvenli ticaret sağlayan ve ülkenin ekonomik refahını artıran güvenli ve verimli ulaşım sistemi sağlamaktadır. Ülkenin liman otoritesi, Çek Cumhuriyeti limanları da dahil olmak üzere su yollarını yönetmekte, işletmekte ve bakımını yapmaktadır. Çek cumhuriyeti limanları, diğer ülkelerle önemli nakliye hatları aracılığıyla doğrudan nakliye bağlantılarına sahiptir. Son olarak seçilmiş yeni gelişen ekonomilerden olan Meksika'da ise, batıda Pasifik'e, doğuda ve güneyde Meksika Körfezi ve Karayip Denizi'ne bakan stratejik bir konuma sahip nispeten uzun bir kıyı şeridine sahiptir. Büyük bir ekonomiye sahip

bir imalatçı ülkedir ve büyük ölçekte mal ithal etmektedir; ancak limanlarında elleçlenen deniz yükü miktarı bunu yansıtmamaktadır.

Dolayısıyla bu çalışma, seçilmiş yeni gelişen ekonomilerden olan Türkiye, Yunanistan, Macaristan, Çek Cumhuriyeti ve Meksika deniz ticaretlerinin ekonomik büyümeye olan etkilerini incelemektir. Bu bağlamda, 2000-2021 dönemine ait yıllık panel verileri kullanılarak seçilmiş yeni gelişen ekonomilerden seçili 5 ülke grubu için Panel ARDL metodu ile uzun dönemde meydana gelen değişimler tahmin edilerek seçilmiş yeni gelişen ülkelerde gerçekleştirilen deniz ticaretinin ekonomik büyümeye etkisi tespit edilecektir.

2. LİTERATÜR

Çalışma konusu ile ilgili yapılan literatür taraması sonucunda, deniz ticareti ve ekonomik büyüme arasındaki ilişkinin analiz edildiği önemli çalışmalar ele alınmıştır.

Gherghina vd. (2018), çalışmalarında farklı taşımacılığın etkisini değerlendirerek ekonomik büyümeye ilişkin altyapı sistemlerini (deniz taşımacılığı dahil) araştırmışlardır. Analiz, 1990- 2016 dönemine ait veriler kullanılarak AB ülkeleri için sabit etkili panel regresyonlar incelenmiştir. Bulgular, denizcilik, ilgili yatırımlar ve ekonomik büyüme arasında pozitif bir ilişki ve hava kirleticileri ile ekonomik büyüme arasında negatif bir ilişki olduğunu göstermektedir.

Saidi vd. (2018), çalışmasında ulaştırma altyapısının, genelleştirilmiş anlar yöntemini kullanarak ekonomik büyümeyi olumlu yönde etkilediği sonucuna varmıştır. Kaibullaev ve Bayramlı (2020), Hazar Denizi'ndeki (Rusya, Azerbaycan, Türkmenistan, Kazakistan ve İran) birçok ülke için deniz taşımacılığının gelişimi ile ekonomik büyümenin dinamikleri arasındaki ilişkiyi inceleyerek daha iyi yönetim yoluyla deniz taşımacılığının geliştirilmesi, sürdürülebilir ekonomik kalkınmayı teşvik edeceğini tespit etmektedirler.

Kenneth (2019), çalışmasında deniz ticaretinin yalnızca bir ulusun ekonomisine büyük faydalar sağlamakla kalmadığını aynı zamanda bir bölge için büyük bir gelişme sağladığını savunmaltadır. Çalışmada deniz ticaretinin Asya'daki Angkor ve Champa'nın anakara medeniyetlerinde sosyo-ekonomik entegrasyon sistemlerinin gelişmesine nasıl yol açtığından bahsetmektedir. Ayrıca, Funan'ın bir deniz deposu olarak başarısının ve bölge içinde ulaşımı kolaylaştırmak için deniz ticaretinde hizmet verecek devlet yönetimi modellerinin tanıtılmasının nasıl olduğu konusunda tespitlerde bulunmaktadır.

Park vd. (2019), çalışmasında ekonomik büyümeyi ulaşım arzı ve talebi ile birleştiren hibrit bir üretim yaklaşımı kullanarak OECD ve OECD üyesi olmayan ülkelerde deniz, hava ve kara taşımacılığının ekonomik büyüme üzerindeki etkisini incelemektedirler. Araştırmacılar, deniz taşımacılığının ekonomik büyüme üzerinde, özellikle gelişmekte olan ülkelerde ekonomik büyümeyi bazen olumsuz etkilemeyen hatta olumsuz etkileyen hava ve kara taşımacılığından daha güçlü bir etkiye sahip olduğu sonucuna ulaşmışlardır.

Lane ve Pretest (2020), çalışmalarında deniz ticareti ve deniz taşımacılığına erişim, bir ülkenin ekonomik büyümesini belirlerken önemli bir rol oynadığı sonucuna ulaşmışlardır. Ayrıca yazarlar deniz ticareti, küresel ekonomi söz konusu olduğunda önemli olduğunu ve ekonomik sistemin varlığında bir omurga haline geldiği sonucuna ulaşmışlardır.

Khan vd. (2021), çalışmalarında 40 heterojen ülkeden oluşan bir panel kullanarak konteyner limanı trafiği ile kişi başına düşen gelir arasında pozitif bir bağlantı elde etmişlerdir. 2010-2017 dönemine ait veriler kullanrak Afrika'daki 27 ülkeyi ele alan Sakyi ve Immurana (2021), çalışmalarında toplam ticaret üzerindeki liman verimliliğini değerlendirmişlerdir. Analizde Panel GMM tahmin tekniği kullanılmıştır. Çalışmanın sonuçları, limanların etkinliğinin uzun ve kısa vadede ticaret dengesini artırdığını göstermektedir. Bu nedenle, Afrika'da liman verimliliğinin artırılmasının zorunlu olduğu sonucuna ulaşılmaktadır.

Fedorenko vd. (2021), çalışmalarında 2010-2019 yılları arasında beş Rusya örneğinde liman yatırımının ticaret üzerindeki etkisini araştırmaktadır. Çalışmada, panel verileri ve doğrusal olmayan modeller kullanan regresyon analizinden yararlanılmıştır. Analizden elde edilen bulgular, limanlara yapılan yatırımın ev sahibi ülke ve komşu ülkelerde dış ticaret büyümesini teşvik ettiğini göstermektedir. Ayrıca araştırma sonuçları; göre çevre maliyeti, ithalat ve ihracat hacmi arasında negatif bir ilişkinin varlığını tespit etmektedir.

Gidwani (2022), çalışmasında deniz ticaretinin 1991- 2020 dönemi arasında Sierra Leonean ekonomisini nasıl etkilediğini incelemektedir. İki hipotezin tümü için bağımlı değişken milyon dolar cinsinden deniz ticaretiyken, birinci ve ikinci hipotezler için bağımsız değişkenler Sierra Leone'nin Hayri safi yurtiçi hasılası ve yabancı rezervlerinden oluşmaktadır. Dolayısıyla çalışmada, deniz ticaretinin rolünü, Sierra Leonean ekonomisi

üzerindeki olumlu ve olumsuz etkilerini değerlendirilmektedir. Elde edilen bulgular, Sierra Leone'nin GSYH' sının ve ekonomisinin deniz ticaretinden önemli ölçüde etkilendiğini göstermektedir.

3. Veri Seti ve Model

3.1. Veri Seti

Bu çalışma, seçilmiş yeni gelişen ekonomilerden olan Türkiye, Yunanistan, Macaristan, çek Cumhuriyeti ve Meksika deniz ticaretlerinin ekonomik büyümeye olan etkisini analiz etmeyi amaçlamaktadır. Bu amaçla deniz ticareti (FT) ve ekonomik büyüme (GDP) arasındaki ilişki seçilmiş 5 yeni gelişen ekonomi için 2000-2021 dönemine ait yıllık veriler kullanılarak Panel ARDL yöntemi ile analiz edilecektir. Değişkenler Tablo 1'de yer almaktadır.

Tablo 1: Modelde Kullanılan Değişkenler

Değişken	**Sembol**	**Kaynak**
Sanayi Üretim Endeksi	GDP	Dünya Bankası (WB)
Denizyolu İhracatı Ve Denizyolu İthalatı	FT	Denizcilik Genel Müdürlüğü

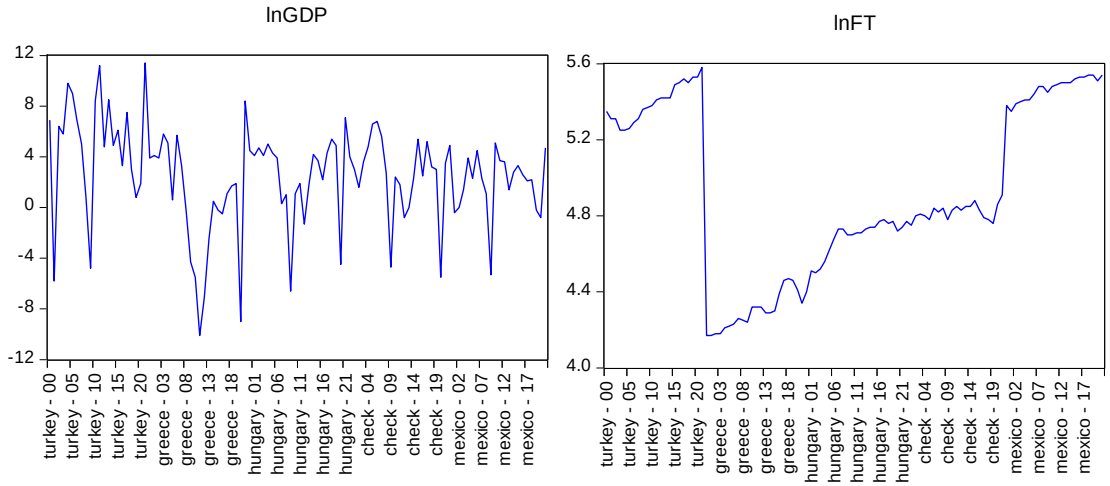
Model 1: $\ln GDP_t = a_1 + \beta_1 \ln FT_t + \epsilon_{1t}$ (1)

Model 2: $\ln FT_t = a_2 + \beta_2 \ln GDP_t + \epsilon_{2t}$ (2)

Burada; a_1, a_2 sabit terimleri, β1, β2 analizde kullanılan değişkenlere ait tahmin edilen katsayıları ve ϵ_{1t}, ϵ_{2t} hata terimlerini ifade etmektedir (Usta ve Sarı, 2021, 1-14).

Ek olarak serilerin zaman içindeki seyri Şekil 1'de gösterilmiştir.

Şekil 1: Serilerin Zaman İçindeki Seyri



3.2. Model

Bu çalışmadaki önsel beklenti deniz ticaretinin ekonomik büyüme üzerinde uzun dönemde pozitif bir etki yapacağı yönündedir. Bu bağlamda çalışmada Anwar vd. (2017) modeli izlenerek aşağıdaki model tahmin edilmiştir (Dam ve Şanlı, 2019:1-19):

GDP =(Ekonomik Büyüme)

FT= (Deniz Ticareti)

$GDP_{it} = a_0 + a_1 FT_{1t} + \varepsilon it$ (3)

$FT_{it} = a_0 + a_1 GDP_{1t} + \varepsilon it$ (4)

Burada; a_0= Sabit ; Eğim Katsayısı; T=1,2,…..,22; i=1,2,…,5 ülke ve εit= Hata terimini belirtmektedir.

4. Ekonometrik Yöntem ve Bulgular

2000-2021 dönemini kapsayan bu çalışmada öncelikle serilerin birim kök taşıyıp taşımadıklarına karar vermek için Fisher ADF ve Fisher PP birim kök testleriyle incelenmiştir. Bulgular, değişkenlerin düzey değerlerinde durağan olduklarını göstermektedir. Çalışmada serilerin durağanlıkları tespit edildikten sonra değişkenlerin uzun dönem ve kısa dönem katsayıları Tablo 2'de gösterilmiştir.

Tablo 2: ARDL (1,2) Uzun ve Kısa Dönem Tahmini

Variable	Coefficient	Std. Error	t-Statistic	Prob.*
Long Run Equation				
FT	3.916588	5.169944	0.757569	0.0407
Short Run Equation				
D(FT)	30.10276	18.45413	1.631221	0.1064
D(FT(-1))	-22.25552	16.28498	-1.366629	0.1752
C	-13.83172	2.124964	-6.509153	0.0000
ECT	-0.812230	0.085433	-9.507247	0.0000

Tablo 1'deki uzun dönem sonuçları incelendiğinde bağımsız değişken olan deniz ticareti (FT), bağımlı değişken olan ekonomik büyümeyi açıklamada istatistiksel olarak anlamlı tespit edilmiştir. Uzun dönemde deniz ticaretinde meydana gelen %1'lik bir artış ekonomik büyümeyi 3.91 oranında arttırmaktadır. Elde edilen bulgular deniz ticaretinin ülke ekonomileri üzerinde etkili olduğunu göstermektedir.

Tablo 1'de kısa dönem analizine bakıldığında, hata düzeltme teriminin katsayısının negatif ve istatistiksel olarak anlamlı olduğu da bulunmuştur. Bu durum, uzun dönemde birlikte hareket eden seriler arasında, kısa dönemde meydana gelen sapmaların ortadan kalktığı ve serilerin tekrar uzun dönem denge değerine yakınsadıkları anlamına gelmektedir. Uzun dönem ve kısa dönem verileri karşılaştırıldığında deniz ticaretin kısa dönemde değil, uzun dönemde ekonomik büyüme üzerinde pozitif etki oluşturduğu görülmektedir. Son olarak değişkenlerin yönünü belirlemek için Granger'ın 1969 yılında literatüre kazandırdığı Granger nedensellik testine başvurulmuştur.

Tablo 3: Panel Granger Nedensellik Testi Sonuçları

H_0 Hypothesis:	Obs	F-Statistic	Prob.
FREIGHT_TRANSPORT does not Granger Cause GDP	100	3.84162	0.0249
GDP does not Granger Cause FREIGHT_TRANSPORT		0.69868	0.4998

Tablo 3'te değişkenlerin yönü hakkında bilgi verilmektedir. H_0 hipotezi reddedilerek değişkenler arasında tek taraflı nedensellik tespit edilmiştir. Deniz ticaretinin ekonomik büyümenin nedene olduğu ve deniz ticaretinden ekonomik büyümeye doğru bir tek yönlü ilişki bulunmuştur.

5. SONUÇ

Literatürde genel olarak, gelişmiş ulaşım altyapısı, "ticari faaliyetin genişlemesi, yenilikler, yatırımlar, işgücü piyasası, rekabet, iç ve dış ticaret, küresel mobil faaliyet, bölgesel ekonomik kalkınma, nüfus refahı, çevre güvenliği ve sağlık" gibi belirli makroekonomik verimlilik itici güçleri aracılığıyla getiri sağlamaktadır. Bunun beraberinde deniz taşımacılığı, ulaşım sisteminin önemli bir bileşeni durumunda olup dünya ticaretinin büyük bir bölümünü oluşturmaktadır. Ayrıca, küresel deniz ticaretine katılmanın küresel sermayeyi çekmek için önemli bir faktör olduğu düşünülmektedir. Bu büyük önem göz önüne alındığında, deniz taşımacılığı literatürde oldukça tartışılmakta ve son yıllarda denizcilikle ilgili her türlü konuyla ilgili birçok makale yayınlanmaktadır. Deniz taşımacılığıyla ilgili başlıca akademik kaygılar, limanların ve gemi taşımacılığının mikro yönetimini ele alırken, son yıllarda, genel araştırma eğilimleri, daha önce ilgi çekici olan düzenlemelerden ve politika yönetiminden verimli ve sürdürülebilir deniz taşımacılığına doğru yönelmektedir. Bu nedenle, birçok araştırma makalesi deniz taşımacılığının ekonomik büyüme ve gelişme üzerindeki etkisini analiz etmekte ve deniz taşımacılığının

uluslararası ticaret, ekonomik başarı ve küresel kalkınma kalıpları için önemini vurgulamaktadır (Veitch, 2017:1-27).

Literatüre katkı sağlamayı amaçlayan bu çalışmada ise, seçilmiş yeni gelişen ekonomilerden olan Türkiye, Yunanistan, Macaristan, Çek Cumhuriyeti ve Meksika'yı ekonomilerindeki deniz ticaretinin ekonomik büyümeye olan etkisi 2000-2021 dönem aralığında panel ARDL yöntemi uygulanarak analiz edilmiştir. Çalışmadan elde edilen sonuçlar; deniz ticaretini gösteren katsayının tüm ülkeler için beklendiği gibi negatif (-) ve istatistiksel olarak anlamlı olduğunu işaret etmektedir. Bu etkiler kısa ya da orta vadede etkisini göstermektedir. Dolayısıyla seçilmiş yeni gelişen ekonomilerden oluşan 5 ülke grubu için (Türkiye, Yunanistan, Macaristan, Çek Cumhuriyeti ve Meksika) , 2000-2021 dönem aralığında meydana gelen şokların etkisi uzun dönemde ortadan kalkmaktadır ve dengeye gelmektedir. Bu nedenle, analiz sonucundan elde edilen bulgular seçili yeni gelişen ülke ekonomileri grubu için, deniz ticaretinin uzun dönemde ekonomik büyüme üzerinde pozitif bir ilişkinin varlığını tespit etmektedir.

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Enflasyonun İş Ahlakı Üzerindeki Etkilerinin Azaltılması Mümkün mü? Düzenleyici ve Denetleyici Kurumlar Perspektifinden Bir İnceleme

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Özet: En genel ifadesiyle, bir yıllık dönemde, ilgili ülke sınırları içerisinde sahip olunan üretim faktörleri kullanılarak üretilmiş nihai mal ve hizmetlerin piyasa fiyatlarıyla hesaplanmış değeri Gayrisafi Yurtiçi Hasıla (GSYİH ya da GDP) olarak tanımlanır. Ülkenin GSYİH'nin elde edilmesi sürecinde kullanacağı üretim faktörlerinin arzındaki yetersizlik, nihai mal ve hizmet piyasalarında kıtlığa dolayısıyla fiyatlar seviyesinde yükselme hızı olarak bilinen enflasyona sebep olacaktır. İç veya dış nedenlerle yükselen enflasyonist ortamda sabit gelirlilerin satın alma güçleri erirken, girdi fiyatlarındaki yükselmeyi başkalarına yansıtabilenler daha zengin olabilecektir. Gerçek ve tüzel kişilerin bu süreçte kendilerini koruma davranışları enflasyonist süreci besleyecektir. Özellikle sabit gelirliler aleyhine gelir dağılımında adaletsizlik oluşumundan birilerinin yararlanması kaçınılmazdır. Çünkü:

- İç üretimin planlanması, teşvikle yönlendirilmesi yerine ithalat silahının kullanılması,

- Piyasaların kapsayıcı bir şekilde düzenlenmesi ve denetlenmesi yerine yasaklamaların getirilmesi,

- Para politikasının destek vermemesi,

- Maliye politikasının popülist olması gibi kısa dönemli araçlar kullanılması enflasyon sorununun çözümünü ertelediği gibi büyütmektedir.

Hanehalklarının, enflasyondan kendilerini koruma davranışlarının, ister istemez iş ahlakı üzerindeki olumsuz etkileri maddi ve manevi değerleri erozyona uğratmaktadır. Çünkü insanoğlunun içinde yaşadığı dünyayı ahlâk ve etik değerler düzenler, biçimlendirir. Objektif, normatif bir kavram olan etik değerleri; kanunlar, standartlar belirler. Subjektif, kişiye özel bir kavram olan ahlak, etiğin pratiğe yansıması olarak ifade edilebilir ki, kişiyi kendi davranışları hakkında bir yargıda bulunmaya iten; ahlaki değerleri üzerinde yargılama yapmasını sağlayan vicdanını şekillendirir. Her geçen gün ahlaki değerlerdeki yozlaşmanın, vicdanın yok olmasının kötü örnekleri artmaktadır. Dolayısıyla ekonomide, üretim ve tüketimde bireysel hırslar yerine kolektif davranışların yaygınlaştırılabilmesi için evrensel ilkelere sahip bir ekosistem tasarlanmalıdır. Zira dini yaklaşımlarda da faiz, aşırı kâr, stokçuluk yasaklanmış ama bu şekildeki emir veya söylevler önemsenmemiş veya yeterli olmamıştır. Fakat ekonomi ve ahlak bir bütündür. Parçaları arasında tesis edilecek denge, sosyoekonomik yapının unsurlarına da yansımaktadır. Eğer ekosistemde denge yoksa kesimler arasında barışın tesisi; kaynakların etkin dağılımı; her türlü adalet, dürüstlük gibi değerlerin egemen olması mümkün olmayacaktır. Özetle uygulamaların gönüllülük boyutu istisnai bir durum olacağı için piyasaların, bağımsız düzenleyici ve denetleyici kurumlar tarafından düzenlenmesi ve denetlenmesinin nasıl olacağı bu niteliksel çalışmanın konusudur.

Anahtar Kelimeler: İş Ahlakı, Enflasyon, Düzenleyici ve Denetleyici Kurumlar, Maliye Politikası, Para Politikası

1. GİRİŞ

Bir ülke sınırları içerisinde sahip olunan üretim faktörleri ile üretilmiş nihai mal ve hizmetlerin piyasa fiyatlarıyla hesaplanmış değeri Gayrisafi Yurtiçi Hasıla (GSYİH ya da GDP) olarak tanımlanır. Ülkenin GSYİH'nin elde edilmesi sürecinde kullanacağı üretim faktörlerinin arzındaki yetersizlik, arz şokları nihai mal ve hizmet piyasalarında kıtlığa dolayısıyla fiyatlar seviyesinde yükselme hızı olarak bilinen enflasyona sebep olacaktır. İç veya dış kaynaklı nedenlerle yükselen enflasyonist ortamda sabit gelirlilerin satın alma güçleri erirken, girdi fiyatlarındaki yükselmeyi başkalarına yansıtabilenler daha zengin olabilmektedirler. Gerçek ve tüzel kişilerin bu süreçte kendilerini koruma davranışları enflasyonist süreci katbekat artıracaktır Özellikle plansızlıklar, küresel ısınma gibi mevsimsel sorunlar, doğal felaketler sonucunda sabit gelirliler aleyhine yaşanacak gelir dağılımındaki adaletsizlikten birilerinin yararlanması kaçınılmazdır. Çünkü:

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Dolayısıyla hanehalklarının, enflasyondan kendilerini koruma davranışlarının, ister istemez toplumsal yaşamda, özelde iş ahlakı üzerindeki olumsuz etkileri maddi ve manevi değerleri erozyona uğratmaktadır. Çünkü insanoğlunun içinde yaşadığı dünyayı ahlâk ve etik değerler düzenler, biçimlendirir. Objektif, normatif bir kavram olan etik değerleri; kanunlar, standartlar belirler. Subjektif, kişiye özel bir kavram olan ahlak, etiğin pratiğe yansıması olarak ifade edilebilir ki, kişiyi kendi davranışları hakkında bir yargıda bulunmaya iten; ahlaki değerleri üzerinde yargılama yapmasını sağlayan vicdanını şekillendirir. Her geçen gün ahlaki değerlerdeki yozlaşmanın, vicdanın yok olmasının kötü örnekleri artmaktadır. Dolayısıyla ekonomide, üretim ve tüketimde bireysel hırslar yerine kolektif davranışların yaygınlaştırılabilmesi için evrensel ilkelere sahip bir ekosistem tasarlanmalıdır. Zira dini yaklaşımlarda da faiz, aşırı kâr, stokçuluk yasaklanmış ama bu şekildeki emir veya söylevler önemsenmemiş veya yeterli olmamıştır. Fakat ekonomi ve ahlak bir bütündür. Parçaları arasında tesis edilecek denge, sosyoekonomik yapının unsurlarına da yansımaktadır. Eğer ekosistemde denge yoksa kesimler arasında barışın tesisi; kaynakların etkin dağılımı; her türlü adalet, dürüstlük gibi değerlerin uygulamalardaki egemenliği mümkün olmayacaktır. Özetle uygulamaların gönüllülük boyutu istisnai bir durum olacağı için piyasaların, bağımsız düzenleyici ve denetleyici kurumlar tarafından düzenlenmesi ve denetlenmesinin nasıl olacağı bu niteliksel çalışmanın konusudur. Bağımsız düzenleyici ve denetleyici kurumlar yönlendiriciliğinde ilgili sivil toplum örgütlerinin yapmaları gerekenlerin neler olabileceği çalışmada aktarılmaya çalışılmıştır.

2. TEMEL KAVRAMLAR: AHLAK, İŞ AHLAKI, ETİK, ENFLASYON, DEFLASYON, FİYAT İSTİKRARI

2.1. Ahlak ve Etik

Ahlak ve etik kavramları sıkça birbirlerinin yerine kullanılan kavramlardır. Her ne kadar bu iki kavram aynı kökten türemiş olsa da aslında farklı anlamlara sahiptirler.

İnsan ilişkilerinde “iyi” ya da “doğru” veya “kötü” ya da “yanlış” olarak adlandırdığımız değer yargılarını (Aktan, 2009: 38) ifade eden ve genel olarak iyiye yönelen davranış kuralları bütünü olarak tanımlanan ahlak kavramının iki anlamı vardır. Bunlardan ilki belirli bir insan topluluğunda bu insanların birbirleriyle ilişkilerini düzenleyen eylem modellerini ya da kurallarını ifade ederken, ikincisi ise bu kurallara uymanın insan açısından bir kişilik özelliği olduğunu yansıtmaktadır. Kısaca ahlak bireylerin tutum ve davranışlarını ifade etmek için kullanılmaktadır.

Buna karşılık etik kelimesi töre, gelenek, görenek gibi anlamlar taşımasının yanı sıra, toplumun sahip olduğu gelenek görenek, değer yargılarını olduğu gibi benimseyip sorgulayarak, eleştirerek içselleştirme ve benimseyerek kişiliğin bir özelliği haline getirmek anlamına gelmektedir. Etik, toplum tarafından insan eylemlerine iliştirilen ahlaki değerler olarak görülebileceği gibi, insani amaçlara hizmet ettikleri için kodlar veya bir kontrol sistemi olarak da görülebilirler. Genellikle, etik standartlar yasalarla belirlenir; ancak etik davranış bundan daha fazlasıdır ve devlet düzenlemeleri ile yasalarının ötesine geçer. Dolayısıyla ahlak davranışlara, etik ise usul veya biçim ya da ilkelere odaklanmaktadır.

2.2. İş ahlakı

İş etiği, işin ahlaki davranışını yöneten ilkeler veya standartlar kümesini ifade eder. İş ahlakı buna karşılık, tüketiciler ve işletmeler ile çeşitli piyasa katılımcıları arasında belirli bir temel düzeyde güvenin var olmasını sağlar. Dolayısıyla iş ahlakı terimi, bir şirketin davranışına rehberlik eden ahlaki ilkeler kümesini ifade eder. Bu ilkeler, devlet ve diğer işletmelerle etkileşimi, çalışanlarına davranışı ve müşterileriyle ilişkileri dahil olmak üzere şirketin faaliyetlerinin her yönünü kapsamaktadır. İş ahlakı, yasal kurallarla sınırlı değildir ve işletmenin faaliyet gösterdiği topluluklardaki kültür ve norm unsurlarını da içermektedir.

Bir işletmenin teknikleri, uygulamaları ve hedefleri arasındaki ilişki ile ilgili olan iş ahlakı, işletmelerin kendilerine ve topluma karşı dürüst olmaları gerektiğini ifade etmektedir. İşçilere adil davranmak, müşterilerden adil fiyatlar talep etmek, kaliteli mal ve hizmetler sağlamak, makul karlar elde etmek, malların doğru ve adil ağırlıklarını kullanmak vb. iş ahlakına verilebilecek bazı örneklerdir. Buna karşılık yanıltıcı reklamlar yoluyla müşterileri dolandırmak, işletmenin muhasebe defterleri ve finansal tabloları üzerinde oynamak, işletmenin mal ve varlıklarını kişisel kullanım için kullanmak, ticari sırları rakiplere ifşa etmek gibi ise iş ahlakına aykırı davranışlara örnek gösterilebilir.

Örgütsel yapılarını iş ahlâkı normlarına dayandıran işletmelerin güvenilirlik düzeyleri yükselmekte, kurumsallaşmaları kısa zamanda gerçekleşmekte, ürünlerinin tercih potansiyeli yükselmekte, geniş ve sürekli bir müşteri tabanı bulabilmekte ve sonuç olarak yüksek bir rekabet gücüne kavuşabilmektedirler (İlhan, 2005:58).

2.2.1. İş Ahlakı Türleri

- **Kurumsal sosyal sorumluluk**: Kurumsal sosyal sorumluluk paydaşların ihtiyaçlarını karşılarken, bu ihtiyaçları karşılamanın çalışanlar, çevre, toplum ve işin faaliyet gösterdiği topluluk üzerindeki etkisini hesaba katmayı ifade eden bir kavramdır. İşletmeler için elbette kar büyük bir öneme sahiptir ancak toplumun, müşterilerin ve çalışanların refahı dikkate alındığında kar ikincil bir öneme sahip olması gerekmektedir. Çünkü yapılan araştırmalar, kurumsal yönetimin ve etik uygulamaların işletmelerin finansal performansını artırdığı sonucuna varmıştır.
- **Şeffaflık ve Güvenilirlik**: Şirketlerin mali performanslarını şeffaf bir şekilde raporlamalarını sağlamaları çok önemlidir. Bu sadece gerekli finansal raporlar için değil, genel olarak tüm raporlar için geçerlidir. Bu raporların çoğu, yalnızca düzenleyicilere sunulan raporları değil, aynı zamanda kararların nasıl ve neden alındığını, hedeflere ulaşılıp ulaşılmadığını ve performansı etkileyen faktörleri ana hatlarıyla belirtmektedir. Bunun dışında basın bültenleri, şirketlerin şeffaf olabilmesinin başka bir yoludur. Yatırımcılar ve müşteriler için önemli olan olaylar, iyi ya da kötü haber olup olmadığına bakılmaksızın yayınlanmalıdır.
- **Adalet/Tarafsızlık**: Bir işyeri, ırk, din, inanç, yaş veya kimliğe bakılmaksızın tüm çalışanlar için kapsayıcı, çeşitli ve adil olmalıdır. Adil bir çalışma ortamı, herkesin terfi edebileceği ve kendi yolunda başarılı olabileceği yerdir.
- **Teknolojik Uygulamalar ve Etik**: Özellikle e-ticaret uygulamalarının büyük ölçüde arttığı günümüzde, işletmelerin topladıkları müşteri bilgilerini iş ahlakı çerçevesinde kullanılmasını sağlaması ihtiyacını beraberinde getirmektedir. Bunun yanı sıra özellikle birçok işletme müşteri bilgilerini sakladığından ve kötü niyetli kişilerin kullanabileceği verileri topladığından, teknolojinin mümkün olan en üst düzeyde güvence altına alınmasını sağlamalıdır.
- **Sosyal ve Çevresel Sorumluluk**: Kurumsal sosyal ve çevresel sorumluluk, bir şirketin pazarın dışındaki etkisini fark etmesi anlamına gelmektedir, çünkü işletmenin kar elde etmesi toplum pahasına olmamalıdır. Bu nedenle, kurumsal sosyal sorumluluklar işletmelerin çevreyi korumaya, sosyal amaçlara ve farkındalığı yaymaya yönelik çalıştıkları yaygın bir uygulamadır.

2.3. Enflasyon, Deflasyon ve Fiyat İstikrarı

Enflasyon kısaca fiyatlar genel seviyesinin sürekli yükselmesi veya paranın sürekli değer kaybetmesi olarak tanımlanmaktadır. Burada dikkat edilmesi gereken husus enflasyon fiyatlar genel seviyesindeki bir defalık veya kısa dönemde meydana gelen bir artış olmadığı gibi, tek bir maldaki veya birkaç maldaki fiyat artışları da değildir.

Diğer taraftan literatürde enflasyonun nedenlerimi ve etkilerini dikkate alan farklı tanımlamalar da vardır. Bunlardan biri, enflasyonun çok para ile az mal alınabildiği toplam talep fazlası durumu olarak tanımlarken, bir başka tanım ise enflasyonun, toplam ya da kişi başına para stokunda ya da parasal gelirdeki artış olduğu biçimindedir. Bu tanımların her ikisi de enflasyonun nedenini göz önüne almaktadır. İlk tanıma göre enflasyon mal piyasasındaki taleple ilişkili iken, ikinci tanımda para arzındaki değişmenin sonucu olarak açıklanmaktadır (Yıldırım, 2001:319).

Enflasyonun tam tersi olan deflasyon ise, genel fiyat seviyesindeki uzun süreli düşüşler olarak tanımlanmaktadır. Hem enflasyonun hem de deflasyonun ekonomi üzerinde olumsuz sonuçları olmaktadır.

Fiyat istikrarı ise enflasyon veya deflasyonun olmadığı bir ekonomide, ekonominin parasal dengesinin belli bir fiyat düzeyinde sabitlendiği durumu ifade etmektedir. Fiyat istikrarının olduğu bir ekonomik yapıda paranın değeri korunduğundan, yatırım, tüketim ve tasarruf gibi kararların alınmasındaki belirsizlikler ve alınan riskler daha düşük olmaktadır.

3. ENFLASYONUN İŞ AHLAKINA ETKİLERİ

Enflasyonist ortamda, enflasyonun maliyetleri toplum ve ekonominin tamamı açısından önemli olmaktadır. Çünkü böyle bir ortamda satın alma güçlerinin düşmesi nedeniyle bireyler mal ve hizmet tüketimlerini sınırlandırmak zorunda kalmaktadırlar. Benzer şekilde yatırımcılar uzun vadeli kararlar almaktan kaçınırlar. Yatırımların genellikle orta ve uzun vadeli yapılması nedeniyle, yüksek enflasyon ortamında yatırımcılar yatırımın getirisi ile katlanılacak maliyet arasındaki farkı öngöremediklerinden yatırım yapmaktan kaçınırlar.

Enflasyonun önceden tahmin edilemeyen değişikliklere neden olarak yarattığı belirsizlik, yatırımcının kendini garantiye almak ve riskten korunmak için fazladan bir getiri talep etmesine ve dolayısıyla reel faizlerin yükselmesine yol açar. Bu da borçlanma maliyetlerini artırarak, üreticinin kredi taleplerini kısıtlayan ve yatırımı engelleyen bir unsur olarak ortaya çıkar (TCMB, 2004:7).

Enflasyon, kısa dönemde işletmelerin yatırım yapma risklerinin artmasına, üretim maliyetlerinin yükselmesine ve faiz yükünün artmasına sebep olurken, uzun dönemde işletmelerin muhasebe sistemlerini ve mali tablolarını anlamsızlaştırmaktadır (Altınışık, 2019:5).

Böyle bir enflasyonist ortamda yaşanan belirsizlik ve kararsızlık, bireylerin ve işletmelerin tüketim ya da yatırım yapmak yerine enflasyonun zararlı etkilerinden korunmak amacıyla döviz, altın, gayrimenkul gibi üretken olmayan araçlara yönelmelerine neden olmaktadır. Bu durum da üretim ve verimlilik üzerinde olumsuz etkiler yaratarak, uzun dönemde ekonomik büyümenin yavaşlamasına yol açmaktadır (TCMB, 2013:7).

Enflasyon dönemlerinde faiz oranları ve yabancı kaynaklardan sağlanan fonların maliyeti artmaktadır. Bu da borçlanmaya ağırlık veren işletmelerin satışlarında finansman giderlerinin payının artmasına ve kârlılıklarının azalmasına sebep olabilir (Kantar ve Öndeş, 2022:41).

Bunun dışında yerli üreticilerin uluslararası piyasalarda rekabet gücünün düşmesine neden olarak, ihracatın azalmasına, dolayısıyla dış ticaret dengesinin bozulmasına yol açmaktadır.

Enflasyon, ülkedeki servet ve gelir dağılımının bozulmasına ve sosyal adaletsizliğin artmasına da neden olmaktadır. Özellikle sabit gelirli ve düşük gelirli bireyler üzerindeki olumsuz etkisi daha fazladır ve yoksullaşmayı artırır.

Öte yandan yüksek enflasyon vergi kalemleri üzerinde de olumsuz etki yaratabilmektedir. Tahakkuk eden vergilerin tahsil edilmesi uzun bir döneme yayıldığından, enflasyonun artması reel vergi kalemlerinde bir azalmaya neden olacaktır. Ayrıca yüksek enflasyon, maliyetleri artırmak yoluyla işletme kârlarını da düşüreceğinden, gelirler üzerinden tahakkuk eden vergi miktarını da azaltmış olacaktır (TCMB, 2013:7).

Dolayısıyla yüksek enflasyonun neden olduğu belirsizlik o toplumda sosyal ve siyasi ilişkilerde çıkarcı ve ahlaki olmayan davranışların artmasına neden olacaktır. Enflasyonist ortamda ekonomik birimlerin kendi çıkarlarını toplumun çıkarlarının üstünde tutmaları, enflasyonun ahlaki bir boyutu olduğunu göstermektedir.

Enflasyonun işletmeler üzerindeki olumsuz etkileri sonucunda, karlarını korumak, varlıklarını devam ettirmek gibi nedenlerle iş ahlakına uymayan davranışlarının artması söz konusu olacaktır. Amacı kar maksimizasyonu olan işletmelerin enflasyonist ortamda maliyetlerinde meydana gelen artışı fiyatlarını artırarak tüketicilere yansıtması bir noktaya kadar kabul edilebilir. Ancak işletmelerin/satıcıların büyük bir kısmı enflasyonu fiyatları yükseltmek için bir bahane olarak görmesi, dolayısıyla tüketiciye sunması gereken “adil” fiyatın çok üzerinde bir fiyattan mal ve hizmetleri sunmaları yaygınlaşmaktadır.

Bunun dışında işletmeler iş ahlakına aykırı olarak ürünlerin boyutunu küçültmek ve gramajını azaltmak gibi uygulamalar gidebilirler. Ekonomist Pippa Malmgren tarafından shrinkflation (görünmeyen enflasyon) olarak adlandırılan bu uygulama, işletmeler tarafından kar marjlarını artırmak veya artan girdi maliyetleri sırasında kar marjlarını korumak için gizli bir taktik olarak kabul edilmektedir. Özellikle artan enflasyon dönemlerinde artan hammadde, işçilik, paketleme ve taşıma maliyetleri ile mücadele etmek için işletmelerin sıkça başvurdukları bir uygulamadır (Wood, 2022:3).

Ayrıca, stoklamanın artması, kayıtdışı olarak yabancı işçi çalıştırmak, yanıltıcı reklamlar yapmak, malların kalitesini düşürmek gibi iş ahlakına aykırı davranışlar da artmaktadır.

4. İŞ AHLAKININ KURUMLAŞMASINDA BAĞIMSIZ DÜZENLEYİCİ VE DENETLEYİCİ KURUMLARIN ÖNEMİ

Ahlak insanların toplumda nasıl davranmaları gerektiği konusuna ilişkin ölçütler koymaktadır. Ahlak aynı zamanda insanlara bir sorumluluk bilinci de yüklemektedir. Toplumdaki değer yargıları ışığında ahlak insanlara

bir rol biçmekte; neyin iyi neyin kötü, hangi davranışların erdemli hangi davranışların erdemsiz olduğu da toplumdaki değerlerin bileşimi sonucunda ortaya çıkmaktadır (Sakal ve Kitapçı, 2009: 33).

Toplumdaki bireylerin ahlaki değerleri bir şekilde iş ahlakına da yansımaktadır. "Genel olarak iş ahlakı; bütün ekonomik faaliyetlerde dürüstlük, güven, saygı ve hakça davranmayı ilke edinmek ve çevreyle temas halinde bulunurken aynı çevreyi paylaşan topluma destek olmaktır (Özgener, 2020: 57). Türkiye gibi gelişmekte olan ülkelerde hükümetler ve yöneticiler, iş normlarını ve ahlaki değerleri uygulamaya yansıtmak için öncü rolü oynamalıdırlar. Yöneticiler, özellikle üst düzey yöneticiler, kurumsallaşan iş ahlakı sayesinde ahlaki karar vermeyi teşvik edecek ve destekleyecek bir örgütsel ortamı yaratmak için birinci derecede sorumluluğa sahiptirler. Neticede iş ahlakının kurumsallaşmasıyla, ahlaki kavramların veya kuralların günlük eylemlere uygulanması ve entegrasyonu ifade edilmektedir (Özgener, 2020: 152).

Toplumdaki ahlaki boyutun eksikliği durumunda, maddi varlıkların ve isteklerin tatmini araç olmaktan çıkıp başlı başına birer amaç olurlar. Böylece tatmin, ihtiyaçların karşılanmasının bir fonksiyonu olarak kalmaz ve başkalarıyla yarışmaktan çok daha fazlası haline gelir. Dolayısıyla birey üzerindeki baskılar altından kalkabileceğinin çok ötesine geçer ve iç huzur zarar görür. (...) Böylece kaynaklar üzerindeki talepler katlanır, dengesizlikler artar ve bu mücadeleye ayak uyduramayanlar geride kalır. Yoksulluk ve ekonomik eşitsizlikler ortaya çıkar. İhtiyaçların giderilmesi hedefi giderek daha çok hasar görür. Tatminsizlik ve toplumsal gerilim kızışır, ümitsizlik ve yabancılaşma belirtileri bireysel ve toplumsal hayatın her alanına yansır (Chapra, 2018:360).

Yansımaların sonucu olarak kısacası piyasalar, "katılımcıların yolsuzluk ya da rekabet karşıtı davranışlar içerisine girmesi hakinde çöker. İşlem maliyetlerinin, teknolojik ve diğer parasal olmayan dışsallıkların içselleştirilmesini engellemesi halinde de çöker. Ayrıca, eksik bilginin etik tehlikeler ve olumsuz seçimlere yol açması halinde de çöker (Rodrick, 2014: 41). Dolayısıyla sistemdeki dönüşümün sağlanabilmesi için temel koşullar Acemoğlu ve Robinson (2016: 407) göre, "mülkiyet haklarını hayata geçiren, eşit rekabet şartları sağlayan ve yeni teknoloji ve becerilere yatırım yapmayı teşvik eden kapsayıcı ekonomik kurumlar olmalıdır".

Bağımsız düzenleyici ve denetleyici kurumların faaliyetlerinde kapsayıcılığın sağlanabilmesi için de uluslararası düzenlemeler ve standartlar kapsamında organize olmaları; bağımsızlık, hesap verebilirlik, şeffaflık kriterlerine göre faaliyetlerini siyaset üstü bir anlayışla yürütebilmeleri gerekir. Çünkü: Bireylerin, piyasalardaki alıcı ve satıcı rolleri, siyasi ortamda oy veren; vergi ödeyen; bürokrat veya kamu hizmetlerinden yararlanan; politikacı gibi statülere dönüştüğü için kişilik değişimleri de kaçınılmaz olabilir. Bu yüzden sistem, bireysel ahlaki değerlerin devreye girmeyeceğini varsayarak tedbiri elden bırakmadan; etik düzenlemeleri; bağımsız düzenleyici ve denetleyici yapıları kapsayıcı bir şekilde devreye almalıdır. Sakal ve Kitapçı (2009: 33) çalışmalarında bu gerekliliği şöyle ifade etmişlerdir: Tüm kamu kaynaklarını yönetmekle ve bunları adaletli bir şekilde tahsis etmekle görevlendirilen siyasetçilerin de ahlaka uygun davranmaları son derece önemlidir. Siyaset insanları mutlu kılma adına gerçekleştirilen en önemli araçlardan biridir. Siyasetin bir araç olarak görülmeyip bir amaç olarak görülmesi siyasal ahlakın dışına çıkmak demektir. Siyasal ahlak siyasetin temel yapı taşlarından birisidir. Siyasal ahlakın dışına çıkılması siyaseti de ahlaksız bir hale büründürmektedir.

4.1. Bağımsız Düzenleyici ve Denetleyici Kurumların Başarısının Artırılmasında Temel Faktörler

Yüksek enflasyon sürecinin yaşandığı ekonomilerde, işin başında göstergeler tam okunmadığı, baskılandığı veya önemsenmediği durumlarda piyasa fiyatlarında sinyal etkisi oluşmadığı için zamanında müdahaleler yapılmamıştır. Çünkü bağımsız düzenleyici ve denetleyici kurumlar görev tanımlamalarının gereklerini zamanında yapamamışlar veya dikkate alınmamışlardır. Bu yüzden uzun dönemli ve sürekli başarıların sağlanabilmesi için kurumsal yapılara ve hafızalarının dinç tutulmasına ihtiyaç vardır. Zira sorun, bireylerin alım gücünün eksiye düşmesine yol açan (paranın iç ve dış değerindeki kayıpların yansımasıyla oluşan) enflasyonun neden mi sonuç mu olduğunu tartışmak yerine; bu sonuca yol açan faktörler; piyasa düzensizlikleri; asimetrik bilgi kaynakları; ters seçim, ahlaki tehlike gibi problemler nelerdir, nasıl önlenebilir sorularının cevapları aranmalıdır.

Naqvi'ye (2019: 64) göre de: "Kamu politikasının ekonomik olan ve olmayan özgürlükler arasında ve ayrıca politik özgürlük ile gelir ve servetin eşit dağıtımı arasında denge kurmayı başarması için onun adil, doğru, tarafsız ve yerleşik çıkarlara hizmet etmiyor olarak görülmesi gereklidir. Yalnız o zaman kapsayıcı bir politik mutabakat inşa edilebilir ve kanunen eşitlikçi bir kamu politikası için kamu desteği kazanılabilir". Kamunun bu yönlendiriciliği, işletmelerinde de paydaşlar kapitalizmi anlayış ile faaliyetlerini yürütmelerine önderlik edebilir.

4.1.1. Paydaşlar Kapitalizmi Yaklaşımının İçselleştirilmesinde Uluslararası Standartlar Referans Alınmalı

Bağımsız düzenleyici ve denetleyici kurumların başarısının artırılabilmesi için çalışma alanlarında kapsayıcılığın sağlanabilmesi gerekir. Bunun için de temel kural, uluslararası düzenlemeler ve standartlar kapsamında organize olunması; birbirine benzeyen işletmeler arasında homojenliğin sağlanması ve haksız rekabetin yaşanmaması için denetlenebilmesi gerekmektedir. Bu yaklaşım ve şeffaflık sonucunda, ekonomik faaliyetlerin temel kurumları olan işletmelerin tüm paydaşlarına iyi bir model olması sağlanabilecektir.

Makro ölçekte böyle bir yapının inşası, işletmelerin bu felsefeyi içselleştirecek bir bakışa sahip olmalarını teşvik edecek başta bağımsız düzenleyici ve denetleyici kurumlar ve diğer paydaşlar ile mümkün olacaktır. Çünkü paydaşlar kapitalizmi yaklaşımında, üretim sürecinden tüketime kadarki her aşamada israfın önlenebilmesini; doğal çevrenin korunabilmesini ve nihayetinde paylaşımda adaleti sağlayabilecek sürdürülebilir bir ekonomik sistem için gerekli temel kurumsal yapıların kapsayıcı bir şekilde organize edilebilmesi felsefesi esastır.

Paydaşlar kapitalizminin yaklaşımını Schwab (2020) şu şekilde açıklamaktadır: İşletmelerde profesyonel yönetimin amacı, müşterilere, hissedarlara, işçilere, çalışanlara ve topluma hizmet etmek ve paydaşların farklı çıkarlarını aşağıda özetlendiği şekliyle uyumlu hale getirmektir:

- Yönetim, paydaşlarından müşterilerinin ihtiyaçlarını karşılarken onlara en iyi değeri vermek zorundadır. Bunun için yeni fikirleri ve teknolojik ilerlemeyi, ticari ürün ve hizmetlere dönüştürmelidir. Bu bağlamda işletmeler arasındaki rekabet de müşterilerin en iyi değer seçimini almasını sağlamanın olağan ve kabul görmüş bir yoludur.

- Yönetim hissedarların vekili olarak, yüksek bir getiri sağlayarak yatırımcılarına hizmet etmelidir.

- Yönetim, çalışanlarına hizmet etmelidir, çünkü özgür bir toplumda liderlik, yönetilenlerin çıkarlarını bütünleştirmelidir. Özellikle yönetim, çalışanların devamlılığını, reel gelirin iyileştirilmesini ve iş yerinin insancıl olmasını sağlamak zorundadır.

- Yönetim, topluma hizmet etmek zorundadır. Gelecek nesiller için maddi evrenin vekili rolünü üstlenerek; elindeki maddi ve maddi olmayan kaynakları en uygun şekilde kullanmak; yönetim ve teknolojideki bilgi sınırlarını sürekli genişletmek zorundadır. İçin bulunduğu iktisadi yapının hedeflerini yerine getirmesine izin vermek için girişiminin, topluluğa uygun vergiler ödemesini garanti etmelidir. Yönetim ayrıca kendi bilgi ve deneyimini topluma sunmak zorundadır.

Özetle yönetim, sorumlu olduğu ekonomik işletme aracılığıyla yukarıdaki hedeflere ulaşabilir. Bu nedenle işletmenin uzun vadeli varlığını sağlamak önemlidir. Uzun vadeli varoluş, yeterli karlılık olmadan sağlanamaz. Bu nedenle karlılık, yönetimin müşterilerine, hissedarlarına, çalışanlarına ve topluma hizmet etmesini sağlamak için gerekli araçtır. Dolayısıyla iktisadi yapının temel kurumları olan işletmelerin, üretim faktörlerinin etkin istihdamını sağlayabilmesi, haklarını ödeyebilmesi için bu bakışın içselleştirebilmesi gerekir. Bunun için de kurum kültürü anlayışının oluşması ve yaygınlaştırılması gerekmektedir.

4.1.2. Kurum Kültürü Oluşumunda İş Ahlakı Kurallarının Norm Şekline Getirilmesi Teşvik Edilmeli

Kurum kültürü oluşumunda "çalışma ve iş ahlakıyla iç içe olan bir diğer konu meslek ahlakıdır. Burada belli bir mesleğin mensuplarının, uyulması gereken ahlaki ilkeler doğrultusunda hareket etmeleri beklenir. Bu ahlaki ilkeler o meslek bakımından esas itibariyle evrenseldir. Örneğin dünyanın her köşesinde hekimlerin ortak mesleki ilkeler doğrultusunda aynı hipokrat yeminini etmesi gibi. Meslek mensuplarının uyması ve sahip çıkması gereken kurallar veya meslek ahlakı ilkeleri (code of conducts) barolar, tabip odaları, iş adamları dernekleri, eczacılar birliği gibi meslek örgütlerinin disipline edici düzenlemeleri neticesinde oluşur ve meslek saygınlığını da beraberinde getirir. Bu ilkelere uyulmaması halinde meslekten geçici veya sürekli men yaptırımı uygulanabilmektedir" (Kurtuluş, 2010: 744).

Özel sektörde iş ahlakı çalışmalarına bakıldığında daha çok büyük ölçekli kurumlar ve uluslararası şirketlerin varlığında yürütüldüğünü görmekteyiz. Kurumsallaşmış büyük firmalarda ahlaki kod uygulamaları yaygın bir şekilde kullanılmaya başlamıştır. Bunun için de işletmeler ahlaki kodların oluşturulması için danışman desteklerini alarak, bu işleyişi yukarıdan aşağıya doğru yürütmeye özen göstermektedirler. Ülkemizdeki birçok işletme iş ahlakı ile ilgili davranış ve ilkeleri belirlerken konjonktürel sebeplerden yola çıkmaktadırlar. Bu ilkeleri belirlerken de ihtiyaçtan ziyade piyasada "etik kod"a sahip olan firma etiketi almak için bu kodları talep etmektedirler. İş ahlakı kodlarının firmalarda uygulanmasında zaman zaman sorunlar yaşansa da uzun dönemde fayda sağlandığı da tespit edilmiştir. Başlangıçta sadece yazılı olarak uygulamaya konulmuş, akabinde şirket

çalışanları arasında bu etik kodlar benimsenmiş ve hayata geçirilmeleri için çabalar sarf edilmiştir (Akol ve diğ., 2023: 2478).

5. SONUÇ VE ÖNERİLER

İktisadi yapının temel kurumları olan işletmelerin paydaşlar ekonomisi anlayışıyla faaliyet gösterebilmeleri için bağımsız düzenleyici ve denetleyici kurumlar yönlendiriciliğinde sivil toplum örgütlerinin, toplumu ilgilendiren birçok konuda işlerin merkezinde yer alması, iş ahlakının bir baskı unsuru olarak kullanmaları gerekmektedir. Sivil toplum örgütlerinin yapması gereken şey, devleti temsilen bağımsız düzenleyici ve denetleyici kurumlar yönlendiriciliğinde, ekonomik gelişmelerin yanında ahlak ve diğer tüm konularda aktif olarak görev almaları ve buna dair planlı bir program halinde çalışmaları gerekmektedir. Çünkü "özellikle iş ortamında baş gösteren; adam kayırmacılık, fırsatçılık, torpil döngüsü ve performans yetersizlikleri, etik ilkelerin yeniden yapılandırılması ihtiyacını ortaya çıkarmıştır. Bu olumsuzlukların ortadan kaldırılması için, hükümetler, sivil toplum kuruluşları, üniversiteler ve akademik kurumlar iş etiğinin sağlam temeller üzerine kurulması, kurumsallaştırılması ve temiz bir toplum oluşturma konusunda işbirliği yoluna" gitmelidirler (Akol ve diğ., 2023: 2476).

Sonuç olarak, bağımsız düzenleyici ve denetleyici kurumlar yönlendiriciliğinde ilgili sivil toplum örgütlerinin yapmaları gereken şey, toplumda bir kamuoyu oluşturarak, iş ahlakı kurallarının norm hâline getirilmesini sağlamaktır.

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Geçmiş ve Gelecek Arasındaki Sosyal Demokraside Sol Popülist Tahayyül

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Özet: 21.yüzyılın ilk çeyreğinde yaşanan küresel gelişmeler ile neoliberalizmin yarattığı derin politik ve ekonomik krizler, yeni çıkış yollarının aranmasına neden olmuş ve bu çıkış, neoliberal devlete karşı sol siyasette sosyal bir devlet vurgusunun ön plana çıkması olarak belirmiştir. Güçlü bir sosyal devlet tahayyülü ile dağınık kitlelere soldan hitap eden, anti-kapitalist olmasa da anti-kapitalist söyleme sahip, sermayeyi dışlamadan emeği ön plana alan sosyal demokrat bir devlet inşa etme isteği, geçmişe dönük sol popülist bir söylemle bağ kurulmasına neden olmuştur. Bu bağın Türkiye özelinde sol siyasette, özellikle 1970'li yıllarda Bülent Ecevit döneminde demokratik sol bir anlayışla kurulduğu iddia edilebilir. Zamanla gelinen noktada sosyal demokrasi ile sol popülizmin ortak çizgisinin olabileceği ve krizde olan neoliberal devlete karşı sosyal demokrasinin bir çözüm yolu olacağı düşüncesi güçlenmiştir. Bu bildirinin amacı, neoliberal hegemonya ve neoliberalizmin krizine sol popülist bir söylemle karşı çıkan sosyal demokrasinin popülist niteliğini sorgulamak, geçmişte uygulanan ve popülist açılımları olan demokratik solun günümüze uygulanabilirliğini ve merkez sol düşünce ile popülizmin içsel açmazlarının ne ölçüde derin olduğunu sosyal demokrasinin ve popülizmin geçmişine ve günümüze referansla incelemektir.

Anahtar Kelimeler: Neoliberalizm, Sol Popülizm, Sosyal Demokrasi.

Left Imagination in Social Democracy Between Past and Future

Abstract: Global developments in the first quarter of the 21st century and deep political and economic crises that neoliberalism created have led to a search for new solutions and these solutions have hereby been crystallized in left politics with coming into prominence of an emphasis on a social democratic state against neoliberal one. Together with a strong social democratic state imagination, the claim for its construction which can appeal to fragmented masses, utter an anti-capitalist discourse without necessarily being anti-capitalist, and highlight labor without neglecting capital have necessarily brought about establishing a rapport with a retrospective left populist discourse. It can be suggested that the rapport had been established in Turkey under the period of Bülent Ecevit in the 1970s with a democratic left view. In due course, it is acknowledged that social democracy and left populism can have a common ground and the former can be a solution for the neoliberal state in crisis. The aim of this work is to scrutinize the populist structure of social democracy that challenges neoliberalism in crisis with a left populist discourse and to investigate whether democratic left can be practiced in today's world and to what extent center left thought and populism encompass a deep internal predicament. Therefore, it tries to analyze the fundamental presuppositions of social democracy and populism with a reference to past and future.

Keywords: Neoliberalism, Left populism, Social Democracy.

1. GİRİŞ

Son yılların siyaset bilimi açısından en popüler kavramlarından biri olan popülizm, beraberinde getirdiği tanımsal tartışmalar ile hem sağ hem de sol ideolojiler için önemli bir uğrak noktası olmuştur. Popülizmin referans noktası olarak kurgulanan 'yozlaşmış elit' ve 'halk ikilemi' sağ ve sol ideolojilere eklemlenebilmede kolaylık sunmuştur. Sağ ve sol düşüncenin popülizm ile kesişen noktası da burada ortaya çıkmaktadır: 'biz' ve 'onlar' söyleminin rahatlıkla ideolojik bagajlarında yer bulabilmesi. Bu bildirinin ana konusu da sosyal demokrasinin sol popülizm ile 21. yüzyılda yaşanan neoliberal devletin krizine karşı kurmak istediği söylemsel rabıtanın Türkiye'de özellikle 1970'li yıllarda Bülent Ecevit dönemi ışığında günümüzde uygulanabilirliğinin imkân ve sınırlarını incelemektir.

2. SOSYAL DEMOKRASİDE POPÜLİST SÖYLEM

1970'lere kadar altın çağını yaşayan ve özellikle İskandinav ülkelerde ve Avrupa ülkelerinde (özellikle Almanya ve Thatcher dönemine kadar İngiltere'de) hâkim ideoloji haline gelen sosyal demokrasi hem etkin olduğu dönemde özellikle 70'lerde hem de üçüncü yol arayışlarının olduğu dönemde popülist tınılara sahiptir. Sosyal demokrasinin popülist yapısı kendine sol popülist söylemde vücut bulmuştur. Bu nitelik sosyal demokrasinin temel argümanının işçi sınıfının partisi olma niteliğinde saklıdır. İşçi sınıfının partisi ya da ideolojisi olma

temelinde yükselen sosyal demokrasinin planlamacılık ve refah devleti 'projeleri' ve işçi hareketleri ile sendikalarla olan organik bağı ve özellikle 1970'lerde kendisine atfedilen "merkez sol" olma özelliği sol popülist içgüdünün yansımasıdır. Yine de şunu da belirtmek gerekir ki her siyasal söylem ve politika, popülist nitelik taşımaz. Ancak günümüzde sosyal demokrasinin sol popülist bir söylem benimsediği argümanı sosyal demokrasinin, neoliberalizmin yükselişinde ve yeni sağ söylem ile verdiği mücadelede aranmalıdır. Neoliberalizmin yükselişi, sosyal demokrasinin çöküşü ile eş zamanlı gerçekleşen olgulardır. Bu süreçte de sosyal demokrasinin neoliberalizm ile verdiği 'yeni dünyada var olma' mücadelesi, mevcudiyetini sürdürmek için sol popülizm ile bir çıkış yoludur.

2.1. Sol Popülizme Giden Yol

Siyaset biliminde tanımsal netliği muğlak olan popülizm kavramı, Krastev'e göre, "liberalizm, sosyalizm veya muhafazakarlık biçiminde bir ideoloji olamayacak kadar eklektiktir" (Krastev, 2007). Popülist söylemin temel tanımlayıcı niteliğini, toplumun iki homojen ve karşıt gruba ayrıldığı ve bu grupların özdeş, 'olduğu gibi insanlar' ile 'yozlaşmış seçkinler/ elitler' söylemi oluşturmaktadır. Popülist anlayışta siyasette 'genel iradenin' esas olduğu ve toplumda gerçekleşecek olan değişimin ancak seçkinlerin radikalleştirilmesi ile mümkün olabileceği düşüncesi vardır (Krastev, 2017). Diğer taraftan Jan-Werner Müller, popülistleri çoğulculuk karşıtı olarak tanımlar. Popülistler sadece ve sadece kendilerinin halkı temsil ettiği iddiasındadır. Ayrıca iktidar mücadelesinde popülistler siyasi rakiplerini ahlaksız ve yozlaşmış elitler olarak tanımlamaktan çekinmezler ve iktidara sahip iken hiçbir koşulda muhalefeti meşru olarak görmezler (Müller, 2019: 15). Müller, popülist iktidarların üç temel özelliğini şu şekilde sıralar: devlet aygıtını gasp, yolsuzluk ve kayırmacılık ile sivil toplumun bastırılması için sistemli bir çaba (Müller, 2019: 16). Ayrıca popülistlerin iktidarda kalmasına en büyük yardımcı metin olarak anayasalar görülür. Bu anlayışa göre, siyasal iktidar tarafında "eğer iktidarda kalmak tek hedef haline gelmişse, popülistlerin anayasayı bir perde olarak görmesi ve perdenin arkasında farklı şekillerde davranması ihtimali vardır. İktidarda kalma amacına hizmet etmez hale gelirse kendi anayasalarını bile kurban edebilirler" (Müller, 2019: 81).

Böylece, popülizmin net bir tanımı olmamakla birlikte 'popülist siyasetin' ancak uygulama alanında netlik kazandığını söylemek yanlış olmayacaktır. Müller'in popülizme içkin koşulları belirlerken tanımladığı devlet aygıtını gasp, yolsuzluk, sivil toplumun baskılanması ve hatta otoriterleşmeye/ baskıcı rejime giden anlayış popülizm tanımı altında "sağ popülizm" için bir tanımdır. "Pejoratif" bir söylem tarzı olarak nitelenen popülizm, genelde sağ popülist liderlerce yönetilen siyasal iktidarlarda vücut bulur. Ralf Dahrendorf'un kısaca belirttiği üzere "birinin popülizmi diğerinin demokrasisidir ve tam tersi". Ernesto Laclau ise başka bir açıdan popülizmi "demokrasinin demokratikleştirilmesi" olarak nitelemektedir (Bora, 2019).

Cas Mudde'ye göre popülist ideolojinin temel özellikleri tekçilik ve ahlakçılıktır: hem halk hem de elitin temelde aynı çıkarları ve değerleri paylaştığı görülürken, aralarındaki temel ayrım ahlaka dayanır. Mudde'ye göre popülizm bir ideolojidir – yani bir dünya görüşüdür, ancak ince merkezlidir, yani siyasi gündemin yalnızca bir kısmına hitap eder- örneğin, en iyi ekonomik veya siyasi sistemin ne olduğu hakkında bir fikri yoktur. Sonuç olarak, hemen hemen tüm siyasi aktörler, popülizmi, normalde sağda bir tür milliyetçilik ve solda da bir tür sosyalizm olan, sözde bir ev sahibi ideolojiyle birleştirecektir (Mudde, 2017). Mudde'nin de belirttiği gibi popülizmin solda bir tür sosyalizm olan ideolojiyle birleşmesi de "sol popülizm" kavramını ortaya çıkarır. Tanıl Bora günümüzde popülist sol bir politikanın sınıfsal dayanağı ve 'momentini' kapitalizmin süper-esnek ağı içerisinde sadece istihdam rejimi bakımında değil duygulanımsal bakımdan da atomize olmuş, hatta dağılmış ve seyyarlaşmış, geleneksel sınıf örgütlenmelerin dışında olan "prekaryada" bulur (Bora, 2019). Bora'nın dikkat çektiği diğer bir nokta ise halk kelimesinin popülizm tanımı içindeki muğlaklığıdır. Ancak tam da halk tanımındaki bu muğlaklık, popülizmin siyasi arenadaki gücü ve zaferidir. Halk, yurttaşlar topluluğu anlamına da avam anlamına da aynı zamanda millet anlamına da gelmektedir. Böylece popülizmin alacağı şekil, bu anlamların hangisini tercih ettiğine göre şekillenecektir (Bora, 2019).

Sağ popülizmin iddiası elitlerin gasp ettiği halk egemenliğini geri getirmek ve demokrasiyi eski haline döndürmektir ancak bu egemenlik ulusal egemenliktir ve "memleketin asıl sahiplerine", yozlaşmamış, homojen ve ahlaklı kitlelerine mahsustur. Diğer önemli bir nokta ise sağ popülistler için eşitlik talebinin pek bir öneminin olmamasıdır (Mouffe, 2019: 35). Öte yandan Mouffe'ye göre sol popülizmin amacı demokrasiyi derinleştirmek ve geliştirmektir. "Sol popülist bir strateji ortak hasmın (oligarşinin) karşısına dikilecek bir "biz"i, yani bir "halk"ı inşa etmek için demokratik talepleri bir kolektif irade altında birleştirmeyi amaç edinir" (Mouffe, 2019: 36). Sol popülizmin tahayyülü de günümüzde neoliberal ekonomi politiğin eleştirisini yapmak ve hatta geçmişe dönük

alternatif politikalar ile başka bir düzen arayışı içerisine girmektir. Bu noktada sol popülizm ve sosyal demokrasi arasındaki 'bağı' Türkiye üzerinden incelemek daha doğru olacaktır.

2.2. Sol Popülizmde 1970'ler Türkiye'si Örneği

Sosyal demokrasinin meşruiyet krizinin başladığı 1980'lı yıllar sosyal demokrasinin sol popülist niteliğin de aşındığı yıllardır. Bu süreçte "yenilenme" söylemiyle birçok sosyal demokrat parti 'sol' kimliğini bir kenara bırakarak kendilerini "yeni sol" olarak tanımlamıştır. Bu kavramın bir sonucu olan 'Üçüncü Yol' politikasına Mouffe'nin yorumu şu şekildedir: "Yeni merkez sol hükümetlerin neoliberal küreselleşme karşısında nasıl Thatcher'ın şu meşhur 'başka bir alternatif yok' (There is no alternative- TINA) dogması çerçevesinde pekiştirilen hegemonik mıntıkayı kabul edip, Stuart Hall'un 'neoliberalizmin sosyal demokrat bir yorumu' diye adlandırdığı şeyi uygulayarak kendilerini tükettikleridir" (Mouffe, 2019: 16) şeklindedir. Sosyal demokrasinin bu kadar çok yıpranmasında şüphesiz "merkez sol" siyasetteki bölünmenin ve parçalara ayrılmanın da etkisi büyüktür. Örneğin, Alman Sosyal Demokrat Partisi SPD'nin eski Genel Başkanı G. Schröder'in şansölyelik görevini yürütürken Blair ile ortak bir deklarasyon yayımlaması ve SPD'nin politikasını "Yeni Merkez" olarak adlandırması, parti tabanı, sendikalar ve sol düşünürler tarafından tepkiyle karşılaşmıştı (Karakaş, 2008: 254).

Türkiye'ye bakıldığında ise sosyal demokrat politika ve düşünce, 1965 yılında Cumhuriyet Halk Partisi'nde ortaya çıkmıştır. İsmet İnönü 1961 Anayasası ile oluşan görece demokratik bir ortamda ve toplumsal koşulların da değiştiği bir ortamda CHP'nin "ortanın solunda" bir parti olduğunu ilan etti. Bu noktada CHP'nin gelenekçi kesiminden sol kavramı kullanıldığı için tepki almış ve sonunda Bülent Ecevit "demokratik sol" kavramını benimsemiştir (Karakaş, 2008: 254). Ecevit siyaseti içinde vücut bulan demokratik sol siyaset, popülizmin bazı özelliklerini barındırsa da 1990'larda İngiltere ve Almanya'da ortaya çıkan popülist soldan daha farklı bir muhtevaya sahiptir. Öncelikle bu sol anlayış, Ecevit ile kült haline gelen bir siyasi geleneğin oluşmasına katkı sağlamıştır. Necmi Erdoğan'a göre Türkiye siyasetinde popülizm-lere bakıldığında ortaya çıkan "siyasal söylemlerin tarihi aynı zamanda popülizmlerin de tarihidir" (Erdoğan, 2007: 262). Çünkü popülizm, özellikle çok partili hayata geçiş ile birlikte siyasal alana sirayet etmiş ve söylemlerin tayin edici bir uğrağı haline gelmiştir (Erdoğan, 2007: 262). İdeolojik bir öge olarak popülizmin uğrakları arasındaki "düğüm noktası, birer boş gösteren" olarak "halk" ve "millet"tir. 1970'ler Türkiye siyasetinde de toplumsal-siyasal karşıtlıkların halk ve millet kavramları üzerinde yükseldiği ve bu gerilim hattında yoğunlaştığı söylenebilir (Erdoğan, 2007: 262). Türkiye'deki sol popülizmini açıklamak için bu kavramlar önem taşımaktadır.

Türkiye'de sol popülist söylemin temelini şüphesiz "halk" kavramı oluşturmaktadır. Popülizmin söylem niteliğine de bakıldığında ortaya çıkan *halk*a karşı *onlar* ikilemidir. Bu ikilemin bir tarafında ezilen ve emeği sömürülen halk, diğer tarafında da ezen ve sömüren yer almaktadır. 1970'lerde Ecevit liderliğinde ve kültünde oluşturulan demokratik sol tahayyülde bu ikilemi görmek mümkündür. Böylece Ecevit, demokratik sol düşüncesini sol popülist söylemlerle güçlendirmiştir. Popülizm, Ecevit'in söylemlerinin birleştirici ilkesidir ve toplumsal-siyasal alan, söylemlerinde, "halk" ve "halktan olmayanlar", ezenler ve ezilenler olarak net bir şekilde ayrılır. Ecevit'in söyleminde halk, kendi emeğiyle kazanıp geçinen ve gelirini başkasının sömürülmesi sonucu kazanmayan, toplumda ayrıcalık gözetmeyen, ezilen ve sömürülen köylü, işçi ve memurlardan oluşur. Halktan olmayanlar ise kendilerinin ayrıcalıklı gören ve hatta artı değere el koyan, toplumun yönetimi üzerinde aşırı bir ağırlığa sahip olan tekelci sermaye, büyük toprak sahipleri veya üretimde emeği olmayan kesimdir (Erdoğan, 2008: 264-266). Ecevit, halk kavramını açılımlarken millet ve halk kavramlarını ayrı tutarak milleti siyasal bir kavram olarak anlatmaktadır. Halkı ise sosyal bir kavrama gönderme yapar. Ecevit'in dikkat çektiği nokta, millet ve halkın birbirleriyle çelişmediği aksine tamamlayıcı bir bütün olduklarıdır (Ecevit, 2008). Ecevit, halk tanımını yaparken öncelikle genel bir halk tanımı olduğunu vurgular. Buna göre "halk, bir ulusun tümünü kapsayan bir anlamda, genelleştirici bir niteleme biçiminde ele alınabilmektedir". Aynı tanımın sol açıdan yorumu ve kullanımı ise özel bir anlam içerir. Halk, toplumu oluşturan sınıf ve zümrelerden sadece bir bölümdür. Kuşkusuz büyük bölümüdür, ama ulusun tümüne karşılık gelmez. Ecevit, bu tanımdan sonra halk kavramına sınır koyar. Bu sınırlar, kendini ayrıcalıklı gören, halkın dışındadır şeklindedir. "Halkın dışındakiler" için şöyle bir tanımlama yapar; "toplumda kendilerini imtiyazlı gören, kendilerine bazı imtiyazlar, herkesin yararlanamayacağı bazı olanaklar bulunması gerektiğini düşünen veya öyle olanakları elde etmiş olan ve bu olanaklardan yararlanarak emeğin artı değerinden dengesiz pay alabilen veya demokrasinin eşitlik ilkesinin ötesinde bir güç edinebilen, toplum yönetimine ağırlığını aşırı ölçüde koyabilen kimseler halk kavramının dışında görülebilir" (Ecevit, 2008). Yani Ecevit'in demokratik solunda kavramsallaştırdığı halk ve diğerleri, aslında olağan süreç içerisinde halktan kendini ayrıştıranların oluşturdukları bir karşıtlıktır. Popülizmin temel argümanı olan biz ve onlar, Ecevit'in demokratik solundaki sol popülizmde kendini toplumdan kendini ayrıştıran ve üstün/ayrıcalıklı gören, eşitlik temelinde yer almayanların oluşturduğu bir *onlar* olarak karşımıza çıkmaktadır.

Ecevit'in demokratik sol anlayışının sol popülist anlamda tamamlayıcısı ise yaşam tarzı ve giyim kuşamdır. Ecevit'e atfedilen 'Karaoğlan' sıfatı aslında Ecevit'in sadece esmer biri olmasından değil, "halkın dilini konuşan" bir kişi ya da lider olmasından kaynaklanmaktadır. Bu sıfat, Ecevit'in halk tarafından benimsendiğinin adeta içlerinden biriymiş gibi hissedilmesinin bir yansımasıdır. Ecevit ile özdeşleşen kasket ve mavi gömlek de halkın içinden biri olduğunun göstergesi olmuştur. Ecevit'in gerçekleştirmeye çalıştığı sol popülist tahayyülünün halk için halk ile birlikte düşüncesini benimseyen, Atatürk gibi halkçı olmak ve halkla özdeşleşebilmek ve CHP'yi devlet partisinden halk partisine dönüştürebilmek olduğu söylenebilir (Erdoğan, 2008: 267).

Günümüzde Ecevit döneminden bugüne kadar gelen CHP'de özdeşleşen merkez sol siyasete bakıldığında da 2010 yılında başlayan lider ve söylem değişikliğiyle, bu partinin AKP iktidarının oluşturduğu sağ popülist siyaseti dengeleyecek bir söylemsel ağırlığı olmasa da yüksek sesle dile getirilen yolsuzluklar, işsizlik, yoksulluk, adaletsiz gelir dağılımı ve kötü çalışma koşulları gibi sosyal konulara değinerek yeni bir açılım yapmış olmasıdır. 2011 yılında CHP'nin dile getirdiği Aile Sigortası önerisi gibi daha çok halka dokunan sosyo-ekonomik öneriler söylem değişikliğinde geçilen bazı önemli duraklardır (Boyraz, 2021). Bu söylem değişikliği tüm dünyayı etkileyen pandemi süreci ile birlikte daha da hissedilmiş ve daha sert ve yüksek tondan söylemlerin oluşmasına zemin hazırlamıştır. Pandemi ile birlikte ortaya çıkan siyasal, ekonomik ve sosyal krizler muhalefet tarafından daha sert eleştirilere tabi tutulmuştur. Bu dönemde neoliberal devletin yetersiz kaldığı, artık sermayeden yana değil yurttaş odaklı politikalar üretmesi gerektiği ve sosyal devletin yapması gereken yardımlar CHP'de daha çok dile getirilmiştir. Buna yönelik sosyal politikaların özellikle kazanılan İstanbul, Ankara ve İzmir Büyükşehir Belediyeleri tarafından (Halk Ekmek fabrikalarının artırılması ve "erişilebilir" fiyatların uygulanması, Halk Süt, Aile Kartları, Askıda fatura ve benzeri) aktif politikaya dönüştürülmesi sosyal belediyecilik parolası ile hareket edilmesine ve 1970'li yıllardaki kimliğine ufak çaplı da olsa bir dönüş olmuştur (Boyraz, 2021). Bunlarla birlikte "bir taraftan toplum içindeki çoğul değerleri eşit bir şekilde kucaklayan ve ayrıştırıcı bir dil yerine kapsayıcı olmayı hedefleyen siyasal stratejisi ile, diğer taraftan da somut maddi sorunların altını çizen ve sol popülist temaları aktif bir şekilde söyleminde yer veren yaklaşımıyla, tek parti dönemi halkçılığından farklı ve yeni bir popülist yorumun CHP içerisinde geliştiği" (Boyraz, 2021) söylenebilir. Ortaya çıkarılan yeni siyaset, görece sol popülist olmakla birlikte özellikle Ecevit dönemi siyasetinde yer alan sosyal devlet anlayışı ve kendinden farklı düşüncede olsa bile yapılan koalisyonların bugüne de taşındığı CHP'nin de ortağı olduğu Millet İttifakı örneğinde görülebilir. Ecevit'in Necmettin Erbakan ile 1974 yılında kurduğu DSP ve MSP hükümeti koalisyonunun bugüne yansıması olarak Saadet Partisi ve diğer ittifak ortakları ile kurulan 'Millet İttifakı' geçmişin, geleceğe yansıması olarak değerlendirilebilinir.

Ancak burada önemli bir kısıt da bulunmaktadır: Neoliberal devletin krizine karşı popülist solun ne şekilde yaklaşacağı sınıfsal dinamikler açısından önem arz etmektedir. Batı'da ortaya çıkan sol popülist siyasayı "kimlik siyasetine karşı sınıf siyasetinin" canlanması olarak benimseyenlerin olduğu ve özellikle ABD'de Trump sonrası, solun kendi rengi olan "kırmızıyı unuttuğu", feminizm, LGBT ve benzeri gündeme odaklanılıp sosyal hak mücadelelerini unutmuş olduğu rağbet gören bir görüştür (Bora, 2019). Nancy Fraser'da "neoliberal ilericiliğin" bastırılan kimliklerin tanınma taleplerini asimile etmesine ve sosyal hak mücadeleleri gündeminden ayırmasına fırsat verilmiş olmasından rahatsızdır. Fakat yine de birini öncelemek yerine eşitlik ve sosyal hak talepleri ile bunların birbirine iliklenmesi gerektiğini savunmaktadır. Özellikle 1960'lı yıllardan itibaren yükselen yeni toplumsal hareketlerin ve kimlik hareketlerinin sınıf çelişkileri ve oluşumlarını teşhis etmenin zihin açıcı katkısı yadsınamaz (Bora, 2019). Neoliberalizmin şüphesiz ötelediği, sömürdüğü sınıf olan prekaryanın popülist solun kilit noktasından olduğunu vurgulayan Bora, prekaryayı "kapitalizmin bilişimsel ve süper esnek üretim ağı içinde sadece istihdam rejimi bakımından değil duygulanımsal bakımdan da atomize olmuş, dağılmış, seyyarlaşmış, geleneksel sınıf örgütlenmelerinin kapsama alanına giremeyen" olarak tanımlar. Srnicek ve Williams da proletaryanın tarihsel süreç içerisinde hiç olmadığı kadar parçalandığı bu durumda *halk* anlayışına popülist bir yaklaşımın, farklı emek sektörlerinin tecrübe ve çelişki dünyalarını birleştirebileceğini düşünmektedir (Bora, 2019). Adil bir toplum yaratımı için siyasal ve ekonomik alanda yapılacak *dönüşümlerin (özellikle sol dönüşümün)* önemine dikkat çeken Alphan Telek ise prekaryayı sosyo-ekonomik ve siyasal alanda ortaya çıkan adalet talebinin öznesi olarak politize etmeyi sol dönüşümün anahtarı olarak kabul etmektedir. Sol dönüşüm demesinin ve popülizmden kaçınılması gerektiğine dair düşüncesinin sebebi ise popülizmin bu dönüşümü engelleyeceğidir. Popülizm yerine ilkeli bir şekilde ve cesaretle yapılan dönüşümleri sahiplenmek gerektiğini vurgulanmaktadır. Telek, sol popülizm kavramının oldukça muğlak ve olumsuz bir anlam içerdiğini ve politikalara sol dönüşüm (*socialist transformation*) demenin daha iyi olacağını söylemektedir. Son olarak dikkat edilmesi gereken noktanın da sol dönüşüm hükümetlerinin adaletten koptuğu takdirde "çağımızın genel hastalığı olan popülizme" hızla kapılabileceğini belirtmektedir (Telek, 2017).

3. SONUÇ VE DEĞERLENDİRME

Sosyal demokrasi her şeyden önce kendisinden önce gelen ideolojilerden sosyalizm, Marksizm ve hatta liberalizmden etkilenmiş ve etkinlik gösterdiği parti programlarına göre şekillenmeye başlamıştır. Çıkış noktasında yer alan "devrim" düşüncesi zamanla yerini "iktidarın demokratik yollarla değiştirilmesine" bırakmış ve kesin bir çizgi ile Marksist ve Leninist düşünceden de ayrılığını netleştirmiştir. İlk zamanlarında fikirlerini benimsediği ve sosyal demokrat partide ağırlığı bulunan Marx ile kesin bir yol ayrımına gitmiştir. Böylece sosyal demokrasinin evriminde yapmaya çalıştığı politika, kapitalizme sosyalist bir şekil vermek değil, kapitalizmi kendi ideolojisi ile dönüştürmektir. Geliri eşit ve düzenli bir şekilde paylaştırma esasında şekillenen refah devleti yerini özellikle 1980'lerde zaferini net bir biçimde ilan neoliberalizme ya da yeni sağ ideolojiye kaptırmıştır. Sosyal demokrasi girdiği bu meşruiyet krizi ve bunalım sürecinden çıkışını Batı Avrupa'da "Üçüncü Yol" söyleminde bulmuş ve küreselleşen yeni dünya düzeni ile uyumlu, küresel ekonomik sistem, bilginin artık bu yeni dünya düzeninde erişilebilir bir hale gelmesi gibi yaklaşımlarda kendini bulmuştur. Özellikle 1980'li yıllarda değişen ve dönüşen dünya düzeninde siyasal rakiplerinin artması ve sağ nitelikli iktidarların artması ile kendisine yeni bir söylem bulmuştur: "Sol popülizm". Bu bildirinin savunduğu argümanlardan birisi de sosyal demokrat ideolojinin sol popülist bir özellik taşıdığıdır. Bir taraftan popülist söylemin yapısı genellikle sağ iktidarlarla eş tutulmakta ve söylemde daha çok ayrıştırıcı siyaset ön plandadır. Biz ve onlar ayrımını ahlakçı bir bakış açısı ile halk ve yozlaşmış elitler olarak ele alır. Diğer taraftan ise sol popülist söylem, halkçı bir söyleme sahiptir ve ezen-ezilen, emeği sömürülen ile sömüren gibi görece daha sınıfsal ve halkı temsil eden bir role bürünür. Bu noktada Türkiye örneğinde olduğu gibi sosyal demokrat politikalar, 1970'li yıllarda Ecevit döneminde sol popülist söylem ile var olmuştur. Bu sosyal demokrat popülist söylemde özne, ezilen ve emeği sömürülen halktır. Emeği sömürülen halkın destekçisi de sosyal adaleti, eşitliği ve demokrasiyi referans alan sol iktidarlardır. Geçmişin gücünden etkilenen CHP ise 2010 yılında girdiği değişim sürecinden günümüze gelene kadar daha keskin çizgilerle ve daha net bir şekilde yolsuzlukları, yoksulluğu, gelir dağılımı adaletsizliğini, fırsat eşitsizliğini, kadın, çocuk ve LGBT haklarını, demokrasi ve laiklik vurgusu ile geliştirdiği söylem ile dile getirmektedir. Yeri geldiğinde sosyal demokrat halkçı bir çehreye bürünen ve sol popülist söyleme kayan siyasası ve kurulan Millet İttifakı ile geçmişte yapılan iki kutupta yer alan ideolojilerin birleşmesinin bugüne yansımasıyla iktidarın sağ popülist söylem ve politikaları ile rekabet etmektedir. Fakat burada dikkat edilmesi gereken hususun Batı Avrupa'da 1990'larda ortaya çıkan neoliberalizme eklemlenmiş bir sol söylemin Türkiye'de ne kadar belirleyici olacağıdır. Bununla birlikte popülizmin sınırlıkları arasında siyasetin ahlakileştirilmesi olduğuna da dikkat etmek gerekecektir. Bu durum, sol popülist söylemi etkileyecek ve karşısına yeni sınırlılıklar getirecektir. Karşısına çıkacak en büyük tehlike sol ideolojinin temeli olan sınıfı ve sınıf çelişkilerini görememek riski olacaktır. Sonuç olarak prekaryanın popülist söylem içerisinde kaybolma tehlikesi mevcuttur. Keza, popülizmin içinde bulunduğu muğlaklık zamanla kullanılan siyasal dile sirayet etmekte ve gerçekliği perdeleyebilmektedir.

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Çanakkale'de Arıcılığın Mevcut Durumu Sorunları ve Çözüm Önerileri

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Özet: Arıcılık, stratejik öneme sahip ve desteklenmesi gereken bir sektör olarak görülmektedir. Arıcılık faaliyeti, diğer hayvansal üretimlere göre daha az sermaye ve daha az işgücü gerektirdiği gibi yatırım geri dönüş süresi daha kısa ve geri dönüş oranı daha yüksektir. Arıcılık tüm dünyada olduğu gibi Türkiye'de de son yıllarda önemli gelişme kaydeden bir sektör durumuna gelmiştir. Türkiye 2022 yılında 8.984.676 adet kovan varlığı ve 118.297 ton bal üretimi ile dünya arıcılığında söz sahibi ülkelerden birisidir. Arıcılık Çanakkale ilinde de son yıllarda oldukça artmakta olan bir faaliyettir. Çanakkale ili 2022 yılında 90.494 adet kovan varlığı ve 1.890 ton bal üretimi ile kayıtlara geçmiştir. Bu çalışmada, bal üretiminin ve kovan sayısının, Çanakkale ilinin Türkiye konumundaki yeri ve önemi ortaya konulmuştur. Çalışma kapsamında arıcılık faaliyetinin Türkiye'de ekonomik ve ticari durumu çeşitli kurum ve kuruluşlardan elde edilen veriler ile desteklenmiştir. Bal veriminin artırılması için, sektöre verilen doğrudan destekleme modeli yerine üretimi arttırıcı kaliteyi yükseltici yeni destekleme politikalarının uygulanması gerekmektedir. Üreticilerin çoğu bal dışındaki diğer arı ürünlerine pek fazla yönelmemektedir. Sadece bal ile değil diğer arıcılık ürünleri de fazla üretilirse arıcılık sektörüne daha yararlı olacaktır.

Anahtar Kelimeler: Arıcılık, Tarım, Çanakkale, Bal Üretimi

1.GİRİŞ

Arıcılık, stratejik öneme sahip ve desteklenmesi gereken bir sektör olarak görülmektedir (Çukur ve Çukur,2019). Arıcılık, doğayı ve emeği beraber kullanarak; bal, bal mumu, propolis, polen, arı sütü ve arı zehri gibi ürünler ile ana arı, oğul arı gibi canlı materyaller ile ürünlerin hammaddelerini doğadan toplamaları nedeni ile doğaya bağımlı hayvancılık faaliyetidir.

Bal, bitki nektarlarının, bitkilerin canlı kısımlarının salgılarının veya bitkilerin canlı kısımları üzerinde yaşayan bitki emici böceklerin salgılarının bal arısı tarafından toplandıktan sonra kendine özgü maddelerle birleştirerek değişikliğe uğrattığı, su içeriğini düşürdüğü ve petekte depolayarak olgunlaştırdığı doğal ürününü olarak tanımlanmıştır (Bogdanov, 2012a; Ulusoy, 2012).

Bal arıları propolisi kovan girişini davetsiz misafirlerden korumak ve kovanda istenmeyen mikroorganizmaların gelişmesini önlemek amacıyla kullanır. Propolis fenolik asitler, esterler ve flavonoidler gibi çok sayıda aktif bileşik içermektedir. Propolis sahip olduğu bu biyolojik ve iyileştirici özellikleri nedeniyle, doğal bir ilaç olarak, antik zamanlardan bu yana yaygın olarak kullanılmıştır (Güney ve Yılmaz,2013).

Polen, çiçekli bitkilerin antenlerinde oluşan ve döllenmede rol alan erkek üreme birimidir. Bal arıları poleni ayakları ile çiçeklerden toplar arka ayaklarında biriktirir. Kovanda kendi sindirim enzimleri ve bir miktar nektar ile karıştırıp petek gözlerinde saklar (Sorucu, 2019). Kovanlarda bulunan polen tuzakları sayesinde arıların ayaklarında getirmiş oldukları polenler tuzaklara takılarak tepsiye düşmektedir. Tepsiye düşen polenlerde toplanarak insan sağlığında kullanılmaktadır.

Arıcılık faaliyeti, diğer hayvansal üretimlere göre daha az sermaye ve daha az işgücü gerektirdiği gibi yatırım geri dönüş süresi daha kısa ve geri dönüş oranı daha yüksektir. Arıcılık, bal üretiminin yanı sıra bitkilerin tozlaşmasında da etkin rol oynayarak bitkisel üretime de katkıda bulunmakta olup, kırsal kalkınmada önemli rol oynayan bir hayvansal üretim faaliyetidir (Çevrimli ve Sakarya, 2018).

Arıcılık, arazi varlığına bağlı bir iş kolu olmamakla beraber iklim şartlarının uygun olduğu her yerde yapılabilen ve birçok ülkede ciddi bir istihdam kaynağı olan bir faaliyettir. Ayrıca arıcılık, tarımla uğraşan ailelerin hem esas geçim kaynağı hem de diğer tarımsal uğraşların yanında ikinci bir gelir kaynağı yani yan gelir kaynağı olarak da yapılmaktadır.

Dünyada önemli tarım ürünlerinin %87'si böcek aracılı polinasyona ihtiyaç duymaktadır; bu da dünyadaki tarım arazilerinin %35'inin tozlayıcılardan etkilendiği anlamına gelmektedir. Tozlayıcılara bağlı tarımsal üretim hacmi son 50 yılda %300 artmıştır. Ayrıca, tozlaşmaya bağlı ürünler, tozlaşmaya ihtiyaç duymayanlardan beş kat daha değerlidir (Mockler and Tardif, 2015; Silva, 2018). Küresel olarak, Brezilya, Çin, Hindistan, Japonya, ABD ve Türkiye tozlaşma hizmetlerinden en büyük ekonomik fayda elde eden ülkelerin başında gelmektedir

(Greenpeace, 2018). Dünyadaki arı ırklarının %20'si Türkiye'de bulunmaktadır (Borum 2017; Aydın ve ark 2020). Türkiye'deki balların florası dünya florasının %75'ine sahiptir. Türkiye bitki florası açısından büyük bir arıcılık potansiyeline sahiptir.

Türkiye'de arıların bitkisel üretime olan katkıları ile arıcılıktan elde edilen gelir birlikte dikkate alındığında, arıcılık faaliyetinin ülke ekonomisine olan toplam katkısının 500 milyon TL dolayında olduğu tahmin edilmektedir (T.C. Tarım ve Orman Bakanlığı, 2017).

Arıcılık faaliyetlerinin her geçen gün arttığı ülkemizde sorunların belirlenmesi ve bu sorunlara çözüm bulunması halinde arıcılık sektörü gerçek değerine ulaşabilir. Sektörün doğru bilgi eksikliği, ekonomik yönü, arıcılık için uygun yer bulma gibi sorunları vardır. Bu ve benzer sorunlara çözüm bulunması sektörün geleceği için önemlidir (Baydemir,2022).

FAO verilerine göre; Türkiye 2021 yılında 8.733.394 adet kovan sayısı ile Dünya'da üçüncü sırada olup, 96.344 tonluk bal üretimi ile ikinci sırada yer almaktadır (FAO,2023).

Arıcılık tüm dünyada olduğu gibi Türkiye'de de son yıllarda önemli gelişme kaydeden bir sektör durumuna gelmiştir. Türkiye 2022 yılında 8.984.676 adet kovan varlığı ve 118.297 ton bal üretimi ile dünya arıcılığında söz sahibi ülkelerden birisidir (TÜİK,2023).

Arıcılık Çanakkale ilinde de son yıllarda oldukça artmakta olan bir faaliyettir. Çanakkale ili 2022 yılında 90.494 adet kovan varlığı ve 1.890 ton bal üretimi ile kayıtlara geçmiştir (TÜİK,2023).

Bu çalışmada, bal üretiminin ve kovan sayısının, Çanakkale ilinin Türkiye konumundaki yeri ve önemi ortaya konulmuştur. Çalışma kapsamında arıcılık faaliyetinin Türkiye'de ekonomik ve ticari durumu çeşitli kurum ve kuruluşlardan elde edilen veriler ile desteklenmiştir.

2. MATERYAL VE YÖNTEM

Çalışmanın materyalini Food and Agriculture Organization (FAO), Türkiye İstatistik Kurumu (TUİK), Tarım ve Orman Bakanlığı, Çanakkale İl Tarım ve Orman Müdürlüğü başta olmak üzere bilimsel yayınlar ve çeşitli sektör raporlarından ikincil veri kaynakları olarak geniş ölçüde faydalanılmıştır. Çalışmada Dünya'nın, Türkiye'nin ve Çanakkale'nin bal üretiminde ekonomik ve ticari olarak ele aldığı istatistikler tablo ve grafikler haline getirilerek yorumlanmıştır.

3.BULGULAR VE TARTIŞMA

3.1.Dünya'da Arıcılık

Arıcılık faaliyetinin her geçen gün artması sebebiyle ülkelerin kovan sayılarında da artışlar görülmektedir. Dünya'da kovan sayısı bakımından en zengin olan ülkeler Hindistan, Çin ve Türkiye'dir.

Söz konusu kovan sayısında 2021 yılında 12.848.197 adet kovan ile Hindistan ilk sırada yer almaktadır. Çin, 9.383.682 kovan ile ikinci sırada yer almaktadır. Çin'i, 8.733.394 adet kovan ile Türkiye takip etmektedir (Tablo 1). Türkiye; kovan sayısında Dünya'da %8,59'luk bir paya sahiptir.

Tablo 1: Dünya'da Önemli Ülkelerin Kovan Sayısı (Adet)

	2018	2019	2020	2021
1-Hindistan	12.124.140	12.347.544	12.588.707	12.848.197
2-Çin	9.307.321	9.319.838	9.354.094	9.383.682
3-Türkiye	8.108.424	8.128.360	8.179.085	8.733.394

Kaynak: FAO,2023.

Türkiye, Dünya genelinde önemli bal üreticisi ülkeler arasında yer almaktadır. Dünya'da başlıca bal üreticisi ülkelerin bal üretim durumları incelendiğinde, 2021 yılında 485.960 ton bal üretimi ile Çin birinci sırada yer alırken ikinci sırada 96.344 tonluk bal üretimi ile Türkiye ikinci sırada yer almaktadır. Türkiye'den sonra üçüncü sırada 77.152 ton bal üretimi ile İran olmuştur. Türkiye'nin Dünya'daki bal üretimindeki payı %5,94'tür. Ayrıca kovan sayısında birinci olan Hindistan'ın bal üretim miktarlarının bulunduğu tabloda ilk üç sırada yer almadığı görülmektedir (Tablo 2).

Tablo 2. Dünya'da Önemli Ülkelerin Bal Üretim Miktarları (Ton)

	2018	2019	2020	2021
1-Çin	457.182	446.961	466.487	485.960
2-Türkiye	107.920	109.330	104.077	96.344
3-İran	72.796	72.851	74.293	77.152

Kaynak: FAO,2023.

3.2.Türkiye'de Arıcılık

Arıcılık tüm dünyada olduğu gibi Türkiye'de de son yıllarda önemli gelişme kaydeden bir sektör durumuna gelmiştir. Türkiye'de floralı kaynakların ve koloni varlığının zengin olması, birbirinden farklı iklim ve bölgelerin bulunması, tarımsal amaçlı işlenmeyen alanların fazlalığı, tarımsal mücadele ilaçlarının kullanımının az olması, arı gen kaynaklarınca zengin olması ile gezginci ve sabit arıcılığın uygun olması, ayrıca arıcılık faaliyetlerini arttırmak amacıyla T.C Orman ve Su İşleri Bakanlığınca oluşturulan Bal Ormanı Eylem Planı kapsamında, 296 bal ormanının tesis edilmesi arıcılığı avantajlı duruma getirmiştir (Sancak vd., 2013).

Türkiye'nin 2020 yılı toplam hayvansal üretim değeri 108 milyar 598 milyon TL'dir. Bunun içerisinde bal üretim değerinin almış olduğu pay %4,27 ile 4 milyar 640 milyon TL'dir (TUİK,2022).

Arıcılık yapan işletme sayısı 2022 yılında 95.386 olup, toplam kovan sayısı da 8.984.676 adet olarak verilmiştir. Aynı zamanda 2022 yılında bal üretim miktarı 188.297 ton ve bal verimi de 20,95 kg'dır. Tablo incelendiğinde 2018 yılından itibaren gerek işletme sayısında gerek kovan sayısında ve gerekse bal üretim ve verimlerinde ciddi bir artış gösterdiği görülmektedir (Tablo 3).

Tablo 3. Türkiye'de Arıcılık Verileri

	2018	2019	2020	2021	2022
Arıcılık Yapan İşletme Sayısı	81.830	80.675	82.862	89.361	95.386
Toplam Kovan Sayısı (Adet)	8.108.424	8.128.360	8.179.085	8.733.394	8.984.676
Bal Üretim Miktarı (Ton)	107.920	109.330	104.077	96.344	188.297
Bal Verimi (kg/kovan)	13,31	13,45	12,72	11,03	20,95

Kaynak: TUİK,2023.

Arıcılık, bitkisel üretime katkısı, kısa sürede gelir getirmesi, küçük bir sermaye ile yapılabilmesi ve arazi varlığına bağlı olmaması gibi özellikleriyle tarımsal faaliyetler içinde ayrıcalıklı bir yere sahiptir (Uzundumlu, Aksoy ve Işık, 2011). Türkiye'de arıcılık faaliyetinde yıllar itibarıyla yaşanan gelişmeler ışığında sektör sürekli gelişme göstermektedir (Çukur ve Çukur,2021).

Ülkemizin kovan sayıları bakımından en önemli illeri Muğla başta olmak üzere Ordu, Adana ,Mersin, İzmir Çanakkale'dir (Tablo 4) 2022 yılında 884.096 adet kovan ile birinci sırada Muğla yer almaktadır. Muğla'yı 609.427 adet kovan ile Ordu, sonrasında 494.432 adet kovan ile de Adana izlemektedir. Dördüncü sırada 347.045 adet kovan ile Mersin yer almakta olup İzmir ili de 287.179 adet kovan ile beşinci sırada yerini almıştır. Çanakkale bir önceki yıla göre %3,5 gibi bir artış göstermiş olup kovan sayısında 90.944 adet 33. sırada yer almaktadır.

Tablo 4. Türkiye'nin Önemli İllerinin Kovan Sayıları (Adet)

	2018	2019	2020	2021	2022
1-Muğla	935.463	918.116	900.583	949.267	884.096
2-Ordu	568.547	573.358	573.375	604.213	609.427
3-Adana	461.987	469.938	481.557	481.878	494.432
4-Mersin	267.251	282.749	290.795	303.120	347.045
5-İzmir	232.009	244.519	273.949	276.918	287.179
33-Çanakkale	79.635	82.866	83.854	87.634	90.944

Kaynak: TUİK,2023.

Ülkemiz adeta bir arıcılık cennetidir. Türkiye'nin değişik yörelerinde çok kaliteli ballar elde edilmektedir. Ülkemiz, dünya ballı bitkiler florasının % 75'ine sahiptir. Zengin florası, uygun ekolojisi, koloni varlığı, arı popülasyonundaki genetik varyasyon bakımından Türkiye büyük arıcılık potansiyeline sahiptir (Sancak vd., 2013; Aydın ve ark 2020).

Türkiye'de bal üretim miktarında 2022 yılında 19.098 ton ile Ordu ilk sırada yer almaktadır. Adana 12.646 ton ile ikinci sırada yer almaktadır. Adana'yı 6.578 ton ile Muğla takip etmektedir. Sivas 6.079 ton bal üretimi ile dördüncü sırada yerini alırken, Kocaeli bal üretiminde bir önceki yıla göre önemli bir artış göstererek beşinci sırada yer almıştır. Çanakkale ise 1.890 ton ile Türkiye'de 16. sırada yer almaktadır (Tablo 5).

Tablo 5. Türkiye'nin Önemli İllerinin Bal Üretim Miktarı (Ton)

	2018	2019	2020	2021	2022
1-Ordu	16.994	17.057	17.213	11.377	19.098
2-Adana	10.941	11.077	12.171	12.336	12.646
3-Muğla	14.777	14.688	6.104	3.820	6.578
4-Sivas	5.048	5.029	5.470	5.744	6.079
5-Kocaeli	624	656	561	555	4.726
16-Çanakkale	1.689	1.897	1.716	2.122	1.890

Kaynak: TUİK,2023.

3.3.Türkiye'nin Dış Ticareti

Dünya'nın önemli ülkelerinin bal ihracat miktarları incelendiğinde Türkiye'nin on sekizinci sırada yer aldığı görülmektedir. Türkiye bir önceki yıla % 66'lık artış göstererek tabloda üst sıralarda yerini almaya başlamıştır (Tablo 6). Arı ürünlerinin ekonomik açıdan daha fazla gelir getirmesi adına Türkiye'nin ihracatta biraz daha üst sıralara yükselmesi gerekmektedir.

Tablo 6. Türkiye'nin Bal İhracatı (Ton)

	2018	2019	2020	2021
1-Çin	123.477	120.845	132.469	145.886
2-Hindistan	58.231	65.351	54.834	70.514
3-Vietnam	29.944	26.228	34.482	61.427
4-Ukrayna	49.366	54.957	80.872	61.166
5-Arjantin	68.692	63.522	68.985	60.406
18-Türkiye	6.386	5.499	5.985	9.991

Kaynak: FAO,2023.

Türkiye tablo 6'da bal ihracat miktarında on sekizinci sırada yer alırken tablo 7'de yirmi ikinci sırada yer aldığı görülmektedir. Önceki yıla göre ihracat değerinde artış görülmüş olsa dahi bu sonuç bal ihracatında, balın değerinde satılamadığını göstermektedir. Tabloda birinci sırayı 551.218 USD $ ile Yeni Zelanda almıştır. Yeni Zelanda'yı ikinci sırada bulunan 260.047 USD $ ile Çin takip etmektedir.

Yeni Zelanda'nın Tablo 6'da yer almamış olup Tablo 7'de ilk sırada yer alması dikkat çekmektedir. Bunun sebebi de ülkede yetişmekte olan Manuka Balı'nın değerinin üzerinde pazarlanmasıdır. Manuka Balı, arıların Manuka bitkisinin nektarından toplayarak ürettikleri şifa kaynağı olarak bilinen bir baldır. Manuka Balı, Yeni Zelanda ve Güney Doğu Avustralya'nın dağlık arazilerine özgü bir bal çeşididir. Manuka Balı incelendiğinde yüksek antibiyotik özellikleri göstermektedir. Manuka Balı; yara tedavilerinde, soğuk algınlığı ve enfeksiyonlara karşı kullanılmaktadır.

Tablo 7. Türkiye'nin Bal İhracat Değeri (1000 USD $)

	2018	2019	2020	2021
1-Yeni Zelanda	245.491	230.178	328.035	551.218
2-Çin	249.251	235.314	254.045	260.047
3-Arjantin	169.748	142.086	164.086	202.721
4-Brezilya	95.420	68.384	98.560	163.341
5-Almanya	140.794	130.723	147.659	147.350
22-Türkiye	25.563	24.581	26.006	30.952

Kaynak: FAO,2023.

3.4.Çanakkale'de Arıcılık

Çanakkale arıcılık faaliyetleri için uygun zengin floraya sahiptir. İlde ağırlıklı olarak çiçek balı üretilmekle birlikte çam balı üretimi de gerçekleştirilmektedir (Aktürk ve Aydın,2019). Çanakkale'de son beş yılda arıcılık yapan işletme sayısının ve buna bağlı olarak da kovan sayısının artmış olduğu görülmektedir. Bal üretim miktarı 2022 yılında düşüş göstermiş olsa da bal verimi açısından Türkiye ortalamasının oldukça üzerinde olduğu görülmektedir (Tablo 8).

Tablo 8.Çanakkale'de Arıcılık Verileri

	2018	2019	2020	2021	2022
Arıcılık Yapan İşletme Sayısı	1.430	1.546	1.506	1.598	1.617
Toplam Kovan Sayısı (Adet)	76.635	82.866	83.854	87.634	90.494
Bal Üretim Miktarı (Ton)	1.689	1.897	1.716	2.122	1.890
Bal Verimi (kg/kovan)	22,03	22,89	20,46	24,21	20,88

Kaynak: TUİK,2023.

Çanakkale'de arıcılık yapan işletme sayısının artmasıyla beraber Çanakkale'nin toplam kovan sayısı da paralel olarak artış göstermektedir. Kovan sayısında Biga, Çan, Merkez ve Yenice ilçeleri ön plana çıkmaktadır.

2022 yılında 15.395 adet kovan ile birinci sırada Biga ilçesi yer almaktadır. Biga'dan sonra 15.350 adet kovan ile Çan, üçüncü sırada ise 11.120 adet kovan ile Merkez yer almaktadır. Sonrasında Yenice, Bayramiç, Ezine, Gelibolu, Lapseki, Ayvacık, Gökçeada, Eceabat ve Bozcaada ilçeleri de sırasıyla tabloda yerlerini almışlardır (Tablo 9).

Tablo 9. Çanakkale'nin İlçelerinin Kovan Sayısı (Adet)

	2018	2019	2020	2021	2022
1-Biga	14.852	15.328	16.205	16.775	15.395
2-Çan	10.346	10.220	13.823	13.260	15.350
3-Merkez	10.124	10.153	10.280	10.705	11.120
4-Yenice	8.943	9.016	9.046	9.520	9.994
5-Bayramiç	5.894	6.545	6.729	7.219	8.171
6-Ezine	5.318	5.830	4.550	5.298	5.775
7-Gelibolu	5.090	5.020	5.260	6.750	5.650
8-Lapseki	3.776	4.495	4.748	4.267	5.330
9-Ayvacık	7.532	7.660	6.095	6.310	5.300
10-Gökçeada	3.635	4.449	4.027	4.139	4.149
11-Eceabat	3.275	3.300	2.022	2.400	3.650
12-Bozcaada	850	850	824	800	610

Kaynak: TUİK,2023.

Son yıllarda arıcılıktan elde edilen ürünlerin insan sağlığı üzerindeki olumlu etkileri de göz önüne alındığında, arıcılık üretim faaliyetinin önemi gittikçe artmaktadır. Çanakkale ili de gerek coğrafi konumu gerekse bitki örtüsünün zenginliğinden dolayı arıcılık üretim faaliyeti yaygın olarak yapılmaktadır.

Çanakkale'de bal üretim miktarında 2022 yılında 337 ton ile Çan ilk sırada yer almaktadır. Biga 306 ton ile ikinci sırada yer almaktadır. Biga'yı 243 ton ile Merkez takip etmektedir. Sonrasında Yenice, Bayramiç, Ayvacık, Ezine, Lapseki, Gelibolu, Eceabat, Gökçeada ve Bozcaada sırasıyla bal üretimi tablosunda yerlerini almışlardır (Tablo 10). Tablo incelediğinde Biga ilçesinin bir önceki yıla göre bal üretiminde ciddi miktarda düşüş olduğu görülmektedir.

Tablo 10. Çanakkale'nin İlçelerinin Bal Üretim Miktarı (Ton)

	2018	2019	2020	2021	2022
1-Çan	226	234	276	317	337
2-Biga	325	366	354	417	306
3-Merkez	261	272	204	276	243
4-Yenice	178	188	181	239	239

5-Bayramiç	116	143	147	179	195
6-Ayvacık	125	169	115	143	109
7-Ezine	124	142	97	134	103
8-Lapseki	81	98	94	101	100
9-Gelibolu	102	110	105	162	93
10-Eceabat	65	72	49	58	80
11-Gökçeada	72	89	80	83	74
12-Bozcaada	12	13	14	14	11

Kaynak: TUİK,2023.

Çanakkale'nin hayvansal ve bal üretim değerleri Tablo 11'da verilmiştir. Çanakkale'nin 2021 yılı toplam hayvansal üretim değeri 2 milyar 735 milyon TL'dir. Bunun içerisinde bal üretim değerinin almış olduğu pay %2,33 ile 63 milyon 730 bin TL'dir. Çanakkale'nin coğrafyasının arıcılık için oldukça elverişli ve flora bakımından zengin olması ile bal üretim değerini de oldukça yükseltmektedir.

Tablo 11. Çanakkale'nin Hayvansal ve Bal Üretim Değerleri (1000TL)

	2018	2019	2020	2021
Hayvansal Üretim Değeri	1.330.000	1.636.000	2.111.000	2.735.000
Bal Üretim Değeri	25.346	30.345	34.279	63.730
Payı (%)	1,90	1,85	1,63	2,33

Kaynak: ÇANAKKALE İL TARIM VE ORMAN MÜDÜRLÜĞÜ,2023.

3.5. Çanakkale'de Arıcılık Yapan İşletmelerin Pazarlama Durumu

Çanakkale'de arıcılık yapan işletme sayısı 2022 yılı itibari ile 1.617 kişidir. Bu işletmelerden 617 adet işletme sahibi de Çanakkale İli Arı Yetiştiricileri Birliği'ne kayıtlı bulunmaktadır. Bunların dışında Bal Üreticileri Birliği'ne kayıtlı olan ve birlik üyesi olmayan işletme sahipleri bulunmaktadır.

Çanakkale İli Arı Yetiştiricileri Birliği üyelerinin üretmiş olduğu ballarının %57,98'i perakende satış şeklinde, %42,02 'si toptan satış şeklinde yapılmıştır. Aynı zamanda Arı Yetiştiricileri Birliği üyelerinden toptan bal alışı da yapmaktadır. Üyelerinden toptan almış olduğu balların, Arıburnu markası ile perakende satışlarını yapmaktadır. Her zaman tüketicilerin sağlığını göz önünde bulundurmaları sebebi ile doğal ve katkısız ürünlerini piyasaya sunmaktadırlar. Aynı zamanda Birlik, satış bürosunda arıcılık malzemesi ve arıcılık ekipmanlarının satışını yaparak üreticiye de destek olmaktadır. Kovan başına arıcılık destekleme ödemesi birlik üyesi olan işletmeler için 30 TL iken birlik üyesi olmayan işletmeler de kovan başına 20 TL'dir.

4.SONUÇ VE ÖNERİLER

Arıcılık dünyanın diğer ülkelerinde olduğu gibi Türkiye'de de özellikle son yıllarda önemli bir gelişme kaydeden bir sektördür. FAO 2023 yılı verilerine göre Dünya kovan sayısı bakımından birinci sırada %12,64'lük bir pay ile Hindistan, ikinci sırada %9.23'lük pay ile Çin ve üçüncü sırada da %8.59'luk bir pay ile Türkiye yer almaktadır. FAO 2023 yılı verilerine göre Dünya bal üretimi bakımından birinci sırada %24,94'lük bir pay ile Çin, ikinci sırada %5,93'lük bir pay ile Türkiye ve üçüncü sırada %4,75'lik bir pay ile İran yer almaktadır.

TUİK 2023 verilerine göre Türkiye'de arıcılık yapan işletme sayısı ve toplam kovan sayısı artmıştır. Buna paralel olarak da Türkiye'de bal üretim miktarı ve kovan başına düşen bal verimi artmıştır. TUİK 2023 yılı verilerine göre Türkiye'de kovan sayısı bakımından birinci sırada %9,84'lük bir pay ile Muğla, ikinci sırada %7,78'lik pay ile Ordu ve üçüncü sırada %5,50'luk bir pay ile Adana, otuz üçüncü sırada da %1'lik bir pay ile Çanakkale yer almaktadır. TUİK 2023 yılı verilerine göre Türkiye'de bal üretimi bakımından birinci sırada %10,69'luk bir pay ile Adana, ikinci sırada %16,14'lük bir pay ile Ordu ve üçüncü sırada %5,13'lük bir pay ile Sivas, on altıncı sırada da %1.59'luk bir pay ile Çanakkale yer almaktadır.

TUİK 2023 yılı verilerine göre Çanakkale'de kovan sayısı bakımından birinci sırada %17'lik pay ile Biga, ikinci sırada %16,96'lık pay ile Çan ve üçüncü sırada %12,28'lik bir pay ile Merkez yer almaktadır. TUİK 2023 yılı verilerine göre Çanakkale'de bal üretimi bakımından birinci sırada %16,19'luk pay ile Biga, ikinci sırada %17,83'lük pay ile Çan ve üçüncü sırada %12,85'lik bir pay ile Merkez yer almaktadır.

Üreticilerin çoğu bal dışındaki diğer arı ürünlerine pek fazla yönelmemektedir. Sadece bal ile değil diğer arıcılık ürünleri de fazla üretilirse arıcılık sektörüne daha yararlı olacaktır.

Arıcılık faaliyetinde arılı kovan başına verilen destek miktarı az gelmektedir. Kovan başına verilen destek miktarı arttırılıp diğer arı ürünleri için de destek verilmesi sağlanmalıdır.

Öte taraftan kovan başına bal veriminin artırılması için, sektöre verilen doğrudan destekleme modeli yerine üretimi arttırıcı ve kaliteyi yükseltici yeni destekleme politikalarının uygulanması gerekmektedir.

Arıcılıkta en önemli sorunların başında bilinçsiz yapılan arıcılık gelmektedir. Diğer önemli sorunlarda da pazarlama ve konaklama yeri gelmektedir. Üreticilere arıcılık konusunda teknik eğitim verilmesi amacıyla bölgedeki ilgili kuruluşlar ile irtibatta olunmalıdır. Üreticilerin kovan koyacakları noktaların önceden belirlenmesi konaklama yeri sorununun olmaması adına faydalı olacaktır. Ayrıca arıcı, nektar kaynağına ne kadar yakın olursa kovan verimi de o kadar yüksek olup, kovan başına gelirin de artabilme durumu söz konusu olduğu için üreticiler bilgilendirilmelidir.

Fakat bu konuyu sadece bilinçsiz arıcılık ile değil bilinçsiz çiftçilik ile de değerlenmekte fayda olacaktır. Çünkü çiftçilerin bilinçsizliği ile birçok arı ölümlerine rastlanmaktadır. Gündüz saatlerinde yapılan zirai ilaçlar hem arıyı öldürmekte hem de verimi düşürmektedir. İlaçlamanın akşam saatlerinde yapılması için gerekli kurum ve kuruluşlar çiftçilere eğitim vermelidir.

Pazarlama sorunlarının en başında gelen diğer bir sorun balda yapılan hilelerdir. Sahte balın son yıllarda oldukça gündeme gelmesi sebebi ile bilinçli tüketicilerin kafasında her zaman soru işaretleri bulunmaktadır. Aynı zamanda piyasada dolaşmakta olan sahte balların diğer doğal ve katkısız ballara nazaran çok daha ucuz olması sebebi ile üretici elindeki ürünü değerinde satamamaktadır. Yetkili kurum ve kuruluşların bu durumu daha yakından incelemesi ve denetlemesi hem tüketicilerin hem üreticilerin faydasına olacaktır.

Üreticiler nakliye maliyetlerini karşılamada zaman zaman güçlük çekmektedir. Krediler arıcıların ihtiyaçlarını karşılayabilecek miktarlarda olmalı ve faiz oranları düşük tutulmalıdır.

Arıcılık işletmelerinde karlılığının sağlanması için arı ürünlerinin doğrudan pazarlanması önemli görülmektedir. Doğrudan pazarlama yapılabilmesi için sunulan bal tüketici açısından bir değer taşımalı, aksi takdirde tüketicilerden fazla ilgi görmeyecektir.

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Denizli-Acıpayam İlçesinde Büyükbaş Hayvan Sigortası Yaptırma Durumu Üzerine Bir Araştırma

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Özet: Tarım sektörü üretim aşamasında belirsizlikleri içerisinde bulunduran bir sektördür. Tarım hava koşullarından, doğal afetlerden vb. her türlü olumsuzluktan etkilenmekte ve bunun sonucunda ciddi maddi zararlar ortaya çıkmaktadır. Yaşanan olumsuzluklar ve maddi kayıplar sonucunda tarımda sigortaya ihtiyaç duyulmaktadır. Aynı durum hayvancılık içinde geçerlidir. Hayvan hastalıkları, verim kayıpları ve ölüm nedeniyle işletmelerde canlı hayvan sermayesinde önemli ekonomik kayıplar yaşanmaktadır. Gelir ve sermaye kayıplarının sigorta aracılığı ile telafi edilmesi işletmelere önemli avantaj sağlayabilmektedir. Ancak, hayvansal üretimin sürdürülebilir olması için bir takım risk ve belirsizliklere karşı önlem alınması günümüzde bir zorunluluk durumuna gelmiştir. Buradan hareketle Denizli-Acıpayam ilçesinde büyükbaş hayvancılık işletmelerinin büyükbaş hayvan hayat sigortası (BHHS) Yaptırma Durumu irdelenmiş, üreticilerin beklentileri üzerinde durulmuştur. Acıpayam ilçesinde 70 büyükbaş hayvancılık işletmesi sahibi ile yüz yüze yapılan anketler yoluyla veriler toplanmıştır. Veriler analiz aşamasında iki kritere (işletme büyüklüğü ile sigortalı olup-olmama durumuna) göre gruplandırılmıştır. Büyükbaş hayvan hayat sigortası önemli bir risk transfer aracı olarak görülmektedir. Ankete katılan 70 üreticiden %52.9'unun (37 kişi) büyükbaş hayvan hayat sigortası yaptırdığı ve kalan %47.1'inin (33 kişi) büyükbaş hayvan hayat sigortası yaptırmadığı saptanmıştır. Yörede hayvancılık (büyükbaş) sigortası henüz istenilen seviyelere ulaşamamıştır. Bölgenin hayvansal üretimden geçimini sağlamayı sürdürülebilmesi için hayvanların risk ve olumsuzluklardan sigortalatma yöntemi ile korunmalarının doğru bir yaklaşım olacağı düşünülmektedir. Denizli yöresinde BHHS'nın üreticiye benimsetilip önemi konusunda farkındalık yaratılması için daha çok çalışmanın ve bilinçlendirme faaliyetlerinin yürütülmesi gerekmektedir.

Anahtar Kelimeler: sigorta, büyükbaş hayvancılık, risk, Denizli-Acıpayam ilçesi

A Research on the Status of Cattle Insurance in Denizli-Acıpayam District

Abstract: The agricultural sector has uncertainities in the production phase. Agriculture can be affected by weather conditions, natural disasters, etc. It has been observed that it has been affected by all types of negativities and as a result, serious material damages have occurred. As a result of the negativities and financial losses experienced, insurance is needed in agriculture. This condition is same for livestock. Due to animal diseases, yield losses and death, significant economic losses are experienced in livestock capital in enterprises. Compensation of income and capital losses through insurance can provide significant advantages to enterprises. From this point of view, the Cattle Insurance of the Cattle Breeding Farms in Denizli-Acıpayam District was examined and the expectations of the producers were emphasized. Data were collected through face-to-face surveys with 70 cattle producers in Acıpayam district. The data were grouped according to 2 criteria (farm size and insured or not) during the analysis phase. Cattle insurance is seen as an important risk transfer tool. It was determined that 52.9% (37 people) of the 70 producers participating in the survey had cattle insurance and the remaining 47.1% (33 people) did not have cattle insurance. Livestock (cattle) insurance in the region has not yet reached the expected levels. In order for the region to maintain its livelihood from animal production, it is thought that it would be a right approach to protect their animals from risks and negativities by insuring them. More work and awareness-raising activities should be carried out in Denizli province in order to make the producers adopt the cattle insurance and raise awareness about its importance.

Keywords: insurance, animal insurance, risk, Denizli-Acıpayam district.

1.GİRİŞ

Tarım çok hassas bir sektör olduğu için bu sektörde, risk yönetimi oldukça önemlidir. Günümüzde tarım sektörü için kullanılan en önemli ve etkili risk yönetim aracı tarım sigortasıdır (Yazgı ve Olhan, 2018; Karahan Uysal vd., 2020). Sigorta, risklerin gerçekleşmesi sonucu doğabilecek zararları karşılayabilmek için kullanılan mali araç olarak tanımlanmaktadır. Sigortalı yetiştiricilik özellikle gelişmekte olan ülkelerde bitkisel ve hayvansal üretimdeki riski azaltmak, işletmeleri beklenmeyen şoklara ve kırılganlıklara karşı korumak ve bunlardan

kaynaklı etkileri en aza indirmek için en etkili stratejilerden biri olarak kabul edilmektedir (Hayran & Gül, 2015; Mat vd., 2020; Yıldız, 2022).

Geçmişten günümüze süregelen sigorta, halen ülkeden ülkeye farklılık gösteren bir kurumsal yapıya sahip bulunmaktadır. Türkiye AB'ye üyelik sürecine girdiği zaman içinde Almanya, Avusturya, İtalya, Fransa, İspanya gibi gelişmiş tarım uygulamalarının faaliyette olduğu ülkelerde tarım sigortaları çalışmalarını incelemiş ve İspanya'da devletin %50 dolayında prim desteği sağladığı modeli dikkate almıştır. Türkiye'de bu modelden yararlanılarak 14.06.2005 tarih 5363 sayılı "Tarım Sigortaları Kanunu" çıkarılmıştır. Kanun kapsamındaki risklerin belirlenmesi, oluşan hasarlar sonucunda tazminatın tek elden ödenmesi, tarım sigortalarının geliştirilmesi ve yaygınlaştırılması için Sigorta Havuzu (TARSİM) kurulmuştur.

Bugüne değin, havuz kapsamındaki tüm işlemler havuza katılan 24 sigorta şirketinin ortak oldukları TARSİM tarafından yürütülmeye devam etmektedir (TARSİM, 2023). Üreticilerin oluşabilecek her türlü katastrofik ve meteorolojik riskler ile doğal afet sorunlarının neden olduğu üretim risklerinden korunması ve devlet prim desteğinden yararlanabilmesi için bitkisel ürün sigortası için "Çiftçi kayıt sistemine (ÇKS)", büyükbaş, küçükbaş ve kümes hayvanları sigortası için, Tarım ve Orman Bakanlığı Kayıt Sistemi'ne yani Hayvan Bilgi sistemine, sera için Örtü Altı Kayıt Sistemi'ne (ÖKS'ye), arıcılık sigortası için "Arıcılık Kayıt Sistemi (AKS)'ne", su ürünleri çiftlikleri için Su Ürünleri Kayıt Sistemi'ne (SKS'ye) kayıt yaptırması zorunludur.

Türkiye'de 2017 yılından 2022 yılına kadar seyreden süreçte, Bitkisel ürün sigortası, Sera sigortası, Büyükbaş hayvan hayat sigortası, Küçükbaş hayvan hayat sigortası ve Kümes hayvanları hayat sigortasında poliçe sayısı sürekli artış göstermiştir. Bu artış birçok ilde gözlemlenmektedir. Denizli ilinin de tarım açısından büyük bir potansiyele sahip bir il olduğu bilinmektedir. Özellikle Acıpayam ilçesi ve çevresinde yapılan büyükbaş hayvancılık faaliyetleri büyük bir alana yayılmış durumdadır. Bölgenin kırsal kesiminde yaşayanların büyük bir bölümü hayvansal üretim faaliyeti ile geçimini sağlamaktadır. Dolayısı ile hayvan hayatının risk taşıdığı ve hayvansal üretimi olumsuz etkileyen durumların yaşanmasının mümkün olduğu durumlar da yöre halkı için büyükbaş hayvan hayat sigortası önemli bir risk transfer aracı olarak görülmektedir. Bölgenin hayvansal üretimden geçimini sağlamayı sürdürülebilmesi için üreticilerin hayvanlarını risk ve olumsuzluklardan sigortalatma yöntemi ile korumalarının doğru bir yaklaşım olacağı düşünülmektedir. Buradan yola çıkarak araştırmada, Denizli ili Acıpayam ilçesindeki büyükbaş hayvan üreticilerinin Büyükbaş Hayvan Hayat Sigortası(BHHS) yaptırma durumlarını ve sigortaya yönelik bakış açılarını değerlendirmek amaçlanmıştır.

2. MATERYAL ve YÖNTEM

Araştırma bölgesi olan Denizli ili Acıpayam ilçesinde büyükbaş hayvancılığın yoğun olarak yapıldığı Ucarı mahallesinde 2021 yılı sonu itibariyle ÇKS'ye kayıtlı 78 üreticinin 70'inin büyükbaş hayvancılık faaliyetinde bulunduğu belirlenmiştir. Bu üreticiler ana kitle olarak belirlenmiş ve tam sayım yöntemi (Kitle birimlerinin tamamına ulaşılarak gerekli bilgilerin elde edilmesi işlemi) kullanılarak Acıpayam ilçesindeki 70 büyükbaş hayvan üreticisi ile yüz yüze yapılan anketler yoluyla veriler toplanmıştır. Anket yöntemi ile toplanan veriler gerekli kodlamalar ve kontroller yapılarak MS Excel ve SPSS paket istatistik programına girilmiş ve analiz edilmiştir. Veriler analiz aşamasında 2 kritere (işletme büyüklüğü ile sigortalı olup- olmama durumuna) göre gruplandırılmıştır. Sigortalı işletme sayısı 37 iken, sigortasız işletme sayısı 33'dür. İşletme büyüklüğü olarak; işletmeler 1. Grup 10 baş ve üzeri (34 işletme) ve 2. Grup 11 baş ve üzeri (36 işletme) olarak iki grup altında değerlendirilmiştir. Verilerin analizinde tanımlayıcı istatistiklere yer verilmiştir. Mann Whitney-U ve t Testi uygulanmıştır. Bunun yanı sıra ölçekli sorularda 5'li likert ölçeği kullanılmıştır.

3. TÜRKİYE'DE ve DENİZLİ İLİNDE BÜYÜKBAŞ HAYVAN HAYAT SİGORTALARI

Türkiye'de 2017 yılından 2021 yılına seyreden 5 yıllık süreçte, Bitkisel ürün sigortası, Sera Sigortası, Büyükbaş hayvan hayat sigortası, Küçükbaş hayvan hayat sigortası ve Kümes hayvanları hayat sigortasında ve Su ürünleri hayat sigortaları poliçe sayısı sürekli artış göstermiştir (Çizelge 3.1). 2021 yılı toplam poliçe sayısının %85,31'ini bitkisel ürün sigortası oluştururken, bunu ikinci sırada %9,57 ile büyükbaş hayvan hayat sigortası, üçüncü sırada ise %3.20 ile küçükbaş hayvan hayat sigortası izlemektedir. İlgili dönemde en fazla artış %421,51 ile küçükbaş hayvan hayat sigortalarında görülürken, bunu %349,91 ile kümes hayvanları hayat sigortası ve % 339,35 ile büyükbaş hayvan hayat sigortaları izlemiştir.

Hayvan hayat sigortaları, "Hayvan Hayat Sigortası Genel Şartlarındaki" hayvanları her türlü adi ve bulaşıcı hastalıklardan, kazalardan, doğal afetler nedeniyle meydana gelen zorunlu öldürmeler veya ölümlerinden sigortalının doğrudan doğruya uğradığı maddi zararı temin etmektedir. Büyükbaş hayvan hayat sigortaları Süt Sığırları ve Mandalar (11. günden itibaren 7 yaşına kadar), sigortalanan hayvanın geçmiş 3 yıllık poliçe

döneminde kesintisiz sigortalanması koşulu ile 9 yaşına kadar (9 yaş dahil), Erkek Besi Sığırlarını (11. günden itibaren 3 yaşına kadar) kapsamaktadır.

Özsayın (2021) tarafından yapılan bir çalışmada, TR22 Güney Marmara Bölgesinde 2020 yılına kadar hayvan hayat sigortalarında önemli ilerlemelerin olduğu, ancak toplam büyükbaş ve küçükbaş hayvan sayısı dikkate alındığında, sigortalı hayvan sayısı oranının düşük olduğu ortaya konulmuştur. Aynı yıl Van ilinde yapılan bir çalışmada, Van ili Damızlık Sığır Yetiştiricileri Birliğine (DSYB) üye olan ve olmayan toplam 178 işletmeden 150'sinin (%84,27) hayvan sigortası yaptırmadığı belirlenmiştir (Terin vd., 2021). Araştırmada DSYB'ne üye işletmelerin %21,35'inin, DSYB'ne üye olmayan işletmelerin ise %10,11'inin hayvan sigortası yaptırdıkları belirlenmiştir. Buna göre DSYB'ne üye işletmelerin hayvan sigortası yaptırma oranları daha yüksektir. Yapılan diğer bir araştırmada ise üreticiler için TARSİM hayvan hayat sigortasının yaygın yaptırılmamasının nedenleri arasında ilk sırayı hayvancılıktan sağlanan gelirin yetersiz veya düzensiz olması alırken, ikinci sırada hayvan başına sigorta poliçe bedelinin yüksek olması almıştır (Kaygısız vd., 2022).

Tablo 3.1: Yıllara Göre Poliçe Sayısı (Adet)

Branş Adı	2017	2018	2019	2020	2021	Değişim (%) 2017-2021
Bitkisel Ürün	1.493.392	1.607.121	1.900.609	1.952.825	2.147.758	43,82
Sera	24.139	25.208	28.825	34.252	37.608	55,80
Büyükbaş Hayvan Hayat	54.856	90.904	117.920	181.773	241.012	339,35
Küçükbaş Hayvan Hayat	15.441	21.903	31.573	57.244	80.526	421,51
Kümes Hayvanları Hayat	561	696	1.123	2.060	2.524	349,91
Su Ürünleri Hayat	77	107	89	125	134	74,03
Arıcılık	9.803	10.489	7.721	7.347	8.142	-16,94
Genel Toplam	1.598.269	1.756.428	2.087.860	2.235.626	2.517.704	57,53

Kaynak: TARSİM Faaliyet Raporu, İstatistiki Veriler, Çeşitli Yıllar.

2021 yılında araştırma bölgesi olan Denizli ilinin Türkiye sıralamasında üretici sayısı bakımından 11. sırada, toplam sigorta bedeli ile 23. sırada, toplam hayvan sayısı ile 15. sırada ve ödenen tazminat ile 6.sırada olduğu görülmektedir (Tablo 3.2). Türkiye'de ve araştırma yöresinde ödenen hasarlarda ise ilk sırayı hayvan ölümleri alırken, bunu ikinci sırada ise zorunlu kesimin izlediği belirlenmiştir.

Tablo 3.2: Denizli İli Büyükbaş Hayvan Hayat Sigortaları (2021)

	Üretici Sayısı	Toplam Sigorta Bedeli (TL)	Toplam Hayvan Sayısı (Baş)	Toplam Prim Tutarı (TL)	Ödenen Tazminat (TL)
Denizli İli (1)	5.145	602.286.870	52.348	54.542.774	20.142.637
Türkiye'deki Sıralaması	11	23	15	5	6
Türkiye Toplamı (2)	216.829	32.186.579.961	3.606.944	1.370.397.772	477.015.043
Oran (%) (1/2)	2,37	1,87	1,45	4,0	4,22

Kaynak: TARSİM, 2021, Faaliyet Raporundan yararlanılarak hazırlanmıştır.

4. BULGULAR ve TARTIŞMA

4.1 İşletmelerin Sosyo-Ekonomik Özellikleri

Ankete katılan işletmelerde 70 üreticinin yaş ortalaması 56,71'dir. Özsayın (2019) tarafından Çanakkale'de süt sığırcılığında risk kaynakları ve stratejilerine yönelik yapılan bir çalışmada ise ortalama üretici yaşı 45,2 olarak bulunmuştur. Bu durum kırsalda hayvancılıkla uğraşan üretici yaşının daha da yükseldiğini, gençlerin hayvancılıktan uzaklaştıklarını göstermektedir. Üreticilerin %2,9'u kadın (2 kişi) %97,1'i (68 kişi) erkektir. Aylık ortalama gelir içerisinde hayvansal üretimin payı ortalama yaklaşık %49'dur. Bu çalışmada tarım sigortası yaptıran işletmelerde hayvancılık deneyiminin 24 yıl, sigorta yaptırmayan işletmelerde hayvancılık deneyiminin yaklaşık 29 yıl olduğu göz önünde bulundurularak, sigortalı işletmelerin sigortasız işletmelere göre hayvancılık deneyiminin düşük olduğu görülmüştür. İşletme başına aylık gelir ortalaması, 5943,57 TL'dir. Hayvancılığın toplam gelirdeki payı %49,43'dür. Bağımsız örneklem t-testine göre; aylık ortalama gelir ile sigorta yaptıran üreticiler ve sigorta yaptırmayan üreticiler (p=0,047) arasında istatistiksel açıdan fark olduğu saptanmıştır. Üreticilerin %75,7' sinin (53 kişi) tarım dışı bir gelir kaynağı bulunmakta ve %24,3'ünün (17 kişi) tarım dışında bir gelir kaynağı bulunmamaktadır (Tablo 4.1).

Tablo 4.1**:** Üreticilerin Demografik Özellikleri

Özellikler	1.Grup (≤ 10 baş) (34 işletme)	2.Grup (≥ 11 baş) (36 işletme)	Sigortalı (37 işletme)	Sigortasız (33 işletme)	Genel Ort. (70 işletme)	P değeri
Yaş	58,24	55,28	54,43	59,27	56,71	0,220
Eğitim Durumu (Yıl)	6,47	7,67	7,76	6,33	7,09	0,050*
Ailedeki birey sayısı	2,79	3,44	3,08	3,18	3,13	0, 703
Tarımla uğraştığı süre (Yıl)	33,65	30,06	28,59	35,39	31,80	0,101
Hayvancılık ile uğraştığı süre (Yıl)	26,18	26,19	24,00	28,85	26,29	0,162
Aylık Ortalama gelir (TL)	5834,72	6058,82	5943,57	5348,48	5943,57	0,047*

*Mann Whitney-U ve t Testine Göre p<0,05 İçin Anlamlıdır

Üreticilerin %97,1'inin (68 kişi) kooperatif veya birlik üyeliği bulunmakta olup, hepsi yaşadıkları mahallenin kooperatifi olan Ucarı Sulama Kooperatifine ortaktır. Üreticilerin %2,9'u (2 kişi) herhangi bir kooperatif veya birliğe ortak/üye değildir. Üreticilerin tamamı ÇKS'ye Kayıtlıdır. Üreticilerin %12,9'unun (9 kişi) hastalıktan arilik belgesi bulunmakta ve kalan %87,1'inin (61 kişi) hastalıktan arilik belgesi bulunmamaktadır.

Üreticiler en az 10 dekar, en çok 100 dekar arazi işlemektedir. Toplam işlenen arazi miktarı ortalama 32,10 dekardır. Arazilerin parsel sayısına bakıldığında işletmelerin en az 2 en çok 16 parsel(parça) sayısı olduğu ve ortalama parsel sayısının 5,44 adet olduğu görülmektedir. Yöre arazileri çok parçalıdır. Mülk arazi durumuna bakıldığında en az 2 dekar en çok 80 dekar ve ortalama 21,28 dekar mülk arazi işlenmektedir. En az 5 dekar, en çok 25 dekar ve ortalama 15 dekar arazi ortak olarak işlenmektedir. En az 5 dekar en çok 60 dekar ve ortalama 15,72 dekar arazi kira ile işlenmektedir. Yörede arazi işleme şekli ağırlıklı olarak mülk şeklindedir. Acıpayam bölgesinde hayvansal üretim yapan 70 üreticinin verileri değerlendirildiğinde toplam inek sayısı en az 2 en çok 40 baş olup, ortalama 12,69 baş inek yetiştiren küçük aile işletmelerinden oluşan bir yapı olduğu görülmektedir. Ortalama sağmal inek sayısı 6 baştır.

4.2 Yöredeki Üreticilerin Sigortalılık Durumu

Görüşülen 70 üreticinin %57,1'i (40 kişi) tarımsal sigortalar hakkında bilgili olduğunu, %8,6'sı (6 kişi) tarımsal sigortalar hakkında bilgisi olmadığını ve %34,3 ü (24 kişi) tarımsal sigortalar hakkında kısmen bilgili olduğunu belirtmiştir. Bilgi durumuna bakıldığında ölçek ortalaması 3,51'dir. Üreticiler genel olarak tarımsal sigortalar hakkında bilgi sahibidir. İşletme büyüklüklerine göre durum incelendiğinde 1. Grup işletmelerdeki üreticilerin %55,88'i (34) bilgisi olduğunu söylerken 2. Grupta yer alanların %58,33'ü (36) bilgisi olduğunu belirtmiştir. Ankete katılan 70 üreticiden %52,9'unun (37 kişi) tarım sigortası yaptırdığı ve kalan %47,1'inin (33 kişi) tarım sigortası yaptırmadığı saptanmıştır. Üreticilerin tarım sigortaları içerisinde hangi sigortaları yaptırdıkları incelendiğinde, 70 üreticinin %7,1'i (5 kişi) bitkisel ürün sigortası; %52,9'unun (37 kişi) büyükbaş hayvan hayat sigortası, %4,3'ünün (3 kişi) küçükbaş hayvan hayat sigortası yaptırdığı saptanmıştır. Üreticilerden %18,6'sının TARSİM'den daha önce sigorta yaptırdığı belirlenmiştir. TARSİM'den sigorta yaptıran üreticilerin az olmasının nedeni üreticilerin TARSİM'i iyi tanımıyor olmasından kaynaklanmaktadır. Çalışmada üreticilere sigorta yaptırma nedenleri sorulup değerlendirilmiştir. Üreticiler sigorta yaptırma nedenleri arasında ortalama en fazla (4,18) kooperatif veya banka mecbur tuttuğundan ve ortalama en az (2,21) doğal afetlerden korunmak için sigorta yaptırdıklarını belirtmiştir.

Büyükbaş Hayvan Hayat Sigortası yaptıran 37 kişi olup, en az 1, en çok 6 yıl ve ortalama 2,27 yıldır sigorta yaptırmaktadır. 1. Grup üreticilerin sigorta yaptırma süresi 1,94 yıl, 2. Grup işletmelerin sigorta yaptırma süresi 2,57 yıldır. Üreticilerin Büyükbaş Hayvan Hayat Sigortası (BBHS) yaptırma süreleri incelendiğinde, Acıpayam yöresinde büyükbaş hayvan hayat sigortası yaptırmanın çok önceki tarihlere dayanmadığı söylenebilir (Tablo 4.2).

Tablo 4.2: Üreticilerin Sigorta Yaptırma Süresi

Sigorta Yaptırma Süresi	1. Grup (≤ 10 baş) (16)	2.Grup (≥ 11 baş) (21)	Min.	Max.	Ortalama (Yıl) (37 kişi)
Yıl	1,94	2,57	1	6	2,27

Üreticilerin %44,3'ü (31 kişi) dar kapsamlı ve geniş kapsamlı BBHS'na ilişkin tarifeden haberdar iken, %55,7'sinin (39 kişi) dar kapsamlı ve geniş kapsamlı tarifeden(Bkz. haberi bulunmamaktadır. Üreticilerin %70,27'si (26 kişi) Ziraat Bankası ile, %24,32'si (9 kişi) Tarım Kredi Kooperatifi ile, %5,41'i (2 kişi) Denizbank ile BHHS yaptırmaktadır. Üreticilerin, %75,7'sinin (53 kişi) sigorta primlerinin devlet destekli olarak ödendiğini bildiği,

%24,3'ünün (17 kişi) sigorta priminin devlet destekli olarak ödendiğini bilmediği saptanmıştır. BBHS olmayan 33 üreticiye BHHS yaptırmama nedenleri sorulduğunda, ortalama en çok (4,52) BHHS hakkında yeterli bilgisinin olmaması ve ortalama (4,33) sigorta primlerinin yüksek olması; ortalama en az (2,97) sigortanın kapsamını yetersiz bulması nedenlerinin etkili olduğu saptanmıştır (Tablo 4.3).

Tablo 4.3**:** Üreticilerin BHHS Yaptırmama Nedenlerine İlişkin Görüşleri

İfadeler	Ortalama*	St. Sapma
Hayvan sigortası hakkında yeterli bilgisinin olmaması	4,52	8,779
Sigorta primlerinin yüksek olması	4,33	,816
Gelirinin sigorta için yetersiz veya düzensiz olması	4,03	1,045
Devletin prim desteğinin yetersiz olduğunu düşünmesi	3,70	1,132
Alışkanlığın olmaması	3,64	1,220
Bugüne kadar herhangi bir riskle karşılaşmamış olması	3,61	1,171
Gereksiz masraf olduğunu düşünmesi	3,48	1,093
Sigorta şirketlerine güvenmemesi	3,42	1,324
Hasarın gerçekten ödeneceğine inanmaması	3,33	1,242
Sigorta kapsamını yetersiz bulunması	2,97	0,883

** 1)Kesinlikle etkisiz 2)Etkisiz 3)Ne etkili ne etkisiz 4)Etkili 5)Kesinlikle etkili*

Üreticilerin gelecekte BHHS yaptırma durumu incelendiğinde ortalama en çok (3,61) gelirin artması durumunun ve ortalama en az (2,40) yeterli bilgilendirmenin yapılması durumunda sigorta yaptırmanın etkili olacağı saptanmıştır (Tablo 4.4). Mat vd., (2020) tarafından yapılan bir araştırmada büyükbaş hayvancılık işletmesi sahiplerinin %77,1'inin gelirinin artması durumunda sigorta yaptırabileceği sonucu ortaya çıkmıştır. Yıldız, (2022) tarafından Bursa'da yapılan bir araştırmada ise üreticilerin gelirlerinde artış olması durumunda tarım sigortası yaptırmak isteyecekleri (%62,50) belirlenmiştir.

Tablo 4.4: Gelecekte BHHS Yaptırma Durumu Üzerine Görüşler

İfadeler	Ortalama*	St. Sapma
Gelirim artarsa gelecekte sigorta yaptırırım.	3,61	1,365
Sigorta priminde indirime gidilirse gelecekte sigorta yaptırırım.	3,23	1,332
Primler daha düşük olsaydı gelecekte sigorta yaptırırım.	3,16	1,519
Devlet desteği daha çok olsa gelecekte sigorta yaptırırım.	2,89	1,378
Sigorta kapsamı genişletilirse gelecekte sigorta yaptırırım.	2,86	1,277
Hayvan hayatı kapsamında riskler artarsa gelecekte sigorta yaptırırım.	2,64	1,155
Hayvan hayat sigortası kapsamına giren herhangi bir sorun ile karşılaşırsa gelecekte sigorta yaptırırım.	2,47	1,293
Yeterli bilgilendirme yapılırsa gelecekte sigorta yaptırırım.	2,40	1,209

** 1)Kesinlikle etkisiz 2)Etkisiz 3)Ne etkili ne etkisiz 4)Etkili 5)Kesinlikle etkili*

5. SONUÇ ve ÖNERİLER

Dünyada ve Türkiye'de tarımsal faaliyetlerin bazı olumsuz durumlar ve risklerle karşı karşıya olduğu göz önüne alındığında bu risklerin kontrol altına alınması ve telafi edilebilmesi için tarımsal sigortalara ihtiyaç duyulmaktadır. Denizli ili Acıpayam ilçesinde yürütülen bu çalışmada üreticilerin Büyükbaş Hayvan Hayat Sigortası(BHHS) yaptırma durumları ve bakış açıları değerlendirilmiştir. Yörede yaygın olarak yapılan hayvansal üretim, pazarlama olanağı bulunması ve kooperatiflere yer verilmesi hayvancılığı destekler niteliktedir. Ancak yörede her ne kadar hayvancılık yaygın olarak gerçekleştirilse de üreticilerin %50'si hayvancılık ile uğraşmaktan memnun değildir. Bunun nedeni ise günden güne artan girdi maliyetleri ve kazancın düşük olmasıdır. Üreticilerin yarıdan fazlasının (%57,1) tarımsal sigortalar hakkında bilgi sahibi olmasına rağmen, %42,9'unun bilgi sahibi olmadığı belirlenmiştir. Üreticilerin sigorta yaptırma nedenleri arasında en fazla kooperatif veya banka zorunlu kıldığı için sigorta yaptırdıkları ortaya çıkmıştır. Sigorta yaptıran üreticilerin %70,27'sinin Ziraat Bankasından aldığı kredi nedeniyle sigortalatma yaptığı anlaşılmıştır. Yörede sigorta yaptırmanın yeni yaygınlaştığı söylenebilir. Üreticilerin yarısından fazlası (%62,9) büyükbaş hayvan hayat sigortası hakkında bilgilidir. Yörede BHHS yaptırma ve yaptırmama durumlarına gelir durumu ve sigorta prim fiyatlarının etkili olduğu saptanmıştır. Üreticilerin gelecekte sigorta yaptırmalarında en çok gelirin artması durumunda sigorta

yaptıracakları belirlenmiştir. Üreticilerin pazarda söz sahibi olmaları, ürün ve girdi fiyatlarının iyileştirilmesi, TARSİM sigorta primlerinin düzenlenmesi, üreticilere sigorta hakkında bilginin verimli bir şekilde ulaştırılması sonucunda sigorta yaptıran yetiştirici sayısının gelecek yıllarda artacağı düşünülmektedir. Tarım Sigortaları sektöründe mali sürdürülebilirliğin temel koşulu sisteme yüksek düzeyde üretici katılımıdır. Özellikle son dönemde yaşanan doğal afetlerin ve ekonomideki dalgalanmaların hayvancılık sektörünü de olumsuz yönde etkilediği ve hayvanların girdi maliyetleri nedeniyle kesime gönderilmesi de göz önüne alındığında primlerin yeniden revize edilmesi, hayvan yetiştiricinin korunması yani desteklenmesi açısından son derece önemlidir.

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Örgüt Kültürü ile İş Tatmini Arasındaki İlişkinin Banka Çalışanlarının Örgütsel Bağlılıkları Üzerindeki Etkisinin Belirlenmesi[1]

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Özet: Bu çalışmanın amacı, örgüt kültürü ile iş tatmini arasındaki ilişkinin varlığını ortaya koymak ve bu ilişkinin banka çalışanlarının örgütsel bağlılıkları üzerinde bir etkiye sahip olup olmadığını belirleyebilmektir. Bu amaçla çalışma, amaçlı örnekleme yöntemi kullanılarak belirlenmiş olan Eskişehir ilinde faaliyet göstermekte bulunan 6 özel bankanın 156 çalışanı üzerinden yürütülmüştür. Çalışmada veriler anket yöntemi kullanılarak toplanmıştır. Ankette katılımcılara demografik özellikleri, örgüt kültürü, iş tatmini ve örgütsel bağlılık ile ilgili sorulmuş toplam 54 soru bulunmaktadır. Çalışmada örgüt kültürü ile iş tatmini arasındaki ilişkinin belirlenebilmesi için korelasyon analizi yapılmıştır. Bu analiz sonucunda örgüt kültürü ile iş tatmini arasında pozitif yönlü ve yüksek düzeyde bir ilişki (r= 0.875) olduğu tespit edilmiştir. Örgüt kültürü ile iş tatmini arasındaki ilişkinin örgütsel bağlılık üzerindeki etkisini belirleyebilmek için ise regresyon analizi gerçekleştirilmiştir. Regresyon analizi sonucunda örgüt kültürü ile iş tatmini arasındaki güçlü ilişkinin banka çalışanlarının örgütsel bağlılıkları üzerinde anlamlı ve pozitif yönde (R^2=0.76) bir etkiye sahip olduğu belirlenmiştir. Başka bir deyişle örgüt kültürü ile iş tatmini arasındaki ilişki, banka çalışanlarının örgütsel bağlılık davranışlarının %76'sını açıklamaktadır. Buradan yola çıkarak bankaların örgüt kültürlerini mümkün oldukça çalışanların arzu ettikleri bir çalışma ortamını sağlayacak şekilde oluşturmaları hem iş tatmini hem de örgütsel bağlılık için önemli olduğu söylenebilir.

Anahtar Kelimeler: Örgüt Kültürü, İş Tatmini, Örgütsel Bağlılık, Banka Çalışanları

Determining The Impact of The Relationship Between Organizational Culture and Job Satisfaction on The Organizational Commitment of Bank Employees

Abstract: The aim of this study is to reveal the existence of the relationship between organizational culture and job satisfaction and to determine whether this relationship has an effect on the organizational commitment of bank employees. For this purpose, the study was carried out on 156 employees of 6 private banks operating in Eskişehir, which was determined by using the purposive sampling method. In the study, data were collected using the survey method. In the survey, there are 54 questions asked to the participants about demographic characteristics, organizational culture, job satisfaction and organizational commitment. In the study, correlation analysis was performed to determine the relationship between organizational culture and job satisfaction. As a result of this analysis, it was determined that there is a positive and high level relationship (r= 0.875) between organizational culture and job satisfaction. Regression analysis was carried out to determine the effect of the relationship between organizational culture and job satisfaction on organizational commitment. As a result of the regression analysis, it was determined that the strong relationship between organizational culture and job satisfaction had a significant and positive (R^2=0.76) effect on the organizational commitment of bank employees. In other words, the relationship between organizational culture and job satisfaction explains 76% of bank employees' organizational commitment behaviors. From this point of view, it can be said that it is important for both job satisfaction and organizational commitment for banks to establish their organizational culture as much as possible in a way that provides a working environment that employees desire.

Key Words: Organizational Culture, Job Satisfaction, Organizational Commitment, Bank Employees

1. GİRİŞ

Günümüzün yoğun rekabet koşullarında faaliyet göstermekte olan örgütler, kendilerine rekabette öne çıkaracak temel yetenekler geliştirmeye çalışmaktadır. İnsan kaynakları da bu yeteneklerden biridir. Bu nedenle örgütler tatmin düzeyleri yüksek ve örgüte bağlı çalışanlara sahip olmak istemektedirler. Bunun bir yolu çalışanlara rahat çalışabilecekleri bir ortam yaratabilecek örgüt kültürleri oluşturmalarından geçmektedir. Örgütlerin kendilerine has oluşturdukları örgüt kültürü, örgütte işlerin nasıl yerine getirileceği belirlemekte ve doğal olarak da örgütte çalışanların mutlu bir ortamda ya da huzursuz olarak yerine getirmelerinde belirleyici olmaktadır. Örgüt kültürü, örgüt ile ilgili pek çok konuyla ilişkili olmakta pek çok alanı etkilemektedir. Örgüt

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kültürü örgütte pek çok şeyle ilişkilidir. İş tatmini de örgüt kültürü ile ilişkili olan bir konu olmaktadır. Örgütsel bağlılığın oluşabilmesi için ise çalışanların iş tatmin düzeylerinin yüksek olması gerekir. Buradan yola çıkarak bu çalışmada örgüt kültürü ile iş tatmini arasındaki ilişkinin çalışanların örgütsel bağlılık düzeylerini nasıl etkilediği belirlenmeye çalışılmıştır. Bu amaçla çalışma özellikle rekabetin çok yoğun olduğu ve çalışma koşullarının da bir o kadar yoğun olduğu özel banka çalışanları ile gerçekleştirilmek istenmiştir.

2. ÖRGÜT KÜLTÜRÜ

Örgüt kültürü, örgüt çalışanlarının davranışlarını yönlendiren ve her örgütün kendine has olan normlar, değerler, inançlar ve alışkanlıklar olarak tanımlanabilir. Örgüt kültürü, örgütlerin amaç ve hedeflerine ulaşmalarına yardımcı olan ve bu nedenle de bazı örgütlere rekabet üstünlüğü kazandırabilen örgüte has bir temel yetenek olarak değerlendirilmektedir. Örgüt kültürü yönetim alanında uzun zamandır araştırma konusu olarak ele alınmaktadır. Örgüt kültürü ve örgüt ile ilgili pek çok değişken arasındaki ilişki ya da etki bu araştırmaların konusu olmuştur. Örneğin Valizadeh ve Ghahremani (2012) çalışanların iş-yaşam koşulları kalitesi ile örgüt kültürü arasındaki ilişkiyi araştırmış ve ikisi arasında doğrudan anlamlı bir ilişki olduğunu tespit etmiştir (s.1722). Dursun (2013) örgüt kültürü ile strateji arasındaki ilişkiyi Hofstede'in örgüt kültürü boyutları açısında araştırmış ve örgüt kültürü ile strateji arasında birbirini tamamlayan ve dönüştüren bir etkileşimin olduğunu belirlemiştir (s.43). Balay, Kaya ve Cülha (2013) örgüt kültürü ile örgütsel sinizm arasındaki ilişkiyi araştırdıkları çalışmalarında örgüt kültürü ile örgütsel sinizm algısı arasında pozitif yönde düşük düzeyde ilişki olduğunu ortaya koymuşlardır (s.123). Aydıntan ve Aktan (2016) akademisyenlerin Cameron-Freeman örgüt kültürü türleri ekseninde örgüt kültürü ile bilgi güvenliği algısı arasındaki ilişkiyi belirlemeye çalışmıştır. Yazarlar çalışma sonucunda örgüt kültürü türleri ile akademik personelin bilgi güvenliği algısı arasında istatistiksel olarak anlamlı ve orta düzeyde pozitif yönlü bir ilişki belirlemiştir (s.324). Oberföll, Camarena ve Saavedra (2018) örgüt kültürü ile örgüt performansı arasındaki ilişkiyi araştırdıkları çalışmalarında, örgüt kültürü değişkenleri ile işgören devir hızı, iş doyumu, örgütten memnuniyet ve satışlar gibi örgüt performansı değişkenleri arasında anlamlı bir ilişki olduğunu ortaya koymuşlardır (s.24). Aranki, Suifan ve Sweis (2019) örgüt kültürü ile örgütsel bağlılık arasındaki ilişkiyi araştırdıkları çalışmaları sonucunda örgüt kültürü ile örgütsel bağlılık arasında pozitif yönlü ve anlamlı bir ilişki olduğunu tespit etmişlerdir (s. 137). Akif (2021) örgüt kültürü ile çatışma yönetim tarzları arasındaki ilişkide psikolojik güvenliğin aracı rolünü incelediği çalışmasında, psikolojik güvenliğin örgüt kültürü ve çatışma yönetim tarzlarından özellikle işbirliği, kaçınma ve adanmışlık üzerinde önemli bir etkisinin olduğunu belirlemiştir (s.475). Karadirek (2022) ise örgüt kültürü ile örgütsel performans ve bağlılık arasındaki ilişkiyi araştırdığı çalışmasının sonucunda, örgüt kültürü ile örgütsel performans arasındaki ilişkinin örgütsel bağlılığa göre daha güçlü olduğunu ortaya koymuştur (s. 46). Aichouche, Chergui, Brika, El Mezher, Musa ve Laamari (2022), örgüt kültürü türü ile bilgi yönetim süreçleri arasındaki ilişkiyi bir meta analitik yol analizi ile keşfetmeye çalıştıkları çalışmalarının sonucunda klan, adhokrasi ve pazar kültürlerinin özelliklerinin dengeli bir şekilde bir araya getirildiği örgüt kültürlerinde başarılı bir bilgi yönetiminin mümkün olduğunu belirlemişlerdir (s.1). Örgüt kültürünün örgüt ile ilgili pek çok alanda ilişkisi incelenmiştir ancak örgüt kültürü ile iş tatmini arasındaki ilişkinin örgütsel bağlılık üzerindeki etkisini belirlemeye çalışan bir çalışmaya ne yerli ne de yabancı literatürde rastlanılmamıştır.

3. İŞ TATMİNİ

İş tatmini çalışanların yerine getirdikleri işin kendilerinde yarattığı olumlu duyguları ve beklentilerini ne ölçüde karşıladığı ile ilgili bir kavramdır. İş tatmin düzeyinin düşük olması çalışanların işten ayrılma niyetlerini arttırmakta yüksek olması ise hem performansı arttırmakta hem de örgüte karşı bağlılık oluşmasına katkı sağlamaktadır. Bu nedenle iş tatmini de örgüt kültürü gibi örgütlerde en sık irdelenen konular arasında yer almaktadır. Örneğin çalışanların bireysel özelliklerinin iş tatmini üzerindeki etkisine bakılan bir çalışmaya göre çalışanların tatmin düzeyi çeşitli bireysel faktörlerden etkilenerek değişmektedir (Özaydın ve Özdemir, 2014, 251). Örgüt depresyonu ile iş tatminine arasındaki ilişkinin incelendiği bir başka çalışma sonuçlarına göre ise iş tatmini ile örgütsel depresyon arasında yüksek derecede anlamlı bir ilişki olduğu ortaya konulmuştur (Bakan, Taşlıyan, Taş ve Aka, 2014, 314). İş tatmini ve yaşam tatmini ilişkisinde iş arkadaşlığının aracılık rolüne bakılan çalışmada, iş arkadaşlığının kısmi aracılık etkisinin olduğu belirlenmiştir (Özyer, Irk ve Anaç, 2015, 261). Lee, Yang ve Li (2017) iş tatminin işten ayrılma niyeti ile arasındaki ilişkiyi araştırdıkları çalışmalarında kariyerinin henüz başında olan çalışanların iş tatminlerinin geliştirilmesi yoluyla işten ayrılma davranışlarının kontrol edilebileceği sonucuna varmışlardır (s.697). Türkiye'de belediyelerde çalışanların iş tatminleri ile örgütsel bağlılıkları arasındaki ilişkinin araştırıldığı çalışmada, örgütsel bağlılık ile iş tatmini arasında pozitif yönde bir ilişki olduğu tespit edilmiştir (Güven, 2020, 133). İş tatmini, işe bağlılık ve örgütsel vatandaşlık ilişkisinin

araştırıldığı çalışma sonuçlarına göre ise, işe bağlılık düzeyi arttıkça çalışanların daha fazla örgütsel vatandaşlık davranışı sergilediği ve işe bağlılık ve iş tatmini değişkenlerinin örgütsel vatandaşlık sergileme tutumuna olumlu etki gösterdiği belirlenmiştir (İnan, 2020, 348). Çalışma koşullarının iş tatmini üzerindeki etkisini belirlemeye çalışan bir çalışmaya göre, işgören tatmin düzeyinin arttırılabilmesi için çalışma koşullarına odaklanılması gerekmektedir (Taheri, Miah ve Kamaruzaman, 2020, 1). İş becerikliliği ile iş tatmini arasındaki ilişkinin araştırıldığı çalışma sonuçlarına göre iş tatminini sağlamak isteyen örgütler iş becerisi tutumlarını teşvik etmelidir (Ceylan ve Nazari, 2020, 995). Okolocha (2021) güneydoğu Nijerya'daki belirli üniversiteler üzerinde yapmış olduğu çalışmada, iş tatmini ile işgören verimliliği arasındaki ilişkiyi araştırmıştır. Çalışma sonuçlarına göre iş tatminini etkileyen unsurlardan olan çalışma koşulları ile ücret düzeylerinin işgören verimliliği üzerinde pozitif ve anlamlı bir etkiye sahiptir (s.127). Bir metropol bölgesinde genel bir popülasyonda iş tatminine yönelik bilgi, tutum ve uygulamaların incelendiği çalışmada, medeni durum ve çocuk sahibi olmak, iş tatminini olumsuz yönde etkileyen etmenler iken, bilgi düzeyindeki artışın ve uygulamalar ile ilgili davranışların iş tatmini üzerinde olumlu bir etkiye sahip olduğu belirlenmiştir (Montuori, Sorrentino, Sarnacchiaro, Di Duca, Nardo, Ferrante, D'Angelo, Di Sarno, Pennino, Masucci, Triassi ve Nardone, 2022, 1). Literatürde iş tatmini ile ilgili olarak yapılan çalışmalara bakıldığında, iş tatmin ile örgüt kültürü arasındaki ilişkinin örgütsel bağlılık üzerindeki etkisini ele alan herhangi bir çalışmaya rastlanılmamıştır.

4. ÖRGÜTSEL BAĞLILIK

Örgütsel bağlılık, çalışanların örgütte çalışmaya devam etmelerinde önemli bir duygusal tutumdur. Örgütlerin elde ettikleri başarıları sürdürebilmeleri ve hayatta kalabilmeleri için özellikle kritik çalışanların örgüte karşı bağlılık oluşturmaları ve örgütten ayrılmak istememeleri önemli olmaktadır. Meyer ve Allen (1997:11) örgütsel bağlılığı, çalışanların örgütle olan ilişkisi ile şekillenen ve örgütün uzun süreli bir üyesi olma kararını almalarına neden olan bir davranıştır şeklinde tanımlamaktadır (akt Sabuncuoğlu, 2007, 614). Örgütsel bağlılık konusu da iş tatmini ve örgüt kültürü gibi literatürde oldukça çok yer alan bir örgütsel davranış konusudur. Özellikle iş tatmini ile örgütsel bağlılık arasında yakın bir ilişki olduğu düşünüldüğü için özellikle bu iki konu literatürde en sık üzerinde durulan ve birlikte ele alınan konular olmuştur. Bu çalışmalardan birinde Ay, Alper, Bircan ve Öncül (2015) örgütsel bağlılığın iş tatmini üzerindeki etkisini belirlemeye çalışmışlardır. Çalışma sonucunda örgütsel bağlılık boyutlarından özellikle normatif bağlılığın iş tatmini üzerinde önemli bir etkisi olduğu belirlenirken devam bağlılığı boyutunun iş tatmini olumsuz yönde etkilediği belirlenmiştir (s.806). Örgütsel özdeşleşme, örgütsel bağlılık ve iş tatmini ilişkisinin araştırıldığı çalışma sonuçlarına göre ise, bu üç değişken arasında pozitif ve anlamlı bir ilişki olduğu ortaya konulmuştur (Sökmen, 2019, 980). Örgütsel bağlılık ve iş tatminini oluşturan faktörlerin iş performansını oluşturan faktörler ile arasındaki ilişkiyi araştıran çalışma sonucunda, bu ilişkinin düşük ve orta düzeyde bir ilişki olduğu tespit edilmiştir (Çelik ve İnce, 2020, 144). Örgütsel bağlılığın ve çalışma koşullarının iş tatmini üzerindeki etkisinde motivasyonun aracılık rolünü inceleyen çalışma sonucunda, motivasyonun örgütsel bağlılığın iş tatmini üzerindeki etkisine aracılık rolü oynamadığı belirlenmiştir (Suyono, Eliyana, Ratmawati ve Elisabeth, 2021, 681). Öztürk ve Özdoğan (2022) Tatvan devlet hastanesinde çalışanların örgütsel bağlılıkları ile iş tatminleri arasındaki ilişkiyi araştırdıkları çalışmalarında, örgütsel bağlılık ile iş tatmini arasında olumlu bir ilişki olmadığını tespit etmişlerdir (s.8). Örgütsel bağlılığın iş tatmini ile ilişkisinin yanı sıra çalışmalarda örgütsel bağlılığın örgütle ilgili başka konularla olan ilişkisi ya da etkisi de araştırılmıştır. Örneğin bu çalışmalardan birinde, liderlik tarzları ile örgütsel bağlılık arasındaki ilişki araştırılmıştır. Çalışma sonuçlarına göre özellikle dönüştürücü liderlik özelliklerine sahip liderler ile çalışanların örgütsel bağlılıkları arasında pozitif yönlü bir ilişki mevcuttur (Keskes, 2014, 40). Bir diğer çalışmada ise örgütsel iletişimin örgütsel bağlılığa olan etkisine bakılmıştır. Bu çalışmanın sonuçlarına göre örgütsel bağlılığı etkileyen en önemli faktörün, yetersiz iletişim boyutu olduğu belirlenmiştir (Saltık, Ünsar ve Oğuzhan, 2015, 57). Naktiyok ve İşcan (2019) örgütsel desteğin örgütsel bağlılık üzerindeki etkisinde örgütsel güven algısının aracılık rolünü belirlemeye çalışmışlardır. Çalışma sonucunda örgütsel güven algısının, örgütsel destek ve bağlılık arasındaki etkileşimde tam bir aracılık rolü üstlendiğini belirlemişlerdir (s.1029). Örgütsel kariyer yönetimi ile örgütsel bağlılık arasındaki ilişkinin incelendiği bir çalışmanın sonucunda ise, iki değişken arasında yüksek düzeyde olumlu bir ilişki olduğu tespit edilmiştir (Serinkan ve Yurtseven, 2021, 130). Öğretmenlerin örgütsel bağlılıklarının performanslarını nasıl etkilediğini araştıran çalışma sonucunda, örgütsel bağlılığın örgütsel performans üzerinde etkisinin olduğu ve özellikle de özel okullarda çalışan öğretmenlerin bağlılık düzeylerinin daha yüksek olduğu belirlenmiştir (Karayılan ve Mert, 2022, 357). Örgütsel bağlılık ile iş tatmini arasındaki ilişkiyi inceleyen literatürde pek çok çalışma olmasına rağmen, örgüt kültürü ile iş tatmini arasındaki ilişkinin örgütsel bağlılık üzerindeki etkisini ele alan herhangi bir çalışmaya rastlanılmamıştır. Bu nedenle bu çalışmanın literatüre katkı sağlayacağı düşünülmektedir.

5. YÖNTEM

Bu bölümde çalışmanın amacı, önemi, evren ve örneklemi, veri toplama tekniği ve bulgular hakkında bilgilere yer verilecektir.

5.1. Araştırmanın Amacı ve Önemi

Bu çalışmanın amacı, örgüt kültürü ile iş tatmini arasındaki ilişkinin, çalışanların örgütsel bağlılıkları üzerindeki etkisini belirlemeye çalışmaktır. Örgüt kültürü bir örgütte işlerin nasıl yürüyeceğini gösteren ve çalışanlar tarafından kabullenilen normlar, değerler, gelenek ve görenekler olarak çalışanların iş yapış şekillerini ve doğal olarak örgütün verimliliğini etkilemektedir. İş tatmini ise çalışanın örgütten beklentilerinin ne derece karşılandığını gösteren bir unsur olarak örgütün verimliliğini etkileyebilmektedir. Örgütsel bağlılık ise, çalışanların örgüt ile aralarında duygusal bir bağ oluşturmaları sonucunda oluşmaktadır ve örgütün yine verimliliği üzerinde önemli bir etki yaratabilen işgören devir hızının artmasına ya da azalmasına etki eden bir unsurdur. Bu üç değişken de örgütün verimliliğini etkileyen unsurlardır ve doğal olarak üçünün bir arada ele alınması gerekmektedir. Ancak örgütlerin verimliliği için bu derece önemli olan bu üç değişkeni ele alan ve özellikle de örgüt kültürü ile iş tatmini arasındaki ilişkinin çalışanların örgütsel bağlılıkları üzerindeki etkisini belirlemeye çalışan bir çalışmaya yerli ve yabancı yazında rastlanılmamıştır. Bu nedenle bu çalışmanın alan yazına katkı sağlayacağı için önemli olmaktadır.

5.2. Araştırmanın Evren ve Örneklemi

Çalışmanın evreni Türkiye'de faaliyet göstermekte olan tüm özel bankalardır. Evrenin tamamına ulaşmak mümkün olmadığı için çalışmada amaçlı örnekleme yöntemi kullanılarak bir örneklem belirlenmiş ve çalışma bu örneklem üzerinden yürütülmüştür. Çalışmanın amacı örgüt kültürü ile iş tatmini arasındaki ilişkinin örgütsel bağlılık üzerindeki etkisini ölçmektir. Bu bağlamda hizmet sunan işletmeler olarak emek yoğun çalışan bankalar arasında özellikle özel bankaların rekabetçi bir ortamda faaliyet göstermeleri ve bu nedenle çalışanların iş tatminlerine ve örgütsel bağlılıklarına daha fazla önem vermeleri ve her bir özel bankanın birbirlerinden farklı örgüt kültürlerine sahip olmaları nedeniyle çalışma özel bankalar üzerinden yürütülmek istenmiştir. Bu amaçla amaçlama örnekleme yöntemi kullanılarak Eskişehir ilinde faaliyet göstermekte olan 6 özel banka örneklem olarak seçilmiş ve bu bankalarda çeşitli pozisyonlarda çalışan 156 çalışan üzerinden çalışma yürütülmüştür. Örneklemde yer alan bankalar QNB Finansbank, Albaraka Türk Katılım Bankası, HSBC, Türk Ekonomi Bankası (TEB), Yapı ve Kredi Bankası ve Garanti BBVA'dir.

5.3. Veri Toplama Tekniği

Çalışmada nicel veri toplama tekniklerinden biri olan anket yöntemi kullanılarak veriler toplanmaya çalışılmıştır. Çalışmanın anket formu 4 bölümden oluşmaktadır. Birinci bölümde katılımcıların demografik özelliklerini (yaş, cinsiyet, medeni durum gibi) belirlemek üzere sorulmuş toplam 6 soru yer almaktadır. İkinci bölümde toplam 18 sorudan oluşan bankaların örgüt kültürlerini belirlemeye çalışan sorular yer almaktadır. Bu bölümdeki sorular hazırlanırken Demir'in 2005 yılında yapmış olduğu "Örgüt Kültürü-İş Tatmini İlişkisi: Plastik Sektöründe Bir Araştırma" başlıklı doktora tez çalışmasında kullanmış olduğu ölçekte yer alan 42 sorudan oluşan ölçekten yararlanılmıştır. Demir'in çalışmasında kullandığı ölçekte yer alan 42 sorudan bu çalışma için uygun olduğu düşünülen 18 soru alınmış ve çalışmaya uygun ifadeler olacak şekilde uyarlanarak ölçekte kullanılmıştır. Çalışmanın üçüncü kısmında banka çalışanlarının iş tatmin düzeylerini belirlemek üzere Minnesota İş Tatmin Ölçeğinde yer alan sorulardan faydalanılmıştır. Bunun yanı sıra Scarpello ve Campbell (1983)'in çalışmalarında kullandığı genel iş tatminini belirlemek üzere sorulmuş tek maddelik "Yaptığınız iş sizi her yönüyle ne derece memnun ediyor?" sorusu da sorulmuştur. İş tatmini ile ilgili sorular hazırlanırken yine Demir'in (2005) çalışmasında kullanmış olduğu ölçek ifadelerinden yararlanılmıştır. Anketin son kısmında banka çalışanlarının örgütsel bağlılıklarını belirleyebilmek için Meyer, Allen ve Smith (1993) tarafından oluşturulmuş ölçeğin Dağlı, Elçiçek ve Han (2018) tarafından Türkçe'ye çevrilmiş olan çalışmasında yer alan 18 ifade bulunmaktadır. Anket soruları 5'li likert ölçeği kullanılarak sorulmuştur. Veriler 1 Kasım-31 Aralık 2021 tarihleri arasında toplanmıştır. Çalışmanın gerçekleştirilebilmesi için Anadolu Üniversitesi etik kurulundan 26.10.2021 tarihinde etik kurul onayı alınmıştır.

6. BULGULAR

Çalışmada öncelikle katılımcıların demografik özellikleri belirlenmeye çalışılmıştır. Çalışmanın örnekleminde yer alan 156 banka çalışanının demografik özellikleri aşağıda Tablo 1'de verilmektedir.

Tablo 1: Katılımcıların Demografik Özelliklerine İlişkin Bulgular

		f	%
Cinsiyet	Erkek	86	55,1
	Kadın	70	44,9
Medeni Durum	Evli	84	53,8
	Bekar	72	46,2
Eğitim Düzeyi	Yüksekokul	2	1,3
	Lisans	94	60,2
	Lisans Üstü	60	38,5
Yaş Grupları	21-30 yaş	18	11,5
	31-40 yaş	101	64,7
	41-50 yaş	23	14,8
	51-60 yaş	9	5,8
	61 yaş ve yukarısı	5	3,2
Bankada Çalıştığınız Süre	1 yıldan az	8	5,1
	1-3 yıl	72	46,2
	4-6 yıl	32	20,5
	7-10 yıl	30	19,2
	11 yıl ve daha fazla	14	9,0
Aylık Ortalama Gelirleri[2]	2500-3500	5	3,2
	3501-4500	9	5,8
	4501-5500	15	9,6
	5501-6500	30	19,2
	6501 ve yukarısı	97	62,2

Katılımcıların çalıştıkları sektör gereği cinsiyet olarak birbirlerine yakın oranlarda olduğu görülmektedir. Katılımcıların çok büyük bir kısmının (%99) eğitim seviyesi lisans ya da yüksek lisans derecesindedir ve %65'i 31-40 yaş aralığındadır. Katılımcıların %46'sının sektördeki deneyimi 1-3 yıl arasındadır ve %62'sinin geliri 6501 ve daha fazladır.

Çalışmada kullanılan ölçekte yer alan soruların güvenilirlik analizleri de yapılmıştır. Ölçeklere ilişkin güvenilirlik analizi sonuçları Tablo 2'de verilmektedir.

Tablo 2: Ölçeklerin Güvenilirlik Analizlerine İlişkin Bulgular

Ölçekler	Cronbach's Alpha
Örgüt Kültürü	,944
İş Tatmin Derecesi	,951
Örgütsel Bağlılık	,947

Güvenilirlik analizi sonucunda Cronbach's Alpha değerinin 0.7'nin üzerinde bulunması, ölçeğin güvenilirliğinin iyi olduğunu göstermektedir. Bu çalışmada kullanılan ölçeklerin güvenilirlik sonuçları genelde 0.9'un üstünde çıkmıştır. Bu sonuçlar çalışmanın ölçeklerinin oldukça güvenilir olduğunu göstermektedir.

Çalışmada katılımcıların yaş, cinsiyet, medeni durum, eğitim, çalışma süreleri ve aylık gelirlerine göre değişkenlerin (örgüt kültürü, iş tatmini, örgütsel bağlılık) ortalama puanları arasındaki farklılaşmaları belirleyebilmek için fark testleri gerçekleştirilmiştir. Fark testlerinden elde edilen sonuçlar aşağıda Tablo 3, 4, 5, 6, 7 ve 8'de verilmektedir.

Tablo 3: Katılımcıların Cinsiyetlerine Göre Ölçeklerin Farklılık Sonuçları

Değişkenler	Cinsiyet	f	X̄	SS	*t*	*p*

[2] Gelir ile ilgili rakamlar verilerin toplandığı dönemi yansıtmaktadır.

Örgüt Kültürü	Erkek	86	3,51	,81	,112	,911
	Kadın	70	3,50	,70		
İş Tatmin Derecesi	Erkek	86	53,30	12,70	-,793	,429
	Kadın	70	54,80	10,89		
Örgütsel Bağlılık	Erkek	86	3,47	,85	-1,021	,309
	Kadın	70	3,60	,80		

Analiz sonuçlarına göre banka çalışanlarının örgüt kültürü, iş tatmini ve örgütsel bağlılık puanlarında cinsiyetlerine göre anlamlı bir farklılaşma yoktur (p>0.05). Ancak kadın çalışanların iş tatmini ve örgütsel bağlılık düzeylerinin erkek çalışanlara göre çok az da olsa daha yüksek olduğu görülmektedir. Ancak bu sonuç sektörlere göre farklılık gösterebilmektedir. Nitekim restoran işletmelerinde gerçekleştirilen bir çalışmada, erkeklerin iş tatmin düzeylerinin kadınlara göre daha yüksek olduğu belirlenmiştir (Dinler, 2019: 74).

Tablo 4: Katılımcıların Medeni Durumlarına Göre Ölçeklerin Farklılık Sonuçları

Değişkenler	Medeni Durumu	f	X̄	SS	*t*	*p*
Örgüt Kültürü	Evli	84	3,56	,76	,983	,327
	Bekar	72	3,44	,77		
İş Tatmin Derecesi	Evli	84	54,87	11,60	1.014	,312
	Bekar	72	52,93	12,26		
Örgütsel Bağlılık	Evli	84	3,55	,79	,342	,733
	Bekar	72	3,50	,86		

Analiz sonuçlarına göre banka çalışanlarının örgüt kültürü, iş tatmini ve örgütsel bağlılık puanlarında evli ya da bekar olmalarına göre anlamlı bir farklılaşma yoktur (p>0.05). Diğer taraftan evli olan katılımcıların örgüt kültürü, iş tatmini ve örgütsel bağlılık skorları bekar olanlara göre daha yüksek olduğu belirlenmiştir. Başka çalışmalarda da evli olanların bekar çalışanlara göre iş tatmin düzeylerinin daha yüksek olduğu ortaya konulmuştur. Aynı şekilde eczane teknisyenleri ile gerçekleştirilen bir çalışmada da, evli çalışanların bekar çalışanlara oranla iş tatmin düzeylerinin daha yüksek olduğu belirlenmiştir (Yenihan, 2015: 27).Evli olanların bekarlara göre genellikle iş tatminlerinin daha yüksek olmasının nedeni, evli çalışanların bekarlara oranla hayattaki sorumluluklarının daha fazla olması ve bu nedenle de çalıştıkları işi kaybetmemek adına işlerinin olumsuz yanlarını daha az görmeleri şeklinde açıklanabilir.

Tablo 5: Katılımcıların Eğitim Düzeylerine Göre Ölçeklerin Farklılık Sonuçları

Değişkenler	Eğitim Düzeyi	f	X̄	SS	*F*	*p*
Örgüt Kültürü	Yüksekokul	2	2,81	,62	4,633	**,011**
	Lisans	94	3,65	,76		
	Lisans Üstü	60	3,31	,72		
İş Tatmin Derecesi	Yüksekokul	2	40,50	4,95	4,394	**,014**
	Lisans	94	56,00	11,74		
	Lisans Üstü	60	51,25	11,61		
Örgütsel Bağlılık	Yüksekokul	2	3,07	1,21	2,449	,090
	Lisans	94	3,64	,83		
	Lisans Üstü	60	3,36	,78		

Analiz sonuçlarına göre banka çalışanlarının örgüt kültürüne ilişin değerlendirmeleri ve iş tatmini puanları, eğitim düzeylerine göre istatistiki bakımdan anlamlı bir şekilde farklılaşırken ($p<0.05$), örgütsel bağlılık puanlarında anlamlı bir farklılaşmanın olmadığı ($p>0.05$) belirlenmiştir. Bir diğer önemli bulgu üniversite mezunu katılımcıların örgüt kültürü, iş tatmini ve örgütsel bağlılık değerlerinin yüksekokul ve lisansüstü düzeyinde eğitime sahip olan katılımcılara göre daha iyi olduğu belirlenmiştir. Otel işletmelerinde gerçekleştirilen bir çalışmada ise örgütsel bağlılık ile katılımcıların eğitim düzeyleri arasında anlamlı bir farklılık tespit edilmiştir (Tayfun, Palavar ve Çöp, 2010:10) Buradan yola çıkarak örgütsel bağlılık ile eğitim düzeyleri arasında farklılık olması, katılımcıların faaliyet gösterdikleri sektöre göre değişebildiği söylenebilir.

Tablo 6: Katılımcıların Yaşlarına Göre Ölçeklerin Farklılık Sonuçları

Değişkenler	Yaş Dağılımı	f	X̄	SS	*F*	*p*
Örgüt Kültürü	21-30 yaş	18	3,58	,54	5,329	,000
	31-40 yaş	101	3,35	,76		
	41-50 yaş	23	3,69	,68		
	51-60 yaş	9	4,19	,81		
	61 yaş ve yukarısı	5	4,36	,49		
İş Tatmin Derecesi	21-30 yaş	18	55,00	6,69	5,443	,000
	31-40 yaş	101	51,42	12,21		
	41-50 yaş	23	57,52	10,19		
	51-60 yaş	9	64,67	11,69		
	61 yaş ve yukarısı	5	66,40	6,35		
Örgütsel Bağlılık	21-30 yaş	18	3,53	,61	3,490	,009
	31-40 yaş	101	3,40	,86		
	41-50 yaş	23	3,72	,78		
	51-60 yaş	9	4,06	,67		
	61 yaş ve yukarısı	5	4,40	,21		

Çalışma sonuçlarına göre banka çalışanlarının yaşlarına göre örgüt kültürü, iş tatmini ve örgütsel bağlılık puanları anlamlı farklılık göstermektedir ($p<0.05$). Genellikle yaş arttıkça örgütsel bağlılık ve iş doyumu artmaktadır. Ancak bu sonuç da sektöre göre farklılık gösterebilmektedir. Nitekim Beden Eğitimi ve Spor Öğretmenleri ile gerçekleştirilen bir çalışmada, örgütsel bağlılığın yaşa göre anlamlı bir farklılık göstermediği belirlenmiştir (Soysal, 2022:33).

Tablo 7: Katılımcıların Çalışma Sürelerine Göre Ölçeklerin Farklılık Sonuçları

Değişkenler	Çalışma Süreleri	f	X̄	SS	*F*	*P*
Örgüt Kültürü	1 yıldan az	8	3,75	,46	7,541	,000
	1-3 yıl	72	3,22	,74		
	4-6 yıl	32	3,56	,65		
	7-10 yıl	30	3,74	,74		
	11 yıl ve daha fazla	14	4,21	,70		
İş Tatmin Derecesi	1 yıldan az	8	54,38	8,78	8,101	,000
	1-3 yıl	72	49,10	10,90		
	4-6 yıl	32	55,94	11,11		
	7-10 yıl	30	59,00	11,39		

	11 yıl ve daha fazla	14	63,57	10,88		
Örgütsel Bağlılık	1 yıldan az	8	3,71	,55	7,621	,000
	1-3 yıl	72	3,17	,78		
	4-6 yıl	32	3,77	,74		
	7-10 yıl	30	3,84	,83		
	11 yıl ve daha fazla	14	4,04	,67		

Çalışmada gerçekleştirilen analiz sonuçlarına göre banka çalışanlarının çalışma sürelerine göre örgüt kültürü, iş tatmini ve örgütsel bağlılık puanları istatistiki açıdan anlamlı farklılıklar gösterdiği belirlenmiştir ($p<0.05$). Banka çalışanlarının çalışma süresi arttıkça, genel olarak örgüt kültürünü benimsemeleri, iş tatmin düzeyleri ile örgütsel bağlılık düzeyleri artış göstermektedir. Alan yazındaki çalışmalarda da bu sonuç desteklenmektedir. Örneğin Ankara'da faaliyet gösteren havacılık bakım merkezlerinde çalışanlar ile gerçekleştirilen çalışma sonucunda da iş tatmin düzeylerinin toplam çalışma sürelerine göre farklılık gösterdiği tespit edilmiştir (Kılıç ve Saygılı, 2021:12). Çalışanların örgütte çalışma süreleri arttıkça örgüt kültürü, iş tatmini ve örgütsel bağlılık düzeyleri olumlu yönde farklılaşmaktadır denilebilir.

Tablo 8: Katılımcıların Aylık Gelirlerine Göre Ölçeklerin Farklılık Sonuçları

Değişkenler	Aylık Ortalama Gelirleri	f	X̄	SS	*F*	*P*
Örgüt Kültürü	2500-3500	5	4,01	,22	2,381	,054
	3501-4500	9	3,73	,72		
	4501-5500	15	3,86	,49		
	5501-6500	30	3,59	,68		
	6501 ve yukarısı	97	3,38	,82		
İş Tatmin Derecesi	2500-3500	5	56,20	7,56	2,235	,068
	3501-4500	9	59,67	10,83		
	4501-5500	15	58,33	7,69		
	5501-6500	30	56,53	11,24		
	6501 ve yukarısı	97	51,87	12,54		
Örgütsel Bağlılık	2500-3500	5	3,63	,58	1,267	,286
	3501-4500	9	3,93	,80		
	4501-5500	15	3,66	,77		
	5501-6500	30	3,67	,84		
	6501 ve yukarısı	97	3,42	,83		

Analiz sonuçlarına göre banka çalışanlarının örgüt kültürü, iş tatmini ve örgütsel bağlılık puanları gelir düzeylerine göre farklılaşmamaktadır ($p>0.05$). Bu sonuç elde edilen gelirin örgüt kültürü, iş tatmini ve örgütsel bağlılık düzeyleri açısından çok da etkili bir farklılık yaratmadığı söylenebilir.

Çalışmada örgüt kültürü, iş tatmini ve örgütsel bağlılık değişkenleri arasındaki ilişkiye de bakılmıştır. Değişkenler arasındaki ilişki parametrik test yöntemlerinden "Pearson Korelasyon Analizi" ile incelenmiş, istatistiki anlamlılık $p<0,05$ seviyesinde değerlendirilmiştir. Korelasyon katsayısının değerlendirmeleri aşağıdaki tabloda verilmektedir;

Tablo 9: Korelasyon Analizi Sonuçları

		1.	**2.**	**3.**
1. Örgüt Kültürü	r_p	1	,875**	,813**
	p		,000	,000
2. İş Tatmin Derecesi	r_p		1	,864**
	p			,000
3. Örgütsel Bağlılık	r_p			1
	p			

** p<0.05

Gerçekleştirilen analizler sonucunda özellikle çalışmada belirlenmeye çalışılan örgüt kültürü ile iş tatmini arasında, pozitif yönde ve yüksek düzeyde bir ilişki (r= 0.875) olduğu tespit edilmiştir. Örgüt kültürü ile iş tatmini arasında bir ilişkinin var olduğu alan yazındaki çeşitli çalışmalarda da tespit edilmiştir. Örneğin Şeker, Dağ ve Yalçınsoy (2016) Sosyal Güvenlik Kurumunun Diyarbakır'daki çalışanları üzerinde gerçekleştirdikleri çalışmada da bu ilişkinin varlığını tespit etmişlerdir. Aynı şekilde Eryılmaz (2019) İstanbul'da havacılık sektöründe çalışmakta olan kamu çalışanları ile yapmış olduğu çalışmada örgüt kültürü ile iş tatmini arasında bir ilişki olduğunu belirlemişlerdir. Genel olarak iş tatmini ile örgütsel bağlılık, örgütlerde birbiri ile ilişki kavramlardır denilebilir.

Çalışmanın en temel araştırma sorusu olan örgüt kültürü ile iş tatmini arasındaki ilişkinin örgütsel bağlılık üzerinde bir etkiye sahip olup olmadığını tespit etmek amacıyla regresyon analizi gerçekleştirilmiştir.

Tablo 10: Regresyon Analizi Sonuçları

	Standardize edilmemiş katsayılar		Standardize edilmiş katsayılar				F	R^2
	B	Std. hata	B	T	P	VIF		
Sabit	,176	,157		1,121	,264			
Örgüt Kültürü	,261	,088	,242	2,953	,004	4,283	242,712*	,760
İş Tatmini	,045	,006	,652	7,965	,000	4,283		

Bağımlı Değişken: Örgütsel Bağlılık

Regresyon analizi sonucunda örgüt kültürü ile iş tatmini arasındaki güçlü ilişkinin banka çalışanlarının örgütsel bağlılıkları üzerinde anlamlı ve pozitif yönde (R^2=0.76) bir etkiye sahip olduğu belirlenmiştir. Başka bir deyişle örgüt kültürü ile iş tatmini arasındaki ilişki, banka çalışanlarının örgütsel bağlılık davranışlarının %76'sını açıklamaktadır. Buradan yola çıkarak bankaların örgüt kültürlerini mümkün oldukça çalışanların arzu ettikleri bir çalışma ortamını sağlayacak şekilde oluşturmaları hem iş tatmini hem de örgütsel bağlılık için önemli olmaktadır.

7. SONUÇ

Çalışmada örgüt kültürü ile iş tatmini arasındaki ilişkinin banka çalışanlarının örgütsel bağlılıkları üzerindeki etkisi incelenmeye çalışılmıştır. Bu amaçla çalışma özellikle rekabetçi bir ortamda faaliyet gösteren ve bu nedenle de çalışanlarının çok yüksek stres altında çalışmalarına neden olan özel bankalarda gerçekleştirilmek istenmiştir. Özel banka çalışanlarının çalışma ortamlarınsan dolayı örgüt kültürleri benimsemeleri, bu örgüt kültürünün iş tatminleri ile ilişki olarak artıp azalabileceği ve doğal olarak da örgüt kültürü ile iş tatmini arasında var olduğu düşünülen bu ilişkinin banka çalışanlarının örgütsel bağlılıkları üzerinde bir etkiye sahip olabileceği düşünülmüştür.

Çalışma sonuçlarına göre çalışmaya katılan banka çalışanlarının %55'i erkektir ve%53'ü evlidir. Katılımcıların yarıdan fazlası (%60) lisans mezunudur ve 31-40 (%65) yaş aralığındadır. İş tatmini ve örgütsel bağlılık için önemli bir gösterge olan iş deneyimine bakıldığında katılımcıların %46'sının 1-3 yıl arasında bankada çalışma yılına sahip olduğu belirlenmiştir. Çalışmada katılımcıların demografik özelliklerine göre örgüt kültürü, iş tatmini ve örgütsel bağlılık konularında farklılık gösterip göstermedikleri de belirlenmeye çalışılmış ve bu amaçla fark testleri uygulanmıştır.

Fark testleri sonuçlarına göre çalışanların örgüt kültürü, iş tatmini ve örgütsel bağlılık düzeylerinde cinsiyetlerine, medeni durumlarına ve gelir düzeylerine göre anlamlı farklılaşma olmamaktadır. Ancak eğitim düzeylerine göre örgüt kültürü değerlendirmeleri ile iş tatmini düzeyleri anlamlı şekilde farklılık gösterirken örgütsel bağlılık düzeylerinde bir farklılık olmamaktadır. Banka çalışanlarının yaşları arttıkça örgüt kültürü değerlendirmeleri, iş tatmini ile örgütsel bağlılık düzeylerinin de arttığı belirlenmiştir. Aynı şekilde katılımcıların bankada çalıştıkları süre arttıkça örgüt kültürü, iş tatmini ve örgütsel bağlılık düzeylerinde de farklılaşma olduğu belirlenmiştir.

Çalışmada örgüt kültürü ile iş tatmini arasındaki ilişkinin belirlenebilmesi için korelasyon analizi yapılmıştır. Analiz sonuçlarına göre örgüt kültürü ile iş tatmini arasında güçlü ve pozitif yönde bir ilişki (r= 0.875) olduğu belirlenmiştir. Bu sonuca göre çalışanların iş tatmin düzeyleri ile bankaların kendilerine has oluşturdukları örgüt kültürleri arasında önemli bir ilişki vardır. Çalışmada bu ilişkinin çalışanların örgütsel bağlılıkları üzerinde etkili olup olmadığı da belirlenmek istenmiştir. Bu etkiyi belirlemek için regresyon analizi gerçekleştirilmiştir. Regresyon analizi sonucunda örgüt kültürü ile iş tatmini arasındaki bu güçlü ve pozitif yönlü ilişkinin, banka çalışanlarının örgütsel bağlılıkları üzerinde olumlu ve yüksek bir etkiye sahip olduğu (R^2=0.76) belirlenmiştir. Başka bir deyişle çalışanların örgüte karşı oluşturdukları bağlılığın %76'sı, örgüt kültürü ile iş tatmini arasında bulunan bu güçlü ilişki ile açıklanabilir. Örgüt kültürünün doğru ve çalışanlar tarafından kabul edilir olması ile çalışanların yaptıkları işten tatmin olmaları arasında güçlü bir ilişki bulunmaktadır. Bu nedenle örgüt kültürü oluşturulurken çalışanların rahatlıkla uyum gösterebilecekleri ve çalışanların kolaylıkla adapte olabilecekleri bir örgüt kültürünün oluşturulması, çalışanların yaptıkları işten memnun olmalarını sağlayabilecektir. Aynı zamanda örgütsel bağlılıklarının oluşumunda da bu iki değişken arasındaki ilişki etkili olacaktır. Örgütlerin işyerinde mutlu, performansı yüksek, iş tatmini oluşmuş çalışanlara sahip olabilmesi, oluşturulan örgüt kültürüne bağlıdır. Bu aynı zamanda çalışanların örgüte olan bağlılıklarını da arttırabilecek ve etkinlik ve verimlilik için oldukça önemli olan işgören devir hızı oranını da düşürebilecektir.

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Yenilenebilir Enerjinin Sosyal Politika Etkisi: Covid-19 ve Rusya-Ukrayna Savaşı Dönemi Değerlendirmesi

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Özet: Dünya, sürdürülebilirlik için çevresel etkilerin azaltılması ile yüzleşmektedir. Bundan dolayı, Covid.19-mutasyonları(C.19) ve Rusya-Ukrayna savaşı(RUW) sürecinde yenilenebilir enerjiye yönelik hedefler yükseltilmektedir. Bu çalışmada, yenilenebilir enerjinin ekonomik paradigmalara etkisi sosyal politika ilişkili olarak ele alınmaktadır. Ayrıca, çalışma kapsamında, C.19 ve RUW dönemi ithal fosil kaynaklı enerjide yaşanan kısıtlama ve aksamaların yenilenebilir enerjiye geçişi ivmelendirdiği belirtilmektedir.

Çalışmanın temel amacı, refah devletinin temel unsuru olan sosyal politikaların yerine getirilmesinde yenilenebilir enerjinin etkisine dikkat çekmektir. Fosil enerji kaynaklarının tükenmesi, çevre kirliliğine ve küresel ısınmaya neden olması ülkeleri yenilenebilir enerji kaynaklarına yöneltmektedir. Yenilenebilir enerji arzı artışı ülkelerin ithalat bağımlılığını azaltarak yeni iş başlangıçlarıyla istihdama yol açmaktadır. Aynı zamanda, yerli yenilenebilir enerjinin ithal enerji ile ikame edilmesi cari açığı ve enflasyonu azaltıcı bir etki yapmaktadır.

Bu çalışma, ithal enerji yerine yenilenebilir enerji üretimi-tüketimi ile cari açığı azaltmayı önermektedir. Yenilenebilir enerjiye geçiş, ekonomide yerli üretim faktörlerinin etkin ve rasyonel kullanımını sağlamaktadır. Makalede, yenilenebilir enerji, C.19, RUW, beşeri sermaye, cari açık, gini katsayısı, enflasyon, istihdam fenomenlerinin birbirleriyle ilişkili olarak ele alınması dikkat çekmektedir. Ayrıca, bu çalışma yenilenebilir enerji ile sosyal politika ilişkisini kurarak liratüre katkıda bulunmaktadır. Bu alandaki çalışmaların yeterli olmaması makalenin önemini ortaya koymaktadır. Bu çalışmanın farkındalığı, yenilenebilir enerjinin sadece yakıt değil aynı zamanda sosyal, ekonomik, çevresel sürdürülebilirliğin de enerjisi olduğunun belirtilmesidir. Bu çalışmada, "Sürdürülebilirliğin Enerjisi" kavramı ilk kez kullanılarak literatüre kazandırılmıştır. Aynı zamanda, C.19 ve RUW'un sismik etkilerine karşı, bu kavramın öğretilerde ve sosyal politikalarda dikkate alınması gerektiği öne sürülmektedir.

Anahtar Kelimeler: Yenilenebilir Enerji, C.19, RUW, Sosyal Politika.

The Social Policy Impact Of Renewable Energy: An Assessment Of The Period Of Covid-19 And The Russia-Ukraine War

Abstract: The world is facing the reduction of environmental impacts for sustainability. Because of this, Covid.19-mutations(C.19) and in the process of the Russia-Ukraine war (RUW), the targets for renewable energy are being raised. Inthisstudy, the effect of renewable energy on economic paradigms is considered in relationt social policy. Also, within the scope of the study, it is stated that there strictions and disruptions experienced in imported fossil-derived energy during the C.19 and RUW periods accelerated the transition to renewable energy.

The main purpose of the study is to draw attention to the impact of renewable energy on the implementation of social policies, which are the basic element of the welfare state. The Depletion of fosil energy sources, causing environmental pollution and global warming, leads countries to renewable energy sources. The increase in renewable energy supply reduces the import dependence of countries and leads to employment with new business start-ups. At the same time, the substitution of domestic renewable energy with imported energy has a reducing effect on the current account deficit and inflation. Therefore, this study proposes to reduce the current account deficit by renewable energy production-consumption instead of imported energy. The transition to renewable energy ensures the effective and rational use of domestic production factors in the economy. In the article, renewable energy, It is noteworthy that the C.19, RUW, human capital, current account deficit, gini coefficient, inflation, employment phenomena are considered in relation to each other. In addition, this study contributes to the lirature by establishing a social policy relationship with renewable energy.

The fact that the studies in this field are not sufficient reveals the importance of the article. The awareness of this study is that it is stated that renewable energy is not only a fuel, but also the energy of social, economic and environmental sustainability. In this study introduces the concept of "Energy of Sustainability" to the relevant literature by using it for the first time. At the same time, against the seismic effects of C.19 and RUW it is suggested that this concept should be taken into consideration in teachings and social policies.

Keywords: Renewable Energy, C.19, RUW, Social Policy.

GİRİŞ

Ekonomi teorisi üretim faktörleri üzerinden maliyet minimizasyonunun sağlanmasını amaç edinmektedir. Bu amacı gerçekleştirmek için üretim faktörlerinden emek hatalı bir şekilde daha çok gündeme getirilmektedir. Bu durum diğer faktörlerin etkinliğinin ihmaline mi yol açmıştır? sorusuna neden olmaktadır. Enerji üretim faktörleri arasında maliyetleri etkileyen bir unsurdur. Teknoloji toplumunda enerjinin kullanım yaygınlığı gittikçe artmaktadır. Bundan dolayı, maliyetlerin düşürülmesinde kullanılan enerji önem taşımaktadır. Yerli yenilenebilir enerjinin yaygınlaştırılması maliyetlerin minimize edilmesinde ve istihdamın genişletilmesinde üzerinde durulması gereken bir konudur.

Glokal süreçte ortaya çıkan birçok çevresel, sosyal, ekonomik sorunlar ve emek ile ilgili ihmal edilen insani etkenler artık işverenleri, politikacıları kısaca tüm insanlığı ilgilendirmektedir. Öyle ki bunlarla ilgili sorunlar C.19 sürecinin gezegenimizdeki etkisine benzer bir durumu ortaya çıkarmıştır. Diğer bir ifade ile alınması gereken dersler bakımından C.19 sanki şimdiye kadar olanların bir özetidir. C.19 sürecinin ilk dönemlerinde kısıtlamalar nedeniyle ulaşımda ve üretimde daralma sonucu petrol, doğalgaz, kömür gibi fosil yakıtların talebinde azalma olmuştur. Diğer yandan, C.19 İkinci Dünya Savaşı'ndan sonra ilk defa küresel ekonomide bir daralmaya neden olmuştur (Economist Intelligence Unit 2020). Bu durum yenilenebilir enerji alanındaki yatırımları ve istihdamı olumsuz yönde etkilemiştir. C.19 sürecinde sağlık, eğitim ve isithdamın etkilenmesi ile dikkatler sosyal politikaların güçlendirilmesine odaklanmaktadır.

Enerji faktöründe dışa bağımlı ekonomilerde döviz çıktıları cari dengeyi negatif yönde etkilemektedir. Yenilenebilir enerji ile ithal enerjiyi ikame edebilen ülkeler yurtdışına ödeme yapmak yerine ülkelerinde yatırım yaparak yeni iş ve işler ile istihdam yaratmaktadır. Bu istihdam alanlarının ilave çalışanlara gelir olması gini katsayısının daha adaletli bir gelir dağılımı yönüne çevrilmesini sağlamaktadır. Aynı zamanda, yenilenebilir enerji kullanımı üretim maliyetlerinin düşmesi yoluyla maliyet enflasyonunu frenlemekte/düşürmektedir. Bununla birlikte, C.19 ve RUW vb. kriz dönemlerinde ithal enerji bağımlı ülkeler arz kısıtlamasının neden olduğu maliyet enflasyonuna ve talep enflasyonuna maruz kalmaktadır. Arz ve talep yönlü ortaya çıkan bu enflasyonist etki toplamda ekonominin diğer paradigmalarını da etkilerken reel ücretlerde ve satın alma gücünde düşmelere neden olarak gini katsayısını gelir dağılımı adaletsizliği yönüne çevirmektedir.

Enerjide dışa bağımlı ülkelerin C.19 ve RUW süreçlerinde arz tedariki sorunlarına ve enflasyona maruz kalmaları yenilenebilir enerjiye dönüşümü ivmelendirmektedir. Özellikle, Avrupa ülkeleri, (Rusya'nın enerji kartını oynamasından sonra) ithal enerji bağımlılığından kurtulmak için çalışmalarını yenilenebilir enerjiye odaklamaktadır. Bu odaklanma, ithal enerji ödemelerini düşürürken cari açık ve enflasyonu azaltmaktadır. Diğer yandan, ithal enerjiden vazgeçilmesi, yenilenebilir enerji yatırımlarını ve istihdamı artırmaktadır. Yeni iş başlangıçlarıyla artan istihdam ülke gelirinin daha çok kişi tarafından paylaşılmasını sağlamaktadır. Bu paylaşma gini katsayısını sıfıra yaklaştırırken daha adaletli bir gelir dağılımına neden olmaktadır. C.19 ve RUW süreçleri, bir yandan kısa dönemde ithal enerji odaklı ekonomik ve sosyal ibreyi negatif yöne çevirirken diğer yandan, uzun dönemde yenilenebilir enerjiye dönüşümü hızlandırarak bu ibrenin pozitif etkiye evrilmesine neden olmaktadır.

Bu çalışmanın giriş bölümünden sonraki kısımda C.19 ve RUW sürecinde ilgili literatür çerçevesinde yenilenebilir enerji konusu sürdürülebilirlik ile ilişkili olarak ele alınmaktadır. Daha sonraki kısımda sosyal politika ve yenilenebilir enerji ilişkisi, fonksiyonel ve grafiksel simülasyonla varsayımlar çerçevesinde ilişkilendirilmektedir. Sonuç olarak, C.19 ve RUW süreci yenilenebilir enerji etkileri sosyal politika ile ilişkili olarak değerlendirilerek öneriler sunulmaktadır.

2. LİTERATÜR

Üretim girdisi olarak kullanılan enerji-de dışa bağımlı ekonomilerde enerji maliyetleri yükselmekte ve enflasyona neden olmaktadır. Enerji maliyetlerinin yükselmesi, ekonomik etkinsizliğe neden olarak reel düşüşlere kapı açmaktadır. Bundan dolayı yenilenebilir enerji kaynaklarının üretimi ve tüketimi döviz çıkışlarını azalttığı gibi maliyet enflasyonuna neden olmamakta ve çalışanların satın alma gücünü zayıflatmayan bir etki yapmaktadır. Aynı zamanda, yenilenebilir enerji kullanımı ile üretim maliyetlerinin uzun dönemde düşmesi sağlanmaktadır. Bunun sonucunda ucuzlayan ya da fiyatı artmayan malların ihracatının artışı cari açığı kapatma etkisi yapmaktadır. Cari açığı kapatmaya yönelik ihracat artışının sağlanması için yapılan ulusal paranın değerinin düşürülmesi hatasının telafisi yenilenebilir enerjinin yaygınlaştırılmasıyla olmalıdır. Diğer bir ifade ile ulusal paranın değeri düşürülmemeli ancak, yenilenebilir enerji yaygınlaştırılmalıdır. Diğer yandan, yenilenebilir

enerji maliyetleri düşürerek fiyat artışlarına fren etkisi yaptığından çalışanların satın alma gücünü güçlendirmekte ve sosyal politikaların uygulanması pozitif yönde etkilenmektedir.

Özellikle enerjide dışa bağımlı ekonomilerde cari açığın kapanması için devalüasyon içeren iktisat politikalarının başarısızlığı sosyal politika uygulamalarının istenen sonucu vermemesine yol açmaktadır. Sürdürülebilirliğin enerjisi, dış bağımlılığı azaltarak döviz çıkışını düşürdüğünden cari dengeyi pozitif yönde etkilemektedir. İthal enerjiye ödenen dövizlerin yurtiçi yatırımlara dönüşmesi sosyal politikaların en önemli etmeni istihdamı artırıcı etkide bulunmaktadır. Ekonomideki mikro ve makro düzeydeki iyileşmeler sosyal hizmetlerin yaygınlaştırılarak yerine getirilmesinde önem taşımaktadır. Bununla birlikte, yeşil/yenilenebilir/sürdürülebilir enerjinin yaygınlaştırılması, kirliliği azaltarak sosyal politikanın etmenlerinden sağlıklı bir toplumun oluşmasına neden olmaktadır.

C.19, RUW ve geniş etkili yaşanan yer hareketleri çalışma, sağlık, eğitim ve barınma gibi sosyal politikanın temel taşlarını etkilemektedir. Sosyal politika-sosyal hizmet problemlerinin çözümü tüm disiplinlerin birbiriyle ilişkilendiği çoklu yaklaşımlarla bütünselliğin sağlanmasını gerektirmektedir. Çünkü, ortaya çıkan problemlerin, artık sadece ait olduğu disiplinlerin kendi içindeki paradigmalarla açıklanabilmesi ve çözümlenebilmesi yetersiz kalmaktadır. Sosyal politikaların güçlendirilmesi için tüm disiplinlerin birbirleriyle ilişkilendirilerek ele alınması gerekmektedir. Aynı zamanda, bir değerler zincirinin halkası olarak sosyal politika, sürdürülebilirlik için gerekli uygulamaların yerine getirilmesinde anahtar rol üstlenmektedir.

Sosyal politikayı, Üretim olanakları eğrisinde etkinliğin sağlanması ve kaynakların rasyonel kullanımı ile ilişkilendirmek mümkündür. Etkinlik ve rasyonellik sadece kısa dönemde kar maksimizasyonunu değil aynı zamanda uzun dönemde çevrecilik, sürdürülebilirlik, istihdam, barınma, eğitim ve sağlık koşullarının iyileştirilmesini de içermektedir. Bundan dolayı, ekonomik kalkınmada Yeşil etkinlik ve Yeşil rasyonellikten bahsetmek için yenilenebilir enerji önem taşımaktadır. Ekonomik kalkınma, enerji tüketimiyle ilişkilendirilirken yenilenemeyen–fosil yakıtlar kullanımı çevresel problemlere(sağlıksızlık, sürdürülememezlik) (Chang vd. 2018:65-77; Fang ve Zheng, 2019:340-353; Qi vd., 2019; Farooq vd., 2019:12894-12906). Bundan dolayı, üretimde ve tüketimde enerji verimliliğini, çevreciliği, sürdürülebilirliği sağlayan yenilenebilir enerjinin önemi gittikçe artmaktadır. Özellikle, Kyoto protokolü yenilenebilir enerjinin kullanımında lokomotif görevi görmektedir. Bu çerçevede ülkeler enerji politikalarını, sera gazı emisyonlarını azaltmaya yönelik olarak oluşturmaktadır. Bununla birlikte, yenilenebilir enerji endüstrilerinin ve tasarruflu enerji teknolojilerinin gelişimi, toplumların ve dünyanın sürdürülebilirliği ile çevresel hedeflere ulaşmanın bir yolu olmaktadır. Yapılan araştırmalar, enerjide dışa bağımlılığın azaltılması ile yerli yenilenebilir enerji üretimi için yapılan faaliyetler istihdam artırıcı bir etki yapmaktadır (Hillebrand vd., 2006: 3484-3489; Laitner, Bernow ve Cicco 1998: 425-432). Ayrıca, konuyla ilgili çalışmalar yenilenebilir enerji için daha verimli ve düşük karbonlu teknolojileri politika uygulayıcılara önermektedir. Bununla birlikte, karbon emisyonunun önemli ölçüde azaltılması ve genel istihdam ile ekonomik çıktının artırılması hedeflenmektedir (Lenzen ve Dey, 2002: 377-403).

Enerji üretimi ve tüketiminde atmosferik CO2 emisyonlarına katkılarından dolayı fosil yakıtlar, iklim değişikliği üzerinde önemli bir etkiye sahiptir. Bu nedenle, Rio Konferansı(1992) ve Kyoto Protokolü(1997) çerçevesinde, fosil -yaktlar yerine yenilenebilir enerji ve enerji verimliliği tüm ülkeler için öncelikli bir konu olmuştur (Economidou vd. ,2020:1-5). Bundan dolayı, yenilenebilir enerji ve enerji verimliliği için gerekli teknolojinin geliştirilmesi önem kazanmaktadır. Bunun için beşeri sermayenin yetiştirilmesi-sağlanması da istihdam için yeni bir yön göstermektedir. Mikro düzeyde, daha iyi eğitimli hanelerin ve firmaların yöneticilerinin çevreye daha duyarlı olduklarına ve nihayetinde daha az enerji tüketerek enerji açısından verimli olduklarına dair kanıtlar bulunmaktadır. Sürdürülebilir kalkınma, sürdürülebilir enerji kullanımı ile ilgili yabancı yatırımcıları çekmeye yönelik politikalar yenilenebilir enerji sektörü aracılığıyla yerli istihdam yaratılması öngörülmektedir (Kumar ve Majid: 2020:23)**.** Bununla birlikte, sektörler ve ülke düzeyimde enerji verimliliği için kapsamlı bir politika uygulanması istihdam artışını etkileyen olumlu faktörler olarak görülmektedir.(Constantini, Crespi ve Paglialunga 2018; 2510-267). Enerji verimliliğini arttırmak ve enerji maliyetlerini azaltmak, ulusal inovasyon sistemini geliştirmek, yeşil büyüme ile yeni işlerin oluşturularak yeni istihdam olanaklarına yol açılmaktadır. Bu durum bir yandan çalışma ekonomisini güçlendirirken diğer yandan sosyal politikaların-sosyal hizmetlerin geliştirilmesini sağlamaktadır.

Adam Smith'in mutlak üstünlük teorisinde maliyet minimizasyonu ile uluslararası ticarette her iki ülke de avantaj elde etmekle birlikte üründe ve işgücünde uzmanlaşma gerçekleşmektedir. Yenilenebilir enerji kullanımı, maliyetlerin aşağı doğru baskılanmasına neden olarak ihracat artışını desteklemektedir. Yenilenebilir enerji, bir yandan ithal bağımlı enerjiye döviz çıkışını azaltırken diğer yandan üretim maliyetlerini düşürdüğünden rekabetgücü-ihracat artışı ile döviz girişini artırmaktadır. Bundan dolayı, yenilenebilir enerji cari

dengeye pozitif yönde etki etmektedir. Bu etkiler, yatırım, istihdam, gelir artşıyla sağlık, eğitim ve barınma problemlerini çözmeye çalışan sosyal politikaların elini güçlendirmektedir. Sanayileşmiş ülkelerde uygulanan enerji politikalarıyla enerji ve karbon yoğunluğu azaltılmaktadır. Özellikle AB enerji politikaları çerçevesinde Enerji verimliliği; enerji güvenliğinin artırılması, uluslararası maliyet rekabet gücünün teşvik edilmesi ve kirletici emisyonların azaltılması ile güvenli, sürdürülebilir ve uygun fiyatlı bir enerji sistemine ulaşılması hedeflenmektedir.

Verimlilik kazanımları üretimde maliyet minimizasyonuna neden olurken enflasyona neden olmayan bir ekonomik büyümeyi de beraberinde getirmektedir. Buna ilaveten yerli yenilenebilir enerji kulanımı verimliliği artırmanın yanı sıra enerji ithalatının azaltılmasını ve yerli enerji üretimi ile cari açığı azaltıcı ve istihdamı artırıcı bir etki yapmaktadır. Diğer yandan cari açığın azaltılmasına yönelik ihracatı artırarak döviz girdisi sağlanması için yapılan devalüasyonlara gerek kalmamaktadır. Dolayısıyla gelişen ve az gelişmiş ekonomilerin iktisat politikaların da hatalı bir şekilde uygulanan devalüasyonların ortaya çıkardığı emek ve zaman sömürüsünü de ortadan kaldırıcı bir etki yapmaktadır. Ayrıca, ihracat ürünlerinden elde edilen döviz girdisinin devalüasyon esnekliği birden büyük ise cari açığı azaltma etkisi yapmaktadır. Bu esneklik birden küçükse ürün ihracatından elde edilecek döviz girdisi ile cari açık kapanmamaktadır. Her iki durumda da yerli kaynakların ya da üretim faktörlerinin gelir bazlı etkin kullanımı söz konusu değildir. İhracatta kullanılan kaynakların miktarı ile döviz girdisi arasındaki ilişki ne kadardır?(toplam üretim maliyeti ile toplam döviz girdisi arasındaki oran). Etkin kaynak kullanımı hem verimlilik hem de "enflasyon-devalüasyon-cari açık sarmalı" bakımından önem taşımaktadır (İrhan ve Oran: 2022: 82-94). İthal fosil enerji maliyetlerin yükselmesine yol açarken yerli yenilenebilir enrji üretim maliyetlerini düşürerek enflasyon-devalüasyon ve cari açık sarmalının makarasını sınırlandırmaktadır. Sosyal politikalar, istihdam problemine reel etkisiyle ölçüldüğünden yerli yenilenebilir enerji yatırımları önem taşımaktadır. Yapılan araştırmalar, yenilenebilir enerjinin artan payının; istihdamı ve GSMH yı artırıcı, iklim değişikliğini, ithalata bağımlılığı ve cari açığı ise azaltıcı yönünde etkileri olduğunu ortaya koymaktadır (Elder, 2008: 108-117). Diğer yandan, Constantini ve arkadaşlarına göre enerji yoğun endüstrilerde enerji verimliliği kazanımları istihdam artış oranını düşürmesine rağmen kamu sektöründe elde edilen enerji verimliliği, istihdam artışını desteklemektedir (Constantini vd., 2018:250-267).

AB'nin Rusya'nın fosil yakıtlarına olan bağımlılığını sona erdirerek yenilenebilir enerjiye geçmesi ile RUW'un kısa dönemdeki etkilerinden enerji fiyatlarının/enflasyonun frenlenerek düşmesi beklenmektedir. Yenilenebilir enerjinin maliyetleri, düşürücü etkisi ihracat-döviz girdisi artışı ile istihdama ve enerji ithalatını-döviz çıktısını azaltarak cari dengeyi pozitif katkı yapması gini katsayısını da sıfıra yaklaştırıcı yönde etkilemektedir. Sosyal politikalar istihdam problemine reel etkisiyle ölçüldüğünden yerli yenilenebilir enerji yatırımlarının artışı sosyal politikaları güçlendirmektedir. Sosyal politikalar, C.19 ve RUW dönemlerinde sosyal hizmetlerin güçlü bir şekilde yerine getirilmesi için beşeri sermayenin, sağlıklı ekonominin ve sosyal refahın anahtarıdır.

C.19 süreci farklı ülkelerde farklı etkiler ortaya çıkarmıştır. İlk çıktığı yer(Wuhan) Çin ile birlikte İtalya en çok etkilenen ülkelerin başında gelmektedir. Küresel salgından dolayı ABD, Çin, Güney Kore başta olmak üzere ekonomi, sağlık vd. faaliyetlerde gecikmeler sosyal politika-sosyal hizmetlerin zaruret rasyosunu yükseltmektedir (Collins vd, 2020: 1073-1082). Bundan dolayı enerji alanındaki yatırımlarında durması bu sektörle ilgili istihdamdaki artışın durmasına neden olmaktadır. Özellikle, C.19'un potansiyel ekonomik zararlarını azaltmak için politika yapıcılar tarafından mali taahhütler verilmektedir (IMF2020, 2020). C.19 pandemisinin insan yaşamına etkileri sosyal politikaları farklı açılardan ilgilendirmektedir. Örneğin ev hapsinin çocuklar üzerindeki etkileri, gıda israfı, atmosfer kirliliğinin C.19 mortalitesi üzerindeki etkileri, C.19 sürecinde hava kirliliği-kalitesi vb. sosyal politika ilşkili çalışmalar hızla artmaktadır (Wang vd.:2020). C. 19 kapanma sürecinde enerji sektöründe işten çıkarma ve kesintiler rüzgar enerjisi ve güneş enerjisi kapasite artış oranlarında azalmalar bu alandaki istihdamın artış oranını yavaşlatmıştır. Diğer yandan, C.19'un küresel enerji tedarik zinciri üzerinde tahrip edici etkisine de dikkat çekilmektedir. Ancak, AB, 2021'de yenilenebilir kaynaklardan elde ettiği brüt nihai enerji tüketiminde, 2020'ye göre yaklaşık 0,3 puan daha düşük bir payla %21,8'e ulaşmıştır. Bu düşüşte muhtemelen C.19 ile bağlantılı kısıtlamaların kaldırılması rol oynadığı öne sürülmektedir (Eurostatt-statistic: erişim tarihi: 18.03.2023)

C.19 sürecinde dijitalleşme daha da hız kazanmıştır. Enerji sektöründe, dijitalleşmenin kendi içinde sürdürülebilir ve düşük karbonlu kaynaklarla gerçekleştirilmesi bu dönüşümde hem çevresel hem de ekonomik anlamda önem taşımaktadır. Diğer yandan, enerji sektöründe inovasyonlar ile ekipman, üretim vd. süreçlerin dijitalleşmesi hem enerji hem de teknoloji şirketlerinin bir ihtiyacı haline gelmiştir. Çünkü, yenilenebilir enerji kaynaklarının artan kullanımı, hidrojen veya elektrik araçların yaygın kullanımı gibi gelişmeler iş modellerinde, üretici ve tüketici ilişkilerinde inovatif süreçleri ve yeni mekanizmaları gerekli kılmaktadır. Dolayısıyla yenilikçi regülasyonlar, blok zincir teknolojisi enerji alanında yeni işler ile yeni istihdam alanlarının oluşmasına neden

olmaktadır. Ayrıca, yapay zekanın sunduğu dijitalleşme etkileri enerji sektörünün genele yayılarak bu alanda proaktif uyumluluğu güçlendirmektedir. Yenilenebilir enerji dönüşümü için yapay zeka destekli yeniliklerin adaptasyonunda genişletilmiş yeni uzmanlıklara ve işgücüne ihtiyaç duyulmaktadır. Yenilenebilir enerjinin yeşil işler yaratma etkisi, istihdam, verimlilik ve çevresel hedefler kapasitelerinin geliştirilmesine katkıda bulunmaktadır (Swain, Karimu ve Grad, 2022: 695-708). Yenilenebilir enerjiye dönüşüm için sosyal politikalarda beşeri sermayeye önem verilmesi ihracat ürünlerinin katma değerini yükselterek ve miktar artışı ile sürdürülebilirlik amaçlanmaktadır.

RUW, küresel enerji tedarik zincirinin bozulma riskini yoğunlaştırarak, kısa sürede enerji fiyatlarında keskin dalgalanmalara neden olmuştur. RUW'un küresel enerji tüketimi, ekonomik büyüme, yenilenebilir enerji, karbon emisyonu üzerine etkileri tartışılmaktadır. C.19 ve RUW uzun vadede küresel enerji arzında ve sosyal-ekonomik düzenleri bozarak, GSYİH üzerinde düşürücü bir etki ortaya çıkarmaktadır. Diğer yandan, Rusya'dan enerji ithal etmekten vazgeçilme maliyetinin AB tarafına yazılacağı iddia edilmektedir. Bundan dolayı, AB ekonomisi itibariyle reel GSYİH'nın %5'in üzerinde bir düşüşü beklenmektedir. Aynı zamanda, arktik bölgedeki enerji tartışmalarının ivmelenmesi ve çözülmelerin ekolojik dengeyi bozarak sürdürülebilir olmayan bir sonuç ortaya çıkarmaktadır (Thangaraj ve Chowdhury:2022:2-9). Bunu telafi etmek isteyen AB yenilenebilir enerjinin yaygınlaştırılması ile küresel enerji tüketiminde ve karbon emisyonunda %0-1 arası bir azalma beklenmektedir (Cui vd., 2023; Eurostatt, 2023). Diğer yandan, Rusya'dan enerji ithalatından vazgeçilmesi daha çok yenilenebilir enerjiye geçiş anlamına gelmektedir.

Sürdürülebilirlik kapsamında, Paris Anlaşması, Uluslararası enerji ajansı'nın"2050'ye Kadar Net Sıfır" senaryosu ve BM İklim Değişikiği Konferansı (COP27), temiz enerji için sera gazı (GHG) emisyonlarını azaltma çalışmalarına odaklanmaktadır (Jacobson ve ark., 2017:108-121). Enerji kullanımının artışı, kirliliğin maliyeti, küresel ısınma-iklim hedefleri; rüzgar, su ve güneş (WWS) ve benzeri yenilenebilir enerjiye dönüşümün önemini artırmaktadır. Buna ilaveten, C.19 ve RUW sürecinde enerjide fiyat artışları, ithalat kısıtlama-aksamaları, yanma tehlikesi, arz güvenliği problemleri fosil yakıtlara bağımlılığı azaltmaktadır. RUW sürecinde petrol, doğal gaz ve kömür fiyatları artışı nedeniyle bazı ülkeler enerji matrisinin sürdürülebilir/yenilenebilir tarafına geçmektedir. Diğer yandan, dünya genelinde enerjide fosil yakıtlara bağımlılık enerji ile ilgili küresel senaryoyu etkilemektedir. Bundan dolayı, C.19 ve RUW sürecinde yenilenebilir enerjiye yönelik hedefler yükseltilmektedir. Aynı zamanda, C.19 ve RUW, Avrupa vd. ükelerde %100 temiz enerji kullanımına yönelik enerji politikalarının kamu desteğini de güçlendirmektedir (REPower, 2022-23; Steffen ve Patt, 2022).

3. SOSYAL POLİTİKA VE YENİLENEBİLİR ENERJİ

Sosyal Politika, devletin toplumda refah ve sosyal korumanın sağlanmasına yöneliktir. Bir ülkede refah olması için cari açığının olmaması, gini katsayısının sıfıra yakın olması, sağlık-eğitim-barınma–sosyal güvenliğin insana yaraşır olarak ihtiyaçların karşılanması düzeyinde olması gerekmektedir. Bundan dolayı, sosyal politikalar, adil ve güçlü ekonomi ile herkesin yaşam standartlarını yükseltmeyi hedeflemektedir. Diğer yandan, küresel-yerel süreçte sosyal-ekonomik-mühendislik-sağlık gibi tüm disiplinler birbirleriyle etkileşim içerisindedir. Ancak, bu çalışmada yenilenebilir enerjinin, ekonominin bazı paradigmalarına etkisi ve sosyal politika ilişkisi üzerinde durulmaktadır. Bu ilişki ilk defa bu çalışmada kurulan aşağıdaki fonksiyon ile açıklanmaktadır.

Sosyal politika kapsamında yerine getirilmesi gerekenler bakımından birinci fonksiyon ifadesi şu şekildedir;

Sosyal Politika= f (İstihdam (Aktif işgücü politikaları (Beşeri sermaye)- Pasif işgücü politikaları) Sosyal Güvenlik, Sosyal Hizmetler, Sağlık, Eğitim, Barınma, Kobi'ler, Kültür-sanat)

-Kobi ve istihdam artışı, sosyal güvenlik-sosyal hizmet yaygınlığı, sağlık-eğitim hizmetlerinin gelişmişliği, aktif işgücü politikalarıyla beşeri sermayenin istihdamdaki oranının yükseltilmesi, pasif işgücü politikalarıyla çalışmayanların yaşam temini ve kültür-sanat faaliyetlerinin her kesim için geliştirilmesi güçlü bir sosyal politika demektir.

Sosyal politikanın güçlü uygulanabilirliği ve yükseltilmesi bakımından ilişki kurulan ikinci fonksiyon ise;

Sosyal Politika = f (Yenilenebilir enerji, Gini katayısı, Cari denge, Teknoloji toplumu, Enflasyon, Ulusal para değeri-Devalüasyon, Ekonomik Kalkınma).

-Yenilenebilir enerjinin payının artırılarak ithal fosil enerji kaynaklarından vazgeçilmesi karbon emisyonunu azaltarak çevresel ve sağlık bakımından sosyal politikalara katkıda bulunmaktadır. Yenilenebilir enerji ile sosyal politika arasında pozitif-doğru yönlü ilişki vardır.

- İthalat ödemelerinin yurtiçinde maliyetleri yükseltmesi enflasyon etkisi yaptığından yenilenebilir enerji artarsa enflasyon azalır. Yenilenebilir enerji ile enflasyon oranları arasında negatif-ters orantılı ilişki vardır. Enflasyon azalması ya da artmaması; reel ücretlerin düşmemesine yol açarak istihdam ve gini katsayısının sosyal politikalar lehine evrilmesini sağlamaktadır.

- Yenilenebilir enerji oranı artarsa istihdam etkisi gelirin daha çok kişi tarafından paylaşımıyla gini katsayısını(0-1 arası) düşürerek daha adil bir gelir dağılımına neden olmaktadır. Yenilenebilir enerji ile gini katsayısı arasında negatif-ters yönlü ilişki vardır.

- Yenilenebilir enerji artışı yeni teknolojiler gerektirdiğinden beşeri sermaye-teknoloji artışı gerçekleşecektir. Yenilenebilir enerji ile teknoloji toplumu arasında poztif-doğru yönlü ilişki vardır.

- Teknoloji toplmunun beşeri sermayeye itiyaç duyarak yetiştirmesi aktif işgücü piyasası politikalarını güçlendirmektedir. Güvenceli Esneklik konseptinin temel uygulamalarından olan aktif işgücü piyasası politikalarının pozitif yönde etkilenmesi sosyal politikaların da pozitif yönde etkilenmesi anlamına gelmektedir.

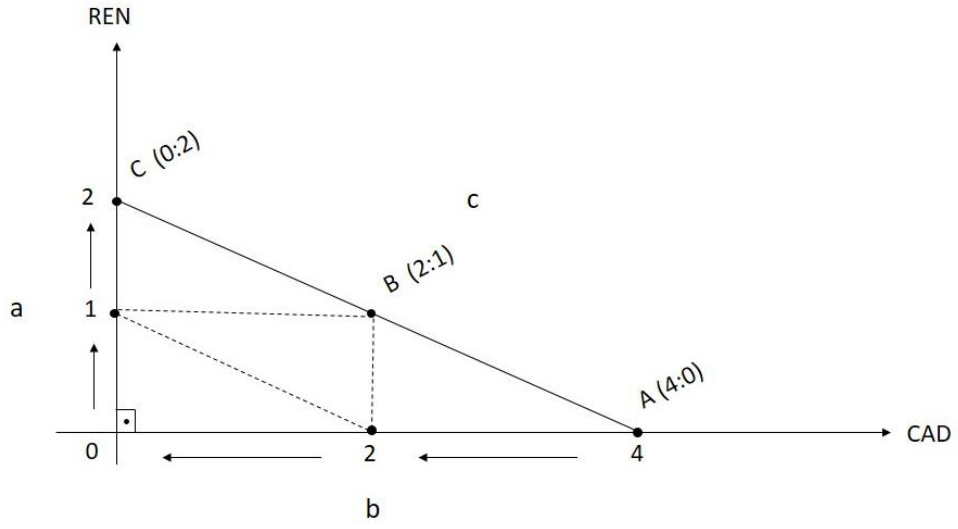
-Yukarıda ifade edilen nedenler ekonomik kalkınmaya pozitif etkide bulunmaktadır. Yenilenebilir enerji ile ekonomik kalkınma arasında pozitif-doğru yönlü ilişki vardır. Ekonomik kalkınmanın gerçekleşmesi sosyal politikanın bir göstergesidir.

-Yenilenebilir enerji payı artırılarak ithal enerjidan vazgeçilirse döviz çıkışı azalacağından döviz talebi düşerek ulusal paranın değeri korunacaktır. Yenilenebilir enerji payı artmasıyla devalüsyon oranı arasında negarif-ters yönlü ilişki vardır.

-Ulusal paranın değerinin korunması, reel ücretlerin düşmemesine yol açarak nüfusun çoğunluğunu oluşturan çalışanların satın alma gücü korunacağından barınma, eğitim vd. sosyal politika etmenleri pozitif yönde etkilenmektedir.

-Yenilenebilir enerji artarsa ithalat ödemeleri azalacağından cari açık varsa azalacaktır. Yenilenebilir enerji ile cari açık arasında negatif-ters yönlü ilişki ve sosyal politikalar ile pozitif-doğru yönlü ikişkisi varsayımsal bir simulasyonu aşağıdaki grafik.1 yardımıyla açıklanmaktadır;

Grafik 1: Yenilenebilir Enerji ve Cari Açık ilişkisinin Sosyal Politika Etkisi



Kaynak: Yazar tarafından ilk defa bu çalışmada oluşturularak çizilmiştir.

REN: Renewable Energy : Yenilenebilir enerji: Dikey Eksen

CAD : Current Account Deficit : Cari Açık: Yatay Eksen

SP : Social Policy: Sosyal Politika = Dik üçgenin sinüsünün değeri -ile ters yönlü ilişkisi vardır-

Varsayımlar;

- REN = 0 iken CAD = 4 (A noktası) SP Zayıf
- REN = 1 iken CAD = 2 (B noktası) SP Orta
- REN = 2 iken CAD = 0 (C noktası) SP Güçlü

Hipotenüs : $a^2 + b^2 = c^2$ **ise** $2^2 + 4^2 = 20$ **√20** ≅ 4.47 karşı dik kenar / hipotenüs = 2: 4.47 Sin**α = 0.447**

Eğer; REN'in CAD kapatma etkisi daha düşük olsaydı örneğin ;

- REN = 0 iken CAD = 2
- REN = 1 iken CAD = 1
- REN = 2 iken CAD = 0 Bu durumda hipotenüs $2^2 + 2^2$ √8 = 2.828 ve Sinα= 2: 2.828 ≅ 0.7072

bulunur. Bunun anlamı, Sinα değeri küçüldükçe REN'in CAD üzerindeki -azaltmaya yönelik- pozitif etkisi artarak SP'yi yükseltmektedir.

C.19 ve RUW sürecinde enerji talebinin yükselişi-tüketimi çevresel, ekonomik ve sosyal politikayla ilişkili koşulları kötüleştirdiğinden –sürdürülebilirliğin enerjisinin- öneminin arttığı görülmektedir. Yenilenebilir enerji teknolojileri için beşeri sermayeye yatırım yapmanın sosyal faydaları ve kirli enerji tüketimini azaltarak sağlık ve çevresel faydaları ifade edilmektedir (Li vd. 2020:1-7; Yao vd.2019).

Beşeri sermayenin teknolojiyi geliştirmesiyle yenilenebilir enerjinin üretimi artmakta ve enerji tüketiminde tasarruf yapılmaktadır. Yenilenebilir enerji üretimi ve tüketimi bir yandan enerji verimliliğini etkilerken diğer yandan ekonomik kalkınmayı da tetiklemektedir. Yenilenebilir–temiz enerjilerin gelişmesi ve bununla ilgili teknolojilerin uygulanması enerji sektöründe değişiklikler meydana getirmektedir. Bundan dolayı ekonomik faaliyetleri ve istihdamı tetikleyen çevreci yerli yenilenebilir enerji kullanımı teşvik ve tercih edilmektedir. Ekonomik büyümeye neden olan enerji kullanımını azaltmadan kirli enerji yerine ikame edilen temiz-yenilenebilir enerji, enerji verimliliğini de sağlamaktadır. Bu durum sağlık, istihdam vd. sosyal politika etmenlerini etkilerken çevre kirliliğini azaltarak aynı zamanda ulusal gelir de artırıcı cari açıkta azaltıcı bir etki yapmaktadır.

İhracat çeşitlendirmesinin enerji yoğunluğunu azaltmaya yardımcı olduğu, enerji verimliliği ve sürdürülebilir çevrenin iyileştirilmesinde bir politika faktörü olarak kullanılabileceğine ilişkin kanıtlar bulunmaktadır. Ayrıca, ampirik kanıtlar, daha yeşil büyüme, enerji verimliliği ve sürdürülebilir kalkınma hedeflerine ulaşmalarına yönelik sonuçları da bidirmektedir (Shahbaz vd., 2019: 339-345 ; Gözgör ve Can, 2016). Avrupa Birliği, enerjinin verimli kullanımı için Binaların Enerji Performansı Direktifi (EPBD- Energy Performance of Buildings Directive) oluşturarak minimum enerji maliyetinin optimal seviyelerini karşılaştırmalı bir yöntemle belirlerken yenilenebilir enerji kullanılmaktadır (Vasconcelos vd., 2016: 12-15). Bu çerçevede yeni yapılan binaların yenilenen binalara göre enerji verimlliği daha yüksektir (Jakob, 2006:174-187).

Yapılan araştırmalar, Sürdürülebilir Kalkınma Hedefi kapsamında uygun fiyat, güvenilir ve sürdürülebilir enerji için yenilenebilir enerji kaynaklarına geçişin AB'deki sosyal politikanın en önemli bileşeni istihdam üzerinde olumlu bir etkiye sahip olduğunu göstermektedir (Mc Collum, 2018:1-23; Swain ve Karim, 2020: 695-708). Ayrıca, yenilenebilir enerji tüketiminin karbon emisyonunu düşürerek sosyal politikanın bir diğer bileşeni sağlıklı topluma katkı yapması beklenmektedir. Diğer yandan, enerjinin küresel sera gazı emisyonlarının üçte ikisini oluşturmaktadır (IEA, 2021). Bunun değişmesi için yenilenebilir enerji kritik bir unsurdur. Yenilenebilir enerji sistemlerine geçiş gıda ve tarım, ekosistemler ve iklim, yoksulluk, sağlık, isithdam ve ekonomik büyümeyi etkileme potansiyeline sahiptir. Bu potansiyelin gerçekleşmesi ise sosyal politikaların yerine getirilmesinin itici gücü olmaktadır. Bununla birlikte, kişibaşı karbon emisyonun azalması, istihdamın ve kişibaşı GSYİH artışı öngörülmektedir.(Ortega vd. 2015:940-951; Mu vd., 2018: 256-267). Bu durum yenilenebilir enerji üretim ve tüketimiyle ilgili teknolojiyi geliştiren ve sosyal politikanın unsurlarından beşeri sermaye ile yenilenebilir enerji arasındaki pozitif ilişkiyi ortaya koymaktadır.

Türkiye'nin 1989-2022 yıllarında ara malları ve sermaye malları ticaretinde önemli ölçüde açık verdiği, nihai tüketim malı ticaretinde gelirinin giderinden fazla olduğu, toplamda dış ticaret açığı verdiği ve toplam mal ihracatın, ithalatı karşılamasının bire bir olmadığı görülmektedir(TCMB-EVDS, 2022). Ara mallarındaki açığın; enerjide yaşanan dışa bağımlılıktan kaynaklandığı, sermaye mallarındaki açığın ise teknolojik eksiklik nedeniyle dış ülkelerden alınan makine ve teçhizattan kaynaklanmaktadır. Yenilenebilir enerji kullanımı üretim maliyetlerinin ve vergi oranlarını düşürerek yatırım-üretim-istihdamı teşvik ederek girişim-girişimcilerin karlılığının artmasıyla vergi gelirleri de artırmaktadır. Aynı zamanda, yenilenebilir enerji, verimliliği ve sektörler arası akıllı entegrasyonu teşvik ettiğinden 'Sürdürülebilirliğin Enerjisi' konseptidir. Sürdürülebilirliğin enerjisi ile enerji yoksulluğunun giderilmesi, yenilikçi teknolojiye ait yatırım- istihdam yaratırken diğer yandan verimliliğin ve reel ücretlerin artışına yol açarak gini katsayısını iyileştirmektedir.

Sosyal politika - yenilenebilir enerji ve cari açık ilişkisinde dikkat edilmesi gereken dört unsur aşağıda belirtilmektedir;

a) Her bir yenilenebilir enerji üretim artışı karşısında döviz gelirinde/giderinde meydana gelen değişmenin gini katsayısına etkisi

b) Yenilenebilir enerjinin artan oranlarının yatırım, üretim, ihracat, istihdam oranlarına yansıması

c) Cari dengenin, yenilenebilir enerji esnekliği (yenilenebilir enerjideki % değişimim CAD % değişimine oranı ya da dövizin miktarındaki % değişime oranı)

d) Hava kirliliğinden kaynaklanan hastalıkların iyileşmesinin yenilenebilir enerji tüketimi esnekliği

4. SONUÇ

Yenilenebilir enerjinin karbon emisyonunu azaltıcı istihdamı ise artırıcı etkileri sosyal, ekonomik ve çevresel sürdürülebilirliğe katkıda bulunmaktadır. Daha az enerjiye ihtiyaç duyulması fosil yakıtlar yerine etkin, rasyonel ve sürdürülebilir enerji olan yenilenebilir kaynaklardır. Yenilenebilir enerji ile güvenli ve uygun maliyetli enerji sağlanması çevreye ve istihdama pozitif yönde etki ederek sosyal politikalara katkı yapmaktadır. Sera gazı emisyonlarını azaltmak, yeni işler oluşmasını sağlamak ve gini katsayını sıfıra doğru yaklaştırarak yaşam kalitesini yükseltmek sosyal politikanın önemli hedeflerindendir. Sera gazı emisyonlarına neden olmayan yenilenebilir enerji çevresel ve sağlık ile igili problemlerin azalmasının etki ederek sürdürülebilir sosyal politikaların katma değerini yükseltmektedir. Sosyal politika parantezinde yenilenebilir enerji ile gini katsayısı, enflasyon, cari açık, istihdam ilişkilerini anlamak, sürdürülebilirliği temin etmeye yardımcı olan sosyal hizmetler için önem taşımaktadır. Sonuç olarak;

- Özellikle enerjide dışa bağımlı ekonomilerde C.19 döneminde tedarik kısıtlama ve aksamaları yanı sıra enerji kullanımının artışı maliyet ve talep yönlü enflasyona neden olurken uzun dönem etkileri görülmektedir
- RUW, enerji kaynaklarında dışa bağımlı (yenilenebilir enerji'de yeterliliği olmayan) ülkelerde enerji fiyatlarını yükselterek küresel enflasyon oranlarını yukarı çekmektedir(Deng vd. 2022).
- RUW savaşı küresel enerji güvenliğini olumsuz etkilemektedir (Mbah ve Wasum, 2022)
- RUW, kısa dönemde fiyatların yükselmesine neden olurken uzun dönemde sürdürülebilir enerjiye geçilmesine neden olmaktadır (Chedid ve Penteado, 2022: 79067-82).
- Arktik bölgedeki enerji savaşının ekolojik dengeyi bozması sürdürülebilir olmayan durumlara yol açması, sürdürülebilir enerjiye dönüşümü zorunlu kılmaktadır.

Yenilenebilir enerjinin, ucuz, temiz ve yurt içinde üretilebilir olması enerji ithalatını (döviz çıkışını) azaltarak cari dengeye pozitif katkı sağlamaktadır. Enerji verimliliğinin sağlanması içinde yenilenebilir enerji üretimi artışının sağlanarak enerjide ithalat bağımlılığının azaltılması gerekmektedir. Bu çalışma, yenilenebilir enerji ile verimliliği artırıcı bir -enerji kümelenmesi-ni enerji ve iktisat politikalarına önermektedir. Ayrıca, kirli enerji kaynakları üzerinden çevreci bir yaklaşım üretim daralmalarıyla ekonomik kısıtlamalara neden olabilmektedir. Dolayısıyla, yenilenebilir enerji yatırım-üretim-istihdam üçlüsünü tetikleyerek ulusal ekonomik güveni güçlendirmektedir. Bu durum geliri ve istihdamı birlikte artırırken ithalatı düşürerek-ihracatı teşvik ederek cari açık ve gini katsayısını birlikte düşürmesi sosyal politika/hizmetlerini güçlendirmektedir.

Bu çalışmanın teorik çerçevesi ve metodolojisi aşağıda gösterilen ve yazar tarafından oluşturulan Sosyal politika fonksiyonu çerçevesinde oluşturulmaktadır. Bu fonksiyon aynı zamanda, yenilenebilir enerjinin sosyal politikaya etkisini ekonomik değişkenlerle birlikte açıklayan birbiriyle bağlantılı bir değerler zincirini oluşturmaktadır. Sosyal politika ile yenienebilir ilişkisinin öğretide ve ilgili politikalarda dikkate alınması önerilmektedir. Yenilenebilir Enerji çeşitliliği, uyarlanabilirliği, yeterliliği, arz tedarik zinciri ve enerji güvenliği C.19 ve RUW sürecinde daha da önemli hale geldiği görülmektedir.

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Scientific Investigation of the Relationship Between Psychological Well-Being and Optimism Levels of Employees

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Abstract: This study was conducted to investigate the effect of employees' psychological well-being on their optimistic moods. The quantitative method was used as the research method. 497 sample groups were reached throughout Turkey. On the other hand, exploratory factor analysis, correlation, and simple regression analysis methods were applied to the data obtained. First, exploratory factor analysis was applied to reveal the validity of the scale. The scale consists of two sub-dimensions. These are the dimensions of psychological well-being and optimism. As a result of the validity and reliability analysis, it was determined that the scale is valid and reliable scale. Then, correlation and simple regression analyses were performed. As a result of the analysis, it was concluded that psychological well-being affects the optimistic mood of the employees positively. It is recommended to investigate different factors affecting the well-being of employees in future studies. It is recommended that business owners and managers take all kinds of material and moral measures to ensure the psychological well-being of the employees. As a result, it can be argued that when psychological well-being is achieved, employees perform their jobs more optimistically and are more beneficial.

Keywords: Psychological well-being, optimism, employees.

Özet: Bu çalışmada, çalışanların psikolojik iyi oluşlarının onların iyimserlik ruh halleri üzerindeki etkisinin araştırılması amacıyla yapılmıştır. Araştırma yöntemi olarak nicel yöntem kullanılmıştır. Türkiye genelinde 497 örneklem grubuna ulaşılmıştır. Diğer taraftan elde edilen verilerle keşfedici faktör analizi, korelasyon ve basit regresyon analiz yöntemleri uygulanmıştır. İlk olarak ölçeğin geçerliliğini ortaya çıkarmak amacıyla keşfedici faktör analizi uygulanmıştır. Ölçek iki alt boyuttan oluşmaktadır. Bunlar psikolojik iyi oluş ve iyimserlik boyutlarıdır. Yapılan geçerlilik ve güvenilirlik analizi sonucunda ölçeğin geçerli ve güvenilir bir ölçek olduğu tespit edilmiştir. Daha sonra korelasyon ve basit regresyon analizleri yapılmıştır. Yapılan analizler sonucunda psikolojik iyi oluşun çalışanların iyimserlik ruh hallerini olumlu etkilediği sonucuna ulaşılmıştır. Gelecekte yapılması planlanan çalışmalarda çalışanların iyi oluşlarını etkileyen farklı faktörlerin araştırılması önerilmektedir. İşletme sahipleri ve yöneticilerin ise çalışanların psikolojik iyi oluş hallerini sağlayacak her türlü maddi ve manevi önlemi almaları tavsiye edilmektedir. Sonuçta psikolojik iyi oluş sağlandığında çalışanların işinde daha iyimser bir şekilde icra ettikleri ve daha faydalı oldukları savunulabilir.

Anahtar Kelimeler: Psikolojik iyi oluş, iyimserlik, çalışanlar.

1. INTRODUCTION

It is possible to define psychological well-being as being able to cope with the difficulties encountered in business life, successfully managing all kinds of negative situations, and making positive contributions to business performance. From this point of view, it has made positive positive human movements the main subject of examination. In the literature, conceptualizations of emotional, physical, cognitive, spiritual, personal, and social processes of psychological well-being are included (Telef, 2013). Optimism is the individual's positive beliefs about the future as a positive perspective that is generalized to all areas of life and is invariably maintained. Optimism can be especially beneficial in increasing psychological well-being and can make the individual feel good by contributing to the capacity of the individual to transform goals into behavior (Parmaksız, 2020: 287). It focuses on the positive qualities of employees with an optimistic mood, the environment in which they worked the society they live in. For this reason, they make more efforts to achieve the goals they set (Aydın et al., 2022: 691).

In this study, which deals with the mental and psychological aspects of public employees, the human element is evaluated in a central position. Considering that psychological capital is more important in work areas where face-to-face communication is effective, public employees have been put at the focus of the research. In this context, the psychological well-being of the employees in public institutions where public service is the first agenda item and their greater resistance to problems positively affects the quality of the service provided. Negative situations such as high job stress, overtime, role ambiguity and role conflicts that public employees are exposed to during working hours need an important factor that public employees can protect themselves from negative conditions that may occur. Telef et al. (2013), psychological well-being is explained as having a person's life goals. In another study on the subject, they state that as the psychological well-being of teachers increases, their academic optimism will increase and that teachers with high psychological well-being levels will

be more successful (Karaçam & Pulur, 2019 cited in Aydın et al., 2022: 693). There are two basic approaches to psychological well-being. While the hedonistic approach focuses on the subjective experience of happiness, which includes obtaining pleasure and avoiding pain, the eudaimonic approach considers happiness in terms of realizing the full potential of the individual and living a meaningful, purposeful, and virtuous life. Subjective well-being, on the other hand, is an individual's holistic personal evaluation of his or her quality of life in a certain period (Karslı, 2019: 175).

The main purpose of this study was to reveal whether the psychological well-being of the employees affects their optimism levels. A quantitative research method was followed, in which the opinions of the employees were consulted. It is estimated that well-being will be among the precursors of the mood of the employees, that is, psychological comfort. In this direction, it is aimed to reveal the relationship between well-being and optimism.

2. CONCEPTUAL FRAMEWORK

2.1. Psychological Well-Being

Today, intensive studies are carried out to examine the psychological structures of people, such as the need for human capital, and their psychological well-being in business life, and to develop solutions for eliminating the problems. If people are seen as an important element in business life, the findings of science in producing solutions to eliminate the obstacles in front of them should be considered. At this point, business owners and managers are expected to show the necessary sensitivity to this issue. The first studies on well-being have emerged recently. Bradburn (1969) provided theoretical information about psychological well-being in his work named “The Structure of Psychological Well-Being” and revealed a scale study to measure psychological well-being. Psychological well-being is also identified with concepts such as personal development, challenge, autonomy, and effort. Psychological well-being theory is more focused on positive attitudes and behaviors toward life. At this point, his model is Maslow's proving one's self, Allport's aspects from inexperience to maturity, Rogers's model of a complete human in every aspect (with people's functions), Jung's personification and getting rid of the influence of others based on the sense of self, Erikson's individual development, Buhler's main philosophy of life and Neugarten's differences between people, Jahoda's views on psychological well-being and Victor Frankl's logic of understanding people were evaluated as a set of actions (Ryff, 1989; Ryff and Singer 2003).

2. 2. Optimism

The concept of optimism is based on the psychological capital theory (Değirmenci, 2019: 49). Nowadays, it is observed that research in the field of positive psychology is concentrated on topics such as psychological well-being, hope, happiness, optimism, curiosity, forgiveness, and well-being. Optimism is explained as individuals looking at their future with confidence and believing that good things are waiting for them in the future (Gillham & Reivich, 2004). It is also stated that optimism tends to see the positive side of events and somehow includes a belief that the future will bring good things (Karacaoğlu and Köktaş, 2016: 121).

With a positive outlook on life, optimists focus on the more favorable aspects of situations and events, while they have a positive expectation that the best developments can be achieved regarding the future. This situation is expressed as the ability of optimists to have positive expectations for the future by focusing on their positive past experiences in terms of the attribution approach (Güler and Emeç, 2016: 131). Academic optimism studies have so far been included in the field of positive psychology. Positivist psychologists analyze positive emotions, particularly optimism, to describe situations in which people can thrive and move forward. It is a way of developing personal control that focuses on optimism, hope, responsibility, and a generally positive disposition toward life (Çoban and Demirtaş, 2011: 321).

3. 3. THEORETICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESIS

University and Balıkesir University in terms of gender, classes, departments, and universities. In the results of working; They concluded that there is a positive and positive correlation between the student's resilience and well-being scores according to the university, class, and department variables. Optimism is defined in the Dictionary of Psychology (Enç, 1974) as "an attitude or personality trait that always sees the good in every object and event and consists of the belief that it will yield good results". The theoretical structure of the

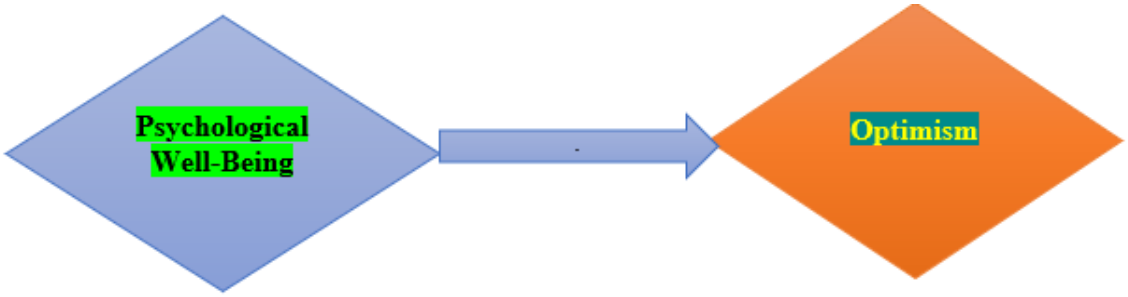
concept of optimism as a capacity of positive organizational behavior has been put forward by Martin Seligman, who is widely accepted as the founder of positive psychology (Luthans et al., 2002). Organizational employees with an optimistic mood believe that they can overcome all kinds of problems by working hard in every period of their business life. A more accurate situation assessment can be made with realistic and flexible optimism, and an appropriate optimistic or pessimistic explanation is chosen. Therefore, for effective optimism in terms of psychological capital, this optimism must be realistic and flexible (Luthans, 2007, 94-96). Examining the studies on the relationship between optimism and psychological well-being, Conversano et al. In their academic publication (2010), it was found that there is a relationship between the two dimensions. In another study, Padhy et al. (2015) concluded that there is a strong relationship between optimism and psychological well-being in their study on police officers. The third hypothesis within the scope of the research is as follows:

H1: There is a positive relationship between psychological well-being and optimism.

4. METHOD

In this study, in which the relationship between psychological well-being and optimism of employees was examined, information was given about the sample group covered in the research, and the scales used were explained. After the scale used in the research in which a certain order was followed, the analysis of the model created in light of the data obtained from the sample group was applied. In this context, first of all, an exploratory factor analysis of each variable was performed. Correlation analyses of the variables and findings related to simple regression analysis are included. The findings obtained as a result of the analysis were compared with the literature and suggestions were made regarding the study (Çelik et al., 2015). The research model created based on the theory and empirical studies is presented in Figure 1.

Figure 1: Research Model



4.1. Population and Sample

In this study, in which the relationship between psychological well-being and optimism of employees was examined, information was given about the sample group covered in the research, and the scales used were explained. After the scale used in the research in which a certain order was followed, the analysis of the model created in light of the data obtained from the sample group was applied. In this context, first of all, an exploratory factor analysis of each variable was performed. Correlation analyses of the variables and findings related to simple regression analysis are included. The findings obtained as a result of the analysis were compared with the literature and suggestions were made regarding the study (Çelik et al., 2015). The research model created based on the theory and empirical studies is presented in Figure 1.

4.2. Data Collection Tool

Psychological Well-Being Dimension (PWB): Diener et al. (2010), the well-being scale developed as 8 items were used in the study. The Turkish validity of the scale used in the study was tested by Telef (2013) and it was revealed as a result of the psychometric analysis that it was suitable for the Turkish sample (Karacaoğlu and Köktaş, 2016: 121). The items on the Psychological Well-Being Scale range from 1 to 7 from strongly disagree (1) to strongly agree (7).

Optimism Scale Dimension (O): The optimism dimension of the measurement of optimism in the questionnaire consists of 6 statements. A 5-point Likert-type scale was used (1- Strongly Disagree - "5- Strongly Agree"). The dimension used in the scale was taken from the study of Karacaoğlu and Köktaş (2016).

4.3. Analysis of Data

The item "When there are uncertainties in my job, I always want the best" of the first item about the optimism dimension cross-loading both the 1st Factor (.415) and the 2nd Factor (.473) and also the difference between these two-dimensional loading. Since the difference was less than 0.100, it was removed from the scale and then the analysis of the scale was continued with 4 items. As a result of the reconstructed CFA, it was determined that the 5-item scale had a single-factor structure, the factors explained 44.86% of the total variance, and the factor loads of the items were above 0.5. The CFA results regarding the items on the 5-item scale and their loads on the factors are shown in Table 1. Values below the factor load 0.3 are not shown in the table.

Table 1: Optimism EFA Results

Items	Loading
O1	,748
O2	,565
O3	,635
O4	,543
O5	,785
Eigenvalues	1,48
Percentage of variance explained	17,48
Total explained variance (%)	44,86

As can be seen in Table 1, the factor explains the variance of 17.48% after rotation. Based on the items loaded under the factor and the theoretical expectation, this factor was named optimism. These results indicate the validity of the single-factor structure of the scale dimension consisting of 5 items.

Exploratory factor analysis was conducted to determine the structural and factorial characteristics of the 8-item Psychological Well-Being Scale used in the study. To test the structural validity of the scale used in the study, EFA was applied by using the principal component analysis and the "varimax" rotation technique. As a result of the EFA, it was concluded that the Kaiser-Meyer-Olkin (KMO) sample adequacy value was,864 and the sample size was very good for factor analysis.

The EFA results regarding the items on the 8-item scale and the loadings of the items on the factors are shown in Table 2. Values below the factor load 0.3 are not shown in the table.

Table 2: Psychological Well-Being EFA

Items	Loading
PWB1	,712
PWB2	,784
PWB3	,778
PWB4	,767
PWB5	,774
PWB6	,649
PWB7	,698
PWB8	,587
Eigenvalues	4,375
Percentage of variance explained	54,868
Total explained variance (%)	57,565

As can be seen in Table 2, the percentage of variance explained in the Psychological Well-Being Scale was found to be 57.565%. Based on the theoretical expectation, this factor was named Psychological Well-being. This result indicates the validity of the single-factor structure of the scale consisting of 8 items.

5. FINDINGS

The data obtained as a result of the questionnaire used within the scope of the study were uploaded to the SPSS 23 program and related analyzes were made. In this context, in the first stage, the reliability coefficients of the participants' psychological well-being and optimism, that is, the two dimensions used were examined. The averages and standard deviations of the analysis results obtained from the participants were presented. Finally, the values obtained for simple regression in this study are shown in the table and comments are given. The results of the reliability coefficients related to the Optimism and Psychological Well-Being dimension are shown in Table 3 below.

Table 3: Reliability Coefficients

Dimensions	Cronbach Alpha Coefficient	Number Items	Confidence Level
Optimism	,712	5	Moderately Reliable
Psychological Well-Being	,89	8	Highly Reliable

The optimism dimension consists of 5 items and the reliability coefficient was found to be 0.712. The reliability coefficient for the psychological well-being dimension was 0.89 and it was found to be quite reliable. Evaluation criteria regarding the "Reliability Level" in the fourth column of Table 3 were utilized from the comments of Kalaycı's study conducted in 2008.

Table 4: Explanatory Statistics of Participants

Dimensions	N	Min.	Max.	Mean	S.D.
Optimism	497	2,38	5,00	3,98	,62
Psychological Well-Being	497	1,17	7,00	6,17	,98

The findings revealed that the participants were generally more optimistic and they were good in terms of psychological well-being. When the findings were evaluated, it was concluded that obtaining the desired results in terms of optimism and well-being, which is very important in business life, and satisfactory results were obtained in terms of representing the universe of the sample group.

The mean, standard deviation, and correlation coefficients of the variables used in the study are given in Table 5.

Table 5: Mean, Standard Deviation, and Correlation Coefficients of Variables (N=497)

Dimensions	*Mean*	*S.D.*	*1*
Optimism	*3,98*	*0,62*	-
Psychological Well-Being	*6,17*	*1,17*	*,43***

***P<.01*

As seen in Table 6, a positive and moderately significant relationship was found between psychological well-being and optimism (r=.43 and p<.01).

In the study, the model was used to reveal the relationship between the psychological well-being of public employees and optimism. Statistical results obtained by using simple regression analysis (with the help of the SPSS package program) are given in Table 6.

Table 6: Simple Regression

Hypothesis Number	Relation	B	%95 Bias Corrected Bootstrap CI	P Value	T Value
H_1	PWW ⟹ O	.685***	[.6784, .7268]	.0000	14,98

Abbreviations: PWW: Psychological Well-Being and O: Optimism

It was determined that the psychological well-being of the employees and their optimism mood were positive and significant (b= .685, 95% CI [.6784, .7268, t= 14.98, p< .001). As a result of the analysis, it showed that the H1 hypothesis was supported.

6. CONCLUSION

In this study, which examines the relationship between the psychological well-being of the employees and their optimism, important findings related to the research have been reached as a result of the field study. The hypothesis put forward during the research was supported by the analyzes made.

It has been revealed that the optimism of the employees who have a high level of psychological well-being will also be good. In other words, it was concluded that the psychological well-being of the employees affected their optimism in a positive and meaningful way. As a result of the analyzes made, it was found that the employees have optimistic moods at their jobs and feel good psychologically. On the other hand, it is thought that when business owners and managers are supported by some material and moral elements in reaching positive psychological moods of their employees, they can become more optimistic in their work and thus concentrate on their work positively. It is predicted that complete well-being in terms of mood and optimism will trigger the situations of clinging to work more tightly.

Steel et al. (2015) concluded in their study that employees who feel good also increase their psychological capital levels. Karacaoğlu and Köksal (2016) concluded in their study that the variables of resilience, psychological well-being, and optimism have moderately positive relationships. It is known that private sector employees make significant contributions to meeting social needs. Considering that employees are individuals who make up society, they should be supported through some psychological training programs so that they can fulfill their responsibilities in a state of complete well-being, overcome problems, and look at life more optimistically. It should be kept in mind that the employees' physical, mental, and emotional well-being will have positive reflections on the institution and society. In this respect, organizing activities that motivate employees are very important in terms of ensuring social and public consensus.

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An Investigation of the Relationship between Absorption and Motivation in an Organizational Context

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Abstract: This study was carried out to reveal the effect of employees' absorption on their organizational motivation. In the literature research, no study found a direct effect of work concentration on organizational motivation. The universe of the study consists of employees in Turkey. In this direction, data were collected from 392 employees who agreed to participate in the study online. The quantitative research method was used within the scope of the study. The data obtained in this direction were analyzed with the help of SPSS and Process Macro analysis programs. As a result of the analysis, it was determined that absorption of work is one of the prior of organizational motivation. It is recommended to investigate mediator and modulator variables in the relationship between work concentration and organizational motivation in future studies. On the other hand, it is thought that investigating different variables affecting organizational motivation will enrich the literature. Supervisors and business owners are required to take all kinds of actions and measures that will contribute to the motivation of employees to work and their concentration on work.

Keywords: Absorption, Organizational Motivation, Quantitative Research

Özet: Bu çalışmada çalışanların işe yoğunlaşmalarının örgütsel motivasyonlarına etkisinin ortaya konulması amacıyla yapılmıştır. Yapılan literatür araştırmasında daha önce işe yoğunlaşmanın örgütsel motivasyon üzerindeki etkilerinin doğrudan araştırıldığı herhangi bir çalışmaya rastlanmamıştır. Çalışmanın evrenini Türkiye'de çalışanlar oluşturmaktadır. Bu doğrultuda online ortamda çalışmaya katılmayı kabul eden 392 kişiden veri toplanmıştır. Çalışma kapsamında nicel araştırma yöntemi kullanılmıştır. Bu doğrultuda elde edilen veriler SPSS ve Process Macro analiz programları yardımıyla çözümlenmiştir. Yapılan analiz sonucunda işe yoğunlaşmanın örgütsel motivasyonun öncüllerinden birisi olduğu tespit edilmiştir. İleride yapılması planlanan çalışmaların işe yoğunlaşma ve örgütsel motivasyon ilişkisinde aracı ve düzenleyici değişkenlerin araştırılması önerilmektedir. Diğer taraftan örgütsel motivasyonu etkileyen farklı değişkenlerin araştırılmasının literatüre zenginlik katacağı düşünülmektedir. Yönetici ve işletme sahiplerinin çalışanların işe motive edilmeleri konusunda onların işe yoğunlaşmalarına katkı sağlayacak her türlü eylem ve tedbiri almaları gerekmektedir.

Anahtar Kelimeler: İşe yoğunlaşma, Örgütsel Motivasyon, Nicel Araştırma

1. INTRODUCTION

In the 2020s, one of the important factors affecting the productivity and performance of business owners and businesses in the working environment is the organizational support policies they implement for employees. In recent years, the production-oriented management approach has left its place for the employee-oriented management approach. Providing peaceful and happy working environments for employees, wage policies of the management for employees, merit opportunities, and some support activities for the mental and physical integrity of the employees have become important (Erhan, 2021: 5686; Özgül and Gürol, 2019: 112). In this direction, in today's job market, employees are expected to display extra-role behaviors toward their work. In line with this expectation, the study aims to reveal whether the concentration of employees on work affects their motivation. In other words, in this study, whether there is a relationship between motivation and work concentration was examined in terms of employees.

When the literature is examined, many scientists have based the relationship between the business and the employee on the theoretical foundations of the social interaction model. According to the theory of organizational support perception, employees are required to have a say in management, to concentrate on their work, and to be motivated by the work they have done. In the literature, the concept of organizational support refers to the activities in which the employees adopt the values of the business and on the other hand, the business owners care about the welfare of the employees (Pradesa et al., 2013; Neves Eisenberger, 2014; cited in Erkal, 2021: 38). Concentration on work in literature reviews; job engagement (Atilla & Yıldırım, 2019), job dedication (Kambur & Ay, 2020) and job engagement (Kerse & Karabey, 2019) sub-dimensions. It is thought that the concepts of commitment to work, dedication to work, and passion for work have the same purpose. Although there is no common consensus on the naming of the concept in the literature, it has been determined that concentration on work is among the sub-dimensions of all three concepts. On the other hand, the explanation of the concept and the determinations of the literature on the explanation of the concept are out of the scope of this study.

The main problem statement of the study was to wonder whether there is a relationship between employees' absorption and their motivation to work. In this direction, it is aimed to reveal the existence of such a relationship with an applied study on employees.

2. CONCEPTUAL FRAMEWORK

2.1. Motivation

The concept of motivation comes from the French and English words "motivate". The Turkish equivalent of the concept of motivation is determined as a motive. Motivation, on the other hand, is expressed as all the efforts made to continuously mobilize one or more individuals for a certain purpose (Yavuz and Akgemci, 2021: 102). Motivation is the result of the influence of different behaviors associated with the organization in decision-making. Motivation in organizational behavior is to provide a suitable work environment for the needs of the organization and employees to be satisfied. It is the encouragement of an individual to do an action or a job. Motivation is an internal state directly related to work (Karadirek, 2020: 205). In order to increase the productivity of the employees, they should listen to their voices, ensure that they own their organizations, and make efforts to increase their motivation. Motivation is an important factor that we encounter throughout our lives and that affects success, especially in business life. Accurate evaluation of individuals' knowledge and skills is seen as a driving force in increasing their performance (Yavuz and Akgemci, 2021: 101). The sources of motivation are internal and external. While classifying intrinsic motivation as an emotional concept; expressed extrinsic motivation as a cognitive concept. People with high intrinsic motivation have the power to create this resource with their individual interests, desire, and job satisfaction. Intrinsic motivation, based on the nature of internalized utility, includes individuals' desire to perform their learning activity for pleasure. Extrinsic motivation, on the other hand, is the guiding motive that comes from the living space of individuals (Yıldız Yalçın and Özdemir, 2021: 773). Motivated employees have more motivation than unmotivated employees, and this helps employees both improve themselves and do their jobs better (Paais and Pattiruhu, 2020: 578). Increases in employee motivation will support the positive reflection of employee performance (Nawangsari, Mintarti, & Sudjatno, 2023: 1802).

2. 2. Absorption

Goffman (1959), who used the concept of absorption for the first time, defined it as absorption in the role one has undertaken and giving himself and all his energy to this role and said that this manifests itself as a visible commitment and active dedication to the work done. Antonison (2010) expressed absorption in the employee's high level of interest in the job, his pride in his job, and his assuming a high level of responsibility (Kambur and Ay, 2020: 534). Absorption is the third and final dimension of engagement. Schaufeli et al. (2002) express absorption as the employee's dedication to his work, and immersing himself in work happily and concentrating. Kahn (1990) also describes this dimension, which he calls cognitive integration, as the awareness of the person. The person who absorption on his work transfers his energy to his work and reaches a high level of awareness and work orientation (Aşcı and Taşçıoğlu Baysal, 2019: 41).

Absorption is characterized as the rapid passage of time while working, the difficulty of disconnecting from one's work, and the fact that the person absorption completely in his work and engages deeply. Absorption, which is a situation in which the employee does not want to lift his head from his job and has difficulty quitting working, can also have negative absorption. If the person's absorption of work comes to the point that it cuts him off from the outside world and disrupts the work and life balance, it can cause conflicts in the person's life (Aydemir and Endirlik, 2019: 1096). In an empirical study, the concept of concentration was explained as the person's completely concentrated and happy devotion to his work, while time flies quickly and he has difficulty in separating himself from his work (Tokmak, 2019: 275). Arifin et al. in their empirical study found that employees who focus on work are more committed to work. On the other hand, it is underlined that an employee who is focused on his job will have a strong possibility of adapting to his role in the organization. Absorption is expressed as the focus of employees on their work and their interest in the work they have done (Airifin et al., 2019: 2-3).

3. THEORETICAL FRAMEWORK

In the literature, theories that help to understand motivation are examined in two separate groups. The first of these is content theories, and the second is process theories. While content theories state that motivation is the concept that triggers and maintains the individual's behavior, process theories try to make sense of how this behavior is triggered, directed, and sustained. The most well-known of the content theories are Maslow's

hierarchy of needs, Alderfer's (1969) ERG Theory, Herzberg's (1993) Two Factor Theory and McClelland's (1961) Learnable Needs Theory approaches. The main process theories are Expectancy Theory, Equity Theory, and Goal Theory (Steers et al. 2004). In this context, according to process theories, needs are seen as an element that directs people to behavior (Yılmaz and Vardarlıer, 2021: 1350).

In the literature research, it was reached to the claims that work concentration can be explained with the help of attitude theory (Fishbein and Ajzen, 1975: 340). In the theory of attitude (Fishbein and Ajzen, 1975: 340), thanks to understanding (cognitive), feeling perceptions, it means attention and behavior in the work that represents the employees' organizational policy, whether they like or dislike the work done while performing activities related to their work. Another contribution of resource dependency theory that can be evaluated in explaining alliances may be related to sectoral concentration. In sectors where concentration is moderate, if competitive uncertainty is high, organizations try to eliminate the dependency arising from the competition by forming strategic alliances (Meydan, 2011: 23-24). In the study conducted by Kambur and Ay, they found that the perception of psychological contracts triggers employees to concentrate on their work (Kambur and Ay, 2020: 534). One of the theories that affect the concentration of employees on work is the efficiency theory. Activity theory states that wishing for happiness, thinking, and acting with an effort to reach happiness reduces one's happiness level. According to this theory, individuals should focus on important activities and goals because happiness comes naturally (Atilla and Yıldırım, 2019: 189).

3.1. Examining the Relationship Between Absorption and Motivation and Developing a Hypothesis

As explained earlier within the scope of the study, the concept of absorption was accepted as a sub-dimension of commitment to work in some sources, dedication to work in some sources, and work engagement in some sources. In this context, no study has been found that reveals a direct relationship between absorption and motivation. However, studies aiming to reveal the relationship between work engagement, work dedication, work engagement, and motivation were examined. Polat et al. determined that the passion for work of foundation university library staff is largely in a positive relationship with their motivation (Polat et al., 2019: 204). In another empirical study, positive significant relationships were found between the dimensions of work engagement (vigor, dedication, and absorption) and organizational citizenship dimensions. It has been determined that the activities carried out to increase one of these two concepts also increase the other concept. In addition, it has been determined that work engagement has a significant effect on motivation (Kaplanseren and Örücü, 2018: 204). It has been reported that when employees are committed to the job, their job satisfaction will increase and the turnover will be less (Karanika-Murray et al., 2014: 10274). In light of all this information, the hypothesis in its foot has been developed.

H1: There is a relationship between employees' absorption in work and their motivation to work.

4. METHOD

A quantitative method was used in this study. The questionnaire technique was used as a data collection method. In this part of the study, the research model, the hypotheses developed, the sample group of the study, the data collection tool, the analysis of the data, and the findings were mentioned. The research model is given in Figure 1.

Figure 1: Research Model



4.1. Population and Sample

The universe of the study consists of private-sector employees in Turkey. Across Turkey, 392 employees who agreed to participate in the study were reached. There are various sources in the literature regarding the power of this sample group to represent the universe. In an academic study, it is suggested that the sample size should be at least 10 times the number of items in the scale (Ergün and Çelik, 2019: 115).

4.2. Data Collection Tool

A questionnaire was created by using online methods, namely "google forum", and the questionnaire was sent to the sample group in a virtual environment with the help of the "WhatsApp web" program, which can be

downloaded free of charge on the mobile phone. The sub-dimensions of the scale, namely work concentration and organizational motivation dimensions, were included in the analysis at the same time. The study of Karadirek (2020) was used to measure the thoughts of employees on organizational motivation. The organizational motivation dimension consists of 6 statements. Regarding concentration on work, 6 expressions used in Erkal's (2020) study were used. A 5-point Likert scale was used to measure the expressions in the scale.

4.3. Analysis of Data

No analysis was made for the validity and reliability analysis of the scale used in the study. The reason for this is that the expressions in the scale used in the study were taken from previous studies and the analyzes made were valid and reliable expressions. Correlation analysis (SPSS package program) was conducted to reveal the relationships between the dimensions used in the scale. On the other hand, a simple regression analysis was carried out (Hayes Process) to reveal the effect of work concentration on motivation.

5. FINDINGS

Table 1 shows the descriptive statistics (means and standard deviations) of the scale used in the study and the statistical results of the correlation values between the variables.

Table 1: Correlation Analysis

Factors	Mean	Standard Deviation	1	2
Absorption	3,78	0,94	1	
Organizational Motivation	3,84	0,92	0,4198**	2

As seen in Table 1, values in the range of (3.78±0.94) for organizational motivation (3.84±0.92) and absorption were determined. It was determined that the averages of both dimensions had high mean values (3.78 and 3.84), respectively. When the relationship between the dimensions was examined, it was determined that there was a positive and significant relationship between absorption and organizational motivation (r= 0.419** and p= 0.000), and this relationship was moderate.

A simple regression analysis was conducted to determine the existence of a relationship between absorption and organizational motivation. Support was provided by the Process Macro program to perform the analysis process. Findings related to the results of the analysis are given in Table 2.

Table 2: Simple Regression

Hypothesis Number	Relation	B	%95 Bias Corrected Bootstrap CI	P Value	T Value
H_1	A ⟹ OB	.6445***	[.6148, .7756]	.0000	17,94

Abbreviations: A: absorption and OB: Organizational Behavior

It was determined that the employees' absorption was positive and significant for their organizational motivation (b= .6148, 95% CI [.6148, .7756], t= 17.94, p< .001). As a result of the analysis, it showed that the H_1 hypothesis was supported.

6. CONCLUSION

It should be ensured that the employees are motivated to work in order to increase the high performance and productivity of the employees in business life. At this point, it is thought that when employees absorption in their work, they will be more motivated to work. In this direction, this study was conducted to reveal this relationship. It has been determined that there is a moderate relationship between absorption and organizational motivation. On the other hand, it was investigated whether work absorption affects organizational motivation and as a result of the analysis, it was determined that work absorption is a triggering force for employees' organizational motivation. In other words, it can be argued that the concept of work concentration is one of the antecedents of organizational motivation.

It is thought that the findings obtained as a result of this study provide some gains for the literature and the business world. First of all, business owners and managers need to take some measures to motivate employees to absorb their work and to ensure their concentration. Employees should be encouraged to concentrate on

their work with both material and moral support. It can be argued that employees who concentrate on their work are thus better motivated to work.

On the other hand, it is thought that the effects of absorption on organizational motivation have not been directly found in the literature, and this contributes positively to the literature. This study, it is aimed to reveal the relationship between absorption and organizational motivation. It is recommended that researchers who plan to carry out studies on this subject in the future should investigate the antecedents to reveal different antecedents of organizational motivation. Among these predecessors; It may be recommended to conduct research on variables such as organizational support, work engagement, and psychological well-being. In addition, it is estimated that investigating the mediation and regulatory effects of different variables in the relationship between work concentration and organizational motivation will make positive contributions to the literature.

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Economic Importance of Water for Sustainable Development and Sectorial Sharing

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Abstract: In sustainable development, which aims to present a normative perspective by combining the world economy with social inclusion and environmental awareness, the economic value and sectorial sharing of water has constituted the article subject. In this sense, by analysing scientific data collected from national and international organizations, non-governmental organizations, websites and documents such as various books, articles, declarations and reports on the subject, the economic importance and sectorial sharing of water in sustainable development at macro level has been revealed. In the article, analyses were carried out within the changing water paradigm under main headings: the age of sustainable development, the world water existence and water sharing in sustainable development. The place and importance of water, which is an indispensable resource for all living things, accepted as the common right of humanity and which should be preserved for future generations, has been emphasized. As a commercial commodity that is bought and sold today due to the increasing world population and the developing industrial sector, water, which is an investment and gain element, has now formed its own economy. Water, which is seen as the common of all living things and economic sectors, has been suggested to be used by people within the natural cycle in the most efficient way both in terms of quantity and quality, within the economic, social and environmental benefits, while meeting the needs of today, without taking away the opportunities to meet their needs in future generations, in a sustainable development.

Keywords: Sustainable development, Presence of water, Water economy, Water management, Water sectoral sharing.

1. Introduction

Water, which is necessary for all humanity, has also been at the center of civilizations established by humanity. This is a conscious choice in the historical process. People have settled in areas where they can irrigate their crops and plantings as well as providing their own drinking and utility water needs. With the simple irrigation methods they introduced, they provided the opportunity to obtain more nutrients. The increasing population required more water over time. When small settlements started the urbanization process and with the developing engineering techniques, people started to use water resources to their last limits in order to benefit from and control water.

It is of great importance to protect usable water resources due to the increasing need for clean water with rapid urbanization and the increase in water use in industry. For this reason, it is inevitable to turn to new approaches and searches in the protection and management of water resources. Because water has now become a commodity that can be bought and sold, commercialized and privatized. Without compromising the sustainability of the economic potential of surface and underground water resources and vital ecosystems, In other words, it is of great importance in terms of ensuring continuity in socio-economic development by being developed in line with the principles of continuous and balanced development, taking into account environmental effects, in order to maximize economic and social welfare.

With this article, it is aimed to make a unique contribution to the economic role of water for a sustainable development strategy and to provide coordination between the sectors that use water, by drawing attention to the economic importance of the decreasing water resources.

The materials on which the article is based are based on scientific literature. A comprehensive literature review was made, especially from national and international studies, and the material was compiled. In this sense, scientific theses and articles, various written books and reports on the subject were examined. Their views and thoughts around the world and in Turkey have been evaluated. As a result of these analyses, the economic importance of water in sustainable development and its sectoral distribution have been revealed. Turkey's water management policy and the reflection of water on the economy for sustainable development were discussed, future goals were determined and necessary suggestions were made in order to reach them.

2. The age of sustainable development

2.1. Development concept

Countries have been in an effort to benefit from economic resources, starting from their basic needs, in order to ensure the welfare and happiness of their populations. In this sense, they aimed at the growth and development of the country by increasing the amount of national income per capita.

Growth is the ability of an economy to potentially produce more. However, this is not the case that the country is developing. Development is a much broader scope that includes economic growth. The aim of development is to achieve many goals together. It is the development of the infrastructure that will enable the society to live better (Akar, 2019: 10).

The developmental economy model emerged after the Second World War with the definite change of concepts and policies. Accordingly, purposes such as mass consumption have been passed from traditional society. Today's economies have adopted a more ambitious way of thinking than in the past (Tolunay and Akyol, 2006: 118). It is aimed to raise the standard of living of the whole world by providing continuous goods and services against the increasing population. In this case, it has started to cause social problems and environmental degradation that are not experienced in traditional society.

The development seen in its current form has revealed growth and progress. However, while providing certain financial gains, excessive resource consumption and environmental degradation have now entered the process of threatening and endangering today's life. All these have led to the emergence of many social, environmental and economic problems (Yücel, 2003: 9).

The main purpose in the development of countries is not only to increase the national income, but also to change their social, cultural, environmental and economic structures. In a nutshell, development is a positive change in the structural characteristics of a country.

2.2. Sustainability

While the concept of sustainability is an expression meaning "to protect" and "to support", in a simple definition, it is the ability of something to protect or renew itself without damaging the environment, scientifically, legally and without harming the environment. Based on this meaning, the concept of sustainability; means meeting the needs of the present while preserving the opportunities of future generations (Yeni, 2014: 184).

The concept of sustainability, which deals with society, nature and the economy together, was first introduced by the World Commission on Environment and Development (WCED) to the United Nations General Assembly in 1987, in the "Our Common Future (Brundtland Report)" found with the report. According to this report, sustainability is defined as “the provision and use of the daily needs of the present generation without compromising the needs of nature and future generations” (Yeni, 2014: 196).

2.3. Sustainable development concept

Sustainable development is one of the basic concepts of our age. It is a solution method among the problems faced by the world.

There are 7.2 billion people living in the world today. It is about 9 times the size of the estimated 800 million people in 1750, the beginning of the industrial revolution. It continues to increase by around 75 million every year. So many people are chasing economic activities together every day (Sach, 2019: 21).

Unfortunately, the world economy exhibits striking inequality. The poor struggle to survive. Middle-income people are looking for a bright future. High-income people compete for their place among the wealthy (Alvaredo, Chan, Piketty, Saez and Zucman, 2018: 233).

All this struggle of people creates a huge environmental pollution in the world economy and this situation threatens the lives of billions of people, not only their own species, but also the existence of millions of species living in the world. It changes the world's climate, plant and animal existence. Limits access to fresh water (Alvaredo, Chan, Piketty, Saez and Zucman, 2018: 299).

Therefore, sustainable development also offers a normative (ethical) perspective to the world. In other words, it proposes a set of goals that will make the world more livable (Sach, 2019: 29). Thus, it calls for a world where

economic development is widespread, extreme poverty is ended, social trust is strengthened and the environment is protected from human-induced deterioration. It envisages three basic component objectives for a good society. These are the dimensions of social (communal) development, ecological (environmental) conservation and sustainability in economic growth (Harris, 2000: 5-6).

2.3.1. Social sustainability

The advocates of sustainable development have emphasized human developments related to basic needs and social equality, which have an important place in the history of the economy, as the fundamental component of the new values. Social sustainability is a development model that allows different groups of societies to live together in a culturally and socially harmonious way, while at the same time promoting social unity and solidarity through improvements in the quality of life for all parties of the society (Evli, 2018: 5).

People need to live in a social system that meets their own needs. In societies where trust and common behavior patterns exist, people increase their chances of being successful in their work. In general, social development has a place that strengthens social ties, which are important for sustainable development.

2.3.2. Ecological sustainability

All living things on earth either compete with each other or unwittingly change the environment while cooperating in order to survive. In particular, people have the power to destroy the ecosystems they live in and even more so to maintain their existence. However, they obtain all their material needs such as nutrition, shelter and energy from the ecosystem in which they live (Gedik, 2020: 8). People who have always lived in harmony with their nature for hundreds of thousands of years have started to cause irreversible damage to the ecosystem they live in, but with the increasing population. After the industrial revolution, they caused air, water and soil pollution and decreased biodiversity (Kılıç, 2012: 202-203). However, in order for the economic activities to be sustainable, the environmental elements on which people depend must be protected.

2.3.3. Economic sustainability

Sustainable development rejects models that have no upper bound on economic development. Economic sustainability is an economic development model that has no limitations on social and ecological sustainability.

In today's social structure, the economy has become a freer field than ever before, compared to previous periods. The environment, individuals, and sometimes even societies have become sacrificing in order to get out of the endless crises in the world economy. As long as such approaches come to an end, the consumption impulse is curbed, the gap between the rich and the poor can be kept at an acceptable level, and the production-consumption balance can be preserved in nature, a sustainable development will be possible. Although the fact that sustainable development is made in a market economy is seen as one of the important obstacles in expressing the concept itself, it should not cause the abandonment of the struggle for this cause (Kılıç, 2012: 207-208). Execution of a social and ecologically based sustainable economic development strategy is an indispensable requirement.

2.4. The place and importance of water in sustainable development

Water, which is needed for the survival of all living things, accepted as the common right of humanity and must be protected for future generations, has an undeniable place and importance in the development of countries.

Water, which was the natural right of all living things until the last century, has become an investment and income element in national and international markets as a commercial commodity that can be bought and sold today.

Water, which is an irreplaceable resource for all living things, has now created its own economy due to the increasing world population and the developing industrial sector. It is stated that the global water market has already reached 500 billion dollars. According to World Bank data, it is predicted that this market will grow much more in the coming years and that the annual water market will exceed 4 trillion dollars in total (Harris, 2000: 11).

The concept of sustainability, which was brought to the agenda for the first time in the United Nations in 1987, has been used by organizations such as the Food and Agriculture Organization (FAO), the World Health

Organization (WHO), and the Education, Scientific and Cultural Organization (UNESCO), which are specialized institutions of the United Nations, in the following years included in various reports.

Within the concept of sustainability, the protection and development of water resources in social, environmental and economic sustainable development have been the development indicators of countries (Sach, 2019: 33-34).

The unequal distribution of water resources in the world in terms of time and space has brought water to the center of international problems. It has been the cause of conflicts in many parts of the world.

There is also competition between water and economic sectors. Approximately 70% of the total water used is used in the agricultural sector. With the developing industry and increasing urbanization, the amount of water used is increasing every year. Waste and pollution of limited water resources is an important environmental problem. The fact that it is seen as a very valuable input that directly affects economic activities has made water management a specialty.

2.5. Applicability of sustainable development

It is very important that sustainable development is applicable to real life rather than being an intellectual endeavour. But how does an economy with 7.2 billion people and $90 trillion in GDP change? What drives economic growth? How to eradicate billions of poverty? Can the poor escape their fate? How can unemployment and immigration problems be overcome? How can a system with such a large income, wealth and power inequality be operated? How can malnutrition, unsafe housing be resolved? How will access to clean fresh water be ensured? Where will environmental threats, floods and drought that arise with changing climatic conditions evolve? Can biodiversity be protected? Will the known behaviour of multinational corporations be disciplined? Will conflicts and wars be avoided? How will a social and ecological sustainable development policy solve all these? (Alvaredo, Chan, Piketty, Saez and Zucman, 2018: 333).

Today, all humanity is the addressee of the problems, some of which are listed above, and lives under these conditions. All of them think about the future of their children and they know what needs to be done. The time is to dream of solving all these problems, putting your doubts aside. To be able to say why not.

3. Presence of water

Expressed by scientists on the subject with the Big Bang, which took place 13.8 billion years ago, galaxy islands, star clusters within galaxies, planets around some stars, and satellites around some planets were formed, and the general architecture of the universe emerged (Monroe and Wicander, 2015: 26).

In the world we live in, it was formed as a place where volcanoes erupted continuously about 4.5 billion years ago (Ward and Kirschvink, 2015: 32).

The water, which is the source of life for all living things, hundreds of millions of years after this formation, in the process of formation and change of the world, according to one of the two known general opinions, with the release of water vapour along with the gases erupting from the constantly erupting volcanoes, and this creates clouds and therefore rains; according to the other, it was formed as a result of small comets formed from glaciers and frozen asteroids colliding with the Earth (Wicander and Monroe, 2013: 43).

Water exists in different places in nature and in different states such as liquid, solid, gas, and rotates between different regions of the earth. This whole cycle of water in nature is called the water cycle or hydrological cycle. The water cycle has neither beginning nor end. If we take the evaporation of water from the oceans as a starting point, the water (cloud) formed as a result of evaporation and in the atmosphere in the form of vapour is transported by the movement of the air mass. Clouds condense under suitable conditions and form rain clouds that can turn into precipitation. It falls to the earth as precipitation due to the effect of gravity (Okman, 1994: 11; Bayazıt, 1995: 17).

Some of the precipitation that falls towards the earth in the form of rain, snow, hail or other forms is returned to the atmosphere by evaporation from the land and open water surface and by transpiration from plants. Some of it is kept on buildings and plants, some of it seeps into the soil, it forms soil water and groundwater with infiltration in the soil. The remaining water fills the pits on the soil surface, and when the pits overflow, it moves in the direction of the prevailing slope with the effect of gravity, creating excess precipitation, that is,

surface runoff. The energy required for this whole cycle is provided by the sun and gravity (Raghunath, 2006: 22).

3.1. World water availability

Nature is in dynamic balance in terms of the amount of water. The total amount of water in the world is an inexhaustible natural resource that does not change over time. The amounts of water entering and leaving any part of the water cycle are equal over a long period of time. For example, the precipitation that falls on the earth in a year is equal to the amount of water that evaporates and returns to the atmosphere in that year. This amount is about 1,000 mm per year on average. In Turkey, this amount is 650 mm per year. However, in a short period of time in the cycle, it is seen that there are large changes in the amount of water (Shaw, 1994: 33).

The distribution of water between various parts of the earth at any given moment is given in Table 1. It is seen that a large part of it (97,39%) is located in the seas (hydrosphere). The distribution of 36.12 million km3 of fresh water on land (lithosphere) and in the air (atmosphere) is as follows, as given in Table 2. 77.23% in polar ice, 12.35% in deep groundwater, 9.86% in near-surface groundwater, 0.35% in lakes, 0.17% in soil moisture, 0.04% in atmosphere, 0.003% in rivers and It is 0.003% in living beings. As can be seen, the percentages of water in the atmosphere, streams and living things at any given time are very low (Ward and Robinson, 2000: 28).

Table 1: World water resources distribution

Location	Volume (km^3)	%
Atmosphere	13.000	0,001
Lakes and streams	225.000	0,02
Groundwater	8.062.000	0,58
Polar ice caps	27.820.000	2,01
Seas and oceans	1.348.000.000	97,39
Total	1.384.120.000	100,00

Source: Ward and Robinson, 2000.

Table 2: Distribution of fresh water in the world

Location	%
Living things	0,003
Streams	0,003
Atmosphere	0,04
Soil moisture	0,17
Lakes	0,35
Subsurface water	9,86
Groundwater	12,35
Polar ice caps	77,23
Total	100,00

Source: Ward and Robinson, 2000.

3.2. Turkey's water availability

Turkey is not a water-rich country. In fact, if necessary measures are not taken in the near future, it is a candidate country to experience water problems. The main reason for this is that the total annual precipitation average is less than the world average, as well as the uneven distribution of precipitation and existing water resources according to the regions and the sources cannot be controlled due to the irregularities in the country's topography.

The precipitation regime of Turkey, which has an average annual precipitation of 643 mm, varies greatly according to the seasons and regions. In return, an average of 501 km^3 of water per year. 274 km^3 of this amount is returned to the atmosphere through evaporation from soil and water surfaces and plants; it feeds the groundwater reserves of 41 km^3 by surface seepage; It is accepted that 186 km^3 of it is discharged into the lakes in the closed basins through rivers of various sizes. In addition, considering that 7 km^3 of water per year is

included in the country's water potential with the rivers originating from neighbouring countries, the total renewable fresh water potential is 234 km^3 gross (Okman, 1994; 13).

As a result of some acceptances and evaluations made according to today's conditions and possibilities, it has been determined that the amount of surface and groundwater used for various purposes that can be consumed technically and economically is 110 km^3. It is accepted that 95 km^3 of this amount can be obtained from the rivers originating in the country, 3 km^3 from the rivers reaching the country from abroad and 12 km^3 from the groundwater.

Our usable water per person is 1,450 m^3, and the water potential is around 3,400 m^3. When compared with some countries and the world average in terms of water availability, it is seen that Turkey is among the countries with water limitations (Bayazıt, 1995: 19). Per capita water potentials of some neighbouring countries and main continents are given in Table 3.

Table 3: Per capita amounts of water in some countries and continents (m3 person-1 year)

Countries	Water potential	Countries	Water potential
Georgia	12.000	Armenia	2.750
Greece	6.900	Bulgaria	2.650
Azerbaijan	3.750	Iranian	1.950
Türkiye	3.400	Syria	1.600
Iraq	3.250	Israel	300
Africa	7.000	Asia	3.000
West Europe	5.000	South America	23.000

Source: Brutsaert, 2008.

Countries with an average water potential of 8,000 m3 per person per year are considered water-rich (Brutsaert, 2008: 36). However, Turkey is far behind this number with its water potential of 3,400 m3 per capita. It is seen that Turkey has limited amount of water resources. Depending on the increasing amount of Turkey's population in the coming years, it can be said that there will be a continuous decrease in the amount of usable water (Bayazıt, 1995: 20).

It is possible to estimate the possible pressures on water resources due to factors such as the change in water consumption habits of countries and their growth rates. In this sense, Turkey needs to protect its resources very well and use them wisely in order to leave healthy and sufficient water for future generations.

4. Sharing of water in sustainable development

4.1. Water usage indicators

The world population is 7.79 billion people according to the most recent estimates. The world population, which was 300 million two thousand years ago, has shown the highest increase in its history in the last 100 years. Despite this, the world water resource is 1.4 billion km3 with its constant amount and the amount per capita is decreasing very rapidly every year (Yılmaz, 2011: 316).

In addition, when the world water resources potential is examined, it is seen that its distribution on the earth shows great differences. There are serious inequalities between continents, in different countries within those continents. Access to water is getting more and more difficult every year. According to UNICEF, as of 2017, 2.1 billion people in the world do not have access to drinking water. About twice as many people continue to live without the necessary hygiene facilities (www.unicef.org/turkey/basın).

In a country, the annual amount of renewable fresh water is given as the best indicator of whether the water resources are sufficient or not. In this sense, one of the common benchmarks is the Malin Falkenmark indicator. It is calculated by dividing the water resources of a particular country or region by the population living in that country or region. In the indicator developed to define water stress and scarcity, the amount of 1,700 m3 person-1 year is taken as the threshold value (Hakyemez, 2019: 8).

A similar indicator in this regard is the Shiklomanov renewable water indicator. Here, too, countries or regions are classified as water-rich or poor. Another measurement value is the Simon Damkjaer indicator, which is defined as the ratio of the annual total usage amount in a region to the annual total supply amount. It gives the water risk ratio of the region (Hakyemez, 2019: 9). Classifications related to all these indicators are given in Tables 4, 5 and 6.

Table 4: Malin Falkenmark renewable water indicator classes

Indicator **(**m^3 $person^{-1}$ year**)**	Class
< 500	Absolute famine
500 – 1.000	Famine
1.000 – 1.700	Water stress
> 1.700	Stress free

Source: TSKB, 2019

Table 5: Shiklomanov renewable water indicator classes

Indicator **(**m^3 $person^{-1}$ year**)**	Class
< 2.000	Very little
2.000 – 5.000	Little
5.000 – 50.000	Middle
> 50.000	High

Source: Kınacı, 2017

Table 6: Simon Damkjaer water risk ratio classes

Indicator (%)	Class
< % 10	Very low risk
% 10 - % 20	Low risk
% 20 - % 40	Medium risk
> % 40	High risk

Source: TSKB, 2019

The average annual precipitation in Turkey is 643 mm, which is well below the world average of 1,000 mm. This amount corresponds to approximately 501 billion m^3 of water per year. According to the 2015 data of 25 river basins in Turkey, the Falkenmark indicator showed very different values between 109 – 18,064 m^3 $person^{-1}$ year (Hakyemez, 2019: 9).

The amount of water per capita was calculated as 1,422 m^3 in 2015. In 2022, when the population of Turkey was 85,279,533 people, it was calculated as 1,313 m^3. When other countries in the world and neighbouring countries are examined, Turkey is one of the countries experiencing water stress in terms of the amount of water available per capita. If the Falkenmark indicator for any country or region is between 1,000 and 1,700 m^3 per person per year, that country or region can be said to be under "water stress". The water potential of “water-stressed” Turkey, which is expected to have a population of 88,5 million in 2030, will decrease to 1,267 m^3 $person^{-1}$ in this year. Whereas, as a general comparison, a country with more than 5,000 m^3 of water per capita per year is considered “water stress-free” (Hakyemez, 2019: 9).

The World Natural Resources Institute (WRI) has published in its “Water Risk” report that there is a risk of water shortage in about a quarter of the world. This is the number one problem in the world, and as a result, food shortages, internal turmoil, economic instability and migration are commonplace. In the near future, it will be inevitable to experience water and related problems in many countries, mostly in the Middle East. It is expressed as a part of these problems in Turkey, which is surrounded by seas on three sides (Yılmaz, 2011: 317).

4.2. Sustainable water management

Sustainable water management is defined as the systematic use of water by people in the world, both in terms of quantity and quality, for the best economic, social and environmental benefits, while meeting the needs of today, without compromising the ability of future generations to meet their own needs (Meriç, 2004: 28-29).

For sustainable water management, it is necessary to look at the event within a hydrological system. Evaluations should be made by taking into account the potential that will exist in the future and its long-term use, as well as today. A management policy should be followed to give the necessary opportunities for nature to renew itself. This should be done within the legal limits, protecting water rights, using the fairest collection according to the priority and type of use under social and economic conditions (Meriç, 2003: 34).

4.2.1. Water management in the world

The aim of sustainable water management in the world is to transfer it to future generations in the best conditions without creating undesirable changes in all elements of the ecosystem. Sustainability, which is a desirable design practice, is in a sense walking together with the concept of management.

In this context, the management of water resources is the principle of providing a balance between the amount of water added to the system and the amount used. The main input of the system is that the balance of the system is not deteriorated as a result of precipitation and use during operation periods, changes in storage and natural discharge.

There are many relevant organizations in the world for the equitable use of water, its fair distribution and the provision of water security. Their direct or indirect goals, visions and activities constitute the general principles of water management (Kırtorun and Karaer, 2018: 154).

Chief among these is the United Nations. The institution recommends providing clean drinking water with integrated watershed management of water resources. General targets and areas of interest have been established for water quality, transboundary waters, climate change, natural disaster management and water pricing **(**Muluk, Kurt, Turak, Türker, Çalışkan, Balkız, Gümrükçü, Sarıgül and Zeydanlı, 2013: 42).

The most important legislation on the management of water resources in the European Union is the "Water Framework Directive". According to this directive, the EU sees water not as a commercial product, but as a heritage that must be protected and managed very well. It is aimed to protect and improve all waters in the Union geography. The EU aims to manage the entire European water policy with a single framework perspective, rather than different sectoral practices related to water. Accordingly, with the water framework directive, it is foreseen that the management of water resources should be carried out with the approach of "integrated river basin management" based on river precipitation areas, not according to administrative or national borders (Akkaya, Efeoğlu and Yeşil, 2006: 196).

4.2.2. Water management in Turkey

Water management in Turkey is the responsibility of the public. Strategic decisions and related practices are taken by the central government. Policies and plans are implemented by the regional directorates of the relevant ministries or by local administrations, especially by municipalities, depending on their size **(**Muluk, Kurt, Turak, Türker, Çalışkan, Balkız, Gümrükçü, Sarıgül and Zeydanlı, 2013: 37).

The Constitution of the Republic of Turkey constitutes the source of water management in Turkey. According to Article 168 of the Constitution: "*Natural wealth and resources are under the rule and disposal of the State. The right to explore and exploit them belongs to the State. The state may transfer this right to real and legal persons for a certain period of time. The exploration and operation, of which natural wealth and resource will be carried out jointly by the state with real and legal persons, or directly by real and legal persons, depends on the express permission of the law. In this case, the conditions to be complied with by real and legal persons, the procedures and principles regarding the surveillance and inspection to be carried out by the state, and the sanctions shall be indicated in the law.*" contains the provision **(**Alpaslan, Tanık and Dölgen, 2008: 139-142).

During the Ottoman Empire, water management was carried out by foundations. After the establishment of the Republic of Turkey, it started to be carried out with public institutions. Since the first years of the Republic, various laws related to water have been enacted and legal planes have been tried to be established for water management. With the instruction of Atatürk, the General Directorate of Waters was established in 1929 under the Ministry of Public Works, formerly known as the Nafıa Vekâleti. By 1954, the duties and powers of the General Administration were expanded and it was named the General Directorate of State Hydraulic Works (Kınacı, 2017: 153).

Following the establishment of State Hydraulic Works, the general approach of developing water resources in water management has been adopted in Turkey as in the rest of the world. During this period, many projects for the development of water resources were implemented.

The Environmental Law was enacted in 1983 in order to prevent the environmental and water pollution seen with the increasing population, urbanization and industrialization in the following years. Then, in 1988, the Water Pollution Control Regulation was enacted. While the development of water resources is a priority investment, investments have also been made to improve water quality. In the following years, many legal

regulations have been made that directly and indirectly concern water management. The powers and duties given to different Ministries and their subordinate institutions have made water management quite complex in Turkey. Today, studies are carried out on the issuance of a water law in order to eliminate and compile all this mess (Meriç, 2004: 34).

4.3. Sectoral sharing of water

Water is a natural asset with a multi-purpose use, and therefore has sufficient quantity and quality principles in the management of its use. In the sectoral sharing of water, it is necessary to make plans considering the water source and the purposes of use (Kubaş, Atlas and Yılmaz, 2010: 1553).

Although the sectoral distribution of water in the world is given at different rates in different sources, approximately 67-70% is used in agricultural activities, especially as irrigation water, 22-23% is used for industry and 7-11% for domestic use for drinking and utility water. This situation is realized as 73% in agriculture sector, 11% in industry and 16% in domestic use in Turkey (Gürsakal, 2007: 4-6). Sectoral distribution of fresh water resources is given in Table 7 in detail.

Table 7: Sectoral use of fresh water resources (%)

Sector	World	Developed countries	Developing countries with	Underdeveloped countries	Europe	Türkiye
Agriculture	67-70	39	52	86	33	72-75
Industry	22-23	46	38	7	51	10-12
Domestic	8-10	15	10	7	16	15-16

Source: Gürsakal, 2007.

4.3.1. Domestic water use

More than half of the world's population, about 54%, lives in cities. By 2050, this rate is expected to increase to 66% (Tatar, Özüdoğru, Uysal and Uygur, 2017: 414). Growing settlements with their increasing populations consume the water resources in their immediate vicinity and create an intense pressure on ecosystems such as forest areas and pastures that are water sources. The daily water consumption per capita for domestic purposes is about 500-800 m^3 in developed countries. This amount is about ten times that of developing countries. In areas with water scarcity, it decreases to 20-60 m^3 (Muluk, Kurt, Turak, Türker, Çalışkan, Balkız, Gümrükçü, Sarıgül and Zeydanlı, 2013: 44).

It is reported that Turkey's population growth rate, which is 1.35% today, will continue to decrease in the coming years (Türkiye Statistical Institute, 2011). The population is estimated to reach 100 million by 2030. In this case, it is stated that the amount of domestic water use per capita will be around 1,100 m^3/year. Domestic water use, which was 5 billion m^3 per year as of 2000, is estimated to reach approximately 18 billion m^3 in 2030 (Şahin, 2007: 18).

According to the data of the Türkiye Statistical Institute (2011), the population of the municipality served by the drinking water network in 2010 is 82% of the total population. Municipalities provide services to 99% of their population with drinking water networks. In other words, 33 million people, who make up 45% of the population, were provided with domestic water and treatment services. A total of 9.1 billion m^3 of wastewater was discharged from the sewerage networks of municipalities and villages. Of this discharged wastewater, 70.4% went to the sea, 24.3% to the river, and 5.2% to other receiving environments. Only 33% of the total discharged wastewater has been treated (Alpaslan, Tanık and Dölgen, 2008: 64-65).

In recent years, drinking and utility water treatment technologies have made significant developments. Membrane processes are the leading among them. With this technology, it has started to be used in Turkey for the purpose of supplying water from sea water. They have become an indispensable method for industrial and tourism facilities and residences in coastal areas that face the threat of serious thirst. In this regard, Istanbul Metropolitan Municipality continues its efforts to establish a desalination plant (reverse osmosis) to help solve the water problem. Balıkesir Avşa Municipality has been meeting the domestic water needs of the island with the water it has obtained from sea water since 2012 (Başaran, 2015: 22; Bıyıklı, 2017: 39).

4.3.2. Industry sector

The agricultural sector, which uses the most water, is being replaced by the industrial sector in developed countries. A large part of the growing world population needs much more industrial products due to the growing economy and rising quality of life. This requires water, which is the most important input to meet the industrial production needs of the developed society. The average industrial water requirement across the world is 22-23%. This rate is around 10% in underdeveloped and developing countries. In developed countries, the average industrial water requirement reaches 60%, which is a very high value. Even more, in developed countries such as Germany and Finland, the water use of the industry is above 80%. The water demand of the industrial sector is constantly increasing (Körbalta, 2013: 2).

Water is used as raw material and process water (washing, cooling, dyeing, etc.) in the water industry sector. The water used as raw material is usually directly in beverage facilities. It is used for various purposes as process water. Considering the amount among these, the cooling water holds a significant proportion (Körbalta, 2013: 11).

The industrial sector supplies 34.7% of the water it uses in all production activities from fresh water sources. It provides 17.1% of this water from wells, 5.7% from city networks, 4.8% from dams and ponds, 3.6% from springs and springs and 3.5% from rivers (Yıldız and Yıldız, 2016: 3).

Considering the water use of the industrial sector compared to other sectors, it is lower than the agricultural sector. However, the scattered settlement structure of the industry causes very important negativities. The use of domestic water resources and waste areas by some of the industry makes it difficult to determine the amount of use and to monitor the pollutant effect (Özkan and Kubaş, 2008: 20).

Leaving the water used in industrial facilities to nature without being subjected to any treatment causes very important environmental pollution. Stream pollution in many watersheds of Turkey is one of the important proofs of this. This situation threatens human and ecosystem health. It limits agricultural activities and industrial production. Agricultural production is becoming impossible in many areas. Industrial facilities have to make additional treatment in supplying the fresh water they need (Yıldız and Yıldız, 2016: 5).

The European Union emphasizes the elimination of pollution at the source in the water framework directive. In this sense, it places a lot of emphasis on measures such as waste reduction or zero waste, reuse and recycling. It strongly recommends switching to practices that will enable more efficient use of water resources by minimizing the use of water in all sectors and thus the generation of wastewater (Özveren, 2005: 56).

4.3.3. Agriculture sector

The field of activity in which water use is the most intense in the world is the agricultural sector. In underdeveloped and developing countries, 85-90% of the total fresh water is used in agricultural activities, especially in agricultural irrigation. However, in developed countries, this usage rate declines to 16% (Yıldız, 2010: 47).

In the world and in Turkey, water is mostly used for irrigation in the agricultural sector. Agricultural production activity is carried out on 11% of the world's land. Unsustainable traditional agriculture is widely practiced in these areas. Agriculture is practiced with intensive water consumption, high chemical input, and ignoring the ecosystem characteristics of the region. However, in recent years, the amount of irrigated industrial agriculture has doubled. Traditional agriculture leaves its place to extensive (industrial) agriculture (Ayten, 2014: 73).

Turkey has geography with very different climatic characteristics. Despite this, the country average has a total annual precipitation of 643 mm. This amount of precipitation corresponds to an average of 501 billion m^3 of water per year. The amount of surface and ground water that can be reached technically and economically in today's conditions is about 112 billion m^3. According to the data of recent years, approximately 44 billion m^3 (39%) of this amount can be utilized for various purposes (Alpaslan, Tanık and Dölgen, 2008: 139-142).

Turkey's technically and economically irrigable land resources are 8.5 million hectares. It is aimed that this entire area will be opened to irrigation in 2025. This corresponds to approximately 72 billion m^3 as irrigation water. Thus, it is aimed to reduce the share of total consumption of agricultural irrigation from 75% at the beginning of 2000 to 64% in 2025 (Akpınar ve Özyıldırım, 2016: 1233).

The agricultural sector, which consumes 72-75% of the water in Turkey, provides two thirds of this water from surface water resources and the remaining one third from underground water resources. The agricultural

sector, which uses the vast majority of Turkey's water resources, today, uses this water in 5.6 million hectares of agricultural land. Uncontrolled flood irrigation is used in 82% of these irrigated agricultural areas (5.6 million hectares). 17% of the rest is irrigated by sprinkler and 1% by drip irrigation method, where water saving is very high (Evsahibioğlu, Aküzüm and Çakmak, 2010: 122).

Water, which is one of the most important strategic resources of today's world and the future, is a very important input of modern agriculture. The savings to be achieved in the transfer of water from the source to the irrigation area, its distribution within the network, its operation and in-field application methods are very important.

Studies show that excessive water loss occurs due to the widespread use of flood irrigation methods. This situation causes salinization, that is, barrenness, which means the loss of soils. On the other hand, it leads to wastage of water. In the application of water in the field, if one of the sprinkler or drip irrigation methods is preferred according to soil, plant and climatic conditions, water losses will decrease between 30-80%. Therefore, it is inevitable to encourage and encourage high-efficiency pressurized irrigation methods (Evsahibioğlu, Aküzüm and Çakmak, 2010: 124).

In the basins and areas where water is insufficient, the cultivation of crops with high water needs should be abandoned. Plant patterns should be determined by considering the climatic and soil conditions of the regions as well as the presence of water. In case of limited water availability, limited irrigation should be done by creating optimum plant patterns. New technological measures to prevent product losses due to water should be included in the sector. Agriculture, which has a vital place in the lives of people and societies, is an important employment environment due to its ancient history. It is a sector that requires special talent, experience and intuition. The agricultural sector is a very important element in the prevention of irregular migration, which is a social problem (Special Expertise Commission Report, 2018: 29).

4.3.4. Energy sector

About 15% of fresh water in the world is used in the production of electrical energy. It is estimated that world energy use will increase 40% more than today's consumption in 2035. It is predicted that the amount of water used will increase to 18% within the scope of meeting this amount of energy production (Yıldız and Yıldız, 2016: 6).

90% of global energy production is provided by the use of water resources. The use of water in energy production is a method that has been used for a long time. Because water is present in all energy production systems, especially in hydroelectric, nuclear and thermal power plants. Water is used in the extraction of raw materials and cooling processes in thermal processes. Again, water is used in an area as wide as the operation of turbines. For example, 40-50% of their fresh water is drawn only by power plant cooling processes in Europe and the USA. The production of products for biofuels is also done with water (Adaçay, 2014: 93).

The ever-increasing energy demand in the world puts great pressure on water resources. The situation is not different in Turkey. In the projections for the next decades, it is predicted that Turkey's energy consumption will increase by approximately 7.5% every year. This means that the share of water that Turkey will use in energy production will increase (Yıldız, 2010: 49).

It is inevitable to increase the share of energy production based on renewable energy sources all over the world and in Turkey. The current climate change and its negative effects on water resources necessitate this. In other words, resource diversification and reduction of greenhouse gas emissions in the long run are required for security of supply in energy policies.

Turkey's most important renewable energy source is water, as well as wind and sun. The commissioning of the hydroelectric energy potential, which is among the 2023 targets, will have significant effects on water resources. Hydroelectric energy dams, regulators and hydroelectric power plants use surface water resources. In the basins where these facilities are located, temporary and permanent effects are experienced on water resources in terms of quantity and quality. The water whose energy is taken is ultimately put out of use. However, as in all water-using sectors, the current process should be reviewed in hydroelectric power generation planning (Oral, Behçet and Aykut, 2017: 32).

5. Conclusion

Half a century has passed since 1987, when the United Nations Environment and Development Commission first decided on sustainable development with the report *Our Common Future*.

In the report, the decision and all diagnoses about sustainable development, which is defined as meeting the needs of the present while not compromising the ability of future generations to meet their own needs, were basically correct. However, at the point reached today, the difficulties in combining economic growth with social inclusion and especially environmental sustainability have not been overcome yet (Engelman, 2014: 5).

The endless pursuit of economic growth has posed a threat to sustainability. Insisting on economic growth as the main priority is challenging both today's world and future generations. To change this trajectory, far greater transformations are required than have been made so far. Society must seek new options to support world system resilience. Using enough speed and intelligence, it must embark on a path that provides social and ecological resilience and resilience in the long run. An environment should be created in which environmental thresholds that support the social and economic development of the world are not exceeded (Folke, 2014: 31).

In this sense, global fresh water use is included in the nine limit values that are determined and discussed for a sustainable development. It must ensure the freshwater use of all ecosystems by people impacting water resources around the globe. It should be emphasized that water is a human right in international organizations and country laws and access to water is too important to be left to market conditions.

It is very important to define water as a human right in order to benefit from the strong meaning of the concept of human right. The right to water is a limited right as a human right. It is insufficient to define water only as a human right. In order to survive and sustain their lives, at least as much as humans, other non-human species also have the right to benefit from water. Therefore, it should go beyond being a human right and be seen as a right to access and benefit from water and to live. By questioning the property relations to which water is subject, it will be ensured that water is seen as a right to life. It is necessary to depart from the understanding that radically conceptualizes water in the dichotomy of private-public property.

Multi-purpose water should be seen as the common of all living things and economic sectors. Water should be used by people in the most efficient way, both in terms of quantity and quality. It should be ensured that it remains in the natural cycle with economic, social and environmental benefits. In a sustainable development, while meeting the needs of today, it should be used without taking away the opportunities for future generations to meet their own needs.

For the sectoral sharing of water, it is necessary to look at the event within a hydrological system. While making the evaluation, it should not ignore the potential in the future and the amount of use in the long-term as much as it does today. When pursuing a sharing policy, opportunities should be given for the natural system to renew itself. It is desirable that this be within legal limits. It should have the most appropriate allocation. Priority and diversity of use should be ensured under social and economic conditions, taking into account water rights.

The European Union Water Framework Directive, which entered into force at the beginning of the twenty-first century, has brought important suggestions in this sense. With this directive, “integrated river basin management”, which is based on river basin borders, not administrative borders, is foreseen in the management of water resources. Again, important regulations have been introduced to establish a balance between the volumetric amount of water used from a water source (a river basin) and the feeding of water resources and their environmental needs.

In the directive, it is recommended to consider all cost factors related to water use. In the control of water pollution, it is obligatory to know both the water quality of the receiving water environment and the emission amounts of the waste water. The necessity of including environmental expenses in the determination of water charges has been made important.

Although the sectoral share of water in the world varies according to various sources, approximately 67-70% of it is used primarily as irrigation water in the agricultural sector, 22-23% is used for industry and 7-11% for domestic use for drinking and utility water. This situation is realized as 73% in agriculture sector, 11% in industry and 16% in domestic use in Turkey (Gürsakal, 2007: 4-6).

The annual amount of water per capita in Turkey has been calculated as 1,386 m^3 as of 2017 (Turkey population is 80,810,525 people). In terms of usable water per capita, Turkey stands out as one of the countries that suffer from water shortages when other countries in Europe and the world are analysed. The water potential of Turkey, which is expected to have a population of approximately 88,5 million, will decrease to the level of 1,267 m^3 $person^{-1}$ in 2030 (Hakyemez, 2019: 9).

The savings to be made in the transmission and distribution of water, which is an important input of modern agriculture, in the operation of the system and in the application methods in the field are of utmost importance. Studies show that excessive water is applied by surface irrigation methods due to its widespread use. On the one hand, this situation causes the agricultural lands to become barren, which means that they become unusable. It leads to wastage of water. In the application of water in the field, sprinkler and drip irrigation systems should be used. With these methods, water losses are reduced by 30-80% depending on soil, plant and climatic conditions. For this reason, it is inevitable to encourage water-saving pressurized irrigation methods.

Compared to other sectors, the industrial sector uses less water. It is particularly low compared to the agricultural sector. The industrial sector has a scattered settlement structure. The use of domestic and other waste water source areas makes it difficult to follow the usage share and pollutant effect of the industry. It causes water pollution at significant rates in many river basins of Turkey, and the water used in production is left to nature without treatment. Domestic wastewater is the same. This situation threatens not only human and ecosystem health, but also agricultural and industrial production.

Increasing energy demand puts great pressure on water resources in the world. This situation is not different in Turkey. It means an increase in the share of water to be used in energy production in Turkey, where the energy demand is estimated to increase by approximately 7.5% in the projections for the next decades. It is very important to increase the share of energy production based on renewable energy sources. Because it is thought that the negative effects on climate change and water resources will decrease. In other words, resource diversification in energy policies will make significant contributions. It will be effective on water resources, reducing greenhouse gas emissions and supply security in the long run.

It is vital that Turkey uses its water resources effectively and efficiently with a sustainable hydro politics. For this reason, it has formed the relevant state institutions and bureaucracy responsible for the development, management and protection of water resources. However, we must be aware of the limits of water in our nature and learn to live within these limits. Throughout history, we have used nature's water systems with a philosophy that envisions leaning on the limits by managing the natural water cycle as much as engineering knowledge allows. Now, instead of constantly looking far for more, we should look closer, to our own region, to our immediate surroundings, to our homes and even to ourselves, and look for new ways to meet our needs while respecting the role that water plays in sustaining life.

We should never ignore that every litre of water we waste pollutes tens, sometimes hundreds of litres of water. We should not forget that the cheapest method to develop our water resources is to take precautions and raise public awareness. Our water resources are not worthless assets that we will use rudely; they are the basic element of life and a sacred relic that we will leave for the next generations.

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Elektronik Kaynaklar

https://www.unicef.org/turkey/basin

Türkiye Hisse Senedi Piyasasının Zayıf Formda Etkinliğinin Doğrusal Olmayan Yeni Bir Birim Kök Testi İle İncelemesi

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Özet: Bu çalışmanın amacı, Etkin Piyasa Hipotezi çerçevesinde Türkiye Hisse Senedi Piyasasının zayıf formda etkinliğinin araştırılmasıdır. Çalışmanın amacı doğrultusunda, Borsa İstanbul'da yer alan beş endekse öncelikle Harvey ve Leybourne (2007) ve Harvey vd. (2008) doğrusal olmama testleri uygulanmıştır. Doğrusal olmama bulgusu elde edilen endeks serilerine, Güriş (2019) Fourier Kruse birim kök testinin bir uzantısı olan yeni bir birim kök testi uygulanmıştır. Elde edilen ampirik sonuçlara göre, Türkiye Hisse Senedi Piyasasının zayıf formda etkin olduğu ortaya koyulmuştur.

Anahtar Kelimeler: Etkin Piyasa Hipotezi, Doğrusallık Analizi, Fourier Birim Kök Testi

1. GİRİŞ

Etkin piyasa hipotezi uzun yıllardır finans literatürünün en önemli konularından biri olmuştur. Etkin piyasa hipotezinin geçerliliğinin finans teorileri ve yatırım stratejileri üzerinde önemli etkileri vardır. Piyasa etkinliğinin kapsamlı bir şekilde anlaşılması, alınacak kararlar ve yapılacak olan eylemler araştırmacılar, yatırımcılar ve düzenleyici otoriteler için önem arz etmektedir (Degutis ve Novickytė, 2014: 7). Bir hisse senedi piyasasının etkin olmaması, fiyatlandırma mekanizmasının bir ekonomi içinde sermayenin etkin dağılımını sağlamayacağı anlamına gelir. Bu durumda ekonomi için olumsuz etkiler söz konusu olabilecektir (Borges, 2010: 711).

Bir hisse senedinin fiyat geçmişinin, gelecekteki fiyatına dair anlamlı tahminini yapabilmek için ne ölçüde kullanılacağı uzun yıllardır üzerinde tartışılan bir konu olmuştur ve bu konu üzerinde geliştirilen birçok teori olmasına rağmen hepsi, menkul kıymet fiyatının geçmişteki davranışının gelecekteki davranışına ilişkin bilgi açısından zengin olduğu varsayımını yapmaktadır. Geçmiş fiyat davranış kalıpları, gelecekte de aynı davranış özelliklerine sahip olma eğiliminde olacaktır. Bunun anlamı, fiyat hareketlerinin dikkatli bir şekilde analiz edilmesiyle fiyat davranış kalıpları için bir anlayış geliştirildiği takdirde, fiyatların gelecekte sergileyecekleri davranışları tahmin etmek, dolayısıyla beklenen kazançları artırmanın mümkün olacağıdır. Buna karşın hisse senetlerinin rassal ve öngörülmesi mümkün olmayan bir yol izlediğini savunan rassal yürüyüş hipotezi, birbirini takip eden fiyat değişikliklerinin bağımsız değişkenler olduğunu söyler. Bunun anlamı ise, fiyat değişimleri serisinin bir hafızaya sahip olmadığı, dolayısıyla geçmiş değerlerin bugüne etkisinin olmadığıdır. Hipoteze göre, rassal hareketler sebebiyle geçmiş geleceği anlamlı bir biçimde tahmin etmek için kullanılamaz. (Fama, 1965: 34). Böylece bir yatırımcının piyasanın üzerinde bir kazanç elde etmesi imkansız olmaktadır. Bu bağlamda piyasanın etkin olup olmadığının ortaya koyulması, yatırımcıların yatırımlarını çeşitlendirmesi açısından önemlidir.

Fama (1970) çalışmasında, sermaye piyasası içinde piyasa etkinliğini üç farklı şekilde ifade etmiştir. Bunlardan ilki rassal yürüyüş hipotezi olarak ifade edilen zayıf formdaki etkinliktir. Zayıf form etkinlik, geçmiş fiyat ve getirilerin bilgisine dayanarak gelecekte üstün karlar elde etmenin mümkün olmadığını öne sürer. İkinci olarak yarı güçlü etkinlik olarak ifade edilen form, yatırımcıların kamuya açık herhangi bir bilgiyi kullanarak riske göre ayarlanmış üstün getiriler elde edemeyeceğini belirtir. Bir başka deyişle, bilgi kamuya açık hale gelir gelmez o an fiyatlara dahil edilir ve dolayısıyla bir yatırımcının bu bilgi aracılığıyla getirileri tahmin ederek beklentinin üstünde bir kazanç elde etmesi mümkün olmaz (Shleifer, 2000: 6). Üçüncü olarak hisse senetlerine dair tüm bilginin herkes tarafından eş zamanlı olarak ve kolaylıkla elde edilebildiğine dayanan güçlü formda etkinliktir. Güçlü formda etkin olan piyasalar, hisse senedine ait geçmiş dönem bilgileriyle birlikte cari dönemde mevcut halka açıklanan ve açıklanmayan firma içi bilgileri de yansıtmaktadır. Bir başka ifadeyle, hisse senedine dair tüm bilgi herkese aynı zaman içerisinde hızlı bir şekilde ulaşır ve hisse senedi fiyatını etkiler. Bu nedenle yatırımcıların aşırı kazanç elde etmesi mümkün olmamaktadır (Zeren vd., 2013: 143). Güçlü formda etkin olan bir piyasa, yarı güçlü form ve zayıf formda da etkindir.

Etkin piyasa hipotezi için temel teorik durum üç argümana dayanmaktadır. Birincisi, yatırımcılar rasyoneldir ve menkul kıymetleri rasyonel biçimde değerlendirirler. Rasyonel yatırımcılar, menkul kıymetler hakkında yeni bir bilgi edindiklerinde ve haberler iyi olduğunda fiyatları artırırlar aksi durumda ise fiyatları düşürürler. Bu şekilde

yeni bilgiye hızlı bir şekilde karşılık verirler. İkincisi, piyasada irrasyonel davranışlar sergileyen yatırımcılar da vardır ancak bu yatırımcıların piyasadaki işlemleri rastgeledir ve bu sebeple fiyatları etkilemeden birbirlerini dışlarlar. Üçüncüsü ise yatırımcılar aynı yönde irrasyonel davranışlar sergileseler de, piyasada bulunan rasyonel arbitrajcılar, bu davranışların fiyatları etkilemesine izin vermezler (Shleifer, 2000: 2-3).

Etkin piyasa hipotezinin geçerliliği, incelenen serinin durağanlığının sınandığı birim kök testleri ile analiz edilebilmektedir. İncelenen serinin durağan olması etkin piyasa hipotezinin geçersiz olduğunu göstermektedir. Etkin piyasa hipotezinin geçerliliğinin araştırıldığı çalışmalar çeşitli birim kök testleri ile analiz edilebilmektedir. Mevcut çalışmalar incelendiğinde, analizin çoğunlukla doğrusal birim kök testleri ile gerçekleştiği görülmektedir. Ancak doğrusal olmayan bir yapıya sahip olan bir seriyi doğrusal yöntemlerle analiz etmek, çalışma sonuçlarının yanıltıcı olmasına sebep olacaktır. Ayrıca veri yaratma sürecinin doğrusal olmaması kullanılan doğrusal birim kök testlerinin istatistiksel gücünü azaltmaktadır. Birim kök analizinin gerçekleştirildiği çalışmalarda dikkat edilmesi gereken bir diğer özellik ise yapısal kırılmalardır. Yapısal kırılmaların dikkate alınmaması, aslında durağan olan bir serinin birim köklü olarak bulunmasına sebep olabilmektedir. Bu sebeple doğrusal olmama durumu ve yapısal kırılma varlığı göz ardı edilmemelidir. Bu çalışmada tüm bu sebepler dikkate alınarak öncelikle çalışmada ele alınan serilerin doğrusal olup olmama durumları Harvey ve Leybourne (2007) ve Harvey vd. (2008) doğrusal olmama testleri ile incelenmiştir. Doğrusal olmama bulgusu elde edilen serilere Güriş (2019) çalışmasıyla literatüre kazandırılan Fourier Kruse (2019) birim kök testinin bir uzantısı olarak geliştirilen Yavuz Fourier Kruse (2023) birim kök testi uygulanarak, etkin piyasa hipotezinin geçerliliği test edilmiştir.

Bu çerçevede çalışmanın ikinci kısmında literatür taramasına, üçüncü kısmında ekonometrik yöntem hakkında bilgiye, dördüncü kısmında veri ve ampirik sonuçlara son olarak beşinci kısmında analizden elde edilen sonuçlara yer verilmiştir.

2. LİTERATÜR TARAMASI

Etkin piyasa hipotezi temelinde hisse senedi piyasalarının zayıf formda etkinliğinin araştırıldığı birçok çalışma mevcut literatürde yer bulmuştur. Çalışmalar incelendiğinde, kullanılan yöntemlerin ve elde edilen sonuçların birbirinden farklılık gösterdiği görülmektedir. Bu kısımda Türkiye için hisse senedi piyasasının etkinliğinin araştırıldığı bazı çalışmalara yer verilmiştir.

Gözbaşı (2014) çalışması, Türkiye hisse senedi piyasasının etkinliğinin incelendiği çalışmalardan biridir. Çalışmada Borsa İstanbul hisse senedi piyasasının zayıf formda etkin olup olmadığı, doğrusal olmayan Kapetanios, Shin ve Snell (KSS) (2003) ve Kruse (2011) birim kök testleri ile analiz edilmiştir. Elde edilen sonuçlar piyasanın zayıf formda etkin olduğunu göstermiştir. Türkiye hisse senedi piyasasının etkinliğinin incelendiği bir diğer çalışma Gözbaşı vd. (2014) çalışmasıdır. İlgili çalışmada incelenen seriler Kruse (2011) doğrusal olmayan birim kök testi ile analiz edilmiştir. Analiz sonuçları Türkiye hisse senedi piyasasının zayıf formda etkin bir piyasa olduğunu göstermiştir. Yücel (2016) çalışmasında Borsa İstanbul kapsamında hesaplanan 22 endeks incelenerek, zayıf formda etkinlik hipotezi sınanmıştır. Endekslere Genişletilmiş Dickey-Fuller (ADF) ve Phillips-Perron (PP) geleneksel birim kök testleri uygulanmıştır. Test sonuçlarına göre incelenen tüm endeksler birim köke sahip bulunmuştur dolayısıyla zayıf formda etkin piyasa hipotezinin geçerli olduğu ortaya koyulmuştur. Kurtaran vd. (2018) çalışmasında zayıf formda piyasa etkinliği Türkiye hisse senedi piyasası için analiz edilmiştir. Çalışmada Borsa İstanbul'da yer alan 9 endeks incelenmiştir. Gerçekleştirilen analizde ADF birim kök testi kullanılmıştır ve testin sonuçlarına göre incelenen tüm endekslerde piyasaların etkin olduğu sonucuna ulaşılmıştır. Bektur ve Aydın (2019) yapmış oldukları çalışmada, etkin piyasa hipotezinin geçerliliği BİST100 getiri ve alt endeksleri serileri yardımıyla incelemişlerdir. Etkin piyasa hipotezinin geçerliliğinin araştırıldığı bu çalışmada, analiz için geleneksel birim kök testlerinden ADF, PP, Kwiatkowsky-Philips-Schmidt-Shin (KPSS) ve Dickey-Fuller GLS birim kök testleri ve trigonometrik terimler ile genişletilmiş Fourier KPSS testi kullanılmıştır. Tüm birim kök testi sonuçları zayıf formda etkinliğin geçerli olduğunu göstermiştir. Eyüboğlu ve Eyüboğlu (2020) çalışmasında Borsa İstanbul'da hesaplanan 22 endeks seçilerek, etkin piyasa hipotezinin zayıf formda etkinliği sınanmıştır. Sınama, yapısal kırılmayı dikkate alan doğrusal ve doğrusal olmayan birim kök testleri ile gerçekleştirilmiştir. Ampirik bulgulara göre incelenen 22 endeksin 13'ünde zayıf formda etkinliğin geçerli olduğu belirlenirken, 9'unda zayıf formda etkin olmadığı belirlenmiştir. Karademir ve Evci (2020) çalışması Borsa İstanbul hisse senedi piyasasının zayıf formda etkinliğinin analiz edildiği bir başka çalışmadır. Analiz ADF ve PP geleneksel birim kök testleri; iki yapısal kırılmaya izin veren Lee-Strazicich (LS) (2003) birim kök testleri ile gerçekleştirilmiştir. Elde edilen ADF test sonuçları, incelenen 27 endeksin 6'sının durağan; PP test sonuçları 7'sinin durağan; LS test sonuçları ise 1'nin durağan olduğunu göstermiştir. Bal vd. (2021) çalışmasında Türkiye'de bankacılık sektörü için etkin piyasa hipotezinin zayıf formda etkin olup olmadığı test edilmiştir. 11

bankayı içeren BİST Bankalar endeksi, geleneksel birim kök testlerinden ADF birim kök testi ve doğrusal olmayan Christopoulos ve Leon-Ledesma (2010) Fourier-ADF tipi birim kök testi ile analiz edilmiştir. Elde edilen sonuçlar uygulanan farklı iki birim kök testinin de incelenen endeksin birim kök içerdiğini göstermiştir. Buna göre ele alınan piyasada zayıf formda etkin piyasa hipotezinin geçerliliği ortaya koyulmuştur. Ildırar ve Dallı (2021) çalışmasında Türk Bankacılık sektörünün zayıf formda etkinliği incelenmiştir. İlgili çalışma kapsamında BİST banka endeksi dahil 12 bankanın aylık kapanış fiyatları ele alınmıştır. Çalışmanın analiz kısmında ADF, PP ve KPSS birim kök testleriyle birlikte varyans oranı testi uygulanmıştır. Birim kök testlerinin sonuçlarına göre yalnızca bir banka hariç tüm bankaların zayıf formda etkin olduğu sonucuna ulaşılmıştır. Oğuz (2021) çalışmasında zayıf formda piyasa etkinliği, BİST100 endeksi kullanılarak analiz edilmiştir. Çalışmada yapısal kırılmayı dikkate alan doğrusal Zivot-Andrews (ZA) (1992) birim kök testi ve doğrusal olmayan KSS birim kök testi uygulanmıştır. Ampirik bulgulara göre BİST100 endeksinin zayıf formda etkin olduğu sonucuna ulaşılmıştır. Altuntaş vd. (2022) tarafından ortaya koyulan çalışmada, Borsa İstanbul'da yer alan altı endeks için etkin piyasa hipotezinin geçerli olup olmadığı test edilmiştir. Çalışmada etkin piyasa hipotezinin geçerliliği yapısal kırılmalar, doğrusal olmama ve normal dağılmama durumları göz önüne alınarak sınanmıştır. Bunun için ADF, RALS-ADF, Fourier-ADF ve Fourier-KSS birim kök testleri uygulanmıştır. Çalışmada elde edilen bulgulara göre, bir endekse uygulanan tüm birim kök testi sonuçları etkin piyasa hipotezinin geçerliliğini ifade eden temel hipotezin reddedilemediği yönünde sonuç verirken, bir endeks için temel hipotez reddedilmekte, dolayısıyla etkin piyasa hipotezinin geçersiz olduğu gösterilmiştir. Diğer endekslere uygulanan birim kök testi sonuçları, yapısal kırılmaların ve doğrusal olmama durumu göz önüne alındığında birbirinden farklılık göstermektedir. Özdemir vd. (2022) çalışmasında BİST100 endeksinin zayıf formda etkinliği sınanmıştır. Çalışmada geleneksek birim kök testlerinden ADF, PP ve KPSS; yapısal kırılmalı birim kök testlerinden Perron, ZA ve LS; doğrusal olmayan birim kök testlerinden KSS birim kök testi; runs ve varyans oranı testleri uygulanmıştır. Çalışmada uygulanan tüm birim kök test sonuçları incelenen endeksin birim köke sahip olduğunu, dolayısıyla zayıf formda etkin piyasa hipotezinin geçerli olduğunu göstermiştir. Aynı zamanda runs ve varyans oranı test sonuçlarının zayıf formda etkin piyasa hipotezinin geçerliliğini destekler nitelikte olduğu ortaya koyulmuştur.

3. EKONOMETRİK YÖNTEM

Etkin piyasa hipotezi çerçevesinde hisse senedi piyasalarının zayıf formda etkinliğinin analiz edilmesinde kullanılan yöntemlerden biri birim kök testleridir. Hisse senedi piyasalarının zayıf formda etkin olup olmadığının analiz edilmesindeki esas nokta, söz konusu olan piyasaya ait fiyat endeksi sürecinin rassal yürüyüş olduğu varsayımıdır (Hepsağ ve Akçalı, 2015: 78). Fiyat endeksinin rassal yürüyüş izlemesi, serinin birim köke sahip olduğu anlamına gelir ve bu durum piyasanın zayıf formda etkin olduğunu ifade etmektedir.

Geleneksel birim kök testlerinde şokların geçici etkiye sahip olduğu varsayımı vardır. Bunun anlamı, seriyi etkileyen şokların uzun dönemli bir etki yaratmayacağı, yani seri hafızasının kısa olduğudur. Ancak Nelson ve Plosser (1982) çalışmasında durumun bu şekilde olmadığı, seriyi etkileyen şokların kalıcı etkiye sahip olduğu ortaya koyulmuştur. Seride yapısal kırılma varsa ve bu göz ardı edilirse, kurulan regresyon modellerinde spesifikasyon hatası yapılmakta ve uygulamalarda tahmin sonuçlarının güvenilirliği azalmaktadır (Güriş ve Çağlayan, 2010: 275). Bu sebeple model tahmininden önce yapısal kırılma varlığının sınanması ve varlığı durumunda, incelenen zaman serisinin birim kök sürecini analiz etme aşamasına dahil edilmesi önem arz etmektedir. Çünkü seride yapısal kırılma olduğunda birim kök analizinin geleneksel birim kök testleriyle incelenmesi, serinin birim köklü olduğunu ifade eden temel hipotezin reddedilememe yönünde olmasına sebep olacaktır (Esenyel, 2017: 45). Benzer bir durum, doğrusal olmayan modellerde de geçerlidir. İncelenen serinin doğrusal olmaması ve birim kök analizinin doğrusal birim kök testleriyle gerçekleştirilmesi, yine serinin birim köklü olduğu yönünde sonuçlar verecektir (Güriş vd., 2016: 35).

Türkiye'de hisse senedi piyasasının zayıf formda etkinliğinin araştırıldığı bu çalışmada, öncelikle incelenen serilerin doğrusallık durumları Harvey ve Leybourne (2007) ve Harvey vd. (2008) tarafından geliştirilen doğrusal olmama testleri ile incelenecektir.

Harvey ve Leybourne (2007) çalışmasında durağan ve durağan olmayan veri üretim süreci ikinci dereceden Taylor açılımı kullanılarak ifade edilmiştir (Harvey ve Leybourne, 2007):

$$y_t = \beta_0 + \beta_1 y_{t-1} + \beta_2 y_{t-1}^2 + \beta_3 y_{t-1}^3 + \varepsilon_t \quad (1)$$

$$\Delta y_t = \beta_0 + \beta_4 \Delta y_{t-1} + \beta_5 (\Delta y_{t-1})^2 + \beta_6 (\Delta y_{t-1})^3 + \varepsilon_t \quad (2)$$

(1) no'lu denklem I(0) sürecini, (2) no'lu denklem I(1) sürecini göstermektedir. Testin temel hipotezi doğrusallığı, alternatif hipotezi ise doğrusal olmamayı ifade etmektedir. Durağan süreçte temel hipotez,

$H_0: \beta_2 = \beta_3 = 0$

durağan olmayan süreçte ise

$H_0: \beta_5 = \beta_6 = 0$

şeklindedir. Çalışmada durağan ve durağan olmayan süreçlerin varlığına birlikte izin veren denklem aşağıdaki şekildedir:

$$y_t = \beta_0 + \beta_1 y_{t-1} + \beta_2 y_{t-1}^2 + \beta_3 y_{t-1}^3 + \beta_4 \Delta y_{t-1} + \beta_5 (\Delta y_{t-1})^2 + \beta_6 (\Delta y_{t-1})^3 + \varepsilon_t \quad (3)$$

(3) no'lu denklem kullanıldığında temel ve alternatif hipotezler,

$H_0: \beta_2 = \beta_3 = \beta_5 = \beta_6 = 0$

$H_1: En\ az\ bir\ parametre\ sıfırdan\ farklıdır.$

şeklindedir. Harvey ve Leybourne (2007) çalışmasında önerilen test istatistiği aşağıdaki gibidir:

$$W_T^* = \exp(-b|DF_T|^{-1}) W_T\ ,\ W_T = \frac{RSS_1 - RSS_0}{RSS_0/T} \quad (4)$$

Burada $b \neq 0$'dır, DF_T kısıtlı regresyondan elde edilen standart ADF t istatistiğidir. RSS_i, H_i, $(i = 0,1)$ ilgili hipotez için hata teriminin kareler toplamını, T ise gözlem sayısını ifade etmektedir. Harvey ve Leybourne, durağan I(0) ve durağan olmayan I(1) süreçlerde aynı kritik değerleri elde etmek için (5) no'lu denklemin kullanılmasını önermişlerdir:

$$P(W_0 > c_a) = P(\exp(-b|DF_T|^{-1})\, W_1 > c_a) = a \quad (5)$$

$$W_T^* \sim \chi^2(4) \quad (6)$$

Test istatistiği χ^2 dağılımına uygunluk göstermektedir. Burada 4, temel hipotezdeki kısıt sayısıdır.

Harvey vd. (2008) çalışmasında serilerin entegrasyon derecesi hakkında bilgi gerektirmeyen yeni bir doğrusal olmama testi geliştirilmiştir. Zaman serisinin I(0) sürecinde olduğu varsayımı altında kullanılacak model aşağıdaki gibi yazılabilmektedir (Harvey vd., 2008):

$$y_t = \beta_0 + \beta_1 y_{t-1} + \beta_2 y_{t-1}^2 + \beta_3 y_{t-1}^3 + \sum_{j=1}^{p} \beta_{4,j} \Delta y_{t-j} + \varepsilon_t \quad (7)$$

Burada Δ fark operatörü, p ise gecikme sayısıdır. Çalışmada maksimum gecikme sayısının hesaplanması için $p_{max} = int(8(T/100)^{\frac{1}{4}})$ esas alınacaktır. Test için kullanılan hipotezler aşağıdaki gibidir:

$H_{0,I(0)}: \beta_2 = \beta_3 = 0$

$H_{1,I(0)}: \beta_2 \neq 0$ ve/veya $\beta_3 \neq 0$

Temel hipotez doğrusallığı, alternatif hipotez doğrusal olmamayı ifade etmektedir.

Test istatistiğinin hesaplanması:

$$W_0 = T\left(\frac{RSS_0^r}{RSS_0^u} - 1\right) \quad (8)$$

şeklindedir. RSS_0^r ve RSS_0^u sırasıyla kısıtlı ve kısıtsız modelden elde edilen hata terimi kareler toplamını ifade etmektedir ve T gözlem sayısıdır.

Zaman serisinin I(1) sürecinde olduğu varsayımı altında kullanılacak model:

$$\Delta y_t = \lambda_1 \Delta y_{t-1} + \lambda_2 (\Delta y_{t-1})^2 + \lambda_3 (\Delta y_{t-1})^3 + \sum_{j=1}^{p} \lambda_{4,j} \Delta y_{t-j} + \varepsilon_t \quad (9)$$

şeklinde yazılmaktadır. Test için kullanılacak hipotezler aşağıdaki gibidir:

$H_{0,I(1)}: \lambda_2 = \lambda_3 = 0$

$H_{1,I(1)}: \lambda_2 \neq 0$ ve/veya $\lambda_3 \neq 0$

Temel hipotez doğrusallığı, alternatif hipotez doğrusal olmamayı ifade etmektedir.

Test istatistiği,

$$W_1 = T\left(\frac{RSS_1^r}{RSS_1^u} - 1\right) \quad (10)$$

şeklinde hesaplanacaktır. RSS_1^r ve RSS_1^u kısıtlı ve kısıtsız modelden elde edilen hata terimi kareler toplamını göstermektedir ve T gözlem sayısıdır.

İncelenen zaman serisinin durağanlık özellikleri bilinmediğinde, bu iki test istatistiği kullanılarak aşağıdaki test istatistiğinin hesaplanması mümkündür:

$$W_\lambda = \{1 - \lambda\}W_0 + \lambda W_1 \quad (11)$$

W_λ test istatistiği χ^2 dağılımına uygunluk göstermektedir ve kısıt sayısı 2'dir.

Doğrusal olmama bulgusu elde edildikten sonraki aşamada analiz doğrusal olmayan birim kök testleri kullanılarak gerçekleştirilmelidir. Mevcut birim kök literatüründe, incelenen zaman serisinin seviyesinde ve/veya trendinde bir veya iki yapısal kırılmanın varlığı varsayımı vardır ancak uygulamalı çalışmalarda kırılma tarihlerinin ve kırılma sayısının bilinmemesi mümkündür. Aynı zamanda, yapısal kırılmaların anlık olarak meydana geldiği veya ortalamada ani sıçramalar veya eğimde ani değişiklikler yaparak kendilerini eş zamanlı olarak gösterdikleri varsayılır. Bu varsayım birçok durumda gerçekçi olmayabilmektedir. Bu nedenle, modelin deterministik bileşeninin yumuşak bir geçiş süreci olması için kırılmalara izin veren birim kök testlerinin dikkate alınması arzu edilir (Enders ve Lee, 2004: 2). Bu bağlamda geliştirilen Fourier birim kök testleri, tahmin denklemine dahil edilen fourier fonksiyonları ile yapısal kırılmaların formu ve sayısı hakkında herhangi bir varsayıma ihtiyaç duymadan birim kök analizinin gerçekleşmesini mümkün kılmaktadır. Bu sebeple analize, Güriş (2019) çalışmasıyla literatüre kazandırılan Fourier Kruse (2019) birim kök testinin bir uzantısı olarak geliştirilen Yavuz Fourier Kruse (2023) birim kök testi ile devam edilecektir.

Yeni önerilen birim kök testinde, yapısal kırılmalar fourier fonksiyonlarıyla, doğrusal olmayan durağanlık Üstel Düzgün Eşik Otoregresif (ESTAR) model ile modellenmektedir. Yapısal kırılma ve doğrusal olmama durumlarının eş zamanlı olarak ele alındığı yeni testin birim kök test süreci aşağıdaki gibidir:

İlk aşamada doğrusal olmayan deterministik bileşene sahip olan model, Christopoulos ve Leon-Ledesma (2010) çalışmasındaki test sürecine benzer bir şekilde tahmin edilmektedir:

$$y_t = \alpha_0 + \alpha_1 sin\left(\frac{2\pi kt}{T}\right) + \alpha_2 cos\left(\frac{2\pi kt}{T}\right) + \alpha_3 trend * sin\left(\frac{2\pi kt}{T}\right) + \alpha_4 trend * cos\left(\frac{2\pi kt}{T}\right) + v_t \quad (12)$$

Modelde yer alan k, optimal frekansı ifade etmektedir. Optimal k'nin seçiminde k'ye 1 ile 5 arasında değişen değerler atanır ve bu değerler ile sırasıyla En Küçük Kareler Yöntemi kullanılarak denklem tahmin edilir. Denklem tahminlerinden sonra, hata terimlerinin kareleri toplamını minimize eden k, optimal k olarak seçilir. Optimal k ile tahmin edilen modelden hata terimleri elde edilmektedir:

$$v_t = y_t - \alpha_0 - \alpha_1 \sin\left(\frac{2\pi k^* t}{T}\right) - \alpha_2 \cos\left(\frac{2\pi k^* t}{T}\right) - \alpha_3 trend * \sin\left(\frac{2\pi k^* t}{T}\right) - \alpha_4 trend * \cos\left(\frac{2\pi k^* t}{T}\right) \quad (13)$$

Bu aşamada elde edilen hata terimleri kullanılarak Kruse (2011) testinde olduğu gibi aşağıdaki denklem tahmin edilmektedir:

$$\Delta v_t = \delta_1 v_{t-1}^3 + \delta_2 v_{t-1}^2 + \sum_{i=1}^{k} \beta_i \Delta v_{t-i} + \varepsilon_t \quad (14)$$

Temel ve alternatif hipotezler aşağıdaki gibidir:

$H_0: \delta_1 = \delta_2 = 0$

$H_1: \delta_1 < 0,\ \delta_2 \neq 0$

Birim kök temel hipotezinin reddedilememesi, serinin durağan olmadığı anlamına gelmektedir. Hipotez testinin gerçekleşmesi için kullanılacak olan kritik değerler Yavuz (2023) çalışmasında tablolaştırılmıştır. Bu aşamada birim kök temel hipotezi reddedilir, yani serinin durağan olduğu bulgusu elde edilirse, $H_0: \alpha_1 = \alpha_2 = \alpha_3 = \alpha_4 = 0$ temel hipotezine karşı $H_1: En\ az\ bir\ parametre\ sıfırdan\ farklıdır$ alternatif hipotezi F testi kullanılarak test edilebilmektedir. Temel hipotezin reddedilmesi, serinin kırılmalı deterministik fonksiyon etrafında durağan olduğu anlamına gelmektedir.

4. VERİ SETİ VE AMPİRİK BULGULAR

Etkin piyasa hipotezi çerçevesinde, Türkiye hisse senedi piyasasının zayıf formda etkinliğinin araştırıldığı bu çalışmada 02.01.2003-23.02.2023 dönemi ele alınarak, incelenen fiyat endekslerinin kapanış fiyatlarının doğal logaritmaları kullanılmıştır. Endekslere ait veriler TCMB veri dağıtım sisteminden elde edilmiştir.

Çalışmada 02.01.2003-23.02.2023 dönemi için, incelenen fiyat endekslerinin doğrusal yapıda olup olmadıkları Harvey ve Leybourne (2007) ve Harvey vd. (2008) doğrusallık testleri ile incelenmiştir.

Tablo 1: Doğrusal Olmama Test Sonuçları

Endeks	Harvey vd. (2008)	Harvey ve Leybourne (2007)		
		%1	%5	%10
BİST100 Bileşik	50.13^{***}	24.49^{a}	25.47^{b}	27.29^{c}
BİST100 Mali	40.74^{***}	32.81^{a}	33.12^{b}	33.66^{c}
BİST100 Teknoloji	125.08^{***}	95.37^{a}	96.92^{b}	99.74^{c}
BİST100 Hizmet	138.41^{***}	104.47^{a}	107.30^{b}	112.51^{c}
BİST100 Sınai	75.81^{***}	55.37^{a}	56.26^{b}	57.86^{c}

Not: Harvey ve Leybourne (2007) doğrusal olmama testi kritik değerleri %1, %5 ve %10 için sırasıyla 13.27, 9.48 ve 7.77'dir. Harvey vd. (2008) doğrusal olmama testi kritik değerleri %1, %5 ve %10 için sırasıyla 9.21, 5.99 ve 4.60'dır. ***, ** ve * sırasıyla %1, %5 ve %10 için doğrusallık temel hipotezin reddedildiğini ifade etmektedir. a, b ve c sırasıyla %1, %5 ve %10 için doğrusallık temel hipotezin reddedildiğini ifade etmektedir.

Tablo 1'de yer alan doğrusal olmama testlerinin sonuçlarına göre, Türkiye hisse senedi piyasasında hesaplanan endeks serilerinin doğrusal olmayan yapıya sahip oldukları belirlenmiştir. Bu sonuçlara göre, hisse senedi piyasasının zayıf formda etkinliğinin araştırılmasında doğrusal olmayan birim kök testlerinin kullanılması uygun olmaktadır.

Türkiye hisse senedi piyasasının zayıf formda etkin olup olmadığı, yapısal kırılmalar ve doğrusal olmama durumlarının eş zamanlı ele alındığı Yavuz Fourier Kruse (2023) birim kök testi ile incelenmiştir. Teste ait sonuçlar Tablo 2'de yer almaktadır.

Tablo 2: Yavuz Fourier Kruse Birim Kök Testi Sonuçları

Endeks	k	Yavuz Fourier Kruse
BİST100 Bileşik	1	9.33
BİST100 Mali	1	8.30
BİST100 Teknoloji	1	6.14
BİST100 Hizmet	1	15.40
BİST100 Sınai	1	7.50

Not: Yavuz Fourier Kruse (2023) test istatistiğine ait kritik değerler Yavuz (2023) çalışmasından elde edilmiştir. k=1 için tablo değerleri %1 için 25.05, %5 için 20.06 ve %10 için 17.70'dir. ***, ** ve * sırasıyla %1, %5 ve %10 için birim kök temel hipotezin reddedildiğini ifade etmektedir.

Tablo 2'de yer alan Yavuz Fourier Kruse (2023) birim kök testi sonuçlarına göre Türkiye hisse senedi piyasasında hesaplanan endeks serilerinin birim köklü olduğu sonucuna ulaşılmıştır. Birim kökü ifade eden temel hipotez hiçbir seri için reddedilememiştir. Temel hipotez reddedilemediği için, trigonemetrik terimlerin F testi aracılığıyla anlamlılığının test edildiği aşamaya geçilememiştir. Sonuçlar incelenen serilerin ortalamaya dönme eğiliminde olmadığı yönündedir. Ele alınan seriler rassal yürüyüş özelliği göstermektedirler ve bu durum zayıf formda etkin piyasa hipotezinin geçerli olduğunu ifade etmektedir.

5. SONUÇ

Etkin piyasa hipotezi geçmişten günümüze gerek finans literatüründe, gerek akademik çalışmalarda en çok incelenen konulardan biri olmuştur. Zayıf formda etkin piyasa hipotezine göre incelenen serilerin birim kök süreci izlemesi yani durağan olmaması piyasanın etkin olduğu anlamına gelmektedir. Buna göre, fiyat oluşumları rassaldır ve hisse senedi fiyatları geçmişteki hareketlerinden yola çıkılarak tahmin edilememektedir.

Rassal yürüyüş sürecine sahip olan hisse senedine ait geçmiş fiyat hareketlerini analiz ederek normal üstü bir kazanç elde edilemeyecektir.

Türkiye hisse senedi piyasasının zayıf formda etkinliğinin araştırıldığı bu çalışmada, 02.01.2003-23.02.2023 dönemi ele alınarak Türkiye hisse senedi piyasasında hesaplanan fiyat endekslerinin kapanış fiyatlarının doğal logaritmaları kullanılmıştır. Öncelikle serilerin doğrusal olup olmadıkları Harvey ve Leybourne (2007) ve Harvey vd. (2008) doğrusal olmama testleri ile incelenmiştir. Analiz sonuçlarına göre, incelenen serilerin her iki test için de tüm anlamlılık düzeylerine göre doğrusal yapıya sahip olmadıkları ortaya koyulmuştur. Doğrusal yapının olmadığı bulgusu elde edildikten sonra analize Fourier Kruse (2019) birim kök testinin geliştirilmiş bir versiyonu olan, Yavuz Fourier Kruse (2023) birim kök testi ile devam edilmiştir. Bulgulara göre, birim kökü ifade eden temel hipotez söz konusu seriler için reddedilememiştir. Bu durumda incelenen serilerin durağan olmadığı dolayısıyla zayıf formda etkin piyasa hipotezinin geçerli olduğu ortaya koyulmuştur.

Zayıf formda etkin piyasa hipotezinin geçerli olduğu durum, hisse senedi piyasalarının rassal yürüyüş süreci ile karakterize edildiğini ifade eder. Bu piyasalardaki güncel fiyatların geçmişteki fiyatların bilgisini yansıttığı anlamına gelir. Böylece bu piyasalarda geçmiş fiyat hareketleri takip edilerek ortalama üstü bir kazanç elde etmek mümkün olmamaktadır. Yapılan analiz sonucuna göre Türkiye hisse senedi piyasası zayıf formda etkindir. Zayıf formda etkin olması, bu piyasada bir yatırımcının ortalama üstü bir kazanç elde edemeyeceğini göstermektedir.

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İnsanlığın Ortak Bir Olgusu Olarak Kültür ve Kültürün Özellikleri

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Özet: Kültür, belli bir toplumun yaşam deneyimlerinin biçimini düşünsel ve eylemsel olarak yansıtan olguların tümüdür. İnsan aklı ile yoğrulmuş zaman içerisinde edinilen yaşam deneyimleri, toplumun belleği ve sürekliliği açısından yaşamsal bir öneme sahiptir. İnsanlığın var oluşundan günümüze kadar, bir toplumun yaşam deneyimleri, diğer toplumların deneyimleri ile çeşitli nedenlerle etkileşim içine girmektedir. Bu etkileşim o toplumları birbirine bağlamakta ve ortak eylemler bağlamında, toplumsal bir kaynaşma aracı haline gelmektedir.

İnsanoğlunun tarih içerisinde yapmış olduğu yolculuklar sonucu ürettiği düşünsel ve eylemsel ürünlerin değişen toplumsal çevreye göre şekillendiğini ve farklılaşan toplumsal gereksinmelerden ötürü değişime uğradıkları görülmektedir. Ancak her ne kadar kültürel değişimler olsa da, toplumların tek bir kültürel değerler sistemi çerçevesinde varlıklarını sürdürmedikleri görülmektedir. Çünkü her toplumun dünyayı ve olayları algılayış ve ifade ediş biçimi farklıdır. Bunu yanında farklı toplumların genel temel kültürel değerler etrafında birleştikleri mümkün olmaktadır. Bu bağlamda toplumların özgün kültürel değerlerinin yanında tüm insanlığın hemfikir olduğu ortak kültürel olgular da söz konusudur. Her toplumun kültürel ürünlerinin kendine özgün olması özelliğine karşın, kültürün birçok değişim araçları aracılığı ile tüm insanlığın ortak değerleri söz konusu olmuştur.

Bu çalışma kapsamında; kültürün her toplumun kendine özgünlüğü bağlamında, insanlığın ortak evrensel değerlerini içinde barındıran uygarlık kavramına vurgu yapılacaktır. Farklı kültürlerin uygarlık bağlamında etkileşimleri irdelenecektir. Kültürün dinamik bir olgu olması, zamansal ve mekânsal olarak toplumsal gereksinimler çerçevesinde değişebilirliği, kültürel değişim araçlarının etkisi de göz önüne alınarak değerlendirilecektir.

Anahtar Sözcükler: Kültür, Kültürel Benzerlikler, Evrensel Değerler

Culture as a Common Phenomenon of Humanity and Its Characteristics

Abstract: Culture is the totality of phenomena that reflect, intellectually and practically, the form of life experiences of a particular society. Life experiences gained in time kneaded with the human mind have a vital importance in terms of the memory and continuity of the society. From the existence of humanity to the present, the life experiences of a society interact with the experiences of other societies for various reasons. This interaction connects those societies and becomes a means of social cohesion in the context of common actions.

It is seen that the intellectual and operational products produced by human beings as a result of their journeys throughout history are shaped according to the changing social environment and they have undergone changes due to differentiating social needs. However, although there are cultural changes, it is seen that societies do not maintain their existence within the framework of a single cultural value system. Because each society's way of perceiving and expressing the world and events is different. In addition, it is possible for different societies to unite around general basic cultural values. In this context, besides the unique cultural values of the societies, there are also common cultural phenomena that all humanity agrees on. Despite the uniqueness of the cultural products of each society, the common values of all humanity have come into question through many means of change of culture.

This scope of work; In the context of the uniqueness of each society, the concept of civilization, which includes the common universal values of humanity, will be emphasized. Interactions of different cultures in the context of civilization will be examined. The fact that culture is a dynamic phenomenon, its changeability in terms of time and space within the framework of social needs will be evaluated by taking into account the effect of cultural change tools.

Keywords: Culture, Cultural Similarities, Universal Values

1. GİRİŞ

Farklı kültürel dokuya sahip toplumların çeşitli nedenlere dayalı olarak yaşamış oldukları ilişkiler, kültürler arasında etkileşimleri meydana getirmiştir. Kültürlerarasında gerçekleşen kültürel öğelerin alış verişleri ve iç içeliğin kültürel benzerlikleri oluşturduğu yadsınamaz bir geçekliktir. Bu anlamda toplumların günlük yaşamı içerisindeki uygulamaları arasında geçişler söz konusu olmuştur. Kaynak toplumdan alınan kültürel unsurlar, alıcı toplum tarafından kendi düşünce ve uygulama bağlamında kültürüne dahil edildiğinde, ortak kültürel benzerlikler ortaya çıkacaktır. Kültürel benzerlikler, kültür alt öğelerinin (dil, din, gelenek ve görenekler, tarih,

sanat gibi) süreç içerisinde ortak kullanımlarının sonucudur. Bu anlamda her ne kadar toplumlar özgün kültüre sahip gibi görünse de temelde kültür insanlığın ortak mirası olmaktadır.

Kültürünün, toplumun bireylerini bir arada tutma ve değerler etrafında toplama gibi bir yaptırımı vardır. Bu nedenle, kültür- toplum ilişkisi süreklidir. Biri olmadan diğeri varlığını sürdüremez. Kültür, bu açıdan bakıldığında toplumun zamanla değişen gereksinimlerini karşılayabilmek için değişmek zorunda kalmaktadır. Bu değişimler kültüre farklı zenginlikler katmaktadır.

Kültürün yazılı bir anayasası yoktur. Kültür, toplumun günlük yaşam içerisinde uygulamaları ve toplumun davranış tutum olarak kabul gören özelliklerini kapsamaktadır. Bir topluma ait olan ve her biri farklı bir parça gibi gözükse de kültürel olgular, aslında bir bütünün parçalarıdır. Bu parçalar uyum içerisindedir. Toplumların yaşam tarzları zamanla değişkenlik gösterebilmektedir.

Bugün dünyada yaşanan hızlı değişimler, toplum ve kültürlerin yapılarının değişimlerini tetiklemektedir. Uluslararası sıkı ve hızlı ilişkilerin yoğunluğu, hemen hemen yaşamın her alanını etkileyen iletişim ve ulaşım kolaylıkları, dünyayı küçültmüştür. Bu anlamda farklı kültürlerin hızlı şekilde bir araya gelmesi ve etkileşimleri kaçınılmaz hale gelmiştir. Toplumların birbirlerine bağımlılıkları arttığı için, farklı toplumların yaşadığı sorunlar ve çözümleri artık diğer toplumları da ilgilendirmektedir.

2. İNSANLIĞIN ORTAK DEĞERİ OLARAK KÜLTÜR

İnsanoğlunun tarih boyunca ürettiği kültürel birikimler, gelecek kuşaklarla arasında bir köprü oluşturmaktadır. Kültür, ait olduğu toplum kadar, dünyadaki diğer tüm toplumların geçmişteki yaşamsal deneyimlerini hatırlatan bir olgudur. Kültür, tüm insanlığın ortak bir mirasıdır. Tüm toplumlar dünya kültürel mirasına katkıda bulunmaktadır. Bu düşünceden hareketle, dünyanın neresinde olursa olsun, insanlık tarihine ışık tutan sanatsal, yazınsal, düşünsel kültürel miraslar insanlığın ortak değerleridir. Evrenselci görüşe göre; kültür varlıkları insanlığın ortak mirası olup milli yargılardan ve mülkiyet hakkından bağımsız nesnelerdir. Bundan dolayı da devletlerarasında bu varlıkların değişimi yapılabilmeli ve özellikle kaynak ülkede (kültür varlığının üretildiği ülke) yeterli bir şekilde korunamayan eserler, başka ülkelere -daha iyi korunacaksa- getirilebilmelidir (Göğebakan, 2009:23).

Kültür etkileşiminin herhangi bir sınırı yoktur. Aynı dönemde yaşayan ve insanlığın kültürel mirasına katkıda bulunan kimseler herhangi bir şekilde birbirlerinden etkilenmektedir. Ulaşım olanaklarının zor olduğu bir dönemde örneğin, Alman edebiyatının ünlü yazar ve şairi Johann Wolfgang von Goethe'nin "Genç Werther'in Acıları" eseri, Çin'de yankısı bulmuş ve porselen tabaklara Werther'in resimleri çizilmiştir. Dünyada ortak gençlik kültürü davranışları oluşmuştur. Toplumları var eden ve onlara bir kimlik kazandıran kültürün değişime kapalı sabit formlar olmadığı çok açıktır. Tarih boyunca insanlar ve toplumlar değiştiği gibi, kültürler de değişime uğramış, farklı toplumların kültürleriyle etkileşime girmiştir (Ölçekçi, 2020:159).

Bugün dünyada kültürel değişim araçları küreselleşme, göç hareketlilikleri ve medya, kültürlerarası etkileşimde büyük rol oynamaktadır. Farklı kültürlere sahip toplumları bir araya getiren nedenler, kültürellerin etkileşimini sağlamaktadır. Bu etkileşimin sağlanması ortak bir dille olanaklıdır. Küreselleşme ve onun beraberinde getirdiği insan hareketlilikleri, kültürlerin bir yerden farklı bölgelere taşınmasına ve farklı kültürlerle kaynaşmasına neden olmaktadır. Kültürel kaynaşma, birlikte yaşam kültürünün ortaya çıkmasında ve ortak kültürel değerler oluşturulmasında önemlidir. Farklı kültürleri bünyesinde barındıran toplumlarda birlikte yaşama kültürünün zemini ortak paylaşılan değerler üzerinden tesis edilmektedir. Başka bir ifadeyle birlikte yaşama olgusu, farklı kültürlerin birbirlerinden soyutlanarak veya bigâne kalarak değil, karşılıklı etkileşimler sonucunda tezahür eden ortak değerler üzerinde vücut bulmaktadır (Yalçın, 2022:150).

Kültürler birbirinden çok farklı gibi dursa da birbirlerine mutlaka benzer yönleri mevcuttur. İnsanlığın temelinde yatan davranış ve tutumlar, insanın yaşama hakkı bağlamında benzerlikler göstermektedir. Bu bağlamda tarihsel süreçte oluşturulan yaşamsal deneyimler ve eserler insanlığın ortak değerleri olarak gelecek nesillere aktarılmaktadır. Temel olan insani kültürel olguların çokluğu, toplumlar arası çatışmaların önüne geçecektir. Kültür olgusunun temel özellikleri her toplumda benzer olduğundan, özgün kültürel değerler çerçevesinden uzaklaşarak, tüm insanlığın değerleri haline gelmiştir.

3. KÜLTÜRÜN TEMEL ÖZELLİKLERİ

Kültür, toplumları birbirinden ayıran en temel olgudur. Toplumlar hakkında bilgi edinmek, kültürlerinin tarihsel süreç içerisinde aldıkları mesafe ile olanaklıdır. Kültür değişebilen bir olgu düşüncesinden hareketle; geçmişte

bir toplumun özgün pratiği olan davranış ve tutumları sonra ki dönemlerde farklı olabilmektedir. Toplumların, her bir üyesi tarafından yaşam içerisinde pratikte uyguladıkları yaşamsal deneyimleri, zaman içerisinde değişime uğramaktadır. Ancak kültürün belirgin olan özellikleri kalıcıdır. Bunlar, toplumun bireylerini bir arada tutarak, varlıklarının sürmesini sağlamaktadır. Kültür bir toplum yapısının temel taşıdır. Kültürün toplumları birbirinden ayırt edici özelliği bilinmektedir. Bu anlamda kültür, toplumların referans aracıdır (Doğan,2021:54).

Kültürün özellikleri, her toplumda ortaktır ve amaçlara yönelik olarak uygulamada kendini göstermektedir. Kültür, toplumsal bir üründür. Bu anlamda bir miras olarak sonraki nesillere kalmaktadır. Kültür, genetik bir olgu olmayıp, öğrenilmektedir. Kültür yeniliklere açıktır. Her ne kadar toplumsal kalıtım yoluyla gelecek nesillere aktarılsa bile, ihtiyaçlar doğrultusunda olan değişimler kültüre zenginlik katmaktadır. Kültürel olgular, süreklidir. Toplum var oldukça asla yok olmaz. İnsanların fizyolojik hem de sosyal gereksinimlerini kültür yoluyla karşılanmaktadır. Bu anlamda bütün kültürlerde ortak kültürel olgular söz konusudur. Bir toplumun kültürel olguları birbirinden bağımsız ancak belli bir ahenk içerisindedir. Bu uyumluluk, toplum düzeni için gereklidir. Kültürel olgular yazılı olamayan kurallar bütünüdür. Bu kurallar, toplumun düzenini sağlamaktadır. Kültürün önemli işlevlerinden biri de bütünleştirici özelliğidir. Ortak çıkarlarda buluşma kültürel olgular sayesinde gerçekleşmektedir. Mutlu (1999), daha genel anlamda kültürün özelliklerini özetlemeye çalışmıştır. Kültür; öğrenilir, uyarlanabilir, kuşaktan kuşağa aktarılabilir, paylaşılabilir, sınırlayıcıdır, simgeleyicidir ve birbirini bütünleyen çeşitli unsurlardan oluşur. Kültür, öğrenilerek ve tecrübe edilerek kazanılır ve bunun yanında kültür üzerinde uyarlama yapmak insanın doğal kabiliyeti dâhilindedir. Kültür, nesilden nesile aktarılır ve toplumun bütün bireyleri tarafından paylaşılmaktadır. Kültür, ait olduğu toplumu bir takım ölçüler içerisine sokarak sınırlamaktadır. Kültür, bir olgunun başka bir olgu tarafından tanımlanması, simgelenmesi veya kullanılmasıyla alakalıdır(Yeşil, 2013:55).

Toplumları bir arada tutan kültür, karmaşık olduğu kadar da sistematiktir. Toplumsal kuralların uyum içerisinde sürdürülmesini sağlamaktadır. Ancak kültürel bağlamda toplumsal kuralların değişebilirliği de söz konusudur. Bunun en büyük nedeni hızlı teknolojik gelişmelerdir. Hızlı iletişim ve ulaşım olanakları farklı toplumların daha hızlı ve sık etkileşim içerisine girmelerini sağlamıştır. Bu da toplumsal ve kültürel değişimlere yol açmaktadır.

4. TOPLUMSAL DEĞİŞİM VE KÜLTÜR

İnsan sosyal bir varlıktır. İnsanın diğer türdeşleri ile birlikte ortak yaşaması, ortak yaşamsal deneyimlerin oluşmasına yani kültürün ortaya çıkmasına kaynaklık etmektedir. Dolayısı ile kültür insandan önce değildir. Kültür bir insan ürünüdür. Bu bağlamda kültür, insanların gelenek görenek ve yaşam tarzlarını yansıtan bir olgu olarak tanımlanabilir. Ancak karmaşık ve kapsam alanı oldukça çok olan kültürün tanımı oldukça fazladır. Kültür kavramı sorunsal bir kavramdır. Çünkü kültür, farklı insanlar tarafından farklı bağlamlarda ele alınmaktadır (Nieto, 1999: 128). Kültür sosyolojisi çalışmalar içerisinde en geniş kullanımlı kavramlar arasındadır. Ancak Kültür kavramının anlamındaki bu genişliğe rağmen genellikle tanımlar üç gruba ayrılmaktadır (Edles, 2005: 5). Buna göre kültür tanımlamaları, estetik, etnografik ve sembolik tanımlar şeklinde gruplandırılabilir (Şahin, 2019:459).

Kültür sözcüğü Latince “cultura”sözcüğünden gelmektedir. “Cultura”, sözcüğü, inşa etmek, işlemek, süslemek, bakmak anlamlarına gelmekte ve “colere” sözcüğünden türetilmiştir. Kültür sözcüğü, Türkçe’de tam olarak “ekin, sipariş, bakım” demektir (Kartarı 2014: 31). Kültür sözcüğü, bugünkü anlamıyla Latince’den Avrupa dillerine, önce Fransızcaya oradan da Almancaya geçmiştir. Bu dillerden de diğer tüm dillere yayılmıştır. Kültür sözcüğü, farklı anlamlarda kullanılmıştır. Önce (Fuat, 1992) insanların “zihinsel yetkinliğini” sonra da “bir toplumun genel olarak zihinsel gelişimini” ifade eder duruma gelmiştir. Daha sonraları, “sanatları bütünüyle içeren” bir anlam edinmiştir. Henüz 20. yüzyıla doğru da, “bütün yönleriyle, bir topluluğun yaşam biçimi” anlamında kullanılmaya başlanmıştır. Batı dillerinde zaman içinde bu şekilde anlam değişikliklerine uğrayan “kültür” sözcüğü Türkçede de de farklı şekillerde tanımlanmıştır. Örneğin; (Turan,1994) tarımda “ekin”, “ürün”; tıpta, “uygun koşullarda bir mikrop türünü üretmek”; anlamında; tarih öncesi dönemlerde “insan eliyle yapılmış ve ortak nitelikleri bulunan eşyalar topluluğu ile belirlenen evre veya çağ”; “belli bir konuda edinilmiş geniş ve sistemli bilgi”; “eleştirme, değerlendirme, zevk alma yetilerinin geliştirilmiş olması durumu”; bir topluma, ulusa ya da uluslar topluluğuna özgü “düşünce, davranış ve sanat yapıtlarının tümü” ve tarihsel gelişme süreci içinde yaratılan bütün maddesel ve tinsel (manevi) değerlerle bunları yaratma ve sonraki kuşaklara aktarmada kullanılan araçların tümü olan “uygarlık” gibi anlamlarda kullanılmaktadır (Akt: Kartal, 2010: 449-450).

Taylor, kültürü “bilgiyi, imanı, sanatı, ahlâkı, örf ve âdetleri, ferdin mensup olduğu cemiyetin bir uzvu olması itibarı ile kazandığı ihtiyatlarını ve bütün diğer maharetlerini ihtiva eden gayet girift bir bütün” olarak tanımlar. Wissler de kültürü bir halkın yaşama tarzı olarak belirler. Alman Antropologu Thurnwald ise kültürü “bir

toplulukta örf ve adetlerden, davranış tarzlarından, teşkilat ve tesislerden kurulu ahenkli bir bütün" şeklinde tanımlar. Malinowski' ye göre kültür "aletlerden ve tüketim mallarından, çeşitli toplumsal gruplaşmalar için yapılan anayasal belgelerden, insana özgü düşün ve becerilerden, inanç ve törelerden oluşan bütünsel bir toplamdır (Kaya, 2022: 56-57).

Dünya da bugün küreselleşme hâkimdir. Küreselleşme bir kültürel değişim aracıdır. Hiçbir kültür ve toplum yaşanan kültürel etkileşimlerde kayıtsız kalmamaktadır. Yani tek kültür kalıbı içerisinde sıkışmış durumdan çıkmıştır. Özellikle ulaşım olanaklarının insanlara kolay erişebilirlik olanağı sunması, birçok kültürün bir arada yaşamasına ada şans vermektedir. Ayrıca medya alanında yaşanan gelişmeler, özellikle internet dünyanın her alanında mevcut bilgi kaynaklarına ulaşmayı mümkün kılmaktadır. Tüm bunlar kültürlerarası etkileşimi sağlamaktadır (Limon, 2012:108).

Toplum ve kültür birbirinden ayrılamaz olgulardır. İnsanların yaşam tarzları ile yakıdan iniltili olan bu iki olgu birbirini tamamlamaktadır. Ancak hem toplum hem de kültür yaşanılan süreç içerisinde duyulan gereksinimlere göre değişimler gösterebilmektedir. İnsanlığın uygarlaşma döneminden başlayarak, bu güne gelen kadar bu değişim devam etmiş ve bundan sonrada devam edecektir. Süreklilik arz eden ve nesilden nesile aktarılan kültür olgusu, toplumun temel taşı olan bireylerin değişen yaşam tarzlarına uygun olarak günlük yaşam içerisinde uygulanmaktadır. Toplumsal yapılarda, hızlı veya yavaş ama sürekli hareketlilik ve değişme vardır. Bu değişmeler kaynağını, ya toplumsal yapının mevcut unsurlarında ortaya çıkan farklılaşmalardan (örneğin demografik değişmeler veya maddi ve manevi kültürdeki değişmeler... gibi) veya farklı toplumlarla kurulan iletişim sırasında onlardan ithal edilen unsurlardan alır. Başlı başına kültür, toplumsal değişmeyi yönlendiren önemli bir faktördür. Bir toplumda toplumsal değişmenin ortaya çıkması, insan unsurunun doğal çevreyi ve teknolojiyi kullanabilmesine bağlıdır. Bu da kültürün bir fonksiyonudur. Toplumlar kültürünün yaratıcılığı ve zenginliği ölçüsünde doğal çevre ve teknolojiden faydalanabilmektedir. Manevi kültürün zenginliği maddi kültürün gelişmesi, yeni tekniklerin bulunması ve uygulanmasında belirleyici faktördür (Kaya, 2022:53).

5. KÜLTÜRLERARASI ETKİLEŞİM VE KÜLTÜR AKTARIMI

Kültürlerarası etkileşimin temelinde kültürel olguların aktarımı söz konusudur. Tarihi süreçte kültürel arası aktarım savaşlar, ticaret, uluslararası ilişkiler ve göç hareketlilikleri büyük rol oynamıştır. Farklı kültürlerin karşılıklı olarak temasında kültürel olguların aktarımı gerçekleşmiştir. Kaynak kültürden erek kültüre gerçekleştirilen kültürel öğelerin aktarımı, mutlaka kabul görmesi gerekmektedir. Aksi takdirde alıcı kültür, kültürel aktarımı sonucunda etkilenmemiş olur. Örneğin Türkiye yiyecek piyasasına, öz ve öz lahmacun varken, pizzanın sokulması pek kolay olmamıştır. Ancak çok sevilen Ninja Kaplumbağalar çiziği filmi ile birlikte başarıya ulaşmıştır. Kültür aktarımı bağlamımda, bir kültür öğesi olan pizza Türkiye yiyecek pazarında yerini almıştır (Şimşek, 2021:38).

Her toplumun kendine özgün değerleri vardır. Bu değerler aracılığı ile toplumun yaşam kültürünü öğrenmek olasıdır. Değerler, toplumları oluşturan bireylerde istendik davranışların ve tutumların sergilenmesini sağlamaktadır. Toplumların önem verdiği normların öne çıkmasını ve bunlar çerçevesinde kültürel öğelerin desteklenmesi yine değerler tarafından gerçekleştirilmektedir. İnsanların değerlerini öğrenmek veya keşfetmek onlar hakkında çok bilgi edinmek demektir. Kültürlerarası etkileşim ve aktarım tesadüfleri kabul etmez. Kültür değişken ve bütünleşmecidir. Her bir farklı parça diğer bir parça ile anlamlı bütünler oluşturur ve birbirini tamamlar (Özkalp, 2005:65-66).

Farklı kültürlerin kesiştiği zamanlarda kültürel etkileşimin ve aktarımların hangi koşullar altında gerçekleştiği, kültürel ürünlerde kendisini göstermektedir. Kültürlerarası etkileşimde dilsel iletişim önemli bir etkendir. Kültürel olguların aktarımında ortak dil köprü görevi üstlenmektedir. Bugün Almanya'ya işçi olarak giden Türkler, kendi kültürel öğelerini de beraberinde götürmüşlerdir. Her iki kültüre ait değerler, karşılıklı olarak her anlamda hem Türk hem de Alman vatandaşları etkilemiştir. Bu anlamda kültür melezleşmesi oluşmuş ve farklı kimlikli bir toplum ortaya çıkmıştır. Göç hareketleri, dünyada birçok yaşam alanını arasında bağ kurulmasına neden olmuş ve ulus kültür anlayışını zayıflatarak kültürler arası karşılıklı bir değişimleri ön plana çıkarmıştır (Şimşek, 2021:31).

Bugün kültür aktarım araştırmaları, her bir kültürün kendi ihtiyacı doğrultusunda farklı kültürlerden etkilendiğini göstermektedir. Kaynak kültürden alınan kültür öğesi, alıcı toplum tarafından kabullenmesi ve toplumsal yaşam içerisinde uygulanması, kültürlerarası etkileşimin ortak kültür oluşumunda ne denli önemli bir önemli rol oynadığını göstermektedir. Kültür aktarımı farklı toplumların birbirlerine bağlanmasını sağlamaktadır. Middell'e göre; kültür aktarımı araştırmalarının paralelliği ve dünya tarihine olan ilginin

yenilenmesi hiçbir şekilde tesadüfi değildir. Her iki yön de, toplumların karşılıklı bağımlılığının arttığına dair mevcut gözlemlere dayanmaktadır ve küresel süreçlere yönelik konumlandırmanın ikna edici bir tarihsel açıklamasının, yalnızca ve öncelikle izole olarak düşünülen toplumların iç gelişmelerinden değil, yalnızca somut karşılıklı bağımlılıkları gözlemleyerek elde edilemeyeceği fikrini paylaşmaktadır (Çev. Çakır, 2021: 78).

6. SONUÇ

Toplumsal bir varlık olan insan, yaşamını sürdürebilmek için ait olduğu toplumun kültürel öğelerinin çerçevesinde davranış ve tutumlar göstermek zorundadır. Aksi halede toplum içerisinde kabul görmeyecektir. Toplumların ihtiyaçları zaman içerisinde değişebilmektedir. Bu değişime paralel kültürel olgularda değişir. Çünkü toplum ve kültür birbirini tamamlamaktadır. Toplumların varlığını sağlayacak ve geçmişi ile bugünü arasında bağlantı kuracak kültürel olgulardır. Toplumun belleği niteliğinde olan kültür, toplumun her bir yeni üyesine aktarılarak unutulmaması sağlanmaktadır. Kültür toplumun ve üyelerinin kimliği niteliğindedir.

Toplumlar, çeşitli nedenlere bağlı olarak etkileşim içerisine girmekte ve kültürel olguların aktarımını yapmaktadırlar. Alıcı kültürde kabul gören kaynak kültürden gelen kültürel olgular, o toplum tarafından içselleştirilmekte ve kullanılmaktadır. Bu anlamda toplumlararası yaşanan kültürel benzerlikler, toplumların birbirlerine bağlılıklarını arttırmaktadır. Kültürel aktarımlar ve benzerlikler, insanlığı ortak değerler çerçevesinde buluşmasını sağlamaktadır.

Hızlı teknolojik gelişmeler, toplumlararası kültür alış verişini hızlandırmıştır. Bu da toplumların daha fazla yakınlaşmasını ve kültürel bağlamda etkileşimlerini arttırmıştır. Özellikle kültürel değişim araçları yoluyla farklı kültürler bir arada yaşamak zorunda kalmışlardır. Bu anlamada ortak kültürel olguların farklı toplumlarda kullanılıp kabul görmesi, toplumların ortak sorunlarına daha kısa zamanda çözüm bulunmasını sağlayacaktır.

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Kültürel Benzerliklerin Çokkültürlü Yaşama Etkileri Ve Toplum Çevirmenliği

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Özet: Toplumların yaşamsal deneyimleri, tarihsel süreçte mekânsal durum nedeniyle karşılıklı etkileşim içerisinde benzerlik taşıyabilmektedir. Ayrıca farklı toplumların içerisinde yaşadıkları ortak çevre koşullarına uyum sağlamak ve varlıklarını sürdürmek için benzer düşünceyi taşıyan sosyal davranış biçimleri benzerlik gösterebilmektedir. Bu bağlamda farklı toplumların düşünceleri, gelenekleri, normları, değerleri, eylemleri gibi özgün kültürel özelliklerinin benzerlikleri söz konusudur.

Dünyada her alanda çok hızlı ve sürekli bir değişim yaşanmaktadır. Özellikle iletişim ve ulaşım alanlarındaki inanılmaz gelişmeler toplumsal yaşamı derinden etkilemektedir. Yaşanan toplumsal olaylar, farklı kültürlere sahip olan toplumları bir arada yaşamaya ve ortak çalışmaya zorunlu kılmaktadır. Bu nedenle toplumların ortak yaşam alanı olan dünyada bir arada hoşgörü ve uyum içerisinde varlıklarını sürdürebilmeleri için, bugünde kabul gören yeni bir siyasi sistem düşüncesi "Çokkültürlülük" üzerinde durulmaktadır.

Çokkültürlülük, farklılıkların bir arada yaşamasına olanak veren siyasi bir yapıdır. Çokkültürlülüğün olduğu her yerde çeviri olgusu da yaşamsal bir önem taşır. Çokkültürlü bir sistemde, farklı sosyo-kültürel özgünlüğe sahip toplumlar bir arada eşit koşullarda yaşayabilmek ve kendi kültürellerini ifade edebilmek için dilsel olarak kendilerini ifade etmeleri gerekmektedir. Ancak birçok alanda benzer kültürel sembollere sahip toplumların birbiri ile anlaşması ve bir arada yaşaması daha kolay gözükmektedir. Çokültürlü bir toplum yapısına kültürel benzerliklere sahip toplumlar daha hızlı uyum süreci yaşamaktadır.

Bu bağlamda, insanların ortak yaşam alanları ve dünyadaki gelişmelerin, kültürlerin yeniden yorumlanmasını ve üretilmesini gerekliliğini ortaya koymaktadır. Bu çalışmada da kültürün dinamik özelliğinden hareketle; farklı kültürel yapısı olan toplumların "Çokkültürlü" bir sistem etrafında birlikte yaşamaları kolaylaştıran toplum çevirmenliği bağlamında irdelenecek ve benzer kültürel yapıya sahip toplumların çokkültürlü sistem içerisinde varlıklarını daha kolay sürdürebildiklerine vurgu yapılacaktır.

Anahtar Sözcükler: Kültür, Çokkültürlülük, Toplum Çevirmenliği

The Effects of Cultural Similarities on Multicultural Life and Community Translation

Abstract: The vital experiences of societies can bear similarities in mutual interaction due to the spatial situation in the historical process. In addition, in order to adapt to the common environmental conditions in which different societies live and to maintain their existence, social behavior patterns with similar thinking may show similarity. In this context, there are similarities of unique cultural characteristics such as thoughts, traditions, norms, values and actions of different societies.

There is a very rapid and continuous change in every field in the world. Incredible developments, especially in the fields of communication and transportation, deeply affect social life. Experienced social events oblige societies with different cultures to live together and work together. For this reason, in order for societies to continue their existence together in tolerance and harmony in the world, which is the common living space, the idea of a new political system that is accepted today, "Multiculturalism" is emphasized.

Multiculturalism is a political structure that allows differences to live together. Translation is vital wherever there is multiculturalism. In a multicultural system, societies with different socio-cultural specificities need to express themselves linguistically in order to live together under equal conditions and to express their own cultures. However, in many areas, it seems easier for societies with similar cultural symbols to agree with each other and live together. Societies with cultural similarities to a multicultural society structure experience a faster adaptation process.

In this context, it reveals the necessity of reinterpreting and producing cultures, common living spaces of people and developments in the world. In this study, based on the dynamic feature of culture; It will be examined in the context of community interpreting, which facilitates the coexistence of societies with different cultural structures around a "multicultural" system, and it will be emphasized that societies with similar cultural structures can more easily maintain their existence in a multicultural system.

Keywords: Culture, Multiculturalism, Community Translation

1. GİRİŞ

Toplumlararası etkileşim arttıkça, kültürlerarasındaki benzerlikler ve ortak özellikler artmaktadır. Teknolojinin gelişmemiş olduğu dönemlerde, kültürel benzerliklerin en temel nedeni, toplumların yaşadığı coğrafya ve onun

beraberinde getirdiği yaşamsal zorluklarla mücadeleye yönelik davranışlar ve tutumlardı. Çünkü toplumlararası iletişim ve ulaşım olanakları kısıtlı durumda bulunmaktaydı. Ancak teknolojinin insanlığa her alanda sunduğu hızlı gelişmeler, faklı kültürel kimliğe sahip toplumları daha sık bir araya getirmekte ve hatta birlikte yaşanmaya zorlamaktadır. Bu bağlamda ortaya çıkan karşılıklı kültürel etkileşimler, toplumlararası ortak kültür değerlerinin oluşmasına da katkıda sunmaktadır.

Bugün dünyada yaşanan ve farklı toplumların bir araya gelmesini olanaklı kılan kültürel değişim araçları (Küreselleşme, göç ve medya), toplumların özgün olan kültürlerini derinden etkilemektedir. Bu etkileşim, toplumu oluşturan bireylerin toplumsallaşmasında, farklı kültürel yapıları tanıyarak belli kalıpların dışına çıkmasını sağlamaktadır. Aynı coğrafyada yaşayan farklı kültüre sahip toplumların, bir arada uyum içerisinde yaşamaları birbirlerini anlamaktan geçmektedir. Birden çok farklı kültürün aynı çıkarlar doğrultusunda örgütlenme biçimi önemlidir ve bu da çokkültürlülük terimi ile ifade edilmektedir. Çokkültürülük altında, kültürel ilişkilerin çok yoğun yaşandığı farklılıkların birlikteliği, ortak toplumsal kurumların oluşturulduğu bir süreçtir. Siyasi bir şemsiye altında aidiyetlerini bulan farklı kültürlerin, kendilerini ifade etmeleri ve kabul görmeleri karşılıklı iletişim ve anlaşmadan geçmektedir. Bu nedenle kültürel farklılıkların çokkültürlü bir toplumda varlıklarını sürdürebilmeleri için, onları çok iyi tanıyan hem toplum uzmanı hem de dil uzmanı olan toplum çevirmenleri gerekmektedir.

Çokkültürlü toplumların uyum içerisinde yaşayabilmeleri için dilsel iletişim bir ön koşuldur. Sosyal ve dilsel donanım gerektiren toplum çevirmenliği çokkültürlü toplumların zengin çeşitliliğinin korunması ve güven içerisinde olabilmeleri açısından önemli bir uygulamadır. Ortak insanlık değerlerinden hareketle, farklı kültürlerin birlikte yaşamlarını sürdürmemelerini ve birbirlerinin farklılıklarına hoş görü ile bakmaları sağlanabilmektedir. Ortak olan kültürel değerlerin yaşamsal boyutta uygulanabilirliği konusunda farklı kültürel dokuları tanıyan toplum çevirmeliği uzamları etkili olmaktadır.

2. KÜLTÜRÜN TANIMI VE ÖZELLİKLERİ

Kültür tanımı oldukça çok yapılan ve kapsam alanı geniş bir kavramdır. Her toplumsal yapının kendisine özgün bir kültürel birikimi vardır. Kavramsal olarak kültür sorunsalını tanımlayabilmek için, toplumların nesilden nesile aktardığı inanç, bilgi, duruş ve seziş uygulamalarını tarihsel süreç içerisinde de tanımak ve tanımlamak gerekmektedir (Limon, 2012:108). Her toplumun yaşamsal deneyimleri, bireylerin toplumsal yaşam içerisinde belli davranış ve tutumları, kültürün birer yansımalarıdır. Doğuştan başlayarak bireyde kendi edindiği kültürün çerçevesinde kendi davranış ve tutumlarını oluşturmaktadır.

Kültür, Latince'de tarım anlamında kullanılan gelen Cultura kelimesinden türetilmiştir. Daha sonra batı dillerinin birçoğunda Culture olarak kullanılmış ve bu sözcük Osmanlıcada karşılığını hars şeklinde bulmuş ve bugüne kadar gelmiştir. Kültür sözcüğü, Avrupa'da 19.Yüzyılın sonunda İngiliz Antropologları, etnografya tarafından incelenen toplumlara özgü olan düşünce, eylem biçimleri, inançlar, değer sistemleri, simgeler ve tekniklerin tümünü anlatmak üzere kullanmışlardır. Özellikle sosyolojinin konusu olan kültür kavramı, etkileşimlere yön veren senaryo ve rollerin işleyişinin daha iyi anlaşılmasına yardım eden bir kavram olarak kullanılmaktadır (Kocadaş, 2006: 2).

Kültür kavramında asıl söz konusu olan kültürün değişen değerler, gelenekler, sosyal ve politik ilişkiler ve yaratıcı dünya görüşü şeklinde, paylaşımları ve dönüşümleri ortak bir tarih, coğrafya, dil, sosyal sınıf ve din birlikte yaşayan insanlar tarafından üretilmesidir (Şahin, 2019:460). Kültür sözcük olarak il kez Taylor tarafından kullanılmış ve tanımı yapılmıştır. Taylor'a göre kültür; "Kültür toplumun bir üyesi olarak insanoğlunun kazandığı bilgi, sanat, ahlak, gelenekler ve benzeri diğer yetenek ve alışkanlıkları kapsayan karmaşık bir bütündür". Taylor bu tanımında, kültürün karmaşık bütünlüğü kavramıyla onun insan tarafından kazanıldığı gözlemini, büyük bir ustalıkla bir araya getirmektedir Limon, 2012: 108). .

Kültür, insanoğlundan önce mevcut olmayan bir olgudur. İnsanoğlunun varlığı, bulunduğu coğrafyaya göre uyarladığı yaşam tarzına göre kültürün oluşmasını sağlamış ve uygarlık seviyesine göre nesilden nesile geliştirerek aktarmıştır. Kültürlerin yok olmadan devamının sağlanması, toplum yeni katılan bireylerin toplumsallaşmasını sağlayan kurumlarla olanaklıdır. Bu kurumlar, kültürün anlamlı bir bütün halinde toplumun yeni üyelerine aktarılmaktadır. Bu kurumlar, aile kurumu, ekonomi kurumu, din kurumu, siyaset kurumu, eğitim kurumu gibi alt kültür gruplarıdır. Bütün bu alt kültür gruplar, toplumdan ayrı kendi içerisinde bağımsız kurumlar değildir. Diğer kurumlarla birlikte bir anlam üretmektedir (Şahin, 2019:460).

Bir toplumu bir arada tutan ve varlığının temel nedeni olan kültürün temel özellikleri, sonradan her bir bireyin toplumun bir üyesi olması şeklinde öğrenilmektedir. Kültür; belli bir gruba aittir, nesilden nesile aktarılır,

değerler sisteminden oluşur ve grup üyelerinin davranışlarını sürekli ve tahmin edilebilir bir şekilde etkilemektedir. Mutlu (1999) kültürün özelliklerini şu şekilde özetlemeye çalışmıştır. Kültür; öğrenilir, uyarlanabilir, kuşaktan kuşağa aktarılabilir, paylaşılabilir, sınırlayıcıdır, simgeleyicidir ve birbirini bütünleyen çeşitli unsurlardan oluşur. Kültür, öğrenilerek ve tecrübe edilerek kazanılır ve bunun yanında kültür üzerinde uyarlama yapmak insanın doğal kabiliyeti dâhilindedir. Kültür, nesilden nesile aktarılır ve toplumun bütün bireyleri tarafından paylaşılmaktadır. Kültür, ait olduğu toplumu bir takım ölçüler içerisine sokarak sınırlamaktadır. Kültür, bir olgunun başka bir olgu tarafından tanımlanması, simgelenmesi veya kullanılmasıyla alakalıdır (Akt. Yeşil, 2013:55).

Bugün dünyada tüm toplumlar ve onlara ait kültürler hızlı bir değişim içerisinde bulunmaktadır. Bunun temel nedeni teknolojik gelişmelerin beraberinde insanlığa sunduğu hızlı ulaşım ve iletişim olanaklarıdır. Bu bağlamda farklı kültürler, çeşitli nedenlere dayalı olarak aynı coğrafya üzerinde birlikte yaşamak zorunda kalmaktadırlar. Yani birden çok farklı kültürün bir araya gelmesi ile çokkültürlü toplumlar oluşmaktadır. Çokkültürlü toplum yaşamı da ortak ve benzer kültürel olguların oluşmasına neden olmaktadır.

3. ÇOKKÜLTÜRLÜ TOPLUMUN TANIMI VE YAPISI

Dünyada bugün farklı toplumların, barış içerisinde birlikte aynı coğrafya ve siyasi yönetim altında yaşamlarını sürdürdüklerine tanık olunmaktadır. Özellikle gelişmiş ülkeler başta olmak üzere, neredeyse tüm ülkeler etnik, dinsel ve toplumsal farklılıklar açısından çeşitlilik göstermektedir. Geleneksel siyasi yapıya sahip ülke yapıları yok olmakla birlikte, farklılıkların eşitliği temelinde modern devlet düşüncesi ortaya çıkmıştır. Aslında bu düşünce yüzyıllardır Anadolu'da oluşan kültür mozaiği yapısını akla getirmektedir. Bu düşünceden hareketle, azınlık hakları ve farklılıkların barış içerisinde bulunması ve korunması, insani bir olgudur. Temel hak ve özgürlükler çerçevesinde, farklılıkların özgün kimliklerinin ortadan kaldırılmasına yönelik çabalarının olmasına izin verilmemektedir. Farklılıkların özgünlüğünü yok etmeden uyum ve barış içerisinde yaşamalarını sağlamak çokkültürlü toplumları kapsayan politikalarla olanaklıdır. (Bağlı & Özensel, 2013: 14).

Toplumsal ve kültürel değişim araçlarından küreselleşme ve göç bugün, toplum yapılarını belirleyen en büyük güçtür. Bu nedenle kültürel farklılıkların sürekli hareketlilikleri, kendi değerlerini kaybetmeden ve belli bir kaosa dönüşmeden bir siyasi şemsiye altında toplanması zorunluluğu doğmuştur. Bu düşünce çokkültürlü toplum yapısıdır. Çokkültürlülük, farklı kültürlerin barışçıl bir şekilde var olabilmeleri için önemli bir adımdır. Lacorne (1967), göre, ilk kez 1941 yılında ortaya çıkan çokkültürlülük kavramı, önyargısız ve bağsız bireylerden oluşan kozmopolit bir bir toplumu nitelendirmek için kullanılmıştır (Doytcheva,2013:15).

Çokkültürlülük, öncelikle farklılıklardan oluşan belli bir nüfus yapısına işaret etmektedir. Farklılıkların temelinde, farklı toplumsal yapılardan gelen kimselerin yanında dini farklı olan kimselerin, etnik kökenleri farklı kimselerin varlıkları söz konusudur. Çokkültürlülük, diğer bir anlamda, farklı kültürlere sahip toplumların kendi özgünlerini koruyarak birlikte inşa ettikleri siyasi bir yapılanma anlamına gelmektedir. Çok sesliliğe ve toplumsal çeşitliliğe önem veren demokratik bir ideoloji olarak ifade edilmektedir. Tüm bunların yanında çokkültürlülük, farklılıkların aidiyetlerinin varlığını ve değerinin kaybolmasını önlemek ve korumak için kayıt altına alan siyasi bir programı içermektedir (Doytcheva,2013:17).

Farklı kültürel yapıların varlığını sürdürülmesine yönelik çokkültürlülük yapısı, yeni bir dünya toplumu anlamına gelmemektedir. Kamusal alanları ve toplumsal ilişkilerin dünya çapında genişlemesine olanak veren çokkültürlülük, farklı düzey ve kimliklere sahip toplumların birlikte iç içe yaşayabilmelerine zemin oluşturmaktadır (Çınar, 206:26). Farklı toplumların arasında mesafelerin kaldırılmasında ve farklılıkların meşruluk kazanmasında çokültürlülük düşüncesi temelli siyasi yapılanma önemli bir rol oynamaktadır. 'Evrensel Yurttaşlık' anlayışının yattığı sorunların çözümünde çokkültürlülük siyasi yapılanması, farklı toplumların, belli bir büyük topluma adaptasyonuna kaynaklık etmektedir (Yanık, 2016:43).

Çokkültürlü bir siyasi model yapılaması, her ne kadar kültürel farklılıkların ortak çıkarlar doğrultusunda bir araya gelerek yasaması olsa da, farklılıkların bir arada uyumlu ve barış içerisinde yaşamasında kültürel benzerliklerin önemi oldukça büyüktür.

4. KÜLTÜREL BENZERLİKLERİN ÇOKKÜLTÜRLÜ YAŞAMA ETKİLERİ

Kültürler arasında milliyet, etnik köken, cinsiyet, yaş, fiziksel özellikler, cinsel yönelim, ekonomik durum, eğitim, meslek, din gibi olgulardan, kültürel benzerlikler ise daha çok sonradan kazanılan değerler, inançlar ve davranışlardan oluşmaktadır. Çokkültürlü yaşamı hem kültürel farklılıklar hem de kültürel benzerlikler yakından

etkilemektedir. Özellikle, kültürler arasında oluşan etkileşim sonucu paylaşılabilen kültürel benzerlikler, dil, din, etnik köken, cinsiyet gibi farklılıklarla oluşmuş çokkültürlü toplum yaşamını kolay hale getirebilmektedir. Kültürler arasında ne kadar çok benzerlik söz konusu olursa, farklılıkları daha iyi anlayabilme ve faklı kültürleri anlama olanağı fazlalaşmaktadır. Farklılıkları bir bütün gibi algılamak ve parçalardan bütüne doğru ilerlemeyi amaçlamak, farklı değerlerden oluşan kültürler arası öğrenme açısından önemlidir. Özellikle çokkültürlü toplumlarda karşılıklı olarak değerler, inançlar, davranışlar, yazılı ve sözlü edebiyat, dil, müzik, din, ahlâk, estetik vb.leri konusunda uzlaşmak, farklı kültür ve kimliklere hoşgörülü olmaktır (Küçük, 2011:239).

Kültürel benzerlikler, ötekini daha kolay kabullenmekte anahtar bir rol oynamaktadır. Özellikle dil, din ve tarihsel olaylarda birliktelik, toplumların birbirine daha fazla hoşgörü ve saygı ile bakmasını sağlamaktadır. Geçmişte toplumlar arasında çeşitli temellere dayanan etkileşimler, kültürel benzerliklerin çoğalmasını ve ortak özelliklerin oluşmasına kaynaklık etmiştir. Çokkültürlü yaşamda kültürel benzerlikler, beraberinde getirdiği ortak değerler çerçevesinde her bir taraf için diğer tarafı hızlıca tanıma olanağı sunmaktadır. Benzer kültürlere sahip toplumların olaylara karşı sergiledikleri davranışları ve tutumları da benzerlik göstermektedir. Kültürlerin gizemli etkisi farklılıkların yanında benzerliklerinin de etkisini çoklu toplumsal yaşam içerisinde kendisini göstermektedir. Bireyin toplumsallaşmasında büyük rol oynayan kurumlardan eğitim ve öğretim programları kültürlerin benzeşmelerini sağlamaktadır. Kültürlerin devamını sağlarken, kültürlerarası etkileşimi de olası kılmaktadır. Bu anlamda kültürün benimsetilmesinde önemli bir aracıdır (Kocadaş, 2006:4)

Teknolojinin hızla gelişmesi ve toplumlar arası ulaşım ve iletişim olanaklarının artması, kültürel benzerliklerin artmasına neden olmuştur. Özelikle kültürel değişim araçlarından medya, kültürel farklılıkların ortadan kaldırmaya ve benzerliklerin oluşmasını sağlamıştır. Medya, farklı kültürlerin küreselleşmesinde büyük rol oynamıştır. Bu yüzyılın son çeyreğinde, medya, özellikle kitle iletişim araçları oldukça yaygınlaşmış ve uluslararası ilişkilerin yanında kültürler arası ilişkilerin de iç içe girmiştir (Taylan & Arklan, 2008: 86). Kültürel olarak farklılıkların birbirlerinin farkındalığı çokkültürlü yaşamın gelecekteki varlığı açısından önemlidir. Ancak kültürel anlamda benzeşmek tek başına yeterli olmamaktadır. Farklılıkların birbirlerini anlamaları ve kültürel boyutta tanımaları için ortak bir dilsel iletişime gereksinimleri vardır. Bu gereksinim de her farklı kültürleri tanıyan dil ve toplum uzmanları olan toplum çevirmenleri ile olasıdır.

5. TOPLUM ÇEVİRMENLİĞİNİN ÇOKKÜLTÜRLÜ YAŞAMDA GEREKLİLİĞİ

20. Yüzyılın ikinci yarısından itibaren sözlü çevirinin alt bir türevi olarak ortaya çıkan toplum çevirmenliği (Otto Kade 1968, Hans J. Vermeer und Katharina Reiß 1984), bugün çalışma alanı oldukça çok genişleyerek günlük yaşam içerisinde kullanılan özgün bir disiplin haline gelmiştir. Farklı dillerin ve kültürlerin buluştuğu çokkültürlü toplumlarda, tüm herkesin kamu hizmetlerinden eşit şekilde faydalanabilmeleri açısından çeviri desteği ihtiyacı söz konusudur. Bu ihtiyacın giderilmesi için, adına toplum çevirmenliği denilen sözlü çeviri etkinliği kullanılmaktadır. Nüfus yapısı çeşitliliği çok olan Kanada ve Avusturalya gibi ülkelerde bu çeviri türü oldukça sık kullanılmaktadır (Doğan, 2015:62).

Toplum çevirmenliği, çokkültürlülüğün olduğu her yerde söz konusudur. Bu anlamda, çeviri alanının dilbilimiden ayrı özgün bilimsel bir alan olarak araştırmalara konu olmasıyla birlikte, diğer bilimsel disiplinlerin de ortak araştırma ortağı haline gelmiştir. Özellikle sosyoloji ve çeviri ilişkisi, çevirinin salt dilsel iletişim görevi olmadığını, kültürlerarası ve toplumlararası önemli bir olgu olduğunu işaret etmektedir. Bu anlamda Pöchhacker'e göre toplum çevirmenliği; insanbilim ve toplumbilim arasında yeni bir paradigma olan toplum çevirmenliği, 2004 yılından itibaren farklı bilim alanlarında araştırma yapan bilim insanlarının ilgisini çekmeye başlamıştır. 2004 yılında toplum çevirmenliği çalışmaları literatürdeki önemli yerini almıştır. Aynı yıl içerisinde toplum çevirmenliği ile ilgili bilimsel alanda yazılmış kitaplar yayınlanmıştır (Akt. Doğan, 2020: 75).

Toplum çevirmenliği, gönüllülük esasına dayalı olarak yapılan sözlü bir çeviri alanı iken, artık çalışma alanlarının genişlemesi nedeniyle daha kurumsal hale gelmiştir. Bugün gelişmiş batılı ülkelerde ve çokkültürlülüğü bir siyasi rejim olarak kullanan ülkelerde toplum çevirmeliği, çeşitli kurumların bir uzmanlık departmanı olarak hem sahada hem de alanda çalışmaktadır. Toplum çevirmenliği ile uğraşan kimseler bir uzaman olarak, dünyada yaşanan küreselleşme ile birlikte oldukça çok bilimsel alanın çalışma grubunda yer almaktadır. Örneğin son dönemlerde oldukça sık yaşanan uluslararası göç olayların de ve afetlerde toplum çevirmenliğinin yaşamsal bir rol üstlendiği görülmüştür. Afette toplum çevirmenliği grupları, her hangi bir afet durumunda, afet olan ülkeye gelen yabancı arama ve kurtarma ekiplerine; ülkeye girdikleri andan itibaren, arama kurtarma yaptıkları anlarda iletişim sorunlarını karşılamakla sorumludur (Kurultay, & Bulut, 2012:78).

Toplum çevirmenliği, farklı ülkeler de değişik isimler de de söylenmektedir. Örneğin, İngilizcede "community interpreting, puclic service interpreting", Fransızcada "interpretariat communautaire", Almancada "Sprach-und Kulturmittler, Sprach- Intergrationmittler, ve resmi dili almanca olan Avusturya'da "Kommunaldolmetscher", İsviçre'de "interkulltureller Übersetzer" ifade edilmektedir (Doğan, 2017: 73). Bu da toplum çevirmenliğinin farklı kültürlerin ortak yaşam alanlarında ne kadar önemli bir işlevi olduğunun kanıtıdır. Çokkültürlü toplumların oluşması ve varlığını sürdürmesi, birbirini anlamdan ve hoşgörüden geçmektedir. Toplum çevirmenliği meslek olarak çokkültürlülüğün devamlılığını sağlayabilecek bir toplumsal ve dilsel köprü görevi yapmaktadır.

6. SONUÇ

Tarihsel süreç içerisinde kültürlerarası iletişim ve etkileşim olmuştur. Bu etkileşimler, kültürlerarası benzerliklerin oluşmasına kaynaklık etmiştir. Ayrıca yaşanılan coğrafyanın benzerliğine göre oluşturulan kültürel deneyimlerin de birbirine benzemesi olasıdır. Bu bağlamda farklı kültürlerin ortak kültürel semboller oluşturması ve bu çerçevede birbirlerini kabullenmeleri daha kolay olacaktır.

Dünyada bugün yaşanan ve kültürlerarası iletişimini zorunlu hale getiren gelişmeler, kültürlerin ortak değerler oluşturmasına ve farklılıkların birlikte yaşamasına neden olmaktadır. Özellikle kültürel değişim araçları küreselleşme, göç ve medya, çokkültürlü toplumların oluşmasını ve birlikte yaşamasını zorunlu kılmaktadır. Farklılıkların birbirini anlaması ve kültürel özgünlüklerine hoşgörü ile bakması için, bir iletişim koridoru olması gerekmektedir. Farklılıklar arasında bu bağlantıyı çeviri, özellikle de dil bile toplum uzmanlığı donanımlarına sahip toplum çevirmenleri sağlayacaktır. Kültürel benzerlikler, çokkültürlü bir siyasi şemsiye altında buluşan farklı kültürlerin birlikte uyum içerisinde ve kendi kültürel kimliklerini kaybetmeden yaşamalarını sağlayacaktır.

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II. Abdülhamit Döneminde Gayrimüslim Hayvan Sahiplerinin Vergilendirilmesinde Canavar Resmi*

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Özet: Osmanlı ekonomisi tarımsal üretime dayanmaktadır. Bu özelliği Osmanlı kamu maliyesine de yansımıştır. Bu bağlamda, tarım sektöründen elde edilen vergilerin önemli gelir kalemleri arasında yer aldığı söylenebilir. Zirai tarımın vergilendirilmesinin esasında öşür (aşar) vergisi bulunurken hayvancılıkta ağnam vergisi öne çıkmaktadır. Osmanlı Devleti'nde gayrimüslim hayvan sahiplerinin yetiştirdiği domuzlar ise canavar resmi ile vergilendirilmiştir. Bu vergi türü resmi kayıtlarda *"resm-i hınzır"* veya *"resm-i canavar"* olarak da adlandırılmış, klasik dönem Osmanlı Devleti Kanunnamelerinde yer almıştır. Canavar resmi Tanzimat Fermanı öncesinde halktan gelen talepler sebebiyle kaldırılmıştır. Fakat, 1857-1858 mali senesinde, üç aylık yavrular hariç tutulmak üzere, domuz başına 10 kuruş nispetinde tekrar tahsil edilmeye başlanmıştır. Osmanlı arşiv belgeleri incelendiğinde II. Abdülhamit döneminde de verginin yürürlükte olduğu görülmektedir. Bu kapsamda, giriş bölümünde canavar resminin Osmanlı mali sistemindeki yeri aktarılacaktır. Daha sonra, II. Abdülhamit döneminde canavar resminin miktarına, vergi yükümlülüklerinin tespitinde hayvan sayımlarına ve verginin tahsilat sürecine değinilecektir Devlet Arşivleri Başkanlığı Osmanlı Arşivi (BOA) taramalarından elde edilen belgeler okuyucu ile buluşturulacaktır. Böylece, Osmanlı mali ve iktisadi tarihi çalışmalarına, II. Abdülhamit dönemi araştırmalarına katkıda bulunulacaktır.

Anahtar Kelimeler: Osmanlı Devleti, Osmanlı Devleti Maliyesi, II. Abdülhamit Dönemi, Canavar Resmi

The Taxation Of Non-Muslim Animal Owners By The Swine Tax In The Abdulhamit II Period

Abstract: In the Ottoman Empire, agriculture is the main source of income. The Ottoman public finances reflected this trait as well. In this context, it is appropriate to say that among the significant sources of income are the taxes collected from the agricultural sector. In contrast to the tithe tax, which is used to tax agricultural production, the ağnam tax (ağnam tax was an annual tax on sheep and goats in the Ottoman Empire) comes to the forefront in animal husbandry. The Ottoman Empire imposed a tax known as the "swine tax" on the pigs raised by non-Muslim animal owners. This kind of tax was called as *"resm-i canavar*" (beast tax) or *"resm-i hınzır"* (swine tax) and took place in the Ottoman Legal Codes of the classical era. Prior to the Tanzimat Edict, the swine tax was eliminated as a result of popular demands. However, it resumed collection in the fiscal year 1857–1858 at a rate of 10 kuruş per pig, excluding piglets under three months old. It can be seen from the Ottoman archive documents that the tax persisted under Abdulhamit II's rule. In this context, the introduction will explain the role of the swine tax in the Ottoman financial system. Later, the amount of the swine tax, animal counting in determining tax liabilities, and the tax collection process during the reign of Abdülhamit II will be discussed. The reader will be presented with documents obtained from the Ottoman Archives of the Presidency of State Archives (BOA). As a result, This research will have contributed to the Ottoman financial and economic history studies as well as Abdulhamit II period researches.

Key Words: Ottoman Empire, Ottoman Finance, Abdulhamit II Period, The Swine Tax

1. GİRİŞ

Klasik dönem Osmanlı Devleti'nin mali yapısı tımar sistemi çerçevesinde düzenlenmiştir. Bu özelliği ile birlikte tımar kesiminde vergileme temelde üç başlık altında gerçekleştirilmiştir. Ürün üzerinden alınan vergiler (harac-ı mukaseme), toprak üzerinden alınan vergiler (harac-ı muvazzaf) ve kişi üzerinden alınan vergiler mali gelirlerin ana başlıklarını ifade etmektedir. Ürün üzerinden alınan vergiler, zirai vergiler ve hayvanlardan alınan vergiler olmak üzere iki kısımdan meydana gelmektedir. Hayvanlardan alınan vergiler kapsamında koyun-keçi sahipliği ağnam resmi ile vergilendirilmiştir (Tabakoğlu, 2012: 299-300).

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Ağnam resminin mükelleflerini Osmanlı Devleti'nde yaşayan tüm koyun-keçi sahipleri oluşturmaktadır. Hayvanların adedi üzerinden maktu olarak alınan ağnam resmi yılda bir defa ödenmektedir ve elde edilen gelirler hazineye aktarılmaktadır. Makalemizin inceleme alanını oluşturan canavar resminde ise konu yetiştiriciliği yapılan domuzların vergilendirilmesidir. Bu verginin mükellefleri gayrimüslim hayvan sahipleridir. Domuz başına maktu olarak alınan canavar resmi harman sonunda ödenmiş ve tımar sahipleri (hazine) tarafından tahsil edilmiştir (Öner, 2005: 140-141).

Canavar resmi Osmanlı Devleti Kanunnameleri'nde de yer almaktadır. Bu açıdan değerlendirildiğinde verginin *"kadim"* bir gelir türü olduğu söylenebilir. Fatih Sultan Mehmet'in Umumi Kanunnamesi'nde yabanda yürüyen ve sığırla güdülen iki domuzdan (donuz) 1 akçe, evde kümeslerde beslenenlerden hayvan başına 1 akçe alınması istenmiştir. II. Bayezid'in Umumi Kanunnamesi'nde domuzların (hınzır) kesimi yapıldığında, sahiplerinin tımarlı sipahiye hayvan başına 1 akçe vermesi gerektiği belirtilmiştir (Osmanlı Vergi Mevzuatı, 1999: 12, 50).

Tanzimat Fermanı öncesinde, Belgrat ve Alacahisar sancaklarında bulunan domuzların her birinden senede 4 para alındığı ancak halkın talepleri sonrasında affedildiği ve bu gelir türüne çokça önem verilmediği belirtilmektedir. 1193 (miladi 1779-1780) yılından sonra canavar resminin tahsilinin yapılmadığı ifade edilmektedir (Sayın, 1999: 32).

Canavar resmi, Tanzimat Fermanı'nın ilanından sonra, 1273 (miladi 1857-1858) senesinde tekrar tahsil edilmeye başlanmıştır. Bu kararda domuzların çoğalma-üreme oranlarının yüksek olması, ormanlarda masrafsızca beslenebilmesi ve yavrularından istifade imkanları dikkate alınmıştır. Muhtelif resimler tek başlık altında birleştirilerek ve 3 aylık yavrular hariç tutularak hayvan başına 10 kuruş vergi miktarı belirlenmiştir. Miktarın bir anda 10 kuruş derecesinde belirlenmesi domuz sahiplerine ağır gelmiştir. Bu gerekçe ile vergi miktarı önce 1274'te (miladi 1858-1859) 7 kuruşa ve sonra 1279'da (miladi 1863-1864) 3 kuruşa indirilmiştir (Sayın, 1999: 500; Şener, 1990: 144).

II. Abdülhamit döneminde de domuzların vergilendirilmesine devam edilmiştir. Bunun bir göstergesi de II. Abdülhamit dönemi bütçelerinde yer almasıdır. Vergi ile ilgili tahmin, tahakkuk ve tahsilat bilgilerine 1876-1877 senesi bütçesinden başlamak üzere 1908-1909 senesi bütçesine kadar ulaşılabilir. Bazı yıllar ve başlıklarla ilgili rakamlar bulunmamakla birlikte veriler Tablo 1'de gösterilecektir. Bu tabloda canavar resminden elde edilen gelirlerin adi bütçe gelirleri içindeki payı da yer alacaktır.

Tablo 1: II. Abdülhamit Dönemi Bütçelerinde Canavar Resmi

Mali Yıllar	Tahmin (Lira[4])	Tahakkuk (Lira)	Tahsilat (Lira)	Tahsilatın Adi Bütçe Gelirleri İçindeki Payı (%)
1876-1877	32.150	-	-	-
1877-1878	26.715	-	-	-
1878-1879	-	-	-	-
1879-1880	7.000	-	-	-
1880-1881	8.440	-	6.189	0.038
1881-1882	8.280	-	8.603	0.054
1882-1883	-	-	10.062	0.067
1883-1884	10.860	-	-	-
1884-1885	10.960	-	-	-
1887-1888	15.032	9.200	8.194	0.046
1888-1889	21.032	16.250	14.433	0.079
1889-1890	14.000	16.071	13.396	0.075
1890-1891	11.801	12.843	13.059	0.073
1891-1892	11.801	14.274	14.452	0.080
1892-1893	12.550	17.748	15.687	0.085
1893-1894	12.607	17.952	16.490	0.090
1894-1895	-	-	-	-
1895-1896	-	20.002	-	-
1896-1897	-	-	-	-

[4] II. Mahmut dönemindeki tağşiş süreçleri parasal sistemde istikrar arayışlarına yol açmıştır. 1844 tarihinde parada yeni standartlar belirlenmiş, 100 gümüş kuruş 1 altın liraya eşitlenmiştir. Bu parite Cumhuriyet dönemine kadar devam etmiştir (Pamuk, 2002: 458-459).

1897-1898	16.213	-	-	-
1898-1899	16.213	15.886	16.437	0.089
1899-1900	15.211	-	-	-
1900-1901	13.597	15.835	14.758	0.075
1901-1902	12.499	14.897	12.753	0.065
1902-1903	12.060	16.348	13.678	0.069
1903-1904	-	-	-	-
1904-1905	14.633	-	-	-
1905-1906	10.875	-	-	-
1906-1907	16.463	-	-	-
1907-1908	-	-	-	-
1908-1909	-	-	-	-

Kaynak: Akar (1998: 332, 345).

Tablo 1 incelendiğinde, mali yılların büyük çoğunluğunda canavar resmi gelir tahminlerinin yapıldığı gözükmektedir. Buna karşın, tahakkuk sütununda 12, tahsilat sütununda 14 yılın bilgileri bulunmaktadır. Tabloda ilgili tarihlerde tahakkuk ve tahsilat bilgilerinin yer almaması, bu tarihlerde canavar resminin tahsil edilmediği anlamına gelmemektedir. Çünkü, örneğin, 1900-1901 ve 1904-1905 mali yılları arasında gayrimüslim nüfusun önemli bir bölümünün yaşadığı Selanik, Manastır ve Kosova Vilayetleri bütçe gelirlerinde canavar resmi yer almaktadır (Bayraktar, 2014: 10-12).

Tablo 1'de canavar resmi tahsilat gelirlerinin II. Abdülhamit dönemi adi bütçe gelirleri içindeki payı da yer almaktadır. Sağ sütunda yer alan ve yüzde cinsinden ifade edilen bu oranlar dönem genelinde çok küçük paylara sahip olmuştur. Bu itibarla, canavar resminin II. Abdülhamit dönemi bütçe gelirleri arasında önemli bir kalemi ifade etmediği değerlendirmesi yapılabilir.

2. II. ABDÜLHAMİT DÖNEMİNDE CANAVAR RESMİNİN MİKTARI

II. Abdülhamit dönemi öncesinde canavar resminin miktarına ilişkin bilgiler yukarıda ifade edilmiştir. II. Abdülhamit döneminde, 1880 yılında alınan kararla domuz başına 3 kuruş vergi alınmıştır. Dört aylıktan küçük yavrular bu kapsamın dışında tutulmuştur (BOA, ŞD.: 1910/54). 1885'te Priştine sancağı Kolaşin bölgesinde 3.5 kuruş, Mitrovica kazasında 4 kuruş alındığı belirlenmiştir (BOA, ŞD.: 308/46).

1888 yılında canavar resmi 5 kuruşa yükseltilmiştir (BOA, MV.: 38/13). Bu zam bazı bölgelerde halkın tepkisine neden olmuştur (BOA, MV.: 42/30). Cezayir-i Bahr-i Sefid Vilayeti'nde verginin 3-3.5 kuruş seviyesine indirilmesi talep edilmiştir (BOA, MV.: 59/6).

Canavar resmi miktarı her zaman ilgili görevliler tarafından belirlenmemiştir. Osmanlı haricindeki civar bölgeler de bu konuda örnek alınabilmiştir. 21 Ağustos 1897 tarihinde, Yenişehir muhasebecisi vergiyi diğer yerlerdeki gibi 5 kuruştan mı yoksa Bosna'daki ağnam gibi 50 paradan mı alacağını sormuştur. Yetkililer Yunan Hükümeti'nce ne kadar alınıyorsa aynısının alınması bildirilmiştir (BOA, MV.: 93/13).

1906 yılında canavar resmi miktarı yeniden belirlenmiştir. Bu belirlemede hayvanların kaç aylık oldukları ve yaşları hesaba katılmış, bu şekilde vergilemede farklılaşmaya gidilmiştir. Maliye Komisyonu'ndaki müzakerelerde canavar yavrularının 3-6 ay arasında 40-50 kuruş, 6 ay-1 yaş arasında 70-80 kuruş kıymetleri olduğu belirlenmiştir. Bu tespitlerle birlikte 3-6 aylık canavarlardan 5, 6 ay-1 yaş arasından 7.5 ve 1 yaş üstü canavarlardan 10 kuruş alınması karara bağlanmıştır (BOA, MV.: 113/15).

18 Kasım 1907 itibariyle canavar resmi 5 kuruşa indirilmiş, tahsil olunan fazla miktarın hayvan sahiplerine iade olunacağı ifade edilmiştir (BOA, TFR.I.SL..: 164/16365).

Literatür kaynakları ve yukarıda aktarılan arşiv belgeleri temelinde 19. yüzyıl Osmanlı Devleti'nde canavar resminin yıllar itibariyle değişimi Tablo 2'de özetlenebilir. Bu sayede bilgilerin takibi daha kolay hale gelecektir.

Tablo 2: 19. Yüzyılda Osmanlı Devleti'nde Canavar Resminin Miktarı

Yıl	Canavar Resmi Miktarı (Kuruş)
1857	10
1858	7
1863	3
1880	3
1885	3.5-4

1888	5
1906	5-7.5-10
1907	5

Kaynak: Sayın, (1999: 500); Şener, (1990: 144); BOA, (ŞD.: 1910/54); BOA, (ŞD.: 308/46); BOA, (MV.: 38/13); BOA, (MV.: 113/15); BOA, (TFR.I.SL..: 164/16365).

Tablo 2'de 19. yüzyılda canavar resmi miktarının yıllar itibariyle farklılaştığı görülmektedir. 1857, 1858 ve 1863 yıllarında sırasıyla 10, 7 ve 3 kuruş miktarlarıyla tahsilatlar yapılmıştır. II. Abdülhamit döneminde 1880 yılında 3 kuruştan alınan vergi 1906'da 10 kuruşa kadar yükselmiştir. 1907'de canavar resminde indirim yapılmış, vergi miktarı 5 kuruş seviyesine düşürülmüştür.

19. yüzyıl genelinde canavar resmi 3 kuruş ile 10 kuruş arasında değişim göstermiş, alınan kararlar ve halktan gelen talepler neticesinde miktarlarda değişiklikler yapılmıştır.

3. II. ABDÜLHAMİT DÖNEMİNDE CANAVAR RESMİNDE VERGİ YÜKÜMLÜLÜKLERİNİN TESPİTİNDE SAYIMLAR

Osmanlı Devleti'nde mali kaynakların tespiti ve giderlerin finansmanı için sayımlar yapılmıştır. Bu faaliyetler aynı zamanda kayıtlı iktisat anlayışının göstergesidir. Bu yöntem Osmanlı öncesinde Roma, Sasani, Bizans, Emevi, Abbasi, Selçuklu ve Memlük devletleri tarafından da uygulanmıştır (Tabakoğlu, 2012: 251).

Sayımların pratikteki çıktısı tımar sisteminin uygulanması, idari, sosyal, askeri düzenlemelerin yapılması olmuştur (Tabakoğlu, 2016: 160).

II. Abdülhamit döneminde domuz sahiplerinin vergi yükümlülüklerinin tespiti için sayımlar yapılmıştır. Bununla ilgili, farklı tarihlerde yürürlüğe konulmuş iki talimatname bulunmaktadır. Bu talimatnameler aslen ağnam vergisini ilgilendirmekle birlikte canavar resminde de bu talimatnamelerde yer alan hükümlerin uygulanacağı belirtilmiştir.

Bu uygulamalar "Ağnam Resminin Suret-i İdare ve İstifasına Dair Talimatname" ve "Ağnam Resminin Suret-i Tadad ve Cibayetine ve Yoklama Muamelatının İfasına Dair Talimat" adlarını taşımaktadır. Sırasıyla 4 Şubat 1888 ve 27 Mart 1907 tarihlerinde yürürlüğe konulmuşlardır. Talimatnamelerde temelde şu konulara değinilmiştir:

- Ağnamın tadadı (sayım) ve yoklaması,
- Tadad ve yoklamanın nasıl gerçekleştirileceği,
- Mektum (vergi ödememek amacıyla sayım sürecinde gizlenmiş hayvan) bulunacak hayvan için uygulanacak ceza,
- Ağnam resminin tahsilat süreci.

İlgili maddeler sonrasında canavar resmi sayımlarının da bu usullerle icra edileceği ifade edilmiştir. Canavar resminin ağnam resminden ayrılan yönü hayvan sayımı ve vergilerin ödeme zamanıdır. Ağnam resmi için sayımlar nisan veya mart aylarında yapılmaktadır Sayımı takip eden ilk üç ay içinde borçlar ödenmektedir. Canavar resminde ise hayvan sayımları eylül ayında gerçekleştirilmektedir. Eylül, teşrin-i evvel ve teşrin-i sani ayları sonunda ödemeler alınmaktadır (Osmanlı Vergi Mevzuatı, 1999: 849-859, 1479-1487). Bu işlemlerde rûmî takvim takip edilmektedir.

4. II. ABDÜLHAMİT DÖNEMİNDE CANAVAR RESMİNİN TAHSİLATI

II. Abdülhamit döneminde canavar resminin tahsilat sürecinde olumsuzluklar meydana gelmiştir. Burada tahsilat masrafları, kaynağı bilinmeyen noksanlıklar ve bakayalar (tahsilatın zamanında yapılmaması, vergi ödemelerinin sonraya bırakılması) mali açıdan önemli yükler oluşturmuştur. Örneğin 1877 tarihli Bosna canavar rüsumundan, tahsilat masrafları hariç olmak üzere, 565 bin 189 kuruş 36 para gelir elde edilebilecek iken 436 bin 262 kuruş 6 para tahsil edilebilmiştir. 147 bin 485 kuruş 28 para çeşitli nedenlerle noksan kabul edilmiş, 129 bin 327 kuruş 30 para da bakaya kalmıştır. Bu belgede verginin emaneten idare edildiği belirtilmiştir. (BOA, İ..ŞD..: 33/1642).

1907 yılına ait belgede de sayım ve tahsilat masraflarının yüksekliği ifade edilmektedir. Buna göre, içinde bulunulan senede tahsil edilen vergi miktarının %4'ü sayım masraflarına harcanırken %50'lik kısmı tahsilat masraflarına ayrılmaktadır (BOA, TFR.I..MN..: 144/14324).

Bakayalarla ilgili sorunlara çözümler getirilmeye çalışılmıştır. Nezaret-i Umur-ı Aşar ve Rüsumat İdaresi'ne ait belgede yüklü bakayaların olduğu yazmaktadır. Bu gerekçe ile Edirne ve Selanik Vilayetleri maliye müfettişi Mustafa Vasfi Efendi ilgili makamlara bir tahrirat göndermiştir. Bu tahriratta ağnam resmi ödemelerinin taksit sürelerinin bitiş tarihinden beş gün sonra, haziranın on beşine kadar tamamen tahsil edildiği konusunda bilgilendirme yapılmıştır. Ayrıca ağnam memurların tahsilat işlemleri için %20 oranında tahsildariye geliri elde ettiklerini, bununla alakalı lahika olduğunu yazısına eklemiştir. Canavar resminde de bu uygulamanın hayata geçirilmesinin uygun maslahat olacağını iletmiştir (BOA, ŞD.: 371/30). Bu sayede ağnam resminde olduğu gibi canavar resminde de bakayaların azalması ve gelir artışlarının yaşanması öngörülmüştür.

Mustafa Vasfi Efendi'nin önerileri 3 Temmuz 1897'de Şura-yı Devlet Maliye İdaresi'ne, 13 Temmuz 1897'de Sadaret'e ulaşmıştır. 14 Temmuz 1897 tarihinde Serkatip Tahsin bu belgeyi cevaplamış, konu daha sonra padişaha arz edilmiştir (BOA, İ..ML..: 22/28; BOA, BEO, 980/73450). Mustafa Vasfi Efendi'nin tavsiyelerinin uygulandığına yönelik belgelere ulaşılamamıştır.

Bakayaların memurlara verilen maaşlarla ilgili olduğunu destekleyen başka örnekler bulunmaktadır. Maliye Nezareti'nden gelen tahrirata göre görevlilere 100 kuruşta 20 para tahsildariye ödemesi yapılmalıdır. Selanik Vilayeti Defterdarlığı bu konunun yeniden gözden geçirilmesini talep etmiş, tahsildariye ödemelerine dair Rumeli Vilayeti Müfettiş Umumiliği'ne yazı yazmıştır. Çünkü tahsilatlarda ulaştırma masrafları bulunmaktadır ve görevlilerin tahsilat işlemleri için vesait tedarik etmeleri gerekmektedir (BOA, TFR.I.SL..: 87/8628). 100 kuruşta 20 para ödenmesi %2 seviyesine denk gelmektedir.

Tahsildariye ödemelerinin azlığı tahsilat memuru bulmada zorluklara da neden olmuştur. Manastır Defterdarlığı'na gönderilen belgede maaşlar %2 seviyesinde belirlenmişken sayım masraflarının %2.5 oranında gerçekleştiği belirtilmektedir (BOA, TFR.I..MN..: 149/14860). Bu halde sayım memurlarının yaptıkları işten gelir elde etmesi mümkün olmayacaktır.

Selanik Defterdarlığı'na yazılan belgede de aynı sorun dile getirilmiştir. Bu belgeye göre, tahsilattan ayrılacak %10'luk pay sayım memurlarının, emval tahsildarlarının ve muhtarların harcamalarını karşılamayacaktır. Bu kişiler tahsilatlar için 40 gün kadar köylerde beklemekte, işin tamamlanabilmesi için harcamalar yapmaktadır. Ancak belirlenen oranların değiştirilmesi kabul edilmemiş ve kararların idare-i maslahat olduğu söylenmiştir (BOA, TFR.I.SL..: 167/16601).

Canavar resminde yaşanan tahsilat sorunlarının ağnam resmi ile karşılaştırmalı olarak verilmesi konunun izahını somutlaştıracaktır. Bu amaçla hazırlanan Tablo 3'te 1903-1904 ve 1904-1905 yıllarına ait Selanik, Manastır ve Kosova Vilayetleri'nin ağnam ve canavar resmi verileri yer alacaktır. Her bir vilayet ve vergi geliri başlığı için tahakkuk, geçmiş ve cari yıl tahsilat miktarları kuruş cinsinden ifade edilecektir. Tahsilatların başarısını ölçmek için yıllık tahsilat miktarları tahakkuk başlığına bölünecek ve çıkan oran yüzde olarak ifade edilecektir.

Tablo 3: 1903-1904 ve 1904-1905 Mali Yıllarında Selanik, Manastır, Kosova Vilayetleri Ağnam ve Canavar Resmi Bilgileri

Selanik Vilayeti	1903-1904			1904-1905		
	Tahakkuk (Aslı)	Geçmiş ve Cari Yıl Tahsilatı	Tahsilat/Tahakkuk (%)	Tahakkuk (Aslı)	Geçmiş ve Cari Yıl Tahsilatı	Tahsilat/Tahakkuk (%)
Ağnam Resmi	14.443.160	14.438.853	%99	14.048.706	14.048.045	%99
Canavar Resmi	517.430	327.996	%63	486.790	199.735	%41
Manastır Vilayeti	1903-1904			1904-1905		
	Tahakkuk (Aslı)	Geçmiş ve Cari Yıl Tahsilatı	Tahsilat/Tahakkuk (%)	Tahakkuk (Aslı)	Geçmiş ve Cari Yıl Tahsilatı	Tahsilat/Tahakkuk (%)
Ağnam Resmi	7.877.861	7.551.552	%95	7.290.210	6.865.784	%94
Canavar Resmi	533.540	376.205	%70	269.745	233.068	%86
Kosova Vilayeti	1903-1904			1904-1905		
	Tahakkuk (Aslı)	Geçmiş ve Cari Yıl	Tahsilat/Tahakkuk (%)	Tahakkuk (Aslı)	Geçmiş ve Cari Yıl	Tahsilat/Tahakkuk (%)

		Tahsilatı			Tahsilatı	
Ağnam Resmi	7.184.461	6.777.979	%94	6.916.417	6.516.202	%94
Canavar Resmi	541.020	322.832	%59	465.210	247.189	%53

Kaynak: Bayraktar, (2014: 10-12).

Tablo 3'te aktarıldığı üzere, her bir vilayet ve ilgili yıllar için ağnam resmi tahsilat başarısı canavar resmine göre daha yüksektir. Bir diğer ifade ile canavar resminden elde edilen yıllık gelirler tahakkuk miktarının çok gerisinde kalmış, tahsilat süreçleri iyi yönetilememiştir. Tahsilat miktarının tahakkuka oranı ağnam resminde en düşük %94 oranında gerçekleşmiştir. Canavar resminde ise en iyi oran 1904-1905 yılı için Manastır Vilayeti'nde gerçekleşmişse de bu rakam belirtilen üç vilayet özelinde %41'lere kadar gerileyebilmiştir. Bu sonuçlarda yukarıda örneklenen sorunların etkili olduğu çıkarımı yapılabilir.

Canavar resminin tahsilatı her dönemde tahsilat memurları ile yapılmamıştır. Maliye Nezareti'ne iletilen evrakta canavar sayımı zamanının yaklaştığı bildirilmiştir. Gerekli işlemlerin ağnam resminde olduğu gibi vergi tahsildarları ile mi yoksa önceden yapıldığı gibi muvakkat yani geçici memurlarla mı yapılacağı sorulmuştur. Bu soruya verilen cevapta geçici memurların istihdam edileceği bildirilmektedir. Vazifenin tahsildarlara verilmesi tahsilat sürecinde aksamalara neden olabilecektir (BOA, TFR.I.UM..: 14/1376).

1906 yılında vergi miktarlarında yaş-ay hesabının yapılması sayım işlemlerini olumsuz etkilemiştir. Bu sebeple memurlar ek sorumluluklar üstlenmiştir. Bazı mahallerde sayımların tekrarı için ikinci kez köylere gidilmiştir. Ayrıca, sayımlarda canavar yavrularının kaç aylık olduğuna dair belirsizlikler yaşanmıştır. Selanik Defterdarlığı'ndan Selanik Vilayeti Müfettişliği'ne yazılan belge buna örnek gösterilebilir. Burada 5-6 kazada yavruların sayımlarda ayrılması istenmiş, sayımı yapılan yerlerde ise 3 aydan küçük yavruların yoklamalardan çıkarılması talep edilmiştir (BOA, TFR.I.SL..: 91/9086). Bu isteğe bağlı olarak sayımların ve ilgili tutanakların yeniden düzenlenmesi gerekecektir. Memurların 3 aydan küçük yavruları ayırmak üzere tekrar köylere gönderilmesi durumu Rumeli Vilayeti Müfettiş Umumiliği'ne gönderilen belgede de bulunmaktadır. Bu işlemler padişahın emri üzerine yapılmaktadır (BOA, TFR.I.SL.: 94/9301).

Manastır Vilayeti'nde 3 aydan küçük olduğu kabul edilen yavruların bir ay sonraki sayımda 3 aylıktan fazla olduğu tespit edilmiştir. Görevli memurlar bu hayvanların mektum olduğunu iddia etmiş, sahiplerine verginin iki katı kadar ceza ödetmek istemiştir. Muhtarlar bu durumu ilgili makamlara şikayet etmiş, bunun üzerine 3 aydan küçük yavruların da kayıtlarının yapılması kararlaştırılmıştır (BOA, TFR.I..MN..: 149/14860). Alınan bu karar hayvan sayım süresinin uzamasına, buna bağlı olarak masrafların artmasına sebep olacaktır.

Tahsilatlarda yolsuzluklar da yaşanmıştır. Bununla ilgili belgede Çatalca Oklağı karyesi muhtarı Aristi'nin canavar resminden zimmetine para geçirdiği yazmaktadır. Aristi'ye Ceza Kanunu'nun 90. maddesi gereğince 3 ay hapis cezası verilmiştir. Ayrıca Aristi'den zimmetine geçirdiği paranın iki katı da alınacaktır (BOA, DH.MKT.: 1810/133).

Cuma-i Bala kazasında da sayım memuru İsotil ve katibi Veli Efendi kasten hile yaptıkları gerekçesiyle sorgulanmıştır. Meclis-i İdare-i Kaza 3 ay mahkumiyetlerine karar vermiştir. Bu dava daha sonra Mahkeme-i İdare-i Liva'da istinafen yeniden görülmüştür. 11 adet canavarın kötü maksatla kayıtlarının yapılmadığı karara bağlanmıştır. Ceza Kanunu'nun 102. maddesinin ilk fıkrasına atfen 1 maaş miktarı para cezası alınmasına ve vergi borcunun bir katı olan 110 kuruşun suçlular tarafından ödenmesine hükmedilmiştir (BOA, TFR.I..SL..: 116/11527).

5. SONUÇ

Canavar resmi ile Osmanlı Devleti'nde yaşayan gayrimüslim hayvan sahipleri vergilendirilmiştir. Verginin konusu, yetiştiriciliği yapılan domuzlardır. Bu vergi türü klasik dönem Osmanlı Devleti'nde de tahsil edilmiş, Osmanlı Kanunnameleri'nde yer almıştır. Tanzimat Fermanı'ndan önce tahsilatından vazgeçilmişse de sonradan tekrar yürürlüğe dahil edilmiştir.

Canavar resminin II. Abdülhamit dönemi bütçelerindeki görünümü Tablo 1'de aktarılmıştır. Bu bilgilere göre, tahsilatın gerçekleştiği yıllarda canavar resmi gelirleri toplamı adi bütçe gelirleri içinde çok küçük bir orana sahip olmuştur. Bu yönüyle önemli gelir kalemleri arasında yer almadığı tespit edilmiştir. Ayrıca, bütçelerde tahakkuk ve tahsilat verileri her yılda bulunmamaktadır.

19. yüzyıl boyunca vergi miktarı 3-10 kuruş arasında değişiklik göstermiştir. II. Abdülhamit döneminde de miktar bakımından benzerlik söz konusudur. Bu dönemde, 1906 yılında, alınan kararla domuzlardan ay-yaş hesabına göre vergi alınmıştır. Vergi miktarı farklılaşmasında hayvanların piyasa değerleri hesaba katılmıştır.

Ödenecek vergi miktarının tespit edilmesi için hayvanların sayımı yapılmıştır. Burada uygulanacak usul ve esaslar ağnam vergisi çerçevesinde belirlenmiştir.

Tahsilatlarda çeşitli masraflar, kaynağı bilinmeyen noksanlıklar ve bakayalar temel sorunları temsil etmektedir. Özellikle bakayalar örneğinde aktarılan arşiv belgeleri tahsilat süreçlerindeki problemleri aktarmaktadır.

Tahsilat memurlarına ödenen maaşların gerektiği düzeyde tespit edilmemesi vergilemede aksamalara neden olmuştur. Öyle ki, bu oranlar neredeyse mevcut masrafları karşılamayacak düzeydedir. Bu sorunun somut hali Tablo 3'te gösterilmiştir. Canavar resmi ve ağnam resminin karşılaştırmalı analizine bakılacak olursa ağnam resminde bir tahsilat başarısı, canavar resminde ise bir tahsilat başarısızlığı ortaya çıkmaktadır.

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Çiftçi Kayıt Sistemine e-Devlet ile Başvurunun Desteklemeler Üzerindeki Etkisi: Ezine İlçesi Örneği

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Özet: Çiftçi Kayıt Sistemi (ÇKS) ile ilgili iş ve işlemler, 27 Mayıs 2014 tarihli ve 29012 sayılı Resmî Gazete'de yayımlanan ÇKS Yönetmeliği hükümleri kapsamında yapılmaktadır. Konuyla ilgili olarak 23 Eylül 2023 tarih ve 31962 sayılı Resmî Gazete'de ÇKS Yönetmeliğinde yapılan değişiklik neticesinde 1 Ekim 2022 tarihi itibari ile e-devlet üzerinden üreticilerin ÇKS'ye başvuru yapmaları sağlanmıştır. Üreticilerin üretim planını belirlemekle beraber yararlanmak istedikleri tarımsal desteklemeler arasında köprü görevi yapan ÇKS önemli bir veri tabanıdır. Mevcut ÇKS'nin üretici açısından yoğun bir iş yükü ve bürokrasi oluşturması tarımsal desteklemelerden faydalanma etkinliğini düşürmektedir. Bu çalışma ile e-devlet üzerinden yapılan başvuruların ve resmî kurumlardaki işleyiş akışında oluşan değişikliğin, üretici açısından ne gibi bir etki yarattığı tespit edilmiş ve sistemin aksayan yönleri ile ilgili öneriler geliştirilmiştir. Araştırmanın ana materyalini Çanakkale İli Ezine İlçesindeki toplam 2172 çiftçiden ÇKS'ne e-devlet üzerinden başvuran 526 üreticiden oransal örnekleme yolu ile belirlenen 100 üretici ile yapılan anketler oluşturmaktadır. Anketlerden elde edilen veriler temel istatistikler ve skor analizleri yapılarak değerlendirilmiştir. Araştırma Ezine İlçesindeki 50 Adet köyü/mahalleyi kapsamaktadır. Araştırmadan elde edilen sonuçlara göre üreticilerin tamamının sistemden memnun olduğu, %40,0'nın çeşitli nedenlerle süreci tamamlayamadığı tespit edilmiştir. Sistemin işleyişinde çeşitli kurumların desteklerinin artırılası, görsel materyal, online destek ve eğitim videolarıyla sistemin desteklenebileceği önerilmiştir.

Anahtar Kelimeler: Çiftçi Kayıt Sistemi (ÇKS), e-devlet, desteklemeler, Çanakkale, Türkiye.

1. GİRİŞ

Tarım sektörünün yapısal özelliklerinden dolayı, tarımsal gelirin diğer sektörlere göre düşük, fakat tarımsal ürünlerin stratejik bir öneme sahip olması, bu sektörün destekleme politikaları ile desteklenmesini gerektirmektedir. Destekleme politikaları ile üretimi yönlendirme, üretimde devamlılığı ve kalitede iyileştirme sağlama, üretimde verimliliği artırma ve alternatif üretim yöntemleriyle yeni ürün çeşitliliğini geliştirme amaçlanmaktadır (Yavuz vd., 2004). Her ülkede olduğu gibi Türkiye'de de verilen desteklemeler için kontrol mekanizmasının oluşturulması gerekmektedir. Diğer bir ifade ile destekleme için ayrılan kaynakların etkin kullanılıp kullanılmadığı, mevcut destekleme politikalarının amacına ulaşıp ulaşmadığı, üreticilere yeterli ve etkin destek sağlanıp sağlanmadığının ölçülmesi gerekmektedir. Bu sayede uygulanan politikaların iyileştirilmesi ve faydasının artırılması mümkün olacaktır (Demirdöğen, 2018).

Bu bağlamda Türkiye Cumhuriyeti'nin kurulduğu yıllardan itibaren ve özellikle de 1963 yılından itibaren Planlı Dönemle birlikte tarım ürün destekleri, fiyat destekleri, girdi destekleri ve diğer çok amaçlı desteklerle sürekli desteklenmiştir. Dünyadaki küreselleşme tüm dünyada olduğu gibi Türkiye'de de tarım politikalarında reform eğilimlerini oluşturmuştur. Türkiye'de tarım politikalarında reform uygulamalarına geçişte en önemli adım Dünya Bankasıyla yapılan "Ekonomik Reform Kredisi Anlaşması" kapsamında uygulanmaya başlayan "Tarım Reformu Uygulama Projesi–ARIP" dir (Tan vd., 2010). Bu proje ile Türkiye'de ki tüm tarımsal destekler tek çatı altında toplanmasına karar verilmiş ve o yıllarda Doğrudan Gelir Desteği (DGD) ile birlikte Çiftçi Kayıt Sistemi (ÇKS) uygulanmaya başlamıştır. Dolayısıyla ÇKS Tarım ve Orman Bakanlığı'nın çiftçileri kayıt altına aldığı bir veri tabanı olup aynı zamanda tarımsal destekleme ödemelerinin yapılmasında köprüdür. Tarımda çok önemli bir veri tabanı olan ÇKS'nin işleyişi 27 Mayıs 2014 tarihli ve 29012 sayılı Resmî Gazete'de yayımlanan ÇKS Yönetmeliği hükümleri kapsamında yapılmaktadır (RG, 2014). Bununla birlikte mevcut uygulamanın üretici açısından yoğun bir iş yükü, bürokrasi ve tarımsal desteklerden faydalanma etkinliğini düşürmesi gerçeğinden yola çıkarak ÇKS yönetmeliğinde 23 Eylül 2022 tarih ve 31962 Sayılı Remi Gazetede yapılan değişiklik neticesinde, Ekim 2022 tarihinden itibaren ÇKS'ne başvuruların e-devlet üzerinden yapılmasına karar verilmiştir (RG, 2022). Bu değişikliğin temel amacı ise tarımsal desteklemelerin etkinliğinin artırılması ve dijitalleşme ile e-devlet uygulamasının Tarım Bilgi Sistemi (TBS)'ne entegre edilmesi ve üretici odaklı bir başvuru düzenin oluşturulmasıdır. Bu şekilde tarımdaki veri sistemlerinin sağlıklı bir şekilde olması çalışmanın önemini ortaya koymaktadır. Nitekim tarım işletmelerinin faaliyetleri sonucunda kaynakları etkin kullanıp kâr elde edip etmediğini belirlemek için üretimde kullanılan faktörlerle bu faktörler için yapılan masraflar ve elde edilen üretim değerinin hesaplanması gerekmektedir (Çelik, 2014).

Bir tanıma göre e-devlet; kullanıcıların elektronik ortamda sunulacak kamu hizmetlerine farklı platformlardan, güvenilir şekilde ve tek noktadan erişebilecekleri, vatandaş ve iş dünyasının ihtiyaçlarına odaklanmış, birlikte işler ve bütünleşik hizmetlerin sunulacağı, katılımcı, şeffaf ve hesap verebilir bir devlet yapısını ifade etmektedir. Bu yapısı ile e-devlet, daha etkin ve etkili kamu yönetimine ulaşma konusunda en önemli araçtır (DPT, 2009). Dolayısıyla tüm dünyada yaşanan teknolojik ve bilimsel değişimler kamu yönetimini etkilemekte ve kamu yönetimi sürekli kendini yenileme eğilimine girmektedir. Özellikle küreselleşmenin etkisiyle; toplumların devletlerden beklentileri artmış, bu durum devletlerin kamu hizmetlerinin sunumunda farklı yollar ve hizmetlere başvurması sonucunu da beraberinde getirmiştir (Çakır, 2015).

Bu çalışma ile Çanakkale İli Ezine İlçesinde bulunan üreticilerin ÇKS'ne e-devlet aracılığı başvurmaları konusundaki genel eğilimleri ve görüşlerinin incelenmesidir. Böylelikle yeni uygulamanın güçlü ve zayıf yanları ele alınarak sistemin iyileştirilmesi yönünde öneriler geliştirilebilecektir. Araştırma sonucunda elde edilecek bulgular ile ÇKS'ne e-devlet üzerinden başvurmanın üreticinin hayatını kolaylaştırıcı etkisinin olup olmadığı, Bürokrasiyi minimum düzeye indirmenin üretici üzerindeki etkisinin tespiti, e-devlet ile başvuru yapılabilmesinin sürdürülebilir etkilerinin tespiti, üreticilerin e-devlet uygulamasını tercih etmelerinin kurumlardaki iş yüküne etkisi, üreticinin e devlet üzerinden ÇKS'ye başvurmalarının dışında diğer tarımsal desteklere de online olarak başvuru yapılıp yapılamayacağı konusunda fikir vermesi, ÇKS başvuru sürecinde e-devlet sisteminin kullanılabilir olmasının tarımsal desteklemelerin etkinliğini arttırıcı katkı sağlayıp sağlamadığı yönünde bir sonuçlar değerlendirilmiştir.

Tarımsal desteklemeler açısından temel veri tabanı niteliğinde olan Çiftçi Kayıt Sisteminin (ÇKS) işleyişi ile ilgili daha önce bazı çalışmalar yapılmıştır. Ancak sisteme e-devlet üzerinden yapılan kayıtların üreticiler açısından değerlendirildiği bir çalışma henüz yapılmamıştır. Dolayısıyla tarımsal desteklemelerin belirleyici bir dinamiği olan ÇKS'ne e-devlet üzerinden yapılacak kayıtların desteklemeler üzerine etkisini inceleyecek bu çalışmanın literatüre, bölgedeki paydaşlara ve politika belirleyicilere ışık tutması beklenmektedir.

2. MATERYAL VE YÖNTEM

Çalışmanın ana materyalini, Çanakkale ili Ezine ilçesinde ÇKS'ne e-Devlet uygulaması üzerinden kaydolan üreticilerden anket yolu ile elde edilen birincil nitelikli veri kaynakları oluşturmaktadır. Ek olarak konuyla ilgili çeşitli bilimsel çalışmalar da araştırmanın ikincil nitelikli veri kaynaklarını oluşturmaktadır.

Anket yapılacak üretici sayısı ÇKS'ne e-Devlet uygulaması üzerinden kaydolan 526 üreticiden Oransal Örnekleme Yöntemiyle belirlenmiştir. Örnekleme sürecinde ortalamadan izin verilen hata payı %10 ve %95 güven derecesinde çalışılmıştır. Anket yapılacak örnek hacminin hesaplanması aşağıdaki formül yardımıyla bulunmuştur (Kızıloğlu ve Kızıloğlu, 2013).

$$n = \frac{NP(1-P)}{(n-1)\sigma_p^2 + p(1-p)}$$

Eşitlikte; n anket yapılacak e-devlete başvuru yapan kişi sayısını, N ana kitlede bulunan ÇKS'ye kayıtlı üretici sayısı, p tahmin oranı (0,50 maksimum örnek büyüklüğü için), σ_p^2 oran varyansını ifade etmektedir. Yapılan örnekleme sonucunda örneğe çıkan üretici sayısı 82 olup 100 üreticiye tamamlanmıştır. Anketten elde edilen veriler tamamlayıcı istatistikler ve skor analizleri le değerlendirilmiştir.

3. ARAŞTIRMA BULGULARI

3.1. Genel Bulgular

Çalışma kapsamında yapılan ankete katılan üreticilerin yaş, eğitim, sosyal güvence durumu, tarım dışı gelir durumu, tarımla uğraşma ve ÇKS'ne kayıt olma yılları genel bulgular olarak incelenmiştir. Bu kapsamda araştırmaya dahil olan üreticilerin yaş ortalamaları 46,34 olup, en genç üretici 20 yaşında en yaşlı üretici 78 yaşındadır (Tablo 1). Bu değerler popülasyonumuz ortalama yaş ağırlığı orta yaş grubunu temsil ettiğini göstermektedir.

Tablo 1: Üreticilerin Yaş Ortalamaları

Yaş (yıl)	Ortalama	Standart sapma	Minimum	Maksimum
	46,34	12,955	20	78

Üreticilerin büyük bir kısmı (%33,0) lise mezunu iken bunu lisans (%30,0), ilkokul (%18,0) ve ön lisans (%10,0) eğitimi alanlar takip etmektedir. Lisan üstü eğitim alanların, ortaokul mezunlarının ve sadece okur yazar olanların oranı ise (%3,0) olarak belirlenmiştir. Üreticiler arasında okur yazar olamayan olmadığı tespit edilmiştir. Ankete katılan üreticilerin %89,0'u sosyal güvenceye sahip, %11,0'i ise sahip olmadığını ifade etmiştir. Sosyal güvenceye sahip olanların %43,0'ü SSK, %38'i bağkur, %8,0'i emekli sandığı olarak belirtmiştir (Tablo 2).

Tablo 2: Üreticilerin Eğitim Durumuna Göre Dağılımları

	Frekans	Yüzde
Okur-yazar	3	3,0
İlkokul	18	18,0
Ortaokul	3	3,0
Lise	33	33,0
Ön lisans	10	10,0
Lisans	30	30,0
Lisansüstü	3	3,0
Toplam	**100**	**100,0**
Üreticilerin Sosyal Güvence Durumu		
	Frekans	Yüzde
Sosyal güvencesi olan	89	89,0
Sosyal güvencesi olmayan	11	11,0
Toplam	**100**	**100,0**
Sosyal Güvence Türü		
	Frekans	Yüzde
SSK	38	43,0
BAĞ-KUR	34	38,0
Emekli sandığı	7	8,0
Diğer	10	11,0
Toplam	**89**	**100,0**

Üreticilerin çoğunluğu kendi mülkleri üzerinde tarımsal faaliyet yapmaktadır. Ortalama işletme büyüklüğü 111,97 da olup, en küçük işletme 5 da. iken en büyük işletme ise 768 da. Olarak belirlenmiştir (Tablo 3).

Tablo 3: Üreticilerin Mülkiyet Durumuna Göre Toplam Arazi Varlığı (da)

	Ortalama	Standart sapma	Minimum	Maksimum
Kendi (da)	56,66	105,467	1	764
Kiralık (da)	80,1	90,386	4	500
Ortakçılık (da)	58,5	58,69	17	100
Toplam (da)	**111,97**	**137,064**	**5**	**768**

Ankete katılan üreticilerin 94'ü tarım dışı gelirlerinin olduğunu ifade etmiştir. Tarım dışı geliri olan üreticiler sırasıyla %41,5'i maaş geliri, %26,6'sı emekli geliri, %8,5'i kira geliri, %13,8'i diğer farklı gelirleri, %9,6'sı ise sayılan bu maddelerden birkaçına sahip olduğunu belirtmiştir (Tablo 4).

Tablo 4: Üreticilerin Tarım Dışı Gelir Durumu

	Frekans	Yüzde
Maaş geliri olan	39	41,5
Emekli maaş geliri olan	25	26,6
Kira geliri olan	8	8,5
Diğer geliri olan	13	13,8
Birden fazla gelir	9	9,6
Toplam	**94**	**100,0**

Üreticilerin ortalama tarımsal faaliyet yapma süresi 20,45 yıl olarak belirlenmiş, anket yapılan üreticilerin minimum 2 yıl maksimum 60 yıldır tarımla uğraştıkları tespit edilmiştir. Diğer taraftan ÇKS'ne üyelik süresi minimum 1 yıl, maksimum 15 yıl olmak üzere ortalama 6,83 yıl olarak hesaplanmıştır (Tablo 5).

Tablo 5: Tarımsal Faaliyet Süresi ve ÇKS'ye Üyelik Süresi

	Ortalama	Standart sapma	Minimum	Maksimum
Tarım yapma süresi (yıl)	20,45	14,393	2	60
ÇKS kayıtlı olma (yıl)	6,83	3,188	1	15

3.1. ÇKS ve e-Devletle İlgili Bulgular

Çiftçi Kayıt Sistemine üye olmak için Ziraat Odası kayıt şartı arandığı için katılımcıların tamamı Ziraat Odasına kayıtlıdır. Katılımcıların yarıdan fazlası Ziraat Odasından memnun olduğunu belirtirken, %27,0'si kararsız olduğunu, %18,0'i memnun olmadığını, %3,0'ü ise hiç memnun olmadığını ifade etmişlerdir (Tablo 6).

Tablo 6: Ziraat Odasından Memnun Olma Durumu

	Frekans	Yüzde
Çok memnun olan	5	5,0
Memnun olan	47	47,0
Kararsız	27	27,0
Memnun olmayan	18	18,0
Hiç memnun olmayan	3	3,0
Toplam	**100**	**100,0**

ÇKS'ne kayıtlı olan her üretici mazot gübre desteğinden doğrudan faydalandırılmaktadır. Bu yüzden katılımcıların tamamı mazot gübre desteğinden yararlanmış olup ortalama yararlanılan alan 102,69 da olup, üreticilerin %9,0'u bu destekten memnun, %8,0'i kararsız, %63',0'ü memnun olmadığını, %20,0'si %83'ü ise hiç memnun olmadığını ifade etmiştir (Tablo 7).

Tablo 7: Mazot Gübre Desteği (Alan)

	Ortalama	Standart sapma	Minimum	Maksimum
Mgd yararlanılan alan (da)	102,69	128,998	5	750
Mazot Gübre Desteğinden Memnuniyet Durumu				
		Frekans		Yüzde
Çok memnun olan				
Memnun olan		9		9,0
Kararsız		8		8,0
Memnun olmayan		63		63,0
Hiç memnun olmayan		20		20,0
Toplam		**100**		**100,0**

Üreticilere e-devlet sistemine rahatlıkla ulaşabilmeleri açısından bilgisayarları olup olmadığı sorulmuş ve hepsi en azından akıllı telefon aracılığı ile e-devlete girebildiğini belirtmiştir. Diğer taraftan üreticilerin %80,0'i aktif internet kullandığını, %8,0'i kullanmadığını, %12,0'si ise ara sıra kullandığını belirtmiştir.

Tablo 8: Aktif İnternet Kullanım Durumu

	Frekans	Yüzde
Aktif kullanan	80	80,0
Aktif kullanmayan	8	8,0
Bazen kullanan	12	12,0
Toplam	**100**	**100,0**

e-Devlet Kullanım Durumu

	Frekans	Yüzde
e devleti kullanan	85	85,0
e-devletle ilk defa karşılaştım	8	8
e-devleti kullanmayan	7	7,0
Toplam	**100**	**100,0**

e-Devlet Kullanımda Yardım Alma Durumu

	Frekans	Yüzde
Yardım alanlar	51	51,0
Yardım almayanlar	49	49,0
Toplam	**100**	**100,0**

e-devlet sisteminden ÇKS Belgesi alma durumu

	Frekans	Yüzde
Dijital ÇKS alan	51	51,0
Dijital ÇKS almayan	49	49,0
Toplam	**100**	**100,0**

Yine bu üreticilerin %85,0'i e-devleti kullandıklarını, %8,0'i e-devlet sistemi üzerinden ÇKS'ne başvuru yapmak sayesinde e-devlet ile ilk kez tanışma fırsatı bulduğunu %7,0'si ise kullanmadığını ifade etmiştir. Ayrıca üreticilerin %51,0'i e-devlet üzerinden ÇKS'ne üye olurken yardım aldığını %49,0'u ise yardım almadığını belirtmişlerdir (Tablo 8).

Üreticilerin %51,0'lik kesim e-devlet sistemi üzerinden dijital barkodlu ÇKS Belgesine ulaşarak bu belgenin iş ve işlemlerini kolaylaştırdığı sonucuna varılmıştır. Üreticiler ücretsiz yaralandıkları bu hizmet sayesinde kurumlardaki işlemlerini pratik bir şekilde halledebilme imkânı bulmuşlardır. Elde edilen bu bulgular ankete katılan katılımcıların teknolojiden yararlanabilme durumları oldukça yüksek, internete ulaşma konusunda problem yaşamadıklarını göstermektedir. Üreticilerin yarısından fazlası e-devlet üzerinden ÇKS başvurularını yaparken ilçe müdürlüğü personeli, torun, internet bilen bir yakını gibi kaynaklardan yardım aldığını, buna rağmen bu şekilde başvurunun bürokrasiyi %100 azalttığını, gelecek üretim sezonu için yeniden dijital sistemi kullanacaklarını ifade etmişlerdir.

Ankete katılan üreticilerin %60,0'ı e-devlet üzerinden ÇKS kaydını tamamlayabildiğini, %40,0'ı ise tamamlayamadığını belirtmiş olup, e-devlet sisteminden ÇKS belgesi alma nedenlerini sırasıyla bankaya kredi başvurusu işlemleri (%64,7), tarım kredi işlemleri (%23,6), destek başvuruları (%9,8) ve yağlı tohumlar desteği (%1,9) amacıyla kullandıklarını belirtmiştir. Üreticilere e-devletten başvuru hakkında kimden bilgi aldıkları sorulmuş, sırasıyla il ve İlçe Müdürlükleri (%40,0), çevre, tanıdık, eş, dost (%29,0), internet bilgi kaynakları (%25,0), görsel basın (%7,0) şeklinde bilgi verilmiştir. Diğer taraftan üreticilerin %46,0'sı dijital uygulamaların devam etmek istedikleri, %29,0'u istemediğini ve %25,0'i de bu konuda kararsız olduklarını ifade etmişlerdir (Tablo 9).

Tablo 9: e-Devlet Sisteminden ÇKS Kaydını Tamamlama Durumu

	Frekans	Yüzde
Tamamlayan	60	60,0
Tamamlamayan	40	40,0
Toplam	**100**	**100,0**

e-Devlet sisteminden ÇKS Belgesi Alma Nedeni

	Frekans	Yüzde
Bankaya kredi başvuru	33	64,7
Tarım kredi	12	23,6
Destek başvuru	5	9,8
Yağlı tohumlar desteği	1	1,9
Toplam	**51**	**100,0**

ÇKS'ne e-Devletten Başvuru Bilgisini Edinme Kaynağı

	Frekans	Yüzde
İl ve İlçe Müdürlükleri	40	40,0
Çevre tanıdık, eş, dost	29	29,0
İnternet bilgi kaynakları	24	25,0
Görsel basın	7	7,0
Toplam	**100**	**100,0**

Dijital Uygulamalara Bakış

	Frekans	Yüzde
Dijital uygulamalar devam etsin	46	46,0
Dijital uygulamalar devam etmesin	29	29,0
Kararsız	25	25,0
Toplam	**100**	**100,0**

Anket verilerinden elde edilen bulgular ışığında üreticilere e-devlet üzerinden ÇKS'ni neden tamamlayamadıkları sorulmuş, yapılan skor analizinde birinci sırada kira sözleşmesinin bitmesi, ikinci sırada sisteme ikinci ürün ekleyememe, üçüncü sırada parsel ekleme ve çıkarma ile ilgili sorunlar, dördüncü sırada başvuru zorluğu ve karmaşıklığı, beşinci sırada internet bağlantısı sorunları ve altıncı sırada ise bilgisayar veya telefon yokluğu şeklinde bir sıralama yapılmıştır (Tablo 10). Üretim sezonunda beyan edilen ürün desenine ikinci ürünü ekleyememe, kişinin sahip olduğu parsellere yenisini ekleme ya da var olanı çıkarma işlemini e-devlet sistemi üzerinden tamamlayamadıkları için başvurularını Tarım İlçe Müdürlüğü üzerinden tamamlamak zorunda kalmışlardır.

Tablo 10: e-Devlet Sisteminden ÇKS Kaydını Tamamlayamama Sebepleri

	Skor	Yüzde	Sıralama
Başvuru zor ve karmaşık	83	14,02	4
İnternet bağlantım yetersiz	42	7,09	5
Bilgisayar yokluğu	32	5,41	6
Kira sözleşmesi bitmesi	162	27,36	1
Sisteme ikinci ürün ekleyememe	140	23,65	2
Parsel ekleme/çıkarma	133	22,47	3
Toplam	**592**	**100,0**	

Çanakkale Ezine İlçesinde ankete katılan üreticilerin e-devlet üzerinden ÇKS'ne başvuru yapmanın kolaylıkları sorulmuş ve yapılan skor analizlerinde birinci sırada muhtar, aza imzasının olmayışının işlemleri hızlandırdığı, ikinci sırada bulunduğu yerden başvurunun kısa zaman alması, üçüncü sırada Ziraat Odasına gitme zorunluğunun olmamasını, dördüncü sırada daha düşük ücret ödendiğini, kolaylaştırıcı faktörler arasında sıralamıştır. Üreticilerin %6,73'ü ise bu işlemin herhangi bir kolaylık sağlamadığını belirtmiştir (Tablo 11).

Tablo 11: e-Devlet ile ÇKS'ne Başvuru Yapmanın Sağladığı kolaylıklar

	Skor	Yüzde	Sıralama
Muhtar, aza imzası olmaması işlerimi hızlandırdı	454	30,27	**1**
Bulunduğum yerden başvuru kısa zaman aldı	439	29,27	**2**
Ziraat odasına gitmek zorunda kalmadım	303	20,2	3
Daha az ücret ödedim	203	13,53	4
Değişen bir şey olmadı/kolaylık sağlamadı	101	6,73	5
Toplam	**1500**	**100,0**	

Uygulamada 2023 yılı itibariyle ÇKS'ne e-devlet sistemi üzerinden başvuru imkanı sağlanmasının yanında mazot gübre desteği de üreticilerin hesabına nakit olarak değil anlaşmalı işyerlerinden mazot-gübre alışverişlerinde harcamaları şartıyla hesaplarına tanımlanmıştır. Mevcut desteklemeler arasında ÇKS'nin en yaygın olarak kullanıldığı Mazot-Gübre desteği ile ilgili üretici görüşleri sorulmuş yapılan skor analizinde üreticiler birinci sırada mazot gübre desteğinin para olarak ödenmesini, ikinci ve üçüncü sırada Mazot-Gübre fiyatlarındaki dengesizliklerin ödenen desteği yetersiz bıraktığını, dördüncü sırada dosya başvuru ücretinin desteklemeden kesilmemesini ve beşinci sırada ise karta yüklenen desteğin mazot gübre dışında kullanamama zorluklarından bahsetmişlerdir. Desteğe başvuru dönemini kapsayan 1 Eylül-31 Aralık tarihleri arasındaki 4 aylık süre ile ilgili olarak üreticilerin %70,0'i bu sürenin yeterli olduğunu, %30,0'u ise yeterli olmadığını belirtmiştir (Tablo 12).

Tablo 12: Mazot Gübre Desteği Ödemesi ve Başvuru Süresi Nasıl Olmalı?

	Skor	Yüzde	Sıralama
Mazot gübre desteği para olarak ödenmelidir	445	30,29	**1**
Mazot fiyatlarındaki dengesizlik ödenen desteği yetersiz bırakıyor	398	27,09	**2**
Dosya başvuru ücreti destekleme ödemesinden kesilmemeli	176	11,98	4
Gübre fiyatlarındaki dengesizlik ödenen desteği yetersiz bırakıyor	295	20,08	3
Karta yüklenip mazot gübre haricinde kullanamama	155	10,55	5
Toplam	**1469**	**100,0**	
1 Eylül - 31 Aralık (4 aylık) Başvuru Süresi Değerlendirme			
	Frekans		Yüzde
Süre yeterli	70		70,0
Süre uzatılmalı	30		30,0
Toplam	**100**		**100,0**

Ankete katılan üreticilere ÇKS'ne e-devlet üzerinden başvuru sürecinde sistemsel olarak karşılaşılan sorunlar ve çiftçi önerileri sorulmuş yapılan skor analizinde birinci sırada İl/İlçe Müdürlüklerince çiftçi eğitimi/bilgilendirme yapılmalıdır ve görsel videolar ile sisteme başvuru anlatılmalıdır önerileri gelmiştir. İkinci sırada başvuru aşamaları kolaylaştırılmalı, üçüncü sırada Ziraat Odaları üreticilere destek olmalı, dördüncü sırada online çağrı merkezi ile sistem desteklenmeli önerileri gelmiştir (Tablo 13).

Tablo 13: ÇKS'ne e-Devlet Başvuru Aşamasında Eksiklikler ve Öneriler

	Skor	Yüzde	Sıralama
Online çağrı merkezi ile sistem desteklenmelidir	78	16,56	4
Ziraat Odaları üreticiye destek olmalıdır	97	20,59	3
İl/İlçe Müdürlüklerince çiftçi eğitimi/bilgilendirme yapılmalıdır	99	21,02	1
Görsel videolar ile sisteme başvuru anlatılmalıdır	99	21,02	1
Başvuru aşamaları kolaylaştırılmalıdır	98	20,81	2
Toplam	**471**	**100,0**	

4. SONUÇ VE ÖNERİLER

Çiftçi Kayıt Sistemi (ÇKS) Tarım ve Orman Bakanlığı'nın çiftçileri kayıt altına aldığı bir veri tabanı olup aynı zamanda tarımsal destekleme ödemeleri ÇKS üzerinden yapılmaktadır. Sistemin işleyişi 27 Mayıs 2014 tarihli ve 29012 sayılı Resmî Gazete'de yayımlanan ÇKS Yönetmeliği hükümleri kapsamında yapılmakta iken, mevcut uygulamanın üretici açısından yoğun bir iş yükü, bürokrasi ve tarımsal desteklerden faydalanma etkinliğini düşürmesi gerçeğinden yola çıkarak ÇKS yönetmeliğinde 23 Eylül 2022 tarih ve 31962 Sayılı Remi Gazetede yapılan değişiklik ile ÇKS'ne başvuruların e-devlet üzerinden yapılmasına karar verilmiştir.

Çanakkale İli Ezine İlçesinde üreticiler ile yapılan anketler sonucunda yaş ortalaması 46,34 olup üreticilerin büyük kısmının lise ve üniversite mezunu oldukları ve tamamına yakının sosyal güvenceleri olduğu tespit edilmiştir. Araştırma bölgesinde genellikle üreticilerin kendi mülkleri üzerinde tarımsal faaliyet yaptıkları, ortalama işletme büyüklüğünün 111,97 da. Olduğu belirlenmiştir. Üreticilerin tarımsal faaliyet tecrübesi

ortalama 20 yılın üzerindeyken ÇKS'ne kayıtlı olma durumu ortalama 6-7 yıl civarındadır. Araştırma bölgesinde ankete katılan üreticilerin büyük çoğunluğunun en azından telefonla internet erişimlerinin olduğu %85,0 civarında bir oranda e-devleti kullandıkları ifade edilmiştir. Yine üreticilerin %60,0'nın ÇKS'ne üyeliği e-devlet üzerinden tamamladıkları e-devlet sistemi üzerinden dijital barkodlu ÇKS Belgesine ulaşarak bu belgenin iş ve işlemlerini kolaylaştırdığı sonucuna varılmıştır.

Sonuç olarak e-devlet ile sisteme başvuru aşamasında üreticilerce tespit edilen kira sözleşmesi, ikinci ürün ekleme, parsel ekleme çıkarma gibi sorunlar çözülerek sistem kolaylaştırılmalı ya da sisteme videolu anlatım desteği konulması gerektiği sonucuna varılmıştır. Ayrıca İlçe Müdürlüklerince bilgilendirme yapılması üreticilere kolaylık sağlayacağı sonucuna varılmıştır.

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Sürdürülebilir Kent Yaklaşımlarından Topraksız Tarım: Paris ve Barselona Örnekleri

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Özet: İklim değişikliğinin kentsel yaşam üzerinde birçok olumsuz etkisi bulunmaktadır. Aynı zamanda kentlerdeki sanayi, ulaşım, tarım gibi ekonomik faaliyetler de küresel ısınmayı dolaylı olarak arttırmaktadır. Tarım sektörü küresel sera gazı emisyonlarının çeyreğinden sorumludur. Küresel ticaretle gıda tedarik zincirinde oluşan israflar ve ulaşım maliyetleri karbon ayak izini arttırmaktadır. Bu nedenle tarımda istikrarı sağlamak, hasat edilen ürün miktarının kalitesini ve çeşitliliğini arttırmak için teknolojinin daha fazla kullanıldığı yeni tarım yöntemleri öne çıkmaya başlamıştır. Bu yöntemlerin ortaya çıkışının bir başka sebebi de tarım topraklarının hızla azalarak kentsel alana dönüştürülmesidir. Tarımsal faaliyetlerin yarattığı karbon ayak izini düşürmek ve ekilebilir alanlarını arttırmak için uygulanan yöntemlerden birisi de topraksız tarımdır. Kentin sürdürülebilirliğini sağlamada topraksız tarım birtakım fırsatlar sunmaktadır. Topraksız tarım yöntemleri ile %95 su tasarrufu sağlanır. Ayrıca gübre kullanılmaması yıl içinde tarlaya göre birçok kez hasat yapılması, ilaç kullanılmaması ürünlerin daha organik ve sağlıklı olmasını sağlamaktadır. Dikey tarımla beraber kullanıldığında birim alan başına hasat miktarı artar. Yatırım yapan şirketlerin en büyük maliyetlerinden biri de enerjidir.

Bu çalışmada sürdürülebilir kent yaklaşımları bağlamında topraksız tarımın sunduğu fırsatlar ortaya konulurken örnek olarak Paris ve Barselona şehirlerinin uygulamaları ele alınmıştır. Paris ve Barselona vatandaşın eğitilmesi, kentsel tarımın desteklenmesi ve uzun vadeli hedeflerin konulması, gıdanın karbon ayak izinin azaltılması konusunda çalışmalar örnek çalışmalar yürütmektedir. Özellikle de Paris şehrinde Barselona'ya göre topraksız tarıma daha fazla önem verildiği görülmüştür. Belediyeler kentte topraksız tarım yapan şirketleri vergi, arazi ve bina tahsis ederek destekleyebilir. Bu üretim alanları profesyonel şekilde bir bütünleşmiş tarım ve enerji tesisi şeklinde inşa edilmelidir. Tarımsal üretim sırasında ortaya çıkan gıda atıklarının perma kültür yöntemleriyle doğal gübre üretimi, biyoyakıt tesislerinde enerji üretimi, güneş paneli, rüzgâr türbinleri ile enerji maliyetlerinin sera gazına neden olmadan düşürülmesi mümkündür.

Anahtar Kelimeler: Topraksız Tarım Yöntemi, Sürdürülebilir Kent Yaklaşımları, Paris ve Barcelona'da Topraksız Tarım

Soilless Agriculture from Sustainable Urban Approaches: Paris and Barcelona Examples

Abstract: Climate change has many negative effects on urban life. At the same time, economic activities in cities such as industry, transportation and agriculture indirectly increase global warming. The agricultural sector is responsible for a quarter of global greenhouse gas emissions. Waste and transportation costs in the food supply chain with global trade increase the carbon footprint. For this reason, new agricultural methods, in which technology is used more, have begun to come to the fore in order to ensure stability in agriculture and to increase the quality and diversity of the harvested product amount. Another reason for the emergence of these methods is the rapid decline of agricultural lands and their transformation into urban areas. One of the methods applied to reduce the carbon footprint created by agricultural activities and increase arable land is soilless agriculture. Soilless agriculture offers some opportunities in ensuring the sustainability of the city. With soilless farming methods, 95% water savings are achieved. In addition, not using fertilizers, harvesting many times according to the field during the year, and not using pesticides ensure that the products are more organic and healthy. When used with vertical farming, the amount of harvest per unit area increases. One of the biggest costs of investing companies is energy.

In this study, while revealing the opportunities offered by soilless agriculture in the context of sustainable urban approaches, the practices of the cities of Paris and Barcelona are discussed as examples. Paris and Barcelona carry out exemplary studies on educating citizens, supporting urban agriculture and setting long-term goals, reducing the carbon footprint of food. Especially in the city of Paris, it has been seen that soilless agriculture is given more importance compared to Barcelona. Municipalities can support companies engaged in landless agriculture in the city by allocating taxes, land and buildings. These production areas should be professionally constructed as an integrated agricultural and energy facility. It is possible to reduce the energy costs without causing greenhouse gas, with the production of natural fertilizers by perm culture methods of food wastes generated during agricultural production, energy production in biofuel facilities, solar panels, wind turbines.

Keywords: Soilless Agriculture Method, Sustainable Urban Approaches, Soilless Agriculture in Paris and Barcelona

1. GİRİŞ

Tarım ve gıda sektörü küresel ısınmanın yarattığı kuraklıktan en çok etkilenen sektördür. Yaşamsal önemi çok büyük yeterli ve bozulmamış gıdaya erişimin giderek zorlaşması tüm Dünya'da gıda güvenliğini tehlikeye atmaktadır. Küresel ısınmanın yanında, tarım arazilerinin kentleşme ve yangınlar sebebiyle kaybı ile tüketim alışkanlıklarının yarattığı israf mekanizması gıda güvenliğini olumsuz etkileyen diğer faktörlerdir. İnsan kaynaklı iklim değişikliği halihazırda birçok hava ve aşırı iklim olayını etkilemektedir. Sanayileşmenin başladığı 19.yy'dan bu yana atmosfer, okyanuslar, kriyosfer ve biyosferde yaygın ve hızlı değişimler olmuştur. İklim etkileri konusunda 1990'lardan sonra artan kamusal ve siyasal farkındalık ve risk algılaması, 170 ülke ve birçok şehrin iklim politikalarında uyum ve planlama süreçleri geliştirmeleri ise olumlu gelişmeler olarak görülmektedir. Sanayileşmenin hız kazandığı 19.yy'dan itibaren fosil yakıtlardan elde edilen enerjinin kullanımı sonucu ortaya çıkan karbondioksit ($CO_{2)}$, metan (CH_4) ve kloroflorokarbon (CFCs) gazlarının aşırı birikimi atmosferde sera etkisi yaratmıştır. Sera etkisinin en önemli sonucu da küresel sıcaklık artışı ve bununla bağlantılı olarak aşırı hava olaylarının görülmesidir. Küresel sıcaklıklar, 2011–2020'de 1850–1900'e göre ortalama 1,1°C artış göstermiştir. Karasal yüzeylerde ortalama sıcaklık 1.59°C artarken, okyanuslardaki ortalama sıcaklık artışı 0,88°C olmuştur (IPCC; 2023). Küresel karbon (CO_2), emisyonları sanayileşmenin başladığı 1850 yılından 1989 yılına kümülatif karbon emisyonu karşılığı (Gigatone CO_2) karşılığı %58 artarken; 1990-2019 kümülatif artış %42 olarak gerçekleşmiştir (IPCC, 2023; 8). Artış oranlarından anlaşılacağı gibi küresel ısınmanın en önemli sebebi olan karbon emisyonu artışı son 30 yılda zirve yapmıştır.

Küresel ısınma Dünya'nın farklı bölgelerini farklı şekillerde etkilemektedir. Birleşmiş Milletler İklim Değişikliği Paneli'nin (IPCC) çok kapsamlı çalışmalarına göre küresel ısınmanın 2050 yılına kadar 1.5^{o}C artması durumunda, böceklerin %6'sı, bitkilerin %8'i ve omurgalıların %4'ünün iklimsel olarak belirlenmiş coğrafi alanlarının yarısının kaybolacağı senaryosu ortaya konulmuştur (IPCC, 2018). Sıcaklık artışının 3.2^{0}C olacağı daha kötümser bir senaryoda ise; böceklerin %49'unun, bitkilerin %44'ünün, omurgalıların ise %26'sının doğal yaşam alanlarını kaybedilebileceği öngörülmektedir (Warren vd. 405-406, 2018). Uluslararası kuruluşların bilimsel verilerle ortaya acil uygulanması gereken önlemlerin bile ulusal düzeyde yaptırım gücünün sınırlı olması aslında Dünya olarak kötü senaryoların sonuçlarına hazır olmamız gerektiğini de önümüze koymaktadır. Küresel sıcaklık artışından etkilenme biçimleri coğrafi konuma göre değişmektedir. Kuzey Afrika, Avustralya, Orta Doğu, Güney Amerika ve Güney Asya'da yaklaşık 3 milyar insanın aşırı sıcaktan etkileneceği belirtilmektedir. Ayrıca ülkemizin içinde bulunduğu Akdeniz Çanağı denilen bölgede yüksek etkiye maruz kalacak yerlerdendir. Küresel sıcaklık artışı gıda üretimini de çok etkileyecektir. Gıda üretkenliğindeki gerileme hızlanarak artacak ve gıda üretimi ciddi zararlar görecektir. Raporlara göre küresel ekonomi ise 2050'ye kadar %10 değer kaybedecektir (Daşçıoğlu, 2021, s. 2). Küresel sıcaklık artışı engellenemezse, kuraklığın artışı ve sulama yetersizliği gibi etkenlerle tarımsal ürün hasadında %20-%50 azalma görülebilecektir. Bu senaryoya göre 2050 yılında günümüze kıyasla %50 daha fazla tarım ürününün yetiştirilmesi gerekecektir (Chatham House, 2021). Dünyadaki sera gazlarının %30'unu emen tarım toprakları yutak görevi görürken hem azaltım hem uyum imkânı içerir (IPCC, 2019).

İklim değişimi tarımsal ürün verimliliğini ve çeşitliliğini azaltırken, tarımsal üretimde iklim değişikliğine sebep olan sera gazlarını atmosfere bırakmaktadır. Bu negatif etki özellikle Yeşil Devrim ile ortaya çıkmıştır. Tarım, sanayi öncesi toplumunda önemli bir enerji kaynağı olmasına rağmen modern tarıma geçilmesiyle enerjinin net bir tüketicisi haline gelmiştir. Yeşil Devrim diye anılan modern tarıma geçilmesiyle birlikte fosil türevli yakıtlardan üretilen nitrojen gübreler ($_7$N), pestisit ve herbisit gibi girdileri arttırarak tarımsal üretimde fosil yakıta bağımlılığı arttırmıştır. Bu girdilerin yanında çiftlik makinelerinin kullanımı ve gıda lojistiğinde kullanılan yakıtlar da tarımda fosil yakıta bağımlılığın diğer göstergeleridir. Özellikle de sera tipi üretimde kullanılan bu gübre ve pestisitler önemli oranda metan gazını açığa çıkarmaktadır. Güncel verilere göre atmosferdeki metan emisyonunun %37'sinden tarım sektörü sorumludur (IEA, 2023). Türkiye'de metan emisyonlarının %61,4'ü, diazotmonoksit (N_2O) emisyonlarının ise %78'i tarım sektöründen gelmektedir (TÜİK, 2023). Türkiye'de sera gazı emisyonları 1990'dan 2021'e %157 artarken ağırlıklı olarak tarım üretimi sonucu ortaya çıkan metan ve diazotmonoksit toplam sera gazı emisyonlarının ortalama %20'sinden sorumludur (TÜİK, 2023). Türkiye'de sera gazı emisyonlarının sektörlere dağılımına bakıldığında ise tarımın payının %12.8 (2021 yılı) olduğu görülmektedir. 1990-2021 verilerinde bakıldığında tarımın sera gazı emisyonlarına katkısının ortalama %13 civarında olduğu ortaya çıkmaktadır (TÜİK, 2023). Türkiye'de güncel sera gazı emisyon oranları yorumlandığında tarımsal üretimin, iklim değişikliğine sebep olan gazlardaki payının hiç de azımsanmayacak bir seviyede olduğu göze çarpmaktadır.

Sağlık teknolojileri ve imkânlarının gelişmesi ile son 100 yılda dünya nüfusu 4 katına çıkarken 65 yaş üzeri olan yaşlı nüfus 10 kat artmıştır (Tekin & Kara, 2018, s.222). 2022 yılında Dünya nüfusu 8 milyarı geçmiştir. 2050

yılında ise Dünya nüfusunun 10 milyarı geçmesi öngörülmektedir (UNFPA, 2022). Diğer yandan Maltus'un beklediği kadar hızlı geometrik nüfus artışı da görülmemiştir. Maltus; nüfus ile gıda üretiminin aynı oranda artmayacağını ve yoksulluk nedeniyle nüfusun azalacağını söylese de tersi yaşanmıştır (Demir, 2018, s.144). Zenginleşmenin yaşandığı toplumlarda daha az çocuk yapma eğilimi yıllık nüfus artış oranını %1'in altına indirmiştir. Türkiye'nin nüfus artışı buna paralel seyretmektedir (World Bank, 2023).

Artan nüfus gıda talebini zorlaştırırken iklim değişikliğinin olumsuz etkileri çarpan etkisi yaratmaktadır. Gıda güvenliği ile bir başka sorunda özellikle Batı Avrupa ve ABD'de görülen bilinçsiz tüketim alışkanlığıdır. 2011 verilerine göre dünyada üretilen her 3 gıda ürününden biri çöpe giderek yıllık 940 milyar dolar maliyet oluşturmaktadır. Bu maliyet sahra altı Afrika ülkelerinin 5-6 yıllık gıda üretimine yakındır. 2 milyar insan orta ve yüksek düzeyde gıda güvensizliği çekmekte, gıdaya erişimde zorlanmaktadır. İklim değişikliği başta olmak üzere pek çok nedenle arz ve fiyat dalgalanmaları yaşanmaktadır. İsrafın artışına kayıtsız kalmak arz ve maliyet sorunlarının artarak devam etmesine neden olacaktır (Dölekoğlu, 2017, s. 179 ve 185).

Küresel iklim değişikliği konusunda Birleşmiş Milletlerin ve Avrupa Birliği'nin önderliğinde yürütülen uluslararası müzakereler yetersiz kalırken yerel ve bölgesel yönetimler adeta hava olaylarındaki hızlı ve sert değişime ayak uydurmak konusunda kendi başlarına uyum stratejileri geliştirmek zorunda kalmaktadırlar. Bazı kentler iklim değişikliğinin olumsuz etkilerini ve sera gazı emisyonlarını azaltmak için "iklim eylem planları" geliştirmektedirler. Bu çerçevede birçok yaklaşım da ortaya çıkmıştır. Bu yaklaşımlardan literatürde en sık kullanılanları; sürdürülebilir kent, kompakt ve eko-kompakt kent, yeşil kent, akıllı kent ve simbiyotik kent şeklinde adlandırılan yaklaşımlardır. Sürdürülebilir kent yaklaşımı sosyo ekonomik çıkarların çevre ve enerji ile uyumlaştırıldığı bir yapıya işaret ederken; "ekolojik kent" yaklaşımı ise yeşil öğelerin artışı ve pasif güneş enerjisi kullanımını öne çıkarmaktadır (Geenhuisan & Nijkamp, 1994, s.131). Kompakt kent; kentsel yayılmayı önlemek ve ulaşımı kolaylaştırmak için bina yoğun kent tasarımını vurgularken (Tuğaç, 2018, s. 1053); "akıllı kent", sürdürülebilirlikte teknoloji ile enerjinin ve doğal kaynakların daha verimli kullanılmasına vurgu yapar (Mırghaemi, 2019, s. 39). Yeşil kent; yeşil ekonomiye geçişte kentsel alanların sunduğu fırsatları işaret etmektedir (Dağdeviren & Yaylı, 2022, s. 63). Simbiyotik kent; kent işlevleri arasındaki sinerjiyi geliştirerek fayda ve etkinliğin artışına odaklanmış durumdadır (Akı, 2015).

Bu yaklaşımların ortak noktaları enerjiyi daha verimli kullanmak ve fosil yakıtlara bağımlılığı azaltmaktır. Bu amaçla kent içinde çeşitli fiziksel-mekânsal tasarımlar uygulanmaya başlanmıştır. Yeşil çatı, yağmur bahçeleri, kent ormanları, kent bahçeleri, yeşil binalar, enerji verimli binalar gibi yenilenebilir enerji kaynaklarını mümkün olduğunca çeşitlendirip kullanan kent tasarlama yaklaşımları ortaya çıkmıştır (Uysal, 2022, s. 340). Doğal kaynakların üretim ve tüketimi arasındaki biyolojik ihtiyacın farkını ifade eden "ekolojik ayak izi" kavramı ise "sürdürülebilir kenti" sistematik olarak tartışmaya açmıştır (Rees, 2012). Bu çalışmada ekolojik ayak izini azaltmak ve sürdürülebilir kenti sağlamak için bir araç olarak kullanılan topraksız tarım, türleri, avantajları ve dezavantajları ele alınmıştır. İyi uygulama örnekleri olabilecek Barselona ve Paris şehirleri üzerinde topraksız tarım çalışmaları da çalışmanın kapsamına alınmıştır. İki şehrin de kent çeperinde şirketlerin topraksız dikey tarım yapması gerektiği örnek olarak alınma sebeplerindendir.

2. Sürdürülebilir Tarım

Sürdürülebilir tarım, yeterli ve kaliteli gıdanın uygun maliyetlerle üretilmesi, arazinin ve çiftçinin korunmasını geliştirecek sistem ve uygulamaları içermektedir. Bu yaklaşım, entegre ilaç yönetimi, su ve toprak kayıplarının önlenmesini, aşırı gübreleme ve vahşi sulamanın önüne geçilmesini, anız yakılarak topraktaki organik madde kaybının engellenmesini, sentetik gübrelerden uzak durarak kalite, sağlık ve çevresel standartlara dikkat eden yöntemleri içermektedir (Turhan, 2005, s.14). Dünya Gıda Örgütü (FAO) kentsel tarımı, "küçük alanlarda (çatı, balkon, bahçe, park, boş araziler) mevsimlik sebze ve meyve tür ve çeşitlerin üretimini yapmak, yakın çevre satışına yönelik mesleki ve ticari olmayan küçük ölçekte bir etkinlik" olarak tanımlamaktadır. Kentsel tarım bir anlamda eski kent bostanı ve bahçıvanlığın çağdaşlaştırılmış halidir. Bu yaklaşımda dikey veya yatay yöntemler kullanılmaktadır. Kentsel tarımın en büyük faydası lojistiğin mesafesini kısaltarak ulaşım kaynaklı emisyonları azaltmasıdır. Dikey tarım ile daha dar alanda aynı miktarda ürün üretilmekte ve böylece diğer tarımsal araziler korunmaktadır. Dünya gıda ihtiyacının %20'si kentsel tarım ile karşılanmaktadır. Kanada'nın Toronto ve Vancouver şehirlerinde ev sahiplerinin %40'tan fazlası kentsel tarım ile ilgilenmektedir (Durukan, 2019, s. 6). Şirketler tarafından binalarda teknoloji ile uygun şartları sağlayarak bitkisel üretim yapılmakta, daha kaliteli ve daha sık hasat imkânı olduğu savunulmaktadır (Rootistanbul, 2022). Tarımsal üretimin yarattığı karbon ayak izini ve kentin güvenli gıda tedarikini sağlamada Dünya Gıda Örgütü'nün tanımının aksine kentsel tarım büyük ölçeklerde ele alınmak zorundadır. Çünkü topraksız tarım yatırımları bilgi birikimi ve ileri mühendislik desteği

istemektedir. Ayrıca kurulum maliyetleri de çok yüksektir. Ölçek büyümesi de ekonominin prensipleriyle paralel olarak birim başı maliyetleri düşürecektir. İklim değişikliğinin etkilediği başlıca sektörler arasında; tarım, gıda üretimi, ormancılık, hayvancılık, balıkçılık, dış ticaret, turizm, lojistik, finans ve sigortacılık yer alır. Tarım sektörü; iklim değişikliği nedeniyle şiddetli kuraklık ve dengesiz aşırı yağışlar gibi hava olayları tarafından olumsuz etkilenmektedir. Kentlerin tarım arazilerine yayılımı verimli alanların kaybedilmesine neden olmaktadır. Bu olumsuz etkileri azaltmak için kentsel tarım, hobi bahçeleri, çatılarda tarım yapılması gibi yöntemler tarımın karbon ayak izini azaltmaya yönelik yeni yaklaşımlardır. Bunlara ek olarak "Tarım 4.0, Dijital Tarım, Akıllı Tarım" gibi teknoloji yoğun yöntemler yayılmaktadır. Diğer yandan birim alandan daha fazla ürün üretilmesi, ilaç ve gübre ile gıdanın zehirlenmediği topraksız tarım (hydroponic) yöntemleri de gelişmekte ve yaygınlaşmaktadır. Bu gelişmelere rağmen Türkiye'de geleneksel tarım ve sulamanın çok daha yaygın olduğu bilinmektedir.

İklim değişikliği ile olumsuz etkileşim halinde olan gıda sektörüne ait bazı veriler dikkat çekmektedir. Küresel gıda tedarik zinciri sera gazı emisyonlarının yaklaşık çeyreğinden sorumludur. Örneğin 1 kg sığır eti üretimi için yaklaşık 60 kg CO_2 eşdeğeri açığa çıkmaktadır. Hayvansal etin karbon ayak izinde sığır ilk sırada yer alırken onu 24 ve 21 ile koyun ve peynir takip etmektedir. Bitter çikolatanın karbon ayakizi 18,7 kg iken zeytinyağının 6 kg'dır (Poore & Nemecek, 2018). Tarım ürünleri arasında ise karbon ayak izi açık ara farkla en yüksek olan pirinçtir. Soya fasulyesi, mısır, palm yağı ve buğday ise onu takip etmektedir. Buğday ve pirinç üretiminde kullanılan su miktarı küresel tarımda kullanılan suyun yaklaşık %70'ini oluşturur. Araştırma ürünlerin küresel miktarı üzerinden hesaplanmıştır (Oxfam, 2016). Tarımsal kaynaklı sera gazlarının azaltılması için gıda tüketimi alışkanlıklarının değiştirilmesi, tüketiciye yakın alanlarda yerel gıdaların üretimi teşvik edilmelidir. Ayrıca Türkiye'de kullanılan suyun %74'ü sulamada kullanılmakta. Sulama yöntemleri arasında en fazla kayıp ise %35-60 ile yüzey sulamadadır. Damla sulamada bu oran %5-25 arasındadır. Örneğin topraksız tarımda su devridaim ettiği için tarla üretimine göre %90 su tasarrufu sağlanmaktadır (AÜSYE, 2016). Diğer yandan dünyanın 2/3'si sularla kaplı fakat bunun ancak %2,5'u içilebilir düzeydedir. İçilebilir suyun %70'i kutuplarda bulunurken küresel ısınmayla eriyen buzullar, okyanuslara karışmaktadır (Sekin, 1996, s.247). Bu nedenle yağmur suyun geri kazanımı için mor su, kullanılmış suyun geri kazanımı için gri su yöntemleri ortaya çıkarken tarımda su israfına izin verilmemesi gerekir. Bu sorunun çözümünde en etkili yöntemlerden biri topraksız tarımdır.

3. Topraksız Tarım

Topraksız tarım 1980'li yıllardan sonra dünyada yayılmış ve sera üreticileri için önemli hale gelmiştir. Besinler su çözeltisi halinde bitkiye verilmesine hydroponic tarım denilmektedir. Ürünler genellikle hindistan cevizi lifleri, perlit veya kaya yününde yetiştirilmektedir. 2016 yılı verilerine göre Türkiye'de 12 bin dekar topraksız tarım alanı bulunmaktadır (Yarşı & Çelik, 2019, s.5). Topraksız tarım su ve katı ortam olmak üzere iki farklı şekilde yapılmaktadır. Perlit, kum, kaya, çakıl gibi ortamlarda sulama yapılması durumunda katı ortam kültürü denir. Organik, doğal veya yapay inorganik olmayan üzere alt başlıkları da vardır. Topraksız tarımda en sık hydroponic, aeroponic ve aquaponic sistemler kullanılmaktadır. Hydroponic sistem bitkiyi besinli solüsyonlarla yetiştirme yöntemlerine verilen bir çatı kavram haline gelmeye başlamıştır. İlki Akan Su Kültürü (NFT) denilen sistemde köklerin tamamı suyla temas ediyorsa "besleyici film tekniği" köklerin ucu değiyorsa "derin su kültürü denilmektedir. İkinci bitkilerin 5 cm derinlikteki sürekli akan sudan besinlerini aldığı "Modifiye NFT" yöntemleridir. Aeroponic Sistemde; bitki köklerinin besinli suyun püskürtülerek/sislendirerek sulanmasıdır. 2-3 dakikada bir sislendirme yapılır (MEB, 2017, s.39-43). Aquaponic Sistemde ise farklı olan balık üretiminde kullanılan suların sisteme dâhil edilmesidir (Hektaş, 2021).

Tarımda kullanılmadan önce zararlı atıklar arındırılmalıdır. Çok sayıda bitki patojeni virüs vektöre ihtiyaç duymadan sulanabilmektedir. Böylece bitki kökleri enfekte olmakta, sınırlı sayıda virüs köklerden giriş yaparak salgına neden olabilmektedir. Tüm topraksız tarım sistemlerinde böyle küçük detaylara dikkat edilmesi gerekir (Şevik, 2011, s.178). Fakat entegre üretim sistemlerine sıra dışı bir örnek olarak dikkat çeker. Topraksız tarımla kavun, karpuz, biber, domates, çilek hatta patates yetiştirilebilmektedir. Katma değeri yüksek olan bazı aroma bitkilerde de tercih edilmektedir. Fakat bitkilerin karakterine uygun yöntemlerin seçilmesi gerekir. Patates üretiminde "Aeroponi" yönteminin kullanılması sonucu, normalde bir patates kökünde 5-6 yumru olurken 30 kat verim sağlanarak 100-150 yumruya varan hasatlar gerçekleşmektedir. Bu durum bir çıktısı ise yumruların çok küçük olmasıdır. Hasadın ağırlığı açısından değerlendirmekte fayda vardır (TarımTV, 2018). Çilek yetiştiriciliğinde örnek olduğu üzere toprak kirliliğinin sonuçlarının önüne geçilmesi için topraksız tarım bir çözüm olarak görülmeye başlanmıştır. Aynı zamanda hasadın sıklığı, devamlılığı ve miktarı artarak üreticinin kazancıda artmıştır (Demirsoy, Mısır, & Adak, 2017, s.78).

Dikey tarım ise şehir ortamında yapılan büyük ölçekli entegre tarım yöntemidir. Ekilebilir toprak alanlarının kaybedildiği günümüzde binalarda, balkona veya teraslarda, mini bahçelerde tarım ürünlerinin farklı bir sistemle yetiştirilmesidir. Amacı kirletici tarım ilaçlarını azaltmaktır. Açık veya kapalı alanda hem örtü altı hem topraksız yapılabilen ileri teknoloji ile verimliliği artan modern bir tarım yöntemidir. Gökdelenlerde topraksız dikey tarım fikri henüz yayılmasa da teknolojik gelişmeler her geçen gün maliyetleri düşürmektedir. Böylece daha cazip hale gelmiştir. Sera hidroponiği geleneksel tarıma göre %90 su tasarrufu sağlamaktadır (Bingöl, 2015, s.93-94). Dikey hidroponic yöntem ise %95 su tasarrufu sağlayabilmektedir. Ayrıca bu yöntemler sonucunda ürünler aşırı hava olaylarından olumsuz etkilenmeyecektir. IPCC'ye göre bazı geri dönülemez seviyelere gelmiş dünya için afetlerin sayısında ve şiddetinde artış görülmeye devam edecektir. Bu nedenle hava olaylarından kaynaklı mahsulün israf olmasının önüne geçilmesi için kapalı ortamda gerçekleştirilen topraksız tarım yöntemlerinin ilerleyen yıllarda daha çok tercih edilmesi beklenebilir.

Topraksız ve dikey tarımın avantajları şu şekilde sıralanabilir:

I. Aşırı hava olaylarına karşılık üretimin kırılganlığının azalması,

II. Yıl boyunca tarlaya göre daha sık ve fazla miktarda hasatla beraber mahsul kayıplarının azalması,

III. Gübre ve ilaç kullanılmamasının yanı sıra ürün kalitesinin daha istikrarlı oluşu,

IV. %70-95 arasında su tasarrufu ve dijital tarım yöntemleri ile üretimde tam kontrol imkânı,

V. Pazara yakın olmasından dolayı ulaşım kaynaklı maliyetler ve karbon ayak izinin düşürülmesi,

VI. Satıcı ve tüketiciye yakınlıktan dolayı tedarik ve depolamadaki israfın azalması, taze gıdanın temini,

VII. Hidroponic sistemde yetişen bitkiler geleneksel tarıma göre yaklaşık %30 daha büyük olur,

VIII. Kendi yenilenebilir enerjisini üreten işletmelerde devlet desteklerinden dolayı sabit maliyetlerin düşmesi gibi avantajlar kent çeperindeki topraksız ve dikey tarımı hem ekonomik hem sürdürülebilirlik açısından daha cazip hale getirmektedir.

Şüphesiz topraksız tarım avantajları olduğu gibi dezavantajları vardır. Birçok sektörde benzer riskler bulunur. Fakat topraksız tarıma yeni girecek kişilerin bilmesi gerekenlere vurgu yapılması gerekir. Dezavantajlar şu maddelerle ifade edilebilir;

I. İlk yatırım maliyeti çok yüksektir. Verimli üretim için bilgi birikimi gerekmektedir. Oysa henüz yeterli yetişmiş personel temini bulunmamaktadır. Fakat bununla ilgili sertifikalı eğitimler hızla yayılmaya başlamıştır,

II. Enerji maliyetlerin çok büyük bir kısmını kaplamaktadır. Fakat yenilenebilir enerji yatırımı hem şirketin maliyetlerini düşürecek hem kurumsal karbon ayak izini azaltacaktır. Bu durum yatırım maliyetlerini artırdığı için bir ölçüde küçük çiftçilerin yapabileceği bir iş olmaktan çıkarmaktadır,

III. Bitkiler için hazırlanan besin solüsyonları hatasız olmalıdır yoksa bütün üretim zinciri hasar görecektir,

IV. Elektrik kesintileri büyük risk oluşturur. Alınacak önlemlerse yine maliyetleri yükseltir,

V. Topraksız tarım bir sistem bütünüdür. Sistemde yaşanan sorunlar için alternatif yollar önceden geliştirilmelidir (Hektaş, 2021).

Günümüzde dünyadaki sera tipi üretiminin %3,5'i hydroponic sistemlerle gerçekleştirilmektedir. Türkiye sera tipi üretimde İspanya'dan sonra Avrupa'da ikinci dünyada ise 4. sıradadır. Son 10 yıldır topraksız tarım hızla yayılmaktadır (Türktemel, 2018). Diğer yandan İzmir'in Dikili ilçesindeki "Tarıma Dayalı İhtisas Sera Organize Sanayi Bölgesi" gibi tesisler örnek çalışmalar olarak dikkat çekmektedir. Bu tesis dijital tarım yöntemlerinin topraksız seralarda kullanıldığı 3.000 dekarda sera ve sanayinin birleştiği dijital ve topraksız tarım yöntemlerinin yenilenebilir enerji sistemleri ile entegre edildiği bir tesistir (Dikili TDİOSB, 2019). Birim alanda yüksek üretimin yapıldığı, entegre sistemlerle maliyetlerin ve karbon ayak izinin düşürüldüğü tesislerin kent çeperinde gerçekleştirilmesi gerekmektedir.

2050 yılına kadar Dünya nüfusunun 10 milyar olması beklenirken gıda üretiminin de yaklaşık %70 artması gerekmektedir. 2021 yılında ABD'de topraksız tarım pazarı 1 milyar dolarak civarında iken 2026 yılında 10 milyar dolara yaklaşması öngörülmektedir. Bu sistemde enerji yoğun şekilde tüketilmektedir. Geleneksel

yönteme göre 100 kat ve seralara göre 15 kat daha fazla enerji kullanılabilmektedir. Fakat bu alanlarda buğday, soya veya mısır gibi ürünlerin yetiştirilemediğini belirtmek gerekir (Öncü, 2022). Türkiye özelinde topraksız tarımın maliyetine ilişkin olarak hibe ve kredilerle jeotermal topraksız tarım arazisinin kendisini 4 yılda amorti ettiği iddia edilmektedir. Hatta detaylı bir mali analize göre 1,56 masraf oranı, %21 mali rantabilite ve %33 iç karlılık oranı ile karlı bir yatırım olarak görülmektedir. Tabi jeotermal enerjinin kullanımının bunda büyük bir payı vardır. Ayrıca Türkiye jeotermal sera üretiminde Avrupa'nın en büyüğüdür. Bu yöntemin karbon ayak izi de doğal olarak daha düşüktür. Türkiye'deki sera üretiminin ise ancak %1,7'si topraksız tarımdır yöntemiyle yapılmaktadır (Hasdemir, 2020).

4. Paris Şehrinde Kentsel Tarım

Fransa'da tarım sektörü ulusal sera gazı emisyonlarının %20'sini oluşturmaktadır. Paris'te Parislilerin ve turistlerin tükettiği yiyeceklerin toplamı yaklaşık yıllık 4,7 milyon ton karbondioksit üretmektedir. Bu miktar Paris'in karbon ayak izinin %18'ini oluşturur. Bu nedenle yerel yönetim, tarım kaynaklı sera gazı emisyonlarını düşürmeyi öncelikleri arasına almıştır. Bu çerçevede yapılan çalışmalarla 2007 yılından 2016 yılına kadar 17 bin ton karbondioksitten kaçınılarak ciddi aşamalar kat edilmiştir. Yerel gıdanın teşvik edilmesi ve çeşitli kentsel tarım yöntemleri ile beraber gıda sektörü içerisinde sürdürülebilir gıdanın payı %37,7'ye çıkarılmıştır. Günümüzde Paris, Fransa'nın en büyük organik ürün alıcısı konumuna ulaşmıştır (City Of Paris, 2018, s. 7).

Paris; her gün 2,2 milyon Parisliyi, 1 milyon Parisli olmayan işçiyi ve 280 bin turisti beslemek durumunda olduğundan gıdada diğer bölgelere bağımlıdır. Bölgesel gıda ağının kurulması ve yerel organik gıdaya erişimin kolaylaştırılması, Paris bölgesinin yüzey alanının 2030 yılına kadar %20'si, 2050 yılına kadar %30'unun organik tarım alanı haline getirilmesi öngörülmüştür. Paris, gıda konusunda çevresine bağımlı kalmış bir kenttir. Bu nedenle iklim değişikliğinin gıda ve tarıma yönelik tehditlerini azaltmak adına kent yönetimi kentsel tarım ve tarım arazilerinin korunması, kentsel yayılımın oluşturduğu baskının azaltılması yönünde çalışmaları bulunmaktadır. Ayrıca gıda tedarikinin sağlanmasında şehrin iç su yolları kullanımının %50'ye çıkarılması, elektrikli araçların kullanılması gibi projeleri bulunur. Böylece 2030 yılına kadar gıda kaynaklı sera gazı emisyonlarının %40 azaltılması hedeflenmiştir (City Of Paris, 2018, s. 49). Kısa mesafeli gıda tedarik zincirleri kritik önemde görülmektedir. 2030 yılına kadar Paris'te tüketilen gıdanın %50'sinin ve 2050 yılına kadar %75'inin Paris Havzasından sağlanması hedeflenmiştir (City Of Paris, 2018, s. 51). Böylece Paris'in ekolojik açığı kapatılırken, gıdada kent çeperi dışına bağımlılık azalacaktır. Ulaşım kaynaklı emisyonlar ve tedarik zinciri kaynaklı ürün kayıpları azalacaktır.

Paris'te sürdürülebilir kent olma yolunda yeşil çatılar ve kentsel tarım uygulamalarına metropol belediye yönetimi tarafından önem verilmiştir. 2014 yılında seçim vaatleri arasında kentin yeşil dokusunun arttırılması bulunan Hidalgo seçilmiş, yeşil çatı ve kentsel tarım uygulamalarına koyulmuştur. Kentsel tarım alanında 100'e yakın organizasyonla çalışılarak önemli hasat hedefleri seçim vaadi olarak verilmiştir. Kentsel tarıma ayrılan örneklerin en önemli örneklerden birisi 2016 yılında duyurulan "Parisculteurs" isimli Paris metrosuna ait bir tıp merkezinin çatısına kurulan Chambeaudie Çiftliğidir. 5380 metrekare alanda topraksız tarım gerçekleştirilmekte ve ürünler restoranlara, manavlara satılmaktadır. Bu çiftlikte aynı zamanda 120 kişi istihdam edilmektedir. Belediyenin web sitesinde de gerek kent içinde gerek kent dışında birçok sürdürülebilir tarım arazisinin hasat döneminde vatandaşların oraları gezip görmesi için teşvik ettiği, adreslerini ve özelliklerini verdiği bilgiler bulunmaktadır (Sönmez, 2018). Dünyanın en büyük çatı çiftliği ile Avrupa'nın en büyük şehir çiftliği 2020 yılında Paris'te açılmıştır. Paris Expo Porte de Versailles Sarayı'nın çatısına inşa edilen projeye "Agripolis" adı verilmiştir. 6 katlı bina ve 14 bin m2 alanda günde bir tona yakın gıda üretilirken 30 bitki türü tercih edilmiştir. 300 kişilik restoran ile "tarladan masaya" konsepti sunularak hem reklam yapılmakta hem bilinç kazandırılmaktadır. Birçok kentsel tarım projelerini hayata geçiren Paris'te her geçen gün daha fazla topraksız tarım kullanıldığı görülmektedir (NU Paris, 2023). Paris, iklim eylem planlarında kentin direncine odaklanırken güvenli gıda için topraksız tarıma yönelmiştir. Birçok çatı ve binada topraklı/topraksız tarım tercih edilerek kentsel ısı adaları dağıtılırken güvenli gıda temin edilmektedir. Parisculteurs projesi kapsamında tarım projeleri desteklenmektedir. Agripolis projesi binada modern topraksız tarım ve vatandaş katılımı sunmaktadır. Çevre işletmelere ve kendi restoranına gıda temin ederek topraktan sofraya anlayışının önemli bir örneğini oluşturmuştur. 2050 yılına kadar gıda teminin %75'inin Paris Havzasından sağlanması için topraksız tarımın tercih ediliyor olması hedeflere ulaşmayı sağlayabilir.

5. Barselona Şehrinde Kentsel Tarım

Avrupa'nın 1. ve dünyanın 3. en büyük sera üretimi İspanya'da yapılmaktadır. 1970'li yıllardan beri güneyde yer alan Almeria bölgesinde açık tarla üretimleri seracılığa dönüşmüştür. Böylece dünyanın en büyük sera yoğunluğuna ulaşmıştır. Ülkenin toplam sera alanı 52 bin hektardır (Tarla Sera, 2015). 350 km2 alanda 26 bin hektar sera (örtü altı sera) üretimi yapılmaktadır. Karşılaştırmak açısından belirtirsek Türkiye'de 41 bin hektar alanda sera (cam+plastik) üretimi yapılmaktadır. İspanya'nın sebze ihracatının %40'ı bu seralardan hasat edilen ürünlerden sağlanmaktadır. Seraların üstünün beyaz olması nedeniyle bu geniş alan çevresine göre 0,8 C°'lik bir soğuma eğilimi içindedir (Ayaşlıgil & Çelik, 2022, s.113-115). Barcelona'daki üretim maliyetleri Hollanda'dakinin yarısıdır. 3 bin saat güneşlenme ve ılıman iklimin olduğu Almeria' da enerji maliyetleri düşüktür. Barcelona şehrindeki seraların %10'un topraksız tarım yöntemini kullanılmaktadır (Geography Field Work, 2022). Rakamlardan anlaşabileceği üzere İspanya sera üretiminde önde gelen bir ülkedir ancak üretimin büyük kısmı sadece Almeria' da yapılmaktadır. Barselona'da topraksız tarım ve seracılık bulunsa da Paris'ten çok daha azdır.

Barselona İklim Eylem Planında Barselona çevresinde meyve sebze üretiminin 3 katına çıkarılması ve her bölgede çiftçi pazarlarının kurulması planlanmıştır (Uncu, 2019, s. 68). Kent yönetimi tarafından sürdürülebilirliğe önem verilmesi adına bazı projeler yürütülmektedir. Bu çalışmalarda yenilenebilir enerji, yeşil çatı ve duvarlar, kentsel tarım, atık yönetimi ve gri su altyapıları birlikte bulunmaktadır. Bu örneklerden biri La Fàbrica del Sol olarak gösterilebilir. Geleceğin şehirlerinin zorluklarını vatandaşlara ve özellikle öğrencilere göstermek adına biyoyapı ve eko tasarım malzemeleri ile çevreye entegre olmuş örnek bir yapı oluşturulmuştur (Ajuntament de Barcelona, 2022d). Barselona belediye yönetimi kentsel tarımı destekleyici bazı teşviklerde bulunmaktadır. Bu çerçevede vatandaşlara çeşitli dernekler ve kuruluşlar üzerinden kentsel tarım, ekolojik tarım eğitimleri verilmektedir. 2013 yılında başlatılan *Yeşillik ve Biyoçeşitlilik Planı* çerçevesinde organik tarımı teşvik eden ve bir mahalle tarafından yönetilen erişilebilir çiçek ve sebze bahçeleri programı yürütülmektedir. Kentin arsalarında, kamu veya özel sektörün binalarının çatı ve teraslarında, belediye veya çeşitli toplulukların bahçe ve arsalarında genç yaşlı her türlü vatandaşın kent çeperi içerisinde tarımla uğraşabildiği bir ortam yaratılmaya çalışılmaktadır (Ajuntament de Barcelona, 2022b).

Barselona'da önemli tarım alanlarından biri Baix Llobregat Tarım Parkı gösterilmektedir. Barselona'nın 10 dk batısında yer alan park çeşitli belediye ve birlikler ile kurulmuştur. 2930 hektarlık alanda kaliteli meyve ve sebze üretilmektedir. Hem açık hem sera üretimi yapılmaktadır (Urban Reforestation, 2021). Park, Barselona'yı çevreleyen tarım arazilerini kapsamaktadır. Yüzyıllardır Barselona'ya taze meyve ve sebze tedarik eden köklü bir geçmişe sahiptir (Açıksöz vd., 2013, s.447). Üretilen ürünlerin %63'ü sebze ve kalanı meyvedir. Fakat seracılık tarım parkının %1,2'sine karşılık gelmektedir. Barselona'yı besleyen bu tarım arazisinde seracılığın hatta topraksız tarımın çok az olması kentin gıda bakımından dışarıya bağımlı kalmasına neden olmaktadır. Buna rağmen Barselona sınırındaki tüm bahçecilik üretiminin üçte biri ve taze meyve üretiminin yarısına karşılık gelmektedir (Es.wikipedia, 2023). Sürdürülebilir kent için kent çeperinde yeterli gıda üretilmelidir. Diğer yandan ekolojik açığı belirlerken kentin çeperinin ne kadar olduğu kritik bir detaydır. Barselona ve İstanbul karşılaştırması üzerinde örnek vermek daha anlaşılır kılacaktır. Barselona 100 km^2 yüzölçümüne sahip AB'nin en yoğun nüfuslu kentidir (Ajuntament de Barcelona, 2020, s. 19-20). İstanbul, Barselona'nın 53 katı genişlikte iken nüfus yoğunluğu Barcelona'nın 1/6'idir. İstanbul'un %45'i orman iken Barselona'nın %17'dir. İstanbul'un nüfusu da Barcelona'nın 10 katıdır (Global Forest Watch, 2023).

Barselona sınırlı araziye sahip yoğun nüfuslu bir şehirdir. Çatılarda yapılan kentsel tarım hem yeşil alan sağlayacak hem kentsel ısı adalarını dağıtacaktır. Diğer yandan 1,6 milyon olan nüfusa gıdanın çatılarda üretilmesi mümkün değildir. Bu nedenle pazara yakın ve verimliliği yüksek olmasının avantajları nedeniyle binalarda yapılan topraksız tarım Barselona için kaçınılmaz bir çözümdür. Ilıman iklime sahip bir bölge olması nedeniyle ısıtma kaynaklı enerji maliyetleri ciddi şekilde düşecek ve pazarda rekabet gücü artacaktır. Bu durum Barselona'da kentsel tarımın gelişmesinde önemli bir rol oynayabilir (Mengual, 2015, s.191). Paris'in topraksız tarıma verdiği hassasiyetin Barselona'da olmadığı söylenebilir. Baix Llobregat Tarım Parkı Barselona'nın yüzyıllardır gıda ihtiyacını karşılasa da günümüzde yetersiz kalmaktadır. İspanya'nın ulusal seracılık faaliyetlerinin Almeia'da yoğunlaşması Barselona'nın gıda konusunda risk görmemesine yol açmış olabilir. Fakat Paris gibi kendi havzasından gıdasının çoğunluğunu temin etmesi sürdürülebilir kent olma açısından bir gerekliliktir. Söz konusu tarım parkında ise seracılığın çok küçük bir oranına sahiptir. Bu çerçevede Paris ve Barselona'ya topraksız tarım açısından bakıldığında Paris'in büyük ve sonuç değiştirecek projelere imza attığı ve bu yönde hem kamuoyu hem siyasal desteğin olduğu görülmüştür. İspanya'da ise seracılık tek bir alanda yoğunlaşırken Barselona topraksız tarım yatırımlarından görece mahrum kalmıştır. Oysa dar ve yoğun nüfuslu Barselona'da sürdürülebilir kent inşa edilirken topraksız tarıma Paris'ten daha çok ihtiyaç vardır.

Barselona aynı zamanda Avrupa'da "Güneş Enerjili Isıtma Kuralını" uygulayan ilk (2000) kent olmuştur. Kentin iklim değişikliği etkileri azaltım politikalarından biri olan bu uygulama tüm yeni veya yenilenmiş veya kullanım amacı değişmiş binalarda sıcak su ihtiyacının en az %60'lık kısmının güneş enerjisinden karşılanmasını zorunlu tutan bir regülasyon getirmiştir. Barcelona'da kurulu güneş enerjisi paneli 2000 yılında 1.650 m^2 iken 2010 yılında 87.600m^2'ye çıkartıldı. Bunun yanında bina yapım yönetmeliğinde yapılan regülasyonlar ile yenilenebilir enerji kullanımı arttırılmaya çalışılmıştır (ICLEI, 2014).

6. SONUÇ

Kentsel yaşamdaki üretim yapısı ve tüketim alışkanları iklim değişiminin en önemli sebebidir. Ancak kentler gerçekten uygulanacak sürdürülebilir yaklaşım ve uygulamalarla iklim krizinin çözümüne yönelik bazı fırsatlar da barındırmaktadır. Sürdürülebilir kent, ekolojik kent, yeşil kent gibi yaklaşımların uygulama araçları tarımsal üretim alanında da yeni çözümlere işaret etmektedir. Kentlerde bozulan doğal drenaj ağının yeniden kurulmasına yönelik mikro havza ölçeğinde doğa temelli çözümlerin geliştirilmesi kentlerin doğal sistemler gibi işleyerek su akışını dengeleyecek bir yapıya bürünmesini sağlayacak sünger kent, yağmur suyu hasadı, gri suyun arıtılarak yeniden kullanımı gibi önlemler kuraklık sorununa karşı en önde gelen sürdürülebilir kent yönetimi düşüncesinin araçlarıdır (Hepcan, 2022: 87).

Dünyadaki yaşamsal döngü için biyoçeşitliliğin devamı en hayati konudur. Bu sebeple de çevreyi koruyan sürdürülebilir bir gıda üretimi eski zamanlara göre çok daha önemlidir. Biyolojik çeşitliliğin gıda ve tarımsal üretimi destekleyen ekolojik süreçlere ve ekosistem hizmetlerine katkılarının bilinmesi, ekolojik süreçleri koruyan ve direncini arttıran yönetim stratejilerinin geliştirilmesi gerekmektedir. Gıda ürünlerinin üretim ve tüketim ihtiyaçları gözetilerek akıllı ve sürdürülebilir tarım tekniklerinin kullanılması, iklim koşullarına uygun ürünlerin yetiştirilmesi, tarımsal ekosistemlerde doğa temelli çözümlerin geliştirilmesiyle az su tüketimiyle de verim arttırılabilir (FAO, 2019). Bilinçsiz yapılan geleneksel tarım yöntemleri toprağı kirleterek bitkilerin zehirlenmesi, verimin düşmesi, kalitesiz ürün yetiştirme, su israfı ve karbon ayak izinin artması gibi sonuçlar doğurmuştur. Böylece seracılığa yönelim olsa da toprağın zehirlenişi tam olarak durdurulamamıştır. Sera alanındaki toprağında 4-5 yılda bir yenilenmesi gerekmektedir.

Topraksız tarım yöntemi geleneksel tarıma tam bir alternatif bir yöntem olarak ele alınamaz. Çalışmanın da böyle bir iddiası yoktur. Toprak azlığı, su kıtlığı ya da lojistik maliyetleri biraz olsun azaltmak amacıyla belirli yerlerde ve sınırlı çeşitte ürün için başvurulabilecek bir sürdürülebilir tarım yaklaşımıdır. Başka bir yorumla iklim değişiminin etkilerine karşı tarımsal bir dirençlilik yaratma yöntemidir. Çünkü topraksız tarım su verimliliği sağlarken üretimde kontrolü ve hasat miktarını da artırmaktadır. İklim değişikliği kaynaklı aşırı hava koşullarına karşı cam veya plastik seralar yerine daha kapalı ortamlarda üretim tercih edilmelidir. Bu üretimin kentsel tarım kavramı içerisine alınıp kent çeperinde gerçekleştirilmesi de ulaşım kaynaklı maliyet ve karbon ayak izini de düşürecektir. Yüksek kurulum maliyetleri ve ileri teknolojik gereksinimi gibi sebeplerle de kamusal teşviklerin varlığı topraksız tarım uygulamalarının yönünü belirleyecektir.

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Küresel Ekonomide Türkiye'nin Deniz Lojistiği Faaliyetlerinin Rekabet Avantajı

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Özet: Rekabet, hayatın varoluşuyla başlamaktadır. Küreselleşen dünyada var olabilmek için ülkelerin sürdürülebilir rekabet avantajı sağlaması büyük bir gerekliliktir. Bu bağlamda sürdürülebilir bir rekabet avantajı elde etmek için rekabeti etkileyen faktörlerin derinlemesine algılanması ve uygulanması gerekmektedir. Son yıllarda, küresel rekabetin artması ve lojistik yeteneklerin, lojistik hizmet sağlayıcıların başarısı için giderek daha kritik hale gelmesinden dolayı lojistik sektörü karmaşık bir yapıya sahiptir. Küresel ekonomide, sahip olduğu kendine has özelliklerinden dolayı denizyolu taşımacılığı ise uluslararası taşımalarda açık ara en fazla tercih edilen taşımacılık türüdür. Türkiye ise, üç tarafı denizle çevrili olup birçok ülke ile deniz bağlantıları bulunmaktadır. Dahası Asya, Avrupa ve Afrika arasındaki ulaşımda çok önemli bir rol oynamaktadır. Bu coğrafi konum hem tarihsel olarak hem de yakın geçmişte lojistik merkezlerin kurulması, paralel ve dengeli taşıma ağlarının oluşturulması gibi lojistik açıdan Türkiye' ye birçok önemli fırsat sunmaktadır. Bununla birlikte, özellikle denizciliğin geliştirilmesi, limanların merkezler olarak yeniden yapılandırılması ve kara ve diğer ulaşım ağları ile bağlantılı liman ve hinterlantların desteklenmesi ihtiyacının olduğu denizcilik endüstrisinde yapılacak daha çok yenilik bulunmaktadır. Dolayısıyla, deniz taşımacılığının sadece malların menşe ülkeleri ile değil, aynı zamanda kıyı devletlerinin deniz ticareti rekabetine katılma isteği ile birleştirildiğinde, bu ülkelerin de denizciliğe yatırım ve teşvikler gibi gerekli önlemleri alma eğiliminde oldukları görülmektedir. Denizcilik sektöründeki koruma uygulamalarının kaldırılması, denizcilik faaliyetlerinin serbestleştirilmesi gibi gelişmeler bu tür yatırımların desteklenmesinde rol oynamaktadır. Denizcilik sektörüne ilişkin korumacı uygulamaların düşürülmesi, denizcilik faaliyetlerinin serbestleştirilmesi gibi gelişmeler bu tür yatırımların içerisinde destekleyici rol oynamaktadır. Bu çalışma, Türkiye'nin küresel ekonomide deniz lojistiği faaliyetlerindeki rekabet avantajlarının, Türkiye'nin küreselleşen dünyada deniz lojistiği faaliyetlerinde sürdürülebilirliğinin sağlamasına yönelik öneriler ve geleceğe ilişkin varsayımlar üzerine ele alınmıştır.

Anahtar Kelimeler: Küresel Ekonomi, Deniz Lojistiği, Rekabet, Rekabet Avantajı.

Abstract: Competition begins with the existence of life. In order to exist in the globalizing world, it is a great necessity for countries to provide a sustainable competitive advantage. In this context, in order to gain a sustainable competitive advantage, it is necessary to perceive and implement the factors affecting competition in depth. In recent years, the logistics industry has a complex structure as global competition has increased and logistics capabilities have become more and more critical to the success of logistics service providers. In the global economy, maritime transport is by far the most preferred mode of transport in international transport due to its unique characteristics. Turkey, on the other hand, is surrounded by sea on three sides and has sea connections with many countries. Moreover, it plays a very important role in transportation between Asia, Europe and Africa. This geographical location provides many important opportunities for Turkey in terms of logistics, such as the establishment of logistics centers, parallel and balanced transportation networks, both historically and in the recent past. However, there is still more innovation to be made in the maritime industry, particularly where there is a need to develop shipping, restructure ports as hubs, and support ports and hinterlands linked to land and other transport Networks. Therefore, when maritime transport is combined not only with the country of origin of the goods, but also with the desire of the countries that have a coast to take a share in the maritime trade competition, it is seen that these countries also tend to take the necessary steps such as investment and incentives in maritime transport. Developments such as the reduction of protective practices in the maritime sector and the liberalization of maritime activities play a supportive role in such investments. In this study, Turkey's competitive advantages in marine logistics activities in the global economy, Turkey's sustainability in marine logistics activities in the globalizing world, suggestions for the future and assumptions are discussed.

Key Words: Global Economy, Maritime Logistics, Competition, Competitive Advantage.

1. GİRİŞ

Literatürde J. Johnson (1999), M. Porter (1998) ve A. Baublys (2003), bir ülkenin etkin ekonomik kalkınmasının ve üretim ve ticaret şirketlerinin işleyişinin başarısının ulaşım sisteminin etkinliğine dayandığını savunmaktadırlar. Malların taşınmasının en önemli aşaması, ulaşım araçlarının kullanımı ile ilgili olan ve bir lojistik sistemin temel işlevi olarak kabul edilen taşımacılık olarak kabul edilmektedir. Bu nedenle, bir lojistik sistemde kullanılan ulaşım sisteminin etkinliğinin artırılmasıyla rekabet avantajının en fazla olması sağlanabilmektedir. Bir ülkenin lojistik sisteminin rekabet gücü, bireysel ulaşım türlerinin rekabet gücünün düzeyi ve yoğunluğu ile belirlenmektedir. Teknolojik, çevresel, ekonomik, bilgi teknolojileri ve finansal önlemlerin yardımıyla kararlaştırılır ve onaylanır (Lee vd., 2010:563-583) Küresel ekonomik ilişkilerin

konularının coğrafi konumu, lojistik sistemler tarafından sağlanan hizmetler durumunda fayda miktarını etkilemektedir. Etkinlilik göstergelerinin ve rekabet edebilirlik parametrelerinin ifadeleri olarak mutlak değerin gerçeklerini doğrulayan mutlak rekabet üstünlüğü ilkesi de vurgulanmaktadır. Öte yandan, verimli bir tedarik sistemi, lojistik sistemin işleyişinin göreceli göstergelerini (iş verimliliği göstergeleri, teknolojilerin kullanım verimliliği vb.) etkilemekte ve bu da küresel ekonomideki göreceli etkinliğin genel göstergelerini belirlemektedir (Anikin, 2011:405). Bu durumda göreceli rekabet benzerliği ilkesi vurgulanmaktadır. Akışların yönetimi ve organizasyonu, minimum maliyetle maksimum nihai sonuca ulaşılacak şekilde uygulanmalıdır. Bu durum bir lojistik sisteminin rekabet üstünlüğünü belirleyen en temel ekonomik kriterdir. Sadece malların miktarını ve kalitesini koruyarak lojistik süreci ve tüketicinin belirlediği yere ulaştırılarak, belirtilen kriteri karşılayan ülkeler hedefe ulaşmaktadır (Rondinelli ve Berry, 2000:398-410).

Bir lojistik sistemin işleyişindeki en önemli kategori ve rekabet gücü etkinliliktir. En genel anlamda etkinlilik, sonucun ve bu sonuca ulaşılırken ortaya çıkan maliyetlerin oranıdır. Ekonomik etkinlik, makroekonomik sonuçları tanımlayan bir kategoridir. Tüm ekonomi açısından etkinlilik, sınırlı kaynak olması durumunda toplumun ihtiyaçlarının daha kapsamlı bir şekilde karşılandığı bir durum olacaktır. (Ahmad vd., 2021:93). Zamandaki değişim faktörleri, bir lojistik sistemin etkinliğini tanımlayan temel parametrelerdir. Bunlara ayrıca maddi, finansal ve bilgi akışlarının nitel parametrelerinin değerlendirilmesi de eşlik eder. Makro ortam değiştiğinde, tüketicilerin ihtiyaçları önemli ölçüde değişir; Bu nedenle, bu yeni kalite standartlarının getirilmesini gerektirebilir.

Bir lojistik sistemin rekabet gücünü değerlendirirken, unsurların, ilişkilerin ve akışların nitel özelliklerini analiz etmek ve belirlemek zorunludur. Sistemi oluşturan ve geliştiren yeni makroekonomik koşullar ve dinamik verimlilik önlemleri ile belirlenmektedir. Bu şekilde, rekabet üstünlüğünün kazanılması, bir lojistik sistemin başarılı bir şekilde uyarlanma sürecini belirlemektedir. Adaptasyon sürecinde, lojistik sistemini karakterize eden bazı parametreler, çevre koşullarına uyacak şekilde değiştirilir. Literatürdeki bilimsel teoriler dikkate alındığında; bir lojistik sistem geri bildirimli bir sistem olarak tanımlanabilir. Bu nedenle, bir lojistik sistem, geri bildirimi ve çevre ile belirli ilişkileri olan açık bir sistem olarak ele alınmaktadır. Lojistik sisteminin parametreleri, çevre faktörlerinin etkisi altındaki standartlardan sapmaktadır. Bu sapmalar nedeniyle anlaşmazlıklar, geri bildirimler, sistemin aktif olma koşulları, gelişim ve adaptasyon sürecine duyulan ihtiyaç ortaya çıkar ve bunun sonucunda rekabet avantajı elde edilir. Bu nedenle, ekonominin küreselleşmesi bağlamında lojistik sistemin gelişim sürecinin bir aşaması olarak rekabet üstünlüğünün kazanılmasının ve rekabet gücünün değerlendirilmesinin tanımlanması uygundur.

Genel olarak günümüz müşterilerine bakıldığında ise, deniz lojistiği işletmecilerinden daha verimli ve etkili bir hizmet vermeleri beklenmektedir. Ayrıca lojistik operatörlerinin müşterilerini memnun etme nihai hedefine ulaşmak için organizasyonel verimliliği ve etkinliği geliştirme ihtiyacını doğurmaktadır. Böylece deniz lojistiği değeri, sunulan denizcilik hizmetlerinin operasyonel verimliliğine ve etkinliğine yansıtılmaktadır (Notteboom vd., 2021:179-210). Lojistik verimliliği, bir kuruluşun hizmetlerini daha düşük maliyetlerle ve daha kısa sürede nasıl sağlayabileceğine bağlıdır ve hizmet etkinliği, kuruluşun malları daha esnek, duyarlı ve güvenilir bir şekilde nasıl teslim ettiğine yansıtılabilir. Deniz lojistiği değeri, hem deniz taşımacılığındaki bireysel birimlerin hem de bir bütün olarak lojistik sistemin performansını büyük ölçüde etkilemektedir (Ballou, 1992: 7). Çünkü bir lojistik sistemdeki tüm faaliyetler birbiriyle bağlantılıdır ve işlevleri karşılıklı olarak doğrudan veya karşılıklı olarak etkilenmektedir. Dolayısıyla, deniz lojistiği değerini artırmanın kilit bir yolu olarak deniz lojistiği değerini en üst düzeye çıkarmak, son zamanlarda denizcilik operatörlerinin operasyonlarında dikkate alması gereken önemli bir stratejik konu haline geldi.

Son zamanlarda yapılan çalışmalar, tüm lojistik faaliyetlerin oldukça entegre bir şekilde gerçekleştirildiğinde lojistik performansın maksimize edildiğini belirtmektedir. Buna göre, deniz taşımacılığı işletmecileri, küresel bir lojistik entegrasyon sisteminin merkezi bir üyesi olarak diğer lojistik işlevlerine ayak uydurmaya teşvik edilmektedir. Deniz taşımacılığı hizmetinin yanı sıra depolama, malzeme elleçleme, envanter ve paketleme gibi ilgili lojistik hizmetleri sunarak lojistik entegrasyon taleplerine cevap veren deniz taşımacılığı, bir deniz lojistik sistemi olarak adlandırılabilir (Charlampowicz, 2021:93-99).

Orta Asya'dan günümüz Türkiye'sine Türkiye'nin binlerce yıldır varlığını sürdürmesinde lojistiğin önemli bir rol oynadığı yadsınamaz bir gerçektir. Türklerin tarihine bakıldığında, İpek Yolu ve Baharat Yolu gibi ticaret yollarındaki deneyimler, yeni çağları açan kavimleri göçü ve karadan gemilerin taşınmasıyla birlikte gerçekleştirilen İstanbul'un fethi de dahil olmak üzere göçebe bir kültür doğmuştur. Türk tarihindeki bu kilometre taşları, lojistiğin bütün bir ulusun kaderini şekillendirmedeki rolünün ne kadar önemli olduğunu göstermektedir (Kuşular, 2020:27-86).

Türkiye kıtalar arasında bir köprüdür ve Asya, Avrupa ve Afrika arasındaki ulaşımda çok önemli bir rol oynamaktadır. Bu coğrafi konum hem tarihsel olarak hem de yakın geçmişte lojistik merkezlerin kurulması, paralel ve dengeli taşıma modlarının kurulması gibi lojistik açıdan birçok önemli fırsat sunmuştur. Bununla birlikte, özellikle denizciliğin geliştirilmesi, limanların merkezler olarak yeniden yapılandırılması ve kara ve diğer ulaşım modları ile bağlantılı liman ve hinterlantların desteklenmesi ihtiyacının olduğu denizcilik endüstrisinde yapılacak daha çok inovasyon bulunmaktadır (Boscheck, 1994: 132-151). Lojistik merkezlerle sağlanacak verimlilik, ülke ekonomisine fayda sağlayacak ve Türkiye'nin gelecekte lojistikte küresel bir merkez olma rolünü kolaylaştıracaktır. Bu tür lojistik merkezlerin oluşturulması Türkiye'nin 5 yıllık yatırım programlarında yer almakta ve bu plan doğrultusunda şimdiden bazı adımlar atılmış durumdadır. Dolayısıyla bu çalışma, Türkiye'nin küresel ekonomide deniz lojistiği faaliyetlerindeki rekabet avantajlarının, Türkiye'nin küreselleşen dünyada deniz lojistiği faaliyetlerinde sürdürülebilirliğinin sağlamasına yönelik öneriler ve geleceğe ilişkin varsayımlar üzerine ele alınmıştır.

2. ULUSLARARASI LOJİSTİK VE REKABET AVANTAJI

Ekonomik sistemin bir parçası olarak bir lojistik sistem, doğrudan ekonomik sistemin denge durumunun sağlanmasına bağlıdır. Bu durumda lojistik sisteminin makro ortamının ve verimlilik önlemlerinin değerlendirilmesi uygun olur. Ayrıca makro çevre faktörlerini ve bunların verimlilik ölçülerini gruplara ayırmak gerekir: lojistik sistemin unsurlarını etkileyen faktörler, sistem unsurları arasındaki ilişkileri etkileyen faktörler ve lojistik sistemi karmaşık bir şekilde etkileyen ve oluşturan faktörler. Lojistik sistemin denge durumu bozulursa, lojistik sistemlerin yapısı, biçimi ve hedef yönleri ile unsurlar arasındaki ilişkilerin nicel ve nitel ifadesi değişir. Bu nedenle, lojistik sistemlerin rekabet gücünü değerlendirirken, lojistik sistemin var olma aşamasını ve sistemin durumunun dengeye yaklaşımını tanımlayan oranları belirlemek zorunludur. (Rodrigue, 2017:1-7).

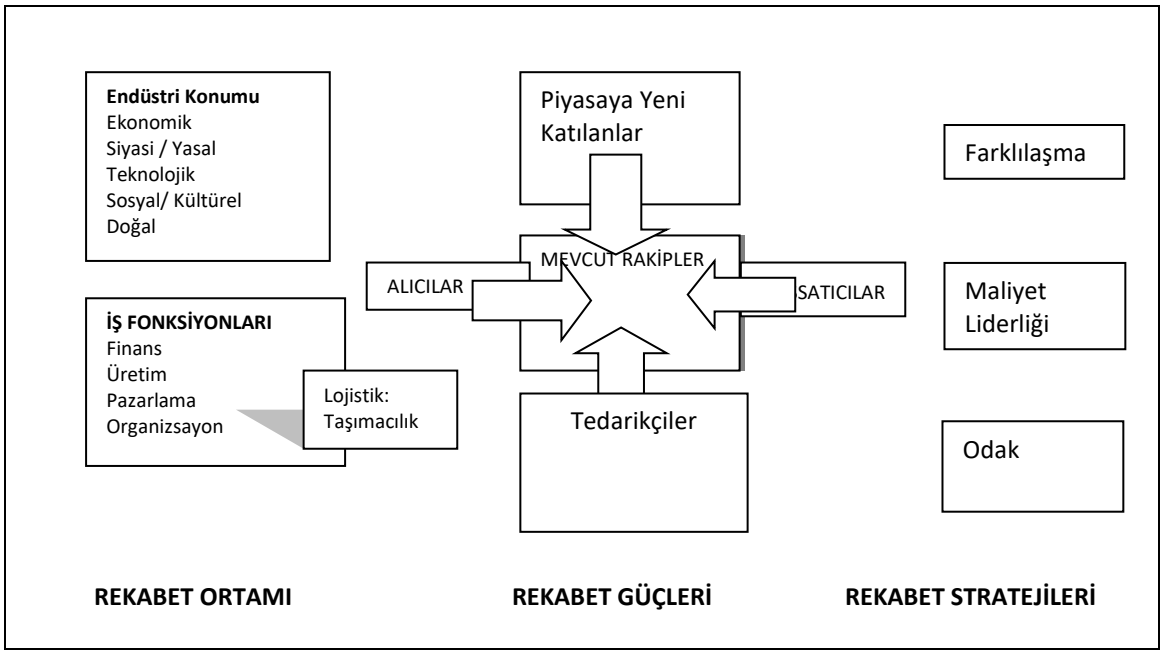
Porter (1985)'in dış etkenlere yaklaşımı, onları endüstri rekabetini belirleyen beş rekabet gücüne ayırmaktır.

- Sektördeki Rekabet: Bu güç, sektördeki rekabetin ne kadar yoğun olduğunu incelemektedir. Mevcut rakiplerin sayısını ve her birinin neler yapabileceklerini dikkate almaktadır. Rakiplerin sayısı ve sundukları eşdeğer ürün ve hizmetlerin sayısı ne kadar fazla ise bir şirketin gücü o kadar az olur.
- Sektöre Yeni Girenlerin Potansiyeli: Bu güç, rakiplerin sektöre katılmasının ne kadar kolay ve zor olduğunu dikkate almaktadır. Yeni giren rakibin sektöre girmesi ne kadar kolaysa, köklü bir şirketin konumu o kadar önemli ölçüde zayıflayabilmektedir.
- Tedarikçilerin Gücü: Porter (1985) modelindeki bir sonraki faktör olan tedarikçilerin ne kadar güce sahip olduğunu ve fiyatlarını yükseltme potansiyeli üzerinde ne kadar kontrole sahip olduğunu araştırmaktadır. Bu durum da bir işletmenin karlılığını düşürmektedir.
- Müşterilerin Gücü: Müşterilerin fiyatları veya güç seviyelerini düşürmeleri, beş rekabet gücünden biridir. Bir şirketin kaç alıcısı veya müşterisi olduğundan, her bir müşterinin ne kadar önemli olduğundan bir şirkete üretimi için yeni müşteriler veya pazarlar bulmanın ne kadara mal olacağından etkilenmektedir.
- İkame Ürün Tehdidi: Porter (1985) 'in beş rekabet gücünden sonuncusu ikamelere odaklanmaktadır. Bir şirketin ürün ve hizmetlerinin yerine kullanılabilecek ikame mal ve hizmetler tehdit oluşturmaktadır. Yakın ikamelerin mevcut olduğu durumlarda, müşteriler bir şirketin ürününü satın almaktan vazgeçme seçeneğine sahip olacak ve şirketin gücü zayıflayacaktır.

Porter (1985)'in ayrıca belirli bir sektördeki rekabete ilişkin faaliyetleri iki kategoride sınıflandırmaktadır (Psaraftis, 2016: 133-142). Bunlar; birincil faaliyetler ve destek faaliyetleridir. Değer zinciri, bir firmanın birincil faaliyetleri olarak 'gelen lojistik' ve 'giden lojistik'ten oluşur ve taşımacılık her ikisinde de önemli bir rol oynamaktadır. Bir endüstride üstün performans için üç genel strateji Porter (1985) tarafından maliyet liderliği, farklılaşma ve odaklanma stratejileri olarak tanımlanmaktadır.

Uluslararası pazarlarda rekabet eden şirketler için lojistik (ve bunun bir parçası olarak nakliye), diğer birincil faaliyetlerle aynı şekilde, alıcılar için değer yaratmak için destek faaliyetlerinden yararlanmaktadır (Panayides ve Song, 2013: 295-308). Ulaştırma sistemleri uluslararası pazarlama sisteminin bir parçasıdır ve bu nedenle sistemi çevreleyen tüm dış ve iç faktörlerden etkilenmektedir. Ayrıca, ulaşım sisteminin kendisi rekabet güçlerine tabidir; ulaşım hizmetinin rekabet stratejilerine göre konumlandırılması hizmetin sonuçlarını etkilemektedir.

Şekil 1: Uluslararası Pazarlama Sisteminde Taşımacılığın Rekabetçi Konumu



Uluslararası taşımacılık endüstrisinin hizmet kalitesi, müşterilerinin, yani ihracatçıların ve ithalatçıların rekabet avantajını artırmaya yardımcı olmak için belirli standartları karşılamalıdır (Ivut, 2012:377). Hizmet kalitesinin belirleyicileri, pazarlama uzmanları tarafından temel parametreleri olarak güvenilirlik, yanıt verme, yetkinlik, erişim, nezaket, iletişim, güvenlik, anlama/bilme, müşteri ve somutluk kavramları olarak tanımlanarak on değişken olarak tespit edilmiştir. Daha fazla araştırmanın ardından, bu on boyut birleştirilerek güvenilirlik, yanıt verme, somutluk, güvence ve empati olarak beş grupta kategorileştirilmiştir (Unimar, 2020: 3-19).

2.1. Deniz Lojistiği ve Rekabet Avantajı

Uluslararası pazarlamanın bir unsuru olarak, taşımacılık hizmetinin işlevsel yönleri, denizcilik, karayolu, havayolu, demiryolu veya boru hattı taşımacılığı olmak üzere her bir taşıma modunun özel özelliklerine göre taşımacılık işinde gerçekleşen operasyonel faaliyetleri kapsamaktadır. 1997'de dünya deniz ticareti 5,07 4 milyar metrik tona ulaşarak nakliye, açık ara uluslararası mal taşımacılığının ana modu olmaya devam etmektedir. (Waters, 2003: 42-56). Deniz lojistiği rekabetçi bir endüstridir ve dünya ülkelerinin nakliye hizmetlerine olan talepleri türetilmiş taleptir. Genel anlamda denizcilik sektöründeki kargo hizmetlerinde alternatif uygulamalar yer almamaktadır. Dolayısıyla ülkeler arası deniz lojistiği sektöründe rekabet söz konusu olmaktadır.

Dünya ülkelerinin deniz lojistiği alanında rekabete girmelerinin birçok nedeni bulunmaktadır. Bunlardan ilki, ülkelerin kıyı sularındaki bazı kısıtlamalar dışında, gemiler serbesttir ve uluslararası rakipleri davet etmektedir. İkincisi deniz lojistiği küçük yatırımlarla başlamaktadır. Nakliye sefere başlamak için küçük bir yatırım gerektirmektedir. Kalıcı yol, işaretler, köprüler, tüneller, menfezler ve platformlar vb. inşaatına yapılan sermaye yatırımı, bir vapur veya gemi satın alırken bulunmamaktadır. Liman otoriteleri tarafından yükleme, boşaltma ve barınma tesisleri sağlanmakta ve bu nedenle armatör tarafından herhangi bir yatırım yapılmamaktadır. Bu tür tesisler, liman ücretlerinin ödenmesiyle kullanılabilir hale gelmektedir. İlk yatırım küçük olduğundan, dünyanın farklı köşelerinden birçok rakibi davet etmektedir. Deniz lojistiğindeki bir diğer rekabet unsuru ülkelerin bu sektörde oran belirleme özgülüğüdür. Demiryolları ve motorlu taşıtlarda oran ve ücretler büyük ölçüde ülke hükümeti tarafından düzenlenir, ancak nakliyede oranlar ve ücretler herhangi bir düzenleyici hüküm olmaksızın serbest koşullar altında belirlenir. Dolayısıyla, oranların değişmesi gereken minimum veya maksimum limitler bulunmamaktadır. Bu nedenle, nakliyede oran düşürme ve tekel ücretlendirme yaygındır (Bukold, 1993: 24-34).

Deniz lojistiğinin en önemli avantajı ise ölçek ekonomilerinde yer almaktadır. Denizcilik sektörünün gücü ulaşım hızına değil, kapasitesine ve kapsamına bağlıdır (Esalco, 2020:3-17). Kısacası demiryolu ve karayolu ulaşımları

coğrafi ve hacim boyutlarında trafiği kaldıramamaktadır. Kargo ve gemilerin uzmanlaşması, konteynerleştirme ölçek ekonomilerine büyük ölçüde katkı sağlamaktadır.

3. LİTERATÜR

Literatürde küresel ekonomide deniz lojistiği faaliyetlerinin rekabet avantajları üzerinde birçok çalışma bulunmaktadır. Literatür taramasının özetleri Tablo 1'de gösterilmiştir.

Tablo 1: Literatür Taraması Özeti

Yazar ve Çalışma Yılı	Ülke	Dönem	Bulgular
Jacks & Pendakur (2008)	İngiltere	19. Yüzyıl Sonları	Çalışma döneminde küresel ticaretteki artışın ana itici gücünün deniz taşımacılığı olmadığını, ancak artan gelirlere bağlı yakınsamanın bu ticaret artışının ana nedeni olduğu tespit edilmiştir.
Topuz (2010)	Türkiye	1923-1980	Navlun gelir giderlerinin odak noktası olarak alındığında uluslararası deniz ticareti taşımacılığının Türkiye ekonomisine katkısının son derece düşük olduğu sonucuna varılmıştır.
Burmaoğlu (2012)	AB Ülkeleri	2009	İnsan kaynakları ve entelektüel varlıkların ülkelerin lojistik performansları üzerinde pozitif etkisi tespit edilmiştir.
Deveci ve Çetin (2013)	Türkiye	2004-2012	Lojistik Performans Endeksi'nde ilk sıralarda olan ülkelerin ağırlık verdiği konteyner taşımacılığının ülkemizde de büyük artış gösterdiği sonucuna varılmıştır.
Sofyalıoğlu & Kartal (2013)	Türkiye ve Avrasya Ülkeleri	2012	Yapılan çalışmada Türkiye ile Avrasya ülkelerinin Lojistik Performans Endeksleri karşılaştırılarak Türkiye'nin lojistik faaliyetlerinde nispi üstünlüğü tespit edilmiştir.
Rasa (2014)	Litvanya	2007-2011	Litvanya'da deniz lojistiğinin uluslararası yatırımları çeken en önemli sektörlerden biri olduğu tespit edilmiştir.
Pascali (2017)	İngiltere	1850-1900	Deniz lojistiğinin dünyadaki uluslararası ticaret kalıpları üzerinde önemli bir etkiye sahip olduğu ve seçilen zaman diliminde dünyanın zengin ve fakir bölgeleri arasındaki ekonomik farklılıkların artmasının ana nedeni olduğu sonucuna varılmıştır.
Çalışkan (2019)	Türkiye, İspanya, Almanya	2011-2017	Araştırma analizinde açıklanan insan kaynaklı şoklar söz konusu olduğunda, ülkeler ortak politikalar oluşturması ve bunlara göre hareket etmesi durumunda deniz taşımacılığını olumsuz etkileyen şokların etkisinin en aza indirilebileceği sonucuna varılmıştır.
Kuşular (2020)	Gelişmekte olan 24 ülke (Mısır, Filipinler, Türkiye,…)	2009-2018	Ankete katılan 24 gelişmekte olan ülke arasında Mısır en rekabetçi olan ülke olurken, Filipinler en az rekabetçi olan ülke olarak tespit edilmiştir. Ayrıca Türkiye, gelişmekte olan ülkeler arasında en rekabetçi ikinci ülke olarak bulunmuştur.
Usta & Sarı (2021)	Türkiye	2010-2019	Analiz sonuçlarına göre, ekonomik büyüme, dış ticaret koşullarının gelişmesi deniz ticaretini önemli ölçüde etkilemektedir.

4. SONUÇ

Deniz taşımacılığı küresel ticaretin uluslararası lojistiği için kritik öneme sahiptir ve etkili bir şekilde yönetilmesi gerekmektedir. Uluslararası lojistiğin entegre bir bileşeni olarak konteynerli yüklerde deniz taşımacılığı, artık sadece deniz taşımacılığı hizmeti değil, depolama, malzeme elleçleme, envanter ve paketleme gibi ek lojistik hizmetler de sunan bir deniz lojistiği sistemi olarak kabul edilmektedir. Nakliye hatları, liman-terminal operatörleri ve nakliye komisyoncuları gibi büyük deniz taşımacılığı operatörlerinden oluşan deniz lojistiği sistemindeki unsurlar, lojistik değerlerinin, hizmetlerinin daha verimli ve etkin bir şekilde sistematik olarak gerçekleştirilmesi için önemli bir paya sahiptir (Yang, 2019: 108-117). Deniz lojistiği değeri, operatörler daha

düşük bir fiyatla daha hızlı, daha duyarlı, esnek ve güvenilir hizmetler sunduğunda iyileştirilebilir. Deniz lojistiği değerinin maksimize edilmesi, işletmecilerin sürdürülebilir rekabet edebilirliklerinin iyileştirilmesine ek olarak, tüm lojistik performansının iyileştirilmesine yardımcı olabileceğinden, denizcilik işletmecilerinin ulaşmak istedikleri en önemli stratejik hedeflerden biri haline gelmiştir.

Bir ülkenin lojistik merkez olabilmesi için üç koşul gerekmektedir. Bunlar; coğrafi avantaj, fiziksel altyapı ve kurumsal altyapıdır. Türkiye'nin birinci şartı yerine getirdiği yadsınamaz bir gerçektir. Ancak Türkiye'nin çağdaş standartlara ulaşması için fiziki ve kurumsal altyapısını geliştirmesi gerekmektedir. Bu amaçla Türkiye bir ulaşım planları ve kalkınma stratejileri oluşturmuştur, ancak bu geliştirmeleri tamamlamak için lojistik entegrasyon ve stratejik yaklaşımlara ihtiyaç duyulmaktadır. Türkiye ekonomisi dünya ekonomisinde 20., Türk Ticari Deniz Filosu ise dünyada 14. sıradadır. Türkiye'nin jeostratejik konumu önemli olmakla birlikte Türkiye ticari ve lojistik gücünü geliştirmeye çalışmalı ve elde edilen fırsatları iyi değerlendirmelidir. Şöyle ki; köprüler kurup geçiş ülkesi olmak zenginlik getirmez. Türkiye ekonomideki yüksek payını ancak lojistikte bir merkez haline gelmesiyle alacaktır. Ancak bu durum, özellikle stratejik planlamada yüksek derecede planlama gerektirmektedir. Lojistik sektörünün Türkiye'nin sanayi politikasına dahil edilmesi bu koordinasyonu kolaylaştırmaktadır.

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Endüstriyel Pazarlarda Satış Elemanları ve Satın Almacılar Arasındaki İlişkilerde İş Ahlakının Sınırları: Nitel Bir Araştırma

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Özet: Endüstriyel pazarlar ürün ve hizmetlerin üretimde kullanmak ya da yeniden satmak amacıyla işletmeler, hükümetler veya kurumlar tarafından alınıp satıldığı pazarlardır. Endüstriyel pazarlama ise, endüstriyel veya kurumsal müşterilere mal ve hizmetlerin pazarlanması faaliyetleridir. Nihai tüketiciler gibi endüstriyel alıcılar da satın alma kararlarını verirken birçok aşamadan geçer ve çeşitli faktörlerden etkilenirler. Ancak endüstriyel pazarlarda satın alma karar süreçleri, nihai tüketicilere göre daha karmaşıktır ve endüstriyel alıcılar satın alma kararlarını verirken daha rasyonel, kurallı ve sistematik davranırlar. Satın alma kararı, örgüt içinde faklı seviyelerde bulunan birçok insan arasındaki etkileşimi içerir. Endüstriyel ürünlerin satın alınması sürecinde profesyonel satın alma görevlileri rol alır. Nihai tüketicilere kıyasla endüstriyel alıcılar daha bilgilidir, satın alma kararında daha profesyonel davranır ve rasyonel hareket ederler. Rasyonel açıdan bakıldığında endüstriyel alıcılar ekonomik fiyat, yüksek kalite ve performans, verimlilik, kolay ulaşılabilirlik, zamanında teslimat, tedarikçi güvenilirliği ve satış sonrası destek gibi beklentilere sahiptir. Endüstriyel pazarlamada alıcı ve satıcı arasında kurulan kaliteli ve uzun süreli bir ilişki, alıcı firmanın algıladığı belirsizliği, dolayısıyla kontrolleri azaltarak verimliliği ve performansı arttırır; ona kısa vadeli ilişkilerde sağlayamayacağı özel indirimler, yakın danışmanlık hizmetleri gibi ilave avantajlar sağlar. Diğer taraftan, endüstriyel pazarlarda satın alma görevlilerinin, tedarikçi firmanın satış personeli ile kurduğu kişisel ilişkiler de satın alma karar sürecinde rol oynayabilir. Bu kişisel ilişkiler çerçevesinde hediye, ağırlama, eğlence gibi uygulamalar gündeme gelerek rasyonel olmayan bazı değerlendirmeler yoluyla satın alma kararlarını etkileyebilir.

Bu araştırmada, endüstriyel pazarlarda satış elemanları ile satın almacılar arasında kurulan kişisel ilişkiler ve genel olarak "temsil harcamaları" olarak isimlendirilen hediye ve ağırlama gibi uygulamaların, satın alma kararları üzerindeki etkisi pazarlama ve iş ahlakı perspektifinden incelenmiştir. Bu amaçla satış elemanları ve satın almacılar üzerinde derinlemesine mülakat yöntemiyle nitel bir çalışma yapılmıştır. Çalışma kapsamında Kocaeli ilinde organize sanayi bölgeleri içerisinde yer alan on farklı işletmenin satış ve satın alma birim yöneticileri ile mülakatlar yapılmıştır. Görüşmelerde satış elemanlarına temsil harcamaları ve benzeri enstrümanları hangi amaçlarla, ne düzeyde, hangi sıklıkta kullandıkları ve bu tür uygulamaların satış performansını ne düzeyde etkilediği sorgulanmıştır. Satın alma yöneticilerine ise bu tür uygulamalar hakkındaki görüşleri, etik açından değerlendirmeleri ve satış personeli ile olan ilişkilerini nasıl yönettikleri sorulmuş, bu uygulamaların satın alma karar sürecindeki etkileri irdelenmiştir. Yapılan analizler sonucunda satış elemanları açısından temsil ve ağırlama harcamalarının satış performansını pozitif yönde etkilediği, satın almacılar ile satış personeli arasındaki ilişkiyi güçlendirdiği, ancak bazı uygulamaların iş ahlakı açısından sorgulanabilir nitelikte algılandığı tespit edilmiştir.

Anahtar Kelimeler: İş Ahlakı, Pazarlama Ahlakı, Satış Elemanı, Endüstriyel Pazarlama, Derinlemesine Mülakat

1. GİRİŞ

Endüstriyel pazarlama, ürün ve hizmetlerin işletmeler tarafından diğer işletmelere, kamu kurum ve kuruluşlarına, kar amacı gütmeyen organizasyonlara ve aracılara pazarlanması faaliyetidir (Dwyer ve Tanner, 2002: 24). Endüstriyel pazarlama, diğer işletmelerin taleplerini ve ihtiyaçlarını karşılamak ve onlara değer yaratmak için ürünlerin geliştirilmesini, fiyatlandırılmasını, dağıtımını ve tutundurmasını kapsayan bir yönetim sürecidir; kısaca, işletmeden işletmeye yapılan pazarlama faaliyetleridir.

Kiralanacak ya da satın alınacak mamul ve hizmetlerin üretiminde kullanılmak üzere mamul ve hizmet satın alan işletmelerin oluşturduğu pazarlar endüstriyel pazarlardır (Yükselen, 2021: 117). Diğer bir ifadeyle; endüstriyel pazar, işletmeden diğer işletmelere ürün veya hizmet satılan, kiralanan ya da tedarik edilen, başka ürün ve hizmetlerin üretiminde kullanmak için satın alan organizasyonları içeren pazardır (Akoğul ve Tuna, 2016: 30). Endüstriyel pazarlarda alıcı sayısı tüketici pazarlarına göre daha az olup genellikle belirli bölgelerde toplanmışlardır. Bu firmaların üretim ve hizmet satışlarına bakıldığında son noktada nihai tüketiciye ulaşmaktadır. Tüketicilerin taleplerinde yaşanacak daralmalar endüstriyel pazarlarda faaliyet gösteren firmaların endüstriyel ürünlere olan talebini azaltmaktadır. Yine tüketici pazarına göre endüstriyel pazarlarda profesyonel satın alma ağırlıktadır. Endüstriyel alıcılar, nihai tüketicilere göre daha akılcı davranırlar. Endüstriyel alıcılar satın alma kararlarında duygusal güdülerden çok, akılcı güdülerle hareket ederler. Endüstriyel işletmeler, üretime veya ticari faaliyetlerine yönelik ihtiyaçları karşılamak için alım yaptıkları için, satın alınacak ürün ya da hizmetin işlevleri ve teknik özellikleri ile ilgili ayrıntılı bilgi edinmek isterler. Bu yüzden de, satın alma işleminden önce nihai tüketicilere kıyasla çok daha ayrıntılı incelemeler gerçekleştirirler (Mucuk,2014: 96-104). Endüstriyel

satın alma sürecinde, gereksinimlerin belirlenmesi, tedarikçi seçimi, uygun fiyatı bulma, şartlar ve faktörlerin saptanması, sipariş veya sözleşmenin hazırlanması ve uygun teslimat ile ödemenin takibinin yapılması gibi aşamalar bulunmaktadır (Ersoy, 2015: 32).

Endüstriyel pazarlarda, pazardaki talep durumu, ekonomik canlılık, teknolojik gelişmeler, yasal düzenlemeler gibi çevresel faktörler satın alma kararlarında etkilidir. Bunun yanı sıra örgüt içi düzenleme ve kurallar, satın alma birimi görevlileri ve bu kişilerin kişisel özellikleri, geçmiş deneyim ve tecrübeleri de satın alma kararında önemli bir yere sahiptir. Diğer taraftan, endüstriyel pazarlarda satın alma görevlilerinin, tedarikçi firmanın satış personeli ile kurduğu kişisel ilişkiler de satın alma karar sürecinde rol oynayabilir. Bu kişisel ilişkiler çerçevesinde hediye, ağırlama, eğlence gibi uygulamalar gündeme gelerek rasyonel olmayan bazı değerlendirmeler yoluyla satın alma kararlarını etkileyebilir (Fisher, 2007). Kişisel satışta hediye, ağırlama vb. uygulamalar konusundaki araştırmalar konuta daha çok pazarlama etiği açısından bakmaktadır. (Dubinsky ve Gwin, 1981; Chonko ve Hunt, 1985; McClaren, 2000). Bu araştırmalar genellikle tanımlayıcı olma eğilimindedir (Finn & Moncrief, 1985; Schurr & Calder, 1986) ve çoğu zaman satışçının bakış açısına odaklanmaktadır (Mullins, Ahearne, Lam, Hall ve Boichuk, 2014; Vosgerau, Anderson, & Ross, 2008). Kişisel satışta eğlence, ağırlama ve hediye konusuna hem satın almacıların hem de satışçıların bakış açısını irdeleyen çalışmalar oldukça sınırlıdır (Inks, Avila, Chapman, 2004; Gegez , Inks & Avila, 2006; Oakley, Bush, Moncrief, vd. 2021). Oysaki, eğlence, ağırlama ve hediye verme gibi konularda hem satışçının hem de satın almacının algılamalarını karşılaştırmak ve bu tür uygulamaların alıcı-satıcı arasındaki ilişkileri ne şekilde etkilediğini incelemek, kişisel satışta etik dışı davranışın nedenlerinin daha iyi anlaşılmasına ve satış yöneticilerinin bu konuda gereken önlemleri almasına yardımcı olabilir.

Bu bağlamda, bu araştırmanın amacı temsil harcamaları olarak adlandırılan hediye ve ağırlama gibi uygulamaların, endüstriyel pazarlarda satıcı-satın almacı ilişkisini nasıl etkilediği ve satın alma kararlarına nasıl yansıdığını irdelemektir. Bu araştırmanın sonuçlarının bir taraftan endüstriyel pazarlamada alıcı-satıcı ilişkisine dair literatüre katkı sağlarken, diğer taraftan ise temsil ve ağırlama faaliyetlerinin planlanması ve uygulanmasında satış yöneticilerine yol gösterici bilgiler sunması beklenmektedir. Bu kapsamda Kocaeli ili organize sanayi bölgelerinde yer alan on farklı firmada satış ve satın alma birimlerinde çalışan personel ve yöneticiler ile derinlemesine mülakat yöntemi ile nitel bir çalışma yapılmıştır. Çalışmanın bundan sonraki bölümünde endüstriyel pazarlar ve endüstriyel pazarlarda satın almayı etkileyen faktörler ile ilgili literatür özeti sunulmuştur. Daha sonra araştırmanın yöntemi ve veri toplama süreci açıklanmış, toplanan veriler analiz edilerek sonuçlar üzerinde tartışılmıştır.

2. ENDÜSTRİYEL PAZARLAMA

İşletmeler arası pazarlama (B2B) olarak da isimlendirilen endüstriyel pazarlama, kişisel veya ailevi ihtiyaçlar için ürün ve hizmetleri satın alan nihai tüketicilerden ziyade diğer işletmelere ürün ve hizmet sağlama konusunda uzmanlaşmış bir iletişim ve satış dalıdır. Endüstriyel pazarlama kavramı hizmet ve malların başka mal ve hizmetlerin üretimi için tekrar endüstriyel müşterilere pazarlanma işlemi olarak tanımlanmaktadır (Arslan, 2012: 7). Bu pazarlama üretici, toptancı, perakendeci arasındaki ticari işlemleri kapsamaktadır. Endüstriyel pazarlama faaliyetleri için uzman satışçılar ve pazarlamacılara ihtiyaç duyulur. Endüstriyel pazarlamada odak noktası kişisel satıştır. Endüstriyel pazarlama yapan işletmelerin amacı, müşterileriyle uzun vadeli ilişkiler kurarak onlar için vazgeçilmez bir tedarikçi olmaktır. Uzun vadeli ilişkilerin kurulabilmesi için dinamik ve proaktif bir satış gücü aracılığıyla müşterilere değer yaratmak, bunu sunmak ve onların gelişimlerine katkıda bulunarak birlikte kazanmak gerekmektedir (Tatlıpınar,2019: 32).

Endüstriyel pazarlar ise, işletmelerin nihai mal ve hizmetleri üretebilmek için ihtiyaç duydukları her türlü girdinin alıcılara sunulduğu yerlerdir. Bu işletmeler üretimleri için, malzemeler, hammaddeler, aksamlar vb. gibi ürünleri, tesisat, tesis, donatım ekipmanları vb. gibi ürüne kısmen dahil olanları ve büro hizmetleri, endüstriyel hizmetler vb. gibi ürüne dahi olmayan ürünleri talep etmektedirler (Tektaş ve Kavak, 2010:52). Endüstriyel pazarın özellikleri şu şekilde sıralanabilir (Balta, 2006: 32):

- Az sayıda ve tüketici pazarlarındaki alıcılara göre büyük alıcılardan oluşur.
- Müşteriler belli bölgelere toplanmışlardır.
- Endüstriyel pazarda talep, nihai tüketici talepleri ile orantılıdır.
- Talep elastikiyeti düşüktür, tüketici taleplerine göre değişim gösterebilir.
- Alıcıların daha karmaşık satın alma kararları bulunmaktadır.
- Satın alma kararları rasyoneldir.

- İlişkiler uzun dönemlidir.
- Satın alma kararları birden çok kişi tarafından verilebilir.
- Satın almacılar ve satışçılar arasında karşılıklı bağlılık bulunmaktadır.
- Satın alının yanında kiralama işlemleri de mevcuttur

Endüstriyel pazarlarda müşterileri elde tutmak ve pazarlama ve satış performansı, karlılık gibi unsurlarda, işletmelerin uzun dönemde performanslarını en üst seviyeye çıkartabilmeleri için müşterilerle uzun vadeli, karşılıklı fayda sağlayan ilişkilerin kurulması, geliştirilmesi ve sürdürülmesi gereklidir. Taraflar arasında güçlü ilişkiler kurulması sayesinde, alıcı-satıcı ilişkisinde gereksiz maliyetleri azaltmak hatta tamamen ortadan kaldırmak için her iki taraf kendi süreçlerini belirlemekte, bu da işlemlerde hız ve esnekliği, güven ve kaliteyi artırmaktadır. İşletmeler ürün karlılığının, ürün performansı ve müşteri memnuniyeti boyutlarına bağlı olarak üst düzey faydalar elde ettikleri ortaklarına bir ilişki taahhüt etmektedirler (Yürük ve Kayapınar, 2016:100-101).

3. ENDÜSTRİYEL PAZARDA SATIN ALMA

Endüstriyel pazarlarda satın alma, örgütlerin faaliyetlerini sürdürebilmesi için ihtiyaç duyduğu mal ve hizmetlerin tedarik edilmesi sağlayan sistemlerdir. Satın almanın verimli olabilmesi için ürün ve hizmetlerin doğru zamanda, doğru maliyetle, doğru kalitede ve doğru tedarikçi ile sağlanması gereklidir (Koçoğlu ve Avcı, 2014). Endüstriyel satın alma süreçleri bireylerin satın alma süreçlerine göre daha karmaşık bir yapıya sahiptir. Örgütler için üretimde maksimum verimliliğin veya yeniden satışta maksimum karlılığın sağlanması için endüstriyel satın alma süreçleri kullanılmaktadır. Bu süreçler sayesinde örgütler kendi pazarlarında rekabet avantajı yakalamaktadır.

Endüstriyel satın alma aşmaları ihtiyacın doğması ve gereksinimin farkına varılmasıyla başlar. Tüketici pazarlarında olduğu gibi beklentilerle gerçekleşen durum arasında fark oluştuğunda gereksinimler ortaya çıkar. Sonrasında satın almacı gereksinim duyulan ürünlerin nitel ve nicel özelliklerini belirler. Ürüne ait teknik bilgi, kullanım şekilleri gibi detaylı bilgiler gerektiği durumlarda satın alma ile bağlantılı mühendisler gibi teknik personel bilgisine başvurabilir (Çağlar ve Kılıç,2005: 88). Satın almacı bu aşamada ürünle ilgili gerekli araştırmayı yapar, bütçeyi oluşturur ve alım sürecini netleştirir. Bir sonraki aşamada, satın almacı muhtemel tedarikçileri araştırır, uygun tedarikçileri belirleyip teklifleri toplar. Tekliflerde ürün özellikleri, ödeme ve teslim şartları varsa garanti süreleriyle ilgili bilgiler talep edilir (Sağlam,2012: 195). Tekliflerin toplanması sonrası alternatiflerin değerlendirilmesi aşamasına geçilir. Bu aşamada teklifler istenen özellikler doğrultusunda birbirleriyle karşılaştırılır. Tekliflerdeki ürünler ile tedarikçilerin de değerlendirmesi geçmiş dönem performansları, finansal durumları, teslimat süreleri, iletişim ve kişisel tercihler doğrultusunda yapılır. Bu aşamaya kadar yapılanların sonucunda satın almacı karar vermek için ihtiyaç duyduğu tüm bilgilere sahip olur. Karar verme sürecine dahil olan satın alma ekibi üyeleri eldeki tüm verileri değerlendirdikten sonra en doğru seçimi yapmaya çalışır (Sağlam,2012: 195). Satın alma kararının verilmesini takiben, gerekli görülmesi durumunda tedarikçi ile sözleşme imzalanabilir. Bu sözleşmelerdeki amaç olası risklerin azaltılması, riskin oluşması durumunda uygulanacak prosedürlerin baştan belirlenmesidir. Satın alıma konu ürünlerin teslim alınması sonrası, ürünle ilgili talep edilen özelliklere sahip olup olmadığı kontrol edilerek, tedarikçi performansı değerlendirmesi yapılır.

Satın almacılar, satın alıma konu ürünün niteliklerine veya şirket satın alma politikalarına göre üç şekilde satın alma yaparlar. Daha önceden satın alınmış, onaylı ve belirli tedarikçilerden temin edilen rutin alımlar doğrudan satın alma olarak gösterilir. Bu tip satın almalarda tedarikçilerin geçmiş olumlu performanslarını devam ettirmeleri beklenir. Satın alınan ürünle ilgili çok az bilgiye ihtiyaç duyulması, sürekli aynı ürünün alınması gibi durumlarda kullanılır. Satın almacının mevcut satın alınan ürünle ilgili özellik, fiyat, çalışma koşulu veya teslim şartı değişikliğine gitmek istemesi durumunda değiştirilmiş yeniden satın alma modeli ortaya çıkar. Bu tip satın alma modelinde yeni tedarikçilerin sisteme girme ihtimali artar (Çağlar ve Kılıç,2005: 86). Bir ürünün ilk defa satın alındığı durumlarda harcama ve risk kalemlerinin büyüklüğü ile orantılı olarak satın alma kararına katılacak kişi sayısı artabilir. Doğrudan satın almaya göre karar süreçleri uzayabilir. Bu satın alma modelinde tedarikçiler müşterilerinin korunması için kalitesi yüksek ürünler ve güvenilir hizmetler sunmaya devam ederek müşteri memnuniyetini en üst seviyede tutmaya çalışmalıdırlar (Peter ve Donnelly, 2007:56).

Tablo 1: Endüstriyel satın alma türlerinin genel özellikleri

Doğrudan satın alma	Değiştirilmiş yeniden satın alma	İlk defa satın alma
Talep sürekli tekrarlanır.	İlk defa satın alma ya da doğrudan satın alma durumundan kaynaklanabilir	Daha önce ortaya çıkmamış bir talep veya sorun bulunmaktadır.

Her bir satın alma işlemine ait karar genellikle satın alma departmanı tarafından alınır.	Talep süreklidir ya da zaman içinde tekrarlanabilir veya belirli faaliyetlerin büyüme düzeylerine bağlı olarak genişletilebilir.	Satın almaya konu ürünle ilgili geçmiş bir deneyim veya bilgi yoktur.
Belirli tedarikçiler içerisinden seçim yapılır.	Satın almaya ilişkin alternatifler bellidir, ancak bunlarda da değişiklik olabilir	Satın alma sürecinde bilgiye ihtiyaç vardır.
Yeni tedarikçinin sisteme katılması zordur.	Satın alma kararı öncesi ek bilgiye ihtiyaç duyulabilir.	Soruna ve ihtiyaca yönelik tedarikçi araştırmaları yapılır.
Geçmiş deneyimler nedeniyle çok az bilgiye ihtiyaç duyulur.	Örgüt dışı faktörler kaynaklı olarak bu satın alma modeli ortaya çıkabilir.	Tedarikçi çok önemlidir çünkü daha sonraki doğrudan satın alımlar için kaynak oluşturur.
Satın alma durumunda, işletmedeki satın alma örgütünün yaptığı her bir satın alma toplamda satın alınan mal miktarının çok olduğunu gösterir	Yeni satın alma etkileri, potansiyel maliyet değişiklikleri, kalite ve hizmet kaynaklı değişimler bu satın alma modelini oluşturabilir.	Yaratıcı pazarlama çalışmalarıyla önceden tahminlenebilir.

Kaynak: Balta,2006: 65

Endüstriyel satın alma, biçimsel bir örgüt yapısı içinde, birden fazla kişinin diğeriyle etkileşim halinde olduğu ve tanımlı roller çerçevesinde birlikte gerçekleştirilen bir karar sürecidir. Örgütsel satın alıcı davranışına etki eden faktörler çevresel (ekolojik, teknolojik, ekonomik, politik, yasal ve kültürel), örgütsel (örgütün yapısı, amaçları , satın alma birimi üyeleri, satın alma gücü ve miktarı vb.), sosyal (satın alma görevi ile ilgili süreçler, görev dışı etkileşimler, satın alma birimi üyelerinin güçleri vb.) ve bireysel faktörler (örgütsel alıcının kişiliği, algılanan rol seti, motivasyonu, düşünce seti ve öğrenme süreçleri) olmak üzere dört başlıkta incelenebilir (Webster ve Wind, 1972). Bu faktörler karmaşık bir şekilde bir araya gelerek nihai karar üzerinde etki yaratabilirler. Buna göre, endüstriyel pazarlarda satın alma birimi üyelerinin rolü çok önemlidir. Son tahlilde, tüm örgütsel satın alma davranışları bireysel davranışlardır. Örgüt içinde bu konuda görevlendirilmiş kişiler (satın almacılar) tarafından gerçekleştirilen satın alma kararları, her zaman rasyonel biçimde gerçekleştirilmediği için satın almacı ve satıcı arasındaki kişisel ilişkiler de satın almada önemli bir rol oynar. Satın almacılar genel olarak güvendikleri ve bildikleri satış personelinden satın almayı tercih ederler (Odabaşı,2001: 60). Satın alma karar sürecinde satın almacının beklentileri, algıları, kişisel düşünceleri, yaşam biçimleri ve algıladıkları riskler de stratejik öneme sahiptir (Balta,2006: 52). Satın alma çalışanlarının örgüt amaç ve beklentilerinin yanı sıra kişisel beklentileri de bulunmaktadır. Kişisel amaç ve beklentiler kimi zaman çatışmaya yol açabileceği gibi zaman zaman da işbirliği doğurabilir (Balta,2006: 56).

Çevresel faktörler satın alma kararlarını büyük ölçüde etkileyen ancak örgüt tarafından kontrol edilemeyen coğrafi koşullar, kültürel faktörler, politik ve yasal düzenlemeler, enflasyon, büyüme, kredi gibi ekonomik koşullar, rekabet ve teknolojik gelişmelerden oluşmaktadır (Webster ve Wind, 1974). Örgütsel faktörler ise örgütün yapısı, amaçları, tanımlı görevleri, satın alma politikaları, kaynak ve imkânları ile satın alma ekibi içindeki aktörlerde oluşmaktadır (Mucuk,2014: 94). Son yıllarda yaşanan ekonomik koşullar, uluslararası rekabet, ürün kıtlığı gibi sebeplerden ötürü satın alma kararlarında merkeziyetçilik, uzun dönemli sözleşmeler ve satın alma ekibi performans değerlendirmesi gibi uygulamalar başlatmıştır (Tek,1999: 9).

Satın alma karar sürecinde, satın alma birimindeki aktörlerin kendi aralarındaki etkileşimleri ve satışçılar ile kurdukları sosyal ilişkileri kişiler arası etkileşim faktörlerini oluşturur. Satın almacıların ve satış personelinin bilgi düzeyleri, iletişim yetenekleri, ilişki kurabilme becerileri satın alma kararlarını doğrudan etkiler. Endüstriyel satın alma davranışı her ne kadar örgütlerle ilgili olsa da son tahlilde değerlendiriciler ve karar vericiler bireylerden oluşmaktadır. Kültürel, örgütsel ve sosyal faktörler birey üzerinde önemli etkilere sahiptir ve önceki deneyimlerine, farkındalığına, belirli satıcılara ve ürünlere yönelik tutumlarına ve tercihlerine ve satın alma kararlarına yansır. Endüstriyel satın alma kararlarına kişisel faktörlerin de etki ettiğini göz önünde bulundurmak gereklidir. Satın alma ile ilgili stratejik pazarlama kararlarının temeli olarak örgütsel alıcının psikolojik özelliklerini ve tutumlarını, tercih yapısını ve karar modelini anlamak önemlidir. Satın alma kararına etki eden kişisel faktörler satın alma personelinin kendisi ile ilgilidir. Satın almacıların demografik (yaş, cinsiyet, eğitim) ve psikografik (benlik, kişilik, motivasyon, değerler, inançlar) özellikleri ile bilgi birikimleri ve deneyimleri karar süreçlerini etkilemektedir. Bu sebeple aynı durumla ilgili farklı satın almacılar farklı kararlar verebilirler. Bunların yanı sıra alıcı-satıcı arasında uzun süreli güvene dayalı bir ilişki kurulması bağlamında kişisel ve ilişkisel faktörler

de devreye girmektedir. Satıcılar bu ilişkinin hızlı kurulabilmesi için hediye, ağırlama, eğlence gibi argümanları yaygın olarak kullanabilmektedir.

4. ENDÜSTRİYEL PAZARDA SATIŞÇI VE SATIN ALMACI İLİŞKİLERİ

Endüstriyel satın almaların büyük hacimli yatırımlar gerektirmesi, genellikle karmaşık ürünler için özel çözümlere ihtiyaç duyulması ve riski yüksek işlemler nedeniyle endüstriyel pazarlarda alıcı-satıcı etkileşimleri kritik bir rol oynamaktadır. Endüstriyel pazarlamada satışçıların öncelikli sorumluluğu müşterilerle ilişki kurmak ve sürdürmek, ihtiyaç duyulan pazar bilgisini toplamak ve işletmeye gelir getirmektir. Bu sorumlulukları yerine getirebilmek için satışçılar, müşterinin temsilcileri olan satın almacılarla çeşitli düzeylerde etkileşime girerler. Günümüzde pek çok işletme sürdürülebilir rekabet avantajı elde etmenin yollarından birisi olarak hizmet perspektifini benimsemiş (Grönroos, 2000) ve müşterileriyle uzun vadeli karşılıklı fayda sağlayan ilişkiler kurmaya yönelmiştir. İlişki pazarlaması yaklaşımı, pazarlamaya konu olan değişimleri tek seferlik bir satış olarak görmek yerine, onları sürekli devam eden bir işbirliği olarak görmektedir (Möller ve Halinen, 2000). Bu bağlamda, alıcıların ve satıcıların karşılıklı bağımlılığı ve aralarında uzun vadeli ilişkilerin geliştirilmesi, günümüzde endüstriyel pazarlamanın temel özelliklerinden biri olarak tanımlanmaktadır (Petrof, 1997). Bu ilişkiler, uzun vadeli bir bakış açısıyla bağlılık, güven ve işbirliğine dayalı olarak kurulan ve her iki tarafa da yarar sağlayan ilişkilerdir. İlişkisel pazarlamanın temelinde, alıcı ve satıcı arasında kurulan etkileşimle karşılıklı değer yaratmak ve bir kazan-kazan durumu oluşturmak yatmaktadır (Fisher, 2007).

Örgütler arasındaki ilişkinin başarısı büyük ölçüde bu örgütleri temsil eden bireyler (satışçı ve satın almacı) arasındaki ilişkinin başarısına bağlıdır. İş ilişkisinin bir sonucu olarak satın almacı ve satış elemanı arasında bir sosyal yakınlık gelişebilir. Bu sosyal ilişkide satışçı ile satın almacının iletişim şekilleri, birlikte geçirdikleri zaman ve gerek işle ilgili gerekse bunun ötesindeki paylaşımları rol oynayabilir. Firmalar, satış stratejilerinin bir parçası olarak, satın almacıları etkileme ve müşterilerle uzun vadeli ilişkiler kurma umuduyla uzun yıllardır satış elemanlarının temsil, ağırlama, eğlence ve hediye verme gibi faaliyetlerde kullanmaları için bütçe ayırmaktadırlar (Oakley vd, 2021). Satın almacılara sağlanan hediyeler ve menfaatler arasında ajandalar, not defterleri, kalemler, anahtarlıklar, kahve kupaları ve giyim eşyaları, yemekler, eğlence, spor veya kültürel etkinlik biletleri, seyahatler ve hatta nakit para gibi unsurlar sayılabilir. Bu tür "hediyeler" karşılığında, satıcı kendisine daha yakın ve ayrıcalıklı bir yaklaşım bekleyebilir. Bu beklentinin temelinde sosyal mübadele teorisi (Blau, 1964; Homans, 1961) ve karşılıklılık unsuru yer almaktadır. Müşterilere sunulan küçük hediyeler, eğlence ve ağırlama gibi "hizmetlerin", satın almacılarla duygusal bağlar kurmak, onlarda şükran ve borçluluk duygusu yaratmak ve nihayet satın alma kararlarını etkilemek amacıyla taktiksel bir araç olarak kullanılması oldukça yaygındır (Oakley vd., 2021). Ancak bu tür uygulamalar aynı zamanda endüstriyel pazarlamada etik açıdan en fazla sorgulanan konular arasındadır (Cooper vd., 1997; Kitson ve Campbell, 1996; Mellahi ve Wood, 2003). Hediyeler ve diğer menfaatler, tedarikçiler ve ticari müşterileri arasındaki ilişkiyi geliştirmenin bir yolu olarak genellikle işletmeler arası bağlamda sağlanır. Bunun nedeni ilişki pazarlamasının ayrıcalıklı muamele vermeyi ve almayı arzu edilen bir davranış olarak görmesidir, ancak aynı zamanda hediye vermek ve çeşitli menfaatler sağlamak, etik açıdan en sorunlu konulardan biri olarak görülür (Fritzsche, 2005; Kitson ve Campbell, 1996; Turner, Taylor, &Hartley, 1994). Buradaki temel mesele, işletmeler arasındaki ilişkiyi geliştirmeyi amaçlayan "kabul edilebilir" nitelikteki uygulamalar ile alıcılar üzerinde karar alma süreçlerinde taraflı davranmaları yönünde baskı oluşturan "kabul edilemez" uygulamalar arasında ayrım yapabilmektir (Mellahi & Wood, 2003). Bu bağlamda satışçı ve satın almacı ilişkisinde eğlence, ağırlama ve hediye kavramlarının daha yakından incelenmesi faydalı olacaktır.

4.1. Eğlence ve Ağırlama

Günümüzde satış ekipleri ve satın almacılar arasında ilişkilerin kurulması veya geliştirilmesi aşamalarında eğlence ve ağırlama olarak nitelendirilen uygulamalara sıklıkla rastlanmaktadır. Müşteri eğlencesi, güçlü bir müşteri-tedarikçi ilişkisi yaratmak ve sürdürmek için bir strateji olarak kullanılan bir çeşit "sosyalleşme davranışı" olarak tanımlanabilir (Geiger ve Turley, 2004 s.264). İşletmeler müşteri ağırlama giderlerini genellikle "seyahat ve eğlence" başlığı altında bütçelendirirler. En yaygın biçimleri arasında öğlen ve akşam yemekleri, kahvaltılar, kokteyller, eğlence veya spor etkinlikleri, balık tutma, kamp veya av gezileri veya diğer geziler gibi ortak faaliyetler sayılabilir (Dempsey, Bushman, & Plank, 1980; Forker & Janson, 1990). Pek çok satışçı, endüstriyel pazarlarda alıcı-satıcı ilişkisinin ekonomik ve rasyonel temellerine rağmen, ofis dışında müşterileri ağırlamanın, uzun vadeli faydaları olan ilişkiler kurmak ve güven oluşturmak için etkili bir yaklaşım olduğunu düşünmektedir (Hite ve Bellizzi, 1987; Geiger & Turley, 2003). Kaynakların sınırlı olduğundan hareketle, satış

elemanlarının satın almacılar için bir eğlence etkinliği düzenlemesi ve kendisinin de buna katılması durumunda bu etkinliğin sembolik değerinden öte; harcanan zaman ve emekten dolayı satın almacılar şükran ve borçlanma duygusu ile hareket edebilirler (Dorsch ve Kelly 1994). Bu borçluluk, yapılan iyiliğin algılanan maliyeti ile karşılık verme durumunu doğurabilir. Bir satışçının bakış açısından, potansiyel bir müşteriyle ara sıra öğle yemeğinde buluşmanın etik açıdan bir sakıncası olmayabilir. Bu tür etkinlikler işin bir uzantısı olarak görülebilir ve ofis toplantılarının dikkat dağıtıcı unsurlarından bazılarını ortadan kaldırabilir (McCracken ve Callahan 1996). Ancak bir satın almacının bakış açısından, belirli bir satışçıdan sürekli olarak yemek ve eğlence kabul etmek, uzun vadede alıcının müzakere gücünü aşındırabilecek uygunsuz bir davranış olarak algılanabilir. (Oakley vd., 2021). Dolayısıyla satışçıların ve satın almacıların müşteri eğlencesine bakışı farklı olabilir.

4.2. Hediye Verme

Bireyler hediye alışverişinde bulunduğunda sosyal bağlar güçlenir ve bir karşılıklılık yaratılır. Genelde insanlar hediye vermekte bir sakınca görmezler ve hediyeler düzenli bir sosyal ilişkinin parçası olarak değiş tokuş edilir (Graycar,2016:1). Hediyenin her zaman fiziksel özelliklere sahip bir nesne olması gerekmez (Larsen ve Watson, 2001: 889), değeri olan hemen hemen her şey hediye edilebilir. Hem büyük hem de küçük hediyeler, çoğu endüstriyel pazarda uzunca bir süredir belirli ürünleri tanıtmak ve marka bilinirliği sağlamak için kullanılmaktadır (Shaughnessy ve diğerleri, 1994:567). Kalemler ve not defterleri gibi tipik olarak ürün adlarıyla süslenmiş hediyelere "hatırlatıcı öğeler" denir ancak bunların satın almacıyı etkileme potansiyeli taşıyan bir reklam olmanın ötesine geçer. Küçük hediyeler, kapıların açılmasında ve satış temsilcileri ile satın almacılar arasında daha dostça, daha işbirlikçi ilişkilerin geliştirilmesinde önemli bir rol oynar (Katz, Caplan, vd., 2003:2). Kurulan bu ilişkilerin geliştirilmesinde tekrar tekrar aynı türde hediyelerin verilmesi yeterli olmadığı noktada hediyelerin şekli ve miktarı değişebilir. Bu nedenle, endüstriyel pazarlarda özellikle satın almacıların hediye alması konusu bazı şirketlerin etik politikaları ve kurallarına konu olmaktadır. Bu şirketler, hediyeyi bir çıkar çatışması olarak kabul eder ve kalem, not defteri ve kahve gibi küçük hediyelerin değiş tokuşuna açıkça izin verirken büyük hediyelerin değiş tokuşunu yasaklayan sınırlar belirlerler. Buna rağmen çoğu şirkette bahse konu etik politikalarla ilgili ne sözlü ne de yazılı bir çalışma bulunmaktadır. Şirket kuralları içerisinde etik politikaların bulunmaması, hediyenin satın almacının kararlarını bir şekilde etkileyebileceğini göstermektedir (Katz, Caplan, vd., 2003:2). Hediye konusu, genellikle belirli sınırlar dahilinde kabul edilebilir olarak değerlendirilirken, bazı durumlarda hediye ve rüşvet birbirine karışabilmektedir. İş dünyasında hediye ve ağırlama gibi uygulamalar yaygın olmakla birlikte, bu konuda hediye ve rüşvet arasındaki çizgiyi çekmek her zaman kolay değildir (Shaw ve Barry, 2004). Örneğin Fritzsche (2005), satın almacıyı etkilemek amacıyla verilen her hediyenin rüşvet olduğunu ve rüşvetin etik dışı bir uygulama olduğunu iddia etmektedir. Bu konuda karar verirken kullanılabilecek yaklaşımlardan biri, işletmenin bu konudaki politikalarına atıfta bulunmaktır. Hediyelerin ve menfaatlerin hangi koşullar altında kabul edilebileceğini açıkça belirten bir yönerge veya politika varsa, bu yönergelerin ihlali tartışmasız etik dışı davranış olarak kabul edilmelidir (Fisher, 2007). Satın almacılar, örgütün bu konudaki yönergelerini ihlal etmedikleri sürece, bu hediyeleri kabul etmelerinde bir sorun yoktur. Sonuç olarak alıcı ve satıcı arasındaki ilişki güçlenirse, her iki kuruluş da bundan fayda sağlayacaktır. Başka bir bakış açısı ise hediyenin, doğrudan satın almacının kişisel kullanımına yönelik olması ya da örgüte fayda sağlaması arasında bir ayrım yapmaktadır. Bu durumda dahi, hediyenin büyüklüğü ve parasal değerinin, bir çıkar çatışması yaratma potansiyeli taşıması söz konusu olabilir. Bir alıcının bir hediyeyi kabul etmesi veya bir satıcıdan menfaat sağlaması, tarafsız bir üçüncü kişi tarafından alıcının sağlıklı karar vermesini tehlikeye atacak şekilde değerlendiriliyorsa, bu bir çıkar çatışması yaratır ve bu hediyeyi kabul etmek yanlıştır. Alıcılar, çıkar çatışması yaratabilecek hediyeleri veya menfaatleri kabul ettiğinde, muhakemeleri tehlikeye girer ve satın alma kararı verirken temsil ettikleri örgütün çıkarlarına en uygun şekilde hareket etmiyor olabilirler (Fisher, 2007). Bu nedenle endüstriyel pazarlarda hediye verme konusu da kritik konulardan biridir.

Sonuç olarak, endüstriyel pazarlarda eğlence, ağırlama ve hediye verme gibi davranışların satın almacılar ve satışçılar tarafından nasıl algılandığı ve nasıl değerlendirildiğini anlamak için daha fazla araştırma yapılması gereklidir. Bu çerçevede, bir sonraki bölümde bu konuda Kocaeli ilinde yapılan keşifsel bir araştırma ile ilgili bilgiler verilmiş, araştırmanın yöntemi ve elde edilen bulgular açıklanmıştır.

5. YÖNTEM

5.1. Araştırmanın Amacı ve Modeli

Bu araştırmanın amacı, endüstriyel pazarlamada temsil harcamaları olarak adlandırılan hediye ve ağırlama gibi uygulamaların, satıcı-satın almacı ilişkisini nasıl etkilediği ve satın alma kararlarına nasıl yansıdığını irdelemektir.

Araştırmada cevap aranan temel problem, eğlence, ağırlama ve hediye verme davranışlarının satın almacılar ve satışçılar tarafından nasıl algılandığı ve etik açıdan ne şekilde değerlendirildiğidir. Araştırmanın kapsamı Kocaeli ilinde faaliyet gösteren ve endüstriyel ürünlerin alım satımını gerçekleştiren işletmelerde görevli satışçılar ve satın almacılarla sınırlandırılmıştır.

Araştırma nitel desende oluşturulmuş keşifsel bir çalışmadır. Dolayısıyla bu çalışma geniş bir örneklemden toplanan veriler üzerinde hipotez testleri yapmak, istatistiksel analizler gerçekleştirmek ve konuyu bir sonuca bağlamaktan ziyade, konu ile ilgili fikirlerin, görüşlerin ve ön bilgilerin toplanması, problemin daha net bir şekilde tanımlanması ve ileride yapılacak nicel araştırmalar için bir ön çalışma olması amacıyla gerçekleştirilmiştir. Bu kapsamda Kocaeli ili organize sanayi bölgelerinde faaliyet gösteren on farklı firmada satış ve satın alma birimlerinde çalışan personel ve yöneticilerden derinlemesine mülakat yöntemi ile veri toplanmıştır. Mülakat formundaki açık uçlu sorulara verilen yanıtlar özetlenmiş, kapalı uçlu sorulardan elde edilen veriler SPSS programı yardımıyla frekans analizine tabi tutulmuştur. Elde edilen sonuçlara ilişkin değerlendirmeler araştırmanın bulguları kısmında verilmiştir.

5.2. Örneklem ve Veri Toplama Süreci

Araştırma kapsamında incelenen işletmeler ve katılımcılar, tesadüfi olmayan örnekleme yöntemlerinden "amaçlı örnekleme" ile belirlenmiştir. Örneklem belirlenirken, araştırmanın amacına uygun verileri sağlayacak kişilere ulaşılması amaçlanmıştır. Araştırmaya katılmayı kabul eden 8 satış görevlisi ve 8 satın almacı ile yüz yüze görüşmeler gerçekleştirilmiş ve yarı yapılandırılmış bir soru formu yardımıyla mülakatlar gerçekleştirilmiştir.

Veriler Şubat-Mart 2023 tarihleri arasında toplanmış ve görüşmeler ortalama 30 dakika sürmüştür (minimum 20 maksimum 60 dakika). Yarı yapılandırılmış mülakat formu üç bölümden oluşmaktadır. İlk bölümde katılımcıların demografik özelliklerine ilişkin sorular yer almaktadır. İkinci bölümde katılımcıların satışçı ve satın almacı ilişkilerinde hediye ve eğlence konusundaki düşüncelerini öğrenmeye yönelik altı adet açık uçlu soru yer almaktadır. Üçüncü bölümde ise, yine satışçı ve satın almacı arasındaki ilişkide gündeme gelebilecek hediye, eğlence ve ağırlama ile ilgili 15 farklı duruma ilişkin etik algılamaları sorgulanmıştır. Bu bölümdeki sorular kapalı uçlu olarak hazırlanmış, Likert tipi 5 aralıklı (1= Hiç Etik Değil ve 5= Etik Açıdan Uygun) bir ölçekte cevaplar alınmıştır.

Katılımcılara ilişkin temel özellikler Tablo 1'de görülmektedir. Buna göre katılımcıların 11 tanesi erkektir, yaş ortalamaları 36,56 (ss.7,54), sektörde çalışma süresi ortalaması14,63 yıl (ss. 7,75), mevcut işyerindeki görev süresi ortalaması 12,19 yıl (ss. 6,63) ve işletmedeki çalışan sayısı ortalaması 114,63 kişidir (ss. 157,13).

Tablo 1: Katılımcılara İlişkin Temel Özellikler

Katılımcı	Yaşı	Cinsiyeti	Medeni Durumu	Eğitim Düzeyi	Sektörde Görev Süresi	Mevcut İşindeki Görev Süresi	Çalışan Sayısı
Satın Almacı 1	46	Erkek	Evli	Lisans	20	15	40
Satın Almacı 2	35	Erkek	Evli	Lisans	6	7	400
Satın Almacı 3	22	Erkek	Bekar	Lisans	1	1	400
Satın Almacı 4	41	Kadın	Evli	Lisans	17	17	450
Satın Almacı 5	40	Erkek	Evli	Lise	14	12	12
Satın Almacı 6	43	Erkek	Evli	Lisans	20	20	10
Satın Almacı 7	37	Erkek	Bekar	Lisans Üstü	8	8	22
Satın Almacı 8	41	Erkek	Evli	Lisans	16	16	15
Satışçı 1	35	Kadın	Bekar	Lisans	6	4	65
Satışçı 2	43	Erkek	Evli	Lisans	11	7	128
Satışçı 3	52	Erkek	Evli	Lisans	30	20	150
Satışçı 4	42	Kadın	Evli	Lisans	17	17	4
Satışçı 5	44	Kadın	Evli	Lisans	24	11	12
Satışçı 6	45	Erkek	Evli	Lisans	20	13	110
Satışçı 7	42	Kadın	Evli	Lisans Üstü	18	18	3
Satışçı 8	25	Erkek	Bekar	Lisans	6	4	13

5.3. Verilerin Analizi

Araştırma kapsamında katılımcılara 6 adet açık uçlu soru sorulmuş ve bu konudaki değerlendirmeleri alınmıştır. Bu sorulara verilen yanıtların satış görevlileri ve satın almacılar için ayrı ayrı dökümü aşağıda çıkarılmıştır.

SORU 1:Çalıştığınız kurumda satış politikaları içinde yazılı etik kriterler bulunmakta mıdır? Var ise kısaca bu kriterler hakkında bilgi verebilir misiniz?

Bu soruya satışçıların 3 tanesi, satın almacıların ise 5 tanesi "hayır yok" cevabını vermiştir.

Var diyen satışçıların cevapları şu şekildedir:

- Doğru satıcı, doğru fiyat, doğru ürün şeklinde kriterler belirlenmiştir.
- Kurumunda satış ve satın alma politikaları yazılı etik kriterler çerçevesinde yapılmaktadır.
- Müşteri zararına sebebiyet vermeme, kurum zararına sebebiyet vermeme, müşteriler arasında gereksiz rekabet yaratmama, adil davranma, müşteriye sunulan hizmetin/malın ihtiyacına uygun, anlaşılır olması ve maliyetinin net aktarılması gibi kriterler bulunmaktadır.
- Temsil ve harcamayla ilgili limitler ve kurallar bulunmaktadır. Yapılan harcamalar faturalı olmak zorundadır ve ay sonunda birim yöneticisine raporlanmak zorundadır
- Ürün hakkında detay bilgi verilmesi, satın alanın yazılı talimatının ya da onayının olması, verimli ve uygun fiyat tercihi gibi kriterler bulunmaktadır.

Var diyen satın almacıların cevapları ise şu şekildedir:

- Etik davranış ve yolsuzluğu engellemeye yönelik kriterler bulunmaktadır.
- Maddi değeri olan herhangi bir ürün veya hizmet hediye olarak kabul edilemez.
- İnternet sitemizde grup tarafından belirlenen etik davranış ilkeleri ve yolsuzluğu engelleme prosedürlerimiz bulunmaktadır.

SORU 2: Çalıştığınız kurumda satış/satın alma politikaları içinde yazılı olmayan etik kriterler bulunmakta mıdır? Var ise kısaca bu kriterler hakkında bilgi verebilir misiniz?

Bu soruya satışçıların 7 tanesi, satın almacıların ise 4 tanesi "hayır yok" cevabını vermiştir.

Var diyen satışçıların cevapları şu şekildedir:

- Çalışma düzenimizi etkileyecek düzeyde ilişkiler ve anlaşmalar üst yönetim onayına tabidir. Habersiz yapılan işlemler disiplin cezası doğurabilir.

Satın almacıların cevapları ise şu şekildedir:

- Firmalara karşı mesafemiz şirket duruşumuz yazılı olmasa da bellidir, sadece şirket menfaatine yönelik hareket edilir, sistemimiz ve denetim süreçlerimiz de vardır.
- Kayıt dışı satın alma/satış yapılmamaktadır.
- Kurum çalışanları ile ilgili ikili ilişkiler satın alma politikalarını etkilemez.
- Tedarikçiler ile iş yeri ve mesai saati dışında görüşmek uygun değildir.

SORU 3: Şirketinizde satış faaliyetleri için tarafınıza tanımlanmış bir temsil harcama limiti bulunmakta mıdır? Var ise bu limitin kapsamı ve kullanılış şekli hakkında bilgi verebilir misiniz?

Bu soruya satışçıların 2 tanesi, satın almacıların ise 6 tanesi "hayır yok" cevabını vermiştir.

Var diyen satışçıların cevapları şu şekildedir:

- Harcama limitlerimizi çoğunlukla yeni müşteriler için kullanıyoruz. Zaman zaman mevcut müşteri ilişkilerinde bozulma olduğunda da bu limitleri kullanabiliyoruz.
- Bu bütçeyi hem mevcut hem yemi müşteriler için kullanıyoruz.
- Her ikisi içinde kullanıyoruz. Bunun kararı pazarlamacı tarafından verilir

- İlgili limit hem yeni hem de potansiyeli yüksek mevcut müşteriler için kullanılmaktadır. Kurumun ilan ettiği tutarlar aşılmadan kurallara uygun olarak kullanılmaktadır.
- Bu limiti genellikle müşterilerle yemek için kullanıyoruz. Daha çok mevcut müşteriler için kullanıyorum. Personel motivasyonu, ekip ruhu için yemekler, iş toplantılarında müşteriye hediye almak için açılış veya etkinliklerde çiçek, çikolata vb. göndermek için de kullanıyorum.
- Şirket seyahatlerinde yemek ve konaklama, temsil ağırlama harcamalarında kullanılmaktadır. Yeni müşteriler için daha çok kullanılıyor. Mevcut müşteriler için de bir miktar kullanılıyor.

Var diyen satın almacıların cevapları ise şu şekildedir:

- Her bölgenin toplam iş temsili harcama limitleri bulunur. Yeni eski olarak bir ayrım bulunmamaktadır. Satış pazarlama stratejilerine göre yönetilir.
- Temsil harcamaları yapılmaktadır. Ancak limit dahilinde değildir. Daha çok yeni müşteriler için kullanılmaktadır.

SORU 4: Genel olarak satış görevlisinin, müşterisi olan şirketteki satın alma sorumlusuna hediye vermesi hakkında neler düşünüyorsunuz?

Bu soruya satışçıların cevapları şu şekildedir:

- Belirli bir sınır ve firmanın çizdiği/belirlediği tutarlar dahilinde kabul edilebilir.
- Belirli limitler dahilinde, şirket kurallarına uygun olduğu sürece uygun olduğunu düşünüyorum.
- Fazla abartılmadığı sürece normal görüyorum. Sonuçta satış ve satın almayı insanlar yönetiyor. İnsanlar arasında zamanla ilişkiler ilerleyebiliyor, samimiyet artabiliyor.
- Genelde pek etik bulmuyorum.
- Gönlü hoş ettiğini düşünüyorum.
- İş yerinde kullanabileceği değeri makul seviyedeki hediyeler kabul edilebilir.
- Pahalı olmayan küçük hediyeler verilebilir. İş yerinde kullanılmak üzere ofis malzemeleri hediye edilebilir.
- Şirket politikası doğrultusunda belirlenen limitler dahilinde kalındığı sürece sorun yaratmayacaktır.

Satın almacıların cevapları ise şu şekildedir:

- Aşırı kişisel olmayan ofis kullanımına yönelik hediyeler, promosyon kabul edilebilir.
- Bence olması gereken bir şey. Bu satın almacıyı memnun eder.
- Bu hediyeler, pahalı olmamak kaydı ve verilen hediyenin niteliğinin ofis içi kullanıma yönelik ürünler olması halinde uygundur. Ancak hediyenin pahalı olması veya lüks şahsi eşyalar, müşteri tarafından ticari ilişki harici bir beklenti yaratacağı ihtimali ile uygun değildir.
- Çok ufak olmakla beraber nazik ve kibar hediyelerde bir sakınca yoktur.
- Kişisel kullanıma yönelik ürünleri hediye etmeyi etik dışı buluyorum
- Masa süs, ofis gereci ya da promosyon kabul edilebilir. Ancak pahalı ve kişisel hediyeleri etik bulmuyorum.
- Satın alma kararında bu hediyelerin bir etkisi yok ve zaten çalışılan, ihale şartlarına uygun bir firma ise değeri düşük jestler verilmesinde sakınca görmüyorum. Ancak bu jestlerin sayısı çok minimal olmalı (ziyarete gelindiğinde bir ikram veya kalem, defter vs. verilebilir; ancak bu senede veya birkaç senede bir kez yapılmalı) ve pahalı olmayan hediyeler olmalı. Bununla birlikte ihale şartlarına uygun olmayan, çalışılmayan bir firmadan gelecek logolu ajanda vs. harici hediyeler kabul edilmeyerek, firma bu konuda bilgilendirmeli, uygun bir dille geri çevrilmeli diye düşünüyorum.
- Şirket amacına uygun olmayan hediyeler verilmesini doğru bulmuyorum.

SORU 5: Genel olarak satış görevlisinin, müşterisi olan şirketteki satın alma sorumlusuyla birlikte eğlenceli aktiviteler gerçekleştirmesi hakkında neler düşünüyorsunuz?

Bu soruya satışçıların cevapları şu şekildedir:

- Abartılmadığı sürece ve olay iş ilişkisinden öteye taşınmadığı sürece normal karşılarım.
- Aradaki bağın güçlenmesini sağlar.
- Bunu da normal görüyorum. Gerçek hayata baktığımızda karşılaştığımız durumlardır.
- Çalışma saatleri dışında bu tür etkileşimleri etik bulmuyorum.
- Etik olmamakla birlikte nadiren olabilir.
- Genelde etik bulmuyorum.
- Hiç etik değil.
- Profesyonel hayatlarını, işlerini ve kararlarını etkilemediği sürece bu tür aktiviteler yapılabilir.

Satın almacıların cevapları ise şu şekildedir:

- Belirli bir proje ya da iş konuşulan iş yemekleri dışında birebir yapılan organizasyonları etik bulmuyorum.
- Çok etik olmamakla birlikte Türkiye'de ikili ilişkiler satışın ve satın almanın önüne geçebilecek haksız defansları önleyebilir.
- Müşteri ile kurulacak ilişki samimi düzeyde olmalı ancak iki taraf arasında da belirgin profesyonel bir çizgi yer almalıdır. Bu çizgi, ticari kurallarda ve etik ilkelerde taviz vermenin de önüne geçecektir. Bu sebeple birlikte eğlenceli aktiviteler gerçekleştirmesi uygun değildir.
- Organizasyon iş için düzenlenir ise katılmakta sakınca yoktur.
- Pek sıcak bakmasam da çok nadir zamanlarda yapılabilir
- Sonraki satış ve satın alımlarda şirket çıkarlarının ikinci plana bırakılmasına yol açabileceğini düşünüyorum.
- Tedarikçilerimiz ile ilişkilerimiz profesyonel ilişki ötesine geçmemelidir. İş ve arkadaşlık çizgisi ise her iki taraf için de net olmalıdır.
- Yani olabilir. Bir bekar için sıkıntı yok. Ama evliler için sıkıntı olabilir.

SORU 6: Sizce bir şekilde hediye alan veya ağırlama, eğlence gibi teklifleri kabul eden bir satın almacının, satış personeliyle ilişkisi bundan nasıl etkilenir?

Bu soruya satışçıların cevapları şu şekildedir:

- Artı yönde pekişir.
- En nihayetinde çıkar ilişkisi doğacaktır. Satın almacı ister istemez satış personeline karşı bakış açısında tarafsızlığını yitirebilir.
- İş ilişkisinin olumlu yönde etkilediğini söyleyebilirim.
- Kurumun belirlediği limitlerin aşıldığı bir süreçte, her iki tarafın kararlarının kurum iş ilişkilerindeki kararlara sağlıklı ve uzun vadeli süreçte verimsiz olacağını düşünüyorum. İş ilişkisi içerisinde etik bulmuyorum.
- Satın almacı bu süreci kendi yönetmelidir. İş yapış şekline uygun bulmadığı hediyeyi veya ilişkiyi kendisi engelleyebilir. Sonrasında sorun çıkaracak bir durumu baştan engelleyebilir.
- Satışçı yürütmekte olduğu pazarlama faaliyetleri kapsamında satın almacısının satın alma ya da pazarlık yapma kararlarını etkilemeye çalışır. Temsil ve ağırlama bütçeleri de satışçılara bu yüzden verilir. Bu harcamaları kullanırken asıl amacımız satış performansımızı yükseltmektir. Satın almacıyla kurduğumuz diyaloglarda bunu hissettirmemeye çalışırız. Satışçının amacını anlarsa iş ilişkimiz olumsuz etkilenebilir.
- Tercihlerinde veya kararlarında teklifi yapan kişiye pozitif ayrımcılık yapabilir.

- Yapılan işlerde, onaylarda daha esnek davranılmasına yol açabilir.

Satın almacıların cevapları ise şu şekildedir:

- Direkt etkilenir. Verilecek kararlar taviz içerecektir.
- Etik anlayışı olan bir satın almacı, objektif kararlar vermesinin zorlaşacağını bildiği için buna karşı önlemler alacaktır.
- İlişkilerin iyi yönde artacağını düşünüyorum. Ancak daha sonrasında karar alma ve satın alma sürecinin yönetilmesinde şirket çıkarından çok satış personelinin çıkarları göz önünde bulundurulacaktır.
- Kişinin işe profesyonel bakışı ile alakalı olarak negatif etkilenmeyebilir. Satış ve satın almanın odağında ürün, tedarik, hizmet süreci objektif kalabilir.
- Öncelikle satın almacı kabul ettiği hediyeler ile satıcı karşısında satış anlaşması tarafında bazı maddi faydalarla işin yürüyebileceğine dair bir imaj oluşturmamalıdır. Satın alma kararının bu gibi hediyelerle etkilenmeyeceğini satışçıya yansıtmalıdır. Süreç profesyonel ve şirket yararına uygun ilerlemelidir. Aksi takdirde kişisel çıkarlar şirket çıkarlarının önüne geçecektir.
- Pozitif bir etkisi olacak gibi dursa da iş ilişkilerine ayrımcılık olarak yansır. Çok yakınlık kurulan iş ilişkilerinde istemsiz şekilde öncelikli bir davranış tetiklenir.
- Satış personeli satın almacıya kolayca her malı verebileceğine inanır. Ama satın almacı profesyonelse kendine belirli bir çizgi çeker, o çizgiyi asla aşmaz ve kendini kullandırmaz.
- Vereceği kararlarda objektifliğini kaybetmesine sebep olabilir.

Açık uçlu sorulara ilaveten, görüşmenin son bölümünde katılımcılardan satışçı ve satın almacılar arasındaki ilişkilerde karşılaşılması muhtemel çeşitli davranışları etik açıdan ne şekilde değerlendirdikleri sorgulanmıştır. Bu bölümdeki 15 soru, kapalı uçlu sorular şeklinde hazırlanmış ve Likert tipi 5 aralıklı bir ölçek üzerinde "1= Hiç Etik Bulmuyorum" ve "5= Etik Açıdan Uygun Buluyorum" şeklinde cevaplanmıştır. Bu bölümdeki sorulara verilen yanıtların aritmetik ortalamaları, satışçılar ve satın almacılar için ayrı ayrı hesaplanarak Tablo 2'de sunulmuştur.

Tablo 2: Satışçılar ve Satın Almacıların Etik Açıdan Sorgulanabilir Uygulamalara Bakışı

Satış görevlisinin, müşterisi olan şirketteki satın alma sorumlusuna yönelik aşağıdaki davranışlarını etik açıdan nasıl değerlendirirsiniz?	Yanıtların Ortalaması*		Fark	(A-B)
	Satışçı (A)	Satın Almacı (B)		
Pahalı olmayan küçük hediyeler vermesi	4,13	3,75		0,38
İşyerinde kullanmak üzere ofis malzemeleri hediye etmesi	4,25	4,13		0,12
Yılbaşı, bayram gibi özel günlerde ajanda, kalem, çakmak gibi eşantiyon ürünler getirmesi	4,5	4,75		-0,25
Doğum günü, anneler günü vb özel günlerde kutlama mesajı göndermesi veya araması	4,5	4,25		0,25
Tatil çeki önermesi	2,38	1,63		0,75
Maç veya konser gibi etkinliklere ilişkin özel davetler önermesi	2,63	2,63		0
Hafta sonu popüler bir SPA/dinlenme merkezinde diğer aile üyeleriyle birlikte konaklaması	1,63	1,75		-0,12
Çalışma saatleri dışında birlikte bir eğlence mekanına gitmeyi önermesi	2,25	2		0,25
Değeri 500 TL den daha pahalı olan bir hediye vermesi	2,5	2,13		0,37
Kahvaltı ya da öğlen yemeğinde ağırlaması	4,13	4		0,13
Akşam yemeğinde ağırlaması	3,63	3,25		0,38
Satın almacının eşi ya da çocuklarına vermesi için hediyeler sunması	1,75	1,88		-0,13
Pahalı ve lüks bir restoranda yemek ikram etmesi	2,63	2,25		0,38
Yerel bir spor müsabakasına iki kişilik bilet sağlaması	3,5	1,88		1,62
Değeri 1000 TL den daha pahalı olan bir hediye vermesi	2,38	1,75		0,63
GENEL	3,12	2,80		0,32

*1= Hiç Etik Değil, 5= Etik Açıdan Uygun

Tabloda görüldüğü gibi hem satışçılar hem de satın almacılar tarafından etik açıdan en problemli algılanan uygulamalar "hafta sonu popüler bir SPA/dinlenme merkezinde diğer aile üyeleriyle birlikte konaklaması" ve "satın almacının eşi ya da çocuklarına vermesi için hediyeler sunması" şeklindedir. Etik açıdan en kabul edilebilir uygulamalar ise "yılbaşı, bayram gibi özel günlerde ajanda, kalem, çakmak gibi eşantiyon ürünler getirmesi" ve "doğum günü, anneler günü vb. özel günlerde kutlama mesajı göndermesi veya araması" şeklindedir.

Orta nokta olan 3 puandan daha yüksek bir değer alan, yani etik açıdan sorunlu görülmeyen uygulamalar "yerel bir spor müsabakasına iki kişilik bilet sağlaması", "akşam yemeğinde ağırlaması", "pahalı olmayan küçük hediyeler vermesi", "kahvaltı ya da öğlen yemeğinde ağırlaması", "işyerinde kullanmak üzere ofis malzemeleri hediye etmesi", "yılbaşı, bayram gibi özel günlerde ajanda, kalem, çakmak gibi eşantiyon ürünler getirmesi" ve "doğum günü, anneler günü gibi özel günlerde kutlama mesajı göndermesi veya araması" şeklinde sıralanabilir.

Orta nokta olan 3 puandan daha düşük bir değer alan, yani etik açıdan sorunlu görülen uygulamalar ise "hafta sonu popüler bir SPA/dinlenme merkezinde diğer aile üyeleriyle birlikte konaklaması", "satın almacının eşi ya da çocuklarına vermesi için hediyeler sunması", "çalışma saatleri dışında birlikte bir eğlence mekanına gitmeyi önermesi", "tatil çeki önermesi", "değeri 1000 TL den daha pahalı olan bir hediye vermesi", "değeri 500 TL den daha pahalı olan bir hediye vermesi", "maç veya konser gibi etkinliklere ilişkin özel davetler önermesi" ve "pahalı ve lüks bir restoranda yemek ikram etmesi" şeklinde sıralanabilir.

Genel olarak satışçılar bu 15 uygulamanın etik açıdan değerlendirmesine 3,12 ortalama puan verirken, satın almacılar 2,80 puan vermiştir. Satın almacıların değerlendirmeleri genel olarak satışçıların değerlendirmelerinden daha düşük ortalama değerler (etik açıdan daha az kabul edilebilir) almış olmakla birlikte, sadece 3 uygulamada satın almacıların etik algılamaları satışçılardan daha yüksek ortalamalar almıştır. Bunlar "yılbaşı, bayram gibi özel günlerde ajanda, kalem, çakmak gibi eşantiyon ürünler getirmesi", "hafta sonu popüler bir SPA/dinlenme merkezinde diğer aile üyeleriyle birlikte konaklaması" ve "satın almacının eşi ya da çocuklarına vermesi için hediyeler sunması" şeklindedir. Alıcı ve satıcıların etik algılamaları arasında en büyük farklılığa (1,62 puan) konu olan uygulama ise "yerel bir spor müsabakasına iki kişilik bilet sağlaması"dır. Görüldüğü gibi satışçılar ve satın almacıların etik açıdan sorgulanabilir uygulamalara bakışları arasında bazı farklılıklar mevcuttur.

6. SONUÇ VE ÖNERİLER

Bu araştırmada endüstriyel pazarlamada yaygın olarak kullanılan hediye ve ağırlama gibi uygulamaların, satıcı-satın almacılar tarafından nasıl algılandığı, bu iki taraf arasındaki ilişkiyi nasıl etkilediği ve satın alma kararlarına nasıl yansıdığı incelenmiştir. Bu çerçevede, Kocaeli ilinde faaliyet gösteren ve endüstriyel ürünlerin alım satımını gerçekleştiren işletmelerde görevli satışçılar ve satın almacılar üzerinde mülakat yöntemiyle nitel bir araştırma gerçekleştirilmiştir.

Alıcı ve satıcıların, eğlence ağırlama ve hediye konularında etik hassasiyetlerinin farklı olup olmadığını belirlemek için altı adet açık uçlu soru ve 15 adet kapalı uçlu soru sorulmuştur. Yapılan analizler sonucunda, incelenen işletmelerin yarısında satış politikaları içinde yazılı etik kriterler bulunmadığı, yarıdan fazlasında ise satış politikaları içinde yazılı olmayan etik kriterler olmadığı belirlenmiştir. Satışçıların görev aldığı işletmelerin büyük çoğunluğunda satış faaliyetleri için tanımlanmış bir temsil harcama bütçesi bulunduğu görülmüştür. Satışçılar bu bütçeyi daha çok yeni müşterileri ile ilişkileri geliştirmek için kullandıklarını belirtmişlerdir.

Satışçılar belirli bir sınırda ve firmanın belirlediği tutarlar dahilinde satış görevlisinin, müşterisi olan şirketteki satın alma sorumlusuna hediye vermesini kabul edilebilir bulmaktadır. Satın almacılar ise sadece kişisel olmayan ofis kullanımına yönelik küçük hediyeleri kabul edilebilir bulduklarını belirtmişlerdir. Satış görevlisinin, müşterisi olan şirketteki satın alma sorumlusuyla birlikte eğlenceli aktiviteler gerçekleştirmesini satışçıların genel olarak olağan karşıladığı ve bunun aradaki bağın güçlenmesine katkı sağladığını düşündükleri belirlenmiştir. Satın almacılar ise bu tür paylaşımları genellikle etik bulmadıklarını, bu tür uygulamaların sonraki alımlarda şirket çıkarlarının ikinci plana bırakılmasına yol açabileceğini düşünmektedir. Satışçılara göre, kendilerinden hediye alan veya ağırlama, eğlence gibi teklifleri kabul eden bir satın almacının, satış personeliyle ilişkisi olumlu yönde etkilenmektedir. Satın almacılar ise bu tür uygulamaları kabul edenlerin, objektif kararlar vermesinin zorlaşacağını ve bunun iş ilişkilerine ayrımcılık olarak yansıyacağını düşünmektedir.

Araştırmanın ikinci bölümünde katılımcılara, satışçı ve satın almacılar arasındaki ilişkilerde karşılaşılması muhtemel 15 farklı uygulamayı etik açıdan ne şekilde değerlendirdikleri sorgulanmıştır. Bu sorulara verilen yanıtlar, genel olarak satın almacıların bu uygulamaları satışçılara göre etik açıdan daha az kabul edilebilir bulduklarını göstermektedir. Verilen uygulamaların 8 tanesi hem satışçılar hem de satın almacılar tarafından etik açıdan uygun bulunmazken, kalan 7 tanesi etik açıdan uygun olarak değerlendirilmiştir. Hem satışçılar hem de satın almacılar tarafından etik açıdan en problemli algılanan uygulamalar "hafta sonu popüler bir SPA/dinlenme merkezinde diğer aile üyeleriyle birlikte konaklaması" ve "satın almacının eşi ya da çocuklarına vermesi için hediyeler sunması" şeklindedir. Etik açıdan en kabul edilebilir bulunan uygulamalar ise "yılbaşı, bayram gibi özel günlerde ajanda, kalem, çakmak gibi eşantiyon ürünler getirmesi" ve "doğum günü, anneler

günü vb. özel günlerde kutlama mesajı göndermesi veya araması" şeklindedir. Alıcı ve satıcıların etik algılamaları arasında en büyük farklılığa konu olan uygulama ise "satışçının yerel bir spor müsabakasına iki kişilik bilet sağlaması"dır. Bu uygulama satın almacılar tarafından büyük oranda etik kurallara aykırı olarak değerlendirilmiştir. Bu araştırmanın bulguları, alıcı ve satıcıların etik davranış algılarının ve bu davranışın alıcı-satıcı ilişkilerine etkisinin farklılaştığını göstermektedir. Sonuçlara genel olarak bakıldığında, satın almacıların, etik açıdan satışçılara göre daha duyarlı olduğu anlaşılmaktadır. Bu çalışmanın sonuçları, alıcı ve satıcıların etik açıdan sorgulanabilir davranışlar sergilemesinin alıcı-satıcı ilişkisi üzerindeki etkisine göre farklılık gösterdiğini ortaya koymaktadır. Bu bulgular, literatürdeki önceki çalışmaların sonuçları ile tutarlıdır (Inks vd., 2004; Gegez, vd., 2006).

Bu bulgulara dayanarak, satışçıların, satın almacılar tarafından etik dışı olarak yorumlanabilecek davranışlardan kaçınmaları gerektiği söylenebilir. Her ne kadar eğlence, ağırlama ve hediye verme davranışı sektörde yaygın olarak kullanılsa da bu tür davranışların dozu ve sıklığına dikkat edilmesi gereklidir. Özellikle hediye verme davranışında, verilen hediyenin değerinin fazla olmaması, doğrudan satın almacının kişisel veya ailevi kullanımına yönelik olmaması dikkat edilmesi gereken noktalardır. Eğlence ve ağırlamada ise, satışçıların bu davranışı tekrarlama sıklığına dikkat etmesi önerilmektedir. Bu tür davranışların çok sık tekrarlanması, satın almacılar tarafından olumsuz değerlendirilebilir. Bu çalışmanın sonuçları, endüstriyel pazarlarda satış görevlilerinin temsil, ağırlama ve hediye verme gibi davranışlarda bulunurken dikkatli olması gerektiğini gösterse de bu hususlarda etik duyarlılığın alıcı ve satıcı arasındaki ilişkinin süresine, düzeyine ve kalitesine göre nasıl değiştiğini anlamak için başka araştırmalara da ihtiyaç olduğu açıktır.

Her çalışmada olduğu gibi bu çalışmanın da kendine özgü bazı sınırlılıkları bulunmaktadır. Bu araştırmanın en önemli kısıtı, verilerin temsil kabiliyeti sınırlı küçük bir örneklem üzerinden toplanmış olmasıdır. Gelecekte yapılacak araştırmalarda, temsil gücü yüksek ve genelleme yapmaya uygun daha büyük hacimli tesadüfi örneklemlerden veri toplanması uygun olacaktır. Ayrıca bu çalışma sadece Kocaeli ilindeki organize sanayi bölgelerinde faaliyet gösteren işletmelerde araştırmaya katılmayı kabul eden çalışanlar ile sınırlıdır. Gelecekteki araştırmalarda farklı bölgelerden ve sektörlerden veri toplanması uygun olacaktır. Araştırmanın bir başka kısıtı, sadece mülakat yöntemi kullanılarak verilerin toplanmış olmasıdır. Gelecekteki araştırmalarda odak grup çalışması gibi grup etkileşimine olanak sağlayan ve satışçılarla satın almacıların bir arada bulunduğu guruplarda karşılıklı etkileşime de imkan veren nitel yöntemlerin kullanılması uygun olacaktır. Keşifsel nitelikteki bu araştırmanın bulgularının gelecekte yapılacak nicel araştırmalar için bir başlangıç noktası olarak görülmesi ve anket ya da deneysel tasarımlar gibi yöntemlerle konunun farklı boyutlarının incelenmesi meselenin daha iyi anlaşılması açısından yararlı olacaktır.

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Renewable Energy Does Create Green Work and Skills in (EU) European Union ?

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Abstract : There is a need to establish sustainable and supportive policies to overcome the technological, economic, regulatory and environmental barriers faced by the renewable energy sector in the world.

Therefore,the EU aims to increase the share of hydrogen as a renewable energy source in Europe's energy consumption to 13-14% in its long-term plans by 2050.In this respect, for the EU to keep up with these goals renewable energy is of great importance that it puts forward a clear strategy in the field of technology, gains competence in technologies within the scope of these strategies and becomes competitive on a global scale, and carries out applications.

Nowadays, there is a risk of entering a'long-term global recession period with a different perspective due to the inability of fossil fuels such as oil and coal and natural gas to create employment on a global scale.On the other hand,as an alternative to being on the agenda of the EU, green jobs and skills, which can be a source of employment, especially from renewable energy, will quickly take effect.

Key Words: Green economy,Renewable energy,The EU,Green Jobs.

1.INTRODUCTION

European Parliment (EP) has signed a decision banning the sale of fossil fuel-powered vehicles from 2035. This draft resolution was first approved by the governments of the EU member states in October 2022, and then submitted to the EP for approval. Following the EP's approval, governments should procedurally pass the law.On the other hand, Germany did not accept the law at the last minute. Actually, it is not German Chancellor Olaf Scholz who said no. The Liberal Democrats (FDP), junior partner of the coalition government, objected.

It is an important issue for the German automotive economy, which creates a market of 400 billion euros and employs 800 thousand people. However, a country like Germany's refusal at the last moment to an issue that has been agreed upon in the EU solely on the grounds of domestic policy may constitute a dangerous jurisprudence within the EU. The decision was an important pillar of the EU's policy to combat global climate change. It is necessary to wish that this attitude of Germany was an exception.

With the pandemic that entered our lives in the past years, all socio-economic paradigms of humanity have completely changed. From this process, all our economic activities have changed along with the world economy. In this context, especially business life has become focused on working from home and economies have begun to be unable to create new employment.

In addition to the oldest professions in the historically existing world, a new set of works have come to the fore in every age. For example, as an anecdote from the early 1900s, there was talk of a type of profession that carries people on its own horse, resembling our carriage in NYC/Manhattan in the USA.

Therefore,all drivers of energy employment poised to rise in 2022; however, turbulence in global markets will reshape which regions see investment and how much of increased economic activity flows to workers. Energy investments will accelerate and are expected to grow 8 percent to US$2.4 trillion in 2022, but nearly half of the increase in capital expenditures is linked to higher costs. Total energy demand has also risen above pre-pandemic levels in 2021, and increased production is putting more workers into it.

While few new occupations are involved in the transition to green jobs, intense change occurs in existing occupations. Moreover, the change in the level of all qualifications in the skill profile and in all sectors requires education and training related to the needs in the labor market.

2.FUTURE OF RENEWABLE ENERGY IN THE EUROPEAN UNION (EU)

In order to benefit from the increasing interest of the public on the environment, both financial and manpower resources should be put into action for the green space strategy of the managers and their implementation. (Azzone G,1993,19).

First of all, we should not confuse renewable energy with green energy. Before resorting to risky alternatives, let's continue to use hydroelectric and geothermal resources and first develop reliable, renewable, sustainable and climate neutral technologies such as wind energy and photovoltaic. The development of offshore wind farms in this regard seems to be an important solution to compete with nuclear power plants to be dismantled. Solar power has a real future as solar parks in regions characterized by decentralized generation (through proliferation of small units) and high rates at the domestic level, especially high level of sunlight should not be taken lightly.(Fontana A,2013,12).

Solar energy is divided into two in terms of the benefit of people. One of them is the way to directly benefit from active solar energy such as heating and heating. The second is to benefit from energy sources with hidden solar energy.The energy sources that people use in this way are as follows:

1) Energy sources such as coal, oil, natural gas are nothing but solar energy stored years ago.

2) All biological mass energy sources, including wood, which is nothing but the solar energy stored throughout their lifetime or their derivatives produced by humans, are also included in plants and animals (vegetable substances, biogas, alcohol, spirit).

3) Hydrological power energy is the energy hidden in hydrological cycles that occur under the influence of solar energy.

4) Wind energy is the energy arising from the movement of air masses caused by solar energy. (Çepel N,1992,175).

Perhaps the best measure of any nation's industrialization is its energy consumption using modern forms of energy production, namely coal, oil, natural gas and HEP, but not wood. Because this is an indicator of the economic growth trend. (KennedyP, 1996, 234).

The electric car is not as “ecological” as we think in terms of energy. As a matter of fact, we witness that the situation is not in this center in Scandinavian countries such as Norway, where electricity production is predominantly hydroelectric and where the electric car is really developing. It is possible to fully justify the electric car issue for a completely different reason; it certainly brings an advantage compared to gasoline (mainly carbon dioxide) and diesel combustion engines (carcinogenic fine particles, nitrogen oxides, sulfur oxide, etc.), due to the absence of emissions in an urban environment. (Fontana A,2013,11).

On the other hand, oil and natural gas underlined the need for emergency provision arising from energy supply stocks. This issue has been an unexplored issue at EU level for a long time. Only with the 'Green Paper' of 2000 entitled 'Towards a European Energy Supply Security Strategy' how did the EU commission deal with the issue of security of energy supply at EU level? A European Energy Security and Solidarity Action Plan' adopted by the European Commission in 2008;

i) Infrastructure needs and energy s upply diversity

ii) External energy relations

iii) Oil and Natural Gas stocks and crisis response mechanisms

iv) Energy efficiency

v) The best use of EU's own energy resources. (Tagliapietri K,2017,21).

Unfortunately, the cause of environmental problems, which is one of the issues of a global day, is the industrialized Western countries, and the share of the EU as well as the USA in this cannot be denied. Later on, in order to increase economic growth and welfare in the process, it was necessary to make more production and use more energy and more economically in this context. In this sense, the enormous size of consumption expenditures with the increase in welfare brought the problem of storing wastes, especially chemical and radioactive wastes, into actuality. Today, the UN, OECD etc. international organizations, due to the fact that the sanction forces are limited, reduce the activities of the specified institutions in the environmental subject in this regard. It has advantages such as making decisions on issues with the contribution of the member states themselves. Likewise, unlike other institutions, the EU is a role model that has the power to sanction and can be more active for this reason, even for any restricted hinterland. (Mutlu A,2006,295).

Finally, on the other hand, alternative fuels, which are also counted by the European Union Commission; Electricity, Hydrogen and Bio Fuels. Hybrid vehicles provide 20% more energy conservation and emission reduction compared to other conventional vehicles. (Öztürk HH ,2021,3).

3.GREEN JOBS WORLD IN THE EUROPEAN UNION (EU)

In 1949-50, most countries returned to the pre-war productivity period, and some, especially those that remained neutral, exceeded these levels. But every year since then, manufacturing efficiency has increased, there has been an unprecedented growth in exports, full employment has been phenomenal. became the fastest growing region in the world . One of the issues that most worried Europeans was the impact of the depression after the oil crisis of the 1970s on employment. The number of job losses in western Europe in recent years has increased more than ever before in the post-1945 period. For example, in the EEC between 1978-82, it jumped from 5.9 to 10.2.(Kennedy P,1996,558).

For the automotive sectors (vehicle assembly, body fabrication, component fabrication and repairs), job creation and replacement is the dominant influence within each sector. Given the expectation that total workforce productivity in automobile manufacturing will not be significantly affected by the transition from gasoline to hydrogen vehicles, total employment in these sectors is not expected to change significantly. Some tasks in the automotive industries will remain the same, for example those related to the manufacture and assembly of certain auto parts, such as automobile wheels. But other tasks such as manufacturing and installing fuel cells, new powertrains and other related equipment will require new skills. These new jobs also mean that workers have different experience and training in the production of gasoline-powered vehicles that will use workers. (Auriemma M,2010,39).

In this perspective, the main criterion that companies give priority to is green design. It is not surprising that green design comes to the fore. Although the companies express that more emphasis is placed on green production in the Turkish Automotive Main Industry, they stated that the most important criterion is green design, which is the initial stage. Green transformation came in the second place and green production came in the third place. The others are respectively; green transportation, green purchasing and green storage. Among these criteria, the ones with high weights are concentrated in green recycling and green design. These; Using renewable energy sources, recycling end-of-life products, helping suppliers establish their own environmental management system, designing products that reduce or avoid the use of harmful products and/or production processes, reuse and recycle materials is to design the product that provides recovery and to design the product that reduces material/energy consumption. Among these criteria, the ones with low weight are concentrated in green storage. These; It has been determined as reducing product stock levels, selling excess stocks, storing raw materials/parts to be manufactured, evaluating idle equipment, and taking activities to reduce environmental impact by working with customers.(Behdioğlu S,Koca G,2018,78).

The sectoral form and educational structure of employment in Turkey is far behind the newly joined countries. Despite the weight of the pressure that immigration may create in the EU labor markets, if the legal possibility of delaying the right of free movement for ten years is taken into account, it is possible for EU countries to encounter Turkish labor pressure until 2025. It is expected that the labor shortage that aging Europe will need will be met from within the union, with the mobility to be realized in the labor markets of both the member countries and Turkey. (Gençler A, Apak S, 2003,156).

Three scenarios were designed to analyze the economic and environmental impacts of Turkey's EU membership;

1 – Labor mobility between the EU and Turkey; The standard GTAP model allows the exchange of industrial and agricultural products as well as services. In the new model, the workforce can cross borders and take part in the production process of foreign companies in different regions.

2 – Capital mobility between the EU and Turkey (combined with labor mobility). In this scenario, it is assumed that capital will be mobile between regions and the growth rates of capital returns converge in a stagnant situation.

3 – The effects of carbon reduction and factor mobility within the framework of 20-20-20 policies; This scenario is designed to analyze the effects of the EU's new energy and climate change policy on the Turkish economy in case of Turkey's accession to the EU (Aydın L,2014,503).

However, it would be unfair to attribute Germany's success to this factor alone. The famous article 66 of the "Renewable Energies Law" lies behind its success. It provides the opportunity to compete. The enviable situation is that Germany, which is not very sunny, has succeeded in ranking first in the world in photovoltaic power plants and second in wind energy after the USA. branch, and thus an employment engine. Because the land was more fertile in India, weavers and other artisans were better fed than the average European. Most importantly, unemployment rates were also lower, as they had better employment contracts and greater economic power. Even pariah farming earned more in real terms than British farm workers. (Parthasarati P, 1998, 88).

Changes in real wages move to the EU in the amount of unskilled labor, decreasing in this amount in Turkey, and an increase in the unskilled labor force in the EU. While the skilled labor force leaves Turkey, participation in the skilled labor force takes place in the EU.These changes in labor supply obviously also affect real GDP through changes in production. While real GDP decreased in Turkey, which has a loss in labor supply, there was an increase in real GDP in the EU, which experienced an increase in labor supply. Normally, the EU's labor force growth in both unskilled and skilled workers We expect a decrease in real wages due to increase in the empolyment level.In the event that Turkey joins the union, the loss of labor resulting from the migration of skilled and unskilled labor to the EU leads to a loss of output in the sectors.(Aydın, L.2014,508).

When we look towards a sustainable world, it is expected that 178,000 new jobs will be created in the EU by 2030 by reducing and recycling municipal waste, as well as increasing the recycling of packaging waste214. In case the circular economy is fully implemented, it is announced that annual revenues of 340-630 billion dollars can be provided to the EU. With this action plan: increase the recycling rate of municipal waste across the EU to 65% by 2030; To increase the recycling rate of packaging waste to 75% by 2030 across the EU; also setting different targets for packaging made of different materials; Again, it is aimed to reduce the landfill rate to 10% by 2030. The first Circular Economy Action Plan was a great success. Thanks to this action plan, sectors related to the circular economy provided more than 4 million jobs in 2016; cyclical activities such as repair, reuse or recycling generated €147 billion in added value and attracted €15.5 billion in investment. (IKV, 2022, 215).

Neither PV nor EVs can be considered to make much of a difference in addressing the challenges posed by the current fossil fuel war. Short-term measures to eliminate the EU's dependence on Russian oil and gas should focus on reducing demand and finding alternatives to Russian supply. This means increasing both oil and gas production elsewhere. It also means short-term measures, such as avoiding Germany's nuclear output, scheduled for December 2022, and some other drastic measures. There may be some trade-offs—for example, a short-term increase in Europe's coal-fired power plant production. On the other hand, ironically, most of the coal used in Europe also comes from Russia, which adds to the difficulty. (Wagner, G,2022,57).

In sum, The European Renewable Energy Council (EREC) has also suggested that the number of renewable jobs may exceed 2 million by increasing the share of renewable energy in the EU's energy consumption to 20 percent by 2020 (Erec, 2007, 12).

4.CONCLUSION

One of the most important topics among the 11 topics to be discussed at the United Nations Climate Summit COP27 in November 2022 is the annual 4 to 7 trillion dollars needed to support the green transformation of developing countries and achieve the Paris Agreement targets in the so-called "multiple crisis period". The aim was to meet the climate finance needs that will reach the future. The target is to reduce the cost of green borrowing in the upcoming period; because current financial conditions and especially interest rates may negatively affect the future of clean energy.

When we look at what will be the business lines that will come to the fore on behalf of the youth, employees with vocational training, energy, agriculture, design (designing every stage of the life cycle from packaging to waste disposal to minimize environmental damage), tourism, transportation are the sectors with the highest potential to create green jobs. between. Some professions will come to the fore in the green economy for young people as well. Renewable energy, energy efficient structures, houses, healthy public transportation, recycling systems, sustainable agriculture and forestry, ecological agriculture, research, development, informatics and technology, mechanical and technological equipment will be among the popular topics of today's world.

A green economy will include innovations in our manufacturing and service sectors. For example, in the construction industry, homes and businesses can be equipped with more efficient windows, lights, insulation,

heating and ventilation systems and appliances to reduce energy consumption and greenhouse gas effects. and increase employment opportunities and return on investment from energy savings. The transition to a green economy will require workers to acquire skills through training programs and create more jobs in education. In addition to private sector initiatives, a green economy will need government leadership to provide policies, economic incentives, subsidies and investment.(See.Edwards AR,2013,).

As a matter of fact, Turkey is in a key position for the EU in terms of energy diversity, energy security and energy supply chain. Even if some countries in the EU have difficulty accepting this issue, the EU is institutionally aware of this. The EU's partners and Turkey's neighbors are gradually accepting this as well. Moreover, this issue is based on a win-win formula for both the EU and Turkey and their partners.

Finally,today the world has been caught in a green revolution. We can clearly discern this from the fact that the EU has given some signals to return to the Paris Climate Change Charter as a result of the "European Green Consensus" on its agenda and the new US administration, which came to power in 2021, winking at "Renewable Energy".

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New renewables energy production against environmental crises;Mucilage case versus Hydrogen economy

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Abstract: It is foreseen that renewable energy investments will increase in the coming years with the developing technology and increasing energy demand all over the world in the fight against global warming and climate change.

Hydrogen is an important alternative as an energy carrier with its high mass energy density and low environmental impact. Hydrogen is used in many different areas from transportation to industry, from renewable energy integration to green chemical production.

Therefore, if we take Marmara sea's recent mucilage dilemma into account, hydrogen and photocurrent can be produced using microalgae isolated from marine mucilage. In this context, mucilage should be evaluated in green energy production studies for renewable energy as biological waste.

Key words: Renewables energy,Mucilage, Hydrogen economy,Turkey,Black Sea.

1.INTRODUCTION

Today, we must turn to some new renewable energy sources such as hydrogen and understand absolutely how valuable the fossil fuels in the world cannot be renewed, Because,centuries ago, Indian chief Seattle said, "When the last river is dry, the last tree is gone, the last fish is dead, the white man will realize that money is something that cannot be eaten."

On the other hand, I think the main dilemma here lies in fossil fuels. They both run out and their more attractive and less polluting rivals such as renewable energies appear on the scene.Today, many Turkish companies trying to export, not only companies, but also "organized industrial zones" need to adapt to environmental criteria situation as soon as possible in meeting the demands of large-scale global brands, in other words "sustainable" production criteria, because the world is preparing for it.

The 21st century we live in is characterized as the hydrogen age, as it is observed that a broad consensus has been reached on it in a groundbreaking manner. However, while the past century was a carbon age across the world, it both experienced prosperity and achieved growth rates of 10% in China.

Unfortunately, humanity had to pay for this with global warming and climate crisis. Unfortunately, the concrete indicator of this phenomenon is the rain of worms from the sky in China. has been in the form.

As of today, civilized world trade is now "Environmentally Friendly".For instance,developed countries have started to shape all their production and production resources accordingly. An innovative interpretation of production without harming the world requires this.

In this regard, aiming to produce energy , such as solar , even hydrogen , it is aimed to use renewable resources and minimum carbon footprint in all of them, from energy production to product production and the production of raw materials used in this production. Those who do not recycle and reuse at a close rate and do not keep the amount of waste at the lowest level with the opportunities provided by current technologies will no longer have the opportunity to trade with developed countries.

In these days when we have to experience the dark winter of 2023, this beauty will not remain at this point; how to meet this need of agricultural areas that will need water in summer due to the absence of snow in the Taurus Mountains, as well as, for example, around Amasra in the Western Black Sea geography, this year as a result of the weather that is above seasonal normals. We can emphasize that the climate crisis has clearly come if we take into account the damage they may cause to the local people in terms of possible shelter and food supplies as a result of the bears' inability to hibernate.

Another very important issue is that it is obvious that the main subject of ecological constitutional debates in the world and in Turkey is going towards whether nature can be a subject of rights. We should add to this determination that the studies of "ecological constitution" as a branch of constitutional economics, which has become more popular in recent years, have come a long way. In any case, now that the climate crisis is

grounded to the bone, it will be inevitable for those living on earth to come to their senses and immediately turn to an ecological constitution.

2.ENVIRONMENTAL CRISE AND GREEN THEORY VERSUS RENEWABLE ENERGY RESPONSE

2.1 Environmental Crise

When we look at the source of environmental pollution, many studies have been done on this issue, and the classic determination of public administrations in the past was the declaration that it is not known where the pollution comes from. However, nowadays, we know more about the source of environmental pollution than before. One of the reasons for allocating financial resources to find an alternative energy source and to apply a cleaner method in electricity production was this type of research.

In this context, the main source of pollution is the fuels we use today. As we know, these are the products obtained from coal, natural gas, petroleum and petroleum refinery. The mentioned fuels emit smoke, soot and other harmful compounds to the atmosphere. If the power plants that produce electricity cannot benefit from their core power, they use oil, coal and natural gas. The result is the emission of sulfur into the air on a very considerable scale, which causes acid rains. Another huge pollution phenomenon is the incineration of city garbage. Another problem is the chemical compounds formed in the burning of plastic materials.(Bockris J,1996,19).

In addition to global warming, climate change can occur as a number of human-induced changes in the composition of the atmosphere or in the use of land, with the natural internal process and external metasori factors. They are long-term and heavily progressing changes with important local effects. (Tekeli İ, et al, 2011, 11).

2.2.Green Economy

We sincerely want to believe that an energy economy that will not pollute the air of the metropolitan cities we live in and that will not make our seas and lakes sick, especially our rivers, and that will not have long-term negative effects on the climate of the earth, can be achieved in practice. We are living in a period in which the revolution in energy, from the peasants of Lanka, to the Swiss inventors who produce very light electric cars and to the large organizations that set up wind farms on the vast plains of North America a system that is more sharing, that includes localization in its agenda and that will cause minimal damage to ecology has emerged. (Flavin C, Lenssen N, 1994, 4).In fact "green economy" was recognized as a new tradition of political research as an ambitious competitor to the most influential decision-making political traditions of the twentieth century—liberalism and socialism. (Dunne T et al.2016,291) .

From green economy perspective, decisions and practices or their representatives do not have knowledge and input about their decisions and practices that pose ecological risks. .Environmental injustice also occurs when privileged social classes and nations leave large 'ecological footprints' when they take a share beyond their equitable rights. (Wackernagel M, Rees W, 1996,8).

It consists mainly of methane, although it is a mixture of light hydrocarbons such as methane, fuel that burns with a blue flame in the air. It gives off less carbon dioxide when burned than oil or coal; almost no fly ash, carbon monoxide and sulfur dioxide are present; and emits only small amounts of nitrous oxides. When natural gas burns in air, it produces carbon dioxide, water vapor and heat. The air has enough oxygen to complete combustion. Both carbon and hydrogen atoms in natural gas are completely oxidized when the gas is burned in air.(Pahwa KP,Pahwa KG,2014,11).

In sum,the story of the climate crisis has turned from hypothesis to doubt in the past few years, and then to a cold and bitter truth. We now know with certainty that the temperature rises from year to year in every continent where living things live above the earth. It means that something or someone is constantly increasing the temperature in a way. which makes us human beings worry. Also, we should never forget that during the millions of years that our planet has passed, the climate conditions have changed many times. Technically, ice ages, floods and heat waves have come to life in the geological past. Again, throughout the history of the earth. There are always winners and losers. This means that while some species have disappeared, others have emerged and multiplied. However, this time everything is quite different from the situation in the past. Unfortunately, if the current tidal wave continues in this way, only polar bears will not be harmed. Because our

civilization has never come across such a rapidly or metazoan-evolving climate before. It is understood that the threat has come to a near-duty position.(Walker G, King SD,2010,14).

3.HYDROGEN ECONOMY and MUCILAGE ENERGY POSSIBILITY

Half a century ago, South African electrochemist J.O'Malley Bockris invented the modern world. He formulated the concept of the "hydrogen economy" as a sustainable industrial system that could completely replace all fossil fuels in an industrial economy. Bockris' aim was to prevent predicted runaway global warming and reduce reliance on fossil fuel reserves, two issues that were emerging at the time and have become more pressing in the intervening years. Hydrogen is the main feature, it includes solar energy as a renewable energy source, in addition to wind energy, it is through the electrolysis of water that uses it and channels green hydrogen as input.(Mathwev AJ,2022,2).

3.1.Hydrogen Energy and 21st Century's energy hydrogen era

After the second oil crisis in 1979, the demand for hydrogen and hydrogen fuel cells increased. In addition to the environmental problems such as the climate crisis caused by the carbon emission caused by the burning of fossil fuels, intensive studies are being carried out to switch to commercial use and reduce costs, as well as technology development studies.(Aydın L,2014,229).

In general, it is approximately 1.33 times more productive than petroleum-derived fuels. In this context, hydrogen means hydrogen, hydro: water, genes: creator, and it is represented by the symbol (H) as the number one element of the periodic table. (Erdener H. vd,2007,24).

Hydrogen biogas or coal etc. it is not a primary energy source, but ink from water and biomass has an extraordinary energy carrier feature. It is an energy that can be transported safely everywhere, with minimal energy loss at the same time, that we can benefit from in almost every aspect of life, from transport vehicles to heating, from industry to kitchens and bathrooms in our house.Therefore, systems in which hydrogen is used as fuel and chemical energy is directly converted into electrical energy are referred to as fuel cells in this context. On the other hand, Fuel Cell Systems fuel cell mass, fuel processor They actually consist of four different connectors, namely, current converter and conditioners and heat management system.(Barbir F,2005,5).

An approach that will be considered for the coming years is hydrogen energy in the form of renewable energy and can be dominant in the markets as a long-term low-carbon fuel. Fuel cells, which are an upper version of this, are exceptionally productive and work quietly. The eye-catching aspect of this approach is that only water is emitted from the vehicle's exhaust. As a matter of fact, the Norwegian government, which opened the first hydrogen station in August 2006, is aiming for a 580 km hydrogen corridor between Oslo and Stavanger. However, the mentioned technology is currently refraining from being economical. The main point here is to increase the efficiency of fuel cells and minimize the cost, while simultaneously is to find the appropriate way to store and distribute hydrogen. Certain giant companies such as General Motors, Chrsyler, Mercedes and Toyota etc. continue their work. For example, Toyota company gives fuel cell-powered prototypes to all ministries in Japan. We should not be surprised to witness what they do. (Walker G, King SD,2010,145).

3.2 Future energy potential from Marmara Sea's Mucilage

Sulfur bacteria produced H2 sulfide as the waste of their metabolism, making the ocean depths uninhabitable for O2 dependent creatures. This oxygen-free bottom layer was separated from the O2-containing upper layer by the 'Chemocline', usually a few meters below the surface. In today's world, the only large body of water in this state is the chemocline. It is the Black Sea, where it is 150-200 meters below. However, Canfield claimed that even open oceans were in this state for very long periods in the ancient past. Since he proved his claim, these seas are called Canfield oceans. Hydrogen sulfide is not only deadly to iron organisms. It is equally deadly to land animals and plants if it enters the atmosphere at sufficient density.(Dyer G,2013,234)

Biomass energy is a remarkable type of energy among the unconventional energies on earth. The IEA (International Energy Agency), headed by Dr. Fatih Birol, is an active project and, together with a strategic progress and an innovative team of technological R&D, is responsible for approximately half of the energy demand of our universe. argues that it can be supplied by converting wood into usable energy.(Fernholz K et al.,2009,3).

The mucilage phenomenon, which has been seen on the Italian coasts for many years, has also started to be seen in the Marmara Sea for the last fifteen years. Different microorganisms contribute to this organic structure. It is known that this structure, namely the mucilage aggregates, consists of diatoms, dinoflagellate cyanobacteria and bacteria..(Aksu A et al,2022,13)

The ecosystem of the Marmara Sea has undergone great changes in the last 40 years due to human pressures. Majority of these pressures are domestic, industrial, and agricultural wastes discharged into the sea. In addition to these changes, mucilage formation, which is a phenomenon that has occurred in very few regions in the world, first occurred in the Marmara Sea between 2007-2008 according to official records and disappeared. Mantıkçı et al,2022,18).

At the same time microalgaes have the necessary genetic, metabolic and enzymatic characteristics to produce hydrogen (H_2) gas. Hydrogen gas is produced from eukaryotic microalgae under anaerobic conditions (either as electron donor in the CO_2 fixation process or by development in the light/dark process). During photosynthesis; microalgae convert water molecules into hydrogen and oxygen. The hydrogen ions are then converted to hydrogen gas under anaerobic conditions by the hydrogenase enzyme. (Çalışkan E, Öner B.2019,308).

In sum,states and societies that produce hydrogen at low cost from water, use it instantly without the need for storage, or at least activate hydrogen in existing natural gas systems to a certain extent,it will also open the door to the new era.In the future, researchers can conduct a studies on the impact of mucilage on the regional ecosystem in the Marmara Sea.

4. CONCLUSION

Although there is a perception among people that the stone age is not over because the stone does not run out on earth, especially in transportation and from one place to another, whether it is tourism activity or daily commuting activity, Brent oil, which is the raw material of some known fossil fuels in the transportation sector, or other types of oil. Nowadays, we observe that it is slowly starting to run out. Technological advances, which are popular in the news on one side of the coin, accelerated with innovations in an urgent way, have increased the use of energy, and it has become possible to live without access to any energy source.

In the future, widespread use of hydrogen will benefit from the application of a rigorous and comprehensive hazard analysis method as described in this section. For the effective use of hydrogen, it must be stored, transported and used in a way that does not endanger life and health, minimizes the risk of damage to property and equipment, and maintains the system or equipment.

In parallel with the European Green Agreement, China from Far Asia joined the EU's 2050 and 2053 carbon neutral targets of our country, and although it was postponed a little later, it has included in its program to realize the aforementioned target in 2060. Considering the presence of vigilant entrepreneurs from Canada and New Zealand, who sell air as clean as a can of Pepsi Cola to China for $5 per box, it will be seen how meaningful the Green Development goal is.

Of course, as a coincidence of luck, it should be noted that the previous Republican, ultra-liberal US president pointed to this phenomenon and argued that there is no such thing as climate change. It may be necessary to read this as the internal contradictions of Western capitalism. At the 27th COP meeting, it is possible to see the innocent attitudes of the Chinese authorities explaining that they have no role in global warming.

Finally,we can benefit from Marmara Sea's mucilage problem as a new renewable energy such as hydrogen in using microalgae isolated from marine mucilage.Accordingly this opportunity should be taken into account such as Black Sea's hydrogen sulfur (H_2S) hydrogen energy potential.

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The Importance of Blockchain for Businesses in Digital Transformation and A Study on Blockchain Development

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Abstract: Today, developments in technology necessitate digitalization in every sector. Businesses update their existing technology infrastructures and adapt quickly to this process. The records of the securely shared decentralized data of the enterprises are realized through blockchain technology. Blockchain technology, in general, is a recording technology that does not need any center and where data is stored on the network. In this sense, blockchain technology has been developing and attracting great attention in recent years. The study was designed to investigate the features of blockchain technology and was developed to offer a series of recommendations on how this technology can be used for businesses. In this study, blockchain technology has been studied conceptually. Suggestions about its applications in business areas are presented. The study was created through the information obtained in line with the studies in the literature. Blockchain development processes for businesses are also discussed in the study. A proposal to develop an application for the infrastructure to be offered to businesses with blockchain technology has been presented. As a result, businesses need to adapt their development processes and this new technology by improving their activities in solving the problems encountered thanks to the blockchain technology. It can be stated that the research is important in terms of being a current issue and carrying suggestions for new applications for businesses.

Keywords: Blockchain, Business Management, Digital Transformation, Digital Business

1. INTRODUCTION

In the digital age, businesses benefit from the innovations of technology to increase their performance. It has become a necessity for businesses to benefit from technology in a competitive environment. Industry 4.0 is one of the technology methods using artificial intelligence, marketing methods, electronic commerce and blockchain. Especially in recent years, blockchain technology has been used in different areas in businesses.

Blockchain technology, as one of the innovations of the era, provides many benefits to organizations on the storage and transportation of any value in digital environments with its unique mechanism in its infrastructure, which first started to attract attention of digital assets called crypto money. It is a digital transformation tool that is making itself accepted in both the public and private sectors (Selimoğlu and Saldı, 2022, p. 121).

Blockchain technology provides a great opportunity for organizations to add value, develop new products and services, automate strategic decision making, and reduce intermediaries, and it offers this in new forms of formation (Canpolat et al., 2021). Blockchain technology is an application developed to provide data and transfer security. The fact that the blockchain is decentralized and distributed means that it eliminates intermediaries and brokers in transactions and that trades become public (Atılgan Yaşa, 2022, p. 616). Today, blockchain technology is used in many areas such as banking, financial technology, money transfers, creation and storage of valuable documents, e-commerce, e-notary, donation systems, cloud computing and cloud storage (Durdu and Gökçe, 2022, p. 47).

In recent years, blockchain and decentralized storage solutions have been used in many areas. Blockchain and decentralized storage solutions have brought with them decentralized applications. In addition to the data security and immutability benefits of decentralized applications, reducing the need for technological investment is seen as another advantage (Beştaş, 2022, p. 835). For blockchain or distributed ledger technology to be applied in all areas of public affairs, there is a need to develop the necessary technological infrastructures and awareness among people (Özaltın and Ersoy, 2020, p. 757).

The economic transformation provided by digital entrepreneurship, which is rapidly evolving in a different direction on a global scale, is very important for the country's economy, as it increases both economic growth and employment (Boz and Serinkan, 2022). One of the important uses of blockchain technology is “smart contracts”. Smart contracts are computer programs that can automatically fulfill the terms of the contract. It was first developed by Nick Szabo in 1997. However, it did not find use until the concept of cryptocurrencies or programmable payments emerged. Smart contracts are contracts that are automatically implemented by digital protocols (Ulucan Özkul and Alkan, 2020, p. 231).

The concept of digital transformation in businesses can be explained as the adaptation of the appropriate technology to its own system to develop a new business model or to engage in value-creating activities. However, as can be seen from the definitions of digital transformation, there is not much focus on the human factor in the process. Blockchain technology has the potential to accelerate this digital transformation process by reducing certain elements such as data management issues (Tutkunca, 2020; Massaro, 2023).

Blockchain is actively used in public institutions as well as businesses. It is seen that blockchain technology is used in public institutions to provide internal and external security and justice. In addition, it is considered that blockchain technology produces solutions in the context of the right to life, the right to health, the right to privacy and economic rights. It is stated that blockchain technology in public institutions enables the distribution of social benefits, passport transactions, realizing land registry transactions, and improving the supply chain processes between the state and its stakeholders (Baz and Irmak, 2019; Özaltın and Ersoy, 2020, p. 746; Durdu and Gökçe, 2022).

Especially with the increase in big data, it is predicted that traditional investment tools will be replaced by tools such as cryptocurrencies, and therefore, studies to be carried out in this context will be more accepted and a rapid increase in their numbers will be observed (Yıldız, 2022, p. 63).

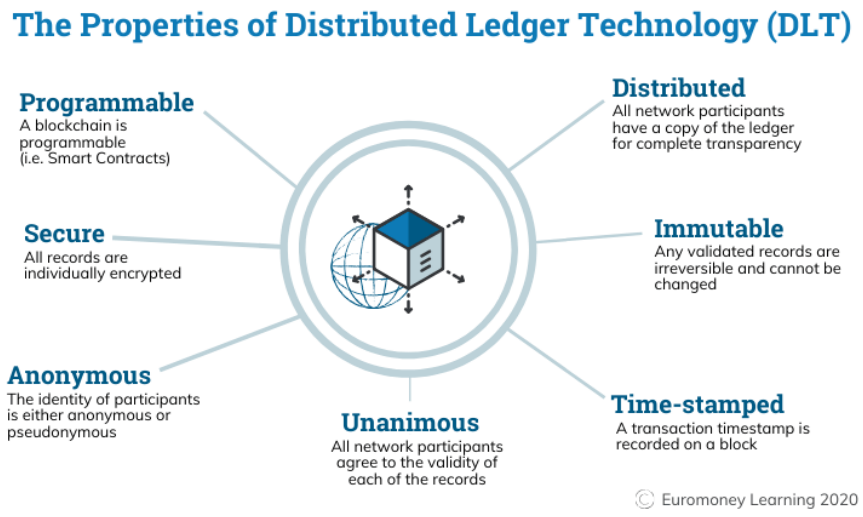
Blockchain technology; ensuring the security and immutability of data by effectively managing the data flow, sharing large amounts of data from different parties and at the same time providing time and cost advantages in data acquisition, in the supply chain; It has been instrumental in finding important application areas in product traceability, data management and control, payments and contracts (Külahlı and Çağlıyan, 2022, p. 71).

2. WHAT IS BLOCKCHAIN?

It is possible to mention five characteristic features of blockchain technology. These; The database is distributed, end-to-end connectivity, all transactions between protocols are transparent enough to be seen by everyone, the backward structure of the data stored and protocoled cumulatively in chains cannot be changed, and all kinds of information have a computable logic (Yıldırım, 2019, p. 16).

Blockchain technology is in a network structure. This network structure has a flexible technology with a very fast working, reliable and comfortable operation, which is in a distributed structure on the internet (Göktaş and Aksu, 2021, p. 285). Since this technology can list all data from past to present, it contributes to the reliability of transfers (Özkul and Baş, 2020, p. 63). Blockchain technology has the features of decentralization, transparency and immutability (Türkdoğan Görgün and Kurşun, 2021).

Figure 1: What is Blockchain?



Source: euromoney.com.

The technical features of blockchain technology can be listed as follows (Kırbaç and Tektaş, 2021a, p. 5):

- ✓ Decentralized
- ✓ Distributed ledger technology
- ✓ Peer to Peer/P2P Network
- ✓ Smart contracts
- ✓ Record-keeping
- ✓ Transparency and traceability
- ✓ Data privacy and security
- ✓ Tamper resistant and immutable
- ✓ Consensus and Proof of Work/PoW
- ✓ Cryptography and hash functions

Differences are observed according to the characteristics of blockchain networks. In this sense, the differences of blockchain networks are given in Table 1.

Table 1: Comparison of Public, Concertium and Private Blockchains

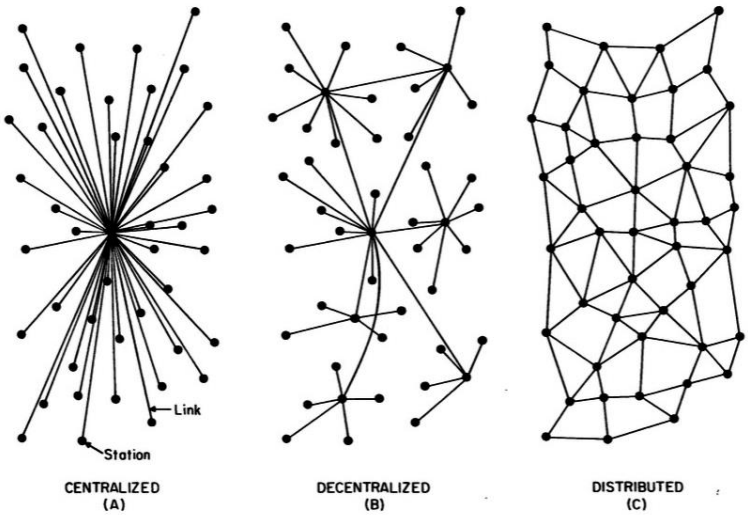
	Public Blockchain	Concertium Blockchain	Private Blockchain
Settlement Providers	All Miners	Selected Nodes	Organization
Read Permissions	Open	Open or allowed	Open or allowed
centralism	No	Partially	Yes
Productivity	Low	High	High
Reconciliation Process	Without Permission	Authorized	Authorized

Source: Demirkan (2021).

The classification of blockchain systems and the differences according to their features are shown in Table 1. Blockchain systems are examined under three headings: general blockchain, concertium blockchain and private blockchain.

The network types in the blockchain protocol have been implemented with a focus on serving the purpose within the framework of sectoral requirements. These purposes are divided into different networks according to privacy, control circles and transparency demands (Demirkan, 2021, p. 40).

Figure 2: Centralized vs. Decentralized vs. Distributed Systems



Source: Kırbaç and Tektaş, (2021b)

3. HOW DOES BLOCKCHAIN WORK?

It is governed by cryptographic protocols that secure all transactions recorded on the blockchain with digital signatures. Thus, everyone on the network has a copy of the distributed ledger, but no one can modify it on their own. Because, to make changes, it is necessary to change the entire blockchain structure. Distributed ledgers make it easier for different users to track different transactions that occur simultaneously (Ulucan Özkul and Alkan, 2020).

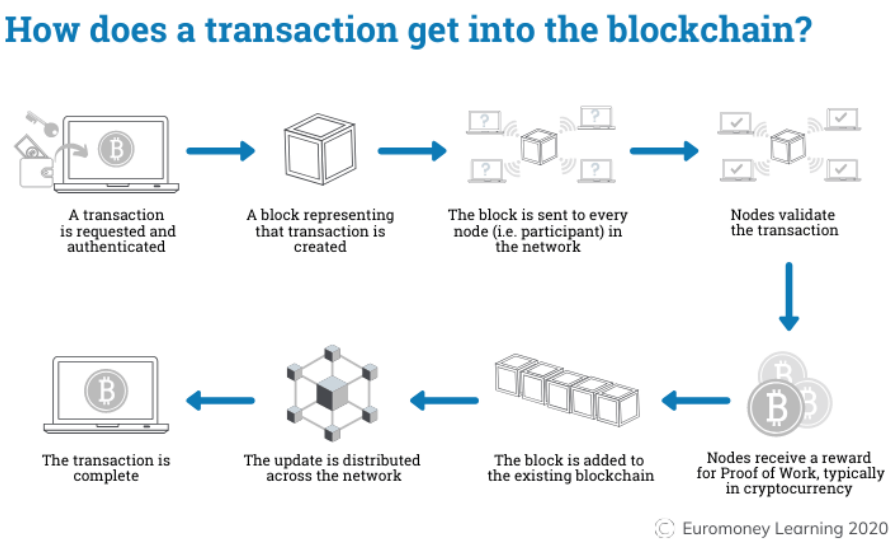
Network technology has also laid the groundwork for blockchain, the latest system in data storage and processing. Likewise, the basic philosophy and systematics of blockchain technology are based on data and the processing of data by recording (Çaşkurlu and Arslan, 2021).

In order to add data to the middle of the blockchain, it is possible to solve the algorithm by mining activity, by computers with powerful processors, and to be approved by the common consensus of all users (Akdemir Altunbaşak, 2018, p. 362).

Key takeaways about blockchain are:

- ✓ The mathematical basis of blockchains is hashing.
- ✓ Blocks contain the hash of the previous block. In other words, it is end-to-end.
- ✓ A single change in a block will change all subsequent blocks.

Figure 3: How Does Blockchain Work?



Source: euromoney.com.

In the development processes of blockchain technology

- Blockchain 1.0; crypto currencies,

- Blockchain 2.0; smart contracts supporting decentralized applications,

- Blockchain 3.0; it shows common applications in all industry and public sector (Özaltın and Ersoy, 2020, p. 751).

Implementation of blockchain technology requires a governance strategy beyond technical knowledge and design to develop technology effectively, smoothly, and reliably (Tekin Bilbil, 2019).

4. BLOCKCHAIN FOR BUSINESSES IN DIGITAL TRANSFORMATION

With the transition to digital technologies, needs and expectations have begun to change. Diversifying and increasing needs brought consumption with it. This causes changes in all processes of enterprises.

Transformation also helps progress (Şahinaslan, 2020). Developments in information technologies equalize the conditions between individuals and businesses and remove barriers to communication (Tavman, 2022, p. 37).

Businesses attach great importance to competitive advantage within the scope of sustainability. In providing competitive advantage, businesses often follow technological developments closely and successfully integrate these technologies into their systems. Businesses that are in a competitive position and create added value by responding to customer requests and needs, react, and adapt to changing environmental conditions, direct technology, act pioneering and proactively (Özel, Yılmaz and Öge, 2022).

Planned or unplanned digital transformation initiatives in businesses have gained great momentum. Especially in the studies carried out in the field of digital transformation in businesses after Covid 19, artificial intelligence, digital transformation, digitalization, robotics, digital health, innovation, tele-medicine, sustainability, blockchain, automation, internet of things, digital technologies, e-commerce, e-learning, and e-learning. -health is seen (Karaboğa and Karaboğa, 2021, p. 110).

Individuals, taxpayers, and institutions can see their records in the database and add new data to these records with this technology. In addition, users in the system can see the changes and updates in the database (Ölçer, 2019). Blockchain is slowly being integrated into insurance business models to eliminate old ways that lead to fraud, overall inefficiency, and cost (Tunca and Sezen, 2020, p.22). This is important for businesses.

When blockchain technology is combined with mobile applications on digitally advanced e-commerce platforms, it has further increased its growth target in business-to-consumer trade. By changing the brand marketing dynamics of new technologies, it has provided more personalized targets with a wide reach in increasing brand trust and increasing customer loyalty (Bayar, 2022, p. 131). In this sense, blockchain has reshaped the structures of businesses.

It is stated in research that blockchain technology has advantages for businesses. We can list the advantages of blockchain technology for businesses as follows (Ağcakaya and Kaya, 2022, p.64):

- ✓ Cannot be changed
- ✓ Transparency
- ✓ Security
- ✓ Lower costs
- ✓ High speed

5. CONCLUSION

In the digital age, businesses benefit from the innovations of technology to increase their performance. It has become a necessity for businesses to benefit from technology in a competitive environment. Industry 4.0 is one of the technology methods using artificial intelligence, marketing methods, electronic commerce and blockchain.

Studies have been carried out in different areas on blockchain. For example, blockchain and cybersecurity (Selimoğlu and Saldı, 2022). In the light of the studies, blockchain, especially when used with other technologies, offers organizations the opportunity to rethink their internal and external processes, remove inefficiencies, create transparency and a better organization in general (Canpolat et al., 2021). Value registration removes the traditional document verification challenge tied to a central authority. Since blockchain technology does not require a central authorization, it can store documents with signature and time stamp, which can be verified by any participant in the network at the discretion of the user (Atılgan Yaşa, 2022). It is expected that with the use of blockchain technology together with smart contracts, it will be able to bring solutions firstly to improve efficiency and then to ensure sustainable efficiency (Kırbaç and Tektaş, 2021). Blockchain makes new technologies more suitable for small businesses as well. Despite uncertain financial returns, small businesses are investing in fee-based technologies and platforms they deem necessary to maintain a competitive position in today's markets (Bayar, 2022).

Blockchain technology is important for adding value to businesses, developing new products and services, automating strategic decision making and reducing intermediaries. Blockchain technology is an application developed to ensure data security. In this sense, businesses must take advantage of blockchain technology for security. The decentralized and distributed nature of the blockchain eliminates middlemen and brokers for

businesses. It enables businesses to make purchases and sales open to everyone. Today, blockchain technology provides many benefits for businesses in different sectors, such as money transfers, creation, and storage of valuable documents.

Blockchain technology is a current topic. It contains many innovations for businesses. Considering that businesses that need technology will use blockchain technology in every field, it can be predicted that they will be able to use it in new studies for researchers.

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Manisa İlinde Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı Kapsamında Ekonomik Yatırımların Desteklenmesi Programının Tarımsal Ürün İşleyen İşletmeler Açısından Değerlendirilmesi

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Özet: Türkiye'de Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı (KKYDP) 2006 yılında başlatılmış olup, halen kırsal kesimde bitkisel üretim ve hayvancılık yapan üreticileri desteklemeye devam etmektedir. Bu program sayesinde hem köyden kente göçün azaltılması, hem de kırsal sanayinin desteklenmesi hedeflenmektedir. Bu çalışmada; Manisa ilinde, Kırsal Kalkınma Yatırımlarının Desteklenmesi Programından (KKYDP) yararlanan tarımsal ürün işleyen işletmelerin durumu değerlendirilerek programın sürdürülebilirliğinin ortaya konması amaçlanmıştır. Araştırmada 2006-2017 yılları arasında KKYDP' den yararlanan 66 işletme ile anket yapılarak aldıkları yatırım desteği ile programın devamlılığı hakkında veriler elde edilmiştir. Görüşülen işletme sahiplerinin büyük kısmının 21 yılı aşkın süredir tarımsal üretimle uğraştığı belirlenmiştir. Zeytin/zeytinyağı sektöründe çeşit artışı görülmezken, diğer sektörlerde ürün çeşidinde artış belirlenmiştir. Hibe programından memnuniyetin yüksek olduğu belirlenen araştırmada, programın devam etmesi gerektiğini düşünen işletmecilerin oranı oldukça yüksektir. Yatırımcı bireylerin %57,6'sı verilen hibe miktarını yetersiz bulsa da %95,5'i hibe programlarının devam etmesi gerektiğini belirtmiştir. Sonuç olarak; sürdürülebilir kırsal kalkınma için hibe miktarlarının yatırımcının mali durumu göz önüne alınarak dereceli verilmesi ve proje prosedürlerinin daha kolay ve anlaşılır duruma getirilmesi önemlidir. Ayrıca, programın devamlılığı Türkiye tarımı ve sanayisi için gereklilik olarak görülmelidir.

Anahtar Kelimeler: Kırsal kalkınma, tarımsal yatırımlar, Manisa, KKYDP

Evaluation of the Program of Supporting Economic Investments within the Scope of the Program of Supporting Rural Development Investments in Manisa in Terms of Enterprises Processing Agricultural Products

Abstract: The Rural Development Investments Support Program (RDISP) in Turkey was initiated in 2006 and still continues to support producers engaged in crop production and animal husbandry in rural areas. With this study, it is aimed both to reduce migration from village to city and to support rural industry. This study aims to reveal the sustainability of the program by evaluating the status of agricultural product processing enteprises benefiting from the Rural Development Investments Support Program (RDISP) in Manisa province. In the research, data were obtained about the continuity of the program with the investment support they received by conducting a survey with 66 enterprises benefiting from RDISP between the years of 2006-2017. It has been determined that most of the interviewed business owners have been dealing with agricultural production for more than 21 years. While there was no increase in variety in olive/olive oil sector, an increase in product variety was determined in other sectors. In the research it was determined that the satisfication with the grant program was high, the rate of individuals who think that the program should continue is quite high. Although 57,6% of the investor individuals found the grant amount insufficient, 95,5% stated that the grant programs should continue. As a result; for sustainable rural development, it is important that the grant amounts are given gradually, taking into account the financial situation of the investor, and that the project procedures are made easier and more understandable. Moreover, the continuity of the program should be seen as a necessity especially for Turkish agrcicultural sector and industry.

Key words: Rural development, agricultural investments, Manisa, RDISP

1.GİRİŞ

Kalkınma kavramı ülkelerin gelişmişliklerinin bir göstergesidir. Bu nedenle ülkeler hem bireysel hem de toplumsal ekonomik refahın arttırılması için kalkınma destekleri programlarını düzenlemekte ve uygulamaktadır. Böylece bireysel kalkınma ortaya çıkarken, toplumsal refah düzeyi de yükselmekte, ülkeler dünya genelinde gelişmişlik düzeylerini üst düzeylere çıkarabilmektedir.

Türkiye coğrafi konumu açısından dünyada stratejik öneme sahip bir ülkedir. İklim ve coğrafi koşulların uygunluğu tarımsal üretimin önemini arttırmakta, tarımın ülkenin ekonomik gelişmesinde en büyük katkıyı

sağlayabilecek iş kolu olmasına neden olmaktadır. Kırsal kalkınma Türkiye'nin gerek iklimsel gerek coğrafik açıdan tarımsal üretim ve hayvancılık alanlarında ülkenin gelişmiş ülkeler arasına dahil olmasını sağlayacak en önemli anahtar olarak görülmektedir. Bu nedenle tarım ve hayvancılık alanına verilmekte olan bu desteklerin sürdürülebilir olması çok önemlidir

Kırsal kalkınma açısından en önemli teşvik politikalarından biri de çiftçilere uygun teşvik ve desteklemelerin yapılmasıdır. Bu kapsamda Türkiye'de *Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı (KKYDP)* 2006 yılında başlatılmış olup, halen kırsal kesimde bitkisel üretim ve hayvancılık yapan üreticileri desteklemeye devam etmektedir. KKYDP ile 2006-2017 yılları arasında; Ekonomik Yatırımlar kapsamında 7.362 adet tarıma dayalı yatırım tesisi projesi tamamlanmış ve 1.923 milyon TL hibe ödemesi gerçekleştirilmiştir. Makine-ekipman alımlarının desteklenmesi kapsamında ise 271.654 yeni makine-ekipman alımı desteklenerek 1.144 milyon TL hibe ödemesi yapılmıştır. 2019 yılına kadar 13 etap proje kabulü gerçekleşmiştir. 21 Kasım 2020 tarih ve 31311 sayılı Resmi Gazete' de yayınlanan 2 adet tebliğ ile "Tarıma Dayalı Ekonomik Yatırımlar" ve "Kırsal Ekonomik Altyapı Yatırımlarına" yönelik olarak 5 yıl boyunca yürütülecek 14. etap programın ana esasları belirlenmiştir.

Bu program sayesinde hem köyden kente göçün azaltılması, hem de kırsal sanayinin desteklenmesi hedeflenmektedir (Asaoğlu, 2016; Çobanoğlu vd. 2016). Bu araştırmada; Türkiye'nin en önemli tarım merkezlerinden biri olan Manisa ilinde KKYDP'den faydalanan işletmeler incelenerek, KKYDP'nin üreticilere ve işletmelere katkısının belirlenmesi ve yatırımların devamlılığının belirlenmesi amaçlanmıştır.

2. MATERYAL ve YÖNTEM

Bu araştırmanın ana materyalini, Manisa ilinde bulunan ve 2006-2017 yılları arasında KKYDP ekonomik yatırımların desteklenmesi programından yararlanan tarımsal ürün işleyen işletmelerden anket yoluyla elde edilen orijinal nitelikli veriler oluşturmaktadır. Ayrıca Manisa İl Tarım ve Orman Müdürlüğü Kırsal Kalkınma ve Örgütlenme Şube Müdürlüğünde görevli uzman kişiler ile yapılan yüz yüze görüşmelerden elde edilen bilgilerden de yararlanılmıştır. Kırsal Kalkınma Yatırımlarından yararlanan işletmelerin listesi Manisa İl Tarım ve Orman Müdürlüğü kayıtlarından elde edilmiştir. Elde edilen verilere göre 2006-2017 yılları arasında başvuru yapılan ekonomik yatırımlara ilişkin proje sayısının 819 adet olduğu, ancak tamamlanan hibeli proje sayısının 206 adet olduğu belirlenmiştir. Gerçekleşen bu ekonomik yatırımların 161'i bitkisel ürün işleme ve paketleme, 21'i hayvansal ürün işleme ve paketleme, 6'si soğuk hava deposu, 5'i alternatif enerji yatırımı, 13'ü de sulama yatırımıdır. Buradan hareketle aşağıdaki oransal örnek hacmi formülü kullanılarak görüşülecek işletme sayısı belirlenmiştir. (Newbold, 1995). % 95 güven aralığında, %10 hata payı için; p=0.50 alınarak örnek hacmi 66 üretici/yatırımcı olarak bulunmuştur.

$$n = \frac{Np(1-p)}{(N-1)\sigma^2_{\hat{p}_x} + p(1-p)}$$

n= Örnek hacmi

N= Ekonomik yatırım desteğinden yararlanan toplam işletme sayısı

p=Ürün işleyen işletme oranı(max, örnek hacmi için p= 0,50 olarak alınmıştır.)

σ^2_{px} = oranın varyansı

Araştırmada yatırımcıların 2019 yılına ilişkin verileri esas alınmıştır. Çalışmadan toplanan veriler, Excel programında düzenlendikten sonra SPSS istatistik programı kullanılarak analiz edilmiştir. Anket yolu ile elde edilen verilerin güvenilirliğini test etmek için "güvenilirlik analizi"nin ardından temel amaçlara yönelik analizler yapılmıştır. Anketlerden elde edilen verilerin değerlendirilmesinde tanımlayıcı istatistikler (frekans, yüzde yöntemi, ortalama ve standart sapma vb.) çizelgelerde sunulmuştur. Toplam 66 işletme 2 grup altında analiz edilmiştir. 1. grup işletmeler; zeytin ve zeytinyağı işletmeleri iken, 2. grup işletmeler diğer işletmeler başlığı altında verilmiştir. Veri setinin normal dağılışa uyup uymadığını belirlemek için Tek Örneklem Kolmogorov Smirnov Testi uygulanmıştır. Analiz sonucunda verilerden normal dağılıma uymayanlar için parametrik olmayan testler (Ki-Kare Bağımsızlık Testi, Mann Whitney-U testi ve Kruskal Wallis-H testi) kullanılmıştır(Kalaycı,2010).

Likert ölçeğine göre, tutum ölçeğinde yer alan ifadeler de 5'li ölçeğe (Tamamen katılıyorum-Katılıyorum-Kararsızım- Katılmıyorum- Tamamen katılmıyorum) göre değerlendirilmiştir.

3. Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı (KKYDP)

Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı, Tarım ve Orman Bakanlığı tarafından ilk defa 2006 tarihli 5488 sayılı Tarım Kanunun 19. maddesine dayandırılarak yürürlüğe girmiştir. Bu program ile birlikte kırsalda yaşayanların refah düzeyi arttırılarak köyden kente göçün önüne geçilmeye çalışılmıştır. Ayrıca bu sayede gıda güvenliğinin güçlendirilmesi planlanmıştır. 2006 yılında başlayan KKYDP, 2020 yılına kadar 14 etapta düzenlenmiştir. Başlangıçta köylerde içme suyu, kanalizasyon ve sulama gibi alt yapı projelerine destek verilmesi planlanan programa 2005'ten sonra çıkarılan yönetmeliklerle birlikte 2007 yılı itibariyle makine ekipman desteği eklenmiştir. Başlangıçta 16 pilot ilde uygulanan program 2006 yılı itibariyle bu iller program dışı bırakılmak yoluyla diğer 65 ilde de uygulanmaya başlamıştır. 2008 yılından itibaren ise 16 pilot il de programa dâhil edilerek 81 ilin tamamı hibe desteğinden yararlanmaya başlamıştır. 22.02.2016 tarih ve 29637 sayılı Resmi gazetede yayınlanan 2016-2020 yıllarını kapsayan program kapsamında sulama sistemleri ile ilgili projelerinde bu kapsamda değerlendirilmesi kararlaştırılmıştır. Program, 2006 yılından bu yana başlıca 4 yatırım alanında hibe desteği vermektedir. Bu alanlar; Sulama, Makine- ekipman, Ekonomik yatırımlar, Kırsal ekonomik altyapı yatırımları olarak sıralanabilir. 2006-2019 yılları arasında toplam 10849 projenin tamamlandığı ve toplamda 2.932.487.101,00 TL hibe ödemesinin gerçekleştiği belirlenmiştir. En fazla projenin 3618 ile bitkisel ürün işlenmesi, paketlenmesi ve depolanması alanında olduğu, buna karşın en az projenin (2 adet) el sanatları ve katma değerli ürünler alanında kabul edildiği belirtilmiştir.

4. BULGULAR ve TARTIŞMA

4.1 Üreticilerin Sosyo-Demografik Özellikleri

Üreticilerin yaş, eğitim, tarımda deneyim süresi ile bağlı olduğu kurum veya kuruluşun bitkisel veya hayvansal üretimle ilgili Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı (KKYDP) programından faydalanma durumları değerlendirilmiştir. Hibe desteğinden faydalanan yatırımcıların büyük kısmının 51-60 yaş arasında olduğu (%37,9) buna karşın en az hibe desteğinden faydalanan yatırımcıların %3'lük oran ile 20-30 yaş arasındaki yatırımcılar olduğu belirlenmiştir(Tablo 4.1). Gruplar arasında anlamlı bir ilişki bulunmamıştır.

Tablo 4.1**:** Üreticilerin Demografik Özellikleri

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Yaş	Sayı	Oran (%)	Sayı	Oran (%)	Sayı	Oran (%)
20-30	1	3,1	1	2,9	2	3,0
31-40	3	9,4	6	17,7	9	13,6
41-50	11	34,4	10	29,4	21	31,8
51-60	13	40,6	12	35,3	25	37,9
61 ve üstü	4	12,5	5	14,7	9	13,6
Toplam	32	100,0	34	100,0	66	100,0

Yatırımcıların %42,4'ünün orta öğretim/lise mezunu olduğu, bunu %36,4 oranla üniversite mezunlarının izlediği, yatırımcıların %7,6'sının da lisansüstü mezunu olduğu belirlenmiştir. Yatırımcıların %45,6'sının bitkisel ve hayvansal üretimi 21 yıldan fazla süredir yaptığı, buna karşın 0-5 yıldır bu iş koluyla uğraşan işletmecilerde hibe desteğine başvuran yatırımcıların oranı sadece %1,5'dur. Tablo 4.2'de tarımda deneyim süresi sektörlere göre karşılaştırılmıştır. Uygulanan Ki-kare testine göre p=0,706 olarak belirlenmiş, anlamlı bir ilişki bulunamamıştır Altuntop (2014) tarafından yapılan bir çalışmada yatırımcıların eğitim düzeyinin hibeden yararlanma oranına etki etmediği belirlenmiştir.

Tablo 4.2: Tarımda deneyim süresi (Yıl)

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Yıl	Sayı	Oran (%)	Sayı	Oran (%)	Sayı	Oran (%)
0-5 yıl	1	3,1	-	-	1	1,5
6-10 yıl	3	9,4	3	8,8	6	9,0
11-15 yıl	7	21,9	4	11,8	11	16,7
16-20 yıl	8	25,0	8	23,6	16	24,2
21 yıl ve üstü	12	37,5	18	52,9	30	45,6
Yanıtlamayan	1	3,1	1	2,9	2	3,0
Toplam	32	100,0	34	100,0	66	100,0

Yatırımcıların %74,3'ünün bir tarımsal kurum veya kuruluşa üye olduğu, %25'7 sinin üye olmadığı belirlenmiştir. Yatırımcıların sosyal güvence durumu incelendiğinde, %98.5'inin sosyal güvencesi olduğu belirlenmiştir. İşletmelerin %31,8'inin en fazla Akhisar, ardından sırasıyla %12,1 ile Turgutlu ve Saruhanlı, %10,6'lık oranla Soma, %9,1 ile Salihli ve Kırkağaç, %7,6 ile Alaşehir, %3 ile Ahmetli ve son olarak %1,5'lik oranla Şehzadeler, Gördes ve Demirci ilçelerinde faaliyet gösterdiği belirlenmiştir. Zeytin-zeytinyağ işletmelerinin %46.9'u Akhisar'da konumlanmıştır. Bu ilçeyi %15,7 ile Kırkağaç ve Soma izlemektedir.

Araştırmaya katılan 66 işletmenin 32'si zeytincilik sektöründe faaliyet gösterirken, 34 işletme ise; süt ve süt ürünleri, konserve, tavukçuluk, turşuculuk, kurutulmuş ve dondurulmuş sebze ve meyve, domates, süt inekçiliği, tarımsal üretim işleme, kuru üzüm, yaş üzüm, çekirdeksiz kuru üzüm paketleme, bağcılık ve şarap üretimi, aromatik yağ üretimi, kuru domates ve soğuk hava deposu gibi birçok farklı sektörde faaliyet göstermektedir**.** Yatırımcıların büyük kısmının (%43,7'sinin) 17 yıl ve daha fazla süredir aynı sektörde faaliyet gösterdiği belirlenmiştir. İşletmelerin %65,2'si tüm yıl boyunca faaliyette bulunmaktadır.

Hibe desteğinden faydalanan yatırımcıların %72,8'inin limited şirket, %18,2'sinin anonim şirket, %6,1'inin gerçek kişi ve %1,5'inin kollektif şirket olduğu belirlenmiştir. Yatırımcıların %24,2'si alınan destek ile sektöre girdiğini belirtirken, %74,3'ü destekten daha önce sektörde yer aldığını ifade etmiştir.

Yatırımcıların %75,8'inin hibe desteğine 1 kez başvurduğu ortaya konulmuştur. 4 kez veya daha fazla sayıda başvuran yatırımcı sayısı 1'dir. Yatırımcıların %95,5'i hibe desteği aldıktan hemen sonra faaliyete geçtiğini belirtmiştir. Yatırımcıların birbirinden farklı etaplarda destekten faydalandığı saptanmıştır. Bazı yatırımcıların ise hibe desteğinden birden fazla faydalandığı belirlenmiştir. En fazla hibeden faydalanılan etabın %15,2 ile 7. etap olduğu belirlenmiştir.

Yatırımcıların %84,8'inin hibe desteğinden sadece 1 kez, %10,6'sının 2 kez, %1,5'inin 3 kez ve %1,5'inin 4 kez veya daha fazla faydalandığı belirlenmiştir. Çalışmaya katılan yatırımcıların %15,2'lik oranla en fazla hibe desteğine 2013 yılında başvurduğu, %1,5'lik oranla en az başvuru yapılan yılların 2015 ve 2018 yılları olduğu belirlenmiştir.

Araştırmaya katılan yatırımcıların %53'ü KKYDP'ye 2011-2014 yılları arasında başvurmuştur. Ayrıca 2006'dan itibaren her yıl hibe programına başvuru yapıldığı belirlenmiştir. 64 yatırımcı %50 hibe desteği aldığını belirtmiştir. Yatırımcıların aldıkları hibe miktarlarının işletmenin gereksinimine göre değişiklikler gösterdiği anlaşılmaktadır. En düşük hibe miktarı 75000 TL, en yüksek 1.040.000 TL, ortalama 372439,99 TL'dir.

Genel itibariyle yatırımcıların %56,1'inin(37 kişi) kapasite arttırma ve teknoloji yenileme, %36,4'ünün(24 kişi) yeni yatırım amacıyla hibe desteği aldığı belirlenmiştir(Tablo 4.3). Tamamlama yatırımı alan sadece 1 kişidir. Yatırım çeşidinin sektör bazında değişiklik gösterip göstermediği test edilmiş, anlamlı bir ilişki bulunmamıştır.

Tablo 4.3: KKYDP yatırım çeşitleri

	1.grup(Zeytin / Zeytinyağı)		2.Grup(Diğer sektörler)		Toplam	
Yatırım çeşidi	Sayı	(%)	Sayı	(%)	Sayı	(%)
Yeni yatırım	13	40,6	11	32,4	24	36,4
Tamamlama yatırımı	1	3,1	-	-	1	1,5
Kapasite arttırma ve teknoloji yenileme	18	56,3	19	55,7	37	56,1
Yeni yatırım / Kapasite arttırma veya teknoloji yenileme	-	-	2	5,9	2	3,0
Yanıtlamayan	-	-	2	5,9	2	3,0
Toplam	32	100,0	34	100,0	66	100,0

Yatırımcıların KKYDP'den ne şekilde haberdar olduğu değerlendirilmiş, buna göre yatırımcıların %84,9'unun danışmanlık firmaları, %9,1'inin internet, %4,5'inin ise Manisa İl Tarım ve Orman Müdürlüğü'nün tanıtım toplantıları sayesinde haberdar olduğu belirlenmiştir.

Yatırımcıların %90,9'unun hibe projesini danışmanlık firmalarının hazırladığı belirlenmiştir. Projeyi kendisi hazırlayan kişiler çalışmaya katılan yatırımcıların %6,1'i iken, %1,5 oranlık kısım projeyi diğer gerçek kişilerin hazırladığını belirtmiştir. Yatırımcıların %74,2'si yaptıkları yatırımda hibe kapsamı dışında ek yatırım yaptığını, %24,2'si ise herhangi bir ek yatırım yapmadığını belirtmiştir. Sektörler arasında anlamlı ilişki bulunmamıştır.

İşletmelerdeki istihdam durumunun hibe desteğinden sonra artış gösterip göstermeme durumu incelendiğinde işletmelerin %75'inde istihdamın 1-5 kişi arttığı görülmektedir (Tablo 4.4). İşletmelerin %15,2'sinde istihdam 6-10 kişi artarken, %7,6'sında istihdam 11 kişi ve üzeri artmaktadır. Sektörler arasındaki ilişki ki-kare testi ile değerlendirildiğinde gruplar arasında anlamlı bir ilişki bulunmuştur(p=0,009). Bursa ilinde yapılan bir

araştırmada KKYDP kapsamında makine ekipman desteği alan işletmelerin istihdam düzeylerinin arttığı belirlenmiştir (Çobanoğlu vd., 2016).

Konya ilindeki diğer bir araştırmada işletmelerde istihdamın %71.80 oranında arttığı, işletmelerin işledikleri tarımsal ürünleri %70-97'yi bulan oranlarda yerelden temin ettikleri görülmüştür (Akdoğan ve Gülçubuk, 2022).

Tablo 4.4: Hibe desteği sonrası istihdamın artma durumu (%)

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
İstihdamın artma durumu	Sayı	(%)	Sayı	(%)	Sayı	(%)
1-5 kişi	30	93,8	20	58,8	50	75,7
6-10 kişi	2	6,2	8	23,6	10	15,2
11 kişi ve üstü	-	-	5	14,7	5	7,6
Yanıtlamayan	-	-	1	2,9	1	1,5
Toplam	32	100,0	34	100,0	66	100,0

Hibe desteği sonrası üretim kapasitesinde bir artış olup olmadığı incelendiğinde bireylerin %52,9'u üretim kapasitesinin %1-25 arasında arttığını belirtmiştir(Tablo 4.5). Buna karşın sadece %7,6'lık bir kısım üretim kapasitelerinin %51'in üzerinde artış olduğunu ifade etmiştir. Sektörler arasında anlamlı bir ilişki bulunmamıştır. Asoğlu ve Binici (2015) tarafından Diyarbakır ve Şanlıurfa'da yapılan araştırmada yatırımcıların %38,5'i hibe desteği sonrası işletme kapasitesinde kesinlikle artış olduğunu, %51,7'si de artış olduğu belirlenmiştir. Akdoğan ve Gülçubuk (2022) tarafından yapılan benzer bir araştırmada işletmelerin %75'inde gelir düzeylerinin bekledikleri düzeyde ya da üzerinde arttığı, %63.90'ında üretim hacimlerinin arttığı belirlenmiştir.

Tablo 4.5: Hibe desteği sonrası işletmenin üretim kapasitesinde artış durumu

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Üretim kapasitesinin artma durumu	Sayı	(%)	Sayı	(%)	Sayı	(%)
Hiç artmadı	3	9,4	3	8,8	6	9,2
%1-25 arttı	17	53,1	18	52,9	35	52,9
%26-50 arttı	10	31,3	9	26,5	19	28,8
%51 ve üstü arttı	2	6,2	3	8,8	5	7,6
Yanıtlamayan	-	-	1	2,9	1	1,5
Toplam	32	100,0	34	100,0	66	100,0

Yatırımcıların %63,6'sı kredi kullanırken, %34,9'u kredi kullanmadığını belirtmiştir. Bu oran 1. grup işletmelerde %59.4 iken, 2.grup işletmelerde %63.6'dır. Yatırım esnasında kredi kullanmadığını belirten 24 yatırımcıya nedeni sorulduğunda yatırımcıların 20'si ihtiyacı olmadığını söylerken, 4'ü talep ettiğini ancak bankalardan gerekli desteği göremediğini belirtmiştir. Sonuçlara göre yatırımcıların neredeyse tamamı (%95,5) hibe programlarının devam etmesini düşünmektedir. Normal olmayan dağılımda yapılan analizler sonucu anlamlı ilişki bulunmamıştır. Yapılan bir çalışmada Makine ekipman desteğinden faydalanan bireylerin KKYDP'nin olumlu katkıları olduğundan dolayı devam etmesi gerektiği sonucuna ulaşılmıştır (Altuntop, 2014; Doğan Öz ve Saner, 2021).

KKYDP kapsamında hibe desteği alan yatırımcılara farklı programlara başvurup başvurmadığı sorulduğunda yatırımcıların %56,1'inin farklı programlara başvurduğu, buna karşın %42,4'ünün başka herhangi bir programa başvurmadığı belirlenmiştir. Farklı programlara başvuran yatırımcıların tercih ettikleri programlar irdelendiğinde %34,8 oranında bireyin Ekonomi Bakanlığı'nın Teşvik belgeli yatırımlarına başvurduğu belirlenmiştir. Bunu %7,6 ile Tarım ve Kırsal Kalkınmayı Destekleme Kurumu(TKDK), %6,1 ile KOSGEB ve %4,5 ile Zafer Kalkınma Ajansı izlemektedir. Yatırımcıların %42,4'ünün başka herhangi bir programa başvurmadığı da bilinmektedir. Çalışmaya katılan yatırımcılara aldıkları hibe desteği ile yaptıkları yatırımlarını halen kullanıp kullanmadıkları sorulduğunda yatırımcıların %86,4'ünün yatırımlarını sürdürdükleri belirlenmiştir.

İşletmelerdeki ürün kalitesinin hibe desteğinden sonra artıp artmadığı değerlendirildiğinde yatırımcıların %80,3'ü artış olduğunu belirtirken, %19,7'si kalitenin değişmediğini belirtmiştir(Tablo 4.6). Gruplar arasında anlamlı bir ilişki bulunmamıştır. Asoğlu ve Binici (2015) tarafından ürün kalitesinin hibe desteğinden sonra arttığını belirten yatırımcı oranının %83,3 olduğu belirlenmiştir.

Tablo 4.6: Hibe desteği sonrası ürün kalitesinde artış olma durumu (%)

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Ürün kalitesinde artış olma durumu	Sayı	(%)	Sayı	(%)	Sayı	(%)
Evet	23	71,9	30	88,2	53	80,3
Hayır	9	28,1	4	11,8	13	19,7
Toplam	32	100,0	34	100,0	66	100,0

Hibe desteğinden sonra ürün çeşit sayısında artış olup olmadığı değerlendirildiğinde işletmelerin %51,6'sında hibe desteği aldıktan sonra ürün çeşidinin arttığı ortaya çıkmıştır(Tablo 4.7). Ki-kare testine göre gruplar arasında anlamlı bir ilişki bulunmuştur(p=0,003). Yapılan bir çalışmada benzer şekilde hibe desteği sonrasında ürün çeşidinde artış olduğu belirlenmiştir (Asoğlu ve Binici, 2015).

Tablo 4.7: Hibeden sonra ürün çeşidinde artış olma durumu

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Ürün çeşidinde artış olma durumu	Sayı	(%)	Sayı	(%)	Sayı	(%)
Evet	10	31,3	24	70,6	34	51,6
Hayır	22	68,7	10	29,4	32	48,4
Toplam	32	100,0	34	100,0	66	100,0

Yatırımcıların ortalama %61,95 kapasite ile çalıştığı belirlenmiştir. Bunun yanı sıra işletmelerde 1- 35 arasında çeşit ürün olduğu ve ortalama 4 çeşit ürün üretildiği hesaplanmıştır (Köse, 2021).

Hibe desteğinden sonra işletmelerin %59,1'inin ihracat miktarı değişmezken, %30,3'ünün ihracat miktarının arttığı belirlenmiştir. Yatırımcıların %9,1'i soruya cevap vermemiştir. Yatırımcılara hibe desteğinden yararlanırken herhangi bir sorunla karşılaşıp karşılaşmadığı sorulduğunda; yatırımcıların %25,7'si bir sorunla karşılaşmadığını belirtirken, %65,2 oranında yatırımcılar prosedürlerde zorlandığını belirtmişlerdir. Firma sahiplerinin %7,6'sı katkı payını ödemede zorluk yaşadığını ifade etmişlerdir. Altuntop (2014) Mersin ilinde yaptığı araştırma sonucunda hibe desteği ile ilgili yatırımcıların en fazla şikayet ettiği konunun prosedürlerin zorluğu ve yatırımcı seçmede dengesiz puanlama yapılması olduğunu belirlemiş ve hibe desteğinden faydalanan yatırımcıların %98,5'si programın devam etmesi gerektiğini belirtmiştir.

Araştırmaya katılan yatırımcılara uygulanan anket çalışmasında likert ölçekli sorulara da yer verilmiştir. Kırsal kalkınma yatırım konularının yöreye uygunluğunun sorulduğu soruda %12.21'i kesinlikle katılıyorum derken, yatırımcıların %39,4'ü katılıyorum, %19,7'si kısmen katılıyorum yanıtını vermiştir.

Tablo 4.8: Yatırım konularının tarımsal potansiyel ve kırsal kalkınma için yöreye uygun ve yeterli olma durumu (%)

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Karşılaşılan sorunlar	Sayı	(%)	Sayı	(%)	Sayı	(%)
Kesinlikle katılmıyorum	2	6,2	1	2,9	3	4,5
Kısmen katılıyorum	8	25,0	5	14,7	13	19,7
Kararsızım	4	12,5	12	35,3	16	24,2
Katılıyorum	14	43,8	12	35,3	26	39,4
Kesinlikle katılıyorum	4	12,5	4	11,8	8	12,2
Toplam	32	100,0	34	100,0	66	100,0

Hibe programından alınan desteğin ihtiyacı karşılayıp karşılamadığı sorulduğunda yatırımcıların %33,3'ünün katılıyorum yanıtını verdiği görülürken, kesinlikle katılmıyorum diyenler, yatırımcıların %7,6'sını oluşturmuştur. Bunların dışında yatırımcıların %28,8'i kararsızım yanıtını verirken, %19,7'si kısmen katılıyorum ve %10,6'sı kesinlikle katılıyorum yanıtlarını vermiştir. Yatırımcıların büyük kısmının kararsız olduğu görülmüştür. Bunun nedeninin verilen hibenin ihtiyacın en fazla %50'si olması ve yatırımcıların en az hibe kadar sermayeye ihtiyaç duymasıdır. Yatırımcıların büyük kısmının hibe dışında kredi kullanması bu durumu açıklamaktadır.

Yatırımcıların %31,8'i Tarım ve Orman Bakanlığı personelinin sorun çözmede başarılı olduğunu söylemiştir. %9,1 oranda yatırımcı ise kesinlikle katılıyorum diyerek personelin tüm sorunlarını çözdüğünü belirtmiştir. Ayrıca kısmen katılıyorum, kararsızım ve katılıyorum diyenlerin oranlarının birbirine yakın olduğu tabloda gösterilmiştir(Tablo 4.9). Gruplar arasındaki farklılık değerlendirildiğinde anlamlı bir ilişki bulunmamıştır.

Tablo 4.9: Tarım ve Orman Bak. elemanlarının sorunları anlamada ve çözüm üretmede başarılı olma durumu

	1.grup(Zeytin / Zeytinyağı)		2. grup(Diğer sektörler)		Toplam	
Karşılaşılan sorunlar	Sayı	(%)	Sayı	(%)	Sayı	(%)
Kesinlikle katılmıyorum	2	6,2	4	11,8	6	9,1
Kısmen katılıyorum	6	18,7	10	29,4	16	24,2
Kararsızım	11	34,4	6	17,7	17	25,8
Katılıyorum	8	25,0	13	38,2	21	31,8
Kesinlikle katılıyorum	5	15,7	1	2,9	6	9,1
Toplam	32	100,0	34	100,0	66	100,0

Proje değerlendirmede kullanılan puanlama tablosunun uygun yararlanıcıyı seçebilecek düzeyde olup olmamasına ilişkin düşünceler sorulduğunda yatırımcıların %31,8'i kararsız olduğunu ve %28,9'u katılıyorum şeklinde yanıt vermekte iken %22,7 gibi büyük oranda yatırımcı kısmen katıldığını belirtmiştir. Puanlama tablosunun uygun yararlanıcıyı seçebilecek düzeyde olmadığını düşünen %6 oranında yatırımcı kesinlikle katılmıyorum diye yanıt vermiştir. Puan değerlendirme tablosunun yöresel önceliklerden ziyade yatırımcının nitelik ve etkinliğine odaklanması, prosedürlere haizliğin sorgulanması puan tablosu konusundaki kararsızlığı açıklayabilir. Gruplar arasında anlamlı bir ilişki bulunmamıştır. Altuntop da (2014) bu bulguyu destekler şekilde verilere ulaşmıştır.
Yatırımcılara bürokratik işlemlerin projenin tüm aşamalarında genel olarak fazlalığı hakkındaki düşünceleri sorulduğunda çok yüksek oranda katılıyorum (%28,8) ve kesinlikle katılıyorum (%51,5) yanıtlarının alındığı belirlenmiştir. Bürokratik işlemlerin fazla olmadığını düşünen ve kesinlikle katılmıyorum yanıtını veren sadece %3 ile 2 kişidir. Normal olmayan dağılımda gruplar arasındaki farklılığın araştırıldığında (p=0,028) anlamlı ilişki bulunmuştur. Proje hazırlama dökümanlarının anlaşılırlığı konusunda yatırımcıların yarıya yakını kararsızım (%43,7) yanıtını vermiştir.

Yatırımcılar genel olarak proje kapsamında gerekli izin ve ruhsatların alınmasında zorluk olduğunu belirtmiştir Yatırımcıların %43,9'u katılıyorum yanıtını verirken %36,4'ü kesinlikle katılıyorum olarak ifade etmiştir. Yatırımcılar genel olarak proje kapsamında gerekli izin ve ruhsatların alınmasında zorluk olduğunu belirtmiştir Yatırımcıların %43,9'u katılıyorum yanıtını verirken %36,4'ü kesinlikle katılıyorum demiştir.

Yöre ürünleri için iyi işleyen bir pazarlama sistemine sahip olması konusunda yatırımcıların büyük kısmı olumlu cevap vermiştir. Kesinlikle katılıyorum diyen %39,4 ve katılıyorum diyen %34,8'dir. Yatırımcıların sadece %4,5'i kesinlikle katılmıyorum diyerek olumsuz yanıt vermiştir. Yatırımcılar ürünleri sattıkları alıcılar ile aralarındaki güven ve işbirliği konusunda genel olarak olumlu düşündüğünü belirtmiştir. Yatırımcıların %43,9'u katılıyorum, %31,8'i kesinlikle katılıyorum demiştir. Kesinlikle katılmıyorum şeklinde yanıt verenler ise yatırımcıların %3'ü kadardır. Konya ilinde yapılan bir araştırmada KKYDP'nin ürün pazarlarına ve pazarlama kanalları etkisi yönüyle değerlendirilmesinde; işletmelerin %48.04'ü projeleri sonrasında pazarlama kanallarının değişmediğini, ancak satışlarının arttığını ve kolaylaştığını belirtmişlerdir. %26,47 oranında pazarlama kanallarının genişlediği, %21, 57 oranında pazara girişin kolaylaştığı belirtilmiştir (Akdoğan ve Gülçubuk, 2022).

SONUÇ ve ÖNERİLER

Araştırma kapsamında hibe desteği sonrası yöreye ilişkin ürünlerin satış ve pazarlama ağının yöresel anlamda geliştiği, ancak ihracat açısından yeterli gelişmenin sağlanamadığı belirlenmiştir. Bunun yanı sıra karşılıklı fayda esasına dayanan firmalar arasındaki işbirliği ve güvenin hibe desteğinden sonra arttığı da gözlenmiştir. Gerek kırsal kalkınmanın gerekse sürdürülebilirliğinin sağlanması için ihracatın arttırılmasına olanak sağlayacak devlet desteklerinin verilmesi gerekmektedir

Hibe projelerinin çok yüksek oranda danışmanlar tarafından hazırlandığı belirlenmiştir. Araştırmaya katılan yatırımcıların çok az bir kısmı projeyi kendisinin hazırladığını belirtmiştir. Ancak burada en önemli sorun bu iki grup arasında hibe projelerinden haberdar olma şekli ile ilgili önemli farklılıkların olmasıdır. Hibe projelerinden daha fazla yatırımcının haberdar olabilmesi ve daha fazla yatırımcının hibe desteğinden faydalanabilmesi için Tarım ve Orman Bakanlığı tarafından çeşitli bülten, afiş ve reklamların hazırlanması gerekmektedir. Ayrıca İlçe Tarım ve Orman Müdürlükleri tarafından yapılan bilgilendirme toplantılarının tarih ve yerinin önceden kırsal bölgelerde yaşayan üreticilere/yatırımcılara haber verilmesi gerekmektedir.

Araştırma kapsamında görüşülen 64 yatırımcının hibe desteğinden yararlandığı, ancak en çok prosedürlerde zorlandıkları belirlenmiştir. Bu yüzden programa başvuru aşamasından programın tamamlanmasına kadar geçen süre içerisinde uygulanması gereken prosedürlerin sadeleştirilmesi ve anlaşılır olması, gerek yatırımcı gerekse ilgili kamu kurumları açısından zaman, işgücü ve israfı azaltacaktır.

Proje hazırlama dökümanları çok anlaşılır değildir. Yaşamlarını tarım ve hayvancılık ile sürdüren yatırımcıların detaylı mevzuat bilgisiyle hazırlanan dökümanları irdeleyerek proje hazırlaması ve projeyi sürdürebilmesi zordur. Bazı yatırımcılar konuda uzmanlaşmış danışmanlar ile çalışırken, bazı yatırımcılar kendi başlarına projeyi hazırlamayı tercih etmektedir. Dolayısıyla proje hazırlama dökümanları daha anlaşılır ve sade olmalı, yatırımcılara proje hazırlamayla ilgili detaylı eğitim verilmelidir.

Proje kapsamında gerekli izin ve ruhsatların alınmasında zorluk yaşanmaktadır. Bu zorlukların giderilmesi için hibe desteği verecek kurum ile diğer ilgili kurum ve kuruluşlar arasında mutabakat yapılması, yatırımcıların gerekli evrakları tamamlamasına yardımcı olacak ve zamandan tasarrufu sağlayacaktır.

Proje başvuruları değerlendirilirken işletmelerin üretim alanı ve ürün çeşidinin ihracat potansiyelinin olup olmadığı proje değerlendirme kriterleri içerisinde yer almalıdır. Puanlama yapılırken bu kriterin göz önüne alınması ulusal ekonomik kalkınma açısından önemlidir.

Projelerin değerlendirme aşamasında kurulan komisyonlarda görev alan personelin üniversitelerin Ziraat fakültelerinde görev yapan akademik personelden, TÜBİTAK veya Kalkınma Ajanslarında görev yapan proje hazırlama alanında uzmanlaşmış personelden ve yörenin tarımsal ve istihdam ihtiyacını bilen ekonomistlerden ve tarım ekonomistlerinden oluşması projelerin daha objektif ve ayrıntılı değerlendirmesine olanak tanıyacaktır.

Ayrıca kırsal kesimin gelişmesi ve kalkınmasına yönelik, verilmekte olan ve/veya planlama aşamasında olan destek programlarının etki değerleme çalışmalarının geliştirilerek devam ettirilmesinin yatırımların sürdürülebilirliği açısından yararlı olacağı ve konu paydaşları yönünden de bilgilendirici olabileceği düşünülmektedir.

81 ilde birçok tarımsal ürün ve sektör için aynı anda ve aynı içeriğe sahip olan KKYDP programının ülkenin tarımsal gelişimine destek verdiği görülmektedir ancak özellikle stratejik ürünler başta olmak üzere ürün ve sektör bazlı, her ürünün kendine özgü hasat zamanına uygun dönemde ve sektörün ihtiyaçlarına uygun içerikte bir programa dönüştürülmesinin tarımsal sanayinin gelişmesine ve ihracat potansiyelinin artırılmasına büyük katkı yapacağı düşünülmektedir.

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Üretim İşletmelerinde Örgüt İkliminin İş Tatminine Etkisi

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Özet: Çalışanların refahlarının sağlanması örgütsel açıdan günümüzde hayati önem arz etmektedir. Öyle ki çalışanların refahı, dahası iş tatminlerinin sağlanması örgütler için zorunludur. Ancak örgüt alanyazınında çalışanların refahlarını temsil eden konular örgüt yanlısı bir niyetle yapılmaktadır. Çünkü çalışanların refahı örgütlerin karlılığından daha önceliklidir. Böyle bir bakış açısı ile gerçekleştirilen bu araştırmanın amacı; örgüt ikliminin çalışanların iş tatminlerine etkisinin tespit edilmesidir. Araştırma bulguları çalışan odaklı örgütler için tatmin arttırıcı örgüt yapılanmasının tespit edilmesi açısından önemlidir. Araştırma İstanbul ilindeki bir üretim işletmesindeki 285 çalışandan toplanan verilerle gerçekleştirilmiştir. Araştırma örnekleminin belirlenmesinde basit tesadüfi örneklem tekniği kullanılmıştır. Araştırma verileri anket formları kullanılarak toplanmıştır. Verilerin analizinde SPSS paket programı kullanılmıştır. Araştırma modelinin test edilmesinde doğrusal regresyon analizi kullanılmıştır. Bulgulara göre çalışanların örgüt iklimi algıları iş tatminlerini olumlu yönde etkilemektedir. Spesifik olarak, örgütün ödüllendirme iklimi, destek iklimi, risk-çatışmaları yönetme iklimi çalışanların iş tatminlerini pozitif yönde etkilemektedir. Ayrıca standartlarla ilgili olumsuz bir iklim hissedildiğinde çalışanların iş tatmini azalmaktadır. Genel olarak, üretim işletmelerinde çalışanların iş tatminleri örgütün ikliminden önemli düzeyde etkilenmektedir. Araştırma sonunda üretim işletmelerinde örgüt iklimi oluşturma ve çalışanların tatminini arttırma yönünden yöneticilere öneriler sunulmuştur.

Anahtar Kelimeler: Örgüt İklimi, İş Tatmini, Üretim İşletmeleri

The Effect Of Organizational Climate On Job Satisfaction In Manufacturing Companies

Abstract: Ensuring the well-being of employees is vital from an organizational point of view today. So much so that employees' well-being and job satisfaction are imperative for organizations. However, in the organizational literature, the issues that represent the welfare of the employees are made with a pro-organizational intention. But, the welfare of the employees is more important than the organization's profitability. The aim of this research, which was carried out with such a point of view, is to determine the effect of organizational climate on employees' job satisfaction. Research findings are important in determining satisfaction-enhancing organizational structuring for employee-oriented organizations. The research was carried out with data collected from 285 employees in a production company in Istanbul. A simple random sampling technique was used to determine the research sample. Research data were collected using questionnaire forms. The SPSS package program was used in the analysis of the data. Linear regression analysis was used to test the research model. According to the findings, the organizational climate perceptions of the employees positively affect their job satisfaction. Specifically, the reward climate of the organization, the climate of support, and the climate of managing risk positively affect the employees' job satisfaction. In addition, when a negative climate regarding standards is felt, employees' job satisfaction decreases. In general, the organization's climate significantly affects employees' job satisfaction in manufacturing enterprises. At the end of the research, suggestions were presented to the managers in terms of creating an organizational climate in the production enterprises and increasing the satisfaction of the employees.

Keywords: Organizational Climate, Job Satisfaction, Manufacturing Compaines

1. GİRİŞ

Son yıllarda yerel ve küresel ekonomilerde ekonomik düzensizlikler çalışanların refahında ve örgütlerin yapılarında değişikliklere neden olmaktadır. Özellikle Covid-19 dönemi göz önüne alındığında ekonomik olarak bazı sektörler sorunlar yaşarken bazı sektörler de genişleme (lojistik, bilişim sektörü vb.) yaşamıştır. Ancak toplumların alım güçleri ile ilişkili olarak ekonomik düzensizlikler, çalışanların refahlarını olumsuz yönde etkilemektedir. Bu gibi durumlarda firmalar açısından yapılan çalışmalar daha örgüt yanlısı olmaktadır (örn; Shen vd. 2020; Hu ve Zhang, 2021; Dovbischuk, 2022).

Türkiye'de özel sektördeki çok fazla sayıda çalışan asgari ücret sınırlarında çalışmaktadırlar (Yolvermez, 2020). Ücret açısından refah artışı genellikler kamu politikalarına bağlandığından firmalar çoğunlukla bu politikalar takip etmektedirler. Bu nedenle özellikle mavi yakalı çalışanların refahları düşük düzeyde kalmaktadır. Mavi yakalı çalışanların refahlarının nasıl incelenmesi gerektiği yeniden bir sorunsala dönüşmektedir. Eleştirel bir bakış açısı çalışan refahının öne alınması gerekmektedir.

Çalışanların örgütlerdeki refahları ile ilgili önemli çıktılardan birisi iş tatminidir. Locke (1976) iş tatminini, kişinin işinden ve iş deneyiminden kaynaklanan memnuniyet verici olumlu bir durum olarak ifade etmiştir. Bireyler işlerinden tatmin olduklarında memnuniyet verici olumlu tutumlar gösterirler. Örgütlerde iş tatminine katkı sağlayan örgütsel faktörlerden birisi ise örgütün iklimidir (örn; Pecino vd. 2019; Castro ve Matins, 2010). Örgüt iklimi Schneider (1975) tarafından örgütün yapısının çalışanlar tarafından algılanış şekli olarak tanımlanır. Çalışanlar örgütün psikolojik bileşenleri olumlu olarak algıladıklarında örgüt iklimi pozitif olarak algılanmış olacaktır.

Örgüt ikliminin çalışanların iş tatmini ile ilişkisi daha önce incelenmiş olsa da bu araştırma kapsamında yukarıda bahsedilen bakış açıları ile birlikte iş tatmini örgüt iklimi ilişkisi yeniden incelenmektedir. Böylece araştırmanın amacı örgüt ikliminin mavi yakalı çalışanların iş tatminine etkisini tespit etmek olarak belirlenmiştir. Araştırma bulguları özellikle ekonomik ve sektörel çalkantıların olduğu dönemlerde alt gelir grubunda yer alan çalışanların iş tatminlerini, diğer açından iş hayatlarındaki refahlarına katkıda bulunmayı sağlayacak bazı faktörleri belirleme konusunda önemlidir.

Bu araştırma kapsamında ilk olarak örgüt iklimi ve iş tatmini kavramları sunulmaktadır. Sonrasında kavramlar arasındaki ilişkilerin alanyazına dayalı özeti sunulmakta ve ilişkilerden elde edilen çıkarımlara göre hipotezler oluşturulmaktadır. Daha sonra araştırmanın metodu ve bulguları hakkında bölüme yer verilmektedir. Son olarak araştırma sonucu, tartışma ve önerilerle araştırma sonlandırılmaktadır.

2. KAVRAMSAL ÇERÇEVE

2.1. Örgüt İklimi

Örgüt iklimi, örgüte kimliğini kazandıran, çalışanlar ve yöneticiler tarafından algılanan ve onların davranışını etkileyen, örgüte egemen olan özellikler dizisi olarak tanımlanabilir (Fettahlıoğlu ve Tatlı, 2015). Spesifik olarak, bir iklim, "(a) örgütü diğer örgütlerden ayıran; (b) zaman içinde nispeten kalıcıdır; ve (c) organizasyondaki insanların davranışlarını etkileyen bir yapıdır". Söz konusu yapısal açıklamaya zaman içerisinde, iklimlerin bireyler tarafından algılandığı ve doğası gereği psikolojik olduğu yönündeki genel inanç da eklenmiştir (Griffin, 2001). Schneider (1975) iklimin büyük ölçüde psikolojik doğasını vurgulayarak bir iklim tanımı yapmaktadır. Schneider (2000) iklimi, görevdeki kişilerin olaylara, uygulamalara ve ödüllendirilen, desteklenen ve beklenen davranış türlerine ilişkin algıları olarak tanımlamıştır. Bu görüşe paralel şekilde Steinke vd. (2015), iklimlerin, çalışanların kuruluşun insan kaynakları ile ilgili olarak beklenen, desteklenen ve ödüllendirilen politikalar, uygulamalar ve prosedürler hakkındaki algılarını yansıttığını savunmuştur. Örgüt iklimi, insan kaynakları yönetimi ve örgütsel davranış üzerinde önemli etkileri olan anlamlı bir yapı olarak kabul edilmektedir. Ayrıca örgüt iklimi, kurumlardaki bireysel ve grup tutum ve davranışlarının en önemli belirleyicilerinden biridir (Ahmad vd.,2018).

Örgüt ikliminin çok fazla boyutlu olarak incelenmesine rağmen bu araştırmada genel kabul görmüş iklim boyutları incelenmektedir. Standartlar boyutu "açık ve gizli hedefler ile birlikte örgütü motive ederek daha çok çalışmayı teşvik edecek yüksek performans standartları" (Aydoğan ve Dinçer, 2017), samimi çalışma ortamı (ılımlı çalışma ortamı) "amirlerin grup içerisindeki herkese yardım edebilmesi ve desteklemesi" ile ilgilidir (Doğan, 2009). Risk alma "risk almayı, işbirliğini, kaliteyi ve güvenliği destekleyen bir örgüt ikliminin yeni buluşları teşvik etme" (Keleş, 2008; Büte, 2011), ödüllendirme iklimi "çalışanların başarıları karşısında ödüllendirileceği, cezaların ve ödüllerin adil olacağı" hakkındaki görüşleridir (Büte, 2011; Çekmecelioğlu, 2008). Örgütsel destek ise "yönetimin destekleyici bir tarzı benimsemiş olması, fikir ayrılıklarında iletişimin korunduğu, çalışanların kendi işleriyle ilgili kararlara katılabildiği, sorunların çözümünde yardımın sağlandığı" bir ortamı ifade eder (Çekmecelioğlu, 2008).

2.2. İş Tatmini

İş tatmini (doyumu) genel olarak kişin işi ile ilgili genel algı ve değerlendirmesi olarak ifade edilebilir. Schneider ve Snyder (1975), iş tatminini, bir işe sahip olmanın bir sonucu olarak ortaya çıkan, mevcut koşullarının kişisel bir değerlendirmesi olduğunu ileri sürmüşlerdir. Çalışanın yaptığı iş ve çalışma ortamına ilişkin pozitif ve negatif algılarının tamamı olarak nitelendirilebilen iş tatmini iş hayatına yönelik bir kalite ölçütü olarak da ifade edilebilmektedir (Çavuş ve Develi, 2022).

Smith vd. (1969) işe ilişkin beş faktörün (işin kendisi, ücret, yükselme fırsatları, yönetim, iş arkadaşları) iş tatmininin oluşmasında etkisi olduğunu belirtmişlerdir (Gündüz Çekmecelioğlu, 2007). Çalışanlar bir işi toplum

içinde önem ve geçerliliğe sahip olması ve bireyin kişisel özelliklerine uyması durumunda (Judge ve Watanabe, 1993), çalışan sadece maddi çıkarları göz ardı etmekle kalmayıp aynı zamanda daha yüksek bir maaşlı işe tercih edebilmektedir. Ücret hemen hemen tüm meslek grupları için en önemli çalışma koşullarından biridir. Kanıtlar biraz yetersiz olsa da, bazı çalışmaların sonuçları, bazı işçi grupları için ücretin iş tatmininde önemli bir faktör olarak görülmediğini göstermektedir. Bir kişi bir kuruluş tarafından işe alınır alınmaz, yükselme ve terfi, güçlü motivasyonel teşvikler haline gelir ve ekstra örgütsel otorite ihtiyaçlarının karşılanmasının yolunu açar ve karar verme gücünü artırır (Hashemi ve Sadeqi, 2016).

2.3. Kavramlar Arası İlişkiler ve Hipotez Geliştirme

Bireyin içinde bulunduğu çok sayıda iklimden oluşan çalışma ortamı, iş tatmininin önemli bir belirleyicisi olarak tanımlanmıştır (Griffin, 2001). İş tatmini, işteki etkinlik ve başarının etkisi veya sonucudur. Organizasyondaki düşük memnuniyet, iş yürütme, devam ve moralin azalmasıyla gösterilir. Bireysel düzeyde, iş doyumsuzluğu, yüksek istifa isteği, iş stresinin artması ve çok çeşitli psikolojik ve fiziksel sorunların ortaya çıkması ile ilgilidir (Jusmin vd., 2016). Alanyazındaki çalışma sonuçları incelendiğinde iş tatmini ile örgüt ikilimi arasında önemli ilişkiler tespit edilmiştir. Örneğin Pope ve Stremmel (1992) örgüt iklimi ölçümleri ile iş tatmini arasındaki ilişkiyi tespit etmek için yapmış oldukları çalışma sonucunda örgütsel iklimin ve iş tatmininin dinamik olarak ilişkili olduğu sonucuna ulaşılmıştır. Bryne vd. (2000) çalışmalarında örgütsel iklim ve iş tatmini arasındaki anlamlı ilişkilerin, örgütsel yapı, destek, standartlar ve profesyonel statü hakkında olduğu belirlemişlerdir. Bhaesajsanguan (2010) Tayland'daki çalışmasında örgüt iklimi ile iş tatmini arasında pozitif bir ilişki olduğunu belirlemiştir. Ayrıca, örgütsel iklimin iş tatmini yoluyla örgütsel bağlılık ile pozitif bir ilişki olduğunu sonucuna ulaşmıştır. Doğan ve Üngüren (2012) araştırmalarında, iş tatmini ile örgüt ikliminin alt boyutları arasında pozitif yönlü ilişki olduğu bulgusuna ulaşmışlardır. Ayrıca iş tatminindeki değişimin %43,1'inin örgüt ikliminin alt boyutları ile açıklanabildiğini savunmuşlardır. Benzer şekilde Tsai (2014), örgüt ikliminin iş tatmini üzerinde önemli bir etkiye sahip olduğunu bulmuştur.

Belias vd. (2015), örgüt iklimi ile çalışanların iş tatmini arasında doğrudan bir ilişki bulmuş ve iş tatmininin boyutları bir organizasyonun bileşenleri olduğu için iş tatmininin kurum kültürünün bir değerlendirmesi olduğunu öne sürmüştür. Danish vd. (2015) araştırmalarında örgütsel iklimin örgütsel bağlılığın yanı sıra iş tatmini üzerinde de önemli bir etkiye sahip olduğu bulgusunu elde etmişlerdir. Ghavifekr ve Pillai (2016) Malezya'daki çalışmalarında okul örgüt iklimi ile öğretmenlerin iş doyumu arasında pozitif bir ilişki olduğunu sonucuna ulaşmışlardır. Hashemi ve Sadeqi (2016) İran'da gerçekleştirdikleri çalışmalarının hipotez sonuçlarına göre örgüt iklimi ile iş doyumu arasındaki ilişkiyi doğrulamışlardır. Bulgular, örgütsel iklimi olumlu hale getirmenin iş tatminini artırmaya yardımcı olduğu şeklinde yorumlanmıştır. Ahmad vd. (2018)'nin Malezya'da çalışmalarının sonucunda kişilik özelliklerinin örgütsel iklimin belirli yönleri ile iş tatmini arasındaki ilişki üzerinde düzenleyici etkileri olduğunu göstermiştir. Okoli (2018)'nin çalışmasında bulgular örgüt iklimi ile iş tatmini arasında pozitif yönde anlamlı bir ilişki olduğunu ortaya koymuştur. Sonuçlar, örgüt iklimi boyutları (liderlik tarzı ve akademik özgürlük) ile iş doyumu boyutları (idari destekten memnuniyet ve çalışma koşullarından memnuniyet) arasında anlamlı bir ilişki olduğunu göstermiştir. Bu, akademik personel arasındaki memnuniyetsizliğin sadece işlerinin kalitesini değil, aynı zamanda örgütsel iklimi de etkileyeceği anlamına gelmektedir.

Gaviria-Rivera ve López-Zapata (2019) Kolombiya'da gerçekleştirdikleri çalışmalarında, iş doyumunun örgüt iklimi ile olumlu bir ilişkiye sahip olduğunu ve her iki yapının da ekip çalışması performansını olumlu yönde etkilediğini belirlemişlerdir. Haryono vd. (2019) Malezya'daki çalışmalarında örgüt iklimi ve örgütsel adaletin, istatistik bölge koordinatörlerinin iş doyumunu önemli ölçüde etkilediğini ortaya koymuştur. Örgütsel iklimi ve iş doyumu, katılımcıların iş performansını önemli ölçüde etkilemiş ve ayrıca iş doyumu örgüt iklimi ve örgütsel adaletin katılımcıların iş performansı üzerindeki etkisinde aracılık rolü oynamıştır.

Rani vd. (2014) çalışmalarında, ilköğretim okullarının örgütsel ikliminin iş doyumu ile ihmal edilebilir düzeyde ilişkili olduğunu göstermiştir. Bu ilişki, sınıf öğretmenlerinin iş doyumunun örgüt ikliminden etkilenmediğini göstermektedir. Araştırma aynı zamanda ilkokulların örgüt iklimi ile kadın öğretmenlerin iş doyumları arasında bir ilişki olmadığını da ortaya koymaktadır. Söz konusu bulgular literatürde ağırlıklı olarak desteklenen ilişkinin aksine bulgulardır. Benzer şekilde Sunarsih (2017) çalışmasının sonuçları örgütsel iklim ve iş tatmininin çalışan performansı üzerindeki etkilerinin anlamlı olmadığını, buna karşın motivasyonun çalışan performansını önemli ölçüde etkilediğini göstermiştir.

Alanyazındaki çalışma sonuçları genel olarak incelendiğinde olumlu örgüt ikliminin çalışanların iş tatminlerini olumlu etkileyeceği görülmektedir. Mavi yakalı çalışanların olumlu örgüt iklimine bağlı olarak iş tatminlerinin artacağı çıkarımına bağlı olarak oluşturulan araştırma hipotezleri şu şekildedir;

H_1: Samimiyet iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.

H_2: Risk alma iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.

H_3: Yüksek standart iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.

H_4: Olumlu ödüllendirme iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.

H_5: Destek sağlama iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.

3. ARAŞTIRMANIN METODU VE BULGULARI

3.1. Araştırmanın metodu

Verilerin analizinde SPSS 25 paket programı kullanılmıştır. Analiz sonuçlarının değerlendirilmesinde bazı kriterlere dikkat edilmiştir. Faktör ve güvenilirlik analizi sonuçlarının değerlendirilmesinde Hair vd. (2014) tarafından sunulan; *KMO örneklem yeterliği > 0,60/0,70, Bartlett's küresellik testi < 0,05, Açıklanan toplam varyans >0,60, Faktör yükleri > 0,30/0,40, Cronbach's Alpha katsayısı > 0,60/0,70* kriterleri esas alınmıştır. Normal dağılım varsayımının incelenmesinde George ve Mallery, (2010) tarafından önerildiği üzere çarpıklık ve basıklık değerinin -1,5/1,5 arasında olma kriteri esas alınmıştır. Korelasyon analizinin sonuçlarının değerlendirilmesinde "0= ilişki yok, 0,01-0,19=çok düşük ilişki, 0,2-0,39= düşük ilişki, 0,4-0,59= orta düzeyde ilişki, 0,60-0,79= yüksek ilişki, 0,80-0,99= çok yüksek ilişki, 1= tam ilişki" sınır değerleri kullanılmıştır (Kocaay vd. 2022).

Amaç ve önem: Son yıllarda yerel ve küresel ekonomik değişmeler sabit gelirli çalışanların refahlarını etkilemeye başlamıştır. Özellikle mavi yakalı çalışanların düşük ücretlere çalışıyor olması, çalışmadan elde ettikleri tatmini olumsuz etkilemektedir. Enflasyonist ortamlarda firmalar da aynı enflasyonist ortamdan etkilenirken, aynı zamanda çalışanlarında belirli düzeyde refah elde etmelerini sağlamakla yükümlüdür. Her firma doğrudan mali refahı arttırmasa da olumlu örgüt yapıları ile iş tatminini bir nebze arttırmaya çalışabilir.

Diğer yandan örgüt alanyazınında yapılmış olan çalışmalarda ana konu iş tatmini de olsa, genellikle çalışanların tatminlerinin örgüt yanlısı çıktılarına odaklanılmaktadır. Çalışanların örgütteki refahları insani şartlarda değerlendirmek için örgüt araştırmanlarının çalışan refahına vurgu yapacak şekilde tasarlanması bir zorunluluktur. Bu noktada çalışanların işyerindeki refahlarını doğrudan etkileyen faktörlerden birisi olarak (Litwin e Streinger, 1968; Başol ve Çömlekçi, 2020) örgüt iklimi önemli hale gelmektedir. Bu nedenle araştırmanın amacı üretim işletmelerindeki mavi yakalı çalışanların algıladıkları örgüt ikliminin iş tatminine etkisini tespit etmektir. Araştırma sonucunda elde edilen bulgular, özellikle örgütsel gereklerden olan olumlu örgüt ikliminin modern dünyada çalışanların iş tatminlerini nasıl etkilemektedir sorusuna yanıt verebilme açısından önemlidir.

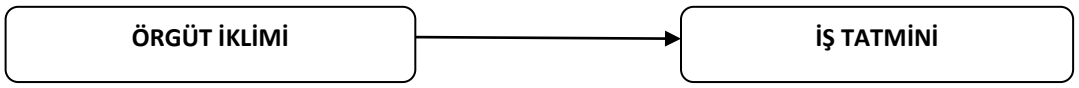
Örneklem ve örnekleme metodu: Araştırmanın evreni İstanbul ilinde üretim işletmelerinde çalışan mavi yakalı hat çalışanlarından oluşmaktadır. Araştırmanın örneklemi ise İstanbul ilindeki bir elektronik ev aletleri üretimi yapan fabrikadaki yaklaşık 600 çalışandan 285'idir. Araştırma örnekleminin belirlenmesinde basit tesadüfi örnekleme tekniği kullanılmıştır. Böylece her çalışanın araştırmaya katılımı için eşit şans oluşmuştur (Hair vd. 2014). Araştırmacılara dağıtılan 400 anket formundan 311'ine yanıt alınmıştır. Ancak 25 anket formunun uygun şekilde yanıtlanmadığı tespit edildiğinden söz konusu formlar araştırmada kullanılmamıştır. Böylece araştırmanın gerçekleşen örneklemi 285 olmuştur. Örneklem sayısının belirlenmesinde madde başına örneklem sayısı kullanılmıştır. Hair vd. (2014)'ne göre ölçüm araçlarında yer alan her madde başına en az 10 örnekleme ulaşmak elde edilen sonuçların genellenebilirliği ve analizlerin uygunluğu açısından önemlidir. Bu nedenle 24 madde için en az 240 örnekleme ulaşmak yeterli olarak görülmüştür. 285 örneklem sayısı yeterli kabul edilmiştir.

Araştırma kapsamında ulaşılan mavi yakalı çalışanların demografik özellikleri incelendiğinde; çalışanların %59,3'ü erkeklerden, %40,7'si kadınlardan oluşmaktadır. Çalışanların %33,7'si 18-30 yaş arasında, %37,2'si 31-40 yaş arasında, %29,1'i ise 41 ve üzerindeki yaş grubundadır. Çalışanların %74,7'si evli, %25,3'ü ise bekarlardan oluşmaktadır. Çalışanların %13,7'si okur-yazar, %20'si ortaokul/lise mezunu, %47,4'ü önlisans mezunu, %18,9'u ise üniversite düzeyinde mezuniyete sahiptir. Çalışanların tamamının gelir düzeyi asgari ücret düzeyindedir (+-1000 TL).

Veri toplama araçları: Araştırmada kullanılan veri toplama araçları üç bölümden oluşmaktadır. İlk bölümde örgüt iklimi ölçeği kullanılmıştır. Örgüt iklimi ölçeği Litwin ve Stringer (1968) tarafından oluşturulmuş ve Hündür (2019)'un çalışmasında kullanılmıştır. Örgüt iklimi ölçeği 19 madde ve beş boyuttan (Samimi-içten, Risk-çatışma, Standartlar, Ödüllendirme, Destek) oluşmaktadır. İş tatmininin ölçülmesinde Judge vd. (1998) tarafından oluşturulan ve Başol ve Çömlekçi (2020) tarafından beş maddelik kısa formu oluşturulan iş tatmini ölçeği kullanılmıştır. İş tatmini ölçeği tek boyuttan oluşmaktadır. Son olarak katılımcıların demografik özelliklerinin tespit edilmesi için beş tane tanımlayıcı soru sorulmuştur.

Araştırmanın modeli: Örgüt ikliminin iş tatminine etkisinin tespit edildiği bu araştırmanın kavramsal modeli Şekil 1'de yer almaktadır. Örgüt iklimi bağımsız değişken, iş tatmini ise bağımlı değişken olarak belirlenmiştir.

Şekil 1. Araştırmanın kavramsal modeli



3.2. Araştırmanın Bulguları

Araştırmanın bu bölümünde örgüt iklimi ve iş tatmini ölçeklerinin faktör ve güvenilirlik analizi sonuçları sunulmaktadır. Ayrıca ölçeklere verilen yanıtların tanımlayıcı istatistikleri ve değişkenler arasındaki ilişkiler sunulmaktadır. Son olarak regresyon analizi sonuçları sunularak araştırmanın hipotezleri test edilmektedir.

Tablo 1. Örgüt iklimi ölçeğinin faktör ve güvenilirlik analizi sonuçları

KMO and Bartlett's Test		
KMO örneklem yeterliği ölçümü		,790
Bartlett's küresellik testi	Yaklaşık ki-kare	2878,036
	Sd.	136
	Sig.	,000
Cronbach's Alpha katsayısı		,816
Madde sayısı		17
Samimiyet		19,019
Risk alma		16,752
Standartlar		13,861
Ödüllendirme		13,476
Destek		12,775
Toplam varyans		75,884

Örgüt iklimi ölçeğinin faktör ve güvenilirlik analizi sonuçları tablo 1'de yer almaktadır. Analiz sonuçlarına göre örgüt iklimi ölçeğinin KMO değeri 0,790, Bartlett testi sonucu ($p<0,05$) anlamlı, Cronbach's Alpha katsayısı 0,816, madde sayısı 17'dir. Örgüt ikilimi ölçeğinin açıklanan toplam varyansı %75,88'dir. Ayrıca örgüt iklimi ölçeğinin boyutlarının açıklama düzeyi %19,01 ile 12,77 arasında yer almaktadır. Ölçüm aracındaki "İyi işler ortaya koymak için yeterli ödüllendirme ve takdir edilme sistemi yoktur (ödüllendirme boyutu)" ve "Bu iş yerindeki çalışanlar birbirlerine yeterince güvenmemektedirler" (destek boyutu) uygun faktör dağılımı sağlamadığı ve çift faktör yüklemesi sağladığından dolayı araştırma kapsamından çıkarılmıştır. Analiz sonuçları doğrultusunda örgüt iklimi ölçeğinin araştırmada kullanılmasının uygun olduğunu ifade etmek mümkündür.

Tablo 2. İş tatmini ölçeğinin faktör ve güvenilirlik analizi sonuçları

KMO and Bartlett's Test		
KMO örneklem yeterliği ölçümü		,787
Bartlett's küresellik testi	Yaklaşık ki-kare	522,499
	Sd.	10
	Sig.	,000
Cronbach's Alpha		,821
Madde sayısı		5
Toplam varyans		59,047

İş tatmini ölçeğinin faktör ve güvenilirlik analizi sonuçları tablo 2'de yer almaktadır. Analiz sonuçlarına göre KMO değeri 0,787, Bartlett testi ($p<0,05$) anlamlı, Cronbach's Alpha katsayısı 0,821, madde sayısı beştir. Ayrıca ölçeğin açıklama düzeyi %59,04'tür. Analizler esnasında iş tatmini ölçeğinden herhangi bir madde analiz

kapsamı dışında bırakılmamıştır. Analiz sonuçları doğrultusunda iş tatmini ölçeğinin araştırmada kullanılmasının uygun olduğunu ifade etmek mümkündür.

Tablo 3. Korelasyon analizi ve tanımlayıcı istatistik sonuçları

	Ort.	Std sapma	Tatmin
Tatmin	3,9768	,69941	1
Ödüllendirme	3,6678	1,04496	**r=,256****
Samimiyet	3,3649	,97287	**r=,172****
Destek	3,2047	,99678	**r=,296****
Risk alma	3,8123	,89000	**r=,236****
Standartlar	2,3778	1,13366	**r= -,206****
**** Korelasyon p<0,01 düzeyinde anlamlı**			**N:285**

Tablo 3'te tanımlayıcı istatistikler ve değişkenler arası ilişkiler yer almaktadır. Analiz sonuçlarına göre çalışanların iş tatminleri yüksek düzeyde, ödüllendirme algıları orta düzeyde, samimiyet algıları orta düzeyde, destek algıları orta düzeyde, risk algıları yüksek düzeyde ve standartlarla ilgili algıları düşük düzeydedir. Çalışanların iş tatminleri ile ödüllendirme, destek ve risk algıları arasında düşük düzeyde, pozitif yönde ve p<0,05 düzeyinde anlamlı ilişkiler bulunmaktadır. Çalışanların iş tatminleri ile samimiyet algıları arasında düşük düzeyde, pozitif yönde ve p<0,05 düzeyinde anlamlı ilişki bulunmaktadır. Son olarak örgütsel standartlar ile iş tatmini arasında düşük düzeyde, negatif yönlü ve p<0,05 düzeyinde anlamlı ilişki bulunmaktadır. Bulgular genel olarak yorumlandığında; çalışanların iş tatminleri ile örgüt iklimi algıları arasında düşük düzeyde anlamlı ilişkiler olduğunu ifade etmek mümkündür.

Tablo 4. Regresyon analizi sonuçları

Model özeti[b]						**Anova[a]**
Model	R	R^2	Düzenlenmiş R^2	Tahminlerin std. hatası	Durbin-Watson	Sig.
1	,433[a]	,188	,173	,63599	2,163	,000[b]

Katsayılar[a]						
Model		Std. Olmayan katsayılar		Std. Katsayılar	t	Sig.
		B	Std hata	Beta		
1	İş tatmini (sabit)	2,938	,243		12,081	**,000**
	Ödüllendirme	,125	,049	,187	2,570	**,011**
	Samimiyet	-,014	,053	-,019	-,253	,800
	Destek	,159	,044	,227	3,617	**,000**
	Risk alma	,110	,045	,140	2,446	**,015**
	Standartlar	-,128	,036	-,208	-3,587	**,000**

Mavi yakalı çalışanların çalıştıkları örgütteki iklimin, çalışanların iş tatminlerine etkisini tespit etmek için yapılan regresyon analizi sonuçları tablo 4'te yer almaktadır. Analiz sonuçlarına göre örgüt iklimi çalışanların işteki tatminlerinin %18,8'ini açıklamaktadır. Çalışanlar, örgütün ödüllendirme sistemini (B=0,187), çalışanlara desteğini (B=0,227), risk almayı teşvik edişini (B=0,140) olumlu olarak algıladığında iş tatminleri de artarken, standartları düşük olarak algıladıklarında iş tatmini azalmaktadır. Örgüt içindeki samimiyet ortamının etkisi p<0,05 düzeyinde anlamlı değildir. Örgüt iklimi ve iş tatmini ölçekleri arasında otokorelasyonu incelemek için kullanılan Durbin-Watson katsayısı ise 3<2,16 (otokorelasyon yoktur) olmasından dolayı uygun olarak kabul edilmektedir.

Araştırma bulgularına göre sadece samimiyet iklimi çalışanların iş tatminleri ile ilişkili değildir. Diğer yandan yüksek standartların olmadığından çalışanların iş tatminlerinin olumsuz etkilendiği görülmektedir. Bu bulgu yüksek standartların olduğu örgütlerde iş tatminin de yüksek olacağı yönündeki motivasyonu destekler niteliktedir. Araştırma bulguları sonucunda hipotezlerin desteklenme durumu şu şekilde gerçekleşmiştir;

Hipotezler	***Durum***
H_1: Samimiyet iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.	*Desteklenmedi*
H_2: Risk alma iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.	*Desteklendi*
H_3: Yüksek standart iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.	*Desteklendi*
H_4: Olumlu ödüllendirme iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir.	*Desteklendi*

H_5: Destek sağlama iklimi çalışanların iş tatminlerini olumlu yönde etkilemektedir. Desteklendi

SONUÇ

Olumsuz ekonomik ortamlarda çalışan mavi yakalı çalışanların örgütsel yapı içerisindeki iş tatminlerini araştırmak üzere tasarlanan bu araştırmanın amacı örgüt ikliminin iş tatminine etkisini tespit etmektir. Araştırma bulgularına göre çalışanların iş tatminleri ile örgüt iklimi algıları arasında anlamlı ilişkiler olduğu tespit edilmiştir. Ayrıca mavi yakalı çalışanların yer aldıkları örgütteki risk almayı destekleyen bir örgüt yapısının olması çalışanların iş tatminlerini olumlu yönde etkilediği tespit edilmiştir. Diğer yandan iş yerinde düşük standartların olması çalışanların iş tatminlerini azaltırken, yüksek standartların iş tatminini arttırdığı tespit edilmiştir. Örgüt ikliminin cezalardan çok ödüllere vurgu yapması çalışanların iş tatmini olumlu yönde etkilemektedir. Bununla birlikte örgüt yönetiminin çalışanlara destek sağlaması, görüşlerine önem vermesi ve kararlara katılım sağlama yönünde destek vermesi çalışanların iş tatminlerini olumlu yönde arttırmaktadır. Ancak çalışanların iş yerinde algıladıkları samimiyet ikliminin iş tatminini anlamlı şekilde etkilemediği sonucuna ulaşılmıştır. Samimiyete dair iklimin çalışanların iş tatminini etkilememesi beklenen bir sonuç değildir.

Araştırma bulguları genel olarak değerlendirildiğinde; mavi yakalı çalışanların algıladıkları örgüt ikliminin iş tatmini üzerinde önemli bir etkisi olduğunu ifade etmek mümkündür. Öyle ki elde edilen sonuç, "olumlu şekilde tasarlanmış örgüt ikliminin olumsuz ekonomik ortalarda çalışanların işle ilgili refahlarını arttırabilir" şeklindeki temel argümanı desteklemektedir. Diğer yandan araştırma sonuçları ile alanyazındaki önceki sonuçlar genel olarak uyumludur. Alanyazındaki önceki çalışmaların önemli bir kısmı (Belias vd., 2015; Danish vd., 2015; Ghavifekr ve Pillai, 2016; Hashemi ve Sadeqi, 2016; Okoli, 2018) olumlu örgüt ikliminin çalışanların iş tatminlerini arttıracağı yönünde bulgulara sahiptir. Bazı çalışmalar ise (Sürmeli 2018; Rani vd., 2014; Sunarsih, 2017) örgüt ikliminin iş tatminini etkilemediği sonucuna ulaşmışlardır.

Araştırma sonucunda elde edilen bulgulara göre çalışanların düşük maaş kazançlarına karşılık işlerinden yüksek tatmin elde ettikleri görülmektedir. Bunun yanında çalışanların tatmin düzeylerini arttırmak için örgüt ikliminin olumlu hale getirilmesi gerektiği açıktır. Çalışanların örgüt iklimini orta düzeyde olarak değerlendirdikleri düşünüldüğünde, düşük ücret karşılığında refah seviyesini arttırıcı çalışma ortamının oluşturulması bir zorunluluk haline gelmektedir. Diğer yandan çalışanların ödüllere duyarlılığı maaşların düşüklüğünden ya da imkanların kısıtlılığından kaynaklanabileceğinden çalışanların kazançlarının da geliştirilmesi gerekecektir.

Alanyazındaki çalışma sonuçları ve bu araştırmada elde edilen sonuçlar göz önünde bulundurulduğunda, gelecekteki araştırmalara bazı öneriler sunulabilir. Bu önerilerden ilki, örgütlerde refah arttırıcı uygulamaların varlığını tespit ederek, araştırmanın tasarlanmasıdır. Böylece çalışanların hangi aktiviteler doğrultusunda örgüt iklimini olumlu olarak algıladıkları ve iş tatminlerinde artış olduğunu tespit etmek mümkün olabilir. Diğer yandan örgütün destekleyici iklimi ve ödüllendirmenin iş tatminini en çok arttıran faktörler olduğu tespit edildiğinden, mavi yakalı çalışanlar özelinde, personel güçlendirme ve psikolojik güçlendirme gibi kavramlar açısından, iş tatminin örgüt iklimine bağlı olarak nasıl değiştiği incelenebilir. Örgütler açısından bazı öneriler geliştirilebilir. Bu önerilerden ilki mavi yakalı çalışanların ödüllere ve destekleyici örgüt iklimine olan duyarlılığıdır. Çalışanların ödüllerle birlikte yüksek standart hedeflerine yönlendirmek onların iş tatminini arttırabilir. Diğer yandan çalışanların refahlarının sosyal açıdan geliştirilmesi için çeşitli sosyal aktiviteler geliştirilebilir (takım oyunları, grup aktiviteleri vb.).

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Genişletilmiş Teknoloji Kabul Modeliyle Müşteri Memnuniyetini Etkileyen Faktörlerin İncelenmesi: Mobil Yemek Sipariş Uygulamaları Örneği[1,2]

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Özet: İletişim ve bilgi teknolojisindeki yenilikler tüketicilerin yemek hazırlama, yemek yeme ve restoranlarla ilişkilerini değiştirmiştir. Tüketicilerin yeme-içme sektöründe karşılaştığı yenilikçi uygulamalardan birisi mobil yemek sipariş uygulamalarıdır. Yemek sipariş uygulamalarıyla tüketiciler akıllı telefonlara indirilen uygulamalar üzerinden seçtiği restoranlardan yiyecek siparişinde bulunabilmektedir. Bu çalışmanın amacı tüketicilerin yemek sipariş uygulamaları memnuniyetlerini etkileyen faktörleri incelemektir. Bu amaç doğrultusunda Teknoloji Kabul Modeli genişletilerek müşterilerin memnuniyet ve ağızdan ağıza iletişim davranışları incelenmiştir. Modelde algılanan kullanım kolaylığı, algılanan kullanışlılık, mobil güven, çevirim içi derecelendirme, müşteri hizmetleri, müşteri memnuniyeti ve ağızdan ağıza iletişim değişkenlerine yer verilmiştir. Araştırmanın evrenini mobil yemek sipariş uygulamaları kullanıcıları oluşturmaktadır. Araştırmada katılımcılara kolayda örnekleme yöntemi kullanılmış ve 477 kullanılabilir veri elde edilmiştir. Araştırmada veri toplama yöntemi olarak anket tekniği kullanılmıştır. Elde edilen analizinde yapısal eşitlik modellemesi kullanılmıştır. Araştırma sonucunda müşteri memnuniyetinin ağızdan ağıza iletişimi artıran en güçlü değişken olduğu tespit edilmiştir. Müşteri memnuniyetini pozitif ve anlamlı şekilde etkileyen değişkenler, sırasıyla, mobil güven, müşteri hizmetleri, çevirim içi derecelendirme, algılanan kullanışlılık ve algılanan kullanım kolaylığıdır.

Anahtar Kelimeler: Mobil Yemek Sipariş Uygulamaları, Teknoloji Kabul Modeli, Müşteri Memnuniyeti

Abstract: Innovations in information and communication technology have significantly changed how consumers engage in food preparation, dining, and restaurant-related activities. Mobile food ordering applications are an important development among the various innovative applications that have emerged in the food and beverage industry. These applications allow consumers to order food from selected restaurants using their smartphones. This study aims to explore the factors influencing consumers' satisfaction with food ordering applications. To this end, the Technology Acceptance Model has been extended to examine customer satisfaction and word-of-mouth communication behaviors. The model encompasses perceived ease of use, perceived usefulness, mobile trust, online ratings, customer service, customer satisfaction, and word-of-mouth communication variables. The study population comprises users of mobile food ordering applications. A convenience sampling method was employed, resulting in the acquisition of 421 usable data. Survey methodology was used as the data collection technique. Structural equation modeling was utilized in the obtained analysis. The study's findings indicate that customer satisfaction is the most potent variable that impacts word-of-mouth communication. The variables that positively and significantly affect customer satisfaction include mobile trust, customer service, online ratings, perceived usefulness, and perceived ease of use, respectively.

Key Words: Mobile Food Ordering Applications, Technology Acceptance Model, Customer Satisfaction

1. GİRİŞ

Mobil yemek sipariş uygulamaları (mobile food delivery applications) restoran sektörünün iş yapma biçimindeki dağıtım kanallarından birini ifade etmektedir. Restoran sektörünün müşteriye teslimat işi telefonla sipariş sistemlerinden, paket servis dağıtım hizmetlerine ve buradan da günümüzde web sayfası üzerinden veya mobil uygulamalar üzerinden sipariş vermeye kadar gelişmiştir (Su et al., 2022: 4179). Bir web sayfası veya mobil uygulama üzerinden yiyecek siparişin verilmesi olarak ifade edilebilecek yemek sipariş uygulamaları sektör içerisinde kendisine her geçen gün daha fazla yer bulmaktadır (Ramesh et al., 2021: 1). Mobil yemek sipariş uygulamaları, tüketicilerin restoranların menüleri, yorumları, derecelendirilmeleri gibi bilgilere kolayca erişmelerine, çevrimiçi ödeme, onay gibi işlemler yapabilmelerine, siparişi izleme gibi etkileşimlere olanak tanımaktadır (Kaur et al., 2021: 1132). Aynı zamanda hızlı bir biçimde akan iş ve iş dışı hayat, yoğun çalışmanın getirdiği baskı, yalnız yaşayan bireylerin artması gibi faktörler de mobil yemek sipariş uygulamalarının yaygınlaşmasında etkili olmaktadır (Chakraborty et al., 2022: 603). Beyrouthy (2023), 2022 yılında dünya

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çapında üç milyardan fazla insan bir tür çevrimiçi yemek dağıtım hizmeti kullandığını, yaklaşık 1,2 milyar kişi market alışverişi dağıtım platformlarını kullandığını ve yaklaşık 1,8 milyar kişinin çevrimiçi yemek siparişi vermek için yemek dağıtım hizmetlerini kullandığını ifade etmektedir. Türkiye'de yemek sipariş pazarının 2023 yılı sonunda 0,69 milyar ABD dolarına ulaşması ve kullanıcı sayısının 2027 yılına kadar 37,70 milyona ulaşması tahmin edilmektedir (Statista, 2023).

Bu araştırma, tüketicilerin mobil yemek sipariş uygulamalarına yönelik davranışlarını incelemeyi amaçlamaktadır. Bu amaç doğrultusunda Davis (1986), Davis (1989) ve Davis et al. (1989) tarafından geliştirilen ve bireylerin teknoloji kabullerini inceleyen Teknoloji Kabul Model'ine (Technology Acceptence Model – TAM) dayanarak araştırma modeli oluşturulmuştur. Araştırma modeli TAM'ın algılanan kullanışlılık ve algılanan kullanım kolaylığı değişkenleri ile çevrimiçi derecelendirme, müşteri hizmetleri, mobil güven, müşteri memnuniyeti, ağızdan ağıza iletişim değişkenleri kullanılarak genişletilmiş ve kavramlar arasındaki ilişkiler incelenmiştir.

2. MATERYAL VE METOD

2.1. Araştırmada Yer Alan Kavramlar Arası İlişkiler ve Araştırma Hipotezleri

Algılanan kullanım kolaylığı, "*bir kişinin belirli bir sistemi kullanmanın zahmetsiz olacağına inanma derecesi*" (Davis, 1989: 320) olarak tanımlanırken, algılanan kullanışlılık "*bir kişinin belirli bir sistemi kullanmanın iş performansını artıracağına inanma derecesi*" olarak tanımlanmaktadır (Davis, 1989: 320). TAM'ın bireylerin teknoloji kabulündeki belirleyici değişkenleri olan algılanan kullanım kolaylığı ve algılanan kullanışlılık değişkenlerinin müşteri memnuniyeti üzerindeki etkisini inceleyen çalışmalarda Ngubelanga and Duffett (2021) mobil ticaret uygulamaları memnuniyeti üzerinde algılanan kullanım kolaylığı ve algılanan kullanışlılığın pozitif ve anlamlı bir etkisi olduğunu tespit edilmiştir. Kar (2021) mobil ödeme uygulamalarına ilişkin çalışmasında kullanışlılığın müşteri memnuniyeti artıran değişkenlerden birisi olduğu sonucuna ulaşmıştır. Al Amin et al. (2021) çalışmalarında mobil market teslimat uygulamalarını kullanma niyeti üzerinde algılanan kullanışlılık ve algılanan kullanım kolaylığının pozitif ve anlamlı bir etkisi olduğunu ifade etmektedirler. Francioni et al. (2022) çevrimiçi yiyecek teslimat hizmetlerinde mobil uygulamaların kullanım kolaylığının müşterilerin gelecekte bu uygulamaları kullanmalarını artırdığı sonucuna ulaşmıştır. Nguyen et al. (2023) çalışmalarında ise algılanan kullanışlılık müşterilerin yiyecek teslimat uygulamalarını kullanmaya devam etme niyetlerini pozitif ve anlamlı şekilde etkilemektedir. Marinkovic and Kalinic (2017) mobil ticarette algılanan kullanışlılığın müşteri memnuniyetinin öncüllerinden birisi olduğunu ifade etmektedir. Kalinic et al. (2021) araştırmalarında benzer bir şekilde algılanan kullanışlılığın müşteri memnuniyetini pozitif ve anlamlı bir şekilde etkilediğini tespit etmişlerdir. Belarmino et al. (2021) çevrimiçi yemek sipariş uygulamaları üzerindeki araştırmalarında tüketicilerin Covid-19 öncesi ve sırasında algıladıkları kullanım kolaylığının müşteri memnuniyetini artırdığını tespit etmişlerdir. Choi (2020)'nin çalışmasında yemek teslimatı mobil uygulamaları memnuniyeti üzerinde algılanan kullanışlılığın pozitif ve anlamlı bir etkisi bulunurken, algılanan kullanım kolaylığının anlamlı bir etkisinin bulunmadığı ortaya konulmuştur.

Mobil ticaret ile ilgili işlemlerde diğer çevrimiçi işlemler gibi belirsizlik ve risk içerir ve bu nedenle güven, mobil kullanıcı davranışlarını kolaylaştıran önemli bir değişkendir (Zhou, 2011: 529). Marinkovic and Kalinic (2017) ve Kalinic et al. (2021)'in çalışmaları mobil güvenin mobil ticaret memnuniyetini arttırdığını göstermektedir. Kar (2020)'nin çalışmasında güvenin müşteri memnuniyeti artıran önemli bileşenlerden birisi olduğu ifade edilmektedir. Koay et al. (2022) çevrimiçi yemek sipariş endüstrisinde gerçekleştirdikleri çalışmalarında güvenilirlik ve güvenlik değişkenlerinin müşteri memnuniyetini artırdığını tespit etmişlerdir. Zhao ve Bacao (2020)'nin Covid-19 pandemisinde tüketicilerin yemek teslimat uygulamalarını kullanma devamlılığını inceledikleri araştırmalarda da benzer şekilde güven müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir.

Müşteri derecelendirmesi, "*başka bir kitle görüşü türüdür ve gözden geçirenlerin bir ürün veya hizmetin farklı özelliklerine ilişkin ortalama değerlendirmesini*" göstermektedir (Filieri, 2015: 1264). Önceki müşterilerin vermiş olduğu puanlar ürüne ilişkin değerlendirmeleri içerdiğinden satın alma kararını etkileyebilmektedir (Aprita Sihotang et al., 2021: 603). Bu çalışmada müşteri derecelendirmesi mobil yemek sipariş uygulamaları tarafından sağlanan müşteri yorumlarından ürün bilgisi edinme, ürün özelliklerini anlama ve değerlendirme olarak tanımlanmıştır. Changchi ve Klaus (2020) yardım sever ürün değerlendirmelerinin müşterilerin ürün memnuniyetlerini artırdığını tespit etmiştir. Alalwan (2020)'nin mobil yemek teslimat uygulamaları üzerindeki araştırmasında da müşterilerin çevrimiçi derecelendirmelerinin müşteri memnuniyeti ve kullanmaya devam etme niyeti üzerinde pozitif ve anlamlı bir etkiye sahip olduğu bulgusuna ulaşılmıştır.

Müşteri hizmetleri, "*bir organizasyonun müşteri beklentilerini karşılamak ve müşteri memnuniyeti sağlamak için yaptıklarının toplamı*" olarak tanımlanmaktadır (Institute of Customer Service'den akt. Kursunluoglu, 2011: 52). Choi (2019) müşteri hizmetlerinin müşteri memnuniyetini pozitif ve anlamlı bir şekilde etkilediği sonucuna ulaşmıştır. Abd Ghani et al. (2017)'nin çalışmasında da müşteri hizmetlerinin müşteri memnuniyetini artırdığını tespit etmiştir.

Müşteri memnuniyeti ve olumlu ağızdan ağıza iletişim arasındaki ilişkiyi inceleyen çalışmalara bakıldığında (Kassim and Abdullah, 2010; San-Martín et al., 2015; Kalinić et al., 2019; Belanche et al., 2020; Marcos ve Coelho, 2022) müşteri memnuniyetinin tekrar kullanma ve olumlu ağızdan ağıza iletişimin önemli bir belirleyicisi olduğu, müşteri memnuniyeti arttıkça olumlu iletişimde bulunma davranışında da artış eğilimi gözlendiği ifade edilebilir.

Yukarıdaki çalışmalar doğrultusunda oluşturulan araştırma hipotezlerine aşağıda yer verilmiştir.

Araştırma Hipotezleri:

H_1: Algılanan kullanım kolaylığı müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir.

H_2: Algılanan kullanışlılık müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir.

H_3: Mobil güven müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir.

H_4: Çevrimiçi derecelendirme müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir.

H_5: Müşteri hizmetleri müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir.

H_6: Müşteri memnuniyeti ağızdan ağıza iletişimi pozitif ve anlamlı şekilde etkilemektedir.

2.2. Araştırmanın Evreni, Örneklemi, Veri Toplama Yöntemi ve Araçları

Araştırmanın evrenini Türkiye'de yaşayan, 18 yaş ve üzerinde, mobil yemek sipariş uygulamalarını deneyimlemiş tüketiciler oluşturmaktadır. Araştırma evreninden verilerin elde edilmesinde kolayda örnekleme yöntemi kullanılmıştır. Verilerin toplanmasında anket tekniği kullanılmıştır. Anket formu dijital olarak hazırlanmış ve kullanıcılara dijital mecralar aracılığı ile ulaşılmıştır. Araştırmada kolayda örnekleme ve dijital mecraların seçilmesinde Covid-19 pandemisi ve kısıtlamaları belirleyici olmuştur. Anket iki bölümden oluşmaktadır. Birinci bölümde katılımcılara araştırma hakkında bilgilendirme yapılmış ve katılımcıların demografik özelliklerini belirlemeye yönelik sorular yöneltilmiştir. İkinci bölümde ise araştırma değişkenlerine ait ifadelere katılma derecelerini belirtmeleri istenmiştir. Anket formunun oluşturulmasında Algılanan kullanım kolaylığı ve algılanan kullanışlılık ifadeleri Chi (2018)'in çalışmasından, ağızdan ağıza iletişim (WOM) değişkeni ifadeleri Belanche et al. (2018)'in çalışmasından, mobil güven değişkeni ifadeleri Singh and Singha (2020)'nin çalışmalarından, müşteri hizmetleri değişkeni ifadeleri Abd Ghani et al. (2017)'nin çalışmasından, müşteri memnuniyeti değişkeni ve çevrimiçi derecelendirme değişkenleri ifadeleri Alalwan (2020)'nin çalışmalarından uyarlanarak çalışmaya dahil edilmiştir. İfadelerin derecelendirilmesinde 5'li Likert kullanılmıştır (1: Kesinlikle Katılmıyorum; 5: Kesinlikle Katılıyorum). Veri toplama süreci sonunda 477 adet veri toplanmış, uygun olmayan verilerin çıkartılması sonucunda 421 adet kullanılabilir veri ile analizler gerçekleştirilmiştir.

2.3. Araştırma Verilerinin Analizi

Araştırma verilerin analizinde yapısal eşitlik modellemesi kullanılmıştır. Yapısal eşitlik modellemesi analizlerinde Anderson ve Gerbing (1988) tarafından önerilen iki adımlı yaklaşım benimsenmiştir. Birinci adımda ölçüm modeli oluşturulmuş ve değerlendirmiştir. İkinci adımda yapısal eşitlik modellemesi analizi gerçekleştirilmiştir. Ölçüm modelinin değerlendirilmesinde yapıların güvenilirlikleri, birleşme ve ayrışma geçerliği ölçütlerine uyum değerlendirilmiştir. Yapıların güvenilirlikleri Cronbach Alpha katsayısı ile ölçülmüş ve 0,70'in üzerinde olan yapılar güvenilir kabul edilmiştir (Nunnally, 1978). Birleşme geçerliliği her bir faktörde yer alan ifadelerin birbirleriyle ve ait olduğu faktörle ilişki olmasıdır (Gürbüz, 2021: 82). Birleşme geçerliliğinin değerlendirilmesinde açıklanan ortalama varyans (averange varience extracted – AVE) değerinin 0,5'den yüksek, birleşik güvenilirliğin (composite reliability – CR) değerinin 0,7'den yüksek ve CR>AVE olması beklenmektedir (Gürbüz, 2021: 81). Ayrışma geçerliliği, ölçekte yer alan ifadelerin, ölçülmeye çalışılan kavramın farklı yönlerini ele alması ve ele aldıkları bu yönleri tam olarak ölçmesini ifade etmektedir (Taşkın ve Akat, 2010: 25-26). Ayrışma geçerliliğin değerlendirilmesinde Fornell and Larcker (1981) kriteri kullanılmıştır. Bu kritere göre AVE değerlerinin kare kökünün yapılar arası korelasyondan yüksek olması beklenmektedir. Bu çalışmada X2/df (ki-kare/serbestlik derecesi), RMSEA (The Root Mean Square Error of Approximation), GFI (Goodness of fit index), AGFI (Adjusted goodness of fit index), NFI (Normed fit index), CFI (Comparative), TLI (TuckerLewis)

uyum iyiliklerine yer verilmiştir. Bu uyum indekslerinin değer aralıkları X2/df <5, RMSEA<0,08 GFI>0,80, AGFI>0,80, CFI>0,90 NFI>0,90, TLI>0,90 olduğunda araştırma modelinin kabul edilebilir sınırlar içerisinde yer aldığı söylenebilir (Gürbüz ve Şahin, 2016; Gürbüz, 2021, Schermelleh-Engel et al., 2003; Etezadi and Farhoomand, 1996; Segars and Grover, 1993; Chow et al., 2001). Yapısal eşitlik modellemesi çalışmalarının ön koşullarından bir diğer ise veri setinin normal dağılım varsayımını içermesidir. Veri setinin normal dağılımın incelenmesinde çarpıklık ve basıklık değerleri kullanılmaktadır. Çarpıklık (skewness) ve basıklık (kurtosis) değerlerinin-/+3'den küçük olmalıdır (Gürbüz, 2021: 34).

2.4. Bulgular

Araştırmada yer alan tüketicilerin demografik özelliklerine bakıldığında katılımcıların cinsiyet dağılımında %63,7'si (n:268) kadın, %36,3'ü (n:153) erkek, yaş dağılımında %43,5'i (n:183) 18-25 yaş aralığında, %38,7'si (n:135) 26-35 yaş aralığında, %13,5'i (n:57) 36-45 yaş aralığında, %3,6'sı (n:15) 46-55 yaş aralığında, %0,7'si (n:3) 56 yaş ve üzeri yaş aralığında; medeni durum dağılımında %68,9'u (n:290) bekar, %31,1'i (n:131) evli, eğitim durumu dağılımında %1,7'si (n:7) ilk öğretim, %8,3'ü (n:35) orta öğretim, %20'si (n:84) ön lisans, %59,1'i (n: 249) lisans, %10,9'u (n:46) lisansüstü düzeyde; gelir durumu dağılımına bakıldığında %37,8'i (n: 159) 2324 TL ve altında, %16,2'si (n:68) 2325-3000 TL arasında, %11,9'u (n:50) 3001-4000 TL arasında, %13,5'i 4001-5000 TL arasında ve %20,7'si (n:87) 5001 TL ve üzerinde gelire sahiptir. Katılımcıların kullanım alışkanlıklarını öğrenmek amacıyla "*Haftada kaç kez mobil yemek sipariş uygulamalarını kullanmaktasınız?*" sorusu yöneltilmiştir. Katılımcıların %89,3'ü (376) haftada 1-3 kez, %6,2'si (26) haftada 4-6 kez, %2,4'ü (10) 7-10 kez ve %2,1'i (9) haftada 11 kez ve üzeri mobil yemek sipariş uygulamalarını kullanmakta olduğunu belirtmişlerdir. Katılımcıların çok büyük bir bölümünün haftada en az bir kez mobil yemek sipariş uygulamalarını kullandıkları görülmektedir.

Araştırmadaki değişkenlerin çarpıklık ve basıklık değerleri literatürdeki eşik sınırlar içerisinde kaldığından yapısal eşitlik modellemesi analizlerine geçilmiştir. Yapısal eşitlik modellemesi IBM AMOS programı üzerinden gerçekleştirilmiştir. Aşağıdaki Tablo 1 ve Tablo 2'de ölçüm modelinin birleşme ve ayrışma geçerliliği analizlerine yer verilmiştir.

Tablo 1: Birleşme Geçerliliği

Değişken	İfadeler	S.R.W.	S.E.	C.R.	C.A	A.V.E.
Mobil Güven (MOG)	MOG1	,913	,039	0,943	0,949	0,805
	MOG2	,951	,035			
	MOG3	,877	,027			
	MOG4	,845	--			
Müşteri Memnuniyeti (MUM)	MUM1	,914	,025	0,969	0,968	0,861
	MUM2	,934	,024			
	MUM3	,925	,025			
	MUM4	,945	--			
	MUM5	,920	,025			
Çevrimiçi Derecelendirme (CED)	CED1	0,93	0,02	0,967	0,936	0,907
	CED2	0,961	--			
	CED3	0,966	0,02			
Müşteri Hizmetleri (MUH)	MUH1	0,836	0,04	0,921	0,916	0,795
	MUH2	0,926	0,03			
	MUH3	0,910	--			
Algılanan Kullanım Kolaylığı (AKK)	AKK1	0,932	0,02	0,975	0,975	0,908
	AKK2	0,949	0,02			
	AKK3	0,963	0,02			
	AKK4	0,968	--			
Algılanan Kullanışlılık (AK)	AK1	0,822	--	0,903	0,918	0,698
	AK2	0,810	0,03			
	AK3	0,861	0,05			
	AK4	0,849	0,05			
Ağızdan Ağıza İletişim (WOM)	WOM1	,928	--	0,937	0,936	0,832
	WOM2	,863	,032			
	WOM3	,943	,026			

SRW: Standardised Regression Weights; SE: Standard Error; C.R. (Composite Reliability – Birleşik Güvenilirlik); C.A.

(Cronbach Alpha – Cronbach Alfa); A.V.E. (Average Variance Extracted – Ortama Çıkartılan Varyans)

Tablo 2: Ayrışma Geçerliliği

	AVE	**MSV**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
WOM (1)	0,832	0,676	**0,912**						
AKK (2)	0,908	0,605	0,771	**0,953**					
AK (3)	0,698	0,612	0,771	0,722	**0,836**				
MOG (4)	0,805	0,734	0,767	0,742	0,746	**0,897**			
MUM (5)	0,861	0,734	0,822	0,767	0,782	0,857	**0,928**		
CED (6)	0,907	0,682	0,759	0,778	0,720	0,794	0,826	**0,952**	
MUH (7)	0,795	0,687	0,774	0,738	0,732	0,803	0,829	0,803	**0,892**

Koyu Değerler $\sqrt{AVE}$; **AVE>MSV**

Fornell and Larcker (1981) kriterine göre ayrışma geçerliği değerlendirilmiştir. Tablo 2'den görüleceği üzere √AVE > yapılar arası korelasyon olduğundan ayrışma geçerliliğinin sağlandığı ifade edilebilir. Ölçüm modeli uyum iyilikleri X2/df: 3,664; GFI: 0,853; AGFI: 0,815; NFI: 0,941; TLI: 0,949; CFI: 0,956 ve RMSEA: 0,075 şeklindedir. Araştırma modelinin uyum iyilikleri X2/df: 3,664; GFI: 0,853; AGFI: 0,815; NFI: 0,941; TLI: 0,949; CFI: 0,956 ve RMSEA: 0,075 şeklindedir. Model uyum iyiliklerinin literatürdeki sınırlar dahilinde yer aldığı görülmektedir.

Hem birleşme hem de ayrışma geçerliliğini sağlayan ölçüm modelinden sonra değişkenler arasındaki ilişkilerin ölçüldüğü yapısal eşitlik modellemesi aşamasına geçilmiştir. Algılanan kullanım kolaylığı, algılanan kullanışlılık, mobil güven, çevrimiçi derecelendirme, müşteri hizmetleri değişkenleri müşteri memnuniyetinin yüzde 84'ünü açıklamaktadır. Müşteri memnuniyeti ise ağızdan ağıza iletişimin yüzde %74'ünü açıklamaktadır. Aşağıda yer alan Tablo 3'te hipotez testi sonuçlarına yer verilmiştir.

Tablo 3. Araştırma Modeli Hipotez Testi Sonuçları

Hipotez				**Beta K.**	**SE**	**CR**	**P Değeri**	**Değerlendirme**
MUM	←	AKK	H_1	,079	,036	2,221	,026	Desteklendi.
MUM	←	AK	H_2	,196	,046	4,294	,000	Desteklendi.
MUM	←	CED	H_4	,178	,041	4,348	,000	Desteklendi.
MUM	←	MUH	H_5	,215	,050	4,317	,000	Desteklendi.
MUM	←	MOG	H_3	,361	,051	7,039	,000	Desteklendi.
WOM	←	MUM	H_6	,818	,034	24,204	,000	Desteklendi.

3. SONUÇ ve TARTIŞMA

Araştırma modelinin analizi sonucunda araştırma hipotezlerinin tamamının desteklendiği görülmektedir. Araştırmada değişkenler arasında en güçlü ilişki müşteri memnuniyeti ile ağızdan ağıza iletişim arasındadır. Müşteri memnuniyeti arttıkça ağızdan ağıza iletişim de artmaktadır. Müşteri memnuniyetinin ağızdan ağıza iletişimin güçlü bir belirleyicisi olduğu ifade edilebilir. Müşteri memnuniyeti üzerinde diğer değişkenlerin pozitif ve anlamlı bir etkisi olduğu görülmektedir. Müşteri memnuniyetini pozitif ve anlamlı şekilde etkileyen değişkenler sırasıyla güven, müşteri hizmetleri, algılanan kullanışlılık, çevrimiçi derecelendirme, algılanan kullanım kolaylığı şeklindedir.

Araştırma sonucunda en güçlü ilişkinin müşteri memnuniyeti ile ağızdan ağıza iletişim değişkenleri arasında olduğu bulgusuna ulaşılmıştır. Müşteri memnuniyeti ağızdan ağıza iletişimi pozitif ve anlamlı bir şekilde etkilemektedir. Müşteri memnuniyeti arttıkça tüketicilerin mobil yemek sipariş uygulamaları hakkında olumlu iletişimde bulunma davranışlarını da yükselmektedir. Benzer bulgulara literatürde Kassim and Abdullah (2010), San-Martín et al. (2015), Kalinić et al. (2019), Belanche et al. (2020), Marcos and Coelho (2022) çalışmalarında da ulaşılmıştır. Tüketiciler mobil sipariş uygulamalarını kullanmaya devam ettikçe ve beklentileri karşılandıkça bu uygulamaları başkalarına tavsiye etmeye ve avantajlarını anlatmaya eğilimli olacaklardır denilebilir.

Araştırmadaki bir diğer güçlü etki mobil güven ve müşteri memnuniyeti arasındadır. Mobil güven müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir. Mobil uygulamalar kişisel ve finansal bilgilerini koruduklarında ve işlemleri güvenle gerçekleştirdiklerinde müşterilerin mobil uygulamalara yönelik memnuniyet düzeyleri artmaktadır. Bir başka ifade ile güvenli ve güvenilir mobil uygulamalar müşterilerin beklentilerini karşılamaktadır. Kalinic et al. (2021), Kar (2020), Koay et al. (2022), Zhao and Bacao (2020)

araştırmalarında müşterilerin mobil güveni arttıkça müşteri memnuniyeti ve kullanmaya devam niyetlerinin arttığı sonucuna ulaşılmıştır.

Araştırma sonucunda mobil müşteri hizmetlerinin müşteri memnuniyetini pozitif ve anlamlı bir şekilde arttıran değişkenlerden birisi olduğu tespit edilmiştir. Choi (2019) ve Ghani et al. (2017) araştırmalarında müşteri hizmetlerinin müşteri memnuniyeti üzerinde pozitif ve anlamlı bir etkisi olduğu görülmüştür. Mobil yemek sipariş uygulamalarının işi ilk seferde doğru yapmaları, müşterilerine hızlı bir şekilde yanıt vermeleri ve yaşanan sorunlarda rehberlik etmeleri müşteri memnuniyetini arttırmaktadır.

Mobil uygulamalardaki müşteri derecelendirmeleri müşteri memnuniyetini pozitif ve anlamlı bir şekilde etkilemektedir. Diğer müşterilerin mobil sipariş uygulamalarında restoranlara veya ürünlere vermiş oldukları puanlar müşteri memnuniyetini etkilemektedir. Diğer müşterilerin verdikleri puanlar ürün hakkında bilgi edinme, ürün kalitesini değerlendirme ve ürün özelliklerini değerlendirme noktasında faydalı bulundukça müşteri beklentilerini karşılama ve dolayısıyla müşteri memnuniyetini sağlama noktasında da katkı sağlayacaktır. Alalwan (2020)'nin çalışması da benzer şekilde mobil yemek teslimat uygulamaları üzerindeki araştırmasında da müşterilerin çevrimiçi derecelendirmelerinin müşteri memnuniyetini pozitif ve anlamlı bir şekilde etkilediğini tespit etmiştir.

Teknoloji kabul modelinin değişkenlerinden algılanan kullanım kolaylığı ve algılanan kullanışlılık değişkenleri de müşteri memnuniyetini pozitif ve anlamlı şekilde etkilemektedir. Ngubelanga and Duffett (2021), Kar (2021), Al Amin et al. (2021), Francioni et al. (2022), Nguyen et al. (2023), Marinkovic and Kalinic (2017), Kalinic et al. (2021), Belarmino et al. (2021) ve Choi (2020) çalışmalarında da benzer bulgulara ulaşılmıştır. Algılanan kullanım kolaylığı değişkeninin müşteri memnuniyeti üzerindeki etkisi anlamlı olsa da etki gücü zayıf olduğu ifade edilebilir. Tüketicilerin mobil teknolojiler ve uygulamalar üzerindeki deneyimlerinin artmış olması, mobil uygulamaların günlük hayatın alışıldık bir parçası olması bu etkinin gücünün zayıf olmasına neden olmuş olabilir. Mobil uygulamaların sağlamış olduğu tüketicilere sağlamış olduğu verimlilik artışı (zaman kazanma, taşınabilir bir cihazdan işlem yapabilme, zaman ve mekândan bağımsızlık vb.) algılanan kullanışlılığın müşteri memnuniyeti üzerindeki etkisinin nispeten daha güçlü olmasının nedeni olabilir.

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Konaklama İşletmelerinde Farklılık İkliminin Örgütsel Bağlılığa Etkisi

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Özet: Örgütlerde farklı bireysel özelliklere sahip çalışanlar bir arada yer almaktadır. Örgütlerin farklılık politikaları, farklılıklardan kaynaklı olarak meydana gelen ayrımcılıkları azaltmada önemlidir. Çalışanlar farklılıklarına saygı duyulduğunda bulundukları örgüte bağlılık duyabilirler. Böylece örgütlerde insan kaynağının refahı ve devamlılığı sağlanabilir. Araştırmanın amacı, konaklama sektöründe farklılık iklimi algısının çalışanların örgütsel bağlılıklarına etkisinin tespit edilmesidir. Araştırma İstanbul ilindeki konaklama sektöründe yer alan 299 çalışanın katılımı ile gerçekleştirilmiştir. Araştırma örnekleminin belirlenmesinde basit tesadüfi örnekleme tekniği kullanılmıştır. Verilerin analizinde SPSS 25 paket programı kullanılmıştır. Bulgulara göre konaklama sektöründeki farklılık iklimi algısının çalışanların örgütsel bağlılığını önemli düzeyde attırdığı tespit edilmiştir. Farklılık ikliminin örgütsel bağlılık boyutlarından duygusal bağlılık boyutu üzerindeki diğer boyutlardan daha yüksektir. Araştırma sonucunda farklılıklara özen gösteren konaklama işletmelerinde, çalışanların örgüte bağlılıklarının artacağı ifade edilebilir. Son olarak konaklama işletmelerine, ayrımcılık karşıtı prosedürler ve farklılıklara saygı duyulan bir iklim yaratmaları yönünde önerilerde bulunulmuştur.

Anahtar Kelimeler: Farklılık, Farklılık İkilimi, Örgütsel Bağlılık, Konaklama İşletmeleri.

The Effect of Diversity Climate On Organizational Commitment In Hospitality Businesses

Abstract: In organizations, employees with diverse individual characteristics are located together. Diversity policies of organizations are important in reducing the discrimination that occurs due to differences. Employees can be committed to their organization when their differences are respected. Thus, the welfare and continuity of human resources in organizations can be ensured. The research aims to determine the effect of the perception of climates of diversity on the employees' organizational commitment in the accommodation sector. The research was carried out with the participation of 299 employees in the accommodation sector in Istanbul. A simple random sampling technique was used to determine the research sample. SPSS 25 package program was used in the analysis of the data. The findings determined that the perception of the climate of diversity in the hospitality sector significantly increased the employees' organizational commitment. It is higher than the other dimensions on the emotional commitment dimension of the organizational commitment dimensions of the climate of diversity. As a result of the research, the employees' commitment to the organization will increase in the hospitality firm that pays attention to the differences. Finally, suggestions were made to hospitality firms to create a climate where anti-discrimination procedures and differences are respected.

Keywords: Diversity, Climate of Diversity, Organizational Commitment, Hospitality Businesses

1. GİRİŞ

Bireylerin birbirlerinden farklı özelliklere sahip olması, dolaylı olarak firmaların da birbirlerinden farklı olmasını sağlayan bir unsurdur. Bu nedenle çalışanlar rekabet ortamında firmalar için önemli hale gelmektedir (Fettahlıoğlu ve Tatlı, 2015). İlk olarak ABD'de gündeme gelen farklılıkların yönetimi kavramı (Sürgevil, 2008), heterojen yapıdaki örgütleri anlatmada kullanılmaktadır. Örgütlerin heterojen yapıda olması, olası çatışma ve anti-ayrımcılık hareketlerine karşı farklılıkların yönetimini zorunlu hale getirmiştir (Balay ve Sağlam, 2004).

Kavramsal olarak farlılıkların yönetimi, örgütlerdeki farklılıkların bilincinde olup, bireysel bütünlüğe saygılı olma ve çeşitlilikleri zenginlik olarak kabul eden bir yönetim yaklaşımıdır (Özbilgin, 2005; Özbilgin ve Tatlı, 2008; Fettahlıoğlu ve Tatlı, 2015). Farklılıkların yönetimi ile birlikte örgütler çalışanlara ve geleceğe yönelik yatırımlar yaparlar. Farklılıkların yönetimi bireysel değerlere saygı, karşılıklı iletişime dayalı ve çeşitlilik esaslı bir yaklaşımı ifade eder (Keil vd. 2007; Uzunçarşılı ve Soydaş, 2007). Çalışanların örgütün farklılıklara saygı duyma derecesi ile ilgili paylaşılan algı ise farklılık iklimi olarak ifade edilebilir.

Örgütlerde uygulanan farklılıklarının yönetimi uygulamalarının örgütlere birçok açıdan faydası olduğu tespit edilmiştir. Örgütlerde stratejik öneme sahip olan insan kaynağından elde edilen faydanın en yükseğe çıkarılması düşüncesinde, çalışanların örgütte devamlılıklarını esas alınmaktadır. Farklılıkların yönetimi, kaliteli uygulandığında, çalışanların örgütte kalma isteğini sağlayan bir unsurdur (Bulşu ve Gümüş, 2018; Arslan ve Esatoğlu, 2017). Çalışanların örgütte devam etme niyetlerinde ise örgütsel bağlılığın önemli bir yeri bulunmaktadır. Yine araştırma sonuçları (örn; Bulşu ve Gümüş, 2018; Zincirkıran vd. 2015; Aras, 2016)

çalışanların örgüte olan bağlılıklarının örgütte devam etme niyetleri ile önemli derecede ilişkili olduğunu göstermektedir.

Örgütsel bağlılık, çalışanın bulunduğu kurumda devam etme niyeti, sadakati ve örgütle özdeşleşmesi ile ilgilidir (Meyer ve Allen, 1991;1997; Lok vd. 2005). Diğer bir tanıma göre örgütsel bağlılık çalışanların örgütün hedeflerine ulaşılmasına yardımcı etmeye kararlı olma durumudur ve çalışanların örgütle özdeşleşme, faaliyetlere katılım ve örgüte sadakatlerini içerir (Caught ve Shadur, 2000). Singh ve Onahring (2019)'a göre örgütsel bağlılık, bir çalışanın kuruluşun amaç ve değerleriyle ilgisi nedeniyle örgütte kalmaya istekli olma derecesidir. Diğer yandan örgütsel bağlılık üç yapıdan oluşmaktadır; duygusal bağlılık, devam bağlılığı ve normatif bağlılık. Duygusal bağlılık; "çalışanların, örgütlerine duygusal yakınlık hissederek, örgütle özdeşleşmelerini" ifade etmektedir (Gürbüz 2006). Devam bağlılığı "çalışanın örgütten ayrılması durumunda muhtemel kayıplarını göze alamaması ve örgütte kalmaya devam etme niyetini" ifade eder (Uyguç ve Çımrın, 2004; Meyer ve Allen, 1997). Normatif bağlılık ise "çalışanların ahlaki bir yükümlülük duygusu ile örgütlerine devam etme, örgüte bağlanma niyetlerini" ifade eder.

Alanyazında bazı araştırma sonuçları örgütlerde uygulanan farklılıkların yönetiminin çalışanların örgüte duygusal, değerler ve kazanımlar açısından bağlanacaklarını öngörmektedir (Uyguç ve Çımrın, 2004; Tatlı, 2014; Meyer ve Allen, 1997). Farklılıkların yönetimi/farklılık iklimi uygulamalarının örgütsel bağlılığa etkisini tespit eden çalışmalar olsa da, iki kavram arasındaki ilişkilerin farklı sektörlerde, farklı bakış açıları ile yeniden incelenmesin ihtiyaç bulunmaktadır. Diğer yandan farklılıkların yönetimi hakkındaki Türkçe alanyazının henüz çok geniş olmadığı düşünüldüğünde, farklılık/çeşitlilik iklimi araştırmalarının önemi artmaktadır.

Araştırmanın otel işletmelerindeki çalışanlarla gerçekleştirilmektedir. Otel işletmeleri çeşitli özelliklere sahip insanların kısa süreli konaklama için kullandıkları adreslerdir. Müşterilerin çeşitliliğine çalışan çeşitliliği ile yaklaşılması, çalışanların örgütlerine bağlılıklarını önemli hale getirmektedir. Böylece otel işletmelerindeki farklılık iklimi çalışanların çeşitliliğini sağlayacak ve onların örgütsel bağlılıklarını sağlayabilecektir. Sonuç olarak çeşitli bireysel özelliklere sahip, zengin bir çalışan ekibi ile müşterilere daha etkin bir hizmet sunulabilecektir. Bu nedenle araştırma kapsamında, farklılıkların ikliminin örgütsel bağlılığa etkisinin tespit edilmesi amaçlanmıştır. Araştırma sonucunda elde edilecek bulgular otel işletmelerindeki çalışanların örgütte kalmalarını sağlayan olumlu çeşitlilik uygulamalarından nasıl etkilendiğini göstermesi açasından önemlidir. Ayrıca, araştırmanın farklılıkların yönetimi ve farklılık iklimi hakkındaki gelişmekte olan alanyazına da farklılıkların yönetiminin ardılları açısından katkı sunması beklenmektedir. Son olarak araştırma farklılık iklimini eşitlikçi bir yaklaşımla ele aldığından alanyazındaki benzer çalışmalardan farklılaşmaktadır.

2. KAVRAMLAR ARASI İLİŞKİLER

Farklılıkların yönetimi ile ilgili alanyazın birçok kavram üzerinden gelişmektedir. Bu kavramlar başta farklılıkların yönetimi olmak üzere, farklılık iklimi, çeşitlilik yönetimi gibi kavramlardır. Çalışanların farklılıkların yönetimi uygulamalarını algılama şekli olarak bu araştırmada farklılık iklimi kavramı üzerinden hareket edilmektedir. Ancak alanyazında henüz çok geniş bir araştırma akımına sahip olmamasından dolayı önceki araştırmalarla ilgili örnekler söz konusu kavramları içerecek şekilde geniş tutulmaktadır. Farklılıkların yönetiminin ve farklılık ikliminin çalışanların örgütsel bağlılıklarını nasıl etkilediği hakkındaki alanyazın özeti aşağıda sunulmuştur.

Bulşu ve Gümüş (2018) tarafından yapılan araştırmada otellerde uygulanan farklılıkların yönetimi uygulamalarının ve çalışan bağlılığının işten ayrılmaya etkisi tespit edilmiştir. Araştırma sonuçlarına göre farklılıkların yönetiminin örgütsel bağlılıkla olumlu ilişkilere sahip olduğu ve çalışanların işten ayrılma niyetinin farklılıkların yönetimi bağlamında azaldığı tespit edilmiştir. Ayrıca örgütsel bağlılık yüksek olduğunda çalışanların işten ayrılma niyetlerinin düşük olacağı sonucuna ulaşılmıştır.

Fettahlıoğlu ve Tatlı (2015) tarafından yapılan araştırmada çalışanların farklılıkların yönetimi algılarının örgütsel bağlılığa etkisinin tespit edilmesi amaçlanmıştır. Araştırma bulgularına göre telekomünikasyon sektöründeki çalışanların farklılıkların yönetimi algısı örgütsel bağlılığı olumlu yönde etkilemektedir. Yine bulgulara göre farklılıkların yönetimi uygulamaları çalışanların devam, duygusal ve normatif bağlılıklarını arttıran bir unsurdur.

Belloda vd. (2016) tarafından yapılan araştırmada öğretmenlerin ve okul yöneticilerinin farklılıkların yönetimi algılarının onların örgütsel bağlılıklarını nasıl etkilediğinin tespit edilmesi amaçlanmıştır. Araştırma bulgularına göre farklılıkların yönetimi uygulamalarının örgütsel bağlılığı olumlu yönde etkilediği tespit edilmiştir. Ayrıca demografik özelliklerin farklılıkların yönetimi algısında anlamlı bir farklılığa neden olmadığı tespit edilmiştir.

Meşe ve Bayraktar (2020) tarafından yapılan araştırmada hızlı tüketim sektöründeki beyaz yakalı çalışanların farklılıkların yönetimi algılarının örgütsel bağlılığa etkisinde örgütsel adaletin aracılık rolünün tespit edilmesi amaçlanmıştır. Araştırma sonucuna göre çalışanların olumlu farklılıkların yönetimi algısı; devam bağlılığı, duygusal bağlılığı ve normatif bağlılık üzerinde pozitif yönde etkiye sahiptir.

Kurtulmuş (2016) tarafından yapılan araştırmada öğretmenlerin farklılıkların yönetimi ile ilgili algılarının örgütsel bağlılıklarına etkisini tespit edilmesi amaçlanmıştır. Araştırma sonuçlarına göre okullarda uygulanan farklılıkların yönetimi prosedürlerinin öğretmenlerin duygusal ve normatif bağlılıklarını olumlu yönde etkilediği sonucuna ulaşılmıştır. Ayrıca farklılıkların yönetimi uygulamalarının öğretmenlerin örgütsel vatandaşlıklarını da arttırdığı sonucuna ulaşılmıştır.

Kulualp ve Demir (2020) tarafından yapılan araştırmada kimya sektöründeki çeşitlilik yönetiminin örgütsel bağlılıkla ilişkisinin tespit edilmesi amaçlanmıştır. Araştırma bulgularına göre yönetim uygulamalarının ve örgüt ortamının örgütsel bağlılığı olumlu yönde etkilediği tespit edilmiştir.

Mogoshi ve Chang (2009) tarafından yapılan araştırmada Japonya ve Kore'deki farklılıkların yönetimi uygulamalarının örgütsel bağlılığa etkisinin tespit edilmesi amaçlanmıştır. Araştırma bulgularına göre farklılıkların yönetimi uygulamalarının yeni olmasına rağmen çalışanların örgütsel bağlılıklarında anlamlı bir etkiye sahip olduğu sonucuna ulaşılmıştır.

Ateş ve Ünal (2020) tarafından yapılan araştırmada öğretmenlerin farklılıkların yönetimi, iş tatmini, örgütsel bağlılık ve algılanan destek algıları arasındaki ilişkilerin tespit edilmesi amaçlanmıştır. Araştırma sonuçlarına göre öğretmenlerin farklılıkların yönetimini olumlu şekilde algıladıklarında örgütsel destek, örgütsel bağlılık ve iş tatminlerinin olumlu şekilde etkilendiği sonucu tespit edilmiştir.

Cho ve Mor Barak (2008) tarafından yapılan araştırmada çeşitlilik, katılım, örgütsel bağlılık ve iş performansı arasındaki ilişkilerin tespit edilmesi amaçlanmıştır. Araştırma bulgularına göre erkekler, yaşlı çalışanlar ve yüksek mevkideki çalışanlar örgüte daha fazla bağlıyken, katılımın örgütsel bağlılık ve iş performansı üzerinde önemli bir etkisi olmuştur.

Yerli ve yabancı alanyazındaki çalışma sonuçları incelendiğinde çalışanların farklılıkların yönetimi, farklılık iklimi ya da çeşitlilik yönetimi hakkındaki olumlu görüşlerinin onların örgütsel bağlılıklarını olumlu yönde etkilediğini ifade etmek mümkündür. Farklı sektörler ve farklı ülkelerde yapılan araştırma sonuçlarının benzerliği de söz konusu çıkarımı destekler yapıdadır. Bu nedenle oluşturulan araştırma hipotezi şu şekildedir;

H_1: Otel işletmelerindeki farklılık iklimi, çalışanların örgütsel bağlılıklarını olumlu yönde etkilemektedir.

H_{1a}: Otel işletmelerindeki farklılık iklimi, çalışanların duygusal bağlılıklarını olumlu yönde etkilemektedir.

H_{1b}: Otel işletmelerindeki farklılık iklimi, çalışanların devam bağlılığını olumlu yönde etkilemektedir.

H_{1c}: Otel işletmelerindeki farklılık iklimi, çalışanların normatif bağlılıklarını olumlu yönde etkilemektedir.

3. ARAŞTIRMANIN METODU

Araştırmanın amacı: Araştırma otel işletmelerinde gerçekleştirilmektedir. Otel işletmelerinde kısa süreli konaklama hizmeti verilen, çeşitli özelliklerdeki müşterilere kaliteli hizmetin sunulabilmesi çalışanların devamlılığı ile sağlanabilir. Bu nedenle otel işletmelerinde çalışanların devamlılığını sağlayan faktörlerin tespit edilmesi önemli hale gelmektedir. Ancak çalışanların örgütte devam etme niyetini etkileyen ya da örgüte bağlılıklarını etkileyen çeşitlilik/farklılık iklimi faktörlerine az sayıda çalışmada odaklanılmıştır (örn; Tatlı, 2014; Fettahlıoğlu ve Tatlı, 2015; Mogoshi ve Chang, 2009; Cho ve Mor Barak, 2008). Farklılık iklimi, çeşitlilik yönetimi ya da farklılıkların yönetimi hakkındaki araştırmaların önemli bir kısmı eşsiz insan kaynağının örgütlere sağladığı faydalara odaklanmaktadır. Bu araştırma kapsamında çalışanların örgütte devamlılıklarını sağlayan faktörlerden birisi olarak örgütsel bağlılığın farklılık iklimi algısından nasıl etkilendiğinin tespit edilmesi amaçlanmaktadır. Araştırma bulgularının otel işletmelerindeki farklılık ikliminin çalışanların örgütsel bağlılıklarını nasıl etkilediğini tespit etmek açısından kısıtlı alanyazına katkı sunması beklenmektedir. Ayrıca çalışma, farklılık iklimini eşitlikçi bir bakış açısı ile ele almasından dolayı alanyazına katkı sunmaktadır.

Araştırmanın örneklemi ve örnekleme metodu: Araştırmanın evreni şehir otellerindeki çalışanlardan oluşmaktadır. Araştırmanın örneklemi İstanbul İli Beyoğlu İlçesindeki 12 şehir otelinin yaklaşık 700 çalışanından oluşmaktadır. Araştırmanın gerçekleşen örneklemi ise 299 çalışandan oluşmaktadır. Araştırmanın örnekleminin belirlenmesinde kolayda örnekleme tekniği kullanılmıştır. Kolayda örnekleme tekniğinin kullanılmasında farklılık

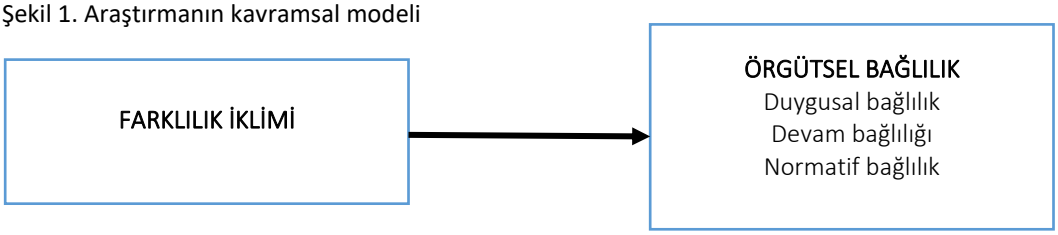
iklimi ile ilgili ifadelerin otel yöneticileri tarafından genellikle riskli olarak görülmesidir. Ayrımcılığa dair soruların yer almasından dolayı farklılık temelli çalışmalara katılıma kuşkulu yaklaşılması, izin alınması mümkün otellere ulaşılmasına ve kolayda örneklem tekniğinin seçilmesine neden olmuştur. Araştırmada örneklem sayısının belirlenmesinde ise Hair vd. (2014) tarafından belirlenen madde başına 10 örneklem önerisi esas alınmıştır. Bu nedenle ölçeklerde yer alan 23 maddeye karşılık 230 örnekleme ulaşmak yeterli olmaktadır. Bu nedenle 299 örnekleme ulaşıldığında veri toplama süreci sonlandırılmıştır.

Araştırmaya katılan otel çalışanların özellikleri incelendiğinde katılımcıların %16,7'sinin 18-24 yaş arasında, %47,5'inin 25-29 yaş arasında, %35,8'inin ise 30 yaş ve üzerinde olduğu tespit edilmiştir. Katılımcıların %54,5'i erkek, %45,5'i ise kadınlardan oluşmaktadır. Katılımcıların %31,4'ü lise, %58,9'u önlisans-lisans, %9,7'si ise lisansüstü eğitime sahip çalışanlardan oluşmaktadır. Katılımcıların %9,7'si ilk kez bir işyerinde çalışma deneyimine sahipken, %19,7'si iki, %30,8'i üç, %27,4'ü dört, %12,42ü ise beş ve daha fazla işyerinde çalışma deneyimine sahiptir. Katılımcıların %58,9'ü üç yıl veya daha az süredir aynı otelde çalışırken, %41,1'i ise 4 yıl ve daha fazla süredir aynı otelde çalışmaktadır.

Araştırmanın veri toplama araçları: Araştırmada kullanılan anket formunda iki ölçüm aracı ve demografik özellikleri belirlemede kullanılan beş soru (yaş, cinsiyet, vb.) yer almıştır. Farklılık iklimi algısını ölçmede Özbilgin ve Tatlı (2008) tarafından oluşturulan beş maddelik ölçüm aracı kullanılmıştır. Örgütsel bağlık ölçeği ise Allen ve Meyer (1990) tarafından geliştirilmiş ve alanyazında birçok araştırmacı tarafından kullanılmıştır (Wasti, 2000; Öngel, 2018). Örgütsel bağlılık ölçeği 18 madde ve üç boyuttan oluşmaktadır. Ölçeklere yanıt toplamada 5'li likert ölçümü kullanılmıştır. Araştırma verilerinin toplanmasında anket formları kullanılmıştır. Veriler 2022 yılının Kasım-Aralık aylarında toplanmıştır.

Araştırmanın modeli: Araştırmanın kavramsal modeli Şekil 1'de yer almaktadır. Kavramsal modelde farklılık iklimi bağımsız değişken, örgütsel bağlılık ve alt boyutları (duygusal, devam ve normatif bağlılık) ise bağımlı değişkeni ifade etmektedir.

Şekil 1. Araştırmanın kavramsal modeli



Araştırmanın analiz teknikleri: Araştırmada, otel çalışanlarından toplanan verilerin analizinde, SPSS 25 paket programı kullanılmıştır. Verilerin analizi için öncelikle faktör ve güvenilirlik analizleri yapılmıştır. Sonrasında normal dağılımın incelenmesi için çarpıklık ve basıklık değerleri incelenmiştir. Çarpıklık ve basıklık değerlerinin uygunluğuna (-1,5/1,5) istinaden Pearson korelasyon ve regresyon analizleri yapılmıştır. Söz konusu analiz sonuçlarının uygunluğunun değerlendirilmesi ve yorumlanmasında aşağıdaki sınır değerleri kullanılmıştır;

KMO örneklem yeterliği	>	*0,60/0,70*	(Hair vd. 2014)
Bartlett küresellik testi	<	*0,05*	(Hair vd. 2014)
Açıklanan toplam varyans	>	*,50*	Yaşlıoğlu (2017)
Cronbach's Alpha	>	*0,60/0,70*	(Hair vd. 2014)
Çarpıklık ve basıklık		*-1,5/1,5*	(George ve Mallery, 2001; Leech vd., 2005)

4. ARAŞTIRMANIN BULGULARI

Araştırmanın bu bölümünde faktör, güvenilirlik, korelasyon ve regresyon analizi sonuçları sunulmaktadır. Tablo 1'de farklılık iklimi ölçüm aracının faktör ve güvenilirlik analizi sonuçları yer almaktadır.

Tablo 1. Farklılık iklimi ölçeğinin faktör ve güvenilirlik analizi sonuçları

KMO ve Bartlett's Testi		
Kaiser-Meyer-Olkin (KMO) örneklem yeterliği ölçümü		,788
Bartlett Küresellik Testi	Ki-kare	251,661
	SD	10

	Sig.	,000
Cronbach's Alpha		,719
Madde sayısı		5
Açıklanan toplam varyans		%48,122

Tablo 1'de farklılık iklimi ölçeğinin faktör ve güvenilirlik analizi sonuçları sunulmuştur. Analiz sonuçlarına göre KMO örneklem yeterliğinin 0,788, Bartlett testinin p<0,05, açıklanan varyansın %48,12, Cronbach's Alpha katsayısının 0,719 olduğu ve ölçüm aracının beş maddeden oluşmaktadır. Elde edilen bulgulara göre açıklanan varyans katsayısının sınır değerine (%50) yakın olduğu, diğer tüm değerlerin istenen düzeyde olduğu tespit edilmiştir. Analizler esnasında herhangi bir madde araştırma kapsamı dışında bırakılmamıştır. Farklılık iklimi ölçeğinin araştırmada kullanılmasının uygun olduğunu ifade etmek mümkündür.

Tablo 2. Örgütsel bağlılık ölçeğinin faktör ve güvenilirlik analizi sonuçları

KMO ve Bartlett's Testi		
Kaiser-Meyer-Olkin (KMO) örneklem yeterliği ölçümü		,744
Bartlett Küresellik Testi	Ki-kare	2059,362
	SD	105
	Sig.	,000
Cronbach's Alpha		0,820
Madde sayısı		15
Açıklanan varyans		%53,803

Tablo 2'de örgütsel bağlılık ölçeğinin faktör ve güvenilirlik analizi sonuçları sunulmuştur. Analiz sonuçlarına göre KMO örneklem yeterliğinin 0,744, Bartlett testinin p<0,05, açıklanan varyansın %53,80, Cronbach's Alpha katsayısının 0,820 olduğu ve ölçüm aracının 15 maddeden oluştuğu görülmektedir. Tüm değerlerin istenen düzeyde olduğu tespit edilmiştir. Analizler esnasında herhangi üç madde *("Benim için avantajlı olsa da, işyerimden şu anda ayrılmanın doğru olmadığını hissediyorum", "İstesem de, şu anda işyerimden ayrılmak benim için zor olurdu", "Şu anda işyerimden ayrılmak istediğime karar versem, hayatımın çoğu alt üst olurdu")* araştırma kapsamı dışında bırakılmıştır. Örgütsel bağlılık ölçeğinin araştırmada kullanılmasının uygun olduğunu ifade etmek mümkündür.

Tablo 3. Değişkenler arasındaki ilişkiler ve tanımlayıcı istatistikler

	x̄	**σ**	**Farklılık iklimi**
Farklılık iklimi	3,6582	,88260	1
Duygusal bağlılık	3,2092	1,02800	,704**
Devam bağlılığı	3,3731	,84108	,256**
Normatif bağlılık	3,0752	,95447	,255**
Örgütsel bağlılık	3,2149	,74490	,531**

Farklılık iklimi ve örgütsel bağlılık arasındaki ilişkilerin incelenmesi için yapılan korelasyon analizi sonuçları Tablo 3'te yer almaktadır. Otel çalışanlarının farklılık iklimi algıları orta (3,65) düzeydedir. Duygusal bağlılık (3,20), devam bağlılığı (3,37) ve normatif bağlılık (3,07) ve genel örgütsel bağlılıkları ise (3,21) orta düzeydedir. Otel çalışanlarının farklılık iklimi algıları ile örgütsel bağlılıkları arasında orta düzeyde (r=0,53), pozitif yönde ve istatistiki olarak (p<0,05) anlamlı ilişki olduğu tespit edilmiştir. Farklılık iklimi algısı ile duygusal bağlılık arasında yüksek düzeyde (r=0,70), farklılık iklimi ile devam bağlılığı arasında düşük düzeyde (r=0,25) ve farklılık iklimi ile normatif bağlılık arasında düşük düzeyde (r=0,25) pozitif yönde ve istatistiki olarak (p<0,05) anlamlı ilişkiler tespit edilmiştir. Değişkenler arasındaki anlamlı ilişkilere istinaden regresyon analizine geçilmiştir.

Tablo 4. Farklılık iklimi algısının duygusal bağlılığa etkisi

Model özeti				**ANOVA[a]**		**Katsayılar**			
R	R^2	Tahminlerin std. hatası	Durbin-Watson	F	Sig.	Değişkenler	Std. olmayan katsayılar	Std katsayılar	Sig.
,704[a]	,496	,73189	2,209	274,411	,000[b]	Duygusal bağlılık (y)	,186		,000
		X=farklılıkların yönetimi Y=duygusal bağlılık				Farklılıkların yönetimi (x)	,832	,704	

Farklılık ikliminin duygusal bağlılığı açıklama düzeyi (Tablo 4) %49,6'dır. Durbin-Watson katsayısı 2,20<3,00 olduğundan değişkenler arasında otokorelasyon olmadığı görülmektedir. Farklılık ikliminin duygusal bağlılığı

açıklama katsayısı (B) 0,704'tür. Açıklama katsayısının pozitif olduğu görülmektedir. Bulgular ışığında H_{1a} hipotezi desteklenmiştir.

Tablo 5. Farklılık iklimi algısının devam bağlılığına etkisi

Model özeti				ANOVA[a]		Katsayılar			
R	R^2	Tahminlerin std. hatası	Durbin-Watson	F	Sig.	Değişkenler	Std. olmayan katsayılar	Std katsayılar	Sig.
,256[a]	,066	,78226	1,384	19,183	,000[b]	Devam bağlılığı (y)	2,563		,000
X=farklılıkların yönetimi Y=devam bağlılığı						Farklılıkların yönetimi (x)	,234	,256	

Farklılık ikliminin devam bağlılığını açıklama düzeyi (Tablo 5) %6,5'tir. Durbin-Watson katsayısı 1,38<3,00 olduğundan değişkenler arasında otokorelasyon olmadığı görülmektedir. Farklılık ikliminin devam bağlılığını açıklama katsayısı (B) 0,256'dır. Açıklama katsayısının pozitif olduğu görülmektedir. Bulgular ışığında H_{1b} hipotezi desteklenmiştir.

Tablo 6. Farklılık iklimi algısının normatif bağlılığa etkisi

Model özeti				ANOVA[a]		Katsayılar			
R	R^2	Tahminlerin std. hatası	Durbin-Watson	F	Sig.	Değişkenler	Std. olmayan katsayılar	Std katsayılar	Sig.
,255[a]	,065	,91503	1,492	18,981	,000[b]	Normatif bağlılık (y)	2,108		,000
X=Farklılıkların yönetimi Y=Normatif bağlılık						Farklılıkların yönetimi (x)	,270	,255	

Farklılık ikliminin normatif bağlılığı açıklama düzeyi (Tablo 6) %6,5'tir. Durbin-Watson katsayısı 1,49<3,00 olduğundan değişkenler arasında otokorelasyon olmadığı görülmektedir. Farklılık ikliminin normatif bağlılığı açıklama katsayısı (B) 0,255'tir. Açıklama katsayısının pozitif olduğu görülmektedir. Bulgular ışığında H_{1c} hipotezi desteklenmiştir. Bulgular genel olarak incelendiğinde otel çalışanların farklılık iklimini olumlu olarak algılaması onların örgüte bağlılıklarını olumlu yönde etkilemektedir. Otel çalışanlarının otelin farklılık iklimini olumlu yönde algılaması en çok duygusal bağlılık açısından olumlu etkiye sahiptir.

5. SONUÇ

Farklılık iklimi algısının çalışanların örgütsel bağlılığına etkisinin tespit edilmesi için gerçekleştirilen bu araştırma otel çalışanları ile gerçekleştirilmiştir. Araştırma sonuçlarına göre çalışanların farklılık iklimi algısının ve örgütsel bağlılıklarının orta düzeyde olduğu tespit edilmiştir. Araştırma örnekleminde yer alan otellerin yeterli düzeyde, ancak iyi şekilde farklılık iklimi oluşturmadıkları ifade edilebilir. Farklılıkların yönetimi uygulamaları düşünüldüğünde işyerinde itibar ve saygı görme, kariyer, eğitim ve terfi süreçlerinde adil davranma, karar süreçlerine katılımda adil davranışlar hem otel işletmelerinin rekabet edebilirliği açısından hem de çalışana saygı ve eşitlikçi yaklaşım açısından sağlanması gereken bir zorunluluktur. Bu nedenle firma ve çalışan yararına olacak şekilde farklılık ikliminin güçlendirilmesi gerekmektedir.

Farklılık ikliminin çalışanların örgütsel bağlılığıyla önemli düzeyde ilişkilere sahip olduğu tespit edilmiştir. Farklılık ikliminin duygusal bağlılığının yüksek düzeyde olduğu görülmektedir. Farklılık iklimi pozitif olduğunda çalışanlar eşit/adil muamele gördüklerini düşünmektedirler. Eşit muamele algısı ise çalışanların duygusal olarak işyerlerine bağlanmalarını ve örgütte devam niyeti geliştirmelerine yardımcı olmaktadır.

Çalışanların otel işletmelerinde farklılık iklimini olumlu olarak algılamaları onların devam bağlılıklarını olumlu yönde etkilemektedir. Diğer bir ifade ile otel işletmeleri çalışanlarına adil/eşit yaklaşımlar sergilediklerinde çalışanların örgütteki kazanımlarını göz önünde bulundurarak, aynı işyerinde kalma niyetleri artmaktadır.

Otel çalışanlarının farklılık iklimi algıları onların işyerlerine normatif olarak bağlılık geliştirmelerini sağlamaktadır. Otel işletmelerinde sağlanan eşit/adil süreçler karşısında çalışanlar işyerinin kendilerine yaptıkları yatırımları, sağladığı imkânları göz önüne alarak normlar geliştirmektedirler. Böylece çalışanların işyerinde kalma niyetleri artmaktadır.

Araştırmada elde edilen bulgular alanyazındaki önceki çalışma sonuçları ile benzerdir. Daha önceki çalışmalardan örnekler verilecek olursa; Tatlı (2014) tarafından yapılan araştırmada örgütsel bağlılık

geliştirmede farklılıklarının yönetimi uygulamalarının önemli düzeyde etkisi olduğu tespit edilmiştir. Benzer şekilde Kulualp ve Demir (2020) tarafından yapılan araştırmada da örgütsel bağlılığın artmasında çalışanların farklılıkları yönetimini olumlu olarak algılamasının önemli bir yeri olduğu sonucuna ulaşılmıştır. Bu araştırmamızda farklılık ikliminin çok güçlü olmamasına rağmen çalışanların örgütsel bağlılıklarının artışında önemli bir katkıya sahip olduğu görülmüştür. Benzer şekilde Mogoshi ve Chang (2009) tarafından yapılan araştırmada yönetimi uygulamalarının yeni olmasına rağmen çalışanların örgütsel bağlılıklarında önemli bir artışa neden olduğu tespit edilmiştir. Bu nedenle belirli farklılık ikliminin çalışanlar açısından önemli bir kriter olduğunu ifade etmek mümkündür.

Araştırmada elde edilen bulgular ile alanyazındaki önceki çalışma sonuçları benzerlik taşımaktadır. Ancak elde edilen bulgular Türkçe alanyazından bazı farklılıklar taşımaktadır. Bunlardan en önemlisi araştırmadaki farklılık iklimi algısının eşitlikçi bir yaklaşımı esas almasıdır. Farklılık iklimi ölçeğinin (Özbilgin ve Tatlı, 2008) içerik olarak eşitlikçi bir yaklaşımla geliştirilmiş olması çalışanların farklılık iklimi algısının eşit davranış üzerinden yorumlamasını sağlamaktadır. Bu nedenle araştırma sonuçları incelenirken söz konusu özgünlük göz ardı edilmemelidir.

Farklılık iklimi açısından otel işletmelerine sunulması gereken bazı öneriler bulunmaktadır. Eşit ya da adil uygulamalarının yaygınlaştırılması, otel işletmelerinin hem çalışanlara karşı sorumluluklarını yerine getirmeye hem de kalifiye işgücünü işletmede idame etmeye yardımcı olabilir. Diğer yandan otel işletmelerinde farklılıkların yönetimi uygulamalarının duygusal bağlılığı açık şekilde olumlu yönde etkilediği görülmektedir. Çalışanların duygusal bağlılığı örgütte devam etme açısından en saf niyeti belirteceğinden farklılık iklimini güçlü hale getirmek önemlidir. Kararların şeffaf alınması, yükselme ya da atama kriterlerinin adaylar tarafından gerçekleştirilebilir hale getirilmesi, ayrımcı davranışlardan kaçınılması önerilir.

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Süt Sığırcılığında Döl Verimi Parametrelerinden Olan Servis Periyodunun İşletme Gelirine Etkisinin İncelenmesi

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Özet: Bu çalışmada döl verim parametrelerinden biri olan servis periyodunun optimum olarak kabul edilen değerlerden sapması durumunda; uzayan laktasyon süresince elde edilecek fazla süt geliri, gelecek laktasyondaki süt kayıpları, kuruda tutma giderleri ve buzağı kayıpları hesaplanmıştır. Kültür ırkı süt sığırlarında ırk özellikleri nedeniyle; hayvan başına yüksek olan süt verimi, üreticilerin toplam süt miktarını artırmak maksadıyla rasyonlarda daha yüksek oranlarda kesif yem kullanmaları ve bilinçli olarak laktasyon süresini uzatmaları, uzatılmış laktasyon süresinde maksimum düzeyde süt almalarına karşın, buzağı gelirlerinden kayıplar meydana gelmekte ve ayrıca bozulan servis periyodları nedeniyle gelecek laktasyonlarda süt verimi azalmakta, süt inekleri ekonomik ömürlerini erken tamamlamaktadırlar. Bu çerçevenin özelinde; servis periyodunun 90 gün seviyesinden arttığı her 1 gün için meydana gelecek süt gelirleri, oluşacak buzağı kayıpları, gelecek laktasyondaki süt kayıpları ve kuruda tutma giderleri hesaplanmıştır. Servis periyodunun 1 (bir) gün gecikmesi durumda 54,926 ₺ (2,90 $) maddi kayıp meydana gelmiş ve bir süt ineğinin servis periyodu 90 günden 130 güne uzaması durumunda ise oluşacak maddi kaybın 2.197,04 ₺ (116,18 $) olacağı hesaplanmıştır. Servis periyodunun 40 gün uzaması halinde meydana gelen toplam maddi kayıp ise cari fiyatlar ile 213,30 litre süte karşılık gelmektedir.
Anahtar Kelimeler: Döl verimi, Servis periyodu, Süt sığırcılığı, Ekonomik kayıp

1. GİRİŞ

Süt Sığırcılık işletmelerinde işletme karlılığını belirleyen temel gösterge döl verimidir. Ancak süt sığırcılığı işletmelerinde süt verimi temel amaç olması nedeniyle, buzağılama periyotları uzamakta ve düşük döl tutma oranları görülmeye başlamaktadır. Süt veriminin yükselmesinin artmasıyla birlikte kısa dönemde işletme karında artış olduğu düşünülmesine karşın döl verim parametrelerindeki bozulmalar uzun vade de işletme gelirlerinde azalmalar ve mali kayıpları beraberinde getirmektedir.

Süt sığırcılığında başarı, sürü yönetimine ve döl veriminin iyi kontrol edilmesine bağlıdır. Döl verim ölçütleri bakımından ırklara göre belirlenen standart değerlere ulaşılamadığında işletmenin rekabet gücü ve kârlılığı azalmakta, ülke ekonomisine ve hayvancılık sektörüne olumsuz etkileri olmaktadır (Kumuk and Akbaş, 1999).

Döl veriminin anlamı; daha yüksek süt verimi, yıllara göre daha fazla buzağı üretimi ve daha yüksek bir verim için daha fazla seleksiyon olasılığı demektir. Ancak süt sığırlarında süt veriminin arttırılmasına paralel olarak döl veriminde gerilemeler görülebilmektedir (Campos, Wilcox and Becerril, 1994).

Döl Verimi Ölçütleri ise İlk Kızgınlık Gösterme Yaşı, Damızlıkta İlk Kullanma Yaşı, İlk Buzağılama Yaşı, Servis Periyodu, Buzağılama Aralığı, Buzağılama Oranı, Gebelik Başına Tohumlama Sayısı, Doğum Sonrası İlk Östrüs Gösterme Zamanı, Buzağılama Sonrası İlk Tohumlama Zamanı, İlk Tohumlamada Gebelik Oranı, Toplam Gebelik Oranı ve Gebelik Süresi kriterleridir.

2. DÖL VERİM PARAMETRELERİ

2.1 . İlkine Tohumlama Yaşı: Damızlıkta kullanılan hayvanın ilk olarak aşım gördüğü tarihteki yaşıdır. (Daşkın, 2005)

2.2 Buzağılama aralığı (İki Doğum Arası Süre):İneğin canlı doğum yaptığı tarihler arasında geçen süre olarak hesaplanır. Süt inekleri için hala en geçerli döl verimi değerlendirme ölçütüdür (Ata,2013).

2.3 Buzağılama oranı: Sürüdeki toplam inek sayısına göre 1 yılda doğan buzağı oranıdır. (TİGEM, 2018)

2.4. Servis Periyodu: Buzağılama tarihi ile ineğin bir sonraki doğum için gebe kaldığı saptanan son tohumlama tarihi arasındaki süre olarak hesaplanır (Ata,2013).

2.5 Laktasyon Süresi: Meme bezinden sütün salgılanması olayı laktasyon terimi ile ifade edilir. Memeden süt gelmesi (laktasyon) doğum ile başlar (Güneş, 2011). Süt sığırlarının süt verdikleri bu döneme Laktasyon süresi adı verilir.

2.6 Kuru Dönem: Kuru dönem ineklerde laktasyonun sona ermesinden bir sonraki laktasyona kadar geçen süredir. Normal süt verimi için kuru dönemin 6-8 hafta olması gereklidir. Bazı araştırıcılar düvelerde, ineklere oranla bu sürecin biraz daha uzun tutulmasını (ineklerde 45-60 gün, düvelerde 50-70 gün) önermektedirler (Baştan, 2002).

2.7 Buzağılamadan sonraki ilk kızgınlık: Normal ve sağlıklı ineklerde buzağılamadan sonra görülen ilk kızgınlığın görüldüğü süreyi ifade eder. Normal ve sağlıklı ineklerde ilk 10 gün içinde görülebilir. (Alaçam, 1994)

2.8 Gebelik Başına Tohumlama Sayısı: Gebelik başına tohumlama sayısı ile sürünün gebelik oranı yakından ilişkilidir. İlk tohumlamada her bir ineğin gebe kalması istenir ancak bu durum pek mümkün olmamaktadır. Bu nedenle gebelik başına tohumlama sayısı 1.5 olması normal kabul edilir.(Anonim, 2022)

2.9 Gebe kalma oranı: Buzağılamadan sonraki ilk tohumlama ya da aşımda gebe kalma oranı çiftliğin döl verimliliğini gösteren önemli bir ölçüttür. ineğin sağlığı, tohumlama zamanına bağlı olarak değişmektedir.(TİGEM, 2018)

3. SERVİS PERİYODU

Döl verimi ölçütlerinden biri olan Servis periyodu ise; ineğin buzağılama tarihinden yeniden başarılı bir gebeliğe kadarki zaman aralığı olarak ifade edilmektedir (Ata, 2013). İnekler için optimal servis periyodu 60-90 gün aralığında olduğu bildirilmektedir (Şekerden and Özkütük, 2000).

İneğin doğumdan sonra en kısa sürede gebe kalması, yılda bir defa yavru alınması hedefine ulaşılması ve işletme karlılığı bakımından önemlidir. Servis periyodunun optimum sınırlarda tutulması için, sığırların buzağılama sonrası bakım ve beslenmesine özen gösterilmeli, buzağılama sonrası uterus enfeksiyonları düşük seviyede seyretmeli, ineğin kızgınlık belirtileri takip edilmeli ve ineğin doğumdan sonra gözlenen ilk kızgınlık yerine onu izleyen ikinci kızgınlıkta tohumlanması önerilmektedir (Alpan and Aksoy, 2009). Süt sığırı yetiştiriciliğinde yılda bir yavru alınması hedefine ulaşılması için servis periyodunun 85-115 gün aralığında olması gerekmektedir.

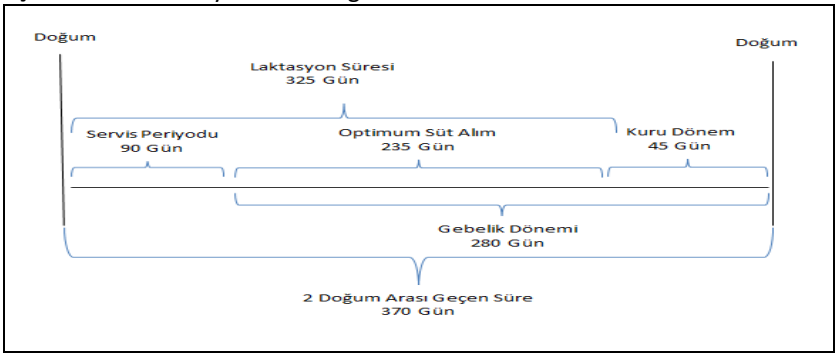
Tablo 1: Kabul Edilen Optimum Servis Periyodu Süreleri

Servis Periyodu Ortalaması (Gün)	Yorumlar
<85	Oldukça Erken
85-115	Optimum
116-130	Sürülerde hafif problem varlığı
131-145	Orta dereceli problemler
145<	Ciddi Problemler

Kaynak : Servis periyodu yorumlama yönergesi (Wattiaux, 2007)

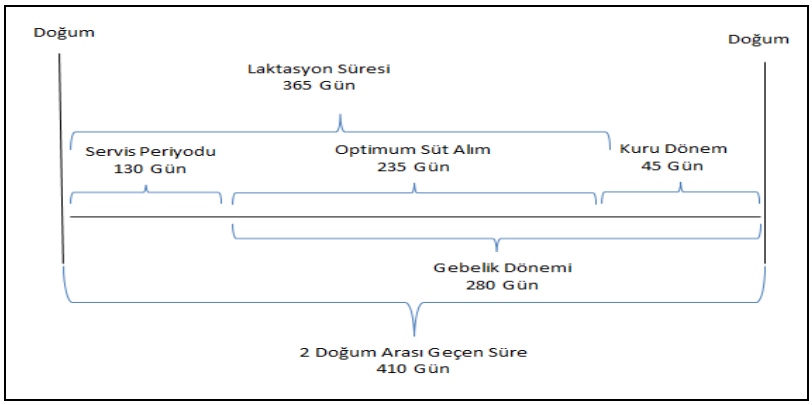
Yukarıdaki Tablo 1'de görüldüğü gibi optimum seviyede servis periyodu 85-115 gün olarak görünmektedir. Ancak özellikle süt verimi yüksek olan ırklarda bu süre bilinçli olarak artırılmakta ve süt verimi, buzağı verimine tercih edilebilmektedir. Buzağı verimi yerine süt veriminin tercih edilmesinin, karlılık açısından anlamlı olup olmadığını tespit etmek maksadıyla, diğer tüm koşulları aynı kabul ederek (süt verimini 20 kg.) servis periyodunun 90 gün seviyesinden uzaklaştığı 1 gün için oluşacak gider ve gelirler ortaya konacaktır.

Şekil 1: Servis Periyodunun 90 gün olması durumu



Servis Periyodu 90 gün olması durumunda laktasyon süresi 325 gün ve iki doğum arası geçen süre 370 gün olarak gerçekleşecektir.

Şekil 2: Servis Periyodunun 130 gün olması durumu



Servis Periyodu 130 gün olması durumunda ise laktasyon Süresi 365 gün ve iki doğum arası geçen süre 410 gün olarak gerçekleşecektir.

Servis periyodunun uzaması ile laktasyon süresi 365 gün seviyesine çıkmaktadır. 365 gün günlük ortalama 20 kg süt verimi ile toplamda 365x 20 = 7300 kg süt alınmaktadır. Diğer taraftan servis periyodunu 90 gün olması halinde laktasyon süresi 325 günde kalmakta ve 325 x 20 kg =6500 kg süt alınabilmektedir. Ancak süt verimi artmasına rağmen buzağılama aralığı artmasından dolayı buzağı kaybı olmakta ve ayrıca gelecek olan laktasyon süresi uzayacağı için süt kaybı meydana gelecek ve bu sürede süt sığırı kuruda kalacaktır.

3.1. Teknik Parametreler

Kabul edilen teknik parametreler aşağıda verilmiştir;

Günlük ortalama süt verimi (lt/inek) 20 litre

Laktasyon sonu günlük süt verimi (11 lt/inek) (Esslemont and Spincer, 1993)

Kurudaki ineğin tükettiği günlük yem miktarı (10 kg/baş) (4 kg kesif yem+6 kg saman) (Tarım ve Orman Bakanlığı, 2010)

Kurudaki ineğin 1 günlük yem maliyeti =(4*7,5)+(6*4,5)=30,00+27,00=57,00 lira

Ayrıca, ineğin 1 günlük uzayan laktasyonunun 0,6 gününü laktasyonda, 0,4 gününü ise kuru dönemde geçirdiği kabul edilmiş ve hesaplamalar buna göre yapılmıştır.(Esslemont and Spincer, 1993)

3.2. Finansal Parametreler (Mart 2023 cari fiyatlarıyla)

Kabul edilen finansal parametreler aşağıda verilmiştir;

Süt satış fiyatı (TL/lt) 10,30 ₺

Süt yemi fiyatı (TL/kg) 7,5 ₺

Saman fiyatı (TL/kg) 4,5 ₺

Süt-yem paritesi (TL) 1.26 (1 lt. süt fiyatı-1 lt. süt üretimi için yapılan yem masrafı) (Ulusal Süt Konseyi, 2022)

Buzağı değeri (TL/baş) 7.000 ₺

1 dolar 18,91 ₺ (07.03.2023 Günü Saat 15:30'da Belirlenen Gösterge Niteliğindeki Türkiye Cumhuriyet Merkez Bankası Kurları)

3.3 Hesaplamalar

Servis periyodunun ideal ve kabul edilebilir düzeyden uzaklaşması halinde ; laktasyon süresinin uzayacağı ve bu uzayan laktasyonda fazladan günlük (11 lt/baş) (Esslemont and Spincer, 1993) süt elde edileceği, gelecek laktasyona geç girmesi nedeniyle 1 günlük (20 lt./baş) kaybının olacağı, daha erken kuruya gireceği için kuruda tutma giderleri oluşacağı ve ayrıca buzağılama aralığı uzayacağı içinde buzağıdan kayıpların oluşacağı düşünülmüştür. Süt sığırının servis periyodundaki 1 günlük gecikmenin 0,6 gününü laktasyonda ,0,4 gününü ise kuruda geçirdiği (Esslemont and Spincer, 1993) varsayımından hareketle hesaplamalar yapılmıştır.

Servis periyodunun bir gün gecikmesi ile sütten ve buzağıdan oluşabilecek kayıplar Tablo 2'de verilmiştir.

Tablo 2 : Servis Periyodunun 1 Gün Gecikmesinin Maliyeti (Mart 2023 cari fiyatlarıyla).

Maliyet Unsurları	Değer ₺	Açıklama
a) Uzayan laktasyon süresinde elde edilecek fazla süt değeri	0,6x11x1,26=8,316	(0.6 gün X laktasyon sonu süt verimi X süt yem paritesi)
b) Gelecek laktasyondaki süt kaybı	20x1,26=25,2	(Ortalama süt verimi X süt yem paritesi)
c)Kuruda tutma giderleri	0,4x57,00=18,872	(0.4 gün X (kurudaki ineğin günlük toplam gideri))
d)Buzağı kaybı	7000/365=19,17	(Buzağı değeri/365 gün

(Yalçin, 2000)

Servis Periyodunun 1 gün uzamasının maliyeti= (b+c+d)-(a)

Servis Periyodunun 1 gün uzamasının maliyeti= (25,2+18,872+19,17)-(8,316)=54,926 ₺ (2,90 $)

Servis periyodu bir gün uzadığı durumda 54,926 ₺ = 2,90 $ kayıp meydana gelecektir. Yani Servis Periyodu 90 günden 130 güne çıkar ise için 40 * 54,926 =2,197,04 lira maddi kayıp oluşacaktır. Bu da 213,30 litre süte karşılık gelmektedir. (116,18 $ = 2.197,04 ₺)

Servis periyodu 90 gün tutulması ile iki buzağılama arasında geçen sürenin 370 gün olmasının bir diğer avantajı ise elde edilen süt veriminin 305 günde en verimli düzeyde olması, buzağılamanın her yıl aynı zamanda olması ve doğan buzağıların aynı grupta yetiştirilmesine olanak vermesi sayılabilir. Laktasyon süresinin normale göre daha uzun sürede olması buzağılama aralığının ve kuru periyodun uzamasına neden olmaktadır. Laktasyon süresinin uzaması bir laktasyondaki süt verimini arttırmakta, fakat laktasyonun başlangıcında süt verimi daha yüksek olduğu için bu artışa rağmen yıllık süt verimini düşürmektedir. (Topaloğlu and Güneş, 2004)

4. SONUÇ

Yapılan çalışmada görüldüğü üzere sadece süt verimine odaklanarak üretim yapılması, döl verim parametrelerinin bozulmalarına sebebiyet vermekte ve uzun dönemde buzağı ve süt kayıpları meydana gelmektedir.

Çalışmada döl verim parametrelerinde servis periyodunun, kabul görmüş ortalama değerden bir gün sapmasında 54,926 ₺ (2,90 $) maddi kayıp meydana gelmekte ve bu maddi kayıp cari fiyatlar ile 5,33 litre süte tekabül etmektedir. Bu nedenle süt sığırcılığı işletmelerinde süt verimi yanında, buzağı geliri de göz ardı edilmemeli ve üretimin sürdürülebilmesi açısından servis periyodu da dahil olmak üzere tüm döl verim parametreleri takip edilmeli ve kabul görmüş optimum değerle seviyelerinde tutulmaya çalışılmalıdır.

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Özet: Tarih boyunca çeşitli salgın hastalıklarda görüldüğü gibi, 2020 – 2021 yıllarında hüküm süren Covid-19 pandemisi de insanların hayatlarında ve tercihlerinde büyük değişimlere sebep olmuştur. Bu değişimlerden biri de hiç kuşkusuz mobilya ve dekorasyon tercihleri alanında olmuştur. Bu tercihlerde meydana gelen değişimler sonucu "pandemi trendleri" ortaya çıkmıştır. Bu çalışmada Covid-19 pandemisinin mobilya ve ev dekorasyonunda pazar trendlerine olan etkisi incelenmiştir. Pandemi trendlerinin tüketiciye ne kadar yansıdığı araştırılmıştır. Çalışmada online anket yöntemi kullanılmış, toplamda 206 kişilik bir katılımcı kitlesine ulaşılmıştır. Çalışmanın bulgularını elde etmek için farklılık analizlerinden faydalanılmış, bağımsız örneklem T testi gibi istatistiksel teknikler kullanılmıştır. Hipotezlerin test edilmesi sonucunda, tüketicilerin pandemi trendlerine karşı ilgisinin ve beğenisinin olduğu, fakat bu trendlerin satın alma davranışlarına anlamlı bir derecede yansımadığı ortaya çıkmıştır.

Anahtar Kelimeler: Pandemi Trendleri, Mobilya Tercihleri, Covid-19 Yaşam Tarzı

The Impact of The Covid-19 Pandemic On Market Trends In Home Decoration and Furniture Selection

Abstract: As seen in various epidemics throughout history, the Covid-19 pandemic, which prevailed in 2020-2021, has also caused great changes in people's lives and preferences. One of these changes has undoubtedly been in the field of furniture and decoration preferences. As a result of the changes in these preferences, "pandemic trends" have emerged. In this study, the effect of the Covid-19 pandemic on market trends in furniture and home decoration was examined. It has been researched how much the pandemic trends are reflected on the consumer. The online survey method was used in the study, and a total of 206 participants were reached. In order to obtain the findings of the study, difference analyzes were used and statistical techniques such as independent sample t-test were used. As a result of testing the hypotheses, it has been revealed that consumers have an interest and appreciation for pandemic trends, but these trends are not reflected in their purchasing behaviors at a significant level.

Keywords: Pandemic Trends, Furniture Preferences, Covid-19 Lifestyle

1. GİRİŞ

İnsanlık, tarih boyunca, birçok çeşitli salgın hastalıkla boğuşmuş ve çok büyük nüfus kayıpları yaşamıştır. Bunlardan biri de 2019 yılı sonlarında ortaya çıkan Covid-19 veya diğer bir isimle koronavirüs pandemisidir. "Pandemi süreci" olarak adlandırılabilecek 2020 ve 2021 yıllarında yoğun olarak kendini hissettiren Covid-19, insanların hayatlarında büyük değişimlere sebep olmuştur. Yaşam tarzları, ekonomik durumlar ve insan psikolojisi değişmiş, günlük rutinler sekteye uğramış, sosyal izolasyon ve kısıtlamalar sebebiyle ihtiyaçlar ve bazı alışkanlıklar farklılaşmıştır.

Bu durum doğal olarak insanların mobilya ve dekorasyon alanlarındaki tercihlerine de yansımıştır. Değişen ihtiyaçlar ve psikolojik olarak da Covid-19'dan etkilenme sebebi ile "pandemi trendi" olarak adlandırılabilecek bazı dekorasyon trendleri ortaya çıkmıştır. Bu trendlere göre mobilyalar renk, doku, kullanılan malzeme ve onlardan beklenen işlev bakımından pandemi öncesindeki yıllarda süregelmiş mobilya ve dekorasyon trendlerinden farklılaşmaktadır. Bu çalışmanın amacı, Covid-19 pandemisinin ev dekorasyonu ve mobilya seçimi alanında pazar trendlerine olan etkisini ölçmek ve bu trendlerin tüketiciye ne kadar yansıdığını araştırmaktır.

2. PANDEMİ İLE BİRLİKTE DEĞİŞEN VE GELİŞEN MOBİLYA VE DEKORASYON TRENDLERİ

Pandeminin hayatı birçok alanda değiştirmesiyle günlük rutinler ve çalışma alışkanlıkları da değişmiştir. Bu durum yaşam tarzlarına ve ev içi beklentilerine de yansımıştır. Özellikle evde daha fazla vakit geçirmekle, ev içi yaşam konusunda değişen ihtiyaçlar oluşmuş ve evde huzurlu ve rahat vakit geçirmek için ev ortamını yeniden

düzenleme isteği doğmuştur. Ev ortamını oluşturan en önemli faktör, aynı evin paylaşıldığı insanlar kadar evin nasıl dekore edildiği, rahatlık, konfor ve ihtiyaçları tatmin etmek için ne tür mobilyalar kullanıldığıdır. Covid-19 ile evlerden dekorasyon ve mobilya anlamında hem fonksiyon hem de estetik bağlamda beklentiler değişmiştir. Bu durum, 2020 – 2021 yıllarını kapsayan, pandemi trendleri olarak adlandırılabilecek mobilya ve dekorasyon alanında yeni oluşan trendleri meydana getirmiştir.

Covid-19'un neden olduğu temassız ortamın sebep olduğu yaşam tarzı değişikliği, insanları uzun süre evde kalmaya ve yeni bir ev hayatı planlamaya yöneltmiştir, bu durum da ev eşyalarına ve ev dekorasyonuna olan ilgilerini arttırmıştır (Koo ve Youn, 2021, s. 82).

Pandemiyle birlikte çalışma, eğitim, egzersiz, hobiler, sosyalleşme gibi birçok faaliyeti evlere taşımak ve daha fazla evde vakit geçirme durumlarına bağlı olarak farklı mobilyalara ihtiyaç duyulmuştur. Örneğin, bu süreçte insanların evden çalışmaya başlaması, öğrencilerin evden eğitim görmesi durumlarına bağlı olarak bazı tür mobilya ve dekorasyon öğelerinin satışında belirgin bir artış meydana gelmiştir.

> *IKEA icra kurulu Başkanı Jesper Brodin bir röportajında (Chaudhuri, 2020), dünyadaki tüketim eğilimlerinin pandemi boyunca benzer olduğunu belirtmiş, alışveriş yapanların pandemi başlarında masalar, ofis koltukları ve pişirme ekipmanları satın aldığını, ilginin daha sonra raflar ve sepetler gibi ev organizasyonu öğelerine yöneldiğini açıklamıştır. Mutfaklara olan talebin de yüksek olduğunu ve insanların bu tür dekorasyonları evlerine entegre etmek için evde geçirilen zamandan faydalandıklarını da belirtmiştir. Ayrıca IKEA, çevrimiçi satışların %60 arttığını ve şirketin toplam gelirinin bir yıl önce %11'i iken 2020'de %18'ini oluşturduğunu açıklamıştır.*

İnsanların mağazaların kapanması sebebiyle, biraz da mecbur kaldıklarından dolayı mobilya ve dekorasyon alışverişlerini internet aracılığıyla yaptıkları bilinen bir gerçektir. Marketing Türkiye Dergisinin yaptığı bir araştırmaya (Marketing Türkiye, 2021) göre, mobilya konusunda internet alışverişi, pandemiden önce en az tercih edilen kanal iken, pandemiyle birlikte %37 ile en çok tercih edilen ikinci alışveriş kanalı olmuştur.

Ayrıca ekonomik daralma ve evde geçirilen vaktin artması sebebiyle insanlar ikinci. el alışverişe yönelmiş, mobilyalarını tamir etmeye veya yeniden değerlendirmeye önem vermişlerdir. Amerika'daki yerel alıcılar ve satıcılar için en büyük mobil pazar yeri olan OfferUp'un yayınlamış olduğu, "2021 Yeniden Ticaret Raporu: Mobilya ve Ev Eşyaları" raporuna göre (OfferUp, 2021), Amerikalıların %48'i pandemi sonrası dönemde ikinci el satış yoluyla bir ürün satın almıştır.

Bunların dışında pandemi ile doğaya dönüş, wabi-sabi, kendin yap uygulamaları gibi trendlerin yanı sıra geri dönüştürme gibi çevre bilinci içeren dekorasyonların trend olduğu iddia edilmektedir. Covid-19 ile mobilya malzemesi seçiminden renk seçimine kadar yumuşak tonlar, doğal malzemeler gibi kullanımların trend olduğu söylenmektedir. 2019 öncesi revaçta olan minimalizmin yerini maximalizme bıraktığı, daha fazla kişisellik ve manevi anlamı olan objelerin tıpkı wabi-sabi akımında olduğu gibi dekorasyona dahil edilmesi söz konusu olmaktadır.

2.1. Pandemi Öncesi Trendler Ve Eğilimler

Pandeminin etkisi ile dekorasyon ve mobilya alanındaki farklılaşmaları yaşamadan önce minimalizm, modernlik, keskin ve parlak dekorasyon öğelerinin revaçta olduğu genel olarak bilinmektedir.

Evin her yerinde koyu ve iddialı renkler, 'smokin' denilen siyah ve beyaz kontrast renklerin hâkim olduğu mutfaklar ve cam, çelik gibi parlak ve keskin malzemelerin kullanıldığı separatörler, 2018 yılının trend unsuru olmuşlardır (McDonough, 2018)

2018 yılına bakıldığı zaman, modern ve şık mobilyaların ön planda olduğu görülmektedir. Bunun yanı sıra toprak renkler, siyahın ve grinin çeşitli tonlarının cesur biçimde dekorasyonlarda kullanılacağı ve pirinç kaplama ile kombinleneceği görülmektedir. Pirinç kaplamalar şık, keskin, modern dünyanın ışıklarının ve parlaklığının bir yansıması olarak evlerin her odasında modernlik hissettiren birer dekorasyon unsuru olarak göze çarpmaktadır (Dekopasaj, 2018)

Pandemi öncesinde, 2010'larda popüler olan minimalizmden farklı olarak, pandemideki yeni trendler, bu estetiğin daha sıcak, daha samimi bir tekrarına doğru bir evrimleşmektedir (Moore-Brennan, 2021).

2.2. Pandemi Trendleri

2.2.1. Evden Çalışma

Davranışsal ve sosyal değişikliklere ek olarak, evden çalışma, Covid-19 salgını sırasında çalışmak için daha fazla fiziksel alana duyulan ihtiyacı da vurgulamıştır. İnsanların evden çalışmaya geçtiklerinde göz önüne alınması gereken nokta, tüm çalışanların evlerinde özel olarak ayrılmış iş istasyonlarına erişimin olmamasıdır; bu durum, örneğin okullarda yüz yüze eğitimin kısıtlanması sebebiyle uzaktan eğitim görmek zorunda olan çocuklara, yemek masası gibi yerlerde geçici çalışma alanları kurmak gerekliliğine veya evde halihazırda bulunan bir çalışma alanında iş istasyonlarının paylaşılmasına sebep olabilmektedir. Mutfak tezgâhları, kanepeler, sehpalar ve yataklar gibi alanlar gün boyunca çeşitli çalışma aktiviteleri için kullanılabilmektedir (Xiao vd, 2021, s. 182). Çalışma ve eğitim görme faaliyetlerinin evden devam etmek zorunda olması durumu, insanlarda mahremiyet ihtiyacının artmasını, bu sebeple de çalışma ve eğitim görme için belirlenmiş alanlar kurgulanması gerekliliğini gün yüzüne çıkarmaktadır. Evden çalışmanın yeni bir trend olması, çalışma masası, sandalyesi, aydınlatması gibi çeşitli çalışma istasyonu mobilyalarına olan ilgiyi ve eğilimi arttırmaktadır.

2.2.2. Doğaya Dönüş

Geçmiş yıllardaki grinin popülerliğiyle moda olan soğuk renk paletlerinin aksine, son yıllarda pandemi ile ev sektöründe sıcak renkler eğilimi süregelmektedir. Buzlu tonlar yerini daha sıcak, daha parlak renklere bırakırken kahverengiler sıcak yeni nötr renk hale gelmiş ve yeşilin tüm tonlarının ev dekorasyonu için büyük talep gördüğü belirtilmiştir. Mekanlarda bej, toprak tonları, krem, yosun yeşili gibi sıcak ve doğayı çağrıştıran renklerin popüler olduğu anlaşılmaktadır (Bringle, 2021).

Pandeminin rahat ve konforlu bir yuva yaratma arzusunu arttırmasıyla yumuşak, pelüş kumaşlarla yapılan mobilya ve ev eşyalarında bir artış meydana gelmiştir. The Edited adlı araştırma platformu tarafından yapılan bir araştırma raporuna göre, doğal bir his veren çok dokulu ve buklet kumaşlara yapılan harcamaların pandemiyle birlikte yüzde 66 arttığını bulunmuştur (Bringle, 2021).

> *EDDA Mimarlık'tan iç mimar Eda Tahmaz, 2021 yılında doğal malzemeden yapılmış el yapımı aksesuarlar, eski ve manevi açıdan önem arz eden parçaların popüler olduğunu belirtmiştir (Ekoyapı, 2021).*
>
> *ADND mimarlık – iç mimarlık firmasının kurucu ortağı Shobhan Kothari'ye göre insanlar pandemi sürecinde çevre dostu malzeme ve ürünleri benimseyerek sürdürülebilir yaşama önem vereceklerdir. Yerel zanaatkarlık popülerlik kazanacak ve doğal olarak iyi aydınlatılmayan veya gerekli havalandırmanın sağlanmadığı mekanlar fikir olarak rafa kaldırılacaktır. Tasarım ve dekorasyonun artık tek alan - tek işlev şeklinde olmayacağı, pandemi sonrası alanların gelişen bir amacı olacağı ve mekân tasarımının akışkanlığının teşvik edileceğini belirtmiştir (Mahimkar, 2021).*

2.2.3. "Wabi-Sabi" veya "Imperfection"

Japon estetik anlayışında kusurların kabul edilmesi anlayışı üzerine kurgulanmış bir felsefe olan wabi-sabi, Budist öğretiden türemiş ve kusurlu, kalıcı ve eksik bir estetik bakış açısı olarak ifade edilmektedir (Davies, 2016 akt. Göksel ve Erbay, 2021, s. 931). Ayrıca hiçbir şeyin sonsuza kadar sürmediği, hiçbir şeyin bitmediği ve hiçbir şeyin mükemmel olmadığı şeklinde 3 ilkeden oluşan bir Japon felsefesi olarak da tanımlanmaktadır (Tsaknaki ve Fernaeus, 2016 akt. Göksel ve Erbay, 2021, s. 931). Asimetrik, dingin ve uyumlu olmayı öne çıkaran bir felsefesi vardır. Bir el işçiliğindeki doğal kusurlar ve asimetrinin estetiği wabi, üzerinden yıllar geçmiş ve yılların yıprattığı nesnelerin estetiğine yapılan atıf sabi olarak tanımlanabilir (Göksel ve Erbay, 2021, s. 931).

Wabi-sabi, ilham kaynağı olarak doğayı benimsediği için renk skalasında yapay renklere yer vermemekte ve ham malzemelerin kullanıldığı rüstik stil gibi, doğal malzeme öğelerini içerisinde barındırabilmektedir. Kullanılan malzemelerin doğal yönlerinin, kusurlarının gizlenmek yerine ortaya çıkarılması, nesnelere yaşanmışlık ve manevi anlam katan çatlaklar, aşınmalar, lekeler, yıpranmalar gibi izleri göz önüne sermek, wabi sabi stilinde önem arz etmektedir. Bu stilde her şeyin tek parça veya takım halinde olması ve birbiriyle çok fazla uyumlu olması gerekmemekte, uyum algısı kullanıcı inisiyatifine bırakılmaktadır. Hasarlı eşyalar bu stilde atılmaz ve elden çıkarılmaz, tamir edilip kullanılmaya devam edilir ve taşıdığı yaşanmışlıkla daha kıymetli hale gelir (Yurtgün ve Erdoğan, 2019, s. 91-93).

> *Ev tasarım, inşa ve peyzaj firması ALLPRACE tasarımcısı Shanty Wijaya, Wabi-sabi'nin popülerliğini, 2020'nin benzeri görülmemiş zorluklarla dolu bir yıl olmasına bağlamıştır.*

> *Pandemideki karantinaların tutumları ve hayata bakış açılarını değiştirmesi ve evlerde çok zaman geçirmek; değişimin, hayattaki tek sabit şey olduğunu ve bundan zevk alabilmek için onu kucaklamak gerekliliğini fark etmeye yol açtığını belirtmiştir. Wijaya, wabi-sabi'yi oluşturan ilkelerin dekorasyonda yankı uyandırdığını, çünkü doğa ile bağ kurmayı ve basit zevkleri takdir etmeyi teşvik etmesiyle, endişeli zihinlerimize bir huzur ve sükûnet duygusu aşıladığını belirtmiştir (Dyas, 2021).*

2.2.4. Hijyenik Alanlar

Covid-19 pandemisinden bu yana tüketiciler, öncekine nazaran daha çok sağlık ve güvenlik odaklı hale gelmişlerdir. Virüslerin, temizlik, hijyen, güvenlik ve sağlığın korunması konusunda geçmişten günümüze belirleyici faktör olmasına rağmen, mevcut tüketiciler Covid-19 nedeniyle bu alanda daha güçlü bilinç sahibi olmuşlardır (Lee & Kang, 2021 akt. Koo ve Youn, 2021, s. 82).

Mobilya sektörüne yönelik yapılan bir araştırmada (Marketing Türkiye, 2021), hijyen faktörünün ve hijyenik dekorasyon ve mobilyalara olan ilginin, Covid-19 ile önem kazandığını ifade edilmiştir. Yapılan araştırma neticesinde, özellikle orta yaşlı ev kadınları tarafından silinebilir döşeme yüzeyleri istenmektedir (Marketing Türkiye, 2021)

Hijyen alanında pandemi ile özellikle virüslerin temas yoluyla bulaşabilmesi ve yüzeylerde belirli bir zaman aralığında yaşamını sürdürmeye devam edebilmesi sebebiyle, yüzeyinde virüs tutmayan, antiviral ve anti bakteriyel malzemelerin inovatif bağlamda geliştirilmesine yönelik birçok çalışma yapılmıştır. Bunlardan biri, Boyteks Tekstil firmasına ait antiviral kumaş çalışmasıdır. VGuard adı verilen projede, yüksek aktiviteli antiviral partiküller kullanılarak virüsün çevresindeki protein ve yağ çeperlerinin zarar görmesi sağlanarak virüsün etkinliğini yitirmesi hedeflenmekte, böylece yayılmasının ve bu yüzeylerde tutunmasının önüne geçilmektedir. VGuard, özellikle yatak kumaşları için üretilmiş olsa da maske, kıyafet gibi tekstil ürünlerinde de kullanılabilmektedir (Buz, 2020).

2.2.5. Do-It-Yourself (DIY)

Do-It-Yourself, kısaca DIY, Türkçe'de "Kendin Yap" anlamına gelmekte ve kişilerin kimi eşyaları veya objeleri kendi başlarına üretmesi, üzerinde değişiklik yapması veya onarması anlamına gelir. Ek olarak doğal ortamdan alınan materyaller, ham veya işlenmiş malzeme veya parçaları kullanarak nesneleri inşa etme, değiştirme veya dönüştürme aktiviteleri olarak da tanımlanır (Enes, 2022, s. 396). 20. yüzyılın başlarında ev alanındaki bakım ve tamirat aktiviteleri ile alakalı görülmekte ve DIY, 1950'lerde genellikle ev ile ilgili, yaratıcı, düşük bütçeli ve keyif verici küçük el işleri ve birtakım nesneler inşa etme faaliyetlerine olan ilgiyi ifade etmektedir (McKellar ve Sparke, 2016, s.179 akt. Enes, 2022, s. 396).

The Freedonia Group tarafından Amerika'da Aralık 2020'de yapılan ulusal bir araştırmaya göre, tüketicilerin %39'u pandemi ile ilişkili değişiklikler nedeniyle ev geliştirme projeleri üstlendiğini bildirmiştir. Freedonia Group, pandemi kaynaklı ev geliştirme faaliyetleriyle ilgili olarak önemli bir satış artışı görülen birkaç kilit pazar kaydetmiştir. Bunlardan bazıları dış mekân aydınlatma, çim ve bahçe bakımı, ev boyası ve elektrikli aletler olarak belirtilmiştir (Schmidt, 2021).

> *Dyo Genel Müdürü Mehmet Mutlu Uysal'ın belirttiği üzere, hobi boyaları segmentinin bir önceki yıla göre yaklaşık 2 katı kadar büyümesi ve 2020 sonrasında satışların hızla artması; pandemi dönemindeki evde kalma gerekliliğinden doğan vaktin DIY segmentinin büyümesinde etkili olmasının bir getirisi olduğunu belirtmiştir (Gergin, 2022).*

3. ARAŞTIRMANIN YÖNTEMİ

Araştırmanın amaçlarına ulaşmak için, veri toplama yöntemi olarak anket tercih edilmiştir. Anket, online olarak gerçekleştirilmiştir. Araştırmaya toplan 206 kişi katılmıştır.

Anketin ilk bölümünü katılımcıların demografik özelliklerini belirlemeye yönelik ifadeler oluşturmaktadır. İkinci bölümde, karşılaştırmalı bir analiz yapabilmek adına katılımcı kitlesini 2 gruba ayırmaya yönelik bir soru bulunmaktadır. Sonraki bölümde pazar trendlerinde tasarım anlamındaki eğilimi anlamak için bir takım yargı cümleleri ve bir görsel verilmiştir. Sonraki bölümde pandemi ile ilgili yaşam tarzı değişikliklerini anlamak için sorular bulunmaktadır. Son olarak da pandemi sürecinde mobilya ve dekorasyon öğesi satın alma davranışlarını ölçen bir soru seti bulunmaktadır. Bu soru seti, mobilya ve dekorasyon sektöründeki uzman kişilerin görüşleri

alınarak ve pandemi trendlerindeki literatür taramasında sıklıkla geçen, sıcaklık, doğallık gibi anahtar kelimeler baz alınarak hazırlanmıştır.

Anket yayınlanmadan önce 5 kullanıcıya ön test yapılarak soruların tutarlılığı, anlaşılabilirliği, yargı cümlelerinin net olup olmaması ve gözden kaçan herhangi bir yer olup olmadığı kontrol edilmiştir. Ardından veriler internet ortamından toplanmış, düzenlenmiş ve SPSS programı ile analiz edilmiştir.

3.1. Araştırmanın Süreci

Anketin ikinci bölümünde, katılımcı kitlesini 2 gruba ayırmaya yönelik doğum yılının son rakamının tek veya çift olması sorusu bulunmaktadır. Bu soruda amaç, seçimlerine göre katılımcılara farklı görsel göstererek aynı yargı cümlelerinden oluşan soru setini karşılarına çıkarmak ve böylece karşılaştırma yapabilmektir. Doğum yılının son rakamının tek veya çift olması, demografik açıdan nüfus içerisinden alınacak bir örneklem içerisinde yaklaşık olarak eşite yakın dağılacağı için, katılımcı kitlesi hemen hemen eşit sayıdaki 2 gruba bölünmüş olacak ve sağlıklı bir değerlendirme yapılabilecektir.

Seçimine göre katılımcı farklı görselin fakat aynı soru setinin bulunduğu bölüme gitmektedir. Doğum tarihinin son rakamı tek ise göreceği resim, pandemi öncesi dekorasyon stilini yansıtarak kurgulanmış bir evden çalışma alanı olacaktır. Soru seti ise, 5'li likert ölçeğinde tasarlanmış, resmin katılımcılar üzerinde yarattığı duyguları ve algıları anlamaya yönelik sorulardır.

Katılımcının doğum yılının son rakamı çift ise göreceği resim, pandemi sürecinde trend olduğu iddia edilen tasarım stilini yansıtan bir evden çalışma alanı olacaktır. Soru seti ise, diğer görselinki ile aynıdır.



Resim 1: Pandemi öncesi trend (Blancfield, 2020).



Resim 2: Pandemi dönemi (Deskardecor, 2022).

Resim 1, genel görünüş ve tarz itibariyle minimalist bir stildedir. Hâkim olan renkler beyaz ve grinin soğuk tonları olup, mobilyalarda parlak ayaklar, çalışma masasının üstünde ise çok az nesne bulunup tamamen görev odaklı bir izlenim hakimdir. Kurgulanan çalışma ortamı sade, şık ve pek fazla kişiselleştirilmiş öğe barındırmayan bir ortamdır. Resim, pandemiden önceki yıllarda trend olmuş dekorasyon konseptlerinden öğeler barındırmakta ve pandemi süresince hâkim olduğu iddia edilen trendlerin tam tersi olacak şekildedir.

Resim 2'deki konsept, tam anlamıyla pandemi sürecindeki trendleri yansıtmaktadır. Doğal ve sıcak renk tonları, aydınlık ortam, ciddiyetten ve odaklılıktan çok ev hissi veren rahat ve samimi ortam, kişisel öğeler, dekoratif objeler ve doğallığa vurgu yapan kullanılan bitkilerle pandemi trendlerini başarılı şekilde gözler önüne sermektedir.

Bu iki görselin seçilmesindeki bir diğer sebep, ikisinde de aynı çalışma istasyonunun kullanılmış olmasıdır. Kullanılan çalışma masası IKEA'nın LAGKAPTEN/MITTBACK adlı ürünüdür (IKEA, 2022). İki görselde de aynı ürünün kullanılıp farklı konseptler kullanılması, bilinçli bir seçimdir. Çünkü böylece katılımcının mobilya zevkinden doğabilecek değişkenlik sabit tutularak verilerin isabetliliği sağlama alınmak istenmiştir.

Her iki görselin altında da aynı soru seti bulunmaktadır. Bu sorular genel olarak görsellerin katılımcılara neler hissettirdiği, nasıl duygular uyandırdığı ve neler düşündüğünü ölçmeye yönelik olup, görselle ilgili bir yargı cümlesi içeren, katılımcıdan da bu yargıya ne kadar katıldığını 1 ve 5 arası likert ölçeği ile derecelendirmesini isteyen bir yapıdadır. Soru setinin 6. ve 21. Soruları, kontrol soruları olup soruları okumadan rastgele işaretleme yapan katılımcıları ayıklamak içindir. Bu bölümün amacı genel olarak katılımcının pandemi öncesi ve pandemi sırasındaki trendden hangisine eğilimi olduğunun keşfedilmesidir. Böylelikle pandemi trendlerinin tüketiciye yansıyıp yansımadığı anlaşılabilecektir.

Anketin bir sonraki bölümünde, katılımcılara pandemi dönemindeki yaşam tarzları ve bu dönemdeki mobilya satın alma tercihleri hakkında çoktan seçmeli sorular sorulmuştur. Bu bölümün son sorusu, bu dönemde mobilya satın alıp almadıkları veya planlayıp planlamadıklarıdır. Eğer satın almış veya planlamışlarsa, bir sonraki soru setine ilerleyebilmektedirler. Son soru setinde ise pandemi döneminde mobilya satın alan veya almayı planlayan katılımcıların bu tercihlerini ne yönde ve nasıl yaptıklarına dair sorular bulunmaktadır.

3.2.2. Araştırmada Kullanılan Analiz Yöntemleri

Anketten elde edilecek verilerin değerlendirilmesinde farklılık analizi kullanılmıştır. Anketteki 2 ayrı bağımsız değişkene (doğum yılı son rakamı tek olanlar – pandemi öncesi görseli ve doğum yılı son rakamı çift olanlar – pandemi süreci görseli) yönelik verilen yargı cümlelerinin cevaplarının sayısal değerinin ortalamalarına bakarak, istatiksel olarak anlamlı bir fark olup olmadığını incelemek amacıyla bağımsız örneklem t-testi kullanılmıştır.

3.2.3. Araştırmanın Hipotezleri

Pandemi dönemindeki mobilya ve dekorasyon trendlerini anlayabilmek adına, literatürde pandemi sürecindeki mobilya ve dekorasyon trendlerine atıfta bulunan çalışmalar göz önüne alınarak aşağıdaki hipotezler hazırlanmıştır.

H1 – "Bu alanda çalışmak isterim yargısı" pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H2 – "Eğer evim için düşünseydim, bu çalışma alanına benzer bir konseptte çalışma alanı kurgulardım" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H3 – "Bu alanda verimli çalışacağımı hissediyorum" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H4 – "Bu çalışma alanında konforlu hissederim" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H5 – "Bu çalışma alanı bana sıcaklık duygusu çağrıştırıyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H6 – "Bu çalışma alanında sakinlik hissederim" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H7 – "Bu çalışma alanı bana doğallık hissini çağrıştırıyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H8 – "Bu çalışma alanı bana özgürlük hissini çağrıştırıyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H9 – "Bu çalışma alanında huzurlu hissederim" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H10 – "Bu çalışma alanı samimi hissettiriyor yargısı" pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H11 – "Bu çalışma alanı bana güven hissini çağrıştırıyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H12 – "Bu çalışma alanı ciddiyet hissettiriyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H13 – "Bu çalışma alanını estetik buluyorum" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H14 – "Bu çalışma alanının fonksiyonel olduğunu düşünüyorum" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H15 – "Bu çalışma alanını ilham verici buluyorum" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H16 – "Bu çalışma alanının sade ve yalın olduğunu düşünüyorum" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H17 – "Bu çalışma alanının dinamik olduğunu düşünüyorum" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H18 – "Bu çalışma alanı bana mükemmeliyetçilik hissini çağrıştırıyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H19 – "Bu çalışma alanına hâkim olan renkler bana iyi hissettiriyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H20 – "Bu çalışma alanı bende çalışma isteği uyandırıyor" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

H21 – "İmkânım olsa, bu görseldeki konsepti satın almak isterdim" yargısı pandemi öncesi ve pandemi dönemine göre farklılaşmaktadır.

4. ARAŞTIRMANIN BULGULARI

Bu başlık altında araştırmaya katılan kişilerin demografik özelliklerinden, hipotezlerin testinden ve diğer bulgulardan bahsedilecektir.

4.1. Araştırmaya Katılanların Demografik Özellikleri

Araştırmaya katılanların %51'i erkek ve %49'u kadındır. Araştırmaya katılanların büyük bir çoğunluğu (%69) 25-44 yaş aralığındadır. Katılımcıların %82'si üniversite ve üzeri düzeyde eğitime sahiptir. Tam zamanlı ofis çalışanı ve memur meslek grubuna sahip olanların oranı %53,4'tür. Geriye kalanların meslek grupları ise işçi, iş yeri sahibi, emekli ve ev hanımlarından oluşmaktadır. Araştırmaya katılanların gelir ortalamaları 12814 TL dir.

4.2. Pandemi Dönemine İlişkin Yaşam Koşulları ve Mobilya Satın Alma Davranışları

Katılımcıların büyük çoğunluğu, %42'lik bir oran ile pandemi döneminde evlerinde 4 veya daha fazla kişi ile yaşadığını belirtmiştir.

Pandemi döneminde katılımcıların %76,7'si evden çalışan veya eğitim gören en az 1 kişinin evde bulunduğunu belirtmiştir.

Pandemi döneminde, katılımcıların %43,7'si modern, fonksiyonel ve şık mobilyaları tercih ederken, %36,9'u minimalist, sade ve işlevsel mobilyaları tercih etmiştir.

Bu dönemde, katılımcıların %50'si mobilya satın alma davranışını internet üzerinden gerçekleştirme eğilimindeyken, %47,2'si mobilya mağazalarından satın almayı tercih etmiştir.

Pandemi döneminde insanların satın aldıkları ürünleri incelediğimizde (katılımcılara birden fazla seçenek seçme imkanı verilmiştir) yoğunluğun %47,6'lık bir oranla raf, dolap ve düzenleyici eşyalarda olduğu görülebilir. Bunu %41,9'luk bir oranla dekoratif objeler, biblolar ve bitkiler kategorisi izlemektedir. Üçüncü olarak, eğilimin %41'lik bir oranla çalışma masası ve sandalyesi kategorisine yoğunlaştığı söylenebilir.

Bu dönemde katılımcılar %70,5'lik bir yüzde ile değişen ve yeni oluşan ihtiyaçları sebebiyle alışveriş yaptıklarını belirtmişlerdir. Bunu, %23,8'lik bir oranla eski görünümden sıkılmaları ve yaşam tarzlarının değişmesi izlemiştir.

Pandemi sürecinde katılımcılar mobilya ve dekorasyon öğesi satın alırken hangi kriterin daha etkili olduğu sorusuna (katılımcılara birden fazla seçenek seçme imkanı verilmiştir), birinci sırada, kullanma amaçlarını tam olarak karşılama (%67,6) cevabı verilmiştir. İkinci sırada evlerine uyum sağlaması kriteri (%64,8) ve üçüncü olarak da tarz, stil, tasarım ve renk (%62,9) kriterleri izlemiştir.

4.3. Hipotezlerin Testi

Pandemi öncesi örnek mobilya ürünü inceleyenler ile pandemi sonrası örnek mobilya ürününü inceleyenler arasında anlamlı bir fark olup olmadığı, araştırmada kullanılan ifadelerin karşılaştırılmaları incelenmiştir. Bu amaca ulaşmak için bağımsız örneklem t testi kullanılmıştır. Analiz sonuçları aşağıdaki tabloda sunulmuştur.

Tablo 1: Hipotezlerin Testi (Bağımsız Örneklem T Testi)

Hipotez		Levene Varyans Eşitliği Testi		Bağımsız Örneklem T Testi			Ortalamalar	
		F	Anlamlılık	t	SD	Anlamlılık	Pandemi Öncesi (N= 96)	Pandemi Sonrası (N= 110)
H1	Bu alanda çalışmak isterim.	3,517	0,062	-0,199	204	0,842	4,14	4,16
H2	Eğer evim için düşünseydim bu çalışma alanına benzer bir konseptte çalışma alanı kurgulardım.	0,444	0,506	-0,706	204	0,481	3,89	4,00
H3	Bu alanda verimli çalışacağımı hissediyorum.	5,492	0,020	-0,420	203,559	0,675	4,01	4,07
H4	Bu çalışma alanında konforlu hissederim.	0,006	0,941	-1,018	204	0,310	3,78	3,95
H5	**Bu çalışma alanı bana sıcaklık duygusu çağrıştırıyor.**	**10,406**	**0,001**	**-4,770**	**187,114**	**0,000**	**3,29**	**4,15**
H6	Bu çalışma alanında sakinlik hissederim.	1,276	0,260	-1,825	204	0,069	4,03	4,28
H7	**Bu çalışma alanı bana doğallık hissini çağrıştırıyor.**	**2,693**	**0,102**	**-5,472**	**204**	**0,000**	**3,17**	**4,07**
H8	**Bu çalışma alanı bana özgürlük hissini çağrıştırıyor.**	**0,000**	**0,994**	**-2,931**	**204**	**0,004**	**3,27**	**3,79**
H9	**Bu çalışma alanında huzurlu hissederim.**	**0,228**	**0,634**	**-2,924**	**204**	**0,004**	**3,68**	**4,14**
H10	**Bu çalışma alanı samimi hissettiriyor.**	**5,308**	**0,022**	**-3,853**	**194,757**	**0,000**	**3,34**	**3,98**
H11	**Bu çalışma alanı bana güven hissini çağrıştırıyor.**	**1,061**	**0,304**	**-2,522**	**204**	**0,012**	**3,53**	**3,92**
H12	**Bu çalışma alanı ciddiyet hissettiriyor.**	**3,121**	**0,079**	**5,242**	**203,962**	**0,000**	**3,93**	**3,09**
H13	**Bu çalışma alanını estetik buluyorum.**	**0,649**	**0,421**	**-3,168**	**204**	**0,002**	**3,88**	**4,35**
H14	Bu çalışma alanının fonksiyonel olduğunu düşünüyorum.	3,526	0,062	1,139	204	0,256	3,81	3,63
H15	**Bu çalışma alanını ilham verici buluyorum.**	**0,189**	**0,664**	**-2,962**	**204**	**0,003**	**3,19**	**3,69**
H16	Bu çalışma alanının sade ve yalın olduğunu düşünüyorum.	9,767	0,002	1,527	191,857	0,128	4,42	4,21
H17	Bu çalışma alanının dinamik olduğunu düşünüyorum.	0,015	0,902	0,343	204	0,732	3,39	3,33
H18	Bu çalışma alanı bana mükemmeliyetçilik hissini çağrıştırıyor.	0,705	0,402	1,637	204	0,103	3,54	3,24
H19	**Bu çalışma alanına hakim olan renkler bana iyi hissettiriyor.**	**4,524**	**0,035**	**-3,510**	**191,232**	**0,001**	**3,63**	**4,18**
H20	Bu çalışma alanı bende çalışma isteği uyandırıyor.	3,577	0,060	-1,904	204	0,058	3,69	3,99
H21	İmkanım olsa, bu görseldeki konsepti satın almak isterdim.	0,129	0,720	-1,330	204	0,185	3,42	3,67

Pandemi öncesi ve pandemi sonrası mobilya trendlerinin karşılaştırıldığı analiz sonuçlarına göre, anlamlılık düzeyi 0,05'in altında olan yargılarda anlamlı farklılık olduğu tespit edilmiştir. Bu bilgiden hareketle; H5, H7, H8, H9, H10, H11, H12, H13, H15 ve H19 hipotezleri desteklemiş ve diğer hipotezler reddedilmiştir.

Desteklenen hipotezler için pandemi öncesi ve pandemi sonrası ortalamalar karşılaştırıldığında; "Bu çalışma alanı bana sıcaklık duygusu çağrıştırıyor", "Bu çalışma alanı bana doğallık hissini çağrıştırıyor", "Bu çalışma alanı bana özgürlük hissini çağrıştırıyor", "Bu çalışma alanında huzurlu hissederim", "Bu çalışma alanı samimi hissettiriyor", "Bu çalışma alanı bana güven hissini çağrıştırıyor", "Bu çalışma alanını estetik buluyorum", Bu çalışma alanını ilham verici buluyorum" ve "Bu çalışma alanına hakim olan renkler bana iyi hissettiriyor" yargılarına yönelik olarak pandemi sonrası trendlerin daha fazla

tercih edildiği görülmektedir. Sadece, "Bu çalışma alanı ciddiyet hissettiriyor" ifadesinde pandemi öncesi trend daha fazla beğenilmiştir.

5. SONUÇ

Bu çalışmada pandemi öncesi mobilya trendleri ile pandemi sonrası trendlere yönelik katılımcıların değerlendirmeleri çeşitli yargılar kullanılarak incelenmiştir. İki dönem arasında trendlerde farklılık olup olmadığı bu yargılar dikkate alınarak analiz edilmiştir. Yapılan analizler neticesinde 10 yargıda anlamlı fark olduğu tespit edilmiştir. Geriye kalan 11 yargıda ise, iki döneme ilişkin değerlendirmelerde herhangi bir farklılık bulunmamıştır.

Pandemi sürecindeki mobilya konsepti, katılımcılara diğer konsepte oranla daha fazla sıcaklık, doğallık, özgürlük, huzur, samimiyet ve güven duygusu vermiştir. Buna ek olarak, pandemi dönemi kosepti daha estetik ve ilham verici bulunmuş ve bu konsepte hâkim olan renkler katılımcılara daha iyi hissettirmiştir. Öte yandan pandemi öncesi konsepti, katılımcılara göre anlamlı seviyede daha fazla ciddiyet hissettirmiştir. Önemli tasarım dergileri ile karşılaştırma yapığında, bu dergilerde iddia edilen doğal malzemeler, sıcak renk tonları, bitki kullanımı gibi trend unsurlarının dekorasyonda kullanılması, gerçekten de kullanıcılarda sıcaklık, özgürlük, doğallık, huzur ve samimiyet duyguları uyandırmış, kullanıcılara iyi hissettirmiş ve bu konsept diğerine göre daha estetik bulunmuştur. Bunun sonucunda katılımcıların algısal olarak gerçekten de doğaya özlem duydukları, özgürlük hissi aradıkları, evde geçirdikleri zamanda huzur ve samimiyet hissedip "ev gibi" hissini aradıkları, özetle pandemi trendlerine yöneldiklerini görmek mümkündür.

Çalışmanın diğer bulguları incelendiğinde büyük çoğunluğun modern fonksiyonel ve şık mobilyaları, ikinci olarak da minimalist, sade ve işlevsel mobilyaları tercih ettiği görülmektedir. Büyük çoğunluk, pandeminin olmadığı 2010'lu yıllarda popüler olduğu iddia edilen modern ve minimal mobilya tarzını seçmiştir. Pandemi trendlerinden doğala dönüş bakış açısını yansıtan rüstik, eskitme mobilyalara olan eğilim çok azdır. Bu durum pandemi trendlerinin mobilya tarzı seçimi alanında tüketiciye tam olarak yansımadığını göstermektedir.

Katılımcıların yarısı, pandemi döneminde internetten mobilya ve dekorasyon öğesi satın almayı tercih etmişlerdir. Bunu %42,7 ile mağazadan almak isteyenler izlemiştir. İnternet alışverişinde artış olması, literatürde bu konuda ortaya koyulmuş olan çalışmalar, bu araştırma sonucunu destekler niteliktedir. Pandemide her şeyin temassız ve dijital hale gelmesi, şüphesiz ki mobilya satın alma alanında da tüketicilerin tercihlerini değiştirmiştir. Bunun yanı sıra pandemi sürecinde popüler olduğu iddia edilen ikinci el satın almalar, DIY uygulamaları, tamirat – tadilat gibi akımların revaçta olduğuna dair önemli bir bulguya ulaşılamamıştır.

Katılımcılar bu dönemde en çok raf, dolap, düzenleyici eşyalar satın almış, bunu ufak dekoratif objeler ve bitkiler izlemiş, hemen hemen aynı oranda ise ofis masaları ve sandalyeleri yer almıştır. Bu istatistik, IKEA tarafından ortaya konulan verileri destekler niteliktedir (Chaudhuri, 2020). İnsanların gerçekten de evden çalışma ve eğitim görmeye geçmesi ile evden çalışma trendine yönelik ihtiyaçlarının oluştuğu ve evlerini kişiselleştirmeye önem verdikleri söylenebilir.

Katılımcıların bu dönemde en belirgin mobilya alma sebepleri, değişen veya yeni ortaya çıkan ihtiyaçlarını gidermektir. Bunu, yaşam tarzlarının değişmesi ve eski görünümden sıkılmaları izlemektedir. Bu 3 madde de aslında pandemi ile evlere kapanmanın mobilya ve dekorasyon satın alma motivasyonlarına nasıl etki ettiğini açıkça göstermektedir. Pandemide insanların evleri ile ilgili değişiklik yapma eğilimi içerisinde oldukları, evden çalışma gibi konularda yeni ihtiyaçlarının ortaya çıktığı literatür araştırmasından bilinmektedir. Araştırma sonuçları da bunu destekler niteliktedir. İnsanlar bu süreçte mobilya satın alımı yaparken kullanma amaçlarını tam olarak karşılamasını, yani işlevselliği ve fonksiyonelliği ön planda tutmuşlardır. Bunu, evlerine uyum sağlaması ve mobilyanın tarzı ve stili izlemektedir. Pandemi ile birçok alanda trend olan hijyen eğilimi, tüketicinin mobilya seçim kriterlerinde dördüncü sırada yer almıştır. Bu sebeple hijyen eğilimi ve ilgisinin pandemi ile bir trend olup olmadığını söylemek mümkün değildir. Bunun, ancak geçmiş yıllara ait bir araştırma verisi olduğu taktirde karşılaştırma yapılarak bir trend olduğunu söylemek mümkün olabilir.

Elde edilen sonuçlar, bulgular ve yapılan analizler sonucunda, pandemi şartlarının insanlar için yeni ihtiyaçlar ve gereksinimler oluşturmasının yanı sıra, mobilya ve dekorasyon öğesi seçiminde pandemi trendleri olarak adlandırılabilecek görsel, tasarımsal ve işlevsel olgulara eğilimleri olduğunu söylemek mümkündür. Her ne kadar pandemi trendleri tüketici için anlam ifade etse ve algısı o yönde olsa da bunun satın alma niyetlerine tam olarak yansımadığı ortaya çıkmaktadır. Bu çalışma, tasarımcılar, mimarlar, pazarlamacılar ve sektörün önde gelen mobilya ve dekorasyon firmaları için, tüketici algısını anlamak, günün trendlerini ortaya koymak ve gelecekteki trendlerin neler olabileceğini analiz etmek adına faydalı olabilir. Belli aralıklarla bunun gibi

çalışmaların geliştirilmesi ve periyodik olarak tekrarlanması, tasarımcılar, pazarlamacılar ve sektörün önde gelen paydaşları için yol haritası olacak, ayrıca bu çalışmanın kapsamı genişletilerek ve geliştirilerek literatüre daha fazla katkı sağlayabilecektir.

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Effects of Brand and Advertising Strategies on Global Marketing

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Özet: With the globalizing world and the development of technology, communication between continents has changed and it has become easy. Along with this changing and developing condition, companies are also looking new ways to survive in this market environment where competition is increasing, to make a difference between the product variety and to stand out and to ensure their continuity. As a result of this search, the concept of branding emerges. Branding; means the integrity of a product with its name, symbol, colors, design, value and function. In this market environment where product diversity and similar products increase, businesses need to follow a different way than their competitors in order to survive. In order to create and maintain customer satisfaction and customer loyalty in the product that consumers choose and use within this wide range of products, businesses need to stand out with their brand and advertising strategies that they create.

Anahtar Kelimeler: Global Marketing, Brand, Advertisement. Advertisement Strategy

INTRODUCTION

With the rapid development of globalization, transportation, communication and communication sectors are also showing rapid development. Since the 80s, the concept of brand has started to stand out and its meaning has expanded even more today. Now the concept of a brand is no longer just a logo, sign or color, but can be considered as a promise that businesses make to their consumers.

With the rapid increase in competition in the evolving and developing markets with the concept of globalization, the number of goods and services bought and sold has also increased significantly, which has led to the need to distinguish products from each other. Manufacturers have resorted to branding in order to both keep the level of quality they offer to the consumer at a certain level and to distinguish their products from other products on the market. Consumers who do not have the opportunity to try the products for the first time in any way when purchasing, have been informed about these brands promoted by advertising or other means of communication (Bishkin, 2004).

The brand encourages the consumer to buy a product and plays a role in direct marketing activities. But he does it in a different way. A brand does not explicitly say "buy me". On the contrary, "This is what I am. If you love me, you can buy, support and recommend me to your friends. " (Heaton, 2011).

With the brand being the most important factor in marketing communication, it serves as a guide for understanding the purpose of business goals. It ensures that a marketing plan is organized in accordance with these goals and the overall strategy is fulfilled (Laura, 2017).

Branding is the management process of a brand. Branding also needs to be managed effectively in order to achieve a good result in this process. In the globalized market environment, companies need to apply a correct strategy in order to survive, not to lag behind and to develop.

Advertising is a tool by which businesses can clearly and clearly communicate their identity, brands that they have created to consumers. Even if it is not the marketing of a product, all stages support each other.In order for the manufactured product to attract the attention of consumers, brand promotion must be done in a good way. Advertising can be considered as a complement to the products that businesses produce.

In this study, it was examined how branding and advertising strategies are handled together, what kind of benefits they have from a marketing point of view.

1. THE CONCEPT OF GLOBALIZATION AND ITS DEVELOPMENT

1.1 Definition of the Concept of Globalization

Globalization; economic, political and cultural meaning is also a phenomenon that combines different and opposing thoughts that have led to an inevitable standardization with advanced technologies by ensuring international trade, especially since the 1980s.

With the concept of globalization, national culture and borders have been weakened; economically, culturally and politically . Technological developments and developments in the communication sector have initiated a process of change that is effective worldwide (Aktan & Vural).

“When attention is paid to the definitions of globalization, it is seen that more economically based definitions and perspectives are used to explain the process. However, the socio-cultural and political dimensions of the process should not be ignored in the Deciphering of globalization (Çetin, 2008).”

With globalization, changes and differences are occurring in the world. Societies, people, cultures, political systems and economies have been greatly affected and continue to be affected in this process along with globalization. For this reason, definitions related to globalization are made by looking at the changes taking place in these areas from different angles.

1.2 History of the Concept of Globalization

The development of globalization has taken place in three stages. the first globalization in the 1490s, the second globalization in the 1890s, and today it can be said as the third globalization in the 1990s. Communication plays an important role for the third period of globalization, which began in 1968 and continues today.

“It was during this period that information and communication technologies came to an important position, a consumption-oriented society emerged instead of a production society, and multinational enterprises had important roles in the market. Global organizations such as the World Trade Organization, the International Monetary Fund, the International Chamber of Commerce, the World Economic Forum and the World Bank have emerged. In addition to these formations, international agreements have started to be made again, and international agreements have gained importance. Globalization is not a completed process yet, it continues its formation and development (Çakmak, 2014).”

“Today, when the third phase of globalization is taking place, the attack of multinational companies in the 70s has gained momentum with the inventions that will be experienced in communication technologies in the 80s, while in the 90s it has caused the West countires to see themself as unbeatable. In this third stage, where the results are characterized as ‘globalization’, the Western world has passed from land occupation to cultural occupation with the communication power it holds, and the whole world has started the process of “sameness”, which has led to the reaction of opponents of globalization in particular (Tokat, 2014).”

Table 1: Three Stages of Globalization

	The First Wave of Globalization	**The Second Wave of Globalization**	**The Third Wave of Globalization**
Driving Force	Developments in maritime, Mercantilism	Requirements of industrialization	Multinational companies in the 1970s, The communication revolution in the 1980s, The lack of rivals of western countries in the 1990s
Method	First discoveries and then Post Military Occupation	First the missionaries, then the explorers, then the trade companies finally invaded.	Cultural-Ideological influence. Thus, every part of the country (economic, political, social) is automatically affected.
Justification	Bringing the religion of God to the pagans	Racist theories like 'white man's burden' 'civilizing duty'	"The highest level of civilization" "The will of the international community" "The secret hand of the market" "Globalization is in the common interest of all"
Result	Colonialism	Imperialism	Globalization

Reference: (Oran)

Held explains that culture, justice, environment, finance, economy and all areas of life while emphasizing that the perception of dependence is formed by deepening rapidly and deepening and he expalains globalization with four transformations (Yildiz, 2007):

* Decoupling of social, political and economic events between political borders and continents

* Intensification of trade, finance, investment and cultural movements with these effects

* Developments in communication and transportation accelerate the dissemination of capital, goods, ideas and information

* The fact that an event that takes place anywhere in the world can become a global event due to the ease of transmission and transportation (Yıldız, 2007).

2. GLOBAL MARKETING AND ADVERTISING

2.1 Global Marketing

2.1.1 Definition of Global Marketing

Global marketing is the marketing of goods and services outside the borders of a country (Karafakioğlu, 1997). According to a deeper definition, it can also be defined as 'determining the wishes and needs of customers, providing products and services that will provide marketing superiority to the business, providing information about products and services, and making international exchanges through one or more ways of entering foreign Markets' (Bradley, 2002). Global marketing is the realization of marketing functions that are taking place in local or regional markets in global markets. The marketing mix that emerges in this way should be supported according to the countries in which it operates (Kozlu, 2003). In a different definition, global marketing is a planning and implementation process applied in many countries in relation to the creation, development, pricing and distribution of goods, services and ideas in order to realize the differences that will enable reaching business goals (Tenekecioğlu, 2002).

According to another definition, global marketing is the effort of a business to create what all consumers might want by considering them, and to better meet the demands and needs of its consumers, both from competitors in the domestic market and from competitors in the foreign market. This means that functions such as market intelligence, product development, pricing, distribution, promotion are performed within the country, in addition to exporting them to several countries (Tek, 1999).

Global market means all markets outside the borders of the country. This concept covers multiple different markets. Each of these markets should be considered and studied separately. Each different market structure can be completely different in terms of demographic, economic and behavioral aspects. (Tavukçuoğlu, 2006).

2.1.2 The Importance of Global Marketing

Technological developments are spreading rapidly all over the world with the help of developments in the communication sector, and it has been possible for countries that are slower in terms of technology development to transfer technology from countries that are developing faster. All these changes also lead businesses to think more globally and constitute a driving force for them to move towards global marketing (Cengiz, 2007).

2.1.3. Ways of Entering Global Markets

When businesses operating globally or locally decide to open up to foreign markets, it is undoubtedly what will happen in the process that comes before them. There are some basic forms of globalization for this (Engil, 2010). It is an issue that should be decided by the business how to follow the path to enter the global markets. Two aspects need to be decided upon entering global markets (Altınbaşak & Akyol, 2008).

1-Which are the target country markets?

2-Which methods will be used to enter the market of the determined country?

There are internal and external factors to consider when entering a new market. These are shown in table 2 below.

Table 2: Factors to be considered when entering global markets

INTERNAL FACTORS	EXTERNAL FACTORS
Business purpose	Risk
Need for control	Laws and regulations
Size of business, internal resources, assets and capabilities	Competitive environment
International experience	Local structure
Flexibility	

Reference: (İnal, Yağcı, & Kılıç, 2014).

According to the degree of risk that it may face in marketing, the company selects and applies one or more of the following ways of opening up to foreign markets. "These are;

1-Export

i-Indirect export

ii-Direct export

2-Licensing

3-Making a joint venture

4-There are four types of direct investment decision-making in foreign countries (Engil, 2010)."

2.2 The Concept of Global Advertising

2.2.1 Global Advertising Definition

The globalized market has also caused the globalization of advertising together. The purpose of global advertising strategies is to create the same location and the same advertising strategy for the product, no matter where the product is produced or sold. However, as it starts to expand to different markets by crossing local borders, it requires taking into account many factors such as geographical and climatic changes, as well as different legal regulations, language, culture, understanding and attitude.

The idea that different nations can merge with each other as a result of cultural rapprochement in the world by the advocates of globalization can be seen as a result of global advertising. The fact that the products produced based on the common needs of people are presented at the common denominator and that the presentation can be understood by different cultural selves shows that globalization finds an echo, whether liked or not (Tokat, 2014).

"The supporters of globalization are united on the view that success in international markets will be possible with the introduction of international brands to the markets. Such an application leads to the conclusion that standardized brands are marketed, the same advertising strategy, the same themes, slogans, jingles are designed at the center of certain multinational advertising agencies and published in all countries of the world

Recently, with the increase in competition and competition, businesses have started to give importance to cultural values in their advertising strategies. In the global market network, it is seen that cultural characteristics such as religion, language, belief, habits, customs and traditions are taken into account in order to increase market share and gain competitive advantage, and the messages given in the advertisements are designed accordingly.

One of the most used methods in brand communication tools is advertising. It is delivered to the consumer through means such as television, radio, billboard, print media. By repeating the desired message frequently, it is tried to ensure that it is placed in the consumer's mind and that their preferences are converted into purchasing actions (Çolak, 2014). "Since advertising content will cause the formation of brand value and image in consumers, it is important that the information transmitted in the ads is consistent with the situation they will encounter when buying (Çolak, 2014)". A high-quality and good advertisement will positively affect the consumer's thoughts about the brand and add value to the brand (Çolak, 2014).

2.2.2 Advertising Strategies of Global Brands

There are two alternative ways for global enterprises to measure their advertising strategies.The first one is "glaucal ads" using local or regional icons prepared for different countries, the second one is "global ads"

prepared with the idea that the world has a single center and the countries have similar characteristics (Tokat, 2014).

The reason why advertising appears as an important factor of the global Market is the increase in consumers' loyalty to that product or brand, thus making it effective in the loyalty and continuity of the targeted customer target group (Tokat, 2014).

2.2.3 Target Audience in Global Advertising

While the target consumer audience is covered in a national way, all the differences that may occur in the correct form of the desired message to be given in the advertisement should be taken into account and acted on a common denominator.Importance should be given to the elements of cultural indicators that may create selectivity in perception, including symbols, colors and writing format.

Advertising is also a more dynamic and interactive process than communication is thought. The message that the consumer extracts from this communication process is shaped by the prejudices he has, causing him to form an opinion about the product (Jones, 2004).

2.2.4 Purpose in Global Advertising

The life of products and services that start as soon as they enter the Market, the period of development, maturity and decline also ends. Marketing objectives, competition, product variety, price and distribution activities, as well as in the field of promotion, are related to the stage of life of the product in the field of promotion. The element that determines the purpose of the advertisement can also be explained by this stage (Tokat, 2014).

Table 3: Life Stages of the Products

	Market Entry	**Growth**	**Maturity**	**Regression**
Marketing Tools	To realize	Emphasizing the difference	Maintaining brand dominance	give up the product, reduce the cost
Rivalry	None	Increasing	Too much	Declining
Product	One	Many kinds	Full product lineup	Best sellers
Price	Market penetration	Increasing market share	At levels that maintain market share and profit	At profitable levels
Promotion	Information, training	Emphasizing competitive differences	Reminder, guide	Minimal attachment
Distribution	Annoyed	To many points	At the highest level	To several points

Reference: (Tokat, 2014)

3. BRAND CONCEPT AND BRANDING

3.1 Definition of the Brand Concept

3.1.1 Brand Description

According to the definition of the American Marketing Association (AMA) association, a brand is all of the characteristics such as a seller's name, term, design, symbol in a way that distinguishes its goods or services from others (Özbek, 2018).

According to Cemalcılar, the concept of brand, which has a broad meaning, covers everything that determines the product except the form and packaging of the product (Cemalcılar, 1994). According to Aaker; “A brand that is beyond being a name and logo is the promise of a business to give the customer what the brand symbolizes not only in functional, but also in emotional and social areas (Aaker, 2014).” If we consider the brand definition in more detail; "provided that it allows distinguishing the goods or services of one business from the goods or services of another business; it includes all kinds of signs, including two-person names, in particular words, shapes, letters, numbers, the shape or packaging of goods, which can be displayed by drawing or expressed in a similar way, published and reproduced by printing, for example."The brand should make a promise to consumers, make them buy and use it again and make them recommend this brand to their surroundings (Ayhan, 2012).

The importance of the brand can be examined from the point of view of consumer, manufacturer and retailer (Hisrich & Peters, 1991).

“1-Importance from the manufacturer's point of view;

• Helps to create a brand image.

* Reduces price comparison.

* Allows the expansion of the product line.

* Protects the Market.

2-Importance for consumers;

* Determining the product.

* Quality determination and communication.

* Determines new presentations.

3-Importance for stakeholders;

* Central purchase for the retail chain.

• Being noticed at the point of sale.

* Brand perception.”

Figure 1: Example Brand Logos



3.1.2 Basic Concepts of the Brand

3.1.2.1 Brand Personality

A brand is given a personality by manufacturers as a marketing strategy, followed by a formation as a brand personality. The personality created by the manufacturers, that is, the consumer is enabled to find characteristics from himself in the brand personality, creating a connection between the brand personality and the consumer by exhibiting a unique style Decently. In this way, all of the features that the manufacturer wants to transfer to the consumer by using the marketing strategy cover the brand personality (Aktuğlu & Temel, 2006). "Brand personality is shaped by applications such as product-related features, product category associations, brand name, symbol, logo, advertising style, price and distribution channel. Brand personality is a

bond formed between the brand and the consumer and a feature that the consumer can easily Decipher and express a brand. Brand personality consists of a combination of functional support and symbolic values of the brand. Brand personality affects how people feel about the brand, not their thoughts about what the brand is or what it does (Karaduman, 2017)".

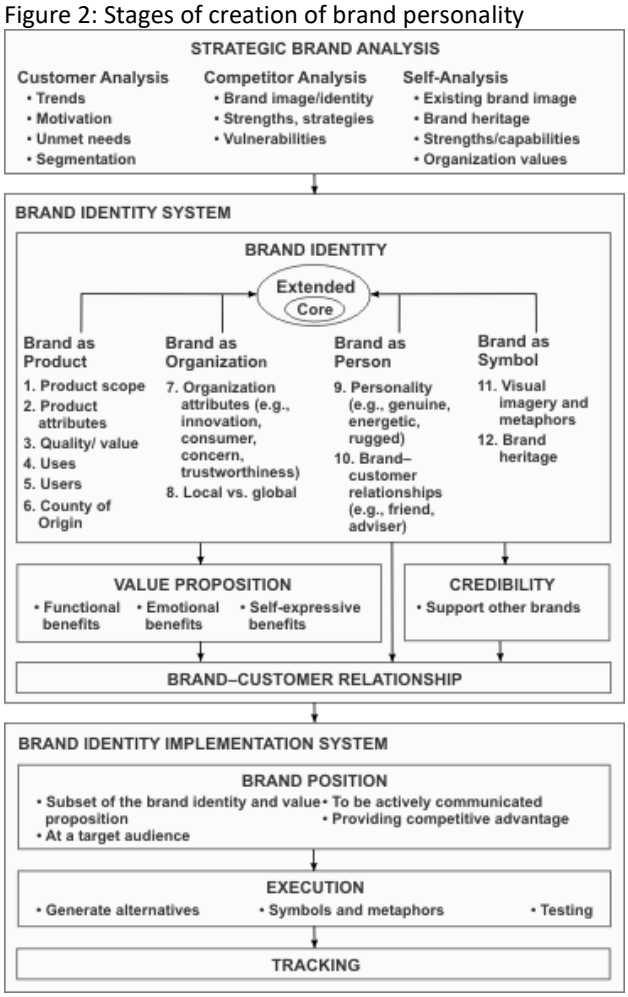
The stages of creating a brand personality are shown as follows (Aaker, 1996)

3.1.2.2 Brand Value

Brand value can be said in the form of" the total value of a brand as a separable asset when it is sold or displayed in the inventory" (Özkaya, 2002).

Brands are seen as an important financial asset in business financial statements. In this context, its value is a determining factor for investors, buyers and shareholders. Therefore, brand value should be taken into account in terms of a financial value, especially if a company buys another brand (Uztuğ, 1997).

Figure 2: Stages of creation of brand personality



Reference: Aaker (1996)

3.1.2.3 Brand Image

The famous advertiser David Ogilvy stated a brand in the 1950s as the consumer's opinion about the product, but in fact he said the definition of brand image (Öztürk O. C., 2014). Brand image can be defined in a very general sense as "the meaning that consumers identify with the product or the sum of what consumers understand from the product" (Akkaya, 1999).

Brand image is what consumers understand as a result of their experience and knowledge about the brand. In short, it is how and in what way consumers perceive the brand (Vanauken, 2003). The brand image consists of all the beliefs about the characteristics of the brand and what they evoke. "Accordingly, the brand image in the mind of a customer is created with four types of resources. Experience is the acquisition of information about

the characteristics and credibility of the brand with its previous use. Personal resources are brand characteristics and associations transmitted by friends, colleagues and others who are seen using the product. The commercial source, on the other hand, is explained by the transmission of brand characteristics and value to others by advertising, shelving, packaging and sales staff (Tavukçuoğlu, 2006)."

Various elements are used to create a good brand image (Yılmaz, 2011);

• Marketing mix elements;

- ✓ Finished product,
- ✓ Price,
- ✓ Promotion

• Integrated marketing communication,

- ✓ Visual elements;
- ✓ Colors,
- ✓ Design,

• Auditory elements;

• Other elements;

- ✓ Smell,
- ✓ Taste,
- ✓ Touch.

3.1.2.4 Brand Loyalty

The term brand loyalty is seen as the result of the consumer's belief and trust in the brand.. When creating brand loyalty, the needs of the consumer are taken into account and the product is delivered to the consumer in a way that can meet the needs (Ak, 2009). Brand loyalty is the long-term repetition of continuous purchasing. In other words, brand loyalty; "A product/service that is preferred by influencing the re-purchase of the same brand or brand set is the determination to purchase again in the future, despite situational effects and competitors' marketing activities aimed at negatively affecting this loyalty (Tek & Özgül, 2005)."

There must be a few conditions to be able to say that there is brand loyalty (Ak, 2009);

"* Brand loyalty is not accidental.

• It is a behavioral reaction. However, there is an effect on their cognitive processes.

• It occurs during a certain period of time.

* The decision-making is carried out by a unit.

• There must be one or more brand options."

When measuring brand loyalty, there are various types of loyalty from the point of view of consumers. These types of loyalty are shown below (Ak, 2009);

a. Long-Term Loyalty: Refers to buying only one brand and using it for the long term.

b. Short-Term Loyalty: Refers to the long-term or short-term use of more than one brand despite the purchase.

c. Variable Loyalty: refers to the sale of various brands, one after the other

d. Picky When Shopping: Usually, buying during shopping requires a choice between limited brands. Dec.

e. Price-Oriented Purchase: Buying multiple brands basically refers to buying generic or special brands.

f. Light Usage: They are ranked as those who buy very little and other buyers whose purchasing pattern is immeasurable.

Figure 3: Elements of Brand Loyalty



Reference: (Elitok, 2003)

3.2 The Concept of Branding

Branding is the process of recognizing, naming and accepting a newly released product by the market in which it is presented. It doesn't matter if the brand is good or bad. The important thing is to know that brand. In this way, the product becomes a brand (Engil, 2010). "With branding, the brand becomes more valuable than the physical goods of the business. This is where the concept of brand equity emerges. Brand equity emerges as a factor that has a great impact on emphasizing the importance of the brand. (Işgör, 2001)."

3.2.1 Factors Affecting Branding

3.2.1.1 Strategy

Brand strategies There is great importance in branding, including in the process of launching innovations and new products. This concept has recently been called innovation and it has been accepted that innovations can only be successful with effective brand strategies. At the same time, it should be remembered that the fact that new brands are different from other brands is a factor in their success (Alkin, Bulu, & Kaya, 2007). It is important for enterprises to create successful brands in order to be advantageous in the competitive environment of the sector. When companies are able to produce strong, well-known brands, they can have a chance to gain a competitive advantage in their own fields (Öztürk S. A., 1998).

Positioning the brand in a different place from its competitors in terms of customers is another way to create a successful brand. Consumer's expectations for the brand should be determined in the face of competitors. The most important factor to keep the quality of products and services above and to ensure the formation of a quality brand is formed by analyzing customer demands correctly (Quick & Orel, 2008).

3.2.1.2 Leadership

The marketing goals and strategies of the businesses first shape the life cycles of the brands. Brand creation, management and withdrawal from the market are realized with marketing tools. Bringing profit and value to the company in the category in which the brand competes is the first goal in creating and managing a brand. This goal can be achieved by ensuring that the brand is indispensable for the consumer, and as a result, by becoming the leader of the market by taking a step forward in the competitive environment. (Özbek, 2018).

3.2.1.3 Creativity

At the stage of creating the brand of a product, the environment and competitors should be analyzed well first. After the necessary Market researches are carried out, the enterprises that are trying to bring their brand to the forefront make promises that they can make a difference with their brand in the sector. In today's world, it

is known how difficult the creativity factor is to create a difference and maintain its continuity at the same time (Özbek, 2018).

Businesses and advertisers, who creatively create their strategies by taking into account the frequency of use of advertising tools by the target consumer audience, are now taking this issue more into account. Today's consumer audience, which benefits from all areas of technology, provides the flow of information in this way. This situation has made it mandatory for businesses to use these advertising tools when creating their corporate image. It is seen that the correct strategies identified, original, interesting, attention-gathering, creative works and quality works performed, as well as advertisements presented to the consumer affect the consumer's purchasing behavior (Öztürk S. A., 1998).

CONCLUSİON

In this research, the terms of global marketing, branding and branding, advertising strategies were reviewed and briefly informed about these terms. According to the information obtained as a result of the research;

Before going to the globalization stage, businesses first need to pay attention to some points in order to reach the consumer in their local market, to create a strong brand and to maintain it successfully. The identity of the brand should be created first, and then invested in the brand. Another important point is to manage the branding process in a way that will protect and strengthen the brand after investing in branding. Reaching a large number of consumers is an important issue in terms of brand identity and awareness. It can be said that competition will increase as the business expands from the local market to the global markets. The best way to distinguish a product from competing products is through branding and branding. The brand becomes the identity of the business. In order to cope with this intense competition environment in local and global markets, it is necessary to distinguish the product from similar products in the eyes of the consumer. This distinction also occurs with the brand.

It is necessary to establish the brand in global markets and to maintain and develop this position until it has a good place in the market. In these conditions, in order to maintain their position in the market, to adapt to the existing competition, and not to lose their reputation in the eyes of consumers, businesses should give importance to R&D studies, they should implement strategies that can continuously increase brand quality and maintain brand loyalty.

“Success for the brand, which finds itself in foreign markets, is to stand out from the competitors, which are very well known on a local or global scale, and to create loyal consumers. It also means a higher level of reputation in the eyes of consumers in the local market. As a result, it should not be forgotten that while marketing activities to the brand increase the brand value, it also increases the company value (Öztürk O. C., 2014).

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Elma Ekonomisi ve Pazarlaması

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1. Giriş

Dünya üzerinde çok geniş yayılma alanı gösteren ve değişik ekolojilerde üretimi yapılabilen bir meyve türü de elmadır. Elmanın anavatanı Anadolu'yu da içine alan Güney Kafkaslardır. Ekolojik şartların uygunluğu ve gen merkezi olması nedeniyle elma, yurdumuzun hemen her yerinde çok eski yıllardan beri yetiştirilmektedir. Kültür elması günümüzde kuzey ve güney yarım kürenin hemen hemen bütün ılıman bölgelerine yayılmıştır. Kuzey Amerika, Güney Amerika, Yeni Zelanda ve Avustralya'da elma kültürü yeni olmakla birlikte, buralar en ileri düzeyde elma yetiştiriciliğinin yapıldığı yerlerdir. Avrupa'da kültür elması; İskandinavya'nın güneyine kadar çıkmakta, Akdeniz kıyılarında ancak yüksek yerlerde yetiştirilebilmekte, Kuzey Afrika'da Fas'ta önemli ölçüde üretilmektedir. Ayrıca doğu ve batı Hindistan'da, tropik Amerika'nın dağlık yerlerinde de elma yetiştirilmektedir . Bugün dünyadaki elma çeşitlerinin sayısı 10.000'i aşmış olup , Türkiye'de bu sayı 500 civarındadır.

Elmanın eski bir kültür bitkisi olması, Türkiye'nin birçok bölgesinde ticari anlamda yetiştiriciliğinin yapılması ve dünyada önemli bir ticari mal olması nedeniyle elma üreticilerinin pazarlama etkinliğinin belirlenmesi önem taşımaktadır. Türkiye, elmanın anavatanlarından birisi olmasına rağmen ticari anlamda yetiştiriciliği yapılan çeşitlerin sayısı azdır. Her yıl çok sayıda yeni elma çeşidi geliştiriliyor olsa da üreticilerin bunları benimsemesi zaman almaktadır. Dünyadaki elma üretiminin hala yaklaşık %19'unu Red Delicious, %17'sini ise Golden Delicious çeşitlerinin oluşturması buna en güzel örnektir .

2.Dünya'da Elma Üretim ve Tüketim Durumu

Dünya elma üretim alanı 1998 yılında 5.8 milyon hektar iken, 2006 yılında dünya elma üretim alanı 4.7 milyon hektara düşmüştür. Üretim miktarlarına yıllar itibariyle bakıldığında, 1998 yılında 56 milyon ton, 2000 yılında 59 milyon ton ve 2006 yılı itibariyle 63 milyon ton elma üretimi gerçekleştirilmiştir. Elma verimi yıllara göre değişmekle beraber ortalama 11.4 ton/ha'dır. Üretim artışının sıra dünya nüfus artışına bağlı olarak da elma tüketiminde de artışlar olmaktadır. 1998 yılında 49 milyon yanı ton elma tüketilirken, 2000 yılında 50 milyon ton, 2006 yılında ise bu miktar 56 milyon tona ulaşmıştır (Çizelge 1).

Çizelge 1. Dünya Elma Verileri (bin ton)

	2016/17	2017/18	2018/19	2019/20[3]	2020/21[4]	Değişim (%)[5]
Alan[1] (bin ha)	4.862	4.621	4.645	4.717	-	1,6
Verim[1] (ton/ha)	17.472	17.993	18.475	18.493	-	0,1
Üretim[2]	76.641	75.512	72.524	79.511	75.875	-4,6
Tüketim[2]	75.700	74.854	72.105	79.110	75.603	-4,4
İthalat[2]	6.255	6.064	5.795	5.943	5.223	-12,1
İhracat[2]	6.674	6.473	5.904	5.884	5.257	-10,7

Kaynak: [1]/FAO, [2]/USDA (Erişim: 14/06/2021), [3]/ Tahmin, [4] /Projeksiyon, [5]/ Verisi bulunan son iki pazarlama yılının değişimini göstermektedir.

Dünya elma üretiminin %72'si on ülke tarafından gerçekleştirilmektedir. Çin ve ABD elma üretiminde ilk sırayı alırken, İran üçüncü, Türkiye ise 2.5 milyon tonla dördüncü sırada yer almaktadır. Bu ülkeleri sırasıyla İtalya, Fransa, Polonya, Rusya, Almanya ve Hindistan takip etmektedir. Güney yarım kürede yer alıp elma üretiminde mevsimsel farklılıkta avantaj sağlayan Arjantin, Şili, Brezilya ve Yeni Zelanda dünya elma üretiminde önemli ülkeler arasında yer almaktadır. Verim bakımından incelediğimizde ülkemiz 23.2 (ton/ha) verim ile dünya ortalamasının üzerinde yer almaktadır. Çin'in üretim bakımından ilk sırada yer alması üretim alanının fazla olmasından ileri gelmektedir.

Çizelge 2. Dünya'da Elma Üreten Önemli Ülkeler

ÜLKELER	ÜRETİM ALANI (bin ha)	ÜRETİM MİKTARI (ton)	VERİM (ton/ha)
Çin	2.550	26.006.500	10.2
ABD	170	5.254.290	30.0

İran	79	2.666.000	33.6
Türkiye	110	2.550.000	23.2
İtalya	150	2.194.875	14.6
Fransa	62	2.123.000	34.2
Polonya	172	2.050.000	11.2
Rusya	436	2.600.000	5.9
Almanya	74	2.050.000	27.7
Hindistan	253	1.470.000	5.8
DÜNYA	4.786.350	63.804.534	13.3

Kaynak. Food Agricultural Organization, 2006

3.Dünya'da Elma İhracat ve İthalat Durumu

Dünya genelinde hemen hemen tüm insanların damak tadı ve gelir seviyelerine uygun bir meyve türüdür. Bu sebeplerden kendine geniş bir ticaret alanı bulmuştur. Dünya üzerinde ticareti en fazla yapılan ve tüketici talebinin hızlı değişim gösterdiği meyvedir. Bu talebin karşılanması yoğun yetiştiricilikle üretimlerini gerçekleştiren dünya ülkeleri için hiç de zor olmamaktadır [3]. Dünya elma ihracatında ABD 1.717.190 ton ile ilk sırayı alırken bu ülkeyi sırası ile Çin, Şili, İtalya ve Fransa izlemektedir. Türkiye üretim miktarı bakımından dördüncü sırada olmakla birlikte, dünya ülkeleri arasında ihracat miktarı çok azdır. Oysa elma üretiminde önemli paya sahip ülkelerin çoğu ihracat açısından da ilk sırada yer almaktadır.

Çizelge 3. Dünya Elma İhracatı ve Başlıca İhracatçı Ülkeler (ton)

Ülkeler	2002	2003	2004	2005	2006
ABD	1.447.385	1.482.504	1.643.901	1.766.200	1.717.190
Fransa	766.992	803.778	628.017	654.074	683.351
Şili	548.194	601.248	738.985	639.515	725.002
İtalya	687.771	707.712	541.969	723.944	713.179
Çin	438.857	609.052	774.131	824.050	804.246
G.Afrika	256.700	326.069	306.691	264.856	293.957
Yeni Zelanda	318.860	322.758	358.327	318.608	265.436
Polonya	327.823	348.656	407.393	427.034	384.796
Türkiye	14.504	19.442	20.023	29.043	8.586
DÜNYA	5.668.121	6.235.832	6.422.428	7.006.255	7.166.752

Kaynak. Food Agricultural Organization, 2006

Dünya elma ithalatı 2006 yılında 6.967.882 ton olarak gerçekleşmiştir. Dünya ithalatının %46.40'ı sekiz ülke tarafından gerçekleştirilmiştir. En önemli ithalatçı ülkeler sırası ile ABD, Rusya, Almanya, Meksika ve İspanya'dır [2].

4.Türkiye'de Elma Üretim ve Tüketim Durumu

Türkiye'de meyve üretimi; halkın beslenmesi, meyve işleyen sanayilere hammadde temin etmesi ve dış ticarete konu olması yönünden önemli bir üretim faaliyeti durumundadır. Türkiye'de tarım alanlarının %6'sı meyve-zeytin-bağ alanı olarak değerlendirilmekte ve yılda yaklaşık 14 milyon ton meyve üretimi gerçekleştirilmektedir. Bu üretimin % 24'ünü yumuşak çekirdekli meyveler, yumuşak çekirdekli meyve üretiminin ise % 84'ünü elma üretimi oluşturmaktadır. Türkiye'de 1998 yılından 2007 yılına kadar meyve veren elma ağacı sayısı %19,8, meyve vermeyen ağaç sayısı ise %47 artış göstermiştir. Aynı yıllarda ağaç başına verim ise %14,7 azalmıştır [5].

Çizelge 4. Türkiye Elma Verileri (bin ton)

	2015/16	2016/17	2017/18	2018/19	2019/20	Değişim (%)[1]
Alan (ha)	171.410	173.394	175.357	174.640	174.439	-0,1
Verim (kg/ağaç)	50	53	53	59	58	-1,7
Meyve Veren Ağaç (bin adet)	52.272	55.585	55.771	61.288	64.558	5,3
Üretim	2.570	2.926	3.032	3.626	3.619	-0,2
Yurt içi kullanım	1.967	2.042	2.254	2.413	2.670	10,7
İthalat	87	22	76	151	70	-53,6

İhracat	556	754	696	1.176	830	-29,4

Kaynak: TÜİK (02.06.2021), 1/ Verisi bulunan son iki yılın değişimini göstermektedir. Piyasa yılı Temmuz- Haziran

Çizelge 5. Elma Üretiminde Önemli İller ve Üretim Miktarları (2007)

İLLER	ÜRETİM MİKTARI (ton)	TÜRKİYE ÜRETİMİ İÇİNDEKİ PAYI (%)
Isparta	521.735	21,2
Karaman	387.000	15,7
Niğde	340.627	13,8
Antalya	207.550	8,4
Denizli	150.200	6,1
Konya	86.500	3,5
Çanakkale	76.182	3,1
Kayseri	57.500	2,4
Mersin (İçel)	57.100	2,3
Bursa	46.110	1,8
10 İlin Toplamı	1.941.157	78.0
Türkiye Toplamı	2.457.845	

Kaynak: Türkiye İstatistik Kurumu, 2007

5.Türkiye'de Elma İhracat ve İthalat Durumu

Türkiye'de üretilen elmanın ancak %0.3'ü ihracata konu olmaktadır. Dünyada elma üretiminde 4. sırada yer alan bir ülke olarak üretim miktarı içinde ihracat oranının düşük olması nedeniyle elma üretiminin gereği gibi değerlendirilemediği söylenebilir [6]. Türkiye elma ithalatı çok az olup yıllara göre farklılıklar göstermektedir. 2006 yılı itibarıyla gerçekleşen elma ithalatı miktar olarak 5.644 ton değer olarak ise 4.975.000 $'dır.

Çizelge 7 ve 8 'de görüldüğü üzere Türkiye elma ithalat ve ihracatta dalgalanmalar gözlemlenmektedir. Türkiye elma ihracatında karşılaşılan en önemli sorunlardan bir tanesi aynı kalitede, belirli standartta ürün elde edilememesidir. Türkiye'de gerçekleştirilen ihracat ve ithalatın dünya ortalamasının çok altında olduğu verilerden de açık bir şekilde anlaşılmaktadır. Çizelge 7ve 8'den elde edilen veriler ile yapılan projeksiyonla elma ihracat durumunda değişiklik olmayacağı tahmin edilmektedir.

Çizelge 6. Yıllar İtibariyle Türkiye'de Elma İhracat Durumu

YILLAR	Miktar (ton)	Değer (1.000 $)
2000	12.896	5.394
2001	21.124	7.534
2002	14.504	5.891
2003	19.442	9.879
2004	20.023	9.950
2005	29.043	11.960
2006	8.586	3.024

Çizelge 7. Yıllar İtibariyle Türkiye'de Elma İthalat Durumu

Yıllar	Miktar (ton)	Değer (1.000 $)
2000	3.416	1.265
2001	1.426	574
2002	3.189	1.250
2003	2.866	1.370
2004	2.465	1.544
2005	4.021	3.007
2006	5.644	4.975

6.PAZARLAMA YAPISI

Türkiye'de meyve ve sebzelerde hasat sonrasında genel olarak oluşan ve %30-40'lara varan kayıplar üretim, derim, depolama öncesi işlemler, depolama, taşıma, ambalajlama ve pazara sunma aşamalarındaki kayıpların

tümünü kapsamaktadır. Bu açıdan bakıldığında 2,5 milyon ton dolayında olan elma üretiminin yaklaşık 750 bin tonunun sofralarımıza ulaşamadığı düşünülebilir. Bahçede üretim aşamasından tüketimin son aşamasına kadar alınan gerekli önlemlerle bu kayıplar en aza indirilerek en yüksek kaliteye ulaşılmalıdır [7].

Türkiye'de yaklaşık toplam 1.5 milyon ton kapasitedeki depo varlığından bahsedilmektedir. Bu depoların çoğu özellikle belediyelerle bazı yerel birliklere ait olup çok amaçlı olarak (peynir, çeşitli gıda, meyve, sebze) kullanılmaktadır [8]. Meyve deposu olarak kullanılan depoların oranı düşük olup; aynı depolama mevsiminde elma, armut, ayva, turunçgiller gibi çeşitli meyveler birlikte muhafaza edilmektedir. Soğuk depolardaki sorunlar, inşaat dâhil olmak üzere, çok yönlüdür.

Depolamada kısaca değinilen bu sorunlar ve mevcut depo varlığı ele alındığında Türkiye'de üretilen elmanın yarısı depoya girememekte ve adi (kara) depo dediğimiz soğutmasız kapalı mekânlarda (mağara, bodrum, kiler vb) muhafaza edilmektedir. Bu durum elmanın kalitesini kaybetmesine neden olmakta ve yaklaşık Ocak-Şubat ayları sonrasında büyük ölçüde yaşlanmış (kepeklenmiş- unlanmış) elmaların iç pazarda satılmasını zorunlu kılmaktadır. Bu gibi elmalar marketlerde aynı anda dış ülkelerden ithal edilen "Kontrollü Atmosferli" depolarda saklanmış, yüksek kaliteli aynı çeşitlere kıyasla 1/3 düşük fiyatla zor alıcı bulmaktadır [9].

Ülkemizde üretilen elmanın bir kısmı hasattan hemen sonra pazara arz edilirken, bir kısmı da depolanarak değişik dönemlerde tüketiciye sunulmaktadır. Her iki durumda da pazarlama aşamasında değişik kanallar devreye girmekte ve üreticiden tüketici sofrasına gelinceye kadar pazarlama marjları nedeniyle fiyatlar artmaktadır [10].

Elma pazarlamasında dağıtım kanalları;

A) Sofralık

1.Taze Piyasada Tüketilenler

-Semt Pazarları ve manavlar

-Zincir Marketler

2. İhracat Pazarlarına Sevk Edilenler (İhracat)

B) Sanayi Tipi

1.Meyve Suyu

2.Şarap

3.Sirke

4.Reçel, marmelat

5.Elma Şekeri

6.Aroma, esans ve kozmetik

7.Dondurulmuş gıda

Ürün Kaynakları göz önüne alındığında;

A) Yerli Üretim

1.Yerli Çeşitler

2.Yeni Çeşitler

B) İthalat (yurt dışında üretilen çeşitler)

Yıllar		Verilen Destek (TL/kg)		
	Toprak Analizi	Gübre	Mazot	Toplam
2016	-	0,019		0,019
2017	0,001	0,007	0,016	0,024
2018	0,002	0,008	0,021	0,031
2019	0,002	0,008	0,031	0,041
2020	0,002	0,020	0,038	0,060

	2016	**2017**	**2018**	**2019**	**2020**
Elma Fiyatı (TL/kg)	1,01	1,18	1,33	1,72	2,17
Elma Fiyatı + Destek (TL/kg)	1,03	1,20	1,36	1,76	2,23
Gübre Fiyatı (TL/kg) (A. Sülfat %21)	0,53	0,71	1,03	1,22	1,28
Mazot Fiyatı (TL/lt)	3,85	4,69	5,78	6,43	6,07
1 kg elma ile alınabilecek girdi miktarı (kg)					
Elma/Gübre	1,91	1,67	1,30	1,41	1,69
Elma + destek/Gübre	1,94	1,71	1,32	1,44	1,74
Elma/Mazot	0,26	0,25	0,23	0,27	0,36
Elma + destek/Mazot	0,27	0,26	0,24	0,27	0,37

Kaynak: TOB ve TÜİK verilerinden TEPGE

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Arpa Üretim ve Pazarlama Yapısı

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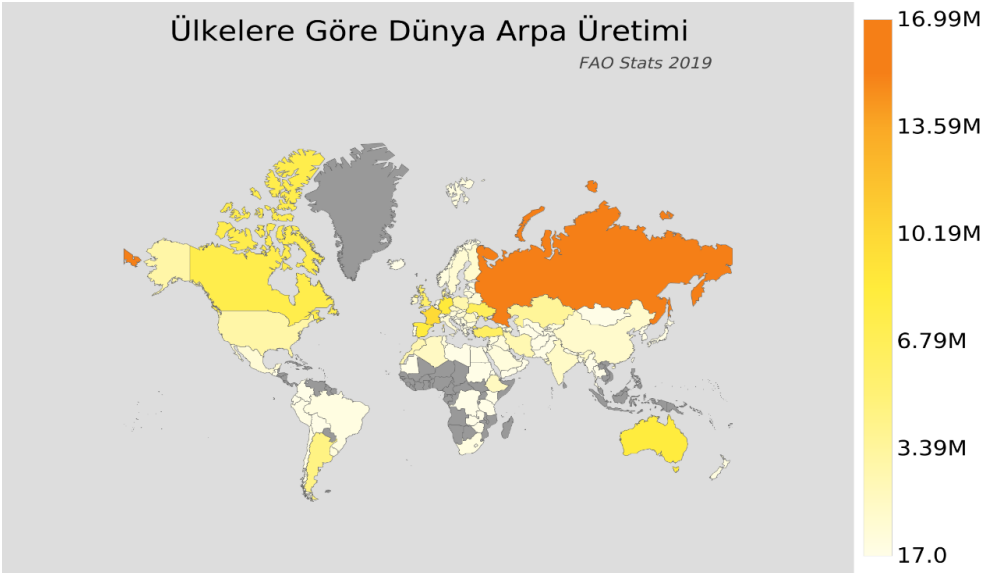
1. GİRİŞ

Türkiye'nin önemli tarım ürünleri arasında arpa çeşidi de bulunmaktadır. Buğday, çeltik ve mısırdan sonra dünya tahıl üretimi içerisinde dördüncü sırada gelen arpa; dünya ekonomisinin olduğu kadar, Türkiye'nin bitkisel üretimi, hayvan beslenmesi, tarıma dayalı sanayi, insan gıdası ve biyoyakıt alanlarında oldukça önemli yer tutan bir tarımsal üründür. Arpa alımı yapan tüccar ve karma yem fabrikalarının; arpanın fiyatına çok etki edecek kadar özellik aramaması, sadece hektolitre, temizlik ve rutubet kriterinin ön plana çıkması kalite ve çeşit değerlerinin henüz fiyata etki etmemesinden dolayı üreticilerin sadece yüksek verimli arpaları tercih etmesi ve böylece kalite değerlerinin önemsizleştirilmesi arpanın zayıf yönlerinin en başında yer almaktadır. Arpa'nın yapısında % 9 - 13 ham protein, % 67 kadar karbonhidrat bulunur. Serin iklim tahılları içerisinde buğdaydan sonra en çok ekimi yapılandır. Arpanın başlıca kullanım alanı hayvan yemi ve malt sanayiidir. Önemli bir hayvan yemi olup, yem olarak değeri mısırın % 95'i kadardır

Ülkemizde yetiştirilen başlıca arpa çeşitleri şunlardır:

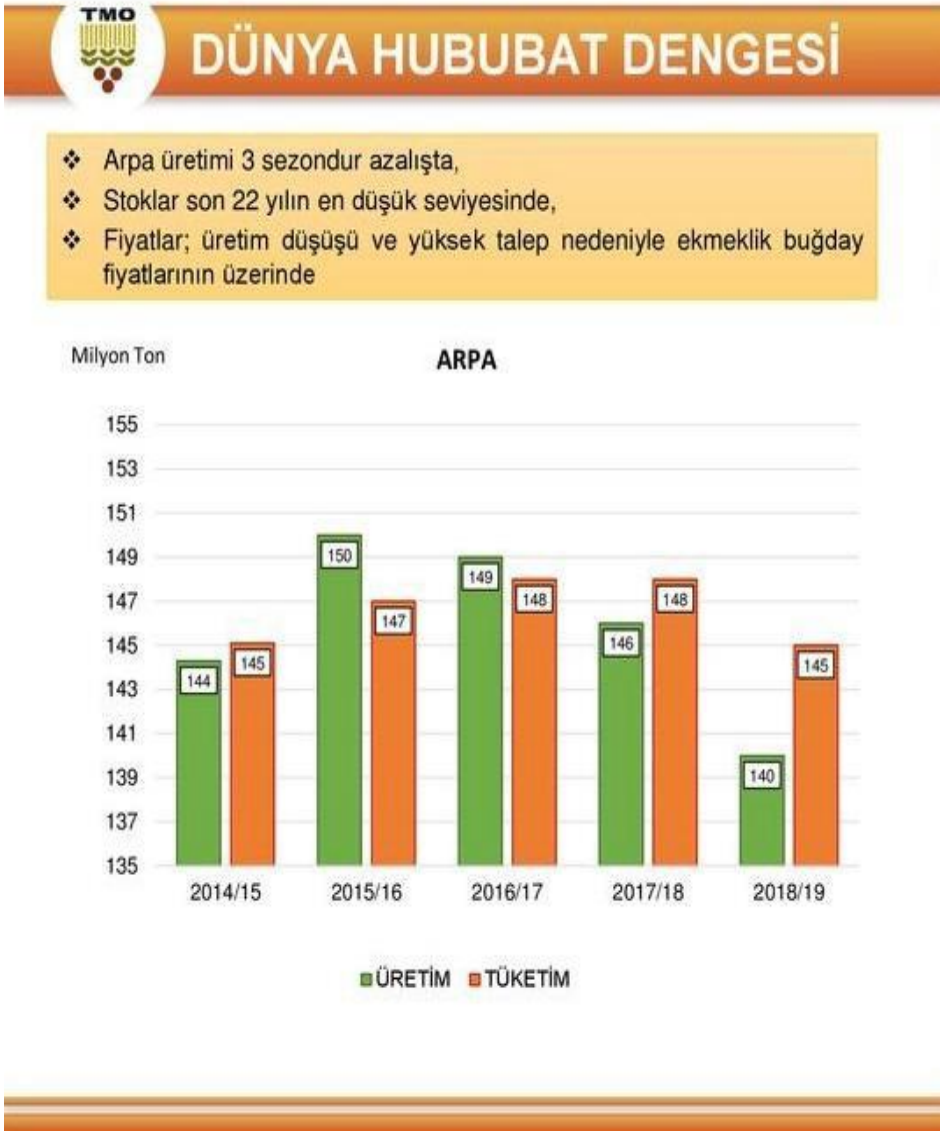
- Erginel 90
- Bilgi 91
- Kalaycı 97
- Çıldır 02
- İnce 04
- Özdemir 05
- Keser
- Ünver
- Sabribey
- Yüksel

DÜNYADA ARPA ÜRETİM HARİTASI

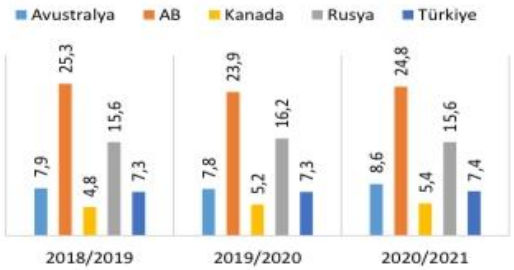


2.Türkiye Ve Dünyada Arpa Arz-Talep/İhracat Ve İthalatı

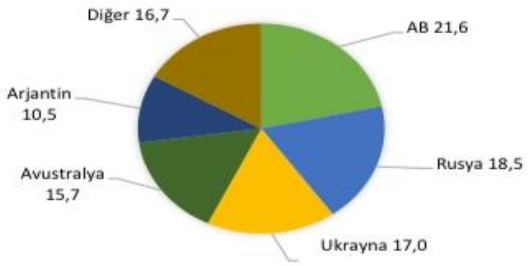
- Rusya Federasyonu, yılda 16.991.907 ton üretimle dünyanın en büyük arpa üreticisidir.
- Fransa 11.193.034 ton yıllık üretimiyle ikinci sırada geliyor.
- Yılda 9.583.600 ton üretimle Almanya, üçüncü büyük arpa üreticisidir.
- ton üretimiyle Türkiye 8 olarak sıralanmıştır.



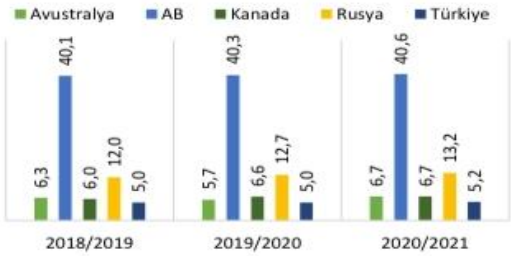
Arpa alanlarına göre önemli ülkeler (%)



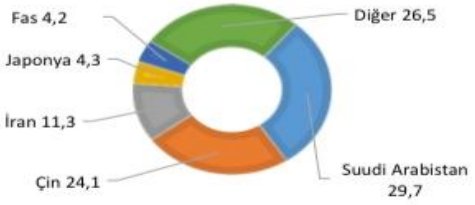
Ülkelere göre dünya arpa ihracatı (2019/20, %)



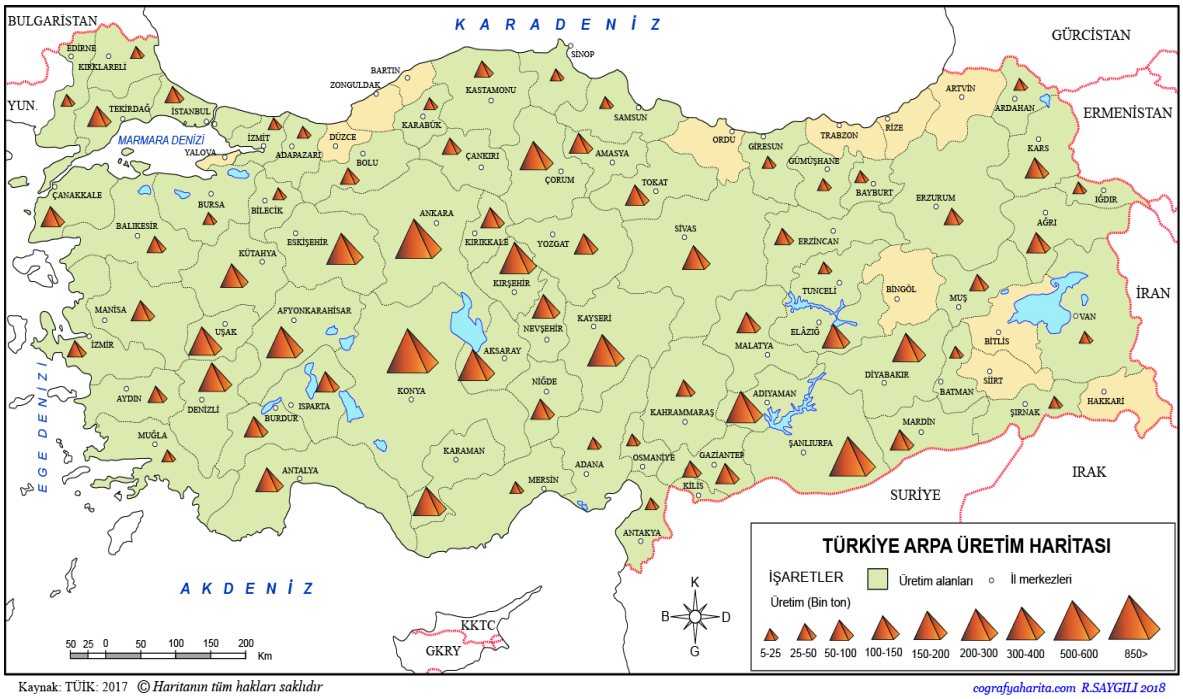
Arpa üretiminde önemli ülkeler (%)



Ülkelere göre dünya arpa ithalatı (2019/20, %)



TÜRKİYE ARPA ÜRETİM HARİTASİ



Kaynak: TÜİK: 2017 © *Haritanın tüm hakları saklıdır* *cografyaharita.com R.SAYGILI 2018*

Türkiye Arpa Verileri (bin ton)

	2014/15	2015/16	2016/17	2017/18	2018/19	Değişim (%)[1]
Alan (bin ha)	2.787	2.784	2.740	2.425	2.612	7,7
Verim (kg/da)	226	287	245	293	268	-8,5
Üretim	6.300	8.000	6.700	7.100	7.000	-1,4
Tüketim	7.347	7.064	7.061	7.401	6.951	-6,1
İthalat	814	107	208	863	522	-39,6
İhracat	17	21	48	39	295	657,1
Yeterlilik Derecesi (%)	80,6	106,5	89,2	90,2	94,7	5,0
Stok Değişimi	- 628	542	- 602	98	-145	-249,1

Kaynak: TÜİK (Erişim: 13.01.2021), [1]/ Son iki pazarlama yılının değişimini göstermektedir. Piyasa dönemi Haziran-Mayıs

3.Türkiyede Arpa Üretimine Verilen Destek

TÜİK verilerine göre 2020 yılı Aralık ayında 1,43 TL/kg olan arpa üretici fiyatı bir önceki aya göre %2,1, önceki yılın aynı ayına göre %22,2 oranında artmıştır. 2020 yılı üretici fiyatı ise 2019 yılına göre %18,6 oranında artarak 1,27 TL/kg olmuştur. TMO arpa alım fiyatı 2016 ve 2017 yılında açıklanmamış, 2018'de 0,83 TL/kg, 2019'da 1,10 TL/kg, 2020'de ise 1,275 TL/kg olarak gerçekleşmiştir. Borsa fiyatlarında TMO verileri dikkate alınmış olup, 2020 yılı Kasım ayında 1,71 TL/kg olan arpa fiyatı bir önceki aya göre %9, önceki yılın aynı ayına göre ise %31,5 oranında artmıştır. Serbest piyasa fiyatlarında TMO verileri değerlendirilmiş olup 2020 Kasım ayında arpa fiyatı 1,60 TL/kg olup önceki aya göre yaklaşık %10, önceki yılın aynı ayına göre %22 oranında artmıştır. 2020 yılı ortalaması 1,36 TL/kg olan arpa serbest piyasa fiyatı ise 2019'a göre yaklaşık %14 artmıştır. Arpa Serbest Piyasa fiyatı 1.631 TL/ton, borsa fiyatı ise 1.758 TL/ton olarak 2020 yılı aralık ayında en yüksek değerine ulaşmıştır.

4. Arpa Pazarlaması

Ülkemizin tarım ürünlerinin pazarlama yapısının özellikleri arpa içinde benzeridir. Arpa hayvan yetiştiriciliğinde yem ihtiyacını karşılamada, malt sanayide kullanımında, ekiliş alanı ve ticaret verileri açısından en önde gelen hububatlardan birisidir. Ayrıca insan gıdası olarak az miktar tüketildiği de bilinmektedir. Dünyada arpanın üretimi ve ekim alanı değerlendirildiğinde son yıllarda AB ilk Rusya ikinci sıradadır. USDA verilerine göre 2020/21 sezonunda bir önceki sezona göre; arpa tüketiminin %1,2 oranında, üretiminin %0,4 oranında artacağı, ekim alanının ise %0,6 oranında azalacağı öngörülmüştür. Söz konusu azalışta Kanada ve Ukrayna'da üretimin bir önceki yıla göre azalması etkili olacaktır. Tüketimdeki artışın en büyük sebebi büyüyen hayvancılıktır. Son iki yıl değişiminde ithalatta %6,7 ihracatta ise %2,6 oranda bir artış meydana gelmiştir.

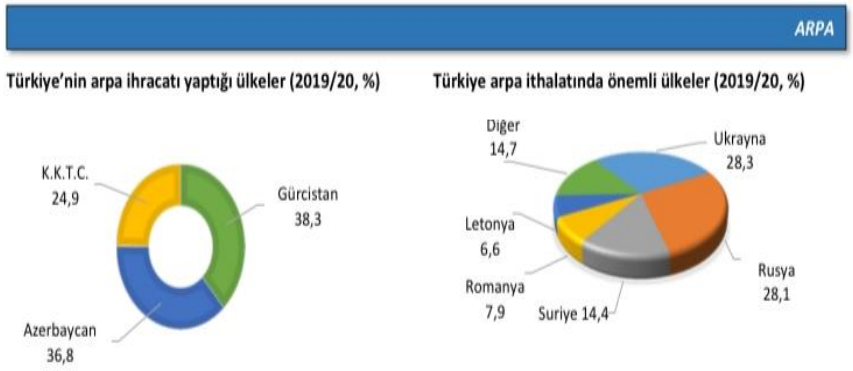
TÜİK Dış Ticaret 2019/20 piyasa dönemi (Haziran –Mayıs) verilerine göre Türkiye'nin arpa ihracatı 344,8 ton gerçekleşmiştir. İhracat Gürcistan ile 132 ton, Azerbaycan ile 127 ton, Kuzey Kıbrıs Türk Cumhuriyeti ile 85,8 ton yapılmıştır. TÜİK Dış Ticaret 2019/20 piyasa dönemi verilerine göre Türkiye'nin arpa ithalatı bir önceki piyasa dönemine göre %217 oranında artarak 887,9 bin tona ulaşmıştır. Arpa ithalatının %28,3'ü Ukrayna, %28,1'i Rusya, %14,4'ü Suriye, %7,9'u Romanya, %6,6'sı Letonya ile gerçekleştirilmiştir.

TÜİK verilerine göre 2020 yılı Aralık ayında 1,43 TL/kg olan arpa üretici fiyatı bir önceki aya göre %2,1, önceki yılın aynı ayına göre %22,2 oranında artmıştır. 2020 yılı üretici fiyatı ise 2019 yılına göre %18,6 oranında artarak 1,27 TL/kg olmuştur. TMO arpa alım fiyatı 2016 ve 2017 yılında açıklanmamış, 2018'de 0,83 TL/kg, 2019'da 1,10 TL/kg, 2020'de ise 1,275 TL/kg olarak gerçekleşmiştir. Borsa fiyatlarında TMO verileri dikkate alınmış olup, 2020 yılı Kasım ayında 1,71 TL/kg olan arpa fiyatı bir önceki aya göre %9, önceki yılın aynı ayına göre ise %31,5 oranında artmıştır. Serbest piyasa fiyatlarında TMO verileri değerlendirilmiş olup 2020 Kasım ayında arpa fiyatı 1,60 TL/kg olup önceki aya göre yaklaşık %10, önceki yılın aynı ayına göre %22 oranında artmıştır. 2020 yılı ortalaması 1,36 TL/kg olan arpa serbest piyasa fiyatı ise 2019'a göre yaklaşık %14 artmıştır. Arpa Serbest Piyasa fiyatı 1.631 TL/ton, borsa fiyatı ise 1.758 TL/ton olarak 2020 yılı aralık ayında en yüksek değerine ulaşmıştır.

3. Ürün Piyasa Özellikleri

Dünya tahıl piyasa ve ticareti raporuna göre Rusya 2020 yılı Aralık ayında, yüksek yurt içi fiyatlara yanıt olarak belirli tahıllarda ticareti kısıtlayıcı önlemler açıklamıştır. Bu yeni tedbirler arasında buğday, arpa, çavdar ve mısır da dâhil belirli tahıllara 17,5 milyon tonluk bir ihracat kotası getirilmesi yer almaktadır. AB Tarım Gıda Ticaretinin İzlenmesi Raporuna göre ihracatın bir önceki yıla göre azalmasında Avrupa'da alkollü içkiler ihracatında yaşanan zorluklar etkili olmuştur. Ayrıca rapora göre arpa, en çok kazandıran ihracat ürünlerinde buğday, sakatat eti ve bebek mamasından sonra gelmektedir. Türkiye, bölgedeki yemlik tahıl ticareti için önemli bir aktarma noktası haline gelmiştir. Türkiye'de arpa ekilişi, alan büyüklüğü bakımından buğdaydan sonra ikinci sırayı alır. Bölge düzeyinde en çok İç Anadolu Bölgesi'nde yetiştirilmektedir. Yaygın olarak malt sanayi ve kaba yem ihtiyacını karşılamada kullanılmaktadır. Arpa, hayvan yemi uygulamalarında önemli ölçüde kullanılan diğer bazı bitkilere ikame olarak üretilebilmektedir. Arpaya bu avantajı sağlayan etkenlerden biri iklimsel isteklerinin geniş bir yelpazede yer almasıdır. TÜİK Bitkisel Üretim İstatistikleri, 2020'e göre arpa üretimi bir önceki yıla göre %9,2 oranında artarak 8,3 milyon ton olmuştur. Türkiye'de arpa tüketiminin yıllar içerisinde büyüyen yem sanayi talepleri, buğday yetiştirme maliyetlerinin artması gibi nedenlerden dolayı arttığı gözlemlenmiştir. Yurtiçi sertifikalı tohum kullanım desteğinin 2020'de 16 TL/da'a yükseltilmesiyle arpa üretiminin artacağı ve bu durumun ihracatta önemli bir etki yaratacağı düşünülmektedir. Atıl tarım arazilerine dair yapılan ve devam eden çalışmalar, sulama ve arazi toplulaştırma yatırımları ile kuraklık riskine karşı verimde, sertifikalı tohum desteğinin arttırılması ile arpa talebine paralel olarak üretimde bir artış gerçekleşmesi beklenmektedir. Arpa

verimini kısıtlayan kuraklığa karşı devam eden sulama ve toplulaştırma yatırımları önem taşımaktadır. COVID-19 salgını sürecinde Türkiye'de üreticiler yasaklardan muaf sayılarak arpa üretimi devam etmiştir. Üreticilere resmi kurumlara uzaktan başvuru seçeneği sunulmuştur. Arpa Girdi Pariteleri 2020 yılında 2019 yılına göre 1 kg arpa ile alınabilen gübre, mazot miktarlarında artış olmuş, 1 kg arpa ile alınabilen tohum miktarı değişmemiştir.



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Türk-Alman Yazınının Avusturya'daki Ustası Kundeyt Şurdum'un şiirlerinde Yabancı ve Yabancılık İzleği

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Abstract: Türkiye'den Almanya, Avusturya ve diğer Avrupa ülkelerine altmışlı yıllarda başlayan göç bugün için altmışıncı yılını doldurmuştur. Bu büyük ekonomik göçün Avusturya ayağında pek çok sanatçı, yazar şair gibi Kundeyt Şurdum da, 1971 yılında Avusturya'ya göç etmiştir. Hayata gözlerini yumduğu 2016 yılına kadar da yeni vatanı Avusturya'da yaşamıştır. Gurbetçi kuşağın edebiyat dünyasındaki önemli temsilcileri arasında yer alan sanatçı, Türk-Alman yazınının Avusturyalı sanatçısı olarak tarihteki yerini almıştır. Eserlerinde grubetçi insanlarımıza hem yaşamlarında hem de edebiyatta tercüman olmuş, yabancı ve yabancılık izleğini çokça kaleme almış usta bir şairdir. Bu çalışmada da ölümünden sonar toplu eser olarak tüm yapıtlarının toplandığı "Hier endet die Fremde" adlı eserindeyabancılık izleğinin izleri araştırılmış, kendi yaşamından biyografik unsurlarla beslemiş olduğu şiir dizeleri konu edinmiştir. Sonuç olarak birinci kuşak Avusturya'da yaşayan Türk şairi K. Şurdum, üç kuşak boyu gelişen Türk-Alman yazınının şahidi ve temsilcilerinden biri olmuş, almış olduğu ödüllerle de bunu kanıtlamıştır.

Key Words: Türk Alman edebiyatı, şair, Avusturya Yazını Kundeyt Şurdum, göç

The Theme of Foreigner and Foreigner in the poems of Kundeyt Şurdum, the Master of Turkish-German Literature in Austria

Abstract: Migration from Turkey to Germany, Austria and other European countries that started in the sixties has now completed its sixtieth year. Kundeyt Şurdum, like many artists, writers and poets, immigrated to Austria in 1971 on the Austrian part of this great economic migration. He lived in his new homeland, Austria, until 2016, when he passed away. The artist, who is among the important representatives of the expatriate generation in the world of literature, took his place in history as an Austrian artist of Turkish-German literature. He is a master poet who has been an interpreter for our migrant people in his works, both in their lives and in literature, and has written the theme of foreignness and foreignness a lot. In this study, the traces of the theme of foreignness were investigated in his work titled "Hier endet die Fremde", in which all his works were collected as a collective work after his death, and the lines of poetry that he fed with biographical elements from his own life were the subject. As a result, the Turkish poet K. Şurdum, who lived in the first generation Austria, became one of the witnesses and representatives of the Turkish-German literature that developed for three generations, and proved this with the awards he received.

Key Words: Turkish German literature, poet, Austrian Literature, Kundeyt Şurdum, immigration

1. GİRİŞ

Johann Peter Hebel edebiyat ödülünün kendisine verildiği gün yaptığı konuşmada Kundeyt Şurdum, yirmibeş yıl aradan sonra hala yabancı bir ülkede, o yabancının dilinde şiirler yazıp yabancı olarak yaşamaya devam ettiğinden ironik bir şekilde söz eder. Avusturya'da Almanca şiir yazıp yirmibeş yıldır yaşıyor olmak ve hala yabancı olmak tamamen ironik bir durumdur aslında. Oysa yirmibeş yıl, bir insanın asıl memleketine yabancılaşması için yeterli bir süredir. Elbette kimliği, Türk varlığı değişmez ancak kendine yurt edindiği ve çeyrek yüzyıldır yaşadığı bir yerde yabancı olma hissi, yaşadığı toplumda dil ve kültür açısından tam olarak içselleşmeyen ya da o toplum tarafından kabullenemeyen bir şeylerin var olduğuna dair işaretlerin bulunduğu gerçeğini yansıtmaktadır. Üstelik o kültürün en yüksek değerdeki edebiyat ödüllerinden birini almış olmasına rağmen.

Şair ve yazar Kundeyt Şurdum'un (1937–2016)1 yaşam öyküsü aslında Avrupa'da özellikle Almanya ve Avusturya'da yaşayan gurbetçilerimizin de yaşam öykülerine bir tür gönderme yapmış, onların yabancılık

[1] Kundeyt Şurdum, 17 Şubat 1937'de Konya'da Çerkez bir ailede dünyaya gelmiş ve 21 Nisan 2016 tarihinde Avusturya'da Feldkirch'de hayata gözlerini yummuştur. Çerkes dernekleri Federasyonunun resmi web sitesinde kendisinin yaşam öyküsüne yer verilmiştir. Sayfada belirtildiği üzere; "uzun süredir tedavi gördüğü hastalığına bağlı olarak 21 Nisan 2016 gecesi Avusturya'da hayata gözlerini yuman Şurdum, Türkiye'ye getirilerek 23 Nisan 2016 günü İstanbul Üsküdar'da Karacaahmet Şakirin Camii'nde kılınan ikindi ve cenaze namazlarını müteakip Kanlıca'daki ebedi istirahatgahına tevdi edildi" (https://cerkesfed.org/sanatedebiyat/kundeyt-surdum/).

hislerine tercüman olmuştur. Sanatçı, İstanbul'da St. Georg Avusturya lisesini bitirdikten sonra İstanbul Üniversitesi Edebiyat Fakültesi Alman Dili ve Edebiyatı Bölümünü bitirdi[2]. Üniversite eğitiminin ardından serbest çevirmenlik, yayın müdürlüğü yaptı. 1971 yılında Avusturya'ya göç etti ve Voralberg eyaletine yerleşerek hem öğretmenlik, hem yeminli tercümanlık yaptı. Voralberg radyosunda otuz yılı aşkın süre haftada birkaç akşam Türkçe yayınlar hazırlayıp sundu. Ingeborg Bachmann ve Paul Celan gibi Almanca yazan şair ve yazarlardan çeviriler yaptı. Almanca olarak kaleme aldığı şiirleri ile Türk Alman yazınında tanındı ve Avusturya yazını içerisinde anılmaya başladı. Böylelikle Türk ve Avusturya toplumları arasında dostluk, kültür ve sanat köprüsü oluşturulmasına büyük katkılar sundu. "BİZ" isimli bir Türkçe dergiyi 1983'te yayına başlattı ve 20 yıl süreyle genel yayın yönetmenliğini yaptı. 1988 yılında Feldkirch'de bulunan Sosyal Hizmetler Kurumu (IFS)'de Türk göçmenlere hizmet vererek onların sorunlarına yardımcı oldu[3].

Çerkez kökenli olduğu için Çerkez kültürüne de katkıları çok olmuştur şairin. Çerkes Dernekleri Federasyonunun resmi web sitesinde kendisine sayfa ayrılmıştır. Orada da belirtildiği üzere "Vorarlberg'deki birçok Türk gencini eğiten Şurdum, ORF televizyonunca "20. Yüzyıla Damgasını Vuranlar" adlı programda "Asrın adamları" arasında gösterilmiş, 1988'de "Unter Einem Geliehenen Himmel" (ödünç gökyüzü altında) isimli şiir kitabı ile Vorarlberg Eyaleti Onur Ödülü'ne layık görülmüştür. 1996 da Almanya'nın Baden-Württemberg Eyaleti Bilim, Sanat, Kültür ve Araştırma Bakanlığı tarafından, "Alman kökenli olmadığı halde Almancayı bu kadar mükemmel kullanan bir şair" olarak, devlet adamlarının ve ünlü sanatçıların katıldığı büyük bir törenle Almanya'nın 2. derecede en nitelikli edebiyat ödülü olan Johann-Peter-Hebel Ödülü ile onurlandırılmış, 2003 yılında da Vorarlberg Eyaleti Büyük Ödülü'ne layık görülmüştür. Sanatçının başlıca eserleri şunlardır:

- Unter Einem Geliehenen Himmel (Ödünç Alınmış Gökyüzü'nün Altında) -1988
- Landlos (Vatansız) -1991
- Kein Tag Geht Spurlos Vorbei: Gedichte (Gün Geçmiyor İz Bırakmadan: Şiirler) – 2001

Şair Kundeyt Şurdum'un Almanca'dan dilimize kazandırdığı pek çok çeviri eser bulunmaktadır, bunlar;

- Roger Garaudy, "Kafka ve Doktor Pangloss", Çev.: Kundeyt Şurdum, Yeni Dergi,4 (1968) 44, ss.401-405,
- Kurella, Alfred "İlkbahar, Kırlangıçlar ve Kafka" / Çev.: Kundeyt Şurdum, Yeni Dergi, 4 (1968) 44, ss. 397-400
- Lukacs, Georg, "Kurtarıcı" , Çev.: Kundeyt Şurdum., Yeni Dergi, 4 (1968) 47, ss. 95-100.
- Lukacs, Georg, "Puşkin", Çev.: Kundeyt Şurdum, Yeni Dergi, 6 (1970) 68, ss. 338-344
- Dr. İ.Erhorn, Kaukasien [1942]'den Kuzey Kafkas, Çev: Kundeyt Şurdum, s. 8, Yeni Kafkas Dergisi, Yıl: 2, Sayı: 10, Temmuz- Ağustos 1958
- Dr. İ.Erhorn , Kaukasien [1942]den . Kuzey Kafkas İstiklali ve İngiliz Rus İşbirliği 2, Çev:Kundeyt Şurdum, s.9, Yeni Kafkas Dergisi, Yıl:2, Sayı:11, Eylül-Ekim 1958
- Bir Çerkes Efsanesi: Tanrılar İçkisi Sane, Çev: Kundeyt Şurdum, Yeni Kafkas Dergisi, s. 17, Yıl: 5, Sayı: 26 (50), Mart-Nisan 1961
- Bir Çerkes Efsanesi: Sosruko'nun Doğuşu, Çev: Kundeyt Şurdum, Yeni Kafkas, s. 9, Yıl: 5, Sayı: 27 (51), Mayıs-Haziran 1961
- Çerkes Efsaneleri: Sosruko'nun Kılıcı ve Atı, Çev: Kundeyt Şurdum, Yeni Kafkas, s. 22, Yıl: 5, Sayı: 29 (53), Eylül-Ekim 1961
- Kafkas Efsaneleri: Kaytsuk ve Canavarı, Çev: Kundeyt Şurdum, Yeni Kafkas, , s. 6, Yıl: 6, Sayı: 31 (55), Ocak Şubat 1962
- Mitoloji Bahisleri: Prometheus Efsanesinin İki Kafkas Variyantı, Kundeyt Şurdum, Yeni Kafkas, s. 6, Yıl: 6, Sayı: 32, Eylül 1962

[2] BİTİRME TEZİ; "Franz Kafka der Nachbar", Şurdum, Kundeyt., İÜEF Alman Dili ve Edebiyatı Bölümü

[3] Bkz.; https://cerkesfed.org/sanatedebiyat/kundeyt-surdum/, erişim 31.03.2023

Şair Kundeyt Şurdum üzerine Türkçe ve Almanca olarak pek çok inceleme ve araştırmalar da yer almaktadır[4].

2. Avusturya'da Oluşan Türk Göç Kültürü

Yakın tarihimizde 1961 yılında Almanya'ya başlayan işçi göçü dalgası Avrupa'daki diğer ülkelere de yönelmiş, altmışlı yıllarda Almanya'ya olduğu gibi Avusturya'ya da gurbetçilerimiz göç etmeye başlamışlardır. Böylelikle Almanya'daki Türk göç kültürünün çok yakın bir benzeri de Avusturya'da, Hollanda'da ve Fransa'da da oluşmaya başlamış, Alman dili bağlamında ise dil ve kültür benzerliği açısından Almanya ve Avusturya çok benzer olarak karşılaştırılmaktadır. Sonuç olarak hangi ülke olursa olsun, göçmenin yaşantıları, hisleri, kısaca kaderi aynı olmuştur; yeni yurt edinmek ve yabancı olmak. Yabancı olmak kader olmuştur bir bakıma. Üstelik bu yabancı olmak, kısaca yabancılaşma duygusu hem kendine karşı, hem yeni vatanında oluşturduğu yeni yaşam biçiminin en karakteristik özelliği olmuştur.

Almanya gibi Avusturya da ikinci dünya savaşından sonra hızlı bir kalkınma sürecine girer. Bechter'in de (2022:379-392) belirttiği gibi altmışlı yılların başında Avusturya'da işsizlik sorunu bulunmamakta, tam dersine iş gücünden fazla iş mevcut olduğundan, işgücü ihtiyacı bulunmaktadır. O yüzden Almanya gibi Avusturya'da başta İspanya, İtalya gibi Avrupa ülkelerinden olmak üzere eski Yugoslavya, Yunanistan ve Türkiye'den iş gücü talebinde bulunur. Yazarın aktardığına göre şair Kundeyt Şurdum'un yurt edindiği Voralberg eyaletinde 1973 yılı itibariyle çoğunluğu Türk ve eski Yugoslavya vatandaşları olan 24.000 yabancı işçi sayılmıştır.

Göçmen sanatçılar açısından değerlendirildiğinde ise Türk-Alman yazınında temel olarak üç kuşak olduğu görülür. Dördüncü kuşaktan itibaren ise artık göç sonrası dönem olarak söz etmek gerekir. Bu bağlamda sanatçı Kundeyt Şurdum, birinci kuşak Türk-Alman yazın grubuna girmektedir. Gerek yaşam öyküsü ve göç ettiği dönem açısından ve gerekse eserlerinin içerdiği yabancılık konusu gereği, birinci kuşak sanatçılarımızdan olduğu söylenebilir. Bu bakımdan K. Şurdum ve diğer birinci kuşak Türk Alman şair ve yazarların genel olarak eserlerinde yabancılık konusunun ele alındığı görülür.Bu yabancılık duygusu ilk anlarda, yani ilk olarak yazılan eserlerde yabancı olan ile ilk karşılaşmalardır. Daha sonra iletişim ve dilsizlik sorunlarının yarattığı bir yabancılık söz konusudur. İlerleyen zaman içerisinde ise yabancı olmak giderek yabancılaşmaya döner. Bu yabancılaşma süreci göçmenin hem kendi köklerine, kendisine, hem de içinde bulunduğu koşullara karşı gelişen bir süreçtir. Türk-Alman yazını bağlamında Kundeyt Şurdum özelinde bakılacak olursa, Avusturya'daki Türk_Alman yazınıın en önemli temsilcisi olma özelliğinin yanı sıra, baştan sona birinci kuşak özelliklerini de devam ettirmiş, bu özellikleri korumayı başarmış ve üstelik Almanca yazmış bir şair ile karşı karşıya kalındığı görülebilir. Bu açıdan bakıldığında Almanya'da Yüksel Pazarkaya ne ise, Avusturya'd da Kundeyt Şurdum odur, denebilir.

3. Kundeyt Şurdum'un Eserlerinde Yabancılık İzleği

Şair Kundeyt Şurdum'un 2016 yılında vefatından sonra 2022 yılında tüm şiirlerinin yer aldığı toplu eserler niteliğinde Claudio Bechter'in derlediği bir kitap çıkarılır; "Kundeyt Şurdum – Hier endet die Fremde" (Bechter, Cl.: 2022). "Burada biter yabancılık", şeklinde çevrilebilir. Bu toplu eser (456 sayfa) derlemesi içinde alt başlıklar halinde yer alan bölümlerde şairin konuşmaları, şiir kitapları, şiir-fotoğraf albümü, radyo oyunları, düz yazıları ve en sonda da ekler bölümü bulunmaktadır. Ek bölümünde derlemeciye ait bir son söz, şairin tarihsel yaşam öyküsü, yorum ve diğer bilgiler yer almaktadır.

Yabancılık izleği açısından değerlendirildiğinde, Kundeyt Şurdum'un tüm eserlerinde bu anlamda bir yabancılık kavramı gözlemlenir. Bu konuda Ahmet Cemal, 15.3.1992 tarihli Cumhuriyet gazetesinde çıkan bir yazısında şunları belirtmiştir:

> *"1971'den bu yana Vorarlberg bölgesinde yaşayan sanatçı, şiirlerin yanı sıra radyo oyunları ve anlatılar da kaleme almış. Başarıları, Vorarlberg eyalet hükümetinin sanat ödülü ile değerlendirilmiş. Almanca şiirlerini toplayan "Ödünç Bir Gökyüzü Altında" adlı kitabı, Almanya'daki ünlü Piper Yayınevi tarafından yayınlanmış. Avusturyalı fotoğraf sanatcısı Nikolaus Walter'in resimlerine eşlik eden şiirlerinde Kundeyt Şurdum, kendisine bütünüyle yabancı bir kültür ortamıyla ilk kez karşılaşan bireyin öyküsünü ucuz yakınmalara kaçmaksızın, adeta fotoğraf çekmek için kalemini kullanan biri gibi sergiliyor" (Cemal, A. 1992: https://egazete.cumhuriyet.com.tr/ara/2).*

[4] Bunlardan bazıları, örnek olarak; Meral Oraliş, "Oğlunun Vatanında Yaşayan Bir Yabancı: Kundeyt Şurdum", Hürriyet Gösteri, S. 143 (1992), s. 31-32., Ali Gültekin, Kültürler Arasında Dolaşan Üç Türk Şairi: Kundeyt Şurdum, Nevfel Cumart ve Yüksel Kocadoru'nun Şiirleri, Eskişehir Osmangazi Üniversitesi Yayınları- 2004, Walter Fink, Sein Himmel war geliehen, Vorarlbergernachrichten, 23.04.2016

Daha sonra Şurdum'un bir şiirine yer vererek yabancılık konusu örneklenmektedir:

"Ben mi bıraktım ülkemi,

yoksa ülkem mi bıraktı beni?

Orada yitirdiklerim,

buradaki önyargıdan daha çok acı veriyor bana,

Çocuklarımızın başına gelmeyecek bu

belki zamanla"

bir başka şiiri de şu şekildedir:

"Babamın dağlarını tanımıyorum,

Annemin türküleri de yabancı bana,

Çok kez nereden geldiğimi bilmek istiyorlar

Yanıldıklarını vurmamak için yüzlerine

Adını söylüyorum babamın ülkesinin"

gibi dizeler, yabancı ortamda verilen bir yaşama savaşının hüznünü, Anadolu insanının kendini her zaman ele vermeyen duyarlılığıyla yansıtmaktadır. Yine A. Cemal'in yazısında belirttiği üzere Bremen Üniversitesi öğretim üyelerinden Kurt Greussing, resimlerle şiirleri bir araya getiren sergi kataloğundaki yazısında bir Avusturyalı gözüyle konuk işçi sorununa yaklaşırken, çoğu kez özeleştiriden de kaçınmıyor: "Yabancıların tam entegresi… Bunun ilk adımları elbet başta göç edilen ülkelerin, yani bizlerin politikası tarafından atılabilir… Başlangıçta birbirine yabancı iki halkın kaynaşabilmesi ancak karşılıklı çabalarla gerçekleştirilebilir. Önce biz buralıların kafamızda kalıplaşmış olan yerli-yabancı ayrımını gözden geçirmemiz zorunludur. Başka deyişle, başkalarından "ne çok başka", "ne de daha iyi" olmadığımızın bilincine varmamız şarttır…"(a.g.e.)

"Yabancı Vatan" sergisi, bütün yapısıyla Türkiye dışındaki "öteki Türkler"e yakılmış bir ağıt değil; umarsız bir kaderci tutumun yansıtılması da değil. Belki bir kökten kopuşun, çıkış yolunu "ötelerde" aramanın, kimi zaman "Amerika'daki zengin amca" gibi geri dönme düşlerinin, kimi zaman da önce kafalarda gerçekleşmiş bir göç olgusunun sancılı ve gerçekçi öyküsü Cemal, A: a.g.e.). Şairin dediği gibi:

"Galip olarak dönmeyeceğiz geri,

benzersiz bir seferdi çünkü bizimkisi.

Geleceğe bakmak,

günlük ekmeğimizi görmek istemiştik…

Elbette iyi olmak dileğindeydik,

onun için yasak olmayan bir mutluluk aradık

olduk konuk işçi…"(a.g.e)

Bir başka şiirinde ise şair, yabancı izleğini, çıkış noktası olan "konuk işçi" temasından ele almaktadır. Konuk işçi temasi Almancada her zaman için öteki olan, yabancı olanı çağrıştırmaktadır. Almanya'da da olsa, kendi kültürü içinde birlikte yaşadığı komşusu da olsa ona göre konuktur ve yabancıdır. Bu bakımdan yabancılık izleği Almanya ve Avusturya'da aynı özelliklere sahip olduğu söylenebilir, örneğin;

"Im ersetn Jahr Gastarbeiter, im zweiten

Jahr Gastarbeiter,

İm dritten Jahr Gastarbeiter,

Mit schwarzem Schnurrbart,

Gastarbeiter,

Mit gebücktem Rücken,

Gastarbeiter “ (s.182)

Konuk işçinin Almanya ve Avusturya'daki gelişim sürecinin şiirsel bir dille bu kadar kısa ama bu kadar özlü ifade edildiği nadir şiirlerdendir. Hep konuk işçi olarak kaldılar, yıllar geçti hep eleştirildiler farklılıklarıyla. Son zamanlarında dahi konuk işçi olarak anılmaya devam ettiler, artık bükülmüş belleriyle. Bu çarpıcı imgelem ile konuk işçilerin durumu ve uğraşıları, kaderleri de özetlenir gibi verilmiştir. Elbette belirtmek gerekir ki şair Kundeyt Şurdum, “konuk işçi edebiyatı” tanımlamalarına hep karşı çıkmıştır. Bu tanımın edebiyatçıları sınırlayacağı, oysa ki üzerine yazacak, çizecek çok farklı konuların olduğunu ve bu edebiyatçıların çok farklı konularda da söyleyecek sözlerinin bulunduğunu belirtir. Nitekim Türk-Alman şair ve yazarlar sadece kendi durumlarını ya da göç ile ilgili koşullar üzerine yazmamış, içinde yaşadıkları toplum ve kültürlerin, yani hem Alman ya da Avusturya, hem de Türk kültürü içinde yaşanılan zaman ve koşullara göre yazılarını yazmış, sosyal, kültürel ve siyasi gündemlerle ilgili olarak da eserler vermişlerdir.

4. SONUÇ

Geçtiğimiz yıllarda Almanya ve Avusturya'ya göç sürecinin altmışıncı yılı kutlanmış idi. 1961'de başlayan bu süreç bugün artık göç sonrası dönem olarak anılmaktadır ve dördüncü kuşak söz konusudur. Kundeyt Şurdum ve akranları, bu sürecin, altmış yıldır devam eden bu dönemin belleğidir, denebilir. Bu bellekler sayesinde bir zamanlar bir grup insanla başlayan ve sonrasında milyonları bulan sayılarla insanların kendi ailelerinden, çocuklarından ayrılarak daha iyi koşulları sağlamak için Avrupa'ya göç ettikleri dönemin hikâyesinden haberdar olabiliyoruz. Bu bellekler sayesinde iki kültür arasında kalmışlığın, gurbetçiliğin ne demek olduğunu bir nebze de olsa onların gözünden görüp anlayabiliyoruz. Türk ve Alman ya da Avusturyalı her bir kültürün bu belleklere birlikte sahip çıkması, vefakâr ve cefakâr gurbetçilerimize bir vefa borcu olarak görülmeli ve eserleriyle daima hatırlanmalıdır.

KAYNAKÇA

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Hukuk Sistemi Bütünlüğünün Ekonomik Büyüme Üzerine Etkisi: Panel Kanıt*

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Özet: Literatürde ekonomik büyümeye etki eden faktörler çok geniş bir yelpazede ampirik çalışmalar çerçevesinde ele alınmaktadır. Mevcut tartışılan bu faktörlere ilaveten bir ülkenin hukuk sisteminin bütünlüğü de o ülkede gerçekleşen ekonomik büyüme üzerinde anlamlı ve belirleyici bir yol oynayabilir. Bu bağlamda bu çalışma hukuk sistemi bütünlüğünün ekonomik büyüme üzerindeki etkisini ampirik olarak irdelemektedir. Çalışmanın hipotezi bir ülkede hukuk sistemi bütünlüğü arttıkça ekonomik büyümenin de artacağı savını öne sürmektedir. Çalışmada 161 ülkeye ait 2000-2018 yıllarını kapsayan dengesiz panel veri seti kullanılarak söz konusu hipotezin geçerliliği test edilmektedir. Bağımlı değişken olarak iki farklı büyüme indikatörü ve dört kontrol değişkeni (yatırım, ihracat, enflasyon, yabancı sermaye yatırımı) kullanılarak analizler gerçekleştirilmiştir. Yapılan tekli ve çoklu panel regrasyon analizleri sonrasında elde edilen bulgulara göre; bir ülkede hukuk sisteminin bütünlüğü arttıkça o ülkenin ekonomik büyüme hızının da arttığı ve bu ilişkinin istatistiksel olarak anlamlı olduğu tüm modellerde görülmüştür. Ayrıca ihracat ve yatırımların ekonomik büyüme üzerinde pozitif anlamlı etkisi olduğu ve enflasyonun da negatif anlamlı bir etkiye sahip olduğu tespit edilmiştir.

Anahtar Kelimeler: Ekonomik Büyüme, Hukuk Sisteminin Bütünlüğü, Panel Analiz

1. GİRİŞ

İnsanların kurallara, belli bir sisteme ihtiyacı var mıdır? Bu sorunun cevabını başka bir soruyla cevaplayabiliriz. Dünyada bir düzen varsa, insan da bu dünyanın bir parçası ise, insanların belli kurallarla dengeyi bozmayacak şekilde yaşaması gerekli değil midir?

İnsanlar sosyal canlılardır bu yüzden topluluk halinde yaşarlar. İnsanların bireysel ve toplumsal yaşamlarında bazı ihtiyaçları vardır. İnsanlar bu ihtiyaçlarını giderirken belli kurallar ve yaptırımlar içerisinde olmalıdır. Kurallar ve yaptırımlar hukukun bir parçasıdır. Hukuk; devlet bireylerin ortak çıkarlarını gözeterek toplumsal düzeni sağlamak amacıyla yaptırımlarla desteklenen kurallar bütününe denir. Hukuk kuralları her ülkede farklılık gösterebileceği gibi bir ülkenin hukuk kuralları da zaman içerisinde değişebilir. Ama temel amacı toplumsal düzeni sağlamaktır ve bu değişmez.

Bireylerin beslenme, sağlık, barınma, eğitim gibi pek çok ihtiyaçları vardır. Ekonomi; bireylerin sonsuz olan bu ihtiyaçlarını, sınırlı kaynaklarla giderilmesini araştıran bir bilim dalıdır. Üretim, gelir, ticaret, tüketim, büyüme gibi birçok toplumu ilgilendiren konularla ilgilenir. Büyüme de ekonominin önemli bir alt dalıdır. Bir ülkenin sınırları içerisinde, bir yıl sürecinde üretim hacmindeki reel artışa ekonomik büyüme denir. Ekonomik büyüme ölçülebilir ve sayısal verilerle ifade edilebilinir. Büyümenin olabilmesi için üretim hacmindeki artışın istikrarlı olması gereklidir ve büyüme uzun vadeli dinamik bir veridir. İşgücü, girişimcilik, eğitim, doğal kaynaklar, teknoloji, coğrafya, bilimdeki ilerlemeler, sermaye, sosyal ve siyasi faktörler gibi pek çok faktör ekonomik büyümeyi etkiler.

Hukuk ve ekonomik büyümenin ortak amacı bireylerin ve toplumun ihtiyaçlarını karşılamaktır. Bu sebeple hukuk sistemi ve ekonomik büyüme birbirleriyle etkileşim halindedir. İnsanlar, yaşama, düşünce özgürlüğü, beslenme, eğitim, mülkiyet edinme, kanunlar karşısında eşit olma gibi ihtiyaçlara yani haklara sahiptirler. Devlet kanunlarla bu hakları korur ve geliştirirse ülke teknolojisinin, bilimin, sanatın, tarımın vb. birçok faktörün doğrudan ve dolaylı olarak ilerlemesini sağlar, bu faktörlerdeki ilerlemeler de ekonomik büyümeye olumlu yönde etki eder. Kısacası bir hukuk kuralı ekonomik büyümeyi doğrudan etkileyebileceği gibi bireyleri etkileyecek kararlar alınması da ekonomik büyümeyi doğrudan veya dolaylı yoldan etkileyebilir.

Bir ülkenin hukuk sistemi bütünlüğü ne kadar iyi olursa ülkenin güvenirlilik indeksi o kadar yüksek olur. Ülkenin güvenirlilik indeksinin yüksek olması başka ülkelerin yatırımlarını kendi ülkesine çekmesini sağlar, uluslararası

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ticaretini geliştirir, istihdam alanı genişler ve bu etmenlerdeki ilerlemeler milli gelirin artmasına yani ekonominin büyümesine sebep olmaktadır.

Hukukta ki ilerlemeler ekonomik büyümeyi olumlu etkilediği gibi ekonomik büyümedeki artış hukuk sistemine pozitif yönde etki eder. Hukuk sisteminin devletin üzerinde bir maliyeti vardır. Çünkü hukuk sisteminin gelişmesinde ve uygulanmasında kaynak gereklidir. Devlet bütçesinden bu maliyeti karşılamak için belli bir pay ayırır. Ekonominin büyümesi devletin gelirini arttırdığından dolayı hukuk sistemine ayrılan payın yüzdesi artar. Ekonomik büyümenin gerçekleşmesi kişi başına düşen geliri arttırır. Bunun sonucu da yoksulluktan kaynaklanan suçların azalmasına neden olur. Bu da ekonomik büyümenin hukuk sistemine olumlu etkisinden biridir.

F. R. De Chateubriand'ın bir sözü "Adalet, halkın gıdasıdır. İnsan ona daima muhtaçtır." Ludwing von Mises'in bir sözü ise "Ekonomi, somut maddelerin konusu değildir. Ekonominin konusu, insanlar ve insanların anlamları ile hareketleri üzerinedir." Bu iki kişinin söylediği sözlerde adaletin yani hukukun ve ekonominin ortak noktası insandır. Bu sebeple ekonominin alt dalları ve hukukun alt dalları da birbirlerini etkiler.

Hukuk kuralları geliştirilse de ve yeni kurallar getirilse de uygulamada ve yaptırımda yetersiz kalınması fazla bir değişime sebep olmaz yani hukukta ve ekonomik büyümede ilerleme sağlanmış sayılmaz. Çünkü hukuk ve ekonomik büyüme arasındaki ilişki aynı yönde dönen dişli çarklar gibidir. Birinin olumlu yönde etkilenmesi diğerini de olumlu yönde etkiler.

Bu çalışma hukuk sistemi bütünlüğünün ekonomik büyüme üzerinde etkisini ampirik boyutta ele almaktadır. Elde edilen bulgular hukuk sistemi bütünlüğünün ekonomik büyümeyi pozitif yönde istatistiksel olarak anlamlı bir biçimde etkilediğini ortaya koymaktadır. Çalışmanın takip eden kısmı literatür taramasını içermekte, daha sonra data ve metodoloji açıklanmakta, data ve metodoloji kısmını tahmin sonuçlarının tartışıldığı kısım izlemekte ve en son olarak sonuç bölümü yer almaktadır.

2. LİTERATÜR

Sugianto vd. (2020: 92), yasaların insanların rasyonel davranışlarını etkilediğini belirtmiştir. Yasal normlar stratejik eylemleri kavramada, tasarlamada ve uygulamada önemli olduğunu dile getirmiştir. Hukuk ekonomik verimliliğe destek olan toplumsal araçlardan birisidir. Hukukçular da ekonomistler gibi verimlilik faktörüne önem verdiğine değinmiştir. Hukukçular, hukukun üstünlüğünün gelişiminde verimlilik faktörünü kullandıklarından bahseder. Ekonomideki verimliliğin hukuka yön verdiğini ve bir model olduğunu savunur.

Ekonomistler, mülkiyet ve anlaşma haklarının ekonomik gelişmenin temelini oluşturduğunu anlatırlar, bu sebeple hukukun üstünlüğüne ve bütünlüğüne önem verdikleri fikrine varmıştır. Çalışmanın sonucu olarak, bir ülke için, hukuk ne kadar önem kazanırsa, ilerlerse ülkenin ekonomik durumu da bu ilerlemeyi gösterir.

Zenginer(2022: 327), bütün hukuk normlarını dolaylı veya dolaysız olarak ekonomiyi reaksiyona sokmakta olduğu görüşündedir. Hukukun ulusal düzeni sağladığını savunur. Bu düzenin sağlanması için hedeflenen amaçlar ve bu amaçları gerçekleştirmek için uygulanan yöntemler arasında ekonominin bir köprü vazifesi yaptığını savunur. Oluşan bu köprü sayesinde ekonomi bilimindeki fiyat kuramı, kar maksimizasyonu, faaliyet ve üretim analizi, rasyonellik gibi görüşlerin hukuk bilimini nasıl etkilediğini incelemiştir.

Yaptığı çalışma, bir hukuk normunun oluşumundan ve uygulamaya konulmasından sonra toplumda meydana getirdiği etkileri hakkında bilgi verir. Hukuk normunu belirleyenlerinde belli bir sınırları olduğundan ve normun hedefleri olması gerekliliğinden bahseder. Kişiler belirlenen norma uymadığı zaman yaptırım gücünden dolayı bir maliyetinin ortaya çıkacağını ve bu maliyetin hesaplanmasında ekonomiden yararlanılacağını belirtir. Bunun da hukuk ve ekonomi analizini gösterdiğini savunur. Yani ekonomi ve hukukun ortak noktalarının yapılaşmasında eşitlik, hürriyet, tarafsızlık, doğruluk, sosyal ve ekonomik refah gibi ana aktörlerin olumlu olacak şekilde birbirleriyle ilişki içerisinde olması gerektiğini çalışmasında anlatmıştır.

Haggard vd. (2008: 206), yaptıkları çalışmada, iktisadi büyümenin ve hukukun birbiri ile olan etkileşimine yönelik çalışmaların arttığını vurgulamıştır. Hem akademik çalışmaların hem de akademinin dışındaki çalışmaların iktisadi büyüme ve hukuk arasındaki ilişkiyi geliştirdiğini açıklamıştır. Milletlerarası finans ve milli yardım kurumları da ekonomik büyümenin artmasına neden olduğunu belirtir. Yoksulluk seviyesinin düşürülmesi için fikirler geliştirilirken ve kurallar getirilirken hukukun üstünlüğünden yararlanıldığını belirtir. Ayrıca yoksulluk seviyesinin düşürülmesi konusunda kararlar alınırken hukukun üstünlüğü ile ilişki kurularak alındığından bahseder. Bu kararlara yönelik çalışmaların yapılmaya başlandığını ve hedeflerinde öncelikli olarak yer aldığını belirtir.

Stolper vd. (2007), hukukun üstünlüğünün ve bütünlüğünün iktisadi büyümeyi etkileyen kilit bir unsur olduğu fikrindedir. İş iletme ve girişimciliğin birlikte hareketi sonucu yerli ve yabancı yatırımları teşvik edeceğini açıklamıştır. Buna ilave olarak, kanunlara ve bunların yaptırımından dolayı güvenin ortaya çıkacağına, istihdam alanı oluşturacağına ve uzun dönemde refah seviyesinin yükseleceğine değinir. Özel kesimlerde, devlette ve bireylerde hukukun giderek önem kazandığını belirtir. Şeffaf, yalın, anlaşılır ve eşit olacak şekilde uygulanan kanunların, küçük, büyük tüketici ve üreticilerin yararına olacağını savunur. İlaveten ülkenin küresel ekonomik sistemde ilerlemesini sağladığını ve ülkeye yatırımlar çektiğini dile getirmiştir.

Haggard (2010: 2-3,22-23), yayınladığı çalışmanın ilk bölümünde, iktisadi büyüme ve hukukun üstünlüğünün, birbirlerine olan etkilerinin ana nedenlerini belirtmektedir. İkinci ve üçüncü bölümünde, hukukun üstünlüğünün farklı değişkenlerle ilişkilerini ampirik çalışmasıyla açıklamaktadır. Dördüncü ve beşinci bölümde ise iktisadi büyüme ile ilgili ampirik çalışmasını anlatmaktadır. Sonuç olarak hukukun üstünlüğünün iktisadi büyümenin etkili bir belirleyicisi olduğu kanısına varmıştır.

Baykal (2008: 76-78), ekonomik yapının etkin bir şekilde çalışabilmesi için iyi bir hukuk sisteminin gerekli olduğunu belirtir. Hukukun, ekonomi piyasasının ilerlemesini ve sistemli işlemesini sağlayan yasal bir etmen olduğunu açıklar. Güçlü bir ekonomi politikası için bütün kaynakların etkin olarak kullanılması, fiyatların dengede tutulması ve ulusal gelirin artmasını sağlayacak hukuki planların olması gerekliliğini savunur.

Gürpınar (2008: 161,164), makalesinde, hukuk normlarının ekonomik hareketleri biçimlendirdiğinden ve ekonomik incelemelerin hakimler, hukukçular için öneminden bahsetmektedir. Ekonomik faaliyetlerin üretimden tüketime geçişine kadar bireylerin birbiri ile ilişkisinden doğan durumun bir parçası olduğunu, hukukun oluşan bu ilişkiyi düzeltmesi gerektiğini savunur. Hukukun, ekonomi kurallarının tersine bir etki yaratmasını değil, kendi sınırları çerçevesinde ve belirli düzeltmeler yaparak olumsuzlukları hafifletmesi gerektiği belirtir.

Mackaay (1999: 92-93), yaptığı araştırmada, hukuku daha kolay kavrayabilmek için ekonomik terimleri uygulama düşüncesinin 1950'li yılların sonlarına kadar dayanan bir geçmişi olduğundan bahseder. Aynı zamanda hukuk ve ekonomi arasındaki ilişkiyi incelemek için yapılan günümüz çalışmaları ile geçmiş zamandaki çalışmaları kıyaslayarak anlatmaktadır. Ekonomide sorunlara neden olan kaynakların bulunması ve sorunların giderilmesi için bu kaynaklara müdahale edilmesi gerektiğini savunur. Bu sorunlar çözülmeden hukuk ve ekonominin ilerlemesinin olamayacağından bahseder.

3. DATA ve METODOLOJİ

Bu çalışmada 161 ülkeye ait 2000-2018 yıllarını kapsayan dengesiz panel veri seti kullanılarak hukuk sistemi bütünlüğünün ekonomik büyüme üzerindeki etkisini ampirik olarak analiz etmektedir. Literatürde ekonomik büyümenin belirleyicileri üzerine yapılmış çok sayıda ampirik çalışma olup mevcut bu belirleyicilerin yanında bir ülkenin hukuk sisteminin bütünlüğü de o ülkede gerçekleşen ekonomik büyüme üzerinde anlamlı ve belirleyici bir yol oynayabilir. Bu bağlamda çalışmanın hipotezi bir ülkede hukuk sistemi bütünlüğü arttıkça ekonomik büyümenin de artacağı savını öne sürmektedir. Çalışmada bağımlı değişken olarak iki farklı büyüme göstergesi ve dört kontrol değişkeni (yatırım (YATIRIM), ihracat (İHRACAT), enflasyon (ENFLASYON), yabancı sermaye yatırımı (YSY) değişkenleri) kullanılarak analizler gerçekleştirilmiştir. Büyüme değişkeni olarak GSYİH büyüme oranı (BÜYÜME1) ve kişi başı milli gelir büyüme hızı (BÜYÜME2) kullanılmıştır. Yatırım değişkeni olarak brüt sermaye formasyonunun milli gelir içindeki payı, ihracat değişkeni olarak mal ve hizmet ihracatının milli gelir içindeki payı, yabancı sermaye değişkeni olarak net yabancı sermaye girişleri, enflasyon değişkeni olarak da tüketici fiyat indeksi kullanılmıştır. Yatırım, ihracat ve yabancı sermaye yatırımlarının ekonomik büyümeyi pozitif yönde etkilemesi beklenirken enflasyonun negatif yönde etkilemesi beklenmektedir. Yatırım düzeyindeki artış üretim kapasitesini arttırarak, ihracat ve yabancı sermaye yatırımları üretimi arttırarak ekonomik büyümeyi olumu yönde etkilemesi beklenir iken enflasyon iktisadi ve politik istikrarsızlık göstergesi olarak ekonomik büyümeyi olumsuz yönde etkilemesi beklenir. Diğer taraftan Hukuk sisteminin bütünlüğü hukuk sitemine olan güveni arttırmak suretiyle ilgili ülkede yapılan yatırım düzeyini arttırabilir ve nihayetinde buda üretim kapasitesini artırarak ekonomik büyümeyi tetikleyebilir. Hukuk sistemi bütünlüğüne ait veriler hariç diğer tüm veriler WDI (World Development Indicators) veritabanından alınmıştır. Hukuk sistemi bütünlüğüne (HUKUK) ait veriler Fraser Institute veritabanından alınmıştır. Analizlerde tüm değişkenlerin doğal logaritmik değerleri kullanılmıştır.

Bu bağlamda aşağıdaki tekli ve çoklu sabit etki modelleri (FEM) oluşturulup tahmin edilmiştir:

$$BÜYÜME1_{it}=\beta_{0i}+\beta_1 HUKUK+u_{it} \qquad (1.A)$$

$BÜYÜME2_{it}=\beta_{0i}+\beta_1 HUKUK+u_{it}$ *(1.B)*

$BÜYÜME1_{it}=\beta_{0i}+\beta_1 HUKUK+\beta_2 YATIRIM+\beta_3 İHRACAT+\beta_4 ENFLASYON+\beta_5 YSY+u_{it}$ *(2.A)*

$BÜYÜME2_{it}=\beta_{0i}+\beta_1 HUKUK+\beta_2 YATIRIM+\beta_3 İHRACAT+\beta_4 ENFLASYON+\beta_5 YSY+u_{it}$ *(2.B)*

Ayrıca bu bağlamda aşağıdaki tekli ve çoklu rastsal etki modelleri (REM) oluşturulup tahmin edilmiştir:

$BÜYÜME1_{it}= \beta_0+\beta_1 HUKUK+ \varepsilon_i+u_{it}$ *(3.A)*

$BÜYÜME2_{it}= \beta_0+\beta_1 HUKUK+ \varepsilon_i+u_{it}$ *(3.B)*

$BÜYÜME1_{it}=\beta_0+\beta_1 HUKUK+\beta_2 YATIRIM+\beta_3 İHRACAT+\beta_4 ENFLASYON+\beta_5 YSY+\varepsilon_i+u_{it}$ *(4.A)*

$BÜYÜME2_{it}=\beta_0+\beta_1 HUKUK+\beta_2 YATIRIM+\beta_3 İHRACAT+\beta_4 ENFLASYON+\beta_5 YSY+\varepsilon_i+u_{it}$ *(4.B)*

yukarıda eşitliklerde *it* alt indisi *i.ci* ülkenin *t* yılındaki gözlem değerini temsil etmektedir. β_{0i} notasyonu regresyon modelinde açıkça göz önünde bulundurulmayan ülke spesifik faktörleri temsil etmektedir. ε_i notasyonu zamana karşı değişmeyen stokastik unsur olup regresyon modelinde açıkça göz önünde bulundurulmayan ülke spesifik faktörleri temsil etmektedir. u_{it} notasyonu regresyon modelinin hata terimini temsil etmektedir.

3.1. Tahmin Sonuçları

Tablo 1'de BÜYÜME1 bağımlı değişkeninin kullanıldığı tekli regresyon modeline ait tahmin sonuçları yer almaktadır. HUKUK değişkenine ait katsayı pozitif ve istatistiksel olarak anlamlıdır. Hukuk siteminin bütünlüğünde meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinin %0.083806 artmasına sebebiyet vermektedir. R-kare değerine göre Hukuk siteminin bütünlüğü tek başına ekonomik büyüme gözlem değerlerindeki değişimin %10.97'lik kısmını açıklamakta, F-testi sonuçlarına göre tahmin edilen model istatistiksel olarak anlamlıdır, Hausman test sonuçları FEM modelinin en uygun model olduğunu göstermektedir.

Tablo 1: BÜYÜME1 Tekli Modeli için Tahmin Sonuçları

	Katsayı	t-ist.	P-değeri
C	4.068007	94.97110	0.0000
HUKUK	0.083806	3.479867	0.0005
Yıl sayısı	19		
Ülke sayısı	161		
Gözlem sayısı	3036		
R-Kare	0.109721		
Düz. R-Kare	0.059848		
F-istatistik	2.200006		
P-değeri(F-istatistik)	0.0000		
Hausman Test-ist.	16.507917		
P-değeri(Hausman Test)	0.0000		
Seçilen Model	FEM		

Tablo 2'de BÜYÜME2 bağımlı değişkeninin kullanıldığı tekli regresyon modeline ait tahmin sonuçları raporlanmıştır. HUKUK değişkenine ait katsayı pozitif ve istatistiksel olarak anlamlıdır. Hukuk siteminin bütünlüğünde meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.083579 artışa yol açmaktadır. R-kare değerine göre Hukuk siteminin bütünlüğü tek başına ekonomik büyüme gözlem değerlerindeki değişimin %11.89'lik kısmını açıklamakta olduğu, F-testi sonuçlarına göre tahmin edilen model istatistiksel olarak anlamlı olduğu, Hausman test sonuçları FEM modelinin en uygun model olduğu görülmektedir.

Tablo 2: BÜYÜME2 Tekli Modeli için Tahmin Sonuçları

	Katsayı	t-ist.	P-değeri
C	4.059588	98.63991	0.0000
HUKUK	0.083579	3.611974	0.0003
Yıl sayısı	19		
Ülke sayısı	161		
Gözlem sayısı	3036		
R-Kare	0.118983		
Düz. R-Kare	0.069629		
F-istatistik	2.410810		
P-değeri(F-istatistik)	0.0000		
Hausman Test-ist.	10.564977		
P-değeri(Hausman Test)	0.0012		
Seçilen Model	FEM		

Tablo 3'de BÜYÜME1 bağımlı değişkeninin kullanıldığı çoklu regresyon modeline ait tahmin sonuçları raporlanmıştır. HUKUK değişkenine ait katsayı pozitif ve istatistiksel olarak anlamlıdır. Hukuk siteminin bütünlüğünde meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.057959 artışa yol açmaktadır. Yatırım, ihracat ve enflasyon değişkenlerine ait katsayılar istatistiksel olarak anlamlı olup, beklenen işaretleri almaktadır. Yatırımlarda meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.093285 artışa sebebiyet vermektedir. İhracatta meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.016464 artışa yol açmaktadır. Enflasyonda meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.016765 azalışa sebebiyet vermektedir. Yabancı sermaye yatırımları için istatistiksel olarak anlamlı bir sonuç elde edilememiştir. R-kare değerine göre tahmin edile modeli açıklama gücü %24.01'dir. F-testi sonuçları tahmin edilen model istatistiksel olarak anlamlı olduğuna ve Hausman test sonuçları FEM modelinin en uygun model olduğuna işaret etmektedir.

Tablo 3: BÜYÜME1 Çoklu Modeli için Tahmin Sonuçları

	Katsayı	t-ist.	P-değeri
C	3.789535	30.62524	0.0000
HUKUK	0.057959	3.373558	0.0008
YATIRIM	0.093285	10.72961	0.0000
İHRACAT	0.016464	3.429308	0.0006
ENFLASYON	-0.016765	-5.303851	0.0000
YSY	-0.00028	-0.065301	0.9479
Yıl sayısı	19		
Ülke sayısı	156		
Gözlem sayısı	2779		
R-Kare	0.240164		
Düz. R-Kare	0.193726		
F-istatistik	5.171738		
P-değeri(F-istatistik)	0.0000		
Hausman Test-ist.	42.654647		
P-değeri(Hausman Test)	0.0000		
Seçilen Model	FEM		

Tablo 4'de BÜYÜME2 bağımlı değişkeninin kullanıldığı çoklu regresyon modeline ait tahmin sonuçları verilmektedir. HUKUK değişkenine ait katsayı pozitif ve istatistiksel olarak anlamlıdır. Hukuk siteminin bütünlüğünde meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.057504 artışa yol açmaktadır. Yatırım, ihracat ve enflasyon değişkenlerine ait katsayılar istatistiksel olarak anlamlı olup, beklenen işaretleri almaktadır. Yatırımlarda meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.084045 artışa yol açmaktadır. İhracatta meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.017192 artışa sebebiyet vermektedir. Enflasyonda meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde %0.016484 azalışa yol açmaktadır. Yabancı sermaye yatırımları için istatistiksel olarak anlamlı bir sonuç elde edilememiştir. R-kare değerine göre tahmin edile modeli açıklama gücü

%24.04'dir. F-testi sonuçları tahmin edilen model istatistiksel olarak anlamlı olduğu ve Hausman test sonuçları FEM modelinin en uygun model olduğu sonucuna bizi götürmektedir.

Tablo 4: BÜYÜME2 Çoklu Modeli için Tahmin Sonuçları

	Katsayı	t-ist.	P-değeri
C	3.802914	30.67614	0.0000
HUKUK	0.057504	3.340835	0.0008
YATIRIM	0.084045	9.648832	0.0000
İHRACAT	0.017192	3.574168	0.0004
ENFLASYON	-0.016484	-5.205413	0.0000
YSY	1.46E-05	0.003406	0.9973
Yıl sayısı	19		
Ülke sayısı	156		
Gözlem sayısı	2779		
R-Kare	0.240414		
Düz. R-Kare	0.193991		
F-istatistik	5.178835		
P-değeri(F-istatistik)	0.0000		
Hausman Test-ist.	27.737572		
P-değeri(Hausman Test)	0.0000		
Seçilen Model	FEM		

4. SONUÇ

Bu çalışmanın amacı bir ülkede yer alan hukuk sistemi bütünlüğünün ekonomik büyümeyi nasıl etkilediğini ampirik boyutta irdelemektir. Çalışmada 161 ülkeye ait 2000-2018 yıllarını kapsayan dengesiz panel veri seti kullanılmıştır. Literatürde ekonomik büyümeye etki eden faktörler detaylı olarak ele alınmış olmasına rağmen hukuk sistemi bütünlüğü boyutunda yapılmış bir çalışmaya rastlanılmamıştır. Bu bağlamda çalışmanın hipotezi bir ülkede hukuk sistemi bütünlüğü arttıkça ekonomik büyümenin de artacağı iddiasını ortaya koymaktadır. Çalışmada bağımlı değişken olarak iki farklı büyüme göstergesi ve dört kontrol değişkeni kullanılarak analizler yürütülmüştür. Yapılan tekli ve çoklu panel regrasyon analizleri sonrasında elde edilen bulgulara göre; bir ülkede hukuk sisteminin bütünlüğü arttıkça o ülkenin ekonomik büyüme hızının da arttığı ve bu ilişkinin istatistiksel olarak anlamlı olduğu tüm modellerde gözlemlenmiştir. Diğer bir ifadeyle, her iki çoklu regresyon modelinde, hukuk siteminin bütünlüğünde meydana gelecek olan %1'lik bir artış ilgili ülkenin ekonomik büyümesinde yaklaşık olarak %0.06'lık bir artışa yol açmaktadır. Ayrıca ihracat ve yatırımların ilgili ülkenin ekonomik büyümesi üzerinde pozitif anlamlı etkiye sahip olduğu ve enflasyonun da negatif anlamlı bir etkiye sahip olduğu görülmüştür.

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Türkiye'de Sürdürülebilir Kalkınma Perspektifinden Yenilenebilir Enerji Kaynakları

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Özet: Sürdürülebilir kalkınma gelecek kuşakların ihtiyaçlarını karşılayabilme olanağından ödün vermeksizin günümüz kuşaklarının ihtiyaçlarını karşılayabilecek bir kalkınma modeli olarak tanımlanabilmektedir. Dünyada her geçen gün artan nüfus, şehirleşme ve endüstrileşme gibi faktörler insanlığın enerji ihtiyacı her geçen gün artırmaktadır. Bundan dolayı enerji, sürdürülebilir kalkınmanın başlıca araştırma konulardan biridir ve insanlığın ihtiyaç duyduğu enerjinin ekonomik ve çevresel kirlilik oluşturmadan, güvenli ve temiz kaynaklardan sağlanabilmesi için yenilenebilir enerji kavramı öne çıkmıştır. Enerji, uluslararası sürdürülebilir kalkınma gündeminin ana konuları arasında en önemlisidir. Sürdürülebilir kalkınmanın gerçekleşebilmesinde enerji önemli bir girdi olup, sanayi ve tarım ve hizmet sektörlerinin en önemli parametresidir. Sanayi Devrimi'nden sonra fosil kaynaklı enerji kullanımı dünya ekosistemlerinde önemli boyutta tahribata neden olmuştur. Bu nedenle son dönemlerde dünyada olduğu gibi Türkiye'de de yenilenebilir enerji kaynaklarına yapılan yatırımlar artmıştır. Bu çalışmada Türkiye'de sürdürülebilir kalkınma ve yenilenebilir enerji kaynakları hakkında bilgi verilmiştir, daha sonra Türkiye'de yenilenebilir enerji kaynakları olan rüzgar enerjisi, güneş enerjisi, hidroelektrik enerji, biyokütle enerjisi ve jeotermal enerji ve bunların Türkiye'deki potansiyelleri incelenmiştir. Sonuçta Türkiye'nin yenilenebilir enerji kurulu gücü yıllar içinde arttığı, 2015 yılında yenilenebilir enerji kaynaklarına dayalı kurulu gücü 31,6 GW iken 2020 yılında 46,9 GW'a ulaştığı, 2015-2020 yılları arasında yenilenebilir enerji kaynaklarına dayalı kurulu güç yaklaşık %48 oranında arttığı, bu artışında en büyük pay %1951 oranındaki artışla güneş enerji santrallerinden kaynaklandığı anlaşılmıştır.

Anahtar Kelimeler: Sürdürülebilir Kalkınma, Yenilenebilir Enerji, Çevre

Abstract: Sustainable development can be defined as meeting the needs of today's people without compromising the ability of future generations to meet their own needs. Due to the increasing population, urbanization and industrialization in the world, the energy need of humanity is gradually increasing. Therefore, energy is one of the main research topics of sustainable development and the concept of renewable energy has come to the fore in order to provide the energy needed by humanity from safe, clean resources economically and without harming the environment. Energy is the most important among the main topics of the international sustainable development agenda. After the Industrial Revolution, the use of fossil-based energy caused significant damage to the world's ecosystems. For this reason, investments in renewable energy sources have increased in Turkey, as in the world, recently. In this study, it was aimed to give information about sustainable development and renewable energy sources in Türkiye. For this purpose, firstly, information was given about sustainability and sustainable development. Later, renewable energy sources in Turkey such as wind energy, solar energy, hydroelectric energy, biomass energy, and geothermal energy and their potentials in Türkiye were examined. As a result, Turkey's renewable energy installed power has increased over the years, while its installed power based on renewable energy sources was 31.6 GW in 2015, it reached 46.9 GW in 2020. It has been understood that the biggest share of this increase is solar power plants with an increase of 1951%.

Keywords: Sustainable development, Renewable energy, Environment

1.GİRİŞ

Sürdürülebilirlik kavramı, insanlar, çevre ve şimdiki nesillerin gelecek nesillere karşı sorumlulukları arasındaki ilişkiyi tanımlamak için kullanılmaktadır. Sürdürülebilir kalkınma, yaşam kalitesini düşürmeden, düşünme şeklinin değiştirilmesi gerektiğini belirtmektedir. Bu değişimin özünde ise bir tüketim toplumu olmamak ve dayanışma içinde olan çevre yönetimi, sosyal sorumluluk ve ekonomik çözümler yer almaktadır. Genel bir ifade ile sürdürülebilir kalkınma, gelecek nesilleri kendi ihtiyaçlarını karşılayabilme durumundan mahrum etmemek şartıyla, bugünün ihtiyaçlarını karşılamaktır (Özmehmet, 2008).

Ekonomik, sosyal ve çevresel olarak üç boyutta ele alınan sürdürülebilir kalkınma, birbirini bütünleyen bu boyutlar arasında denge kurma zorunluluğunu ve ilişkiyi anlatmaktadır. Yani sürdürülebilir kalkınmayı sağlayabilmek için sorunlara ekonomik, sosyal ve çevresel açıdan bir bütün olarak yaklaşılmalıdır. Enerji, kalkınmanın temel girdisi olarak kabul edilmektedir. Bu nedenle sürdürülebilir kalkınmanın sağlanması için yaşam standartlarının iyileştirilmesinde gerekli olan, nüfusun artışı ve ekonomideki gelişme nedeniyle sürekli artan enerji gereksiniminin karşılanması gerekmektedir. (Seydioğulları, 2013). Kalkınmada sürdürülebilirlik ve doğadaki dengenin korunması için enerjiyi güvenilir, sürekliliği olan, temiz, kalitesi yüksek, ucuz ve yerli olan yenilenebilir enerji kaynaklarından elde etmek ve etkin şekilde kullanmak büyük öneme sahiptir. Yenilenebilir enerji kaynaklarının kullanımını yaygınlaştırmak ve enerji üretiminde kullanılan teknolojileri geliştirmeye yönelik teşvik edici politikalara pek çok ülke öncelik vermektedir (Oskay, 2014).

Ülkelerin sosyal ve ekonomik gelişmişlik düzeyinin oluşması, insanların temel gereksinimlerinin karşılanması ve ekonomik faaliyetlerin gerçekleştirilmesi için enerji, önemli bir ögedir. Günümüzde enerjiye olan talep artan nüfus ve teknolojik gelişmeler gibi etkenler nedeniyle artmaktadır. Talepteki artış sebebiyle sınırlı miktarda olan fosil kaynaklarının gelecekte yetmeyeceği görüşü, enerjide büyük ölçüde dışa bağımlı olunması, stratejik kaynakların olduğu bölgelerdeki siyasi istikrarsızlıklar, enerjide meydana gelen arzdaki güvenilirlik meselesi ve küresel boyutta olumsuzluklara yol açan iklim değişikliği vb. faktörler enerjinin ehemmiyetini yükseltmiştir (Öymen ve Ömeroğlu, 2020). Avrupa Konseyi tarafından açıklanan sürdürülebilir kalkınma hedefleri arasında elektrik enerjisinin yenilenebilir kaynaklardan üretilme kapasitesinin 2010 yılına kadar %22 seviyesine yükseltilmesi planlanmış ancak bu gerçekleşmemiştir. Daha sonra Avrupa 2020 Stratejisi hedefleri belirlenmiş ve Avrupa Birliği'nin, çevrenin korunması ve iklim değişikliğiyle mücadele için Avrupa Birliğindeki toplam enerji tüketiminin %20'sinin yenilenebilir enerji kaynaklarından elde edilmesi hedeflenmiştir (Yaman ve Gül, 2018).

Bu çalışmada Türkiye'de sürdürülebilir kalkınma ve enerji konuları incelenmiş ve bu konuda yenilenebilir enerji kaynaklarının önemi ile ilgili bilgi verilmiştir.

2. SÜRDÜRÜLEBİLİRLİK

Sürdürülebilirlik, ekonomik faaliyetlerin çevreye etkilerini tüm açılardan ele alan, yenilenebilen ya da değiştirilebilen yani tükenmeyen kaynakların kullanımına dayalı ekonomik kalkınma olarak tanımlanmaktadır (Gedik, 2020). Çevresel tahribat oluştuktan sonra harekete geçmek sürdürülebilir kalkınma anlayışı ile uyuşmamaktadır. Sürdürülebilir kalkınma fikri herhangi bir değer kaybına uğratılmaksızın atalarımızdan kalan doğal mirasın, gelecek nesillere devredilmesi temeline dayanmaktadır (Muşmul ve Yaman, 2018).

Sürdürülebilirlikle ilgili ilk bilimsel çalışmalar doğal kaynakların kullanımı ve bu kaynakların yaşam kalitesi üzerindeki etkisine yoğunlaşmıştır. Devamında bu konudaki çalışmalar asıl hedef kitlesi olan gelecek nesillerin çevre, ekonomi ve sosyal konularla olan ilişkilerine yönelmiştir (Gedik, 2020). Sürdürülebilirlik 19. yüzyıl başlarında tarım, orman ve balıkçılık gibi yenilenebilir kaynaklar alanında kullanılmaya başlanmıştır. 1960'larda ne olursa olsun kalkınma düşüncesinin çevreye olan zararı ortaya çıkmaya başlamıştır. 1962'de, "Sessiz Bahar" isimli eserinde Rachel Carson böceklere karşı zirai ilaçların çevreye olan zararlı etkilerini incelemiş ve bu etkilerin hayvanlar ve insanlar üzerindeki olumsuz etkilerine dikkat çekmiştir (Tıraş, 2012). Stockholm'de 1972 yılında gerçekleştirilen Birleşmiş Milletler Çevre Konferansı, çevresel olarak sürdürülebilir küresel bir ekonominin mümkün kılınması konusunda dönüm noktası olmuştur. Dünyada bir çevrecilik hareketi oluşması ve çevrenin korunması için yasal düzenlemelerin yapılması Stockholm Konferansından sonra başlamıştır (Muşmul ve Yaman, 2018).

3. SÜRDÜRÜLEBİLİR KALKINMA

Sürdürülebilir kalkınma fikrine ilk olarak Thomas Robert Malthus, 1798'de yayınlanan "Nüfus Hakkında Bir Deneme" adlı eserinde yer vermiştir. Malthus, nüfusun geometrik bir dizi halinde artarken yiyecek arzının aritmetik olarak artacağını ve bunun neticesinde kitlesel açlığın ortaya çıkacağını ifade etmiştir. David Ricardo ise, sabit arazi arzından dolayı ekonomik büyümenin bir sınırının olacağını ve böylece insan nüfusu arttıkça tarımsal gıda talebinin de artacağını, gıda fiyatlarının yükseleceğini belirtmiştir (Bayraktutan ve Uçak, 2011).

Sürdürülebilir kalkınma, ekonomik kalkınmanın çevreyi tüketmekle değil, yenilemekle sağlanabileceği görüşünü benimsemiştir. Bu anlayışın, kalkınma ekonomisinde yerini alması, çevresel sorunlarının ekonomik yönlerinin ayrıca bir önem kazanmasını sağlamıştır (Muşmul ve Yaman, 2018). Sürdürülebilir kalkınmanın temel amacı, doğal kaynakların korunarak geliştirilmesidir. Çevreci kalkınma felsefesinin temeli, sürekli bir şekilde kaynakların korunarak değerlendirilmesi, özellikle de yenilenebilir kaynakların kendini yenileme sınırı içerisinde kalkınmaya destek olabilmeleridir (Ay ve Kılıç, 2020).

Sürdürülebilir kalkınma, insan ihtiyaçlarını karşılamak, çevresel sınırlara saygılı olmak ve sosyal eşitliği sağlamak olmak üzere üç ahlaki zorunluluğa dayanmaktadır. Sürdürülebilirlik, çevresel, sosyal ve ekonomik olmak üzere üç sütundan oluşan üçlü alt çizgiye atıfta bulunmaktadır. Sürdürülebilirliğin en çok karşılaşılan tanımı, sürdürülebilir kalkınmaya odaklanan, bugünün ihtiyaçlarını karşılarken gelecek nesillerin ihtiyaçlarını karşılayabilme yeteneğinden taviz verilmeyen bir gelişmedir (Gedik, 2020). Bu tanımdan da anlaşıldığı gibi çevrenin korunması ile birlikte ekonomik kalkınmayı da içeren sürdürülebilir kalkınma, günümüz ve gelecek için ekonomik, çevresel ve sosyal açıdan bolluk demektir. Sürdürülebilir kalkınma Birleşmiş Milletler Dünya Çevre ve Kalkınma Komisyonu'nca 1987'de açıklanan "Ortak Geleceğimiz Raporu"nda günümüz neslinin ihtiyaçlarını karşılayabilmesini, gelecek nesillerin ihtiyaçlarını karşılayabilme imkanını tehlikeye atmadan sağlayan bir

kalkınma olarak tanımlanmıştır. Yapılan tanımda, iki önemli noktayı ihtiyaçlar ve sınırlamalar oluşturmaktadır. Sürdürülebilir kalkınma hem günümüzün ve geleceğin nesilleri arasında bir eşitlik düşüncesini hem de kaynakların korunması ve geliştirilmesi düşüncesini kapsamaktadır (Dinçer, 2019, Bayraktutan ve Uçak, 2011, Ay ve Kılıç, 2020).

4. TÜRKİYE'DE YENİLENEBİLİR ENERJİ KAYNAKLARI

Türkiye'de yıllar içinde artan enerji talebini karşılamak için fosil kaynaklar yoğun olarak kullanılmaktadır. Fosil yakıt kullanımı nedeniyle atmosferde CO2 gazı birikmekte ve iklim değişikliği meydana gelmektedir. Bunun sonucu olarak buzullar erimekte, verimli araziler azalmakta, bazı canlı türlerinin nesli tükenmekte ve doğanın dengesinin bozulmasıyla insan sağlığı zarar görmektedir. Fosil kaynaklar yerine yenilenebilir enerji kaynaklarının tercih edilmesi iklim değişikliği ile mücadelede en önemli koşullarından biridir (Evli 2018; Öymen ve Ömeroğlu, 2020).

Yenilenebilir enerji kaynakları doğal işlemler sonucu oluşan, kendilerini doğal şekilde yenileyebilen, kullanıldıkça tükenmeyen kaynaklar olarak tanımlanabilmektedir. Yenilenebilir enerji kaynakları güneş enerjisi, biyoenerji, rüzgar enerjisi, jeotermal enerji, hidroelektrik enerjiden oluşur (Çukurçayır ve Sağır, 2008; Kaya, 2013; Evli, 2018; Parmaksız, 2020; Bekar, 2020). Yenilenebilir enerji kaynakları, çevresel etkilerinin az olması ve yenilenebilir oluşlarının yanı sıra işletme ve bakım harcamalarının düşük ve ulusal oluşları, güvenilir enerji sağlamaları sebebiyle dünya ve ülkemiz açısından oldukça önemli bir konumdadır (Külekçi, 2009).

Türkiye'nin yenilenebilir enerji kurulu gücü devamlı olarak artış göstermektedir. 2013 yılında yenilenebilir enerji kaynaklarına dayalı kurulu gücü 25,6 GW olup, yıllık ortalama %10 artışla 2020 yılı Eylül itibarıyla yaklaşık olarak 47 GW'a ulaşmıştır. 2013 2020 Eylül ayı arasında yenilenebilir enerji kaynaklarına dayalı kurulu güç artışında en büyük pay 7,5 GW'lık artışla hidroelektrik enerji santrallerinin olmuştur. Bunu güneş enerji santralleri 6,4 GW'lık, rüzgar enerji santralleri 5,3 GW'lık, jeotermal enerji santralleri 1,2 GW'lık ve biyokütle enerji santralleri 1 GW'lık artış ile izlemiştir (TSKB, 2020).

Türkiye'nin resmi enerji politikası, 2023 yılına kadar dış kaynaklara olan bağımlılığın azaltılıp, doğal kaynaklara harcanan maliyetin düşürülerek iç kaynaklardan en üst düzeyde faydalanmaktır. Bu çerçevede hedeflenen 2023'de toplam elektrik üretiminin %30 oranındaki kısmının yenilenebilir kaynaklardan sağlanmasıdır (Yılmaz ve Öziç , 2018).

4.1. Güneş Enerjisi

Güneş enerjisi potansiyel kapasitesi yeterli düzeyde kullanılamayan en büyük enerji kaynağıdır (Çukurçayır ve Sağır, 2008; Evli, 2018; Parmaksız, 2020). Güneş enerjisi, güneşin yaydığı ve atmosferi geçerek yeryüzüne gelen ısınma etkisidir. Dünyaya ulaşan bu enerjinin günümüz enerji tüketiminin yüzlerce katı olduğu iddia edilmektedir (Çukurçayır ve Sağır, 2008; Batı, 2013).

Güneş enerjisi, sera gazı emisyonunun sıfır olması ve zehirli kimyasal madde salınımına yol açmaması nedeniyle fosil yakıtlara ve diğer karbon temelli enerji kaynaklarına kıyasla çevre açısından avantajlıdır (Parmaksız, 2020). Güneş enerji ile büyük boyutlarda elektrik enerjisi üretebilmek için büyük araziler gerekmektedir. Ayrıca elektrik enerjisi üretimi için, üretim yapılacak alanın verimliliği önemlidir. Dünya üzerinde belli alanlar güneş ışınlarını daha fazla alabildiğinden bu anlamda verimli kabul edilmektedir (Çepik, 2015).

Güneş enerjisinin kullanımı 1970 sonrası artmış ve son yıllarda bu artış hızlanmıştır. 1970 sonlarında ABD'nın California-Mojave çölünde kurulan 19 MW lık santral, dünyadaki ilk güneş santralidir. 1883 yılında güneş enerjisinden yararlanarak elektrik enerjisi üretimi keşfedilmiştir. İlk güneş pilinin satışı ise 1956 yılında başlanmıştır. Maliyetlerin de düşmesi ile 1990'lı yıllarda kullanım alanı artmıştır (Çepik, 2015). Güneş enerjisinden elektrik üretimini sağlayan teknolojiler, termal ve fotovoltaik olarak ikiye ayrılmaktadır. Termal teknolojilerin prensibi, bir taşıyıcı sıvının (genellikle suyun) ısınmasına dayanmaktadır. Sıcak sıvı, sıcak su ısıtmasındaki gibi doğrudan ya da elektrik üretimi gibi başka bir işlem için dolaylı olarak kullanılabilmektedir (Parmaksız, 2020). Güneş sistemlerinin ilk zamanlarda kurulum maliyetleri yüksek olsa da yeni nesil teknolojiler ile maliyetleri azalırken verimlilikleri artmıştır (Batı, 2013).

Türkiye Haziran 2022 verilerine göre 8.275 MW güneş enerji santrali kurulu gücüne sahiptir. Tablo 1'de bazı ülkelerin güneş enerji santrali kurulu gücü verilmiştir.

Tablo 1. Ülkelerin Güneş Enerji Santrali Kurulu Gücü (https://www.enerjiatlasi.com/)

S.	Ülke	Güncelleme	Kurulu Güç (MW)
1	Çin	Aralık 2020	254.355
2	Amerika Birleşik Devletleri	Aralık 2020	75.572
3	Japonya	Aralık 2020	67.000
4	Almanya	Aralık 2020	53.783
5	Hindistan	Aralık 2020	39.211
6	İtalya	Aralık 2020	21.600
7	Avusturalya	Aralık 2020	17.627
8	Vietnam	Aralık 2020	16.504
9	Güney Kore	Aralık 2020	14.575
10	İspanya	Aralık 2020	14.089
11	Birleşik Krallık	Aralık 2020	13.563
12	Fransa	Aralık 2020	11.733
13	Hollanda	Aralık 2020	10.213
14	**Türkiye**	**Haziran 2022**	**8.275**
15	Brezilya	Aralık 2020	7.881
16	Güney Afrika	Aralık 2020	5.990
17	Tayvan	Aralık 2020	5.817
18	Belçika	Aralık 2020	5.646
19	Meksika	Aralık 2020	5.644
20	Ukrayna	Aralık 2020	5.360

4.2. Rüzgar Enerjisi

Kaynağı rüzgâr olan kinetik enerjinin elektrik enerjisine çevrilmesi yoluyla Rüzgâr Enerjisi elde edilmektedir (Parmaksız, 2020; Önal, 2020). Rüzgâr enerjisi, güneş radyasyonunun yer yüzeyini farklı düzeyde ısıtması sonucunda oluşmaktadır. Yer yüzeyinin farklı düzeyde ısınması, hava sıcaklığının, neminin ve basıncının farklılığına, meydana gelen bu basınç farklılığı da hava hareketine neden olmaktadır. Rüzgar, güneş enerjisinin dolaylı bir ürünü olup, güneş ışınları var olduğu sürece oluşacaktır. Yeryüzüne ulaşan güneş enerjisinin yaklaşık olarak %2'si rüzgâr enerjisine çevrilmektedir. (Batı, 2013).

Bir bölgede bulunan potansiyel rüzgâr enerjisinden yararlanmak için rüzgar türbinleri tasarlanmaktadır. Aerodinamik modelleme ile en uygun kule yüksekliği, kanat sayısı, kanat şekli ve kontrol sistemleri belirlenmektedir (Parmaksız, 2020). Rüzgâr enerjisi çevreye zarar vermeyen, yenilenebilir özellikte, yüksek potansiyele sahip bir enerji kaynağıdır. Ancak oluşturduğu gürültü, kuşlar için tehlikeli olması, televizyon ve radyo yayınlarıyla etkileşim gibi dezavantajları da vardır (Önal, 2020). Türkiye'nin toplam karasal rüzgar enerji santrali potansiyelinin 48.000 MW olduğu tahmin edilmekte olup deniz üstüne kurulacak rüzgar potansiyelinin ise 17.393 MW olduğu hesaplanmıştır. Son verilere göre Türkiye'de 42 ilde kurulu olan rüzgar enerji santrallerinden elde edilen enerji 11.322 MW'tır (www.enerjiatlası.com).

4.3. Biyokütle Enerjisi

Biyokütle, bitki ya da hayvanlardan sağlanan, yenilenebilir özellikte, fosil kaynaklı olmayan organik kökenli madde kalıntısıdır. Karada ve suda yetişen bitkiler, hayvansal atıklar, otsu ve odunsu yapıdaki enerji bitkileri, şehirlerin ve sanayilerin organik atıkları biyokütle örnekleridir. Biyokütleden biyoyakıt üretimi, sürdürülebilir tarımın yapıldığı her yerde mümkündür. Biyokütlenin tekrar oluşması uzun sürdüğünden, yenilenebilir özelliğe sahip olmasına rağmen sera gazı ürettiğinden yeşil enerji kapsamına girememektedir. Bu durum, biyokütlenin yenilenebilir enerji kaynakları içerisindeki değerini düşürmektedir (Önal, 2020).

Haziran 2022 yılı verilerine göre Türkiye'de bulunan biyokütle ve benzeri enerji santrallerinin toplam kurulu gücü 2.172 MW'dır. 2021 yılında biyokütle enerji santrallerinden ise 7.600 gWh elektrik üretimi yapılmıştır (www.enerji.gov.tr, aa.com.tr).

4.4. Hidroelektrik Enerjisi

Başka bir yenilenebilir enerji kaynağı da hidroelektrik enerjisidir. Günümüzde küresel ölçekte elektrik üretmek için en fazla kullanılan enerji kaynağıdır. Ancak, genellikle yeni tesisler kurulurken çevreye olan olumsuz etkileri yeterince dikkate alınmamaktadır. Son yüzyılda, barajların, yapay göllerinin ve santrallerin yapılması yerel ekosistemlerde önemli değişimlere yol açmıştır. Büyük barajların yapımı için, alan sınırlı olduğundan, mikro ve küçük ölçekli hidroelektrik santrallerinin sayısı artmıştır (Parmaksız 2020). Türkiye'de halen 708 adet hidroelektrik santrali mevcut olup kurulu güç 1.555 MW olup 2021 yılında bu santralleri ile 55.695.231.650 kWh elektrik üretilmiştir (www.enerjiatlasi.com)

4.5. Jeotermal Enerji

Dünyanın doğal ısısından kaynaklanan jeotermal enerji, tüm ülkelerin sahip olduğu enerji kaynağı durumundadır. Yüzyıllar boyunca kullanılan jeotermal enerji, günümüzde esas olarak elektrik enerjisi üretiminde kullanılmaktadır. Elektrik enerjisi dışında alternatif kaynaklarının geliştirilmesini teşvik eden, fosil ve nükleer yakıt kullanımını azaltmayı amaçlayan pek çok ülke ekonomisinde, mekan ve endüstriyel ısıtma gibi amaçlarla jeotermal enerjinin kullanımı da önem kazanmıştır (Parmaksız, 2020). Türkiye'de bulunan jeotermal enerji santralleri sayısı 63 olup toplam kurulu gücü 1.679 MW, 2021 yılı verilerine göre üretilen elektrik miktarı 10.770.879.810 kWh (enerjiatlasi.com).

5.SONUÇ

Sürdürülebilir kalkınma için günümüz toplumlarının ihtiyaçlarının çevreyi koruyarak karşılanması ve bu çevrenin gelecekte dünya üzerinde var olacak toplumlar için yeterli ve sağlıklı bir şekilde bırakılmalıdır. Kalkınma için de enerji gerekmektedir. Enerji olmadan üretim yapılması mümkün değildir. Sürdürülebilir bir kalkınma için sürdürülebilir enerji geçişini gerçekleştirilmelidir. Dünya nüfusunun hızla bir şekilde artışı beraberinde daha fazla enerji ihtiyacını da getirmiştir. Çevreye zarar vermeden enerji ihtiyacının karşılamanın yolu yenilenebilir enerji kaynaklarının kullanımından geçmektedir. Yenilenebilir enerji kaynakları kendilerini yenileyebildiklerinden tükenmez enerji kaynaklarıdır. Yapılan çalışmalarda, yenilenebilir enerji kaynaklarının kullanımının, enerji maliyetlerini düşürdüğü, fosil yakıtların aksine çevreye ve dolayısıyla insan sağlığına önemli bir tehdit oluşturmadığı görülmüştür.

Türkiye yenilenebilir enerji kaynaklarının çeşitliliği ve potansiyeli açısından zengindir. Bu nedenle yenilenebilir ve çevreye zararı olmayan enerji kaynaklarına daha fazla yönelmek gerekmektedir. Özellikle yenilenebilir enerji kaynaklarından hidroelektrik ve rüzgar enerjisi açısından ülkemiz önemli bir kaynaktır. Elektrik enerjisi üretiminde rüzgar enerjisinden daha fazla yararlanılması gerekmektedir. Türkiye coğrafi konumu nedeniyle jeotermal enerji açısından iyi bir potansiyele sahip olup bu enerjinin özellikle ısıtma için kullanım oranı artırılmalıdır. Sürdürülebilir bir kalkınma dolayısıyla sürdürülebilir enerji için ülkemizde yenilenebilir enerji kaynaklarına yapılan yatırımların daha fazla artırılması, kullanımlarının teşvik edilmesi ve sürekli geliştirilmesi gerekmektedir.

Sonuç olarak çevrenin ve çevresel kaynakların sürdürülebilir bir biçimde yönetilebilmesi için yasal düzenlemeler ve bu düzenlemeleri uygulayacak kurum ve sistemlere ihtiyaç duyulmaktadır bu da kalkınma ve çevrenin sürdürülebilirliğinin sağlanabilmesi için kurumsal yapının güçlendirilmesi ve gerekli teşviklerin daha da yaygınlaştırılması gerekmektedir.

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Finansal Teknolojilerin Sigortacılık Sektörü Üzerindeki Etkisi

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Özet: Ticaretin başlangıcından bu yana insanlar hem paralarını hem mallarını garanti altına almak istemişlerdir. Günümüzün en dinamik ve değişken sektörlerinden birisi olan sigortacılık sektörü, gelişmiş ülkelerde çok büyük ekonomik paya sahiptir. Gelişmemiş ve gelişmekte olan ülkelerde ise henüz tam olarak sektör bilinci oturmamıştır. Dünya genelinde önemli bir konuma sahip olan bu sektörün ekonomik dengelerin ve finansal teknolojilerin değişmesi ile birlikte sürekli kendini güncellediği görülmektedir. Bu çalışmada sigorta sektörüne etkileri olan finansal teknolojilerden bahsedilerek etkilerinin mevcut ve gelecekteki durumu tartışılarak sektörün önümüzdeki yıllarda pazar paylarının analizi yapılmıştır.

Anahtar Kelimeler: Finansal Piyasalar, Sigortacılık, Sigorta Sektörü, Finansal Teknolojiler

Abstract: Since the beginning of trade, people have wanted to guarantee both their Money and their goods. The insurance sector, which is one of the most dynamic and volatile sectors of today, has a huge economic share in developed countries. In under developed and developing countries, however, sector awareness has not yet been fully established. It is seen that this sector, which has an important position in the world, is constantly updating itself with the change of economic balance sand Financial technologies. Inthisstudy, Financial Technologies that have effects on the insurance sector are mentioned and the current and future status of their effects are discussedand the market shares of the sector in the coming years are analyzed

Keywords: Financial Markets, Insurance, InsuranceIndustry, Financial Technologies

GİRİŞ

Sigortacılık sektörü geçmişten günümüze kadar uzanan bireylerin kendilerini yaşanacak zararlardan dolayı garantiye almasıyla ortaya çıkan dünya ekonomisinde önemli bir paya sahip olan büyük bir sektördür.

Doğal afet, kazalar, yangın gibi olaylarda zararları karşılamada önemli bir mekanizma olarak genel bir anlam ile bilinmektedir. Ekonomik boyutuyla birlikte sosyal ve psikolojik boyutlara da sahip olan geniş çaplı bir sektördür. Bu sektör içerisinde bulunan ürünler zamanla değişkenlik göstermektedir. Özellikle bireylerin ihtiyaçlarına göre şekillenen sigorta ürünleri, teknolojinin gelişmesiyle birlikte farklı bir boyuta ulaşmıştır. Finansal teknolojilerin artmasıyla sektörde gelişmeler gözlemlenmiştir. Bu değişim ve gelişim süreci, sigorta şirketlerinde ortaya çıkan çok üst boyuttaki verilerin kayıt altına alınması, saklanması, sınıflandırılması, uygun formata dönüştürülmesi ve aynı zamanda kullanıcılarına iletilmesi gerekliliğini ortaya çıkarmıştır. Büyük verilerin yönetiminin, ülkelerin kalkınması için tutarlı ve etkin para politikalarının hem kontrolü hem de uygulanması açısından çok önemli olduğu kabul edilmektedir.

Bununla beraber sigortacılık sektöründeki gelişmeler mevzuat çalışmalarının da tekrar gözden geçirilmesini gerektirmiştir. Sektörde kaçınılmaz dijitalleşme sürecinin öne çıktığı ve mevzuatın da buna uygun bir şekilde uygulanması gerektiği sektör paydaşlarınca ortak düşünce olarak belirlenmiştir.

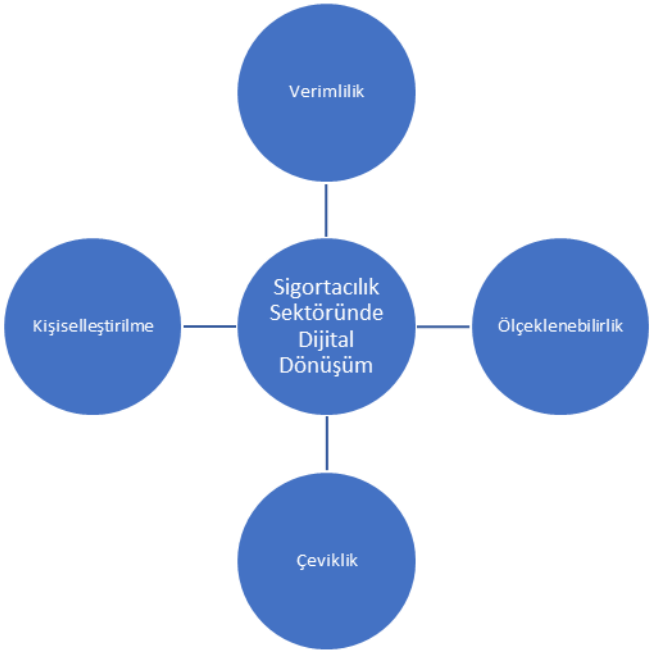
1. FİNANSAL TEKNOLOJİLERİN SİGORTACILIK SEKTÖRÜ ÜZERİNDEKİ ETKİSİ

1.1. Sigortacılık Sektöründe Dijital Dönüşüm

Günümüzde sigortacılık sektöründe çalışanlar, müşterilerin taleplerine ayak uydurmak için operasyonlarının çeşitli yönlerini dijitalleştirmek zorunda kalmışlardır. Günümüz pazarında rekabetçi kalmak isteyen herhangi bir işletme, bir şeye ihtiyaç duydukları yerde ve zamanda müşterileriyle aynı dili konuşmalıdır. Yapay zekâ, makine öğrenimi, tahmine dayalı analitik, mobil hizmet, canlı sohbet tarafından desteklenen sigortacılığın dijital dönüşümü, sigorta şirketlerinin tam da bunu yapmasına olanak tanırken sektörü önümüzdeki yıllarda da değiştirmeye devam edecek gibi gözükmektedir (Aytekin, 2018, s. 17-22).

Sigortacılığın dijital dönüşümünün sektörü nasıl değiştirdiğine dair sayısız örnekler vardır. İşlemlerin kolaylaşması, müşteri etkileşimlerinin dijitalleşmesi gibi birçok faktör bulunmaktadır. Ancak dijital dönüşümün sigortacılık üzerindeki etkisi dört faydada özetlenebilir:

Şekil 1. Sigortacılık Sektöründe Dijital Dönüşüm



Verimlilik, dijital dönüşümün sigortacılık üzerindeki ilk ve en belirgin etkisi, sağladığı verimliliktir. Öncelikle yapay zekâ ve ilgili makine öğrenimi ve tahmine dayalı analitik teknolojileri tarafından desteklenen sigorta operasyonlarının neredeyse her yönü hız için optimize edilmiştir. Talepler bir uygulama aracılığıyla anında işlenebilir ve makine öğrenimi yetenekleriyle poliçe yazımı daha kısa sürede yapılabilir. Dijital dönüşüm, canlı sohbet ve dijital asistanların müşterilere en önemli ihtiyaç anlarında yardımcı olduğu müşteri hizmetlerini de hızlandırmaktadır.

Kişiselleştirilme, günümüzde müşteriler, istedikleri yerde ve zamanda hizmet ve ilgi beklemektedir. Aynı zamanda kendi ihtiyaçlarına uygun olmasını da bekliyorlar ve kişiselleştirme artık tüm endüstrilerde statüko haline geldi. Dijital dönüşüm, sigorta şirketlerini ihtiyaç duydukları araçlarla güçlendiriyor müşterilere kaynaklarını fazla tüketmeden mükemmel hizmet vermektir. Yapay zekâ ve makine öğrenimi, hem müşteriler hem de aracılar için sorunsuz, kişiselleştirilmiş bir deneyim yaratır. Müşteriler bir uygulama aracılığıyla faturaları ödeyebilir, poliçeleri görüntüleyebilir ve talepte bulunabilir ve komisyoncular tüm bilgileri tek bir sistem altında kendi uçlarında alabilir ve işleyebilir. Artık telefonda beklemek, talebinizin alınıp alınmadığını ve işleme alınıp alınmadığını merak etmek yok; dijital teknolojiler müşterilere anında geri bildirim sağlıyor ve acentaların işlerini daha verimli ve etkili bir şekilde yapmalarına yardımcı oluyor. Sigortacılıkta dijital dönüşüm, pazarlama çabalarının kişiselleştirilmesine de yardımcı oluyor. Sağlam veri analitiği ve yapay zekâ sistemleri, gerçekten etkileyebilecekleri kitlelere ulaşmak için sosyal medyanın gücünü kullanarak sigortacılar için pazarlama çabalarını özelleştirebilir ve hedefleyebilir.

Ölçeklenebilirlik, sigorta sektörünün dijital dönüşümü, aynı zamanda operasyonların hem ön hem de arka ucunda daha çevik ve ölçeklenebilir hale gelmesine yardımcı olmaktadır. Sigorta tarihsel olarak biraz "hantal" olsa da, günümüz teknolojisi onu mevcut taleplere göre esnek hale getirdi. Müşteriye dönük cephede, sigortacılar bugün self servis panoları ve uygulamaları aracılığıyla her yerde hizmet sunuyor ve IoT özellikli cihazlar ve hatta giyilebilir cihazlar aracılığıyla müşterilerden değerli veriler toplayabiliyor. Arka uçta, bu teknoloji toplanır ve komisyoncuların ve sigortacıların yüklenim, poliçeler, yeni ürün teklifleri ve daha fazlası hakkında daha doğru kararlar almasına yardımcı olur.

Çeviklik, dijital dönüşüm aynı zamanda sigorta şirketlerinin "geleceğe hazır" olmasına da yardımcı oluyor çünkü bu teknolojiler şüphesiz gelişmeye devam edecek ve önümüzdeki yıllarda daha gelişmiş fırsatlar yaratmaktadır. Yapay zekâ, makine öğrenimi, blockchain verileri, veri analitiği ve tahmine dayalı analitik tarafından atılan temel, sigorta şirketlerinin büyümesine ve yeni sigorta teknolojileri ve yetenekleriyle uyum sağlamasına yardımcı olmaktadır.

Bu teknolojiler, sigorta sektörü için buzdağının sadece görünen kısmıdır. Dijital bir geleceğe hazırlanmak için bugün sigortacılar dijital dönüşüm araçlarını benimsemeli ve operasyonlarının tüm alanlarını optimize etmenin yaratıcı yollarını bulmalıdır.

1.2. Sigortacılık Sektöründe Kullanılan Teknolojiler

Gelişmiş sigorta teknolojisinde kullanılan belli başlı ürünler bulunmaktadır. Bu ürünler sektördeki işleri kolaylaştırdığı gibi her iki taraf için de daha faydalı ve anlaşılır bir hale sokmaktadır. Bu teknolojileri şu şekilde sıralayabiliriz (Bilgel, 2020, s. 13-18);

1. Tahmin Analitiği,

2. Yapay Zekâ,

3. Makine Öğrenimi,

4. IoT,

5. Insurtech,

6. Sosyal Medya Verileri,

7. Telematik,

8. Chatbot,

9. Drone,

Tahmine dayalı analitik, birçok sigorta şirketi tarafından müşteri davranışını anlamalarına ve tahmin etmelerine yardımcı olacak çeşitli verileri toplamak için kullanılır. Ancak, verilerin doğruluğunu artırmak için kullanılabileceği yeni yollar vardır. 2021'de sigorta şirketleri tahmine dayalı analitiği aşağıdakiler için kullanabilir:

- Fiyatlandırma ve risk seçimi,
- İptal riski taşıyan müşterilerin belirlenmesi,
- Dolandırıcılık riskini belirleme,
- Talepleri önceliklendirme,
- Aykırı iddiaları belirleme,
- Eğilimleri tahmin etmek,

Tahmine dayalı modelleme taktiklerini benimsemenin, birçok sigorta şirketi için gelirleri ve doğruluğu artırdığı da kanıtlanmıştır. Ayrıca tahmine dayalı analitiği kullanan sigorta şirketlerinin doğrudan yazılı primlerini, aynı dönemdeki %18'lik pazar ortalamasına kıyasla %53 artırdıklarını da kayıtlara geçmiştir.

Yapay zekânın (AI) kullanımı, AI özellikli cihazların dünyanın her yerindeki evlerde yaygınlaşmasıyla hızla genişledi. Bir DeloitteDigitalraporu, 2017 itibarıyla yalnızca ABD'de 35,6 milyondan fazla kişinin sesle etkinleştirilen yapay zekâ asistanlarına sahip olduğunu ve bu teknolojilere yapılan dünya çapındaki harcamanın 2020'de 47 milyar dolara ulaşmasının beklendiğini belirtti. Ek olarak, yapay zekâ ile sigortacılar hasar geri dönüş döngülerini iyileştirebilir ve sigortalama sürecini temelden değiştirebilir. AI ayrıca sigorta şirketlerinin verilere daha hızlı erişmesini sağlar ve insan unsurunun ortadan kaldırılması, daha kısa sürelerde daha doğru raporlamaya yol açabilir.

Makine öğrenimi, teknik olarak yapay zekânın bir dalıdır, ancak daha spesifiktir. Makine öğrenimi, sürekli denetimimiz olmadan verileri işlemek ve kendi başlarına öğrenmek için makineler yapabileceğimiz fikrine dayanır. Makine öğrenimi yalnızca talep işlemeyi iyileştirmekle kalmaz, aynı zamanda otomatikleştirebilir. Dosyalar dijital olduğunda ve bulut aracılığıyla erişildiklerinde, önceden programlanmış algoritmalar kullanılarak

analiz edilebilirler, işlem hızı ve doğruluğu iyileştirilir. Bu otomatik inceleme, iddialardan daha fazlasını etkileyebilir: politika yönetimi ve risk değerlendirmesi için de kullanılabilir.

IoT, Tüketicilerin çoğu, sigorta poliçelerinden tasarruf etmek anlamına geliyorsa ekstra kişisel bilgileri paylaşmaya isteklidir ve Nesnelerin İnterneti (IoT) bu veri paylaşımının çoğunu otomatikleştirebilir. Sigortacılar, oranları daha iyi belirlemek, riski azaltmak ve hatta kayıpları en baştan önlemek için akıllı evlerin çeşitli bileşenleri, otomobil sensörleri ve giyilebilir teknolojiler gibi IoT cihazlarından gelen verileri kullanabilir.

Insurtech veya daha spesifik olarak insurtech şirketleri - hem müşteriler hem de sigortacılar için maliyetleri azaltmak, operasyonel verimliliği artırmak ve tüm müşteri deneyimini iyileştirmek için en son sigorta teknolojilerinden yararlanır. Bu, yıllardır kullanımda olan dijital sigorta tekliflerine benziyor gibi görünse de, insurtech bu yetenekleri bir sonraki seviyeye taşıyor. Insurtech yatırımı 2018'de yaklaşık 4,9 milyar dolara ulaştı, çünkü "Insurtech gerçek zamanlı ve tahmine dayalı verilerin yakalanması ve ortaya çıkan riske yanıt veren sigorta ürünlerinin geliştirilmesini teşvik etmek için kullanılma şeklini değiştiriyor, özelleştirilmiş kapsam ve fiyatlandırma çözümlerine olanak tanıyor.

Sosyal medya analitiği ve sigorta endüstrisindeki rolü, pazarlama stratejilerinin ve akıllı reklamların ötesine geçiyor. Sosyal medya verilerinin madenciliği, sigortacılar için risk değerlendirmesini geliştiriyor, dolandırıcılık tespit yeteneklerini güçlendiriyor ve tamamen yeni müşteri deneyimleri sağlıyor. Sigorta teknolojisi, dolandırıcılığı araştırmak için sosyal medyadan da yararlanabilir. Sigortacılar, sigortalıların sosyal faaliyetlerine bakabilir ve herhangi bir tutarsızlık arayarak bunu talep kayıtlarıyla karşılaştırabilir.

Otomatik telematik özelliklerinden etkilenmeye devam edecektir. Sigorta teknolojisinde, telematiği arabanız için giyilebilir teknoloji olarak düşünün. Arabalar artık hız, konum, kazalar ve daha fazlası hakkındaki veriler gibi çeşitli göstergeleri ölçen ve tümü politika priminizin belirlenmesine yardımcı olmak için analitik yazılımıyla izlenen ve işlenen izleme cihazlarıyla donatılabilir. Telematiğin faydaları hem sigortacılar hem de sigortalılar için sayısızdır. Bunlar:

- Daha iyi müşteri alışkanlıklarını teşvik eder,
- Sigortacılar için daha düşük hasar maliyetleri,
- Taşıyıcıdan müşteri ilişkilerine reaktiften proaktife geçiş,

Bazı tahminlere göre, 2025 yılına kadar tüm müşteri etkileşimlerinin %95'i chatbot'lar tarafından desteklenecek. Yapay zekâ ve makine öğreniminden yararlanan sohbet robotları, müşterilerle sorunsuz bir şekilde etkileşim kurarak bir kuruluştaki herkese zaman kazandırabilir ve nihayetinde sigorta şirketlerinin paradan tasarruf etmesini sağlayabilir. Bir bot, daha karmaşık vakalar için insan müdahalesini ayırarak bir müşteriyi bir politika uygulaması veya talep süreci boyunca yönlendirebilir.

Dronesigortacılık sektöründe de vazgeçilmez bir teknoloji haline gelmiştir. İnsansız insansız hava araçları, 2021'de taşıyıcılar tarafından daha fazla kullanılacak bir sigorta teknolojisi aracıdır. Sigorta yaşam döngüsünün birçok aşamasında kullanılabilirler. Bir poliçe düzenlemeden önce riski hesaplamak için veri toplamak, önleyici bakıma yardımcı olmak ve bir kaybın ardından hasarı değerlendirmek gibi ana faaliyetler bulunmaktadır.

1.3. Finansal Teknolojilerin Sigortacılık Sektöründeki Geleceği

Geçtiğimiz yıllarda ivmesini arttıran gelişimler, neredeyse her sektörü etkileyen temel teknoloji trendlerinin ortaya çıkışına tanık olmuştur. Çok sayıda teknolojik gelişme ve değişim, ürünleri ve hizmetleri yeniden şekillendirmektedir.

Sigortacılık sektörü de bu teknolojik gelişmelerden oldukça yararlanmıştır. Özellikle yapay zekânın gelişimi ile birlikte sigortacılık sektöründe oldukça faydalı işlevleri oluşmuştur. Yapay zeka sektöre daha derinden entegre edildikçe, çalışanlar değişen iş ortamına yanıt verecek şekilde konumlandırmalıdır. Sigorta yöneticileri, bu değişime katkıda bulunacak faktörleri ve yapay zekânın talepleri, dağıtımı, sigortalamayı ve fiyatlandırmayı nasıl yeniden şekillendireceğini anlamalıdır. Bu anlayışla, geleceğin sigortacılık sektöründe başarılı oyuncular olmak için gereken beceri ve yetenekleri geliştirmeye, gelişen teknolojileri benimsemeye ve kültür ve bakış açısını oluşturma şart olmuştur. Yapay zekânın altında yatan teknolojiler, hâlihazırda işletmelerde, evlerde ve araçlarda kullanılıyor. COVID-19'dan kaynaklanan kısıtlamalar, sigortacılar için dijitalleşmeyi önemli ölçüde hızlandırarak yapay zekânın benimsenmesi için zaman çizelgelerini değiştirdi. Kuruluşlar, neredeyse bir gecede

uzak iş gücüne uyum sağlamak, dağıtımı desteklemek için dijital yeteneklerini genişletmek ve çevrimiçi kanallarını yükseltmek zorunda kalmıştır.

Pandemi sırasında çoğu kuruluş muhtemelen yapay zekâya büyük yatırım yapmamış olsa da, dijital teknolojilere artan vurgu ve değişimi benimsemeye yönelik daha fazla isteklilik, onları yapay zekâyı operasyonlarına dâhil etme konusunda daha iyi bir konuma getirecektir. Endüstriyel ortamlarda, sensörlü ekipmanlar bir süredir bulunuyor, ancak önümüzdeki yıllarda bağlı tüketici cihazlarının sayısında büyük bir artış görülmesi beklenmektedir. Mevcut cihazların (arabalar, kondisyon takip cihazları, ev yardımcıları, akıllı telefonlar ve akıllı saatler gibi) penetrasyonu, giyim, gözlük, ev aletleri, tıbbi cihazlar ve ayakkabılar gibi büyüyen yeni kategorilerle birlikte hızla artmaya devam edecektir. Sonuç olarak, bu cihazlar tarafından oluşturulan yeni veri datası, operatörlerin müşterilerini daha derinlemesine anlamalarına olanak tanıyarak yeni ürün kategorileri, daha kişiselleştirilmiş fiyatlandırma ve giderek daha fazla gerçek zamanlı hizmet sunumu ile sonuçlanması beklenmektedir.

Robotik alanında son zamanlarda pek çok heyecan verici başarı görüldü ve bu yenilik, insanların çevrelerindeki dünyayla nasıl etkileşimde bulunduklarını değiştirmeye devam edecektir. Üç boyutlu baskı olarak da bilinen eklemeli imalat, geleceğin imalat ve ticari sigorta ürünlerini kökten yeniden şekillendirecektir. 2025 yılına kadar, üç boyutlu baskılı binalar yaygınlaşacak ve taşıyıcıların bu gelişmenin risk değerlendirmelerini nasıl değiştirdiğini değerlendirmesi gerekecektir. Ayrıca programlanabilir, otonom dronelar; otonom tarım ekipmanı ve geliştirilmiş cerrahi robotların tümü önümüzdeki on yılda ticari olarak geçerli olacaktır. 2030'a kadar, standart araçların çok daha büyük bir oranı kendi kendine sürüş gibi otonom özelliklere sahip olacaktır. Taşıyıcıların, günlük yaşamda ve endüstriler genelinde robot teknolojisinin artan varlığının risk havuzlarını nasıl değiştireceğini anlaması gerekecektir. Veriler her yerde bulunur hale geldikçe, verilerin sektörler arasında paylaşılabilmesini ve kullanılmasını sağlamak için açık kaynaklı protokoller ortaya çıkacaktır. Çeşitli kamu ve özel kuruluşlar, ortak bir düzenleyici ve siber güvenlik çerçevesi altında birden fazla kullanım durumu için veri paylaşmak üzere ekosistemler oluşturmak üzere bir araya gelecektir. Örneğin, giyilebilir veriler doğrudan sigorta şirketlerine taşınabilir ve bağlantılı ev ve otomobil verileri Amazon, Apple, Google ve çeşitli tüketici cihazı üreticileri aracılığıyla kullanılabilir hale getirilebilecektir (Bilgel, 2020, s. 15-22).

Yapay zekâ ve ilgili teknolojileri, dağıtımdan sigortalamaya ve fiyatlandırmadan hasar taleplerine kadar sigorta endüstrisinin tüm yönleri üzerinde sismik bir etkiye sahip olacaktır. Gelişmiş teknolojiler ve veriler, poliçelerin neredeyse gerçek zamanlı olarak fiyatlandırılması, satın alınması ve bağlanmasıyla, dağıtımı ve sigortalamayı zaten etkilemektedir. Sigorta satın alma deneyimini daha hızlı, sigortacı ve müşteri tarafında daha az aktif katılım ile gerçekleştirmeyi teknoloji ile birlikte hedeflemektedir. Yapay zekâ risk profilleri oluşturmasıyla bireysel davranış hakkında yeterli bilgi toplarken, bir otomobil, ticari veya hayat poliçesinin satın alınmasını tamamlamak için döngü süreleri dakikalara, hatta saniyelere inmesi hedeflenmektedir.

Otomobil ve ev operatörleri bir süredir anında fiyat tekliflerini etkinleştirdiler, ancak telematik ve ev içi Nesnelerin İnterneti (IoT) cihazları çoğaldıkça ve fiyatlandırma algoritmaları olgunlaştıkça daha geniş bir müşteri yelpazesine anında poliçe düzenleme yeteneklerini geliştirmeye devam edeceklerdir. Birçok sigorta kuruluşları basitleştirilmiş ihraç ürünleriyle deneyler yapıyor, ancak bunlar deneme aşamasında kalmaktadır.

Blockchain tarafından etkinleştirilen akıllı sözleşmeler, bir müşterinin finansal hesabından ödemeleri anında yetkilendirmesidir. Bununla birlikte, sözleşme işleme ve ödeme doğrulaması ortadan kaldırılır veya kolaylaştırılır, bu da sigortacılar için müşteri edinme maliyetlerini azaltır. Drone'lar, Nesnelerin İnterneti ve diğer mevcut verilerin kombinasyonu yapay zekâ tabanlı bilişsel modellerin proaktif olarak bağlanabilir bir fiyat teklifi oluşturması için yeterli bilgi sağladığından, ticari sigortanın satın alınması da benzer şekilde hızlandırılır.

Aktif acenteler emekliye ayrıldıkça kalan acenteler üretkenliği artırmak için büyük ölçüde teknolojiye yöneleceklerdir. Aracıların rolü, süreç kolaylaştırıcılarına ve ürün geliştirmeye dönüşecektir. Geleceğin acentesi, neredeyse tüm teminat türlerini satabilir ve müşterilerin deneyimler, sağlık, yaşam, hareketlilik, kişisel mülk ve konut kapsamındaki teminat portföylerini yönetmelerine yardımcı olarak değer katmaktadır. Temsilciler, görevlerini optimize etmek için akıllı kişisel asistanları ve müşteriler için potansiyel fırsatlar bulmak üzere yapay zekâ özellikli botları kullanmaktadır. Bu araçlar, aracıların önemli ölçüde daha geniş bir müşteri tabanını desteklemesine yardımcı olurken, müşteri etkileşimlerini daha kısa ve daha anlamlı hale getirmektedir.

Sigortalamanın büyük bir kısmı otomatikleştirildiğinden ve teknoloji yığını içinde oluşturulmuş makine ve derin öğrenme modellerinin bir kombinasyonu tarafından desteklendiğinden, sigortalama süreci birkaç saniyeye indirilmesi ilerleyen yıllarda hedeflenmektedir. Bu modeller, dâhili verilerin yanı sıra uygulama programlama arayüzleri ve dış veri ve analitik sağlayıcıları aracılığıyla erişilen geniş bir dış veri kümesi tarafından

desteklenmektedir. Ana hat taşıyıcıları, reasürörler, ürün üreticileri ve ürün dağıtıcıları tarafından sağlanan cihazlardan toplanan bilgiler, çeşitli veri havuzlarında ve veri akışlarında toplanmaktadır. Sigorta şirketlerinin sigortalama ve fiyatlandırma ile ilgili ön kararlar vermesini sağlar. Düzenleyiciler, bir puanın izlenebilirliğini belirlemek için şeffaf bir yöntem gerektiren bir görev olan yapay zekâ özellikli, makine öğrenimi tabanlı modelleri incelemektedir. Veri kullanımının pazarlama ve yüklenim için uygun olduğunu doğrulamak için düzenleyiciler, model girdilerinin bir kombinasyonunu değerlendirilir.

Bazı segmentlerde fiyat rekabeti yoğunlaşır ve çok ince marjlar norm haline gelirken, diğer segmentlerde benzersiz sigorta teklifleri marj genişlemesine ve farklılaşmasına olanak tanır. Değişimin benimsendiği yetki alanlarında, inovasyonun fiyatlandırılması hızlıdır. Fiyatlandırma, kullanıma ve dinamik, veri açısından zengin bir risk değerlendirmesine dayalı olarak gerçek zamanlı olarak sunulur ve tüketicilere eylemlerinin kapsamı, sigortalanabilirliği ve fiyatlandırmayı nasıl etkilediği konusunda karar verme yetkisi verir.

Sektördeki teknolojik değişimlere yönetim kurulu üyeleri ve müşteri deneyimi ekipleri, yapay zekâ ile ilgili bu teknolojiler hakkında derin bir anlayış oluşturmak için zaman ve kaynak yatırımı yapmalıdır. Bu çabanın bir kısmı, kesintinin nerede ve ne zaman meydana gelebileceğini ve bunun belirli iş kolları için ne anlama geldiğini anlamak ve vurgulamak için hipoteze dayalı senaryoların araştırılmasını gerektirecektir. Örneğin, sigorta şirketlerinin, işin farklı bölümlerindeki sınırlı ölçekli IoT pilot projelerinden çok fazla öngörü elde etmesi pek olası değildir. Bunun yerine, bir amaç doğrultusunda ve kuruluşlarının IoT ekosistemine geniş ölçekte nasıl katılabileceğini anlayarak ilerlemeleri gerekir.

Veriler, herhangi bir kuruluş için hızla en değerli varlıklardan biri haline geliyor. Sigorta sektörü de farklı değil: taşıyıcıların riski nasıl tanımladığı, ölçtüğü, yerleştirdiği ve yönettiği, bir poliçenin yaşam döngüsü boyunca elde ettikleri verilerin hacmine ve kalitesine bağlıdır. Çoğu AI teknolojisi, çeşitli kaynaklardan yüksek hacimli verilere sahip olduklarında en iyi performansı gösterecektir. Bu nedenle taşıyıcılar, hem iç hem de dış verilerle ilgili olarak iyi yapılandırılmış ve eyleme geçirilebilir bir strateji geliştirmelidir. Dâhili verilerin, yeni analitik öngörülerinin ve yeteneklerinin çevik gelişimini etkinleştirecek ve destekleyecek şekilde düzenlenmesi gerekecektir. Harici verilerle, taşıyıcılar dâhili veri kümelerini zenginleştiren ve tamamlayan verilere erişimi güvence altına almaya odaklanmalıdır. Asıl zorluk, uygun maliyetli bir şekilde erişim elde etmek olacaktır. Dış veri ekosistemi genişlemeye devam ettikçe, büyük olasılıkla oldukça parçalı kalacak ve bu da yüksek kaliteli verileri makul bir maliyetle tanımlamayı oldukça zorlaştıracaktır. Genel olarak, veri stratejisinin, dış verilere erişim sağlamanın ve güvenli hale getirmenin çeşitli yollarını ve ayrıca bu verileri dâhili kaynaklarla birleştirmenin yollarını içermesi gerekecektir (Danacı, 2020, s. 5-12)

Önümüzdeki on yılda teknolojilerdeki hızlı gelişmeler, sigorta endüstrisinde yıkıcı değişikliklere yol açacaktır. Yapay zekâ tabanlı sigortanın kazananları, yenilikçi ürünler oluşturmak için yeni teknolojileri kullanan, yeni veri kaynaklarından bilişsel öğrenme içgörürlerimden yararlanan, süreçleri kolaylaştıran ve maliyetleri düşüren ve kişiselleştirme ve dinamik uyum için müşteri beklentilerini aşan taşıyıcılar olacaktır. En önemlisi, mevcut işleri için bir tehdit olarak görmek yerine yıkıcı teknolojilerden fırsatlar yaratmaya odaklanan bir zihniyeti benimseyen firmalar, 2030'da sigorta sektöründe başarılı olacaklardır.

Sigorta işletmelerinin tasarruflarının verimli yatırım alanlarına aktarmaları, tasarruf hacminin büyütülmesi kadar önem arz etmektedir. Şirketler, etkin yatırım alanları belirleyerek elinde bulundurdukları fonları bu alana aktararak profesyonel fon yöneticileri tarafından yönetilmesi gerekmektedir (Uralcan, 2011:246).

Ülkemizdeki sigorta şirketlerinin aşağıdaki önemli hususlara uymaları günümüz koşullarında gerekli görülmektedir;

- Sigorta sektöründe stratejik hedefler belirlenmelidir,
- Özkaynak yetersizliğine sahip olan sigorta şirketlerinin birleşmeleri sağlanmalıdır,
- Sigorta sektöründe Ar-Ge uygulamalarına önem verilmelidir,
- Günümüz teknolojisinde müşterilerin istek ve beklentilerine önem verilmelidir,
- Sigortacılık sektörüne bakışın değiştirilmesi gerekmektedir,
- Sigortacılık bilincinin eğitimle sağlanması ve eğitimin tabana yayılması,
- Sigortacılık sektöründe faaliyet gösteren sigorta şirket sayısının artırılması gerekmektedir,
- Sigortacılık alanında kural ve usulleri standartlaştırmak ve kolaylaştırmak gerekmektedir,

- Bankalar tarafından ihtiyacı olan sigorta şirketlerine ucuz ve uzun vadeli krediler sağlanmalıdır,
- Ülkemizde reasürans şirketlerinin sayısının artırılması amaçlanmalıdır,
- Yabancı sermayeli sigorta şirket sayısının artırılması sonucunda sektörün daha rekabetçi bir yapıya kovuşturulması amaçlanmalıdır.

2. METEDOLOJİ VE SEKTÖDEKİ ÖRNEKLER

2.1. Yöntem

Hazırlanan bu bilimsel makalede belirli teknik özellikler ve hazırlama yöntemleri kullanılmıştır. Bu yöntemler sayısal verilere ve literatürde bulunan kaynaklara dayanmaktadır. Araştırma sonucu ulaşılan veriler ile birlikte bilimsel bir makale çıkarılmıştır. Bu makalede içerisinde çeşitli dijital kanallarda bulunan haber yazıları, makaleler ve dergi yazıları kaynak olarak alınmıştır.

2.2. Veri Toplama Aracı

Bu çalışma içerisinde belirli veri toplama araçları kullanılmıştır. Bunları şu şekilde sıralayabiliriz:

- Gözlem,
- Anket,
- Doküman/kayıt incelemesi,
- Örnek olay incelemesi gibi çeşitli yollara başvurulara bilimsel makale formatında hazırlanmıştır.

2.3. Araştırmanın Kısıtları

Bu bilimsel araştırma sırasında belirli kısıtlar ele alınmıştır. Bu bilimsel makalede giriş, gelişme ve sonuç bölümleri ayrı başlıklar halinde hazırlanırken konu içeriği de formata uygun bir şekilde hazırlanmıştır.

2.4. Sektördeki Teknoloji Örnekleri

Gelişmiş sigorta teknolojisi, hem taşıyıcılar hem de sigortalılar için mülkiyet ve kaza endüstrisinin ayrılmaz bir parçasıdır. Sigorta fiyatları almak bir düğmeyi tıklamak kadar kolay olurken, sigorta kapsamını yönetmek genellikle bir mobil uygulama aracılığıyla gerçekleştirilebilir hale gelmiştir (Aksoy, 2019, s. 16-22).

Teknolojik gelişmeleri bünyesinde bulunduran ve kullanan bazı firmaları şu şekilde sıralayabiliriz:

Dünyanın en büyük sigorta şirketlerinden birisi olan Kroodle, sosyal medya teknolojisini oldukça aktif kullanmaktadır. Müşterilerle etkileşim süreçleri tamamen sosyal medya aracılığıyla gerçekleştirilir. Müşteriler, Facebook kimlik bilgilerini kullanarak oturum açar ve bir Facebook uygulaması aracılığıyla hak talebinde bulunur, fiyat teklifi alır ve diğer hizmetleri talep eder. Sigorta teknolojisi, dolandırıcılığı araştırmak için sosyal medyadan da yararlanabilir. Sigortacılar, sigortalıların sosyal faaliyetlerine bakabilir ve herhangi bir tutarsızlık arayarak bunu talep kayıtlarıyla karşılaştırabilir.

Allianz Sigorta, ChatBot teknolojisini ilk kullanan sigorta kuruluşlarından birisidir. Bazı tahminlere göre, 2025 yılına kadar tüm müşteri etkileşimlerinin %95'i chatbotlar tarafından desteklenecek.

Yapay zekâ ve makine öğreniminden yararlanan sohbet robotları, müşterilerle sorunsuz bir şekilde etkileşim kurarak bir kuruluştaki herkese zaman kazandırabilir ve nihayetinde sigorta şirketlerinin paradan tasarruf etmesini sağlayabilir. Bir bot, daha karmaşık vakalar için insan müdahalesini ayırarak bir müşteriyi bir politika uygulaması veya talep süreci boyunca yönlendirebilir (Ömürbek, 2020, s. 12-15).

Axa Sigorta, Drone teknolojisini en aktif kullanan firmalar arasında gelmektedir. İnsansız hava araçları, 2021'de taşıyıcılar tarafından daha fazla kullanılacak bir sigorta teknolojisi aracıdır. Sigorta yaşam döngüsünün birçok aşamasında kullanılabilirler. Bir poliçe düzenlemeden önce riski hesaplamak için veri toplamak, önleyici bakıma yardımcı olmak ve bir kaybın ardından hasarı değerlendirmek için oldukça faydalı bir teknolojidir. Evlerde risk

ve hasar değerlendirmesine yardımcı olmak için harika bir örnektir. Bu dronlar, çatı incelemeleri ve diğer değerlendirmeleri gerçekleştirir ve dronlar, verilerini analiz için buluta iletir. Bu, sigorta endüstrisinde birlikte çalışan IoT ve diğer teknolojilerin bir başka örneğidir.

MetLife Sigorta kuruluşu telematik teknolojisini en çok kullanan firmalar arasında gelmektedir. Telesekreter olarak çalışan sayısı diğer firmalara göre oldukça azdır. Hızlı iletişim ve sonuç sunarak müşterinin taleplerini daha doğru anlayıp sınıflandırmaya yardımcı olmaktadır (Gülençer, 2020, s. 16-19).

BerkshireHathaway sigorta şirketinin aktüerleri, şirketin primleri etkili bir şekilde belirleyebilmesi için riski matematiksel olarak ölçmede uzmanlaşmıştır. Büyük verinin ve veri analitiğinin yükselişi, aktüerlerin şirketin potansiyel finansal sonuçlarını etkileyen istatistiksel eğilimleri daha kesin bir şekilde analiz etmesini sağlamaktadır.

Veri odaklı sigorta sektörü, tahmine dayalı analitiği şu amaçlarla kullanabilir:

- Mevcut ve gelecekteki işletme sigortası ihtiyaçlarını belirleyin,
- Farklı iş kolları veya sektörler için risk faktörlerini tahmin edin,
- Potansiyel ticari müşteri sigortası iptal riskine ilişkin görünürlük elde edin,
- Talep türleri arasındaki kalıpları tanıma,
- Trend analizine dayalı yeni müşteri fırsatları bulun.

Örneğin, geçen yıl boyunca fidye yazılımı saldırılarındaki artış, birçok sigortacının tahmine dayalı analitiği kullanarak gelecekteki eğilimleri ölçebildikleri için primleri artırmasına veya yeni istisnalar hazırlamasına neden olmuştur (Gülençer, 2020, s. 19-22).

Kaiser Foundation Group of HealthPlans sigorta şirketi blockchain teknolojisini aktif olarak kullanmaktadır. Blockchain, her bir veri "bloğunu" bir saat ve tarih damgası atayarak hassas bilgilerin korunmasına yardımcı olan, eşler arası, dağıtılmış bir kayıt defteridir. Daha sonra her güncelleme yapıldığında yeni bloklar ekler. Blockchain, sigortacılara verileri koruma ve üzerinde yapılan değişiklikleri izleme yolu sunarak tüketici güveni oluşturur. Bu, gizliliği ve kullanılabilirliği korumanın bir yolunu sunarken veri bütünlüğünü sağlar.

SONUÇ ve DEĞERLENDİRME

Küreselleşmede yeni bir döneme girilmekte olup, ekonomideki değişim şiddetli olacağı görülmektedir. Öte yandan, gelişmekte olan pazarlar, yeni teknolojilere erişim mesafesi ve aynı zamanda bilgi gibi daha birçok zorlukla karşı karşıyadır. Piyasalar, yıkıcı veya dönüştürücü zorluklara hazır olmalıdır; yalnızca bu değişime ayak uyduracak ülkeler, kuruluşlar veya toplumlar endüstri 4.0'ın fırsatlarını yakalayabilecektir.

Finansal teknoloji (Fintech), finansal hizmetlerin sunumunu ve kullanımını iyileştirmeyi ve otomatikleştirmeyi amaçlayan yeni teknolojiyi tanımlamak için kullanılır. Fintech özünde, bilgisayarlarda ve giderek artan bir şekilde akıllı telefonlarda kullanılan özel yazılım ve algoritmaları kullanarak şirketlerin, işletme sahiplerinin ve tüketicilerin finansal operasyonlarını, süreçlerini ve yaşamlarını daha iyi yönetmelerine yardımcı olmak için kullanılır. Yazılım çözümlerinin sektördeki uygulamaları, finansal teknoloji (Fintech) firmalarının yenilikçi çözümler geliştirmesini sağlamıştır. Örneğin, çevrimiçi ödeme sistemlerinin, daha iyi risk yönetiminin, siber güvenlik çözümlerinin, gelişmiş analitiklerin, daha iyi işbirliği için bulut süreçlerinin vs. gelişmesine yol açmıştır. Bunların finansal hizmetlerin gelişmesi için çok önemli olduğu kanıtlamıştır. Bu nedenle, Fintech'in ortaya koyduğu zorlukları ele almak için etkili düzenleyici çerçevelerin geliştirilmesini sağlamak için uluslararası işbirliği şarttır.

Gerek yapay zekâ, gerek nesnelerin interneti olarak sigortacılık sektöründe birçok teknolojik gelişmeler görülmektedir. Bunların zamanla artacağı görülmekte olup, firmaların bu gelişmelere daha fazla ayak uyduracağı düşünülmektedir. Bu proje içerisinde de finansal teknolojik gelişmelerden bahsedilip, sigortacılık sektöründe etkileri ele alınmış olup, literatüre destek olarak araştırılmıştır.

Sonuç olarak, Türk Sigortacılık sektörünün Avrupa Birliği ülkelerindeki sigortacılık sektörü gibi olabilmesi için yani gelişme gösterebilmesi için gayri safi yurtiçi hâsıla içerisindeki %1,3 payının artırılmasıyla mümkün olacaktır. Ülkemizdeki sigortacılık sisteminin Avrupa Birliği'ndeki birçok ülkeye oranla daha az gelişmesindeki en temel sorunlardan bir taneside toplumumuzda sigorta bilincinin yeterince yerleşmemiş olmasıdır (Akın, 2011: 185).

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Endeks Getiri Belirsizliğinin ve Çıktı Büyüklüğünün Teknoloji Endeksi Üzerine Etkisi

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Özet: Küreselleşme ile birlikte değişen toplum yapısında teknolojinin, kullanılabilir, erişilebilir ve toplumsal-çevresel açıdan faydalı olması önem arz etmektedir. Ekonomi, işletme, birey üçgeninde davranış ve tutumlar üzerinde çok yönlü değişimler yaşanmasına neden olan dönüşümler (pandemi, doğal afetler vb.gibi) hem arz hem de talep yönlü daralmalara neden olmaktadır. Yeni konjonktür yapısında dijitalleşmenin ve teknolojinin etkisiyle ortaya çıkan ikiz dönüşüm, ekonomik ve sosyal faaliyetleri destekleyerek sürdürülebilirliği sağlamaktadır. Ekonomilerin uluslararası piyasalardaki rekabet gücünü ve etkinliğini artırmasının yolu, teknolojinin kullanılabilirliğinin etkin ve verimli olmasından geçmektedir. Yeşil politikaların gözetilerek, teknolojik gelişmelerinin kullanımıyla birlikte üretim hacmi ve çıktı büyüklüğünün artış göstermesi, sürdürülebilirlik hedeflerine ulaşılmasını hızlandırmaktadır. Ekonomik büyüme ile teknoloji düzeyi arasındaki dinamik yapı ülkeler için bir ölçüt olarak değerlendirilmektedir. İhracata yönelik sanayileşme stratejilerini benimsemeye çalışan gelişmekte olan ülkelerde, teknolojik gelişmelere yönelik yatırımlara teşvik verilmesiyle sürdürülebilir bir büyüme sağlanabilmektedir. Uzun vadeli bir strateji olarak ortaya çıkan büyüme politikalarının ise teknoloji faaliyetlerini ve yatırımlarını desteklemesi gerekmektedir. Teknoloji sürecinde yaşanan olumlu ilerlemeler/yenilikler, muhtemel çıktının potansiyelinin artmasına, toplam verimliliğin sağlanmasına ve toplam üretim hacminde iyileşmeler yaşanmasına olanak sağlamaktadır. Çalışma kapsamında, teknoloji endeksi ve çıktı büyüklüğü etkileşiminin modellenerek tahmin edilmesi amaçlanmaktadır.

Anahtar Kelimeler: Teknoloji Endeksi, Çıktı Büyüklüğü, Oynaklık Modelleri

The Effect of Output Growth and Index Return Uncertainty on the Technology Index

Abstract: In a society that is changing with globalization, it is important that technology is usable, accessible and socially and environmentally beneficial. Transformations that cause multifaceted changes in behavior and attitudes in the triangle of economy, business, and individuals (pandemics, natural disasters, etc.as such) causes both supply-side and demand-side contractions. The twin transformation, which has emerged with the effect of digitalization and technology in the new conjuncture structure, provides sustainability by supporting economic and social activities. The way for economies to increase their competitiveness and efficiency in international markets is through the effective and efficient availability of technology. Taking into account green policies, increasing the production volume and output size with the use of technological developments accelerates the achievement of sustainability goals. The dynamic structure between economic growth and technology level is considered as a criterion for countries. In developing countries that are trying to adopt export-oriented industrialization strategies, sustainable growth can be achieved by encouraging investments in technological developments. Growth policies that emerge as a long-term strategy should support technology activities and investments. Positive advances / innovations in the technology process allow increasing the potential of the possible output, ensuring total efficiency and improving the total production volume. Within the scope of the study, it is aimed to estimate the interaction of technology index and output size by modeling.

Key Words: Technology Index, Output Growth, Volatility Models

1. GİRİŞ

Gelişmiş ekonomilerde, iktisadi kalkınmanın sürdürülebilir ve verimli olması, ilgili ülkenin teknolojik gelişmelere yön vermesi, teknolojik gelişmenin efektif kullanılmasına ve dönüşümlerinin bütününün eşzamanlı bir şekilde gerçekleşmesine bağlı olmaktadır. İnovasyon ve teknolojik gelişmişliğin hedeflendiği ve inovasyon kümelerinin/gruplarının kurulmasının, geliştirilmesinin, uygulanmasının ve yaygınlaştırılmasının teşvik edilmesini amaçlandığı ekonomilerde, birey-makine etkileşiminin birlikteliği önem arz etmektedir. Dijitalleşme ile birlikte iletişim kanalları ve bilgi paylaşım ağları genişlerken, ekonomiler-işletmeler açısından iktisadi ilerlemelerin karar alma süreçlerinde daralmalar yaşanmaktadır. Belirli bir süreç kapsamında ekonomik yapıda üretilen mal ve hizmetlerin bütünün ifade eden çıktı büyüklüğündeki belirsizlikler, ülkelerin kalkınma hedeflerine ulaşma konusunda önemli bir yer kaplamaktadır. Son dönemlerde yaşanan ve toplumsal dönüşüme neden olan olaylar (deprem, Covid-19 vb. gibi) sonucunda dijital dönüşüm süreci hızlanmaktadır. Yaşanan toplumsal dönüşümlerle birlikte birey-işletme-ekonomi üçgeninde davranış ve tutumlarda da değişimler

görülmektedir. Ek olarak, ilgili üçgen yapının, dijitalleşme kapsamında gerçekleşen dönüşümü anlamak ve yönetmek zorunluluğunun gerekliliği de ortaya çıkmaktayken, doğal kaynak kullanımının aşırılığının engellenmesi ve çevresel sürdürülebilirliğin sağlanması da önem arz etmektedir. Bu kapsamda, ilgili üçgen yapının faaliyetlerini gerçekleştirirken, dijitalleşme ve sürdürülebilirlik (insan-ekonomi-çevre bağlamında) kavramlarını eşzamanlı olarak gözetmesi ve yürütmesi durumunda, çıktı büyüklüğündeki belirsizlik minimize edilmektedir. İkiz dönüşüm çerçevesinde, ekonomi politikalarının şekillendirilmesinde çıktı belirsizliğinin teknoloji arz ve talep performans üzerindeki etkisinin değerlendirilmesi gerekmektedir. Bu nedenle arz ve talep yönlü daralmaların bulunduğu, dijitalleşme ve sürdürülebilirlik sürecinde mesafe alan ve gelişen ülkeler sınıfında yer alan Türkiye ekonomisindeki çıktı büyüklüğü belirsizliğinin teknoloji endeksi üzerindeki etkisinin ortaya çıkarılması önem arz etmektedir. Çalışma kapsamında, ikizi dönüşüm çerçevesinde teknoloji endeksi ile çıktı büyüklüğü belirsizliğinin arasındaki oynaklık düzeyinin modellenerek, ilgili değişkenlerin etkileşiminin belirlenmesi amaçlanmaktadır. Çalışmanın ilk bölümünde, ikiz dönüşüm, teknoloji endeksi ve çıktı büyüklüğü hakkında kavramsal bilgi verilmekte, ikinci bölümünde, kullanılan modelleme metodolojisine yönelik teorik bilgi verilmekte, sonrasında modele ait bulgular belirlenerek sonuç ve önerilere değinilmektedir.

2. KAVRAMSAL ÇERÇEVE

Son dönemlerde yaşanan toplumsal dönüşümler, mevcut trendleri hızlandırmanın yanı sıra inovatif fikirlerin ortaya çıkarılması açısından teknolojiye olan talep üzerinde de önemi bir etkiye sahip olmaktadır. Eğitim, istihdam vb.gibi alanlarda uzaktan erişimin yaygınlaşması sonucunda, gerçekleşmesi muhtemel toplumsal dönüşümlerde, teknolojinin öneminin giderek daha merkezi bir rol oynamasının gelecekte de devam etmesi muhtemel olmaktadır. Yazılımsal ve donanımsal faaliyette bulunan işletmelerin borsadaki performansının bir ölçüşü olan teknoloji endeksi, ilgili işletmelerin hisse senedi fiyatlarının ağırlık ortalaması alınarak hesaplanmaktadır. Yükselen bir teknoloji endeksi, teknoloji sektörüne yönelik olumlu düşünceyi gösterebilirken, düşen bir endeks, sektörün gelecekteki büyüme beklentileriyle ilgili endişeleri gösterebilmektedir. Teknolojik gelişme, yeni mal, hizmet ve süreçler oluşturması nedeniyle istihdam yaratabilmesi, görev ve yükümlüklerin dijitalize edilerek verimliliğin artırılması sonucunda maliyet tasarrufunun sağlanması, yeni sektörler yaratması, uluslararası piyasalarda rekabet edilebilirliğinin sağlanması, bilgiye erişimin hızlanması, vb.gibi konular açısından ekonomik büyüme üzerinde kritik bir rol oynamaktadır. Teknolojiye yatırım yapan ülkelerin uzun vadede ekonomik büyümeye ulaşmaları beklenmektedir (Yakişik ve Çetin, 2014).

Belirli bir süreç içerisinde üretilen mal ve hizmet düzeyini ifade eden çıktı büyüklüğünün boyutu, ülkenin Gayri Safi Yurtiçi Hasılası (GSYİH) veya Gayri Safi Milli Hasıla (GSMH) kullanılarak ölçülmektedir. Artış gösteren bir çıktı büyüklüğü, ekonominin genişlediğini ve daha fazla mal ve hizmet ürettiğini göstermekte ve bu nedenle yeni istihdam olanaklarının yaratılmasına ve toplumsal refah seviyesinin artmasına yol açmaktadır. Politik süreçlerden, teknolojik gelişmelerden ve tüketici talebindeki oynaklıklardan etkilenen çıktı büyüklüğü, bir ekonominin sürdürülebilir büyümesinin önemli bir göstergesi olarak kabul edilmektedir.

Toplumsal açıdan dijital dönüşümü sürdürülebilir olmasını ifade eden ikiz dönüşümün, ilk aşaması, sürdürülebilirliği teşvik etmek için dijital teknolojilerin kullanılmasını içerirken, ikinci dönüşüm, dijital dönüşümün kendisinin sürdürülebilir olmasını sağlamayı içermektedir. İlk aşamada, enerji tüketimini optimize edilmesi ve kaynak verimliliğini artırılması için veri analitiği ve yapay zekanın kullanılması, paylaşım ekonomisini teşvik eden veya fiziksel ulaşım ihtiyacını azaltan üretim-tüketim modellerinin yaygınlaşması hedeflenmektedir. İkinci aşamada ise, dijital dönüşümün sürdürülebilir olması, dijital altyapının çevresel etkilerinin azaltılması ve dijital ekonomide sosyal kapsayıcılığın teşvik edilmesi amaçlanmaktadır. İkiz dönüşüm, dijital teknolojilerin sürdürülebilirliğinin gelişmesine olanak sağlayabilirken, azalmasına da olanak sağlayabilmektedir. İkiz dönüşüm, dijital teknolojilerin sürdürülebilirliği destekleyecek şekilde kullanımını teşvik ederek ve dijital dönüşümün sürdürülebilir olmasını sağlayarak, dijitalleşmenin daha sürdürülebilir bir geleceğe katkıda bulunmasına yardımcı olmaktadır (Sarıkaya, 2022).

Solow (1956), teknolojik ilerleme verimlilikte artış yol açarak ekonomik kalkınmanın sağlanacağını ifade etmektedir. Teknolojik ilerleme, sadece ekonomik büyümenin bir sonucu değil, aynı zamanda itici gücü de olmaktadır. Arrow (1962), üretim yöntem ve tekniklerindeki gelişmenin zamanla öğrenme deneyimi yoluyla geldiğini ve sonuçta üretkenliği ve ekonomik büyümeyi artırdığını varsayarak teknolojinin önemini vurgulamaktadır. Ek olarak, Conlisk (1969), Shell ve Stiglitz (1967), Uzawa (1965), Phelps (1966) ve DeLoo ve Soete (1999), çalışmalarında teknolojik ilerlemenin ekonomik kalkınmayı hızlandırmasının muhtemel olduğunu belirtmektedir. Cukierman ve Meltzer (1986), piyasalarda yaşanması muhtemel negatif yönlü oynaklıkların,

ekonomik büyümeyi olumsuz yönde etkilediğini savunmaktadır. Ek olarak, Friedman(1977), piyasa oynaklıkları ile büyümenin eşzamanlı gerçekleşmesi durumunda ekonomide yaşanan belirsizlikler nedeniyle büyümenin yavaşladığını belirtmektedir. Schreyer (1999), 1990-1996 dönemleri arasında G7 ülkelerine (Almanya, Amerika Birleşik Devletleri, Birleşik Krallık, İtalya, Fransa, Japonya ve Kanada) yönelik yapığı çalışmada, teknolojik ilerlemenin, etki düzeyi ülkeden ülkeye farklı olmak üzere, ekonomik verimliliğin sağlanmasına katkıda bulunduğunu belirtmektedir. Oliner ve Sichel (2000), 1973-1999 dönemleri arasında ABD ekonomisine yönelik yaptığı çalışmada, dijital enstrüman yatırımlarının ekonomik büyüme, işgücü verimliliği üzerinde pozitif yönlü bir etkisinin olduğunu ifade etmektedir. Daveri (2000), 1992-1997 dönemleri kapsamımda, OECD ve Avrupa Birliği ülkelerine yönelik yaptığı ve dijital enstrümanlarının gelişiminin ekonomik büyüme üzerine olan etkisini amaçladığı çalışmada, endüstrisi gelişmiş ülkeler ile gelişmemiş ülkeler arasında katkı düzeyinde değişim olduğunu vurgulamaktadır. Kraemer ve Dedrick (2001), 1985-1995 dönemleri arasında çeşitli ülkeler grubuna yönelik yaptığı çalışmada, dijital teknoloji enstrümanlarında büyüme ile arasında pozitif yönlü bir ilişki olduğunu belirtirken, büyümenin verimli bir şekilde olmadığını ifade etmektedir. Zhang ve Chen (2019), iktisadi yapının dijitalleşmesi ve dijital argümanlarının yaygınlaşmasının, ekonomik yapının kalkınmasını hızlandırmasının ve ulusal toplam faktör verimliliğinin artış yaşanmasının muhtemel olacağını vurgulamaktadır.

Konu ilgili literatür incelendiğinde, genellikle teknolojik ilerleme ile çıktı büyüklüğü arasında bir etkileşim olduğu belirlenmektedir. Çalışma kapsamında, ikiz dönüşüm kavramı çerçevesinde Türkiye'nin dijitalleşme ve sürdürülebilirliğinin birlikte hareket edilebilirlik durumu ve muhtemel şokların dönemsel açıdan farklılık gösterip göstermediği belirlenerek, literatüre katkı yapılması hedeflenmektedir.

3. EKONOMETRİK YÖNTEM

Bir zaman serisinin herhangi bir gözlem değerini, serinin geçmişteki gözlem değerleri ile hata payının doğrusal bir bileşimi olarak ifade edilen otoregresif süreç (AR) modelleri aracılığıyla, ilgili zaman serisinin geçmiş dönem değerleri kullanılarak, gelecekte alması muhtemel değerlere yönelik bilgi edinilebilmektedir. Y_t, serinin bugünkü değerini, (Y_{t-1}, Y_{t-2}.... Y_{t-p}) serinin gecikmeli değerlerini, ϕ_1, ϕ_2, ..., ϕ_p, sürecin bilinmeyen parametrelerini ve δ sürecin ortalamasına yönelik bir sabit değerini göstermek ve $i = 1,2,3 \dots T$ olmak üzere AR(p) süreci;

$$Y_t = \delta + \phi_1 Y_{t-1} + \phi_2 Y_{t-2} \dots + \phi_p Y_{t-p} + e_t \quad (1)$$

şeklinde ifade edilmektedir. AR sürecine yönelik mertebenin (p değeri) belirlenmesinde, Y_t değerinin kendi gecikmeli değerleri ile açıklanması nedeniyle kısmi otokorelasyon katsayılarından faydalanılmaktadır (Enders,2004).

Y_t değeri rassal değişlen olan hata terimlerinin şimdiki ve geçimiş dönemlerdeki değerinin ağırlıklı ortalaması olarak ifade edilen hareketli ortalamalar (MA) süreci, durağan bir seri olarak bilinmektedir. Hata terimlerinin (e_t, e_{t-1},..., e_{t-q}) sıfır ortalama, sabit varyans ve korelasyonusuz olduğu, θ_1, θ_2,..., θ_p bilinmeyen parametrelerin olduğu ve μ, sürecin ortalamasıyla ilgili bir sabit değerin olduğu MA(q) süreci;

$$Y_t = \mu + e_t + \theta_1 e_{t-1} + \theta_2 e_{t-2} + \dots + \theta_q e_{t-q} \quad (2)$$

şeklinde belirlenmektedir. Hareketli ortalama sürecinin mertebesinin belirlenmesinde otokorelasyon katsayılarından yararlanılmaktadır (Franses, ve Van Dijk, 2000).

Bir zaman serisinin herhangi bir dönemine ait değeri, daha önceki belli sayıda gözlem değerinin ve hata terimlerinin bir bileşimi olan otoregresif hareketli ortalama (ARMA (p, q)) süreci, hem AR sürecini hem de MA sürecinin özelliklerini taşımaktadır. Etkin bir tahmin için parametre sayısının fazla olması gerektiğinden ARMA modelleri fazlalıkla tercih edilmektedir. ARMA modeli $p + q$ adet parametre içermekte, ARMA(p, q) şeklinde ifade edilmektedir. q=0 olması durumunda; süreç AR(p), p=0 olması durumunda; süreç MA(q) sürecine dönüşmektedir. δ, Y_t'nin ortalaması ile ilgili bir sabit değer ve hata terimleri (e_t, e_{t-1},..., e_{t-q}) sıfır ortalama, sabit varyans ve korelasyonusuz olmak üzere ARMA (p, q) süreci,

$$Y_t = \delta + \phi_1 Y_{t-1} + \dots + \phi_p Y_{t-p} + e_t + \theta_1 e_{t-1} + \dots + \theta_q e_{t-q} \quad (3)$$

şeklinde ifade edilmektedir. ARMA(p, q) süreci; AR(p) ve MA(q) unsurlarıyla birlikte durağanlık ve çevrilebilirlik koşullarını da birleştirmektedir (Patterson, 2001).

AR(p), MA(q), ve ARMA(p, q) süreçleri durağan serilere uygulanırken, iktisadi/finansal zaman serilerinin kendi ortalamalarına dönüş eğilimi gösterememesi nedeniyle sürecin durağanlaştırılması gerekmektedir. Durağan olmayan bir ARMA (p, q) sürecinin, durağanlaştırılması sonucunda ARIMA(p, d, q) süreci oluşmaktadır. d, serinin kaçıncı dereceden farkının alınarak durağan hale geldiğini göstermektedir (Tsay, 2010.).

Finansal serilerim zaman içerisinde birlikte hareket etmesinin muhtemel olması nedeniyle ilgili serilerin ikinci momentlerinin (varyanslarının) bağımlılıklarının tahmin edilmesi ve öngörülmesi önem arz etmektedir. Engle(1982), ortalama için geleneksel zaman serisi araçlarından olan ARMA modelini genişleterek finansal zaman serilerinde oynaklığın modellenmesi için ARCH (otoregresif koşullu değişen varyans) modelini sunmaktadır. Finansal/İktisadi zaman serilerindeki oynaklığın değişimini açıklamak, öngörmek, oynaklığı belirlemek için kullanılan ARCH modelleri, oynaklıkların dinamik evrimini temsil etmek için kullanılan ekonometrik modellerin ana sınıflarından birini oluşturmaktadır. Robinson(2003), koşullu dinamik oynaklıkları test etmek için uzun hafıza koşullu varyans sınıfından olan ARCH süreçlerini ortaya koymaktadır. Birden fazla oynaklık modellinin temelini oluşturan ARCH modelinin temel amaçları arasında, serideki şokların kümelenme etkisini ve etkilerin sürekliliğini hesaplanması yer almaktadır.

ARCH modeli, zaman serisinin varyansının, geçmiş dönem varyanslarına bağlı olan bir fonksiyonu olarak ifade edilen ve ARCH süreci, geçmiş dönem hata karelerinin doğrusal bir fonksiyonu olarak hesaplanan, koşullu sıfır ortalama ve koşullu varyansa sahip bir stokastik süreç olarak tanımlamaktadır (Engle, 1982). $\{z_t\}$, sıfır ortalama ve varyansı bire eşit olan, bağımsız-özdeş dağılan rassal değişkenler dizisi ve zaman(t) periyodunun geri dönüşü için koşullu ortalama ve zamanla değişen koşullu varyans σ_t^2 olmak üzere ARCH(q) modeli,

$$\varepsilon_t = z_t\sigma_t; z_t \sim N(0,1) \quad (4)$$

$$h_t^2 = \omega + \sum_{i=1}^{q} a_i \varepsilon_{t-i}^2 \quad (5)$$

şeklinde tanımlanmaktadır. ε_t'nin koşullu varyansı $t-i$'de meydana gelen şokun karesinin artan bir fonksiyonu olarak belirtilmektedir. Ek olarak ARCH modeli, volatilite/oynaklık kümelenmesini belirleyebilmesi nedeniyle ε_{t-i}^2'in büyüklüğü arttıkça, σ_t^2ve buna bağlı olarak ε_t'nin büyüklüğü de artmaktadır.

ARCH modeli, bir zaman serisindeki hata varyansı otoregresif (AR) bir modeli izlediğinde kullanılması uygunken, hata varyansı için bir otoregresif hareketli ortalama (ARMA) modeli bulunması durumunda, model genelleştirilmiş bir otoregresif koşullu heteroskedastisite (GARCH) modelinin kullanılarak tahmin edilmesi gerekmektedir. ARCH modelindeki koşullu varyans denklemine gecikmeli varyans değişkenleri eklenmesiyle elde edilen Genelleştirilmiş Otoregresif Koşullu Değişen Varyans Modeli (GARCH(p, q)) modeli,

$$h_t^2 = \omega + \sum_{i=1}^{q} a_i \varepsilon_{t-i}^2 + \sum_{j=1}^{p} \beta_j h_{t-j}^2 \quad (6)$$

şeklinde belirlenmektedir. GARCH modeli, tahmin edilen parametre sayısının azaltılmasına izin vermesi nedeniyle tahmin edilmesi gereken parametre sayısı ARCH (q) modelinden genellikle daha az olmaktadır (Bollerslev, 1986). GARCH modeli, eşit büyüklükteki negatif ve pozitif şokların koşullu varyans üzerinde aynı etkilere sahip olduğunu varsaymaktadır (Rahmani, 2016). Bollerslev(1986), riskin daha iyi ölçülebilmesi için ARCH modelinin genelleştirilmiş hali olan ve oynaklık tahmininde daha başarılı sonuçlar veren GARCH modelini önermektedir. ARCH ve GARCH modellerinde şokların mutlak değerleri dikkate alınması nedeniyle negatif bir şokun oynaklık üzerindeki etkisi aynı büyüklükte bir pozitif şok ile aynı olmaktadır. Asimetrik oynaklık modellemeleri kullanılarak pozitif-negatif şokların oynaklık üzerindeki etkisi incelenebilmektedir (Verbeek,2001). β parametresi oynaklık kalıcılığını, α parametresi ARCH etkisini ve γ işaret etkisini (asimetri) göstermek üzere, Nelson (1991) tarafından geliştirilen asimetrik oynaklık modellerinden üssel EGARCH (1,1) modeli;

$$\log h_t^2 = \omega + \beta log h_{t-1}^2 + \gamma \frac{u_{t-1}}{h_{t-1}} + \rho \frac{|u_{t-1}|}{h_{t-1}} \quad (7)$$

şeklinde ifade edilmektedir. $\gamma \neq 0$ olması durumunda model, asimetrik olmaktadır. Logaritmik dönüşümünün alınması nedeniyle varyans her zaman pozitif tanımlı olmaktadır. Zakoian (1994) tarafından tanıtılan Eşik değerli ARCH (TARCH) modelinde, koşullu varyans yerine koşullu standart sapma kullanılmaktadır. TARCH modeli için koşullu varyans modeli;

$$h_t^2 = \omega + \alpha\varepsilon_{t-1}^2 + \eta\, \varepsilon_{t-1}^2\, d_{t-1} + \beta h_{t-1}^2$$

(8)

şeklinde belirlenmektedir. Ding vd, (1993) tarafından tanıtılan ve asimetrik bir model olan PARCH modeli;

$$h_t^\delta = \omega + \sum_{i=1}^{q} a_i f_i(\varepsilon_{t-i}) + \sum_{j=1}^{p} \beta_j h_{t-j}^\delta$$

(9)

Şeklinde ifade edilmektedir. Eşitlik 9.'da $f_i(\varepsilon_{t-i}) \equiv (|\varepsilon_{t-i}| - \aleph_i\ \varepsilon_{t-i})^{\delta}, i = \overline{1,q}$ olmak üzere a_i, standart ARCH terimini, β_j, standart GARCH terimini, $\aleph_i$, $(|\aleph_i| < 1)$ olmak üzere kaldıraç parametresini ve $\delta > 0$ olmak üzere δ, PARCH parametresini belirtmektedir. Ek olarak, koşullu varyans denklemindeki parametrelere göre bazı kısıtlamaların ($\omega > 0, a_i \geq 0$ ve $\beta_j \geq 0$) getirilmesi gerekmektedir. $\delta = 1$ koşullu standart sapmanın tahmin edilmesine olanak sağlarken, $\delta = 2$ olması durumunda klasik GARCH modeline dönüşmektedir.

4. ÇIKTI ve ENDEKS GETİRİ BELİRSİZLİĞİNİN TEKNOLOJİ ENDEKSİNE ETKİLERİNİN BELİRLENMESİ

Çıktı ve endeks getirisi belirsizliğinin Türkiye için teknoloji endeksi değişkeni üzerine etkisini incelemek amacıyla 1.10.2000-1-12-2022 dönemlerine ait aylık veriler kullanılmakta ve ilgili veriler, Türkiye Cumhuriyet Merkez Bankası (TCMB) elektronik veri dağıtım sisteminden (EVDS) elde edilmektedir. İlgili değişkenlere ait tanımlayıcı istatistikler Tablo 1.'de yer almaktadır.

Tablo 1. Değişkenlere İlişkin Tanımlayıcı İstatistikler

TEKNO	Borsa İstanbul'da İşlem Gören Teknoloji Firmalarının Endeksi					
GDP	Gayri Safi Yurt içi Hasıla					
	Gözlem	**Ortalama**	**Standart Sapma**	**Minimum Değer**	**Maksimum Değer**	**Jarque-Bera**
TEKNO	267	0.020772	0.113993	-0.347083	0.432648	25.304*
GDP	267	0.018118	0.038826	-0.069601	0.121605	5.077*

*, %1 anlamlılık düzeyini ifade etmektedir.

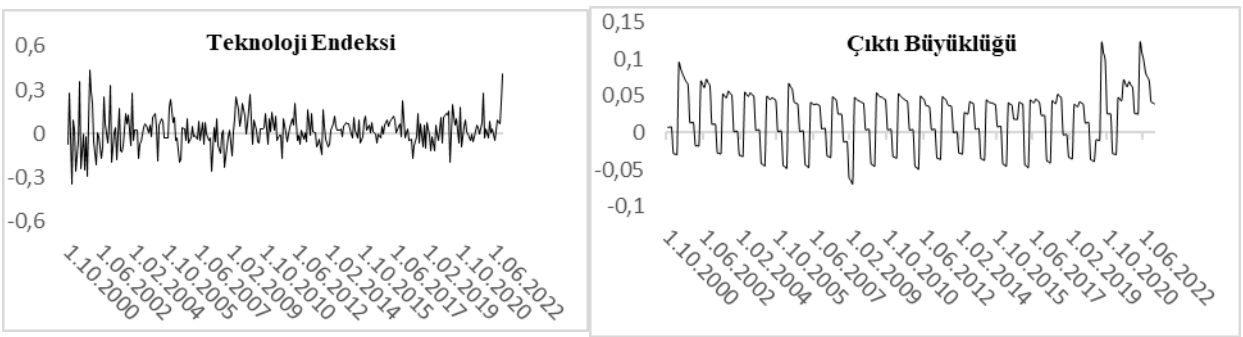
Tablo 1.'de bulunan değerler incelendiğinde, değişkenlere ait normallik sınamasına ait yapılan Jarque- Bera testi sonucunda, değişkenlerin normal dağılıma uygun olmadığı tespit edilmektedir. Çalışma kapsamında kullanılan değişkenlerin düzeyde üstel bir artış-azalış gösteren serilerde ortaya çıkan aşırı değişimin dengelenebilmesi, doğrusal bir formda ifade edilebilmesi ve değişkenlerin rassal dağılım gösterebilmesi amacıyla değişim oranları formları alınarak analiz sürecine dahil edilmektedir. Düzenlenmiş değişkenlerin durağanlık sınamalarına yönelik olarak Agumented Dickey-Fuller (ADF), Kwiatkowski-Phillips-Schmidt-Shin (KPSS) ve Phillips-Perron (PP) birim kök testleri uygulanarak sonuçlar Tablo 2.'de yer almaktadır.

Tablo 2. Durağanlık Testi Sonuçları

Değişkenler		**ADF Test İstatistikleri**	**PP Test İstatistikleri**	**KPSS Test İstatistikleri**
TEKNO	Düzey Değerleri	-12.20344*	-16.14977*	0.03657*
GDP	Düzey Değerleri	-0.96559	-7.10529*	0.17937
	Birinci Fark Değerleri	-5.78201*		0.02781**

Tablo 1.'de yer alan ve tüm değişkenler için verilen ADF, KPSS ve PP durağanlık test sonuçları genel olarak değerlendirildiğinde teknoloji endeksinin düzeyde durağan olduğu belirlenirken, gayri safi yurt içi hasıla değişkenin düzeyde durağan olmadığı elde edilmektedir. Şekil 1.'de değişkenlere ilişkin zaman serisi grafiği yer almaktadır.

Şekil 1. Değişkenlere ilişkin Zaman Serisi Grafikleri



İlgili değişkenlerin zaman yolu grafiği incelendiğinde, serilerin ortalama etrafında bir dağılım sergilediği görülmektedir. $TEKNO_t$, Borsa İstanbul'da işlem gören teknoloji endeksini, $ÇIKTI_t$, çıktı büyüklüğü belirsizliğini göstermek üzere üssel otoregresif koşullu heteroskedastisite (EGARCH) modeli,

$$TEKNO_t = a_0 + \sum_{i=1}^{p} a_{1i} TEKNO_{t-i} + \sum_{i=0}^{p} a_{2i} ÇIKTI_{t-i} + a_3 \sqrt{h_{TEKNO_{t-1}}} + \varepsilon_{1t}$$

(12)

şeklinde ifade edilirken, çıktı büyüklüğü belirsizliğine ilişkin varyans denklemi Eşitlik 12.'de tahmin edilmektedir. Modele ilişkin ortalama denklemine karar verilmesi için Schwarz kriteri (SC), Hannan ve Quinn(HQ) , Akaike bilgi kriteri(AIC) ve son tahmin hata (FPE) kriterine ilişkin gecikme uzunlukları hesaplanmış ve en uygun gecikme uzunluğu iki (2) olarak belirlenmektedir.

Tablo 3. Model Tahmin Sonuçları

ARCH LM Testi						
F-istatistiği	1.370					
Olasılık Değeri	0.012					
Ortalama Denklem Tahmini		**I**	**II**	**III**	**IV**	**V**
a_0		-0.0594	0.0431	0.0526*	0.0412	0.0671*
a_{11}		-0.0241	0.0785	0.0935	0.0773	0,0661
a_{12}		0.0701	0.1153	0.1133	0.1153	0,1543**
a_{20}		-0.1876	-0.2975	-0.2865	-0.1903	-0.3381
a_{21}		0.4006	0.4057	0.4256	0.4208	0.5536**
a_{22}		-0.35	-0.3241	-0.3832*	-0.3508	-0.4286**
a_3		0.7595***	-0.2139	-0.3031	-0.1903	-0.4529*
Varyans Denkem Tahminleri		**ARCH**	**GARCH**	**PARCH**	**TARCH**	**EGARCH**
ω		0.0008*	0.0003*	0.0067	0.0048*	-0.0765*
α		0.2968*	0.0153	0.0100	0.0254	
β			0.9315*	0.9602	0.9310*	0.9730*
γ						0.0559***
δ				0.6602		
ρ						-0.0724**
η					-0.0126	
א				-0.9824		

*, %1, **, %5 ve ***, %10 anlamlılık düzeyini ifade etmektedir.

Tablo 3.'de yer alan sonuçlar, çıktı büyüklüğü ve endeks getiri belirsizliğinin teknoloji endeksi üzerine etkisini belirmek amacıyla kurgulanan modelde değişen varyansın varlığı ARCH-LM testi sonuçları doğrultusunda belirlendiğini göstermektedir. Varyans denklemlerine yönelik sonuçları genel olarak incelendiğinde, EGARCH modeline ait tahminler kabul görmektedir. Asimetrik etkisini de belirleyebilen EGARCH modellemesine ait γ katsayısının sıfırdan farklı ve istatistiksel olarak olması nedeniyle değişkenler arasında asimetrik bir etkinin varlığından söz edilebilmektedir. Bu durum, ρ(rho) parametresinin negatif ve istatistiksel olarak anlamlı olması nedeniyle meydana gelen negatif şoklar, pozitif şoklardan daha fazla etki meydana getirmektedir. Bu kapsamda, Model V.'e ilişkin ortalama denklem ele alındığında, teknoloji endeksi ve çıktı büyüklüğü değişkenlerinin gecikmeli değerlerinin teknoloji endeksine istatistiksel olarak anlamlı ve pozitif yönde etkilerken, teknoloji endeksi getiri belirsizliğinin teknoloji endeksi üzerinde negatif ve istatistiksel olarak anlamlı etkisi olduğu görülmektedir.

5. SONUÇ

Toplumsal açıdan dijital dönüşümün sürdürülebilir olması için dijital teknolojilerin kullanılabilirliğinin artırılması önem arz etmektedir. Çalışma kapsamında, belirsizliğinin etkisinin asimetrik modellerle ele alınması gerekliliği ortaya konulmaktadır. Son dönemlerde ihracata yönelik büyüme politikasını tercih eden Türkiye'de, dijital gelişmelere yapılan yatırımın sürdürülebilir kalkınma/büyüme için uzun vadeli bir etkisi beklenmektedir. Bu nedenle dijitalleşme ve enstrümanlarının ikiz dönüşüm çerçevesinde ele alınarak, dijital teknolojilerin sürdürülebilirliği destekleyecek şekilde kullanımının teşvik edilmesi ve büyüme politikalarının teknoloji faaliyetlerini ve yatırımlarını desteklemesi gerekmektedir. Bu durumda dijitalleşmenin daha sürdürülebilir bir geleceğe katkıda bulunmasına muhtemel olmaktadır

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Türkiye ve Kosova'da Dijital Vatandaşlık[1]

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Özet: Hızlı teknolojik yenilikler ile birlikte dijitalleşen çağda; nesnelerin interneti, bulut bilişim, blok zinciri, büyük veri ve yapay zekâ gibi birçok teknolojiyi barındıran dönüşüm hem iş süreçlerinde hem de sosyal yapı üstünde köklü değişiklikleri neden olmaktadır. Bireylerin İnternete erişim sağlayabilecekleri araçların kullanımını gerekli kılan dijital vatandaşlık; bilinçli ve güvenli İnternet kullanımını, çevrimiçi ortamlarda başkalarının haklarına saygı göstermeyi ve e-Devlet başta olmak üzere ticaret, bankacılık, sağlık ve eğitim gibi dijital hizmetlerin kullanımında karşılaştığı (şahit olduğu) hukuksuzluğu şikâyet edebilme bilincinin yanı sıra bilgi-iletişim teknolojileri okuryazarlığını, çevrimiçi güvenliğini ve özel/halka açık bilgilerin ayırt edilmesi becerilerini gerekli kılmaktadır. Devletlerin kamu politikalarının dijitalleşme odaklı olarak geliştirmeleri, özellikle pandemi döneminin de etkisiyle, dijital vatandaşlık kavramının önemini arttırmaktadır. Dijital vatandaşlığın önem kazanması ile dijital vatandaşlık ile ilgili pek çok araştırma yapılmakla birlikte, araştırmaların dijital vatandaşlık eğitiminin kurgulanma biçiminin belirlenmesi ile ilgili olduğu tespit edilmektedir. Diğer taraftan, dijital vatandaşlığın alanının genişlemesi ile yeni ve farklı ihtiyaçlar ortaya çıkmaktadır. "Dijital yaratıcılık, dijital girişimcilik, dijital empati ve dijital saldırganlık" faktörlerinin dijital vatandaşlık araştırmaları içinde incelenmesi ve dijital farkındalığın dijital vatandaşlık ile bağının ortaya konulması gerekliliğinden ötürü, dijital vatandaşlık kavramının faktörleri dijital vatandaşlığın anlaşılması ve gelişimi için yeterli görülmemektedir. Devletin dijitalleşme ve dijital dönüşüm politikalarının dijital vatandaşlığın gelişimine ve yönetimine dâhil edilmesi gerekmektedir. Bu çerçeveden ele alındığında, dijital vatandaşlığın sadece eğitimsel bir problem olmamasından dolayı ders programı oluşturmanın bu amacı karşılamadığı ve dijital vatandaşlığın geliştirilmesinde bir yönetim politikası oluşturulması ihtiyacı/gerekliliği ortaya çıkmaktadır. Dijital vatandaşlığın tanımında, eğitimi, uygulanması, sosyal-ekonomik-kültürel-hukuki gelişimi bir bütün olarak ele alınması gerektiğinden, dijital devlet politikası kapsamında "dijital vatandaşlık yönetim modeline" ihtiyaç duyulmaktadır. Bu çalışmada; dijital vatandaşlık yönetim modeli ortaya konulması için yeni bir dijital vatandaşlık ölçeğinin oluşturulması amaçlanmaktadır. Bu amaç doğrultusunda; dijital okuryazarlık, dijital hukuk, dijital haklar ve sorumluluk, dijital iletişim, dijital güvenlik, dijital ticaret, dijital katılım, dijital etik, dijital sağlık, dijital yaratıcılık, dijital girişimcilik, dijital empati ve dijital saldırganlık faktörlerinin dijital vatandaşlık boyutuna odaklanılmaktadır.

Anahtar Kelimeler: Dijital Vatandaşlık, e-Devlet, Dijital Hukuk, Ölçek Geliştirme, Yönetim Modeli Geliştirme

Abstract: The transformation through rapid technological innovations, which includes various technologies such as internet of things, cloud computing, blockchain, big data and artificial intelligence, causes profound changes in both business processes and social structure in the digitalizing era. Digital citizenship, which necessitates the use of tools through which individuals can access the Internet, requires the conscious and safe use of the Internet, respecting the rights of others in online platforms, and the awareness of being able to complain about the unlawfulness encountered (witnessed) in the use of digital services such as e-Government, commercial affairs, banking, health and education. It also entails ICT literacy, online security, and ability to distinguish between private and publicly available information. The development of public policies by governments with a focus on digitalization have increased the importance of the concept of digital citizenship, especially with the effect of the pandemic period. Since the concept of digital citizenship has gained prominence, a great amount of studies were implemented on this subject. When these studies were analyzed, it was detected that the researches were mostly related to the determination of the way of constructing digital citizenship education. On the other hand, with the expansion of the field of digital citizenship, new and different needs have emerged. The factors of the concept of digital citizenship are not considered sufficient for the understanding and development of digital citizenship, due to the necessity of examining the factors of "digital creativity, digital entrepreneurship, digital empathy and digital aggression" within digital citizenship studies and revealing the link between digital awareness and digital citizenship. The digitalization and digital transformation policies of the governments need to be included in the development and management of digital citizenship. When considered from this perspective, since digital citizenship is not only an educational problem, creating a curriculum does not meet this purpose and the need/necessity of establishing a management policy in the development of digital citizenship emerges. A "digital citizenship management model" is needed within the scope of digital state policy, since its education, implementation, social-economic-cultural-legal development should be considered as a whole in terms of the definition of digital citizenship. In this project, it is aimed to create a new digital citizenship scale in order to present a digital citizenship management model. In accordance with this purpose; digital literacy, digital law, digital rights and responsibilities, digital communication, digital security, digital commerce, digital

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participation, digital ethics, digital health, digital creativity, digital entrepreneurship, digital empathy and digital aggression factors are focused on within the framework of digital citizenship aspect.

Keywords: Digital Citizenship, e-Government, Digital Law, Scale Development, Management Model Development

1. GİRİŞ

İnsan hayatının olmazsa olmazı haline gelen Bilgi ve iletişim teknolojisi (BİT) insanları, hayatı ve içinde bulunduğumuz çağı tamamen değiştirmektedir. Bu değişimler ile bilgi arama, paylaşma, iletişim, erişim, hukuk, tüketim ve eğlence için dijital teknolojiler etkin bir şekilde kullanılmaktadır. Bilgi ve iletişim teknolojileri ile değişen çağ, bireylerin özelliklerinin ve buna bağlı olarak da toplumun özelliklerinin değiş tokuşuna yol açmaktadır. Dijital teknolojiler ile birlikte vatandaşlık kavramı genişlemektedir. Dijital vatandaşlığın farklı kavramsallaştırmaları, dijital vatandaşlık için gerekli yeterlilikler veya dijital alanlara katılım fırsatları gibi belirli yönleri vurgulamaktadır (Chen vd.,2021).

Dijital araçların yaygın olarak kullanıldığı dijital çağ, dijital toplumdan dijital vatandaşlar yaratma çabasındadır. Dijital vatandaş genel olarak "interneti düzenli ve etkin kullananlar" olarak tanımlanmaktadır (Mossberger, Tolbert ve McNeal, 2011). Dijital vatandaş, teknoloji ile ilgili insani, kültürel ve toplumsal sorunları anlamak, yasal ve etik davranışlar uygulamak; bilgi ve teknolojinin güvenli, yasal ve sorumlu kullanımını savunmak ve uygulamak; iş birliğini, öğrenmeyi ve üretkenliği destekleyen teknolojiyi kullanmaya karşı olumlu bir tutum sergilemek; yaşam boyu öğrenme için kişisel sorumluluk göstermek ve dijital vatandaşlık için liderlik sergilemektir (Ribble, 2008).Tüm dünyayı etkisi altına alan COVID-19 göstermiştir ki dijital vatandaşlığın öğrenilmesi ve öğretilmesi gerekmektedir (Öztürk,2021). Güvenli ve sorumlu çevrimiçi iletişim ve iş birliği, dijital vatandaşlık kavramını ön plana çıkarmıştır (Ribble, Bailey ve Ross, 2004).

Günlük hayatta dijital araçların kullanımının her geçen gün artmasıyla; bireyler gelişen bilgi ve iletişim teknolojilerini (BİT); bilgi, iletişim, hukuk, sağlık, eğitim, güvenlik, eğlence ve kamu hizmeti alımı için etkin bir şekilde kullanmaktadırlar. BİT'lerin yoğun kullanımı toplumun özelliklerini etkileyerek dijitalleşen toplum yapısını ortaya çıkartmaktadır. Dijital toplumda yaratılan dijital kültür ise dijital vatandaşları ortaya çıkartmaktadır. Dijital vatandaşlık algısından, teknoloji ile ilgili insani, kültürel ve toplumsal sorunları anlama, yasal ve etik davranışları uygulama; bilgi ve teknolojinin güvenli, yasal ve sorumlu kullanımını savunmak ve uygulamak; iş birliğini, öğrenmeyi ve üretkenliği destekleyen teknolojiyi kullanmaya yönelik olumlu bir tutum sergilemek; yaşam boyu öğrenme için kişisel sorumluluk göstermek ve dijital vatandaşlık için liderlik sergilemek gibi bazı özelliklere sahip olması anlaşılmaktadır. Devletler, bireyleri aktif dijital vatandaşlar olarak güçlendirmek ve dijital farkındalığı arttırmak için eğitimle ilgili bazı girişimlerde bulunmakla birlikte diğer eylem planlarını göz ardı etmektedir.

Öğrencilere sadece bir ülke vatandaşı olmak yerine kişisel ve akademik yaşamlarında çevrimiçi dünyayı nasıl yönlendirecekleri konusunda rehberlik eden doğru ve sorumlu teknoloji kullanımına yönelik kurallara dijital vatandaşlık denir. Eğitmek, güçlendirmek ve korumak temel hedeflerine dayanan dijital vatandaşlık, ülkelerin sürdürülebilir kalkınma ve kamu/özel sektör hizmetlerinin dijitalleşme süreçlerinde önem arz etmektedir. Dijital vatandaşlığı oluşturan genel kabul görmüş dokuz davranış alanı "Dijital Okuryazarlık, Dijital Hukuk, Dijital Haklar ve Sorumluluk, Dijital İletişim, Dijital Güvenlik, Dijital Ticaret, Dijital katılım, Dijital Etik ve Dijital Sağlık" şeklinde ele alınmaktadır (Ribble ve Bailey,2007). Dijital vatandaşlık üzerine bir literatür oluşturulması ve dijital vatandaşlık eğitimindeki uygulamalarının zorluklarının araştırılması için 2016 yılında Eğitim Politikası ve Uygulaması Yönlendirme Komitesi (Steering Committee for Education Policy and Practice) Dijital Vatandaşlık Eğitimi Uzman Grubu kurulmuştur. 2016-2021 dönemlerinde Dijital Vatandaşlık Eğitimi Uzman Grubu raporlarında, dijital vatandaşlık gelişimi ile ilgili bireylerin farkındalık ve kaynak eksikliği olduğu ortaya konmaktadır.

2.DİJİTAL VATANDAŞLIK BİLEŞENLERİ

Dijital vatandaş kavramı devlet politikalarını da içerdiğinden artan öneme sahiptir. Dijital vatandaşlık, teknoloji kullanımında sorumlu davranış kuralları, dijital katılım, dijital ticaret, dijital iletişim, dijital okuryazarlık, dijital etik, dijital hukuk, dijital haklar, dijital sağlık ve dijital güvenlikten oluşan ve Şekil 1.'de dijital vatandaşlık bileşenleri olarak gösterilen dokuz unsuru içinde barındırmaktadır (Ribble ve Bailey, 2007). Dijital vatandaşlık ile ilgili yapılan diğer tanımlar incelendiğinde bu tanımların ortak noktalarının dijital vatandaşların yasalara uygun etik davranışlarda bulunarak teknolojinin güvenli ve sorumlu kullanımı konusunda özenli davranmaları ile ilgili olduğu tespit edilmektedir.

Şekil 1.Dijital vatandaşlık bileşenleri

Öğrenme ve Performans	Ortam ve Davranış Biçimi	Günlük Yaşam
· Dijital katılım · Dijital İletişim · Dijital Okuryazarlık	· Dijital Güvenlik · Dijital Etik · Dijital Hak ve Sorumluluklar	· Dijital Hukuk · Dijital Sağlık ve Zindelik · Dijital Ticaret

Kaynak: Ribble ve Bailey, 2007

Dijital katılım, topluma tam elektronik katılımı ifade etmektedir. Vatandaşlar BİT'leri kullanarak kamu hizmetlerine çevrimiçi erişerek daha hızlı ve verimli kamu hizmeti almakta, politika ve kanun yapıcılara sosyal medya üzerinden taleplerini, şikayetlerini ve görüşlerini iletmektedir. Dijital katılımde ortaya çıkan eşitsizlikleri ortadan kaldırmak için yürütülen politikalar ülkelerin gelişmişlik seviyelerini gösterdiğinden devlet vatandaşlarına İnternet erişimini eşit olarak sağlamakla yükümlüdür. Dijital katılım ile dijital okuryazarlık arasında bağlantı vardır. Bu nedenle bazı araştırmacılar bu iki faktörü tek faktör olarak değerlendirirken bazıları sadece aralarındaki etkiden bahsetmektedir. Ayaz (2021), dijital katılım ile dijital okuryazarlığı tek faktör olarak değerlendirmektedir. Yalçınkaya ve Cibaroğlu (2019) ise dijital katılımin dijital okuryazarlığı direk etkileyeceğini ifade etmektedir. Dijital katılım ve dijital okuryazarlık arasındaki bağ dijital çağda daha belirgin bir hal almaktadır. Farklı faktörler olsalar da biri diğerini etkilediğinden birlikte düşünülmeleri gerekmektedir. Dijital iletişim, Elektronik bilgi alışverişidir. Bilginin BİT'ler aracılığı ile hızlı ve büyük kitlere ulaşması devlet-vatandaş iletişiminin dijital ortama aktarılmasına ve sürdürülmesine neden olmaktadır. Dijital iletişim araçları; kısa mesaj gönderme, e-posta kullanma, anlık mesajlaşma, çevrimiçi oyunda yazılı sohbet, video sohbet, blog yazan ve yorum yapan, twitter ve diğer sosyal medya araçlarını kullanımı olarak sınıflandırılmaktadır. Sakallı ve Bahadıroğlu (2018), dijital iletişimde duygu ikonlarının da yerini aldığını ifade etmektedir. Budak (2022), dijital iletişimin ülke imajını şekillendirdiğini belirtmektedir. Örneğin; Belediye başkanına ya da belediyeye sosyal medya üzerinden mesaj atarak mahalledeki yolun bozuk olduğunu ve yapılmasını istemek ya da bir kamu görevlisinin sosyal medya üzerinden bazı olaylar ve durumlar ile ilgili görüş bildirmesi ve vatandaşların bu yoruma cevap verebilmesi. Dijital okuryazarlık, Sürekli öğrenmeyi gerekli kılan teknoloji ve teknoloji kullanımı hakkında öğretme ve öğrenme sürecidir. Teknoloji öğrenimi hiç bitmeyen bir süreçtir. Gilster (1997), dijital okuryazarlık kavramını; teknoloji araçlarına erişim ve kullanma becerisi, dijital içerikleri yorumlama becerisi ve dijital teknoloji yaratma becerisi olarak üç ilkeye dayandırmaktadır.

Onursoy (2018), dijital mecralarda doğru ile yanlışın ayırt edilememesinin dijital okuryazarlık becerilerini, dijital çağda tutunabilme becerisini ve teknoloji adaptasyonunu riske attığını ifade etmektedir. Kul (2020), dijital okuryazarlık ile günlük İnternet kullanımı arasında ilişki olduğunu ifade etmektedir. Dijital okuryazarlık dijital vatandaşlık içinde belirtilen dokuz faktörün hepsi ile bağlantılıdır. Dijital okuryazarlık zayıf kalır ise dijital vatandaşlık gelişimi istenildiği doğrultuda gerçekleşmemektedir. Dijital güvenlik, güvenliği garanti altına almak için elektronik önlemler alınmasıdır. Çubukçu ve Bayzan (2013), dijital güvenliğin dijital teknoloji araçlarını kullanım sırasında bilgi güvenliğinin sağlanması olduğunu belirtmektedir. Elçi ve Sarı (2016), dijital güvenliğin en iyi algılama alanının sosyal medya araçları kullanımı olduğunu çünkü sosyal medyanın dijital güvenlikle yakın ilişkili olduğunu ifade etmektedir. Yılmaz ve diğ. (2015),İnternet ve teknolojinin günlük hızlı gelişimi ve kullanımının artması ile dijital güvenlik sorununun ortaya çıktığını ifade etmektedir. Sosyal medya üzerinde şifre oluşturma ve koruma eylemleri kişilerin dijital güvenlik algılarının oluşmasına ve bu konuda dikkatli olmaları gerektiğini bilmelerine neden olmaktadır. Sosyal medya hesapları, banka hesapları ve e-Devlet şifrelerinin önemini kavrayan bireyler şifreleme ve dijital güvenlik konusunda daha dikkatli olmaktadır. Dijital güvenlik bilinci küçük yaşlarda sosyal medya kullanmaya başlayan bireyler tarafından da öğrenilmekte ve bu konuda toplumda bilinç düzeyi sürekli artmaktadır.

Dijital etik, elektronik davranış veya prosedür standartları. Etik kavramının gelişimi toplum, kültür, yaşam tarzı ve kişilik özelliklerine göre farklılık göstermektedir. Genel kabul gören etik tanımları olsa da etik kavramı herkes için aynı şeyi ifade etmemektedir. Etik kavramının bu doğası etik davranış ilkelerinin tam olarak belirlenmesinde zorluğa neden olmaktadır. Etik kavramının davranış, düşünce ve muhakeme yeteneği olması dijital ortamda tanımlanmasını ve uygulanmasını zorlaştırmaktadır. Bayrak (2017), dijital etik kavramının çeşitli etkenlere göre değiştiğini fakat kavramı belirlemede çeşitli gözlem metotlarının belirleyici olduğunu ifade etmektedir. Çubukçu ve Bayzan (2013), dijital araçları etik kullanmanın doğru kullanmak kadar önemli olduğunu, başkalarının hak ve özgürlüklerine saygılı olunmasının dijital ortamda da önemli olduğunu, kışkırtıcı ve saldırgan yaklaşımlardan kaçınılması gerektiğini ifade etmektedir. Özcan (2021), dijital etiğin insan hayatının günlük yaşamının bir parçası

haline geldiğini ve dijital ortamda iyi niyetin devamlılığı için dikkat edilmesi gereken davranış, düşünce biçimleri ve insani değerleri geliştirerek ilerletecek bir sistem olduğunu belirtmektedir. Dijital haklar ve sorumluluklar, dijital dünyada herkese tanınan bu özgürlüklerdir. Dijital etik kavramı ile doğrudan ilişkili olan bu faktör kişilerin dijital ortamda birbirlerinin haklarına saygılı olarak sorumluluk sahibi olmaları ile gerçekleşebilmektedir. Günümüz teknolojileri ile bilgi, fotoğraf, video vb. kişisel verilerimiz dijital ortamda yer almakta, kötü niyetle ele geçirilerek kullanılabilmektedir. Bunu engellemenin yollarından biri dijital ortamda hak ve sorumlulukların farkında olmaktır. Görmez (2016), dijital hak ve sorumlulukların dijital ortamdaki özgürlükler olduğunu ifade etmektedir. Dijital hukuk, dijital ortamdaki eylemler ve eylemler için hukuki sorumluluğu ifade etmektedir. Ünal (2017), dijital ortamda, dijital teknolojilerin ve İnternetin kullanımında kuralların yasalar tarafından yaptırıma bağlı olmasının dijital hukuk kapsamında olduğunu belirtmektedir. Dere ve Yavuzay (2019), bireylerin dijital ortamda yasal hak ve kısıtlamalar olduğunu bilmeleri gerektiğini vurgulamaktadır. Dijital hukukun gelişmesi ile dijital ortamda yaşanan etik dışı eylemlerin ortadan kaldırılması mümkün olmaktadır. Buda dijital devletin hedeflediği vatandaş katılımı artabilmektedir. Dijital sağlık, dijital teknoloji dünyasında fiziksel ve psikolojik iyilik halidir. Dijital ortamda bireylerin ifade ettikleri düşünceler ve paylaşımları sonucunda ortaya çıkacak etkiler bireyin sağlığını direk olarak etkileyebilmektedir. Bunun farkında olunması hak ve sorumlulukların bilinmesi ile mümkün olabilecektir. Dijital sağlığın korunması dijital etiğin ve dijital hukukun gelişmesi ile mümkün olabilmektedir. Dijital ticaret, eşya alım satımının dijital ortamda yapılmasıdır. Dijital ortamda ticaret hayatımıza e-ticaret olarak girmiştir. E-Ticaretin gelişimi dijital ortamda ürün/hizmet alma ya da satma yeterliliğini beraberinde getirmiştir. Dijital ticareti alım/satım ve tüketici hakları çerçevesinde değerlendirmek ve geliştirmek dijital hukukun gelişimine katkı sağlamaktadır.

Dijital vatandaşlık için yukarıda açıklamaları verilen dokuz unsur birbiri ile bağlı faktörlerdir. Fakat günümüzde bu faktörler dijital vatandaşlık kavramının değişen doğası nedeniyle yetersiz kalmaktadır. Çalışma kapsamında oluşturtulacak ölçekte dijital farkındalık için kullanılacak diğer faktörler olan; dijital girişimcilik, dijital empati, dijital yaratıcılık, dijital saldırganlık faktörleridir. Dijital girişimcilik, yeni bir girişimcilik faaliyeti olarak kabul edilmekle birlikte dijital ortamda bireylerin yapmış oldukları tüm girişimleri ifade etmektedir. Farklı tanımlamaları yapılan dijital girişimcilik kavramı, BİT kaynaklı fırsat arayışı, tüm ticaret faaliyetlerinin dijital ortamda yapılması, tüm iş faaliyetlerinin İnternet kullanılarak yapılması, ticaretin dijital dönüşümü veya dijital teknolojiler ile girişimciliğin bir araya gelmesi olarak tanımlanabilmektedir. Dijital girişimcilik genel olarak pazarda, üretim ve depolamada kolaylık; dağıtımda hız; mekânın dijitalleşmesi; zayıf örgütsel bağlılık; BİT yoğun kullanımı ve iş birliğine dayalı esnek organizasyona sahip oluşumdur (Kişi,2018).Dijital empati, dijital ortamda başkalarının duygu ve düşüncelerini anlayabilme bilinci ve yeteneğinde olmaktır. Dijital hak ve sorumluluklardan farkı duyguların ve bilinç durumunun ortaya çıkmasıdır. İnsan davranışı olarak dijital empati dijital ortamda çok önemli bir kavramdır. Okkay ve Bal (2021), teknoloji tasarımında empatinin temel ilkelerinin kullanılmasının dijital empati olduğunu ifade etmektedir. Dijital yaratıcılık, fikirlerin dijital ortamda görünür hale getirilmesi ya da dijital ortama aktarılmasıdır. Lee (2012), dijital yaratıcılığı geniş anlamda dijital teknolojiler tarafından yönlendirilen tüm yaratıcılık biçimleri olarak tanımaktadır. Hoffmann ve diğ.(2016) ise dijital yaratıcılığın teknik beceri ve bilgi gerektirdiğini ifade etmektedir. Dijital saldırganlık, dijital ortamda bir kişi ya da kuruma ait fotoğraf, yorum, bilgi vb. bir paylaşıma karşı etik ve hukuk kurallarına aykırı hareket etmektir. Dijital saldırganlık dijital ortamda en sık nefret söylemi olarak ortaya çıkmaktadır. Belli bir kişi ya da grup hedef alınabileceği gibi bir kültür ya da ülke de hedef alınabilir. Dijital saldırganlık dijital hak ve sorumlulukların farkında olduğu halde, dijital empati yapılmayarak dijital etik kurallara uyulmamasıdır.

Dijital vatandaşlık ile ilgili literatür incelendiğinde çalışmaların Ribble ve Bailey (2007) yöntemi temel alınarak yapıldığı gözlemlenmektedir. Bu yöntemde; dijital katılım, dijital ticaret, dijital iletişim, dijital okuryazarlık, dijital etik, dijital hukuk, dijital haklar, dijital sağlık ve dijital güvenlik faktörleri ele alınmaktadır. Teknoloji ve kullanımı hakkında bilgi sahibi olunmasını gösteren dijital okuryazarlık, dijital vatandaşların teknoloji kullanımı için ortaya koydukları davranış biçimlerinin şekillenmesinde etkisi olmaktadır. Teknoloji, bilgi yükleme-indirme-bulma ve bilgiye erişme sürecini kolaylaştırdığından, İnternet üzerinde bulunan bilgilerin yasal ve yasadışı kullanımının farkındalığının yanı sıra dijital hukuk; dijital vatandaşlar için teknoloji ile ilgili eylemler için elektronik sorumluluğu ifade etmekte ve şekillenmektedir. Dijital hak ve sorumluluklar, dijital dünyada dijital vatandaşlara/tüm kullanıcılara tanınan gereklilikler ve özgürlükleri ifade eden dijital haklar ve sorumluluklar; dijital vatandaşların bulundukları ortam ve hayatları üzerinde etkilidir. Yanlış bilgi paylaşımı neticesinde yanlış yönlendirmelerden dolayı ortaya çıkabilecek yasadışı durumları önleyen dijital iletişim; dijital vatandaşlar arasında elektronik bilgi alışverişi ve öğrenme sürecini sağlamaktadır. Dijital vatandaşlara verileri, dosyaları ve yazılımları korumayı sağlayan dijital güvenlik; bulunulan ortamlarda güvenliği sağlanması ve elektronik önlemler alınması üzerinde etkilidir. Malların elektronik olarak alınıp satılmasını ve akıllı tüketimi ifade eden dijital ticaret; ekonominin canlandırılması üzerinde etkilidir. Toplumun tam elektronik katılımı ve iletişimi olarak

ortaya çıkan dijital katılım ve elektronik davranış veya prosedür standartlarını gösteren dijital etik, dijital vatandaşların teknolojinin kullanım biçiminin uygunluğunu sorgulamaktadır. Dijital teknolojinin fiziksel ve psikolojik iyi oluşu olan dijital sağlık; İnternet bağımlılığı ve davranış biçimleri üzerinde etkilidir.

Mossberger, Tolbert, ve McNeal (2008), dijital vatandaşların teknolojiyi sıklıkla kullanan, teknolojiyi vatandaşlık görevlerini yerine getirmek ve iş yerinde ekonomik kazanç sağlamak için kullanan kişiler olduklarını; Robles (2009), siyasal veya sosyal haklarının tamamını veya bir kısmını internet üzerinden, bağımsız olarak veya sanal bir topluluğa üyeliği yoluyla kullanan, başka bir topluluğa veya devlete ait olan veya olmayan kişiler, vatandaşlar olduklarını; Ohler (2010) ise dijital çağ için karakter eğitimi alan kişiler olduklarını ifade etmektedirler. Richards (2010), dijital vatandaşlığın teknoloji ile öğrenmeye yönelik iyi bir tutumun sürdürülmesi olduğunu ifade ederken, 21. yüzyıl için dijital vatandaşlık hedeflerini; eğitmek, güçlendirmek ve korumak olarak açıklayan Avrupa Konseyi (2011), dijital vatandaşlığın teknolojiyi yetkin bir şekilde kullanma yeteneği olduğunu ifade etmektedir. Çubukçu ve Bayzan (2013),tüm dünyada dijital teknoloji kullanımının olması nedeniyle dijital vatandaşların eşit hak ve sorumluluklara sahip olabileceğini ifade etmektedir. İşman ve Güngören (2014),dijital vatandaşlık kavramını İnternetin düzenli ve etkin şekilde kullanılması olarak tanımlarken; Choi (2016), dijital vatandaşlığı "İnternetin güvenli ve sorumlu kullanımını gerektiren bir etik olarak; İnternete erişim imkânı, İnternet hizmetlerini kullanmak için gereken bilgi ve beceriler ve çevrim içi içeriğin güvenilirliği ve kalitesinin eleştirel değerlendirmesi ile ilgili dijital okuryazarlık olarak; mikro ve makro düzeylerde katılım olarak ve kritik bir direniş olarak" dört kavram altında tanımlamaktadır. Babović ve diğ. (2017) ,birey ve topluluk arasında sanal/dijital alanda somutlaşan yeni bir bağlantı türü ve geleneksel vatandaşlık uygulamalarına bir ek ve bir uzantı olarak tanımlamaktadır.

Hintz ve diğ. (2017), dijital vatandaşlığın kısmen yasalarla kısmen de veri toplama ve analiz etme yoluyla inşa edildiğini belirterek, dijital vatandaşlığın teknolojik, politik ve sosyal bağlamlara bağlı olduğunu ve vatandaşların İnternet'e güvenerek hareket edip etkileşimde bulunduklarını bu yüzden altyapının dijital vatandaşlık fırsatlarını arttırabilir ya da azaltabilir bir unsur olduğunu ifade etmektedirler. Emejulu ve McGregor (2019), dijital vatandaşlığı, sosyal adalete bağlı bireylerin, grupların alternatif ve özgürleştirici teknolojiler ve teknolojik uygulamalar inşa etmek için bilinçli olarak harekete geçtiği bir süreç olarak tanımlamaktadırlar. Avrupa Konseyi (2019), dijital vatandaşın yaşam boyu öğrenme sürecine dahil olan, sürekli olarak insan haklarını ve onurunu savunmaya kararlı ve yaşam boyu öğrenen bireyler olduğunu ifade etmektedir. Konsey dijital vatandaşlığın, "erişim ve dahil etme, öğrenme ve yaratıcılık, medya ve bilgi okuryazarlığını kapsayan çevrimiçi alan", "etik ve empati, sağlık ve esenlik, e-varlık ve iletişimi kapsayan çevrimiçi refah" ve "dijital bağlamda karmaşık ve çeşitli toplumlardaki vatandaşların hakları ve sorumluluklarıyla ilgili dört yeterliliği ifade etmektedir: Aktif katılım, haklar ve sorumluluklar, gizlilik ve güvenlik, tüketici farkındalığını kapsayan çevrimiçi haklar" olmak üzere üç kümeye ayrılan toplamda"10 dijital alan"dan oluştuğunu ifade etmektedir. Metin ve Cin (2021), geleneksel vatandaşlık anlayışı ile dijital vatandaşlığı ayırmamak gerektiğini ifade ederek, sosyal bilgiler öğretmen adayları için bir yeterlilik ölçeği geliştirmektedir. Öztürk (2021), dijital vatandaşlık ile ilgili araştırmaların kavramsal ve yöntemsel eğilimlerinin eksik olduğunu belirtmektedir. Avcı ve diğ. (2021),dijital vatandaşlık algısının belirlenmesi ile ilgili eksiklikleri ortaya koymaktadır. Koç ve Koç (2021), dijital vatandaşlığı dokuz unsur çerçevesinde değerlendirerek Türkiye'de dijital vatandaşlık ve dijital medya okuryazarlığının ön plana çıkartılması gerektiğini vurgulamaktadır. Çatlı ve Keskin (2021) ise dijital vatandaşlık ile ilgili hukuki düzenlemelerin yapılmasını vurgulamaktadır. Boschele (2021), teknoloji tarafından yönetilecek dijital vatandaşlar ile politika ilişkisini vurgulamaktadır. Karakuş ve Turan (2022), siber zorbalık ve dijital vatandaşlık arasında anlamlı bir ilişki tespit etmektedir.

Literatür taramasında da görüldüğü gibi dijital vatandaşlık Ribble ve Bailey'in dijital vatandaşlığı oluşturan dokuz unsuru üstüne kurgulanmaktadır. Yapılan araştırmaların hiçbirinde dijital vatandaşlık yönetim modeli oluşturulmamış ve bu eksiklik tartışılmamıştır. Bu çalışma, "Dijital Vatandaşlık Ölçek Geliştirme: Türkiye ve Kosova Pilot Uygulaması" adlı çalışma konusu kapsamında gerçekleştirilecek yeni ölçek çalışması ve daha önce literatürde bulunmayan bir yönetim modelinin ortaya konması ile diğer çalışmalardan ayrılmaktadır.

3.SONUÇ

Dijital çağ ile birlikte vatandaşlık kavramı BİT'ni ve dijital araçları içerecek şekilde genişlemektedir. Çalışma kapsamında hedef gruba yapılan anket çalışması göstermektedir ki hukuk fakültesi ve adalet öğrencileri dijital vatandaşlık konusunda öğrenmeye açıktırlar ve dijital ortamdaki sorumluluklarının büyük kısmının bilincindedirler. Yapılan araştırma sonucunda; kamu hizmetlerinin kullanımı, sosyal medya üzerinden siyasetçilere ve kamu kurumlarına atılan mesajların dijital vatandaşlık olarak görüldüğü belirlenmiştir.

Öğrencilerin dijital dünyaya tam olarak dahil olabilmeleri ve dijital vatandaşlar haline gelmeleri önemlidir. Bu nedenle okullarda dijital vatandaşlık eğitimi verilmelidir. Dijital vatandaşlık eğitimi, çocukların ve tüm vatandaşların dijital teknolojiye erişmesine hem öğrenmede özerk olma hem de dijital topluma aktif olarak katılma becerileri geliştirmesine izin vermektir. Bu eğitim, internette insan haklarına, demokrasiye ve hukukun üstünlüğüne saygı gösterirken, demokratik hak ve sorumluluklarını çevrimiçi olarak yerine getirmelerini sağlayacak bilgi, beceri ve yeteneklerden oluşmaktadır. Dijital vatandaşlık eğitiminin üç seviyesi vardır (Devriésère,2019): dijital uçurumla mücadele, haklar ve sorumluluklar ve güvenilir bilgi arayışı, "dijital vatandaşlığı" kişisel ve toplumsal düzeylerde düzenleyen ilkelerdir: problem çözme, iletişim, kişinin vatandaşlığını açık ve güvenli bir ortamda geliştirme olasılığıdır. Bu seviyelerin okullarda verilen dijital vatandaşlık eğitimi ile gerçekleştirilmesi önemlidir. Dijital vatandaşlık bireysel çabanın dışında devlet politikası olarak uygulanması gereken bir konudur.

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Sivil Toplum Kuruluşlarında Oryantasyon Eğitimi

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Özet: Oryantasyon eğitimi, insan kaynakları yönetimi işlevlerinden biri olan eğitim ve geliştirme faaliyetleri kapsamında gerçekleştirilen, bir kurumda işe yeni başlayan çalışanların işe alıştırılması ve onların elde tutulması için atılan önemli adımlardan birisidir. Özel sektör, kamu ya da sivil toplum kuruluşları ayrımı olmaksızın oryantasyon eğitimlerinden kuruluşlar, örgüt misyonunun desteklenmesi ve yapılan faaliyetlerde etkinliğinin arttırılması gibi birçok anlamda fayda görmektedir. Sivil toplum kuruluşlarında kurumun özellikle gönüllülerle kuracağı ilişkinin sağlıklı bir temele dayanması için oryantasyon eğitimine gerekli önemin verilmesi ve sistematik yaklaşılması gereklidir. Oryantasyon eğitimi aslında işe alım süreci ile birlikte başlayan, gönüllülerin görevlerinde başarılı olması için özellikle kurumu anlamaya odaklanan ve işin niteliğine göre o kuruma özgü bilgileri içeren bir eğitim sürecidir. Gönüllüleri kendi çalışacakları hedef kitlelerinin potansiyel gerçeklerine hazırlaması ve sivil toplum kuruluşlarıyla daha güçlü bir bağ kurulmasını sağlaması bakımından faydaları bulunmaktadır. Bir oryantasyon eğitiminin etkin yürütülmesi için ise bu eğitimin üç noktaya odaklanması gerekmektedir. Bunlar gönüllülerin kuruluşun misyonunu, vizyonunu ve amacını anlamasına yardımcı olmak, gönüllülerin kuruluşla çalışırken başarılı olması için ihtiyaç duyacağı yönetim veya prosedür bilgisini aktarmak ve örgüt kültürünün gönüllüler tarafından daha iyi anlaşılmasını sağlamak için onlara destek olmaktır. Oryantasyonun bu üç yönünü de içeren sistematik bir yaklaşım ile gönüllülerin görevlerinde başarılı olmaları için gereken desteği alma olasılığı daha da yükselecek, iş gücü devir oranının azaltmasına ve dolayısıyla örgütsel verimliliğin arttırılmasına da destek olunacaktır.

Anahtar Kelimeler: Sivil Toplum Kuruluşları, İnsan Kaynakları Yönetimi, Oryantasyon Eğitimi

Orientation Training in Non-Governmental Organizations

Abstract: Orientation training, within the scope of the training and development activities which is one of the human resources management functions, is one of the important steps of accustoming and retaining new employees in an institution. Regardless of the sector that an organization operating such as private, public or non-governmental sector, organizations benefit from orientation trainings in many ways such as supporting the mission of the organization and increasing the effectiveness of the activities. Orientation training should be given the necessary importance and a systematic approach is required in order for the institution to establish a healthy relationship with the volunteers. Orientation training is actually a training process that focuses on understanding the institution and includes information specific to that institution, according to the nature of the job, in order for the volunteers to be successful in their duties which starts with the recruitment process. It has benefits in terms of preparing volunteers for the potential realities of their target audiences and establishing a stronger bond with non-governmental organizations. In order for an orientation training to be carried out effectively, this training should focus on three points. These are to help volunteers understand the mission, vision and purpose of the organization, to convey the management or procedural knowledge that volunteers will need to be successful in working with the organization and to support volunteers to better understand the organizational culture. With a systematic approach that includes these three aspects of orientation, the probability of volunteers to receive the psychological and informational support they need to be successful in their duties will increase and it will also be supported to reduce the turnover rate and thus increase organizational productivity.

Key Words: Non-Governmental Organizations, Human Resources Management, Orientation Training

1. GİRİŞ

Oryantasyon, özel bir eğitim biçimidir. Oryantasyon eğitimi, gönüllülerin sivil toplum kuruluşlarına etkin bir biçimde uyum göstermesini sağlamak ve onları elde tutmak için kritik bir adımdır. İş performansına olan etkisi önemlidir ancak genellikle hafife alınmaktadır. Buna karşın kurumsal örgütler oryantasyon planlamasını ciddiye almakta ve etkin bir biçimde uygulanan oryantasyon eğitiminin yeni çalışanların kuruma uyum sağlaması bakımından kritik bir önemi olduğunun farkındadır. Oryantasyon eğitiminin, yeni gelenlerin hoş karşılanması ve yetiştirilmesi anlamında faydaları bulunmaktadır. Bu eğitim yeni çalışanların hızlı bir biçimde örgüte kazandırılmasına destek olmaktadır. Kurumların yaptıkları yatırımların geri dönüşünün, genellikle işe yeni başlayanların kaliteli bir sivil toplum hizmeti sunmasıyla ilgili olduğu ve gönüllü ve çalışanların yaptıkları işin önemine ilişkin anlayışı ve farkındalığı ilk olarak bu eğitimle kazandıkları düşünüldüğünde oryantasyon eğitiminin önemi ortaya çıkmaktadır. Bir kuruma iş başvurusunda bulunanlar, genellikle o kurumun örgüt kültürü ve diğer örgütsel özellikleri hakkında yetersiz bir bilgi ile o işe başvurmaktadır. Bu durum başvuranlarda psikolojik bir belirsizlik yaratmaktadır. Bu nedenle, işe başvurunlar ileride yaşayabilecekleri sorunları da

düşünerek bu kararlarını genelde sorgulamaktadır. Kurumların da kendi bünyelerinde işe yeni başlayan çalışanların bu kararlarını olumlu bir biçimde karşıladıklarını göstermeleri gerekmektedir. Bu bağlamda onlara destek olmaları şarttır (Daly, 2015: 120). Oryantasyon eğitimi de bunun yollarından biridir. Çalışanların elde tutulması konusu tüm kurumlar açısından özellikle sivil toplum kuruluşları açısından önemlidir. Kötü ilk izlenimler çalışanların kurumdan erken ayrılmasına neden olabilmektedir. Kurumun çalışanları kolay kaybetmesi bir maliyet kaybı olarak da değerlendirilmelidir. Oryantasyon eğitimi için sarf edilen zaman, emek ve benzeri kaynaklar bu maliyetler içerisindedir. Dolayısıyla bu konuyu ciddiye almak kurumlar açısından önemli ve gereklidir. Etkin bir oryantasyon eğitimi kurumlara birçok fayda sağlamaktadır. Bu faydalar yeni başlayanlar için olumlu bir ilk izlenim oluşturması, işle ilgili stresin üstesinden gelmesi, çalışanların aidiyet duygusunu arttırması, yapılacak faaliyetin hem kuruluşla hem de diğer departmanların işlevleriyle ilişkisinin kurulması dolayısıyla daha etkili sonuçlar almaya destek olması, iş tatminin arttırması, insan kaynakları temin seçim faaliyetine destek olarak işe alıma olumlu katkısı olması, örgütün misyon, vizyon, politika, prosedür ve ilkelerinin benimsenmesi vb. (Daly, 2015: 121) ve dolayısıyla kurumun verimliliğinin yükseltmesi olarak sayılabilir. Oryantasyon eğitiminin tanımı, önemi ve kapsamının tanımlanmasından önce eğitim, geliştirme ve yetiştirme kavramlarının incelenmesi konunun genel çerçevesinin çizilmesi bakımından önem ifade etmektedir.

2. EĞİTİM, GELİŞTİRME VE YETİŞTİRME

Eğitim bir çalışanın işini yapabilmesi için ihtiyaç duyduğu bilgi, beceri, yetenek ve davranışların dolayısıyla yetkinliklerin kazandırılma süreci olarak tanımlanabilir (Gürbüz, 2017: 173). Eğitim kurumlar açısından daha önceden belirlenen amaçlara göre, çalışan davranışlarında istendik sonuçlar elde etme sürecidir. Eğitimde amaç, kazandırılan bu yetkinliklerle çalışanların yapacakları işi daha etkin gerçekleştirilmesini sağlamaktır. Eğitim hem kurum içinde hem de dışında gerçekleştirilebilecek programlarla ya da kişinin kendi kendine tecrübe etmesi yoluyla tutum ve davranışlarını değiştirdiği bir değişim sürecidir. Bu süreç farklı biçim, kapsam ve zaman boyutlarında oluşabilmektedir. Kurum içinde veya dışında, formal, belli bir derece kazandıran veya kazandırmayan, kurum içinde farklı bölüm ya da birimde çalışmak yoluyla deneyimle kazanılan ya da kendi kendine kazanılan bir biçimde hayat boyu devam etmektedir (Koçel, 2013: 77).

Geliştirme ise gelecek odaklı olup çalışanların gelecekte alabileceği görevlerle ilgilidir. Bu anlamda geliştirme, herhangi bir işte çalışan personelin gelecekte ihtiyacı olacak yetkinliklerin kendisine kazandırılmasıdır. Geliştirme kişisel gelişime odaklanmakta çalışanların gelecekte alacağı sorumlulukları göz önünde tutmaktadır (Gürbüz, 2017: 173). Geliştirme çalışmaları teknik beceri ve yeteneklerin geliştirilmesi, beşeri yeteneğin geliştirilmesi ve kavramsal becerilerin geliştirilmesi olacak biçimde, bir kurum içinde alt, orta veya üst düzey gruplara uygulanabilmektedir. Eğitim, kurumların rekabet gücünü arttırmak için tercih edilen bir insan kaynakları (İK) işlevidir. Eğitim ve geliştirme olmaksızın, çalışanlardan üstün performans beklemek olanaksızdır (Uyargil vd., 2013: 164). Yetiştirme ise belirli kademedeki işleri yapabilmek için gereksinim duyulan bilgi, beceri, yetenek ve davranışların çalışanlara kazandırılmasıdır. Örneğin terfi edecek bir çalışana o pozisyonun gerektirdiği yetkinlikleri aktarmak yetiştirmedir. İş hayatında karşılaşılan yönetici geliştirme, yönetim geliştirme vb. uygulamalar bu anlamdaki yetiştirme programlarıdır. Eğitim kavramı hem geliştirmeyi hem de yetiştirmeyi kapsadığından daha geniş anlamlıdır (Koçel, 2013: 78).

Eğitim ve geliştirme faaliyetlerinin örgütler için farklı faydaları bulunmaktadır. Bunlardan ilki çalışanların bağlılığının yükselmesi ve motivasyonun artmasıdır. Özellikle çalışanlara kendilerini geliştirmeleri anlamında fırsatlar tanımak, güncel çalışma ortamı için önemli bir özelliktir. Bu tarz fırsatlar sağlanması çalışanların o kurumu pozitif algılamalarını sağlayacak ve eğitim imkânları artıkça bağlılıkları da artacaktır (Bartlett, 2001: 335). Bu durum diğer faktörler olan performansın artmasına ve iş gücü devir oranının ve devamsızlığında azalmasını sağlayacaktır (Gürbüz, 2017: 174). Eğitim ve geliştirmenin bir diğer faydası da çalışanların yaptıkları işleri daha etkin ve verimli yapmaları olarak söylenebilir. Eğitim ve geliştirme faaliyetleri doğal olarak çalışanların bilgi ve becerilerini geliştirecek bunun sonucunda da çalışanların performansı yükselecek ve daha verimli olacaklardır (Arthur Jr. vd., 2003: 234). Eğitim ve geliştirme çalışmaları ayrıca bir örgütün amaç ve hedeflerine daha kolay ulaşmasına da destek olmaktadır. Kurumun misyon ve vizyon tanımlarına göre oluşturulan amaç ve hedefler ve stratejiler ve bunlara ulaşılması için hangi eğitim faaliyetlerinin gerçekleştirileceği yapılacak çeşitli analizlerle ortaya çıkmaktadır. Örneğin rekabet stratejilerinden biri olan farklılaşmayı tercih eden bir kurum çalışanlarını yenilikçi ürün ve hizmetler geliştirmeleri noktasında geliştirecek bir eğitim anlayışına uygun eğitim planı yapacaktır.

3. ORYANTASYON EĞİTİMİ

Oryantasyon eğitimi, bir eğitim türüdür. Bu eğitim herhangi bir kurumda işe yeni başlayacak çalışanlar ya da aynı kurum içerisinde farklı bir işi yapacak kişiler için uygulanan bir eğitim faaliyetidir (Uyargil vd., 2013: 197). Oryantasyon, bir kuruma yeni başlayan bireylere tanıtıcı bilgilerin verildiği toplantılar veya etkinlikler olarak tanımlanabilir (Fader, 2010: 96). Bir diğer tanıma göre ise yeni bir çalışanın işine hazırlanması ve onun desteklenmesi sürecidir. Özellikle, çalışanların yapacakları işle ilgili bilgi sahibi olmasını sağlamak oryantasyon eğitiminin amaçlarından biridir. Çalışanlardan bir işin yapılması istenildiğinde, çalışanların o işle ilgili kendilerinden ne beklenildiğini ve ilgili görevleri nasıl yerine getireceklerini tam olarak bildiklerinde daha başarılı olacakları yadsınamaz bir gerçektir (Connors, 2012: 227). Bu anlamda işyeri hazırlığı, ilk eğitim, mentorluk ve yeni kişinin kuruluşa daha başarılı bir şekilde geçiş yapması, pozisyonun ve kurumun uzun vadeli olumlu bir şekilde takdir edilmesi olasılığının artırması için ihtiyaç duyduğu diğer her türlü maddi ve manevi desteği içermektedir (Berman vd., 2021: 817). Oryantasyonun farklı bir tanımı ise bir duruma veya çevreye aşina olma ve ona uyum sağlamaktır (Cascio, 2010: 344). Sonuçta oryantasyon işe yeni başlayan çalışanların kuruma ve gerçekleştirecekleri işe alıştırılması için yapılan faaliyetlerin tümüdür. Burada ana hedef yeni başlayanlarla kurum arasında norm ve değerler anlamında bir birlik oluşturmak ve sosyalizasyonu sağlamaktır (Gürbüz, 2017: 173).

Sosyalizasyon kavramı oryantasyon kavramı ile yakından alakalıdır. Sonuçta her iki kavram da çalışanların yaptıkları işe ve kuruma uyum sağlaması gerektiğini vurgulamaktadır. Ancak sosyalizasyon daha uzun süreli ve geniş kapsamlıdır. Özellikle örgüt kültürüne uyum sağlamak açısından diğer yönetici ve meslektaşların yeni çalışanlara aktarımlarını içermektedir. Bu süreç, çalışanların yeni bir kuruma başladıklarında taşıdığı çeşitli endişelerin giderilmesi için önem ifade etmektedir. Kurumlar yeni çalışanlarının bu endişelerini gidermek için oryantasyon eğitimleri düzenlemektedir. Bu bağlamda oryantasyon eğitimleri çalışanların yaşaması olası şokları da azaltması bakımından faydalı olmaktadır. Etkin uygulanan bir oryantasyon eğitimi kurumun rekabet gücüne de katkı sağlayıp karlılığını da arttıracaktır (Gürbüz, 2017: 177).

Sivil toplum kuruluşları (STK) doğaları gereği bünyelerinde nicelik olarak azımsanamayacak oranda gönüllü iş gücü barındırmaktadır. Bir gönüllülük faaliyetine yeni başlayan gönüllüler yeterli ve ilgili yönlendirme almadıklarında o kurumdaki faaliyetlerinden kısa sürede memnuniyetsiz olabilmekte ve gönüllülük deneyimini bırakabilmektedir. Bu bağlamda oryantasyon eğitiminde STK'lar, bir yandan kurum kültürleri ve operasyonel uygulamalar hakkında ayrıntıları paylaşırken öte yandan da gönüllülerin o kurumda hoş karşılandıklarını da kendilerine hissettirmenin bir başlangıcı olarak oryantasyon eğitimlerini kullanmaktadır. Oryantasyon sürecinin etkin sürdürülmesi gönüllülerin kurum içerisindeki diğer süreçleri de daha rahat geçirmesini sağlayacaktır (Güngör ve Çölgeçen, 2013: 176). Ayrıca bu eğitim, gönüllüler ile kuruluş arasında geliştirilecek ilişkiyi netleştirme noktasında da adımların atıldığı bir ortamdır. Amaç, çalışanların yeni işlerinde karşılaşacakları zorluklara karşı bireysel olarak işe hazır olma durumunu arttırmaktır (Daly, 2015: 120). Oryantasyon gönüllüler için ileride uygulanabilecek eğitim ihtiyaçlarının da belirlenmesine destek olacak bir faaliyettir. Oryantasyon, gönüllülerin gözlem sürecinin de başlangıcıdır. Gönüllüler bu süreçte kurumu anlamaya odaklanır. Ayrıca, uygun oryantasyon eğitimi de risk yönetiminde önemli bir adımdır. Bir anlamda oryantasyon kişinin örgüt içerisinde ki yönünü öğrenme sürecidir. Uygun yere ve faaliyete yönlendirilmeyen bir kişi, basitçe söylemek gerekirse kurumlar için bir kayıptır. Kurumlar, gönüllüleri etkin bir biçimde yönlendirerek yeni gönüllülerin olumlu bir gönüllülük deneyimi yaşamasına destek olmalıdır. Bu da kurum hakkında oluşacak ilk izlenimin olumlu olması yönünde önemli bir aşamadır. Ayrıca bu süreç, gönüllülerin diğer kurum çalışanları ve yöneticileri ile etkileşim kurması ve ilerde daha farklı görevlere yönlendirilmesi için bir fırsat olacaktır (Güngör ve Çölgeçen, 2013: 177).

3.1. Oryantasyon Eğitiminin Önemi

Oryantasyon hakkında değerlendirmeler yapılırken bu eğitimin işe alım sürecinin neresinde olduğu da sorulan sorular arasındadır. Bazı kuruluşlarda gönüllerin bulunması ve işe yerleştirilmesi süreci gönüllülerin oryantasyonu tamamlanana kadar sonuçlanmamaktadır. Bu durumda oryantasyon süreci, özellikle insan kaynakları departmanının potansiyel gönüllüleri değerlendirme fırsatını da içermektedir. Gönüllülerin zamanında işe/faaliyete gelip gelmediği, iletişim becerilerinin çeşitli görevler için uygun olup olmadığı ve uygun yetkinliklere sahip olup olmadığı gibi durumlar da oryantasyon süreci içerisinde değerlendirilebilmektedir. Bu da bir bireyin bir kuruluşa veya ilgili departmana ne kadar uyumlu olduğunun karar verilmesi anlamında fayda sağlamaktadır.

Bazı kuruluşlarda ise gönüllülerin başvuru ve tarama süreçleri tamamlanana ve gönüllünün çalışması için bir birime veya departmana yerleştirilene kadar oryantasyon planlanmaz. Bu durum, farklı bölümler veya birimler

için çok özel bilgilerin olduğu kuruluşlar için geçerli olabilir. Bu da gönüllünün görevini tam olarak nerede yapacağını anlayarak programa girmesi ve oryantasyon deneyimini çalışanların ihtiyaçlarına daha iyi uyum sağlayacak biçimde uyarlanması noktasında bir avantaj yaratmaktadır (Connors, 2012: 228). Potansiyel gönüllüler ise enformel olarak kuruluşun paydaşlarıyla etkileşim kurarak kurum kültürü hakkında bilgi edinir, kurumun üyelerini nasıl desteklediğini görür ve personelin kurumdan ne derece memnun olduklarına dair genel bir fikir edinir. Formel oryantasyon deneyimleri, potansiyel gönüllülere temel operasyonel kültür ve uygulamalarının yanı sıra kuruluşun tarihi, amacı, misyonu ve finansmanı hakkında temel bilgiler sağlamaktadır.

Oryantasyon eğitiminin öncelikli önemi kurumun misyon, vizyon ve politikaları hakkında bilgi paylaşmaktır. Oryantasyon programları, gönüllülerin görevlerinin bütüncül bir biçimde kurumsal amaç ve hedeflere nasıl katkıda bulunduğunu anlamalarına destek olup, verilen işi başarma kapasitelerini de geliştirerek daha rahat ve kendinden emin hissetmelerine destek olmaktadır. Oryantasyon ayrıca yapılacak iş için gönüllüleri motive etmek adına bir fırsattır. Gönüllülerin ilgili STK'da gönüllü çalışmak için doğru kararı verdiklerini teyit etmelerine de destek olmaktadır. Bunlara ek olarak oryantasyon eğitimi hem gönüllüler hem de çalışanların ileride yaşayacakları problemleri azaltarak kurumsal etkinliği de attırmaktadır ve örgüte bağlılığı da olumlu yönde etkilemektedir (Connors, 2012: 229). Yapılan bazı araştırmalarda, İK planlaması ve oryantasyon eğitimi çalışmalarının gönüllüleri elde tutmaya olumlu etkisi olduğu, kurumda formal görevde olan gönüllülerin kurumla daha az sorun yaşadığı ve özellikle STK'ların yönetim kurulunda bulunan gönüllülerin elde tutulması açısından önem ifade ettiği bulunmuştur (Newton vd., 2014: 515). Ayrıca oryantasyon eğitimi, çalışanların örgüt kültürüne uyumunu arttırarak kurum ve çalışan arasında oluşacak ilişkiyi de güçlendirmektedir (Parsehyan, 2017: 141). Yapılan bazı araştırmalarda oryantasyonu önemseyen kurumların çalışanları tarafından daha güvenilir olduğu tespit edilmiştir. Araştırmaya göre demografik faktörlere göre bir farklılık bulunmaksızın hemen hemen tüm katılımcılar kuruma güvenmek için 'Dürüst ve Hakkaniyeti İşleyişe Sahip', 'Huzurlu ve Adil bir Ortama Sahip', 'Bağlılık Yaratan', 'Objektif Performans Değerlendirmesi Yapan' ve 'İşe Alım ve Oryantasyonu Önemseyen' öncellerini ilk sıralarda gerekli görmektedirler (İslamoğlu vd., 2007: 124). Verilere bakıldığında oryantasyon eğitiminin yadsınamaz bir önemde olduğunun katılımcılar tarafından da belirtildiği görülmektedir.

Türkiye'de yapılan bir araştırmada, Türkiye'deki sivil toplum kuruluşlarının oryantasyon eğitimi uygulama oranının %83 olduğu tespit edilmiştir. Bazı STK'lar gönüllere özel bir program uygularken diğerleri de iş başı eğitimine benzer programlarla bu ihtiyacı çözmeye çalışmaktadır. Bazı STK'ların, gönüllülere bir ay gibi bir zaman zarfında ofis çalışmalarında görev vermeyi oryantasyon olarak algıladıkları görülmektedir (UNV ve GSM, 2013: 30). Ancak oryantasyon eğitimi gerçekleştirmeyen bazı STK'ların olduğu, sadece yüzeysel bir bilgilendirmeyle gönüllüleri işlerine yönlendirdikleri de tespit edilmiştir. Bu STK'ların karşılıklı yapılan bir taahhütname ile görev ve sorumlulukları ilgili gönüllülere aktarıldığı görülmüştür. Bu durum ise özellikle küçük ölçekli STK'ların oryantasyon eğitimi ile ilgili kendilerini geliştirmeleri gerektiğini göstermektedir (TÜSEV, 2012: 5). Ayrıca Universus Sosyal Araştırmalar Merkezi'nin yaptığı araştırmaya göre (2020) gönüllülerin iş tanımlarının net olmaması ve oryantasyon süreçlerinin gerçekleştirilmemesi ve sigorta konusu Türkiye'de STK'larda iyileştirmeye dönük ihtiyaçlar arasında gösterilmiştir. Oryantasyon eğitimi gerçekleştirmeyen kurumlar yeni gönüllülerin ortam içerisinde gözlem yaparak ya da sorular sorarak kuruma adapte olmasını beklemektedir. Burada inisiyatifi gönüllülere bırakmak bir dizi riski de beraberinde getirmektedir. Bunlardan birisi gönüllülerin kendilerinden ne beklenildiğini tam olarak kavrayamaması ve kurumu tam olarak benimseyememesidir. Diğer bir risk ise gönüllülerin performanslarını istenen düzeyde gerçekleştirememesidir. Faaliyete yeni başlayanların soru sormak vb. anlamda çekingen olduğu değerlendirildiğinde, bilgiyi net olarak alamayan gönüllülerin ileride yapacakları hatalar çeşitli maliyetleri de beraberinde getirecektir. Ayrıca yeni başlayanları sadece eski bir çalışanın koçluğuna bırakmak gönüllünün bakış açısını daraltması bakımından, sadece kurumla ilgili video gösterimi yapmak da sosyalizasyonu azaltması bakımından yeterli değildir (Messmer, 2007: 145).

3.2. Oryantasyon Eğitiminde Süre ve Ele Alınması Gereken Konular

Oryantasyon eğitimi bir kurumda tüm düzeylerde uygulanabilmekte, bazen her yeni başlayana aynı sürede ya da çalışacak yere göre farklı sürelerde ve farklı biçimlerde uygulanabilmektedir (Uyargil vd., 2013: 197). Oryantasyon eğitimleri kurumun büyüklüğüne ve işin karmaşıklığına bağlı olarak, bir gün, birkaç gün, bir hafta hatta birkaç aya kadar sürebilmektedir. Genel olarak, bir işin kabulü ile gerçek başlangıç tarihi arasında bir süre geçecektir. Bazı kurumlar bu süreyi oryantasyon sürecini başlatmak için kullanmaktadır (Cascio, 2010: 314).

Oryantasyon eğitiminde ele alınması gereken konuların başında doğal olarak gönüllülerin eğitim ihtiyacının giderilmesine yönelik çalışmalar yer almaktadır. Eğitim, planlanmış önemli konular, mentorluk programları ve çalışanların kurum veya departman hakkında soru sorabilecekleri etkileşimli toplantılarla ilgili konuları

kapsamaktadır (Messmer, 2007: 144). Örneğin, İstanbul'da kültür ve sanat alanında faaliyetler yürüten bir STK olan İstanbul Kültür ve Sanat Vakfı bünyesinde düzenlediği oryantasyon programlarını saha personeline yönelik ve kadrolu personele yönelik olmak üzere iki farklı bölümde yönetmektedir. İki gün süren etkinlikte görev tanımları gözden geçirilmekte ve katılımcılara vakfın genel yapısı ve birlikte çalışacakları yöneticiler tanıtılmaktadır. Ayrıca insan kaynakları departmanı tarafından işin nasıl yürütüldüğü konusunda saha personeline de eğitim verilmektedir. Öte yandan, kadrolu personele oryantasyon sürecinde kurum ve kendi departmanları ile ilgili detaylar tanıtılmaktadır. Meslektaşlarıyla tanıştıktan sonra resmi olarak göreve başlamakta ve ilk hafta İKSV'de her departman yöneticisiyle ikişer saat çalışmaktadır (Parsehyan, 2017: 147). Süreç öncellikle adayları seçerken başlamakta ve bu da oryantasyon sürecini olumlu etkilemektedir. Oryantasyon programları ile işe yeni başlayan çalışanlara, kurumun fiziki ortamı ve faaliyetleri tanıtılmakta, görev ve sorumlulukları aktarılmaktadır (Parsehyan, 2017: 142). TEMA Vakfı ise il temsilcileri ve ilçe sorumlularını gönüllülük sürecine başlamadan önce bir oryantasyon eğitimine almaktadır. Gönüllü oryantasyonu, gönüllüye verilecek görevler dışında yeni gönüllülerin ihtiyacı olacak ve onlara kurum hakkında genel bilgilerin verildiği, kurumun ilkeleri, prosedürleri, gönüllülerin hakları ve sorumlulukları hakkında çeşitli konuları kapsamaktadır (UNV, GSM, 2013: 88).

Oryantasyon eğitiminde yapılacak sınıf eğitimine ek olarak kurumun ilgili departmanları ziyaret edilerek örgütsel yapının daha sağlıklı anlaşılması da bir yöntem olarak kullanılabilir. Günümüzde internet üzerinden veya uzaktan oryantasyon eğitimleri de gerçekleştirilmektedir. Kitlelere hızlı ulaşması ve maliyeti düşük olması bakımında avantajlı olan bu yöntemin dezavantajının ise özellikle STK'lar gibi sosyal yönelimi daha fazla olan kurumlarda, yeni gelenlerin geri bildirim alma ve diğerlerinden bilgi edinme, ilişkiler kurma ve sosyalleşme özelliklerini zayıflatması olduğu ifade edilebilir.

Yapılacak faaliyetlerin aslında üç farklı noktaya ulaşması gerekmektedir. Bunlardan birincisi amaç yönelimi ki bu da gönüllülerin kuruluşun misyonunu, vizyonunu ve amacını anlamasında onlara destek olunması anlamına gelmektedir. Oryantasyonun bu aşamasında yer alan bilgiler, kuruluşun geçmişini, hizmet verilen hedef kitleyi veya kurumun sunduğu çalışmalar hakkındaki bilgileri ve başarılı bir şekilde hizmet vermeye devam etmesi için gerekli olan gelecek planlarını içermelidir. Amaç yönelimi uygulamaları gönüllülerin duygusal bağlılığını artırabilecek faktörlerden biridir. Bir diğer konu sistem oryantasyonu olarak ifade edilebilecek gönüllünün kuruluşla çalışırken başarılı olması için ihtiyaç duyacağı yönetim veya prosedür bilgisidir. Bu bölüm sarf malzemelerinin nerede saklandığından telefonların nasıl yanıtlanacağına kadar her şeyi içermektedir. Görev tanımlarının gözden geçirilmesi, evrakların nasıl kayıt altına alınacağı, risk yönetimi, kurum politika ve standartları hakkında gerekli bilgilerin verilmesi de bu bölümde yer alır. Son olarak ele alınması gereken konu ise sosyal yönelim olarak ifade edilebilecek, gönüllülerin örgüt kültürünü benimsemesini sağlayacak çalışmalardır. Bunlar içerisinde kurumda yönetici pozisyonunda olanların kim olduğunu öğrenmek ve diğer gönüllülerle ve çalışanlarla tanışmayı da içeren tüm sosyalizasyon faaliyetleri yer almaktadır. Bunlara ek olarak kurumun örgüt kültürünü yansıtan giyim kodunu da içine alan, kuruma özgü gelenek, görenek ve anlayış biçimleri de sosyal yönelimi açıklamaktadır (Connors, 2012: 231). Kurumdan kuruma farklılık göstermekle birlikte aşağıdaki tabloda tipik bir oryantasyon eğitiminde olması gereken konular ve yapılması gerekenler yer almaktadır (Tablo 1).

Tablo 1: Oryantasyon Eğitiminde Bulunması Gereken Konular

Konu	**Yapılması Gerekenler**
Açılış Konuşmaları	*İlgili eğitmen ve/veya departman yöneticisi tarafından oryantasyon eğitimi açılışı yapılır*
Giriş / Ice Breaker (Ortamı yumuşatma)	Katılımcıları arasında etkileşimi sağlamak için tasarlanmış kaynaştırma aktiviteleri katılımcıların yaşına uygun etkinlikler yapılır
Kurumun Vizyon ve Misyonu	Kurumun vizyon ve misyon politikaları bölüm ve birim bazında paylaşılır
Kurumun Amacı	Kuruluşun amacı ve gönüllülerin kuruluşun stratejik amaçlarına/hedeflerine nasıl uyum sağlayacağı belirtilir
Kurumun Tarihçesi	Gönüllülere kuruluş tarihi hakkında kısa ancak kapsamlı bilgi verilir
Müşteriler	Gönüllülere kurumun müşterileri (hizmet verilen kitle) hakkında bilgi verilir

Organizasyon Şeması	Kurumun yöneticilerinin de ismi olan bir organizasyon şeması verilir
Zaman Çizelgeleri ve Takvim	Gönüllülerle etkinliklerin güncel zaman çizelgeleri ve takvimleri paylaşılır
Prosedürler, Politikalar, Yönergeler, Kurallar	Politikaların, prosedürlerin, yönergelerin ve kuralların basılı bir kopyası verilip gerektiğinde nasıl ulaşılabileceği bilgisi paylaşılır
El Kitabı	Formları, prosedürleri, politikaları vb. özetleyen bir el kitabının veya kılavuzun basılı veya dijital kopyasına nasıl erişilebileceği iletilir
Kurumun Fiziksel Olarak Gezilmesi	İşe yeni başlayanlarla kurumun gezilmesi sağlanır
Diğer Eğitimler	Diğer eğitimler için plan yapılır
Sorular ve Yanıtlar	Eğitime katılanların soruları yanıtlanır daha sonra ulaşabilecekleri iletişim bilgileri verilir
İkramlar ve Sosyal Network	Oryantasyon eğitimi boyunca sunulacak yiyecekler sıcak bir ortamın oluşması katılımcıların kaynaşmasına destek olur

Kaynak: Connors (2012: 230).

3.3. Oryantasyon Eğitiminde İnsan Kaynakları Departmanı ve Diğer Yöneticilerin Rolü

İnsan kaynakları departmanının oryantasyonla ilgili bazı temel sorumlulukları bulunmaktadır. Eğitimin tasarlanması, uygulanması, organize edilmesi, katılımcıların davet edilmesi bunlardan bazılarıdır. Eğitimler boyunca kolaylaştırıcı rolü üstlenmek ayrıca İK'nın bir diğer görevidir. Oryantasyon eğitiminde öncelikle insan kaynakları departmanı olmak üzere, kurumun büyüklüğüne göre varsa eğitim müdürlüğü ve diğer yöneticiler de etkin rol oynamaktadır. Diğer yöneticilerin özellikle tepe yönetimin oryantasyon eğitimine desteği önem ifade etmektedir. Bu destek eğitimin tasarımından başlamak üzere, eğitime katılma vb. biçimlerde olabilmektedir. Diğer yöneticilerin kuruma yeni başlayan gönüllülerden ne beklediklerini onlar faaliyetlerine başlamadan önce bu eğitimlerde ifade etmeleri ve eğitimlerin etkinliğinden emin olmaları ileride yaşanabilecek sorunların önüne geçilmesi açısından da önemlidir (Lawson, 2015: 5). Burada insan kaynaklarının özellikle yeni yöneticilere tavsiye, rehberlik ve koordinasyon görevi de bulunmaktadır. Bu noktada İK, hem yeni gönüllüler, hem yöneticiler hem de kurum için etkin rol oynayarak katma değer yaratmaktadır. Yeni gönüllüleri işe alma konusunda oluşturulan politikalar ve prosedürleri, yöneticilere aktarmak, çalışanların ve gönüllülerin birbirleriyle nasıl etkileşime gireceğini belirlemek de İK'nın görevleri arasındadır. Yöneticilerin politika ve prosedürlere bağlı kalmalarının önemini anlamalarını sağlamak da İK'nın bir diğer görevidir. Ayrıca, yeni gönüllülerin ilk günlerinde herhangi bir endişesini gidermek veya sorusunu yanıtlamak da İK için önem ifade etmektedir (Messmer, 2007: 145). Ayrıca eğitimden sonra ki süreçte İK, faaliyete yeni başlayan gönüllülerle görüşerek işle ilgili herhangi bir desteğe ihtiyaçları olup olmadığı noktasında geri bildirim alarak sürecin etkinliğini arttırabilir.

Bazı kurumlarda özellikle küçük ve orta ölçekli kurumlarda İK departmanı bulunmamaktadır. Dolayısıyla insan kaynakları yönetimi işlevlerine yönelik uygulamalar ya direk tepe yönetim tarafından ya da kurumun görevlendireceği diğer yöneticiler tarafından gerçekleştirilmektedir. Bu bağlamda oryantasyon eğitiminin etkinliği ile ilgili ortaya çıkabilecek sorunlar önceden planlanıp gerekli önlemler alınmalıdır. Gerekirse konu ile ilgili uzmanlardan ya da danışmanlık firmalarından destek almak sürecin etkin yönetilmesini sağlayacaktır.

3.4. Oryantasyon Eğitiminin Değerlendirilmesi

Oryantasyon eğitiminin değerlendirilmesi, yapılan eğitimle ulaşılmak istenen sonuçlara ulaşılıp ulaşılmadığının ölçülmesi anlamına gelmektedir. Değerlendirmenin amacı çalışanların eğitim öncesi ve sonrası performanslarının karşılaştırılarak, ulaşılan performans seviyesinin tespit edilmesi ve eğitim sonuçlarının belirlenmesidir. Bu bağlamda dört temel sorunun yanıtlanması gerekmektedir; Eğitim sonucunda çalışanların bilgi, beceri ve yeteneklerinde bir değişim oldu mu? Eğer olmuşsa bu, eğitimle ilgili midir? Bu değişimin kurum amaçlarına pozitif bir etkisi var mıdır? Bu programı diğer gönüllülere de uygulasak aynı değişim gerçekleşir mi? (Uyargil vd., 2013: 190). Değerlendirme yapılırken neyin değerlendirileceğini açığa çıkarmak önem ifade etmektedir. Aynı zamanda değerlendirmeyi yapan STK'nın kendi sektörünü ve değerlendirme amacını da iyi belirlemesi gerekmektedir. Bunun için gerekli bilgiler toplanmalı ve gruplandırılmalıdır (Tüzüner, 2011: 236).

Eğitimin değerlendirilmesi için farklı yöntemler kullanılabilmektedir. Eğitim değerlendirme ile ilgili literatürde genel olarak kabul edilen çalışmalardan birisi Kirkpatrick'in dört düzey çalışmasıdır (Kirkpatrick ve Kirkpatrick, 2006: 21). Bunlar tepki, öğrenme, davranış ve sonuç düzeyleri olarak belirtilebilir. Tepki düzeyinde eğitime katılanların oryantasyon eğitimine verdikleri tepki yani eğitimden memnuniyeti ölçülmeye çalışılır. Eğitime katılanların ilgisi ve isteği zayıfsa eğitimden sağlayacakları fayda azalacak ve eğitim sorgulanacaktır. Eğitimin başarıya ulaşmaması çeşitli maliyetleri de beraberinde getirecektir. Eğitim sonucunda pozitif bir tepki alınması gereklidir. Bu düzey kullanım kolaylığı sebebiyle en çok tercih edilen düzeydir. Fakat geçerlilik konusunda zayıftır (Gürbüz, 2017: 191). İkincisi öğrenme düzeyidir. Öğrenme, katılımcıların programa katılmanın bir sonucu olarak tutumlarını değiştirme, bilgiyi geliştirme ve/veya beceriyi artırma derecesi olarak tanımlanabilir. Çalışanlarda çeşitlilik/farklılık gibi konuları ele alan programlar, öncelikle tutumları değiştirmeyi amaçlamaktadır. Teknik programlar becerileri geliştirmeyi amaçlar. Liderlik, motivasyon ve iletişim gibi konulardaki programların bilgi, tutum ve becerileri geliştirmesi beklenir. Öğrenmeyi değerlendirmek için belirli hedefler belirlenmelidir. Üçüncü düzey davranış düzeyidir. Davranış, katılımcının eğitim programına katılması nedeniyle davranışlarında meydana gelen değişikliğin derecesi olarak tanımlanabilir (Kirkpatrick ve Kirkpatrick, 2006: 22). Burada, eğitim programına katılanlarda ne gibi davranış değişikliği olduğuna bakılır. Dördüncü düzey ise sonuç kriteridir. Sonuçlar, katılımcıların programa katılmaları nedeniyle ortaya çıkan nihai sonuçlar olarak tanımlanabilir. Nihai sonuçlar arasında artan üretim, iyileştirilmiş kalite, düşen maliyetler, azalan iş kazaları, düşen iş gücü devir oranı, artan satışlar, artan ciro veya daha yüksek karlar yer alabilir. Bazı eğitim programlarının gerçekleştirilmesinin nedeninin bu sonuçlar olduğunu kabul etmek önemlidir. Bu nedenle, programın nihai hedeflerinin bu terimlerle belirtilmesi gerekmektedir.

Oryantasyon programının başarısı için kurumların hedeflerine ulaşıp ulaşmadığının ve gelecekteki iyileştirmelerin belirlenmesi için programın yılda en az bir kez gözden geçirilmesi gerekmektedir. Bu kapsamda programa dâhil olan herkesten samimi ve kapsamlı bir geri bildirim alınması gereklidir. Bu tür bir geri bildirimi sağlamanın birkaç yolu vardır. Çalışanlarla ve yöneticilerle kurumdaki ilk yıllarından sonra yuvarlak masa toplantıları yoluyla görüşmeler ve tüm yeni işe alımları toplu olarak kapsayan anketler yapmak bunlardan bir kaçı olarak sayılabilir (Cascio, 2010: 317).

4. SONUÇ

Eğitim kişinin yaşamı boyunca devam eden bir süreçtir. Hem çalışanların hem de gönüllülerin örgütün amaç ve hedefleri doğrultusunda işe yönelik davranışlarını değiştirme anlamına gelmektedir. Davranış değişikliğinden beklenen ise işlerin daha verimli bir biçimde yerine getirilmesidir. Geliştirme ise geleceğe yönelik olarak yapılan eğitim faaliyetleridir. Bir kurum içerisinde tüm düzeylerde uygulanabilecek onları geleceğe hazırlamak için yapılan çalışmalardır. Eğitim ve geliştirme çalışmaları ile hem kurumun rekabet gücü hem de çalışanların bağlılığı ve motivasyonu artacaktır. Oryantasyon eğitimi sivil toplum kuruluşlarının işe yeni başlayan çalışanları ve gönüllüleri için uyguladıkları öncelikle işle ilgili bilgi eksikliğinin giderildiği, onlara çeşitli becerilerin kazandırıldığı, işe ve kuruma ilk hazırlıkların yapıldığı bir eğitimdir. Kurum tarafından verilen çeşitli maddi ya da manevi tüm desteklerin yanında örgüt kültürüne uyumun ve sosyalizasyonun sağlanması da eğitimin amaçlarındandır. STK'lar kar amacı gütmeyen kuruluşlar olduğundan çalışmalarının büyük bir bölümünü gönüllülerin desteğiyle gerçekleştirmektedir. Oryantasyon eğitimleri gönüllülerin kurumla bir yandan pozitif bir bağ kurmasını sağlayacak diğer yandan onları faaliyetlere daha fazla motive ettiği için iş gücü devir oranını da düşürecektir. Gönüllüler eğitimle kurumu daha iyi tanıyacağından kendilerine daha uygun faaliyetleri seçebilecekler ve daha verimli olabileceklerdir. Oryantasyonla aynı zamanda eğitim ihtiyacının da belirlenmesi sağlanacaktır. Oryantasyon süreci gönüllülerin bulunması, işe yerleştirilmesi arasında geçen tüm süreçleri kapsamaktadır. Bu süreçte hem gönüllüler hem de kurum karşılıklı bir değerlendirme yaparak iş ilişkinin devam edip etmeyeceğine karar vermektedir. Eğitimin temel amacı kurumun misyon, vizyon ve politikaları hakkında bilgi vermektir. Oryantasyon eğitimi ayrıca gönüllülerin kurumu benimsemesini sağlayarak onların elde tutulmasına da destek olacaktır. Gönüllüler kendilerine değer verildiğini düşündüklerinden dolayı karşılıklı bir güven ortamı da oluşacaktır. Türkiye'de STK'ların genel olarak oryantasyon eğitimi uyguladığı ancak hem yöntem olarak hem de anlayış olarak bu uygulamanın geliştirilmesi gerektiği görülmektedir. Oryantasyon eğitiminin süresi çeşitli durumlara göre değişebilmektedir. Genel olarak bir ya da iki gün olarak uygulanmaktadır. Ancak bazı kuruluşların daha uzun süreli uygulamalar yaptığı da görülmektedir. Saha ziyaretlerinin de yapıldığı bazı uygulamalar da bulunmaktadır. Eğitimde kurumun vizyon, misyon ve amaçları, politika ve prosedürler, organizasyon şeması ve yapılacak işe yönelik bilgiler aktarılmaktadır. Bu sürecin etkin yürütülmesi için hem İK departmanı hem de diğer yöneticilere çeşitli görevler düşmektedir. Özellikle tepe yönetimin desteği önemlidir. İK'nın temel olarak eğitim tasarımın yapılması, uygulanması, organize edilmesi,

katılımcıların davet edilmesi ve diğer yöneticilere rehberlik görevleri bulunmaktadır. Diğer yöneticiler ise kendi departmanlarını ilgilendiren konularda eğitimlere katılarak ya da bizzat eğitim vererek sürece destek olmalıdır. Her kurumda İK departmanı olmadığı göz önüne alındığında bu görevler tepe yönetime ve diğer yöneticilere düşmektedir. Son olarak verilen eğitimin ölçülmesi ve arzu edilen sonuca ulaşıp ulaşmadığının belirlenmesi gerekmektedir. Bu bağlamda öncelikle katılımcıların eğitimden memnun olup olmadığı verilen tepkiye göre ölçülmeli eksikler varsa tamamlanmalıdır. Öğrenme boyutunda bilgi eksiklerinin giderildiği, yeni becerilerin kazanılıp kazanılmadığı ve bunların davranışlarına aktarılıp aktarılmadığı ölçülmeye çalışılır. Oryantasyon eğitiminin uzun vadede örgütün başarına nasıl katkı yaptığı konusunun da zaman içerisinde ölçülmesi gerekmektedir. Oryantasyon eğitiminin STK'larda sistematik bir biçimde uygulanmasının kurumun başarısında etkisi olduğu gerçeği her zaman göz önünde tutulmalıdır. Bu durum her ne kadar zor olsa da oryantasyon eğitiminin etkilediği tüm paydaşlardan geri bildirim alınarak süreç daha da etkin hale getirilmelidir.

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Türkiye'de Enflasyonun Gelir Eşitsizliğine Etkisi Üzerine Bir İnceleme

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Özet: Milli gelir dağılımının adaletsiz olması dünya genelinde olduğu gibi Türkiye'de de önemli ekonomik sorunlar arasında yer almaktadır. Ülkelerin beklenilen hayat standartlarını yakalama isteğini gerçekleştirebilmesi için öncelikle elde edilen gelirin toplum içerisinde adaletli bir şekilde paylaşımının sağlanması gerekmektedir. Gelir dağılımı ve refah düzeyi göstergeleri bu paylaşımın ne kadar adaletli olduğunu ortaya koyan göstergelerdir.

Ülke içerisinde milli gelirin dağılımı hanehalkının tasarruflarına ve özellikle harcamalarına doğrudan etki edebilmektedir. Bu harcamalar içerisinde tüketiciler tarafından satın alınan mal ve hizmetler yer almaktadır. Hanehalkının harcamaları içerisinde yer alan tüketim malları ve hizmet fiyatlarının zaman içerisindeki değişimi de önemli bir konudur. Bu değişim içerisinde fiyatlar genel düzeyinin sürekli bir artış içerisinde olması ise enflasyonun oluşmasına zemin hazırlamaktadır. Bu kapsamda milli gelirin toplum içerisinde adil bir şekilde dağılmasının yanında düşük oranlı enflasyonun geçerli olabileceği bir ekonomi politikasının benimsenmesi de oldukça önemlidir. Bu durum ekonomide istikrarın sağlanabilmesi ve bu istikrarın sürdürülebilmesine temel oluşturabilecektir.

Ekonomik yapı içerisinde meydana gelen gelişmelerde enflasyonun ve gelir dağılımının adaletli olmasının rolü oldukça büyüktür. Bu kapsamda enflasyonun göstergelerinden biri olan Tüketici Fiyat Endeksi (TÜFE) ve kişi başına düşen Gayri Safi Yurt İçi Hasıla (GSYİH)'nın incelenmesi önem arz etmektedir. GSYİH verileri Dünya Bankası'ndan alınmıştır. Mal ve hizmetlere ilişkin fiyatlar genel düzeyinde zaman içinde meydana gelen değişimi ölçen TÜFE ise Türkiye Cumhuriyeti Merkez Bankası (TCMB) bünyesinde olan Elektronik Veri Dağıtım Sistemi (EVDS)'nden elde edilmiştir. Çalışmada enflasyonun gelir dağılımı üzerindeki etkisinin araştırılması için EViews istatistik paket programı ile regresyon analizi yapılarak bir regresyon modeli oluşturulmuştur. Oluşturulan model için katsayı tahminleri yapılmıştır. Bu çalışmada, güvenilir tahminler verdiğinden dolayı katsayılar En Küçük Kareler Yöntemi (EKK) ile tahmin edilmektedir.

Anahtar Kelimeler: hanehalkı, gelir, gelir eşitsizliği, enflasyon

An Investigation On The Effect Of Inflation On Income Inequality In Turkey

Abstract: The unequal distribution of national income is among the important economic problems in Turkey as well as in the rest of the world. In order for countries to realize their desire to achieve the expected life standards, it is necessary to ensure that the income obtained is shared in a fair way within the society. Income distribution and welfare level indicators are indicators that reveal how fair this distribution is.

The distribution of national income within the country can directly affect the savings and especially the expenditures of the households. These expenditures include goods and services purchased by consumers. The change in the prices of consumption goods and services, which are included in household expenditures, over time is also an important issue. The fact that the general level of prices is constantly increasing within this change paves the way for the formation of inflation. In this context, it is very important to adopt an economic policy in which low inflation can be valid, as well as a fair distribution of national income within the society. This situation will be the basis for ensuring and maintaining stability in the economy.

Inflation and the fairness of income distribution play a significant role in the developments in the economic structure. In this context, it is important to examine the Consumer Price Index (CPI), which is one of the indicators of inflation, and the Gross Domestic Product (GDP) per capita. GDP data were obtained from the World Bank. The CPI, which measures the change in the general level of prices for goods and services over time, was obtained from the Electronic Data Distribution System (EVDS) within the body of the Central Bank of the Republic of Turkey (CBRT). In the study, a regression model was created by performing regression analysis with the EViews statistical package program to investigate the effect of inflation

on income distribution. Parameter estimations were made for the created model. In this study, the parameters are estimated by the Least Squares Method (Least Squares) since it gives reliable estimates.

Key Words: household, income, income inequality, inflation

1. GİRİŞ

İçinde bulunulan çağın ekonomik olarak belirleyici sorunlarından biri gelir eşitsizliğidir. Bu durum birçok ülke için sorun teşkil etmektedir. Eşitlik bir ülke içerisinde yaşayan toplumlar ve hanehalkları için adalet kadar önemli bir kavramdır. Eşitsizliğin gün geçtikçe artış göstermesi ekonomik istikrar ve büyüme üzerinde önemli derecede olumsuz bir etki oluşturabilmektedir. Küresel çapta ekonomik krizlerin yaşanması enflasyon ve artan gelir adaletsizliği sorunlarına olan dikkati artırmıştır. Yaşanan küresel ekonomik krizler toplumun daha düşük gelirle yaşamını sürdürmeye çalışan kesimlerine sağlanan finansal araçların sorgulanmasına neden olmuştur. Özellikle gelişmekte olan ülkeler gelişmiş ülkelerin büyüme trendini yakalamaya çalışmaktadır. Bu çerçevede gelir dağılımının adaletli ve enflasyonun düşük seviyelerde istikrarlı olması ülkelerin en önemli hedefleri haline gelmiştir.

Gelir eşitsizliği ile mücadele gelişmiş bir finansal sistemin önemli bir aracı olarak görülmektedir. Bu eşitsizliği etkileyen makroekonomik faktörlerin belirlenmesi ve buna uygun bir gelir dağılımı politikası oluşturulması araştırma yapılan konular arasında yer almaktadır. Gelir eşitsizliğini etkileyen faktörlerden birisi de enflasyondur. Enflasyon genel anlamda mal ve hizmet fiyatlarının artış göstermesi olarak ifade edilmektedir. Mal ve hizmet fiyatları zaman içerisinde değişkenlik gösterebilir. Bu kapsamda enflasyon sadece bir malın ya da bir hizmetin fiyatının tek başına artması değil fiyatlar genel seviyesinde sürekli bir artışın meydana gelmesidir. Enflasyon genellikle gelir seviyesi düşük olan kesimin alım gücünü olumsuz yönde etkiyebilmektedir. Ayrıca finansal piyasalarda geliri alt gelir gruplarından üst gelir gruplarına doğru yönlendirdiği de söylenebilmektedir. Bu duruma incelenen ülkenin gelişmişlik düzeyi, ele alınan dönem, enflasyonun artış hızı gibi faktörler de etki edebilmektedir.

2. GELİR EŞİTSİZLİĞİ KAVRAMI VE EKONOMİK AÇIDAN ÖNEMİ

Gelir dağılımı, birey ya da sosyal topluluklara milli gelirden düşen payı ifade eden kavramdır. Bir ülke ekonomisinde cari dönemde üretilen milli gelirin bireyler veya hanehalkları, bölgeler, üretim faktörleri ve sektörler arasındaki paylaşımı da gelir dağılımı olarak tanımlanmaktadır. Toplum içerisinde gelirin nasıl ve ne şekilde dağıtılacağı sorusu bölüşüm ilişkisi ile ilgilidir. Milli gelirin bireyler veya hanehalkları, toplumsal gruplar ve üretim faktörleri arasındaki paylaşım tarzını ifade eden sosyal ilişkilere bölüşüm ilişkisi adı verilmektedir. Bölüşüm ilişkisi sayısal bir gösterge ile ifade edilememektedir. Gelir dağılımı ise bölüşüm ilişkisine bağlı olarak gerçekleşen sayısal bir göstergedir. Yani bölüşüm ilişkisinin soyut, gelir dağılımının somut bir kavram olduğu söylenebilmektedir (Çabaş, 2022: 41). Bir ülke içerisinde en önemli toplumsal amaçlardan biri sosyal ve ekonomik açıdan düzenin sağlanması ve bunun sürdürülebilmesidir. Gelir dağılımının adaletli olması ve asgari gelir düzeyinin belli bir seviyenin altına düşmemesi bu amacın gerçekleştirilmesine bağlıdır. Toplumun ekonomik ve sosyal bakımdan refah içerisinde olması gelirin adaletli bir şekilde dağılmasını zorunlu kılmaktadır. Gelir dağılımında adil bir paylaşım kendiliğinden gerçekleşemeyeceği için bu dağılıma devletin de müdahale etmesi gerekmektedir (Akyürek, 2008: 7).

Farklı insanlara farklı şekilde davranmaya eşitsizlik adı verilir. Eşitsizlik, gerek gelirde, gerekse tüketimde ya da bir toplumun tutumlarındaki farklılıklarında olsun, bir paylaşım dengesizliği olarak kavramsal çerçevede incelenebilir (Doğanoğlu ve Gülcü, 2001: 47). Gelir eşitsizliği ise bir toplumda yer alan gelir gruplarının mili gelirden aldığı pay arasındaki orantısızlık ya da farklılık olarak açıklanmaktadır (Erikli ve Yücel, 2019: 245). Birçok ülkenin ve özellikle de gelişmekte olan ülkelerin son yıllarda ekonomik anlamda gelişme kaydetmesine rağmen 1980'lerin başından itibaren gelir eşitsizliği çoğu ülkede artış göstermiş ya da en iyi ihtimalle durağan şekilde seyretmiştir (Oktay, 2020: 8). Gelir eşitsizliğini ölçmek için birçok farklı yöntem bulunmaktadır. Bu yöntemlerden en sık kullanılanlar Lorenz eğrisi, Gini katsayısı ve Palma rasyosudur. Bu yöntemlere kıyasla Robin Hood endeksi, Theil endeksi, Atkinson endeksi, Genelleştirilmiş Entropi endeksi gibi yöntemler de gelir eşitsizliğini ölçmek için kullanılmakta fakat daha az tercih edilmektedir. Gelir eşitsizliğini ölçme metotları yaygın bir şekilde "normatif" ve "objektif" ölçütler olarak ikiye ayrılmaktadır. Gelir eşitsizliğinin objektif ölçütleri Lorenz eğrisi ve Gini katsayısıdır. Normatif ölçütleri ise yüksek düzeyde seyreden gelir dağılımı adaletsizliklerinin daha düşük düzeyli sosyal refaha denk geldiğini vurgulayan Atkinson ve Dalton endeksleridir (Doğan, 2022: 122).

3. GELİR DAĞILIMINI ETKİLEYEN MAKROİKTİSADİ FAKTÖRLER

Bir ülkenin sosyal, ekonomik ve politik yapısı birlikte incelendiğinde karşılıklı olarak birbirleri ile ilişkili olan ve birbirlerinden keskin çizgilerle ayrılması mümkün olmayan iç içe geçmiş bir yapı ortaya çıkmaktadır. Bu çerçevede gelir dağılımına etki eden faktörlerin her ülke için ayrı ayrı incelenmesi gerekmektedir. Ekonomik büyümenin bazı ülke ekonomilerinde gelir dağılımı üzerinde pozitif yönde bir etki yaratabilmesi, bazılarında ise gelir dağılımı üzerinde negatif yönde bir etki yaratabilmesi bu duruma verilebilecek örnekler arasındadır. Zaman içerisinde ülkedeki söz konusu etkiler değişkenlik gösterebilmektedir. Ayrıca bazı faktörlerin gelir dağılımı ile olan ilişkilerinde sebep mi yoksa sonuç mu olduğu üzerinde sıkça tartışılan konular arasında yer almaktadır. Enflasyon, ekonomik büyüme, küreselleşme, vergi politikası ve faiz konuları gibi birçok faktör gelir dağılımına etki etmektedir. Gelir dağılımına etkilerinin yanı sıra bu faktörler kendi aralarında da bir etkileşim içerisindedirler (Bükey ve Çetin, 2017: 104).

4. ENFLASYON KAVRAMI

Enflasyon günlük hayatta sıkça karşılaşılan bir terim olup, mal ve hizmet fiyatlarının artması şeklinde ifade edilebilmektedir. Mal ve hizmetlerin fiyatları zaman içerisinde değişkenlik (artma-azalma) gösterebilir. Enflasyon yalnızca belirli bir malın ya da hizmetin fiyatının tek başına artması değil fiyatlar genel düzeyinin sürekli bir artış göstermesidir. Bir başka ifade ile yalnızca bazı malların fiyatlarının sürekli artması veya tüm malların fiyatlarının bir kere artması enflasyon değildir (TCMB, 2004: 3). Talep, maliyet, para arzı ve beklentiler enflasyonun sebepleridir. Parasal gelirlerin reel gelirden yüksek olması ve cari fiyat düzeyinde toplam talebin toplam arzdan fazla olması enflasyonun oluşmasına yol açan ekonomik durumlardır (Bükey ve Çetin, 2017: 106).

Talep ve arz arasında ortaya çıkan dengesizlik önemli makroekonomik göstergeler biri olan enflasyonun oluşmasına yol açmaktadır. Fiyat istikrarının bozulma çeşitlerinden bir tanesi de oluşan bu dengesizliktir. Enflasyon temelde, yaşandığı ülke ekonomilerinde paranın satın alma gücünün düşmesi anlamına gelmektedir. Diğer bir değişle hanehalkının sıklıkla tükettiği mal ve hizmetlerden oluşan sepetin fiyatının artmasıdır. Fiyatlar genel düzeyinin artması ile ekonomideki tüm mal ve hizmet fiyatlarının artacağı şeklindeki bir düşünce doğru değildir. Çünkü enflasyonda sürekli artışlar yaşandığı dönemlerde dahi bazı mal ve hizmet fiyatları sabit kalmaktadır. Hatta bazıları mal ve hizmetlerin fiyatları bu dönemde azalabilmektedir (Düldül, 2021: 17).

4.1. Enflasyonun Ölçülmesi

Belirli bir dönemde satın alma gücünde meydana gelen değişimlerin ölçülmesi ve fiyatlarda yaşanan değişimlerin zaman ve mekan göz önünde bulundurularak tespit edilmesi enflasyonun ölçülmesi anlamına gelmektedir. Bu bakımdan fiyat artışları sonucunda yapılan parasal işlemlerin, mal ve hizmet hareketleri üzerinde ne tür bir etkiye sahip olduğunu hesaplamak için fiyat endeksleme yöntemi kullanılmaktadır. Endeks hesaplamalarında hangi endeks seçilmiş ise ona göre belirlenen mal grupları sepete eklenmektedir. Bu mal gruplarının değişim maliyetleri dönemsel olarak izlenmektedir. Hesaplama yapmak için kullanılan bu endeksler Tüketici Fiyat Endeksi (TÜFE), Üretici Fiyat Endeksi (ÜFE) ve Gayri Safi Yurtiçi Hasıla (GSYİH) Deflatörü olarak üç başlık altında incelenmektedir (Aydın, 2022: 8)

4.2. Enflasyon Türleri

Enflasyon, fiyatlar genel düzeyindeki sürekli ve yüksek oranlı fiyat artışları olarak tanımlanmakta ve farklı şekillerde sınıflandırılmaktadır. Para ve mal piyasasında meydana gelebilecek olası dengesizlikler, yurtiçi ve yurtdışı kaynaklı etkenler enflasyon üzerinde etkili olabilmektedir. Bu nedenle enflasyon türleri genel olarak çıkış nedenlerine ve artış hızına göre ayrı başlıklar altında ele alınmaktadır. Enflasyon fiyatların artış hızına ve kaynaklarına göre iki kısımda incelenmektedir. Ilımlı enflasyon, yüksek enflasyon ve hiperenflasyon fiyatların artış hızına göre; talep, maliyet ve yapısal enflasyon ise kaynaklarına göre enflasyon türleri içerisinde yer almaktadır.

4.2.1. Fiyatların Artış Hızına Göre Enflasyon Türleri

Enflasyon fiyatların artış hızına göre genel olarak ılımlı enflasyon, yüksek enflasyon ve hiperenflasyon olmak üzere üç başlık altında ele alınmaktadır.

4.2.1.1. Ilımlı Enflasyon

Düşük enflasyon, yıllık olarak tek haneli yani %10'un altında kalan enflasyon olup, fiyatlar genel seviyesinin yavaş bir şekilde yükselmesi olarak tanımlanmaktadır. Bu enflasyon türü düşük oranlı fiyat yükselmeleri durumunu içerdiği için paraya duyulan güveni azaltmaz. Böylece hanehalkları tasarruflarına herhangi bir zarar gelmeyeceğini düşünürler. Bu durum tasarruflarını bankada tutmalarına teşvik edici olmaktadır (Karakaya, 2019: 15). Düşük enflasyon istenilen bir durumdur. Bu enflasyon ortamında ekonomik birimler geleceği daha güvenle bakıp bu doğrultuda yatırımlarına daha iyi yön verebilmektedirler (Akyürek, 2008: 7).

4.2.1.2. Yüksek Enflasyon

Yüksek enflasyonda fiyat artış oranları üç haneli rakamlara ulaşmakta ve bu artışlar yıllık %100 ve %200 oranlarına çıkmaktadır. Sözleşmelerin enflasyona endekslenmesi veya dolar gibi yabancı paraya bağlı olması, paranın hızla değer kaybediyor olması ve faiz oranlarının yükselmesi durumu yaşanırken aynı anda yatırımların düşmesi gibi yüksek enflasyonun birtakım ayırt edici özellikleri bulunmaktadır. Üreticilerin ve hanehalkının ulusal para birimine güveninin kalmadığı bir enflasyon türüdür. Ayrıca yüksek enflasyon şartlarında kredi vadeleri ve sözleşme süreleri kısalmaktadır (Akın, 2022: 13).

4.2.1.3. Hiperenflasyon

Hiperenflasyon, fiyatlar genel seviyesindeki aylık %50 ve daha fazla orandaki artışlar olarak tanımlanmaktadır. Oldukça hızlı ve kontrol dışı gelişen bir enflasyon çeşididir Bu enflasyon türü çoğunlukla banknot hacminin denetimsiz bir biçimde arttırılması ile ortaya çıkmaktadır. Ayrıca hiperenflasyonda oranlar değişken bir yapıdadır yani neredeyse günün her saatinde paranın değeri değişebilmekte ve para talebi oldukça azalarak sıfıra inmektedir. Bu durum kişileri yerli para yerine döviz ya da altın almaya teşvik etmektedir (Yurtkur ve Can, 2019: 68).

4.2.2. Kaynaklarına Göre Enflasyon Türleri

Enflasyon kaynaklarına göre genel olarak talep enflasyonu, maliyet enflasyonu ve yapısal enflasyon olmak üzere üç başlık altında ele alınmaktadır.

4.2.2.1.Talep Enflasyonu

Bir ekonomik yapı içerisinde bireyler, ihtiyaçlarını gidermek için mal ve hizmet satın alırlar. Ancak bazı durumlarda bireylerin talep ettikleri mal ve hizmetlerin toplamı karşılanamaz hale gelmektedir. Bu durumun nedeni ise ekonomide toplam talebin, arz edilen mal ve hizmetlerin toplamından daha fazla olmasıdır. Talep enflasyonu, toplam arzın toplam talebi karşılayamaması sonucunda meydana gelmektedir. Başka bir ifadeyle talep enflasyonu, ekonomi içerisindeki mal ve hizmet arzı arasındaki dengenin bozulması neticesinde toplam talebin sürekli artış göstermesi ve bu talebin piyasadaki arz tarafından karşılanamaması durumunda fiyatlarda yükselme meydana gelmesi sonucunda oluşmaktadır. Özel sektör tasarruflarıyla kamu sektöründeki açıkların karşılanamaması durumunda fiyatlar genel seviyesinde bir yükselme meydana gelmekte ve bu durum da yine talep enflasyonuna yol açmaktadır (Yurtkur ve Can, 2019: 65-66)

4.2.2.2. Maliyet Enflasyonu

Maliyet enflasyonu, üretimde girdi olarak kullanılan mal ve hizmetlerin fiyatlarının artış göstermesi neticesinde, bu girdiler kullanılarak üretilen mal ve hizmetlerin fiyatlarının da sürekli bir artış sürecine girmesi ile oluşmaktadır. Ücret artışı-enflasyon-yeniden ücret artışı talebi şeklindeki bir döngü maliyet enflasyonunda dikkat çeken bir durumdur. Enflasyonist bir etki oluşturma potansiyeli yüksek olan girdiler arasında arazi (toprak), hammaddeler, işgücü ve ithal girdiler yer almaktadır. (Uysal, 2007: 24). Üretilen mal ve hizmetlerin maliyetini emek, sermaye ve doğal kaynaklar gibi üretim faktörleri belirlemektedir. Fiyat artışlarına paralel olarak maliyetlerin fiyatları da artmakta ve bu durum toplam arzın azalmasına yol açmaktadır (Karakaya, 2019: 17).

4.2.2.3. Yapısal Enflasyon

Yapısal enflasyon, ekonomide fiyatlar genel seviyesinin piyasa tarafından belirlenemediği durumlarda meydana gelmektedir. Fiyat enflasyonu olarak da adlandırılmaktadır. Fiyatlar genel seviyesini belirleyen birçok etken söz konusudur. Piyasanın mevcut koşullarına ve devletin izlediği sosyoekonomik politikalarına göre birtakım malların fiyatları değişim gösterebilmektedir (Aydın, 2022: 13). Özellikle oligopol ve monopol piyasalarda, fiyatları belirleme gücü malları üreten firmaların elindedir. Bu durum firmaların amaçlarına göre şekillenmekte yani amaçları ön plana çıkmaktadır. Devlet üretimi arttırmak ve üreticiyi korumak amacıyla sosyal ve siyasi baskılar neticesinde mal ve hizmetlerin fiyatlarını piyasa fiyatlarının üstünde belirleyebilmektedir. Böylece üreticiler ürünlerini piyasa fiyatının üzerinde bir değerde sattıkları için yüksek bir kar sağlamaktadır. Ekonomide meydana gelen yüksek faiz, teknoloji yetersizliği, eksik rekabet piyasaları, kronik bütçe açıkları ve tarım ürünlerinin fiyatlarına yönelik yapılan devlet müdahaleleri gibi yapısal sorunların ortaya çıkardığı bir enflasyon türüdür (Akın, 2022: 11).

5. VERİ SETİ VE YÖNTEM

Çalışmada 2003-2021 dönemini kapsayan kişi başına düşen GSYİH (cari ABD doları) ve enflasyonun göstergelerinden biri olan TÜFE yıllık verileri kullanılmaktadır. GSYİH verileri Dünya Bankası'ndan, TÜFE ise TCMB bünyesinde olan EVDS'den elde edilmektedir. Enflasyonun kişi başına düşen GSYİH üzerindeki etkisinin araştırılması için EViews istatistik paket programından yararlanılmaktadır. İlk olarak regresyon analizinin varsayımı olan verilerin normal dağılıma sahip olup olmadığı test edilmekte ve verilerin normal dağılıma sahip olduğu belirlendikten sonra regresyon analizi yapılarak bir regresyon modeli oluşturulmaktadır. Bağımlı değişken ile bağımsız değişken(ler) arasındaki ilişkiyi matematiksel modellerle açıklayarak bağıntı(lar) bulunması regresyon çözümlemesinin genel tanımıdır. Bir bağımlı ve bir bağımsız değişkenin olduğu doğrusal regresyon çözümlemesine basit regresyon çözümlemesi adı verilmektedir (Alpar, 2017: 395). Oluşturulan model için parametre tahminleri yapılmakta ve güvenilir tahminler verdiğinden dolayı parametreler En Küçük Kareler Yöntemi (EKK) ile tahmin edilmektedir. Modelde bağımlı değişken kişi başına düşen GSYİH, bağımsız değişken ise enflasyondur.

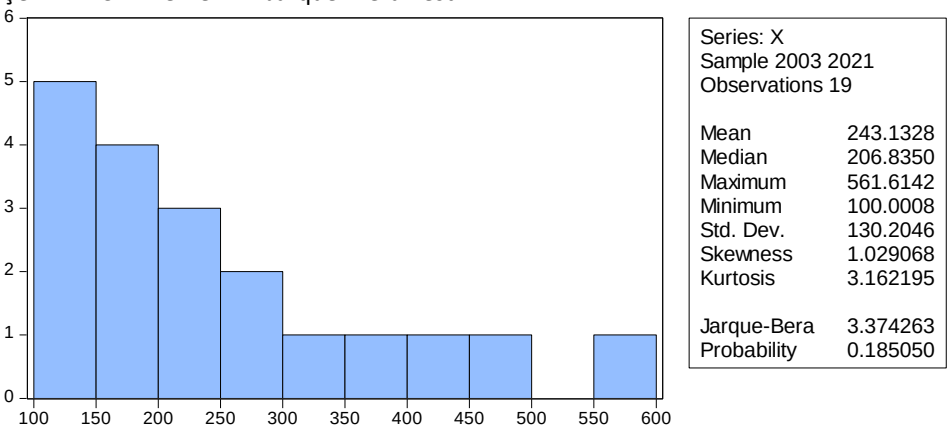
6. BULGULAR

Regresyon analizi için değişkenlere ait verilerin normal dağılıma sahip olup olmadığı belirlenmelidir. Bu kapsamda regresyon analizine geçmeden önce ilk olarak kişi başına düşen GSYİH ve TÜFE verilerinin dağılımları Jarque- Bera Testi ile incelenmektedir. Normal dağılımın tespiti için hipotez testleri kurulmuştur. Ayrıca veri dağılımlarının görsel olarak tespit edilebilmesi için histogram grafikleri de oluşturulmuştur.

H_0: Veriler normal dağılım göstermektedir.

H_1: Veriler normal dağılım göstermemektedir

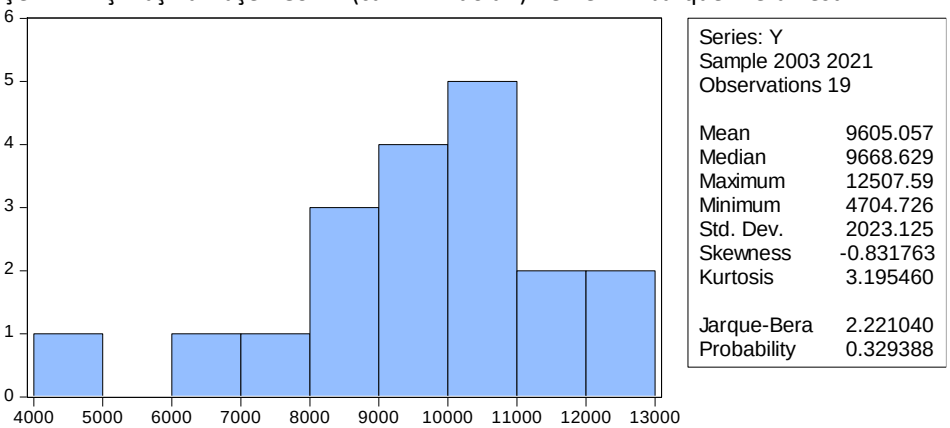
Şekil 1: TÜFE Verilerinin Jarque- Bera Testi



Şekil 1'deki histogram grafiği incelendiğinde enflasyonun göstergelerinden biri olan TÜFE verilerinin normal dağılma sahip olduğu görülmektedir. Jarque- Bera testi sonucunda verilerin ortalaması 243.132, maksimum değeri 561.614 ve minimum değeri ise 100.000'dir. Jarque- Bera test istatistiği 3.37 ve olasılık değeri ise 0.18

olarak hesaplanmıştır. %5 önem düzeyinde olasılık değeri (prob=0.18) 0.05'ten büyük olduğu için (p=0.05<0.18) veriler normal dağılıma sahiptir. Bu durumda H_0 hipotezi kabul edilip, H_1 hipotezi red edilmektedir.

Şekil 2: Kişi Başına Düşen GSYİH (cari ABD doları) Verilerinin Jarque- Bera Testi



Şekil 2'deki histogram grafiği incelendiğinde kişi başına düşen GSYİH verilerinin normal dağılma sahip olduğu görülmektedir. Jarque- Bera testi sonucunda verilerin ortalaması 9605.057, maksimum değeri 12507.59, ve minimum değeri ise 4704.726'dır. Jarque- Bera test istatistiği 2.22 ve olasılık değeri ise 0.32 olarak hesaplanmıştır. %5 önem düzeyinde olasılık değeri (prob=0.32) p=0.05'ten büyük olduğu için (p=0.05<0.32) veriler normal dağılıma sahiptir. Bu durumda H_0 hipotezi kabul edilip, H_1 hipotezi red edilmektedir.

Oluşturulan model;

$$y = \beta_0 + \beta_1 x + \varepsilon_t$$

Modelde;

y: Kişi başına düşen GSYİH-bağımlı değişken

β_0: Sabit katsayı

β_1: Bağımsız değişkenin katsayısı

x: Enflasyon (TÜFE)-bağımsız değişken

ε_t: Hata terimidir.

Tablo 1: Regresyon Analizi Sonuçları

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	**7.937594**	**0.561259**	**14.14249**	**0.0000**
LNX	**0.224783**	**0.104095**	**2.159393**	**0.0454**
R-squared	**0.215251**	Mean dependent var		9.144505
Adjusted R-squared	0.169089	S.D. dependent var		0.245163
S.E. of regression	0.223477	Akaike info criterion		-0.059716
Sum squared resid	0.849014	Schwarz criterion		0.039699
Log likelihood	2.567298	Hannan-Quinn criter.		-0.042891
F-statistic	4.662980	Durbin-Watson stat		0.296574
Prob(F-statistic)	0.045400			

Tablo 1'de sabit katsayının standart hatası 0.56, t istatistik değeri 14.14, katsayısı 7.93 (β_0=7.93) ve olasılık değeri 0.00 (p=0.00) olarak hesaplanmıştır. Bağımsız değişkenin standart hatası 0.10, t istatistik değeri 2.15, katsayısı 0.22 (β_1=0.22) ve olasılık değeri 0.04 (p=0.04) olarak hesaplanmıştır**.** Olasılık değerleri p=0.05 değerinden küçük (0.00<0.05 ve 0.04<0.05) olduğu için sabit katsayı ve bağımsız değişkenin katsayısının istatistiksel olarak anlamlı olduğu gözlemlenmektedir. Ayrıca t istatistik değeri ne kadar yüksek olursa olasılık değeri (prob. değeri) 0'a yaklaşacak ve bulunan katsayı anlamlı olacaktır. Bağımsız değişkenin bağımlı değişkeni açıklama gücünü gösteren R-kare istatistiği ise %21'dir. Enflasyonda meydana gelen %1'lik bir değişme kişi başına düşen GSYİH'yı %0.22 oranında etkilemektedir.

$$y = \beta_0 + \beta_1 x + \varepsilon_t$$

β_0=**7.93**

$\boldsymbol{\beta_1}$=0.22
$\boldsymbol{y = 7.93 + 0.22x + \varepsilon_t}$ şeklinde model oluşturulacaktır.

7. SONUÇ

Gelir dağılımı, birey ya da sosyal topluluklara milli gelirden düşen payı ifade etmektedir. Bu dağılımda meydana gelen adaletsizlik bireylerin sosyal ve ekonomik anlamda yaşam standartlarını olumsuz yönde etkileyebilmektedir. Bir ülkedeki bireylerin ya da hanehalkının refah ve huzuru büyük ölçüde gelirin adil bir şekilde dağılımı ile gerçekleşmektedir. Gelir eşitsizliğinin yüksek seviyelerde seyretmesi ya da zaman içersinde sürekli artış göstermesi bir ülkenin ekonomik problemlerinin başında yer almakta ve bu durum hem ekonominin gelişmesini hem de ekonomik istikrarın sağlanmasını engelleyebilmektedir.

Gelir dağılımına etki eden çok sayıda ekonomik faktör söz konusudur. Enflasyon bu faktörler arasında oldukça önemli bir paya sahiptir. Küresel çapta ekonomik krizlerin meydana gelmesi enflasyon ve artan gelir adaletsizliği sorunlarına olan dikkati artırmıştır. Fiyatlar genel düzeyinin sürekli bir artış göstermesi olarak ifade edilen enflasyon gelir dağılımını önemli ölçüde etkileyebilmektedir. Enflasyonun oluşmasına zemin hazırlayan birtakım ekonomik durumlar söz konusudur. Parasal gelirlerin reel gelirden yüksek olması ve cari fiyat düzeyinde toplam talebin toplam arzdan fazla olması enflasyonun oluşmasına yol açmaktadır.

Çalışmada enflasyonun kişi başına düşen GSYİH üzerindeki etkisini belirmek amacıyla regresyon analizi yapılarak bir regresyon modeli oluşturulmuştur. Oluşturulan model için güvenilir tahminler verdiğinden dolayı En Küçük Kareler Yöntemi ile katsayı tahminleri yapılmıştır. Analiz sonucunda bağımsız değişkenin katsayısı ve sabit katsayının anlamlı olduğu (p=0.00<0.05 ve p=0.04<0.05) sonucuna ulaşılmıştır. Böylece β_0=7.93 ve β_1=0.22 katsayıları kullanılarak regresyon modeli $(\boldsymbol{y = 7.93 + 0.22x + \varepsilon_t})$ oluşturulmuştur. Modelde kişi başına düşen GSYİH bağımlı değişken ve enflasyon ise bağımsız değişkendir. Böylece enflasyonda meydana gelen %1'lik bir değişme kişi başına düşen GSYİH'yı % 0.22 oranında etkilemektedir. Bağımsız değişkenin bağımlı değişkeni açıklama gücü ise %21'dir

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Hanehalkı Kullanılabilir Gelir Dağılımının Ve Gelir Eşitsizliğinin Yıllar Bazında İncelenmesi: Türkiye Örneği

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Özet: Hanehalkı, iktisadi konularda ülkeler için belirleyici bir role sahiptir. Bu iktisadi konular arasında hanehalkının gelirleri, birikimleri, yatırımları ve harcamaları yer almaktadır. Hanehalkı gelirlerinin dağılımı ve kullanım şekli milli gelire ve milli tasarruflara önemli ölçüde etki etmektedir. Bu çerçevede ele alınması gereken önemli hususlardan biri gelir dağılımı ve gelir dağılımında meydana gelen eşitsizliktir. Belirli bir orandaki nüfus diliminin milli gelirden aldığı pay ile yine aynı orandaki başka bir nüfus diliminin milli gelirden aldığı pay arasında meydana gelen farklılık sonucunda gelir dağılımında eşitsizlik ortaya çıkmaktadır. Bu durum dünya genelinde yaygın olarak gözlemlenmektedir. Gelir dağılımı eşitsizliği sadece gelişmemiş veya az gelişmiş ülkelerle sınırlı kalmayıp gelişmiş ülkelerin de sıkça karşılaştığı iktisadi sorunlarından biridir.

Literatürde hanehalkı yaşam düzeyleri, refah seviyeleri, gelir dağılımları ve eşitsizliği ile ilgili birçok araştırma yer almaktadır. Bu çalışmada hanehalkı kullanılabilir gelir dağılımı ve gelir eşitsizliğinin istatistiksel ölçümü olan Gini katsayısı ile Türkiye için yıllar bazında değerlendirmeler yapılmıştır. 2006-2021 yıllarını kapsayacak şekilde Türkiye İstatistik Kurumu (TÜİK)'dan elde edilmiş olan veriler üzerinde çalışılmıştır.

Gini katsayısı bir istatistiksel dağılım ölçüsü olup genellikle gelir dağılımını ölçmek, ekonomik eşitsizliği ve refahın dağılımını incelemek için kullanılmaktadır. 0 ile 1 arasında değerler alarak 0'a yaklaşması gelir eşitsizliğinin azaldığını, 1'e yaklaşması ise gelir eşitsizliğinin arttığını göstermektedir. Çalışmada Gini katsayısının ülke genelinde yıllar bazında nasıl bir düzeyde seyrettiği tablo ve grafiklerle incelenmiştir. Grafikler SPSS (Statistical Package for the Social Sciences) programı ile oluşturulmuştur. Bunun yanı sıra Türkiye'deki hanehalkı sayılarının ve hanehalkı kullanılabilir gelirin dağılımlarının da yıllar içerisindeki değişimleri aynı şekilde tablo ve grafiklerle incelenmiş ve hanehalklarının gelir düzeyleri ve dolayısıyla refah seviyeleri hakkında çıkarımlarda bulunulmuştur.

Anahtar Kelimeler: hanehalkı, gelir, gelir dağılımı, gelir eşitsizliği

Examining The Distribution of Household Usable Income and Income Inequality by Years: The Example of Turkey

Abstract: Households have a decisive role for countries in economic matters. These economic issues include household income, savings, investments and expenditures. The distribution of household incomes and the way they are used have a significant impact on national income and national savings. One of the important issues to be addressed in this framework is income distribution and inequality in income distribution. As a result of the difference between the share of a certain population segment from the national income and the share of another population segment at the same rate from the national income, inequality in income distribution arises. This situation is widely observed around the world. It is not only limited to underdeveloped or underdeveloped countries, but also one of the economic problems that developed countries frequently encounter.

In the literature, there are many studies on household life levels, welfare levels, income distribution and inequality. In this study, household disposable income distribution and gini coefficients, which are the statistical measurement of income inequality, are evaluated together and interpretations are made for Turkey on a yearly basis. The data is obtained from the Turkish Statistical Institute (TUIK), covering the years 2006-2021.

The Gini coefficient is a statistical measure of distribution and is generally used to measure income distribution, examine economic inequality and the distribution of wealth. If it takes values between 0 and 1, it shows that income inequality decreases, and if it approaches 1, it shows that income inequality increases. In the study, the level of the Gini coefficient across the country on a yearly basis is examined with tables and graphs. The graphics are created with the SPSS package program. In addition to this, the changes in the number of households and the distribution of disposable income in Turkey

over the years are also analyzed with tables and graphs, so inferences are made about the income levels of the households and therefore their living levels.

Key Words: household, income, income distribution, income inequality

1.GİRİŞ

Ekonomik büyüme ile yakından ilişkili olan faktörlerden biri gelir eşitsizliğidir. Bu kapsamda ekonomik büyüme, gelir dağılımı ve gelir eşitsizliği arasındaki ilişkiler birçok araştırmacı tarafından uzun yıllar boyunca üzerinde çalışmalar yapılan bir konudur. Gelir dağılımında meydana gelebilecek eşitsizliklerin oluşmasını en aza indirgemek ekonomik yöntemlerin görevleri arasında yer almaktadır. Gelir eşitsizliği gibi önemli bir ekonomik problemi azaltabilmek için hanehalkının yeterli gelire sahip olması yani elde edilen milli gelirin adaletli bir biçimde dağıtılması önem arz etmektedir. Bu durum ülke içerisinde yaşayan hanehalkının refah düzeylerinin yükselmesini ve yaşam standartlarının iyi seviyelere çıkmasını sağlayacaktır.

Gelir eşitsizliği belli bir orandaki nüfus diliminin milli gelirden aldığı pay ile yine aynı orandaki başka bir nüfus diliminin milli gelirden aldığı pay arasında meydana gelen farklılık sonucu ortaya çıkmaktadır. Bu eşitsizlik sadece gelişmemiş ya da az gelişmiş ülkelerin değil, gelişmiş ülkelerin de yaşadığı ekonomik problemler arasında yer almaktadır. Yirmi birinci yüzyılda dünya genelinde bu problemle mücadele edilmekte ve birtakım önlemler alınmaktadır. Çünkü gelir dağılımında meydana gelebilecek eşitsizlik ekonominin yanında sosyal olarak da toplumda sorunların oluşmasına zemin hazırlayabilecektir.

Ekonomi içerisinde gelir eşitsizliğinin ölçümü için Lorenz eğrisi, Gini katsayısı, yüzdelik dilimleme yöntemi, değişim aralığı ve değişim katsayısı gibi birçok teknik dikkate alınmaktadır. Literatürde yaygın olarak kullanılan ölçütlerden biri ise Gini katsayısıdır. Bu katsayı bir istatistiksel dağılım ölçüsü olup genellikle gelir dağılımını ölçmek, ekonomik eşitsizliği ve refahın dağılımını incelemek için kullanılmaktadır. 0 ile 1 arasında değerler alarak 0'a yaklaşması gelir eşitsizliğinin azaldığını, 1'e yaklaşması ise gelir eşitsizliğinin arttığını göstermektedir.

2. GELİR DAĞILIMI VE İLGİLİ TEMEL KAVRAMLAR

Belirli bir dönemde elde edilen milli gelirin o ülke içerisinde yer alan bireyler, hanehalkları, toplumsal gruplar, bölgeler veya üretim faktör sahipleri arasında paylaştırılmasına gelir dağılımı adı verilmektedir (Elveren, 2013: 36). Gelir dağılımı ile ilgili temel kavramları bireysel veya hanehalkları gelir dağılımı, ülkedeki coğrafi bölgeler arasındaki dağılımı dikkate alan bölgesel gelir dağılımı, üretim faktörleri arasındaki dağılımı dikkate alan fonksiyonel gelir dağılımı, sektörler arasındaki dağılımı dikkate alan sektörel gelir dağılımı ve gelirin yeniden (İkincil) dağılımı olacak şekilde beş farklı başlıkta açıklamak mümkündür**.**

2.1. Bireysel Gelir Dağılımı (Hanehalkı Gelir Dağılımı)

Bireysel gelir dağılımı gelirin toplumu meydana getiren birey veya hanehalkları arasındaki dağılımını göstermektedir. Bu gelir dağılımı türünde bireyin ya da hanehalkının ne kadar gelir elde ettiği önemli bir faktördür. Ancak gelirden aldığı payın kar, faiz, ücret veya rant gibi belirli isimler altında elde etmesinin pek bir önemi yoktur. Bunlardan hepsine sahip olunabileceği gibi sadece birine de sahip olunabilmektedir (Çalışkan, 2010: 93).

Bireysel gelir dağılımıyla ilgili inceleme ve hesaplamalarda birim olarak aile esas alınmaktadır. Yine inceleme ve hesaplamalar yapılırken sabit bir yıl ve sabit bir para değeri dikkate alınmaktadır. Bireysel gelir dağılımını incelerken dikkat edilecek unsurlar şu şekildedir (Karaca, 2022: 11):

- Tüketici karar birimi tespit edilmesi
- Ekonomide mevcut işsizlerin hesaba dahil edilmesi

2.2. Fonksiyonel Gelir Dağılımı

Fonksiyonel gelir dağılımı gelirin sosyal sınıflar ve sosyo-ekonomik gruplar arasındaki dağılımını göstermekte olup ve üretim süreci sonucunda ortaya çıkan gelirin bu sürece katılan girişim, emek sermaye ve toprak gibi faktörler arasındaki paylaşımını da ifade etmektedir. Burada emek ve emek dışı gelirler söz konusudur ve kendi içerisinde alt gruplara ayrılmaktadır. Bu alt gruplar emek gelirlerinde ücret ve maaş iken, emek dışı gelirlerde ise kâr, faiz gibi alt gruplardır (Çelik, 2004: 59). Fonksiyonel gelir dağılımı, üretim sürecinde yer alan üretim faktörlerinin dağılımını ortaya koymanın yanı sıra, sosyal sınıfların kendi içerisindeki muhtemel farklılıklarını da açıklamaktadır. Fakat bu gelir dağılım türü bu durumu açıklamakta bazen yetersiz kalmaktadır. Çünkü

toplumdaki farklı sosyo-ekonomik gruplar birden fazla gelir elde etmektedir. Toplumsal sınıflar ve bu sınıfların gelirden aldıkları paylar birbirleri ile örtüştüğü için gelir dağılımı ile ilgili yapılan ilk çalışmalarda bu yaklaşım kullanılmıştır. Ancak son zamanlarda ortaya çıkan yeni durumları açıklamak konusunda fonksiyonel gelir dağılımı yeterli değildir (Güç, 2022: 20).

2.3. Bölgesel Gelir Dağılımı

Bölgesel gelir dağılımı ülkenin az gelişmiş ve gelişmiş bölgeleri arasındaki farklılıkları ve gelirin ülkedeki farklı bölgelerde yaşayan kişilere göre dağılımını göstermektedir. Bu dağılım bölgeler arasındaki gelir farklılıklarının araştırılmasının yanında bölgelerin sosyolojik açıdan yorumlanmasına da zemin oluşturabilmektedir. Böylece bölgeler arasında meydana gelebilecek dengesizliklerin önüne geçilebilmektedir. Özellikle gelişmekte olan ülkeler açısından bu dengesizliklerin giderilmesi büyük önem arz etmektedir. Çünkü bölgesel gelir dağılımının bölgeler arasında gösterdiği farklılıklar birçok problemi de beraberinde getirmektedir. Göç, çarpık kentleşme ve artan alt yapı talebi bu problemlerin ilk sıralarında yer almaktadır (Tayyar, 2011: 8-9).

2.4. Sektörel Gelir Dağılımı

Sektörel gelir dağılımı bir ülke ekonomisinde yer alan tarım, sanayi ve hizmet sektörlerinin milli gelirden aldığı payı göstermektedir. Sanayileşme ve sanayileşme oranının gayrisafi yurtiçi hasıla içerisindeki payı bir ülkenin gelişmişlik düzeyinin göstergeleri içerisinde yer almaktadır. Bu kapsamda saniyeleşmesini tamamlayan bir ülke gelişmiş bir ülke kategorisinde değerlendirilebilmektedir. Kalkınma sürecinde genel olarak sanayi sektöründe yaşanan olumlu gelişmeleri tarım ve hizmet sektörleri de takip etmektedir (Boz, 2023: 36). Sektörel gelir dağılımında birinci olarak üretim sektörleri arasında dağıtılan milli gelir, ikinci olarak ise kamu sektörü ile özel sektör arasında dağıtılan milli gelir şeklinde iki farklı tanımlama söz konusu olmaktadır. İkinci şekildeki tanımlama ekonomik düzenin özelliklerini ve devletin ekonomiye müdahale etme derecesini ortaya koymaktadır. Özellikle gelişmekte olan ülkeler açısından sektörel paylaşım oldukça önemli bir husustur. Bunun nedeni sektörel paylaşım ile ilgili sağlam ve düzgün veriler, ekonominin gelişme tarzını net bir şekilde ortaya koymakta ve bu konuda alınabilecek önlemler için yol gösterici olmaktadır (Kubar, 2011: 230).

2.5. Gelirin Yeniden (İkincil) Dağılımı

Gelirin yeniden dağılımı, devletin bireylerin üretimden elde ettikleri ilk gelir ile nihâi gelirleri arasında fark oluşturması durumudur. Bu kapsamda devletin elde ettiği her gelir, yaptığı her harcama ve aldığı her karar gelir dağılımına bir müdahale olarak nitelendirilmektedir (Çalışkan, 2010: 94). Kendi kendine işleyen devlet müdahalesinin olmadığı piyasa ekonomilerinde gelirin adil bir biçimde dağıtılması beklenmeyen bir durumdur. Mülkiyet dağılımı üretim, tüketim ve paylaşım dengelerinin fiyat mekanizmasına ve piyasa koşullarına göre belirlendiği ekonomilerde farklı olmaktadır. Kişilerin üretim faktörlerine sahip olma mertebeleri ve üretim faktörlerine olan talebin birbirinden farklılık göstermesi de gelirin eşit olmayan bir şekilde dağılımına zemin hazırlamaktadır. Tüm bu sebeplerden dolayı hükümetler maliye politikası araçları ile kamu harcamalarının yararlarının yoksullara ve vergi yükünün zenginlere yönelik olmasını sağlayarak gelirin ikincil dağılımını daha adaletli bir hale getirmeyi hedeflemektedir. Devletin gelir dağılımı fonksiyonu esas olarak ikincil düzeyde ortaya çıkmaktadır. Buradaki ikincil düzey piyasa gelir dağılımı meydana geldikten sonraki süreçtir. İkincil gelir dağılımı, sübvansiyon ve vergi gibi araçlar kullanılarak hükümetlerin geliri yeniden dağıtmasıdır (Akbulut, 2020: 140).

3. BİREYSEL GELİR EŞİTSİZLİĞİNİN ÖLÇÜLMESİ

Bir ülkede gelir dağılımında meydana gelen değişiklikleri incelemek ve yoksullarla zenginler arasındaki farka dikkat çekerek devleti gelir eşitsizliğini azaltacak politika uygulamalarına teşvik etmek amacıyla gelir eşitsizliği ortaya koyulmaktadır. Bunun yanında diğer ülkeler karşısındaki durumu değerlendirmek için de gelir eşitsizliği üzerinde durulmaktadır. Gelir eşitsizliğini belirlemek için Lorenz eğrisi, Gini katsayısı, yüzdelik dilimleme yöntemi, değişim aralığı ve değişim katsayısı gibi ölçme teknikleri kullanılmaktadır. Fakat literatürde en sık kullanılan yöntemler Lorenz eğrisi, Gini katsayısı ve yüzdelik dilimleme yöntemidir (Çalışkan, 2010:97).

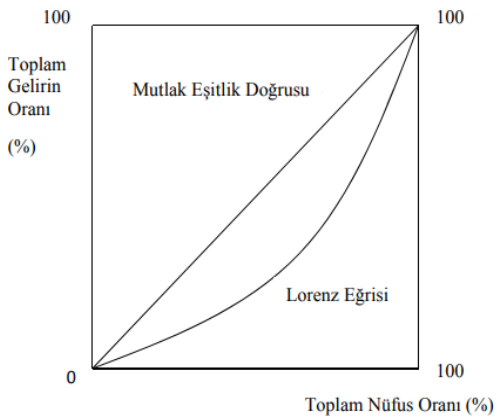
3.1. Lorenz Eğrisi

Gelir dağılımı, bir ülkenin milli gelirinin sosyal sınıflar arasında (bireyler, hanehalkları, toplumsal gruplar, bölgeler vb.) nasıl paylaşıldığını göstermektedir. Matematiksel olarak gelir dağılımını gösteren birçok yöntem

bulunmaktadır. Lorenz eğrisi gelir dağılımını grafiklerle göstermekte olup bu yöntemler içerisinde yaygın bir şekilde kullanılanlardan biridir (Peçe, Ceyhan ve Akpolat, 2016: 138). Amerikalı istatistikçi Max Otto Lorenz tarafından geliştirilmiş ve genel anlamda gelirin paylaşım şeklini göstermektedir (Topuz, 2013: 4).

Toplum aldığı gelir bakımından beş eşit yüzdelik dilime ayrılmaktadır. Lorenz eğrisi ise bu beş eşit yüzdelik dilimlere denk gelen paylar sayesinde oluşturulmaktadır. Gelirin paylaşım şeklinin eğrisel olarak gösterilmesidir. Gelir dağılımında meydana gelen eşitsizliği, yatay ekseninde nüfusun birikimli yüzde oranlarıyla ve dikey ekseninde ise bu nüfusun elde ettiği gelirin birikimli yüzde oranlarıyla gösteren diyagramdır. Yani ülkedeki toplam gelirin ne kadarını kaç kişinin aldığını yüzde olarak göstermektedir. Toplumda herkesin gelirden eşit derecede pay aldığını ifade etmek için Lorenz eğrisi tam eşitlik doğrusu adını almakta ve bu durumda gelir dağılımında bir eşitlik söz konusu olmaktadır. Kişiler arasında gelir eşit olarak paylaştırılmış ise Lorenz eğrisi mutlak eşitlik doğrusu ile çakışarak 45 derecelik doğru şeklini alacaktır. Fakat kişiler arasında gelir paylaşımında bir eşitsizlik söz konusu olduğunda ise Lorenz eğrisi mutlak eşitlik doğrusundan uzaklaşmaya başlayarak daha çukur bir şekil alacaktır (Tayyar, 2011: 11-12).

Şekil 1: Lorenz Eğrisi



Kaynak: Topuz S. G., (2013: 5).

3.2. Gini Katsayısı

Gini katsayısı, 1912 yılında İtalyan iktisatçı Corrado Gini tarafından Lorenz eğrisi baz alınarak geliştirilmiştir. Ülkelerdeki gelir dağılımındaki eşitsizliğin ölçülmesinde ve ülkelerin karşılaştırılmasında sıklıkla kullanılmaktadır (Süleymanlı, 2022: 47). Gini katsayısı gelir dağılımının adaletli olup olmadığını veya gelir eşitsizliğini ölçmede yaygın olarak kullanılan yöntemlerden biri olup 0 ile 1 arasında değer almaktadır. Bu katsayı 1'e yaklaştığında yoksul ve zengin arasındaki gelir dağılımı adaletsizliği artarken, 0'a yaklaştığında ise gelir dağılımı adaletsizliği azalmaktadır. Başka bir ifadeyle "1" bireyler arasındaki gelir dağılımında mutlak eşitsizlik, "0" ise mutlak eşitlik anlamına gelmektedir. Böylece gelir dağılımında adil bir paylaşımın sağlanması açısından istenilen, Gini katsayısının her zaman küçük olması yani "0"a yakın olmasıdır (Yar, 2015: 14). Gini katsayısı farklı gelir gruplarının milli gelirden aldıkları paya göre şekillenen Lorenz eğrisinden esas alarak hesaplanmaktadır ancak Lorenz eğrilerine göre iktisadi analizlerde daha basit, anlamlı ve pratik kullanılma olanağına sahiptir. Bunun nedeni matematiksel bir kavram olma özelliği taşımasıdır (Peçe vd., 2016: 138).

3.3. Yüzde Paylar Analiz Yöntemi

Yüzde paylar analiz yöntemi, gelir dağılımında meydana gelen adaletsizliğin zaman içerisindeki değişimini gözlemlemede tercih edilen bir ölçüm yöntemidir. Çoğunlukla bir yıl içerisinde elde edilen gayri safi yurt içi hasıladan pay alan bütün birey ve hanehalkı gelirleri, en düşük gelir düzeyinden en yüksek gelir düzeyine doğru sıralanmaktadır. Bu sıralama %20, %10, %5 ya da %1'lik olmak üzere eşit yüzdelik dilimlere ayrılarak yapılmaktadır. Her gelir grubu bir dilim ile temsil edilmekte olup her bir grubun toplam gelirden aldığı pay ölçülmektedir. Gelir dağılımı ile ilgili elde edilen sonuçlara göre, gelir grupları içerisinde en üst seviyede yer alan yüzdelik kısmın, en alt seviyede yer alan yüzdelik kısımdan kaç kat fazla pay aldığı görülmektedir. Böylece gelir eşitsizliği ile ilgili bilgiler elde edilmektedir. Yöntem bu yönüyle ülkeler arası gelir eşitsizliği karşılaştırmalarında oldukça fazla ilgi görmektedir (Türk, 2022: 45-46). En zengin kesim ile en yoksul kesimin gelirden aldığı payların

değişiminde bir oran ortaya çıkmaktadır. Bu oranın büyük çıkması eşitsizliğin yüksek seviyelere, küçük çıkması ise eşitsizliğin düşük seviyelere doğru seyrettiğini göstermektedir. Burada asıl amaç en zengin ile en yoksul arasındaki farkı yorumlamaktır (Tayyar, 2011: 11).

4. TÜRKİYE'DE HANEHALKI SAYILARI

Tablo 1 Türkiye'de 2006-2021 yılları arasındaki dönemde hanehalkı sayılarını göstermektedir. Veriler TÜİK'ten elde edilmiştir. Buradaki hanehalkları sadece eşler ve çocukların olduğu çekirdek ailelerden oluşmaktadır. Bu veriler doğrultusunda SPSS programı ile Şekil 2 ve Şekil 3'deki grafikler oluşturulmuştur.

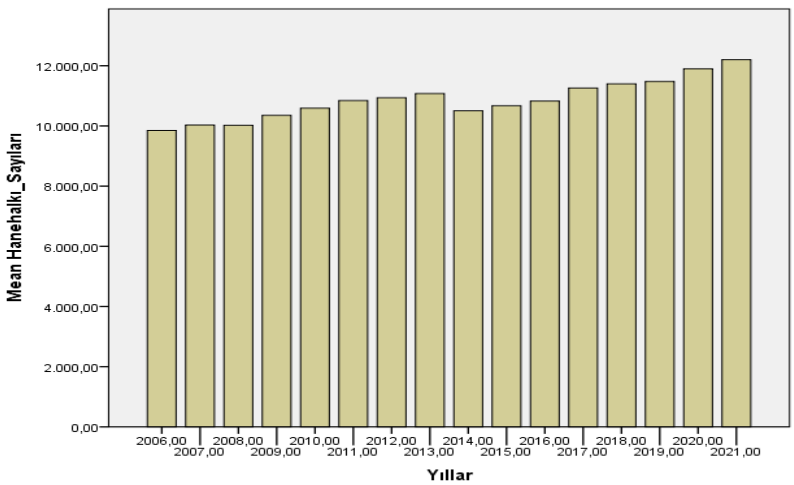
Tablo 1: Türkiye'deki Hanehalkı Sayıları

Yıllar	**Hanehalkı Sayılar (bin)**
2006	**9.851**
2007	10.031
2008	10.022
2009	10.352
2010	10.591
2011	10.842
2012	10.939
2013	11.076
2014	10.503
2015	10.672
2016	10.826
2017	11.259
2018	11.400
2019	11.479
2020	11.899
2021	**12.199**

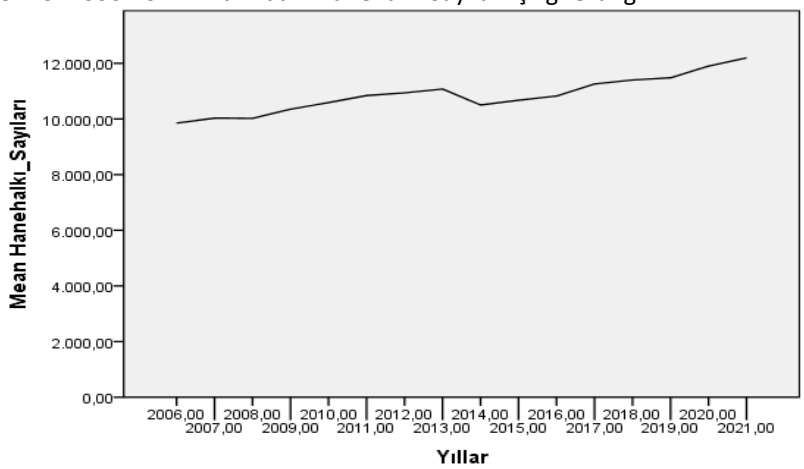
Kaynak: TÜİK, 2006-2021 Yılları Arası Eş ve Çocuklardan Oluşan Çekirdek Aile Hanehalkı Sayıları (https://www.tuik.gov.tr/)

Tablo 1 incelendiğinde Türkiye genelinde sadece eşler ve çocuklardan oluşan çekirdek ailelerdeki en düşük sayı 9.851 ile 2006 yılındadır. İlerleyen yıllarda bu sayılarda düzenli bir şekilde artış gözlemlenmese de genel olarak yıllar bazında bir artış olduğu görülmektedir. 2021 yılı ise 12.199 ile en yüksek aile sayısının olduğu yıldır.

Şekil 2: 2006-2021 Yıllarındaki Hanehalkı Sayıları-Sütun Grafiği



Şekil 3: 2006-2021 Yıllarındaki Hanehalkı Sayıları-Çizgi Grafiği



Şekil 2 ve Şekil 3'deki grafikler incelendiğinde 2007-2016 yılları arasında eşler ve çocuklardan oluşan hanehalkı sayıları birbirine yakın seviyelerdedir. Bu yıllar arasında sadece 2013 yılında bir artış meydana gelmiştir. Genel olarak ise bu sayıların 2014 yılından 2021 yılına kadar bir artış trendinde olduğu görülmektedir. Ayrıca hanehalkı sayılarının en düşük olduğu yıl 2006 yılı olup en yüksek olduğu yıl ise 2021 yılıdır.

5. TÜRKİYE'DE HANEHALKI KULLANILABİLİR GELİRİN DAĞILIMI

Tablo 2 Türkiye'de 2006-2021 yılları arasındaki dönemde hanehalkı kullanılabilir gelirin dağılımını göstermektedir. Veriler TÜİK'ten elde edilmiştir. Buradaki hanehalkı kullanılabilir gelirin dağılımı ortalama Türk Lirası (TL) olarak gösterilmektedir. Hanehalkı tipi ise çekirdek aile şeklindedir. Bu veriler doğrultusunda SPSS paket programı ile Şekil 2 ve Şekil 3'deki grafikler oluşturulmuştur.

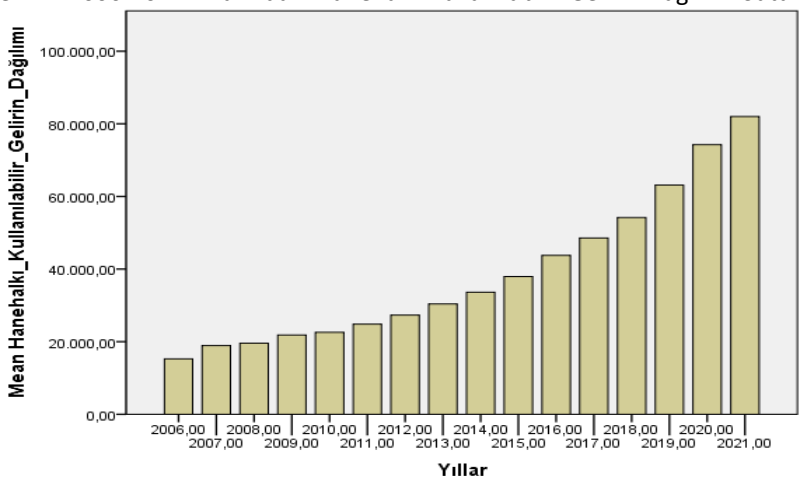
Tablo 2: Türkiye'deki Hanehalkı Kullanılabilir Gelirin Dağılımı

Yıllar	**Yıllık Hanehalkı Kullanılabilir Gelirin Dağılımı (ortalama TL)**
2006	**15283**
2007	18942
2008	19599
2009	21830
2010	22574
2011	24830
2012	27340
2013	30389
2014	33616
2015	37930
2016	43777
2017	48557
2018	54179
2019	63129
2020	74274
2021	**81999**

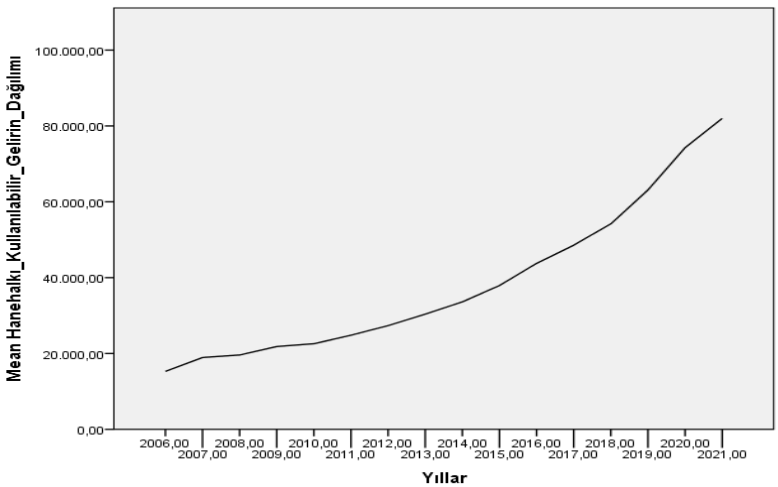
Kaynak: TÜİK, 2006-2021 Yılları Arası Yıllık Hanehalkı Kullanılabilir Gelir Dağılımı (https://www.tuik.gov.tr/)

Tablo 2 incelendiğinde Türkiye genelinde sadece eşler ve çocuklardan oluşan çekirdek ailelerdeki yıllık hanehalkı kullanılabilir gelirin en düşük olduğu yıl ortalama 15283 TL ile 2006 yılıdır. 2006'dan 2021 yılına doğru ilerledikçe yıllık ortalama gelirde düzenli bir şekilde artış olduğu görülmektedir.2021 yılı itibariyle ise ortalama gelir 81999 seviyelerine ulaşmıştır.

Şekil 4: 2006-2021 Yıllarındaki Hanehalkı Kullanılabilir Gelirin Dağılımı-Sütun Grafiği



Şekil 5: 2006-2021 Yıllarındaki Hanehalkı Kullanılabilir Gelirin Dağılımı-Çizgi Grafiği



Şekil 4 ve Şekil 5'deki grafikler incelendiğinde hanehalkı kullanılabilir gelirin dağılımı (ortalama, TL) yıllar bazında sürekli bir artış trendi içerisindedir. 2015 yılından sonra daha belirgin artışlar olduğu görülmektedir. En belirgin artış ise 2019 yılından 2020 yılına doğru geçen sürede ortaya çıkmıştır.

6. GİNİ KATSAYISININ YILLAR İÇERİSİNDEKİ DEĞİŞİMİ

Gelir eşitsizliği ülkelerin sıklıkla karşılaştığı ekonomik sorunlar arasında yer almakta ve bu ekonomik sorundan diğer ülkeler gibi Türkiye de oldukça fazla etkilenmektedir. Gelir eşitsizliğinin belirlenmesinde en yaygın olarak kullanılan ölçütlerden biri Gini katsayısıdır. Tablo 3 Türkiye'de 2006-2021 yılları arasındaki dönemde Gini katsayısının yıllara göre dağılımını göstermektedir. Veriler TÜİK'ten elde edilmiştir. Bu veriler doğrultusunda SPSS paket programı ile Şekil 6 ve Şekil 7'deki grafikler oluşturulmuştur.

Tablo 3: Türkiye'de Yıllar Bazında Gini Katsayıları

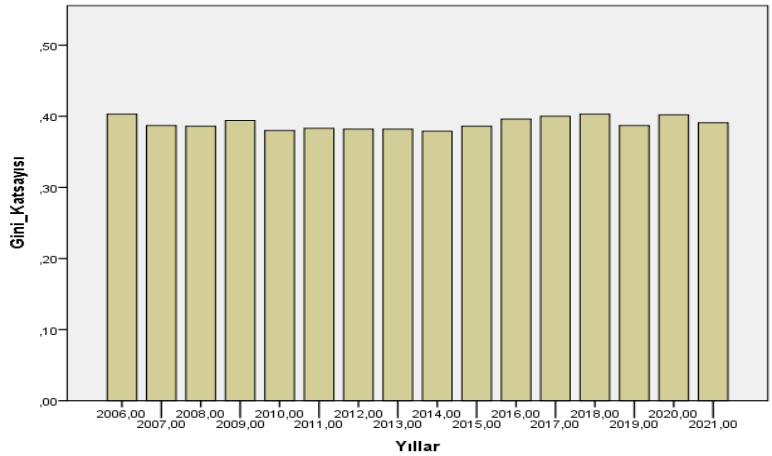
Yıllar	Gini Katsayısı
2006	**0,403**
2007	0,387
2008	0,386
2009	0,394
2010	0,38
2011	0,383
2012	0,382
2013	0,382

2014	0,379
2015	0,386
2016	0,396
2017	0,4
2018	0,403
2019	0,387
2020	0,402
2021	**0,391**

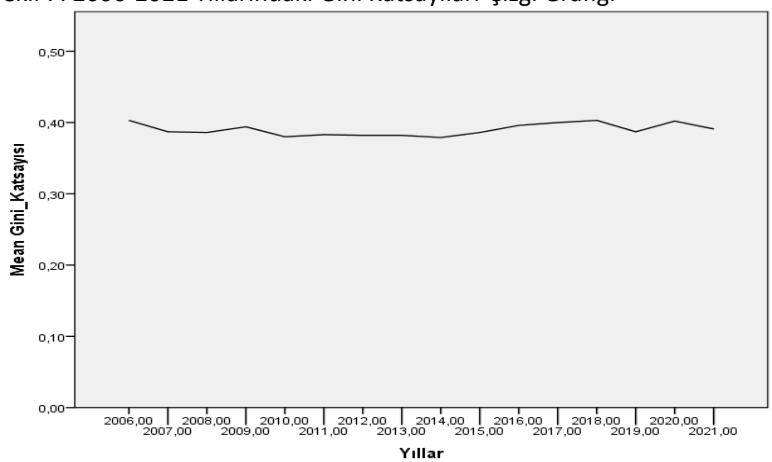
Kaynak: TÜİK, 2006-2021 Yılları Arası Gini Katsayıları (https://www.tuik.gov.tr/)

Tablo 3 incelendiğinde Türkiye'de yıllar bazında Gini katsayısının en düşük olduğu yıl 0,379 ile 2014 yılıdır. En yüksek olduğu yıllar ise 0,403 ile 2006 ve 2018 yıllarıdır. Yıllar geneline bakıldığında Gini katsayılarının 0,38-0,40 düzeylerinde seyrettiği görülmektedir.

Şekil 6: 2006-2021 Yıllarındaki Gini Katsayıları-Sütun Grafiği



Şekil 7: 2006-2021 Yıllarındaki Gini Katsayıları-Çizgi Grafiği



Şekil 6 ve Şekil 7'deki grafikler incelendiğinde Türkiye'de 2006-2021 yılları arasında diğer yıllara kıyasla Gini katsayısının en düşük olduğu yıl 2014 yılıdır. 2006 ve 2018 yıllarında ise yine diğer yıllara kıyasla katsayılarda bir yükselme olduğu gözlemlenmektedir. Genellikle 2006-2021 yıllarında Gini katsayısının 0,37-0,40 seviyelerinde olduğu görülmektedir. Gini katsayısı 0 ile 1 arasında değerler alıp, gelir eşitsizliği 0'a yaklaştığında azalırken, 1'e yaklaştığında artmaktadır. Bu durumda gelir dağılımındaki adaletsizliğin diğer yıllara kıyasla 2014 yılında en düşük, 2006 ve 2018 yıllarında ise en yüksek seviyelerde olduğu görülmektedir.

7. SONUÇ

Gelir eşitsizliği ülkelerin sıklıkla karşılaştığı ekonomik problemler arasında yer almaktadır. Bu durum sadece az gelişmiş ve gelişmekte olan ülkelerin değil gelişmiş ülkelerin de karşılaştığı ekonomik bir sorundur. Gelirin

bireyler, hanehalkları, gruplar, bölgeler ve üretim faktörleri arasındaki dağılımında oluşan bu adaletsizlik gelir eşitsizliğinin artmasına yol açarak ülkelerin refah seviyelerine ve kalkınma derecelerine doğrudan etki edebilmektedir.

Bir ülkede gelir dağılımının adil olmaması zaman içerisinde gelir eşitsizliğinin giderek artmasına yol açmaktadır. Toplum içerisinde bir kesimin yaşam düzeyi oldukça yüksek seviyelerde seyrederken, diğer kesimin yaşam düzeyinin düşük seviyelerde seyretmesi gelir eşitsizliğinin ortaya çıkardığı sonuçlardan biridir. Bu durum bireyleri sadece ekonomik olarak etkilemekle sınırlı kalmayıp sosyal hayatları içerisindeki dengeleri de olumsuz yönde etkileyebilmektedir. Dünya genelinde yaygın olarak gözlemlenen bu ekonomik sorundan diğer ülkeler gibi Türkiye de etkilenmektedir.

Gelir eşitsizliğini belirlemek için Lorenz eğrisi, Gini katsayısı, yüzde paylar analiz yöntemi gibi ölçme teknikleri kullanılmaktadır. Gini katsayısı gelir eşitsizliğini ölçmede yaygın olarak kullanılan yöntemlerden biri olup, 0 ile 1 arasında değer almaktadır. Katsayı 1'e yaklaştığında yoksul ve zengin arasındaki gelir dağılımı adaletsizliği artarken, 0'a yaklaştığında ise gelir dağılımı adaletsizliği azalmaktadır. Bu çalışmada Gini katsayılarının Türkiye'de yıllar bazında nasıl bir düzeyde seyrettiği tablo ve grafiklerle incelenmiştir. Bununla birlikte hanehalkı sayıları ve hanehalkı kullanılabilir gelirleri yine tablo ve grafiklerle ele alınmıştır. Türkiye'de 2006-2021 yılları arasında diğer yıllara kıyasla Gini katsayısının en düşük olduğu yıl 2014 yılıdır. 2006 ve 2018 yıllarında ise yine diğer yıllara kıyasla katsayılarda bir yükselme meydana gelmiştir. Böylece bu yıllarda ülke ekonomisinde gelir eşitsizliği bir sorun olarak daha fazla boy göstermiştir. 2014 yılında ise Gini katsayısı 0'a biraz daha yaklaştığı için diğer yıllara kıyasla bu dönemde gelir eşitsizliğinin daha düşük olduğu söylenebilmektedir. Bahsi geçen bu 16 yıllık dönemde Gini katsayısı 0,37-0,40 seviyelerindedir. Böylece Türkiye'de genel olarak gelir eşitsizliğinin 2006 yılından 2021 yılına kadar çok düşük seviyelerde olmadığını söylemek mümkündür.

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Rumeli ve Balkanlardan Türkiye Cumhuriyetine yapılan Göçler ve Bu Göçlere İlişkin 2020 yılı Nüfus Büyüme Tahminleri (Demografik Tahminler)

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Özet: Çalışmada, 1923 yılı öncesi ve sonrası istatistiksel yöntemler kullanılarak Yugoslavya, Yunanistan, Bulgaristan ve Romanya'dan gelen göçmenlerin sayılarına ilişkin nüfus tahmininin yapılması amaçlanmıştır. Araştırmada, Rumeli ve Balkanlardan Türkiye'ye göç eden göçmen nüfusun yıllar bazında artışının yıllık nüfus artış oranları kullanılarak beklenen değeri hesaplanmıştır.

Göçmen sayısı bakımından yerli ve yabancı tarihçiler arasında veya göç edilen ülke (devlet kayıtları veya o ülkenin tarihçileri) ile Türkiye'deki kayıtlar arasında ciddi sayısal farklılıklarla karşılaşılmıştır. Bu farklılıkların kabul edilebilir düzeyde olmadığı durumlarda, göçmen sayılarındaki büyük değişkenlik, kaynağın güvenilirliği açısından dikkate alınmamıştır.

Göçmen sayıları belirli yıllar arasındaki göç miktarı olarak verilmektedir. Örneğin, bazı veriler farklı kaynaklarda (1935-49) arası göçmen sayısı) ve (1940-1950 arası göçmen sayısı) iç içe geçmiş olarak verilmektedir. Bu zorluk değerlendirilerek hata payı azaltılmış ve yılık göçmen sayısı tarafımızca hesaplanmıştır. Yıllar aralığında verilen göçmen sayısı yıllara eşit dağıtılarak kullanılmıştır.

Araştırmada öncelikle 1923'ten önce gelenlerin ham verileri, hiç bir değişiklik yapılmadan sıfır büyüme hızı ile 1923'e getirilmiş; bu verilere "Model A" uygulanarak minumum büyüme tahminleri hesaplanmıştır. Daha sonra, 1923'ten önce gelenlerin verilerine yıllık bazda, her bir veri için TÜİK tarafından verilen " En Küçük Büyüme Oranı" olan yıllık %055lik büyüme oranı uygulanarak 1923'e getirilmiş; sonra bu verilere de Model A uygulanarak maksimum büyüme tahminleri hesaplanmıştır.

Yapılan araştırma sonucunda; 2020 yılı için, Rumeli ve Balkanlardan Türkiye'ye (Anadolu'ya) gelen göçmenlerin toplam nüfus sayısının en fazla 31.911.878, en az 27.641.388 olabileceği tahmin edilmiştir.

1. GİRİŞ

Bu istatistiksel çalışma, RUBASAM (Rumeli Balkan Stratejik Araştırmalar Merkezi) adına yapılan bir nüfus tahmin araştırmasıdır. Rumeli ve Balkanlardan Anadolu (Türkiye) topraklarına 1923 Cumhuriyet öncesi ve sonrası yapılan göçlerdeki göçmen sayılarının 2020 yılına kadar ulaştığı büyümenin tahminini (Kestirimini) amaçlamaktadır.

Bu araştırma aynı zamanda; belli yıllarda Türkiye sınırları içine göç eden nüfusun, istenen yıllarda, ulaşabileceği nüfus sayısının beklenen değerinin (büyümesinin) hesaplanması ve bulunmasını da içerir.

Bu çalışma, yıl bazında hazırlanan göçmen sayısı dizilerine, o yıla ilişkin nüfus büyüme oranlarının "Kümülatif" yığışımlı olarak uygulandığı bir *Nüfus Tahmin Modeli (Demografi)* çalışmasıdır. Çalışmamız üç bölümden oluşmaktadır.

- Birinci bölümde 1923 yılı ve sonrası tahminler yapılmıştır.
- İkinci bölümde 1923 öncesi (Osmanlı Dönemi) tahminler yapılmıştır.
- Üçüncü bölümde ise; 1923 öncesi ve sonrası tahminler birleştirilerek toplam tahminler hesaplanmıştır.

2. ULUS DEVLET YARATMAK

Kurtuluş Savaşından sonra Genç Cumhuriyet, pek çok sorunla karşı karşıya kaldı. Bu sorunlardan en önemlisi bir "**Ulus - Devlet** " yaratmaktı.

1923 öncesi 1877-1878 Rus Savaşı, 1912-1913 Balkan Harbi, 1914-1918 Birinci Dünya Savaşı gibi pek çok savaşlar sonucunda Rumeli ve Balkanlardaki SOYKIRIMDAN kurtulabilen Türk nüfusu, perişan halde ya göç etmiş ya da durum düzelir inancı ile bu diyarlarda kalmayı tercih etmiştir.

Kurtuluş Savaşı sonunda kurulan Yeni Türkiye Cumhuriyeti, Anadolu'nun nüfusunun alabildiğine azalmış durumu ile karşılaştı. Dahası, Anadolu'nun nüfusu yorgun, yaşlı ve çeşitli hastalıklardan dolayı da üretken olmaktan çok uzaktı.

Ülkenin geleceği için nüfusa ihtiyaç vardı.

Cumhuriyeti kuranlar, bu ilkeden hareketle Türk Soylu olmak, Türklük Bilinci taşımak ve Türk Kültürüne bağlı olmak şartıyla Balkanlar'dan ve Rumeli'den göçleri özellikle desteklediler ve özendirdiler.

Bu koşulları taşıyanlar nereden gelirlerse gelsinler, Türkiye'ye ''GÖÇMEN'' olarak kabul edilecekler, desteklenecekler ve "EŞİT VATANDAŞ" olarak saygı göreceklerdi.

Balkanlar'da ve Rumeli' de yeni kurulmuş devletlerin Milliyetçilik hareketleri yoluyla, Türk ve Müslümanlara uyguladıkları yok etme ve yıllarca yaşadıkları topraklardan sürme baskıları da yeni Cumhuriyete Ulus -Devlet oluşturmada yardımcı oldu.

Başta Mustafa Kemal Atatürk olmak üzere, Türkiye Cumhuriyetini kuranlar Anadolu'ya seyahatlerinde (Gezilerindeki Beyanatlarında) Türkiye'ye Türk göçlerini desteklemek ve kolaylaştırmak için yurt çapında konuşmalar yaptılar ve TBMM de göçleri destekleyen önemli yasalar çıkardılar.

Anadolu'ya göçler konusunda Atatürk, Türkiye Cumhuriyeti Hükümeti'nin göçlere ilişkin demografik beklenti ve niyetlerini;

" .. .. Memleketin Nüfusu şayan-ı teessüf bir derecededir. Zannederim ki bütün Anadolu halkı sekiz milyonu geçmez…. Şimdi biz bunu telafi etmek istiyoruz.. hudud-u milliye haricinde kalan ayni ırk ve harstan olan anasırı da getirmek ve onlara da müreffeh bir hayat sağlamak lazımdır… "...Eğer*

Rusya'dan da getirmek mümkün olursa oradan da getireceğiz…… "Fakat bence Garbi Trakya'dan Kâmilen Türkleri nakletmek lazımdır.(*)

İfadeleri ile Genç Cumhuriyetin "ULUS-DEVLET " olma ve "ULUS – YARATMA " hedefini ortaya koymuştur. Bu politikaların sonucunda 1923 ve sonrasında Balkanlar ve Rumeli'den Anadolu'ya Türk göçleri hızlanmıştır.

(*) Mustafa Kemal Atatürk'ün 1923 yılında yaptığı İzmit ve Eskişehir Nutuklarından (1),(2)

3. ARAŞTIRMA VE ADIMLARI

Çalışmamız 1923 yılı ve sonraki yıllarda Yugoslavya, Yunanistan, Bulgaristan ve Romanya'dan gelen göçmen sayıları üzerine istatistik yöntemler kullanılarak yapılan bir *Nüfus Tahmin (Demografi Modeli)* çalışmasıdır.

Çalışmamızda, göçlerin siyasi ve insani nedenleri ile savaş sonrası oluşan ortamlar, Devletlerarası ikili göç anlaşmaları, tek taraflı göçe zorunlu tutulmalar, kıyımlar ve tarihsel gelişmeler gibi konular üzerinde durulmamıştır.

- **İlk aşamada:** 1923 yılı esas alınarak 2019 yılı dahil (varsa) her yıl için; Türkiye'ye gelen göçmenlerin sayıları, ilgili kaynaklardan (kitap, makale, Sunum, yabancı arşiv bilgileri, TBMM ve Kurumların Arşiv kayıtları vs.)den alınmıştır. (Tablo:1,Tablo2,Tablo:3,Tablo:4 verileri birer istatistik serileri olarak değerlendirilecektir.)
- **İkinci aşamada**: Kaynaklarda yıl bazında verilmeyip "Yıl Aralıkları" şeklinde verilen göçmen sayıları, "Göç edenlerin sayısı aralıktaki yıl sayısına bölünerek "Yıl başına düşen göçmen sayıları " tarafımızdan hesaplanmıştır.
- **Üçüncü aşamada;** Kaynaklara göre Türkiye'ye gelen Göç'ün gelişi ve Göçmenlerin kaydı " Bir yılda tamamlandığı" ya da "En fazla bir buçuk yılda tamamlandığı" belirtilen göçlerin işlemleri tamamlandığı " yıl" içinde olduğu kabul edilerek değerlendirilmiştir.
- **Dördüncü aşamada**: Göç veren ülkelerdeki problemlerden dolayı, bazı yıllarda Türkiye'ye gelen göçmenler, yıl bazında çok düşük sayılarda olmuş, bu sayılar duruma göre ya aynen alınmış ya da toplamda 100 göçmeni geçmeyecek şekilde birleştirilmiş, elde edilen göçmen sayısı "bir yıla atanmış" ve o yılın göçmen sayısı olarak değerlendirilmiştir.

4. SAYISAL VERİLERİN OLUŞTURULMASI

Araştırmamızda sadece karşılaştığımız zorlukları değil, zorlukları nasıl giderdiğimizi ya da gideremediğimizi de paylaşmak isteriz.

- İstatistik araştırmalarda en kıymetli şey; sayısal veriler ve onların doğruluk dereceleridir. Sayısal veri dizilerinin (setlerinin/serilerinin) doğruluğu tartışılır ise, kuracağınız model ve yapılacak hesaplamalar ne kadar iyi olursa olsun araştırma istenen sonuçları vermez, alınan sonuçların (tahminlerin) hata payı tartışılır olur.
- Göçmen sayıları konusunda, Yerli ve Yabancı Tarihçilerin arasında veya göçü veren ülke (devlet kayıtları ya da o ülkenin tarihçilerinde) ile Türkiye'deki kayıtlar arasında ciddi sayısal farklılıklarla karşılaşılmıştır. Bu farklılıkların kabul edilir oranda olmaması durumlarında, kaynak güvenilirliğine bakılarak, büyük farklılık gösteren göçmen sayılarını dikkate almadık.
- Göçmen sayıları genellikle belli yıllar arasında gelen göçlerin miktarları olarak verilmiştir. Örneğin bazı veriler farklı kaynaklarda (1935-49 arası göçmen sayısı) ile (1940-1950 arası göçmen sayısı) gibi iç içe geçmiş şekilde verilmiştir. Bu zorluk değerlendirilerek, hata payı indirgenmiş ve yıllık göçmen sayıları tarafımızdan hesaplanmıştır.
- Yıllar aralığında verilen göçmen sayıları yıllara eşit dağıtılarak kullanılmıştır.

(*) Tarafımızdan yapılan "Kabuller " tablolarda koyu (bold) olarak belirtilmiştir.

Göçmen Sayılarına İlişkin Tablolar

Tablo 1: 1923-2020 Döneminde Yugoslavya-Makedonya'dan Gelen Göçmenler

Yıllar	Yugoslavya'dan Gelen Göçmenler	Yıllar	Yugoslavya'dan Gelen Göçmenler
1923	**11.130**	1970	11.291
1924	**11.130**	1971	2.754
1925	**11.130**	1972	1.156
1926	**11.130**	1973	155
1927	**11.130**	1974	47
1928	**11.130**	1975	126
1929	**11.130**	1976	99
1930	**11.130**	1977	94
1931	**11.130**	1978	41
1932	**11.150**	1979	179
1952	73	1980	151
1953	1.113	1981	95
1954	9.728	1982	162
1955	17.000	1983	184
1956	31.969	1984	202
1957	30.162	1985	800
1958	18.403	1986	375
1959	18.403	1987	331
1960	23.304	1988	615

1961	14.091	1989	439
1962	8.399	1990	224
1963	20.603	1991	151
1964	4.288	1992	161
1965	1.998	1993	331
1966	3.672	1994	20.528
1967	3.452	1995	327
1968	13.472	1996	17.746
1969	12.233		

Tablo 2: 1923-2020 Döneminde Bulgaristan'dan Gelen Göçmenler

Yıllar	Bulgaristan'dan Gelen Göçmenler	Yıllar	Bulgaristan'dan Gelen Göçmenler
1924	**10.000**	1947	8.769
1925	**10.000**	1948	3.277
1926	**10.000**	1949	1.670
1927	**10.000**	1950	62.180
1928	**10.000**	1951	112.208
1929	**10.000**	1956	89
1930	**10.000**	1960	42
1931	**10.000**	1969	2.842
1932	**10.000**	1970	10.543
1933	1.107	1971	10.189
1934	18.652	1972	10.421
1935	24.923	1973	5.332
1936	11.730	1975	14.135
1937	13.490	1977	12.000
1938	20.542	1978	35
1939	27.769	1989	225.863
1940	17.004	1990	52.643
1941	13.803	1991	17.950
1942	2.672	1992	3.092
1943	1.145	1994	438

Tablo 3: 1923-2020 Döneminde Romanya'dan Gelen Göçmenler

Yıl	Romanya'dan Gelen Göçmenler
1923	**10.000**
1925	**18.000**
1926	**26.000**
1930	**7.321**
1936	**61.570**

1991	**15.000**

Tablo 4: 1923-2020 Döneminde Yunanistan'dan Gelen Göçmenler (Mübadele)

Yıl	Yunanistan'dan Gelen Göçmenler
1923	**60.000**
1924	**196.000**
1925	**200.000**
1934	10.000
1935	10.000
1937	11.788
1941	30.000

5. HESAPLAMALARDA KULLANILAN YÖNTEM

Kullanılan Yöntem: Her bir yıla atanan göçmen sayısı, hiçbir değişiklik yapılmadan ilk (n=0) yıl için BAĞIMSIZ GÖÇMEN NÜFUS'u olarak alınmıştır.

İlk yılın BAĞIMSIZ GÖÇMEN NÜFUS SAYISI ait olduğu yılın BÜYÜME ORANI (HIZI) ile çarpılarak YILLIK BAĞIMSIZ GÖÇMEN SAYISI ARTIŞI bulunmuştur.

Bu artış miktarı ilk yıldaki BAĞIMSIZ GÖÇMEN NÜFUSU'NA EKLENEREK,

İKİNCİ YILIN GÖÇMEN SAYISI hesaplanmıştır. Ayni işlem tekrar ikinci yıl için yapılarak üçüncü yıl tahmini, üçüncü yıla uygulanarak dördüncü yıl tahmini,…….. 2019 yılına da uygulanarak da 2020 yılı Kümülatif Büyüme Tahmini hesaplanmıştır.

Matematiksel olarak;
N(n): n. Yıldaki Göçmen Nüfusu

H(n): n. Yıldaki Nüfus Artışını (%)

M(n)= N(n) x H(n)
N(n+i)= N(n) + M(n)
n= 0,1,2,3,.....n
İ= 1,2,3,.....

6. BÜYÜME MODELLERİ

Bu Demografi Çalışmamızda Model A ile adlandıracağımız model esas model olarak alınmıştır. Model A, 1923 sonrasına ilişkin (koşulları ve matematiksel yapısını bir önceki sayfada verdiğimiz) göçmen sayılarını (dizilerini) kullanarak tahminler yaptığımız modeldir.

Modellerimizde, 1927 yılından sonraki *Yıllık Büyüme Hızları (Oranları)* TUİK'in verdiği değerler esas alınarak kullanılmıştır. (Tablo: 5)

1923 yılında Türkiye'nin nüfus sayısına ait net bir bilgiye ulaşılamamıştır. Çünkü Cumhuriyetin ilk nüfus sayımı 1927 yılında yapılmıştır.

Ancak, başta Mustafa Kemal Atatürk olmak üzere, devlet yöneticilerinin konuşmalarında, Basında, TBMM konuşma tutanaklarında, Nutuk'ta, 1923 yılındaki nüfusun SEKİZ MİLYON olduğu belirtilmektedir.

Biz de çalışmamızda 1923 Yılı Türkiye'nin Nüfus Miktarını Sekiz Milyon olarak aldık.

Bilindiği gibi Türkiye Cumhuriyeti 1927 yılında ilk nüfus sayımını gerçekleştirmiştir.

1927 Nüfus sayımında Türkiye'nin Nüfusu: 13 milyon 648 bin 270 olarak bulunmuştur. 1923 yılı Türkiye'nin nüfusu ile 1927 yılı Türkiye'nin nüfusu arsındaki fark;

5 milyon 648 bin 270 tir.

Bu fark sadece dört yılda oluşmuş bir nüfus farkıdır. Yıl başına oluşan ortalama nüfus artışı: 1milyon 412 bin 068 dir.

1923 dâhil 1927 yılının sonuna kadar, Balkan ve Rumeli'den göçlerin dışında da Genç Türkiye Cumhuriyetine yoğun göçlerin olduğunu biliyoruz. Araştırmamız sadece Rumeli ve Balkanlar'dan gelen göçmenlerle ilgili olduğundan, diğer göçlerin nerelerden ve ne kadar göçmen sayısını içerdikleri araştırmamızın alanı dışında tutulmuştur.

TUİK (1923-1927 dâhil) arasındaki yıllara ilişkin büyüme oranlarını verememektedir. Bu durum araştırmamız için BÜYÜK BİR PROBLEM oluşturmuştur.

Bu problemi gidermek için, (1923-1927 dâhil) sadece bu aralıktaki DÖRT YIL İÇİN FARKLI BİR büyüme oranı kullanmayı düşündük. Bu nedenle TÜİK'in yıllık büyüme oranı hesaplama yöntemini kullanarak 1923-1927 yılı aralığındaki yıllar için büyüme oranını biz hesapladık. Hesabımız sonucunda bu yıllara ilişkin nüfusun YILLIK BÜYÜME ORANINI %14. 287 olarak bulduk. **Bu oran yıllık Nüfus Büyümesi için kullanılamaz.**

Bu YÜKSEK BÜYÜME HIZI bilgisinden hareketle, 1923-1927 aralığındaki büyümenin "kabul edilebilir" yıllık nüfus büyümesinden gelmediği ortaya çıktı.

Bu aralıkta Yeni Cumhuriyete büyük göçler gelmişti. Demografi biliminde bu oranda nüfus artış hızı yoktur. Biz de bu büyüme hızlarını modelimizde kullanmadık.

Modelimiz, yıllık göçmen sayıları dizisi ve *Yıllık Büyüme Hızlarına* dayanan bir modeldir. 1923-1927 aralığı için, TUİK'in Türkiye için hesapladığı Büyüme Hızları içerisindeki en büyük büyüme oranını (%3.06)'yı - sadece bu aralıktaki dört yıl için - Modelimizde kullanmaya karar verdik. 1923-1927 arası yıllar için %3.06 yı, diğer yıllar için TUİK'in verdiği resmi büyüme hızlarını modelimizde MODEL (A)da kullandık.

Model A'nın çıktıları için ayrıntılı bilgi için (https://www.rubasam.com/wp-content/uploads/2022/05/3.06-LI-MODEL-GOCLER-DEMOGRAFI.xlsx) linkindeki dosyaya bakınız.

Ayrıca Model A'nın seçilmiş bazı yıllar için (örnek çıktıları) Tablo: 6 da verilmiştir.

7. 1923 YILI ÖNCESİ BALKANLAR VE RUMELİ 'DEN (ANADOLU'YA) TÜRKİYE'YE GÖÇLERDEKİ GÖÇMEN SAYILARININ TAHMİNLERİ (*)

Rumeli'den Gelen Göçmen Sayıları (Tahmini) :

1919-1923 68.875 (1)

1913-1923 200.000, (4)

1912-1923 (sancaktan) 97.000 (2)

Bosna, Sancak, Makedonya'dan Toplam 365.875 Göçmen

1879-1918 (Boşnak Göçü) 120.000-150.000 (2),(3)

1912-1913 Balkan Savaşı sonrası 65.000 Yunanistan'dan (3)

Rumeli'den 1923 (Cumhuriyet) öncesi gelen göçmenlerin tahmini **Toplam Sayısı: 580.875**

Balkanlar'dan Gelen Göçmen Sayıları (Tahmini):

1812 Romanya'dan 200.000 göçmen. (5)

1893-1902 Anlaşma ile Bulgaristan'dan 124.500 göçmen. (6)

1912-1913 Balkan Savaşlarından sonra Balkanlardan 640.000 Göçmen (7)

1878-1879 Osmanlı Rus Savaşından sonra Anadolu'ya 845.861 /850.000 göçmen. (8)

1806-1812 Balkanlardan 140.000 Türk İstanbul yolu ile ANADOLU'ya (9)

Balkanlar'dan 1923 (Cumhuriyet) öncesi gelen göçmenlerin

Toplam Sayısı: 1.954.500

Rumeli ve Balkanlar'dan gelen Toplam Tahmini Göçmen Sayısı:

580.873 +1.954.500 = 2milyon 535 bin 373

1923 öncesi yıllara yönelik Göçmen Sayıları dizisi (dizileri) maalesef sağlıklı bir şekilde oluşturulamamıştır. Hatta yerli ve yabancı Tarihçiler 1923 öncesi Anadolu'ya gelen Göçmenlerin "Kesin Sayısı" bilinmemektedir demektedir (3).

1923 öncesi Göçmen sayıları için, Tarihçilerin Rumeli ve Balkan ülkeleri (Yugoslavya- Kosova, Bosna, Sancak, Makedonya- Bulgaristan, Yunanistan ve Romanya) için verdiği; Anadolu'ya Gelen Göçlerdeki Göçmen sayıları taranmış, "ortak ve kabul edilebilir " minimum değerler tespit edilmeye çalışılmıştır.

Birinci olarak "Ortak ve kabul edilebilir" minimum göçmen sayılarına, hiçbir işlem yapılmaksızın (ham olarak) , 1923 yılında Türkiye'ye giriş yaptıkları kabul edilmiştir. (Yani; Cumhuriyet Öncesi Anadolu'ya geldiği tahmin edilen göçmen sayılarına, önceki yıllar için, bir büyüme hızı ile değerlendirme yapılmamıştır.)

Bu göçmen sayıları 1923 yılından itibaren ilk dört yıl için (%3.06) büyüme hızı ile 1928-2020 için de TUİK'in Resmi yıllık büyüme hızları kullanılmış ve böylece 1923 Sonrası (Cumhuriyet Döneminde) Türkiye'ye (Anadolu Topraklarına gelen) Göçmen sayısının Kümülatif (Yığışımlı) Büyüme tahminleri hesaplanmıştır. Bu ANA MODELİMİZİ;

(A) olarak adlandırmıştık.

Balkanlar ve Rumeli'den 1923 öncesi (Cumhuriyet Öncesi- Osmanlı Döneminde) Anadolu topraklarına göç edenlerin ham verilerini kullanarak 2020 yılı için büyüme tahminlerini de (A1) Olarak adlandırdık. Buna göre;

1923 sonrası gelen göçmenlerin 2020 için (Minimum) büyüme tahmini:

Model (A) =8 Milyon. 464 bin 016

1923 Öncesi gelen Göçmenlerin 2020 için ham verilerle yapılan (minimum) büyüme tahmini: Model (A1) =19 Milyon 177 Bin 372

Bu iki değerin Toplamı: 2020 için Balkan ve Rumeli'den Türkiye'ye gelen Göçmenlerin Toplam sayısının (minimum) tahminini verecektir. Bu da;

(A)+(A1) =27 milyon 641 bin 388 minimum Toplam Göçmen sayısı olarak hesaplanmıştır**.**

Ayni şekilde, kaynaklardan maksimum değerler için MODELİMİZ (A2) dir.

MODEL (A2) için;

1923 öncesi gelenlerin ham verilerini, göçün başladığı yılı esas alarak her bir veri için yıllar bazında TÜİK' in verdiği "en küçük büyüme hızı" olan %05,5 (binde 5,5) yıllık büyüme hızı ile 1923 yıkına kadar yıllar bazında hesapladık.

MODEL (A2) de 2023 yılına kadar Türkiye'ye (Anadolu'ya) giriş yapan (gelen) Toplam (Maksimum) göçmen sayısı;

Rumeli'den: 644 Bin 671

Balkanlar'dan: 2 Milyon 547 Bin 563

TOPLAM: 3 Milyon 192 Bin 234

olarak hesaplanmıştır. (bkz: https://www.rubasam.com/wp-content/uploads/2022/05/Cumhuriyet-Oncesi-Gocmen-Sayilari-055-Buyume-hizi-ile.xlsx)

1923 sonrası gelen göçmenlerin 2020 için büyüme tahmini ise,

(A) = 8 Milyon. 464 Bin 016

1923 öncesi gelen göçmenlerin 2020 yılı için Maksimum büyüme tahmini MODEL A (%3.06) kullanılarak; (A2) = 23 Milyon 447 Bin 862 hesaplanmıştır.

Bu iki değerin Toplamı: 2020 yılı için Balkanlar ve Rumeli'den Türkiye'ye gelen Göçmenlerin sayısının Toplam Maksimum tahminini ise;

(A) +(A2) = 31 milyon 911 Bin 878 olarak hesaplanmıştır.

Bu bölümü, kısaca özetleyecek olursak;

Rumeli ve Balkanlardan Türkiye'ye (Anadolu Topraklarına) Göç eden göçmenlerin 2020 yılı için;

Toplam Minimum Göçmen Sayısı Tahmini: 27 milyon 641 bin 388 kişi,

Toplam Maksimum Göçmen Sayısı Tahmini; 31 Milyon 911 Bin 568 olarak bulunmuştur.

Tablo 5: Türkiye Nüfusu ve Nüfus Artış Oranları (%)

Yıl	Türkiye Nüfusu	Türkiye Yıllık Nüfus Artış (%) (TUİK Resmi Büyüme Hızları)
1923	8.000.000	
1927	13.648.270	-
1935	16.158.018	2,29
1940	17.820.950	2,05
1945	18.790.174	1,08
1950	20.947.188	2,29
1955	24.064.763	2,97
1960	27.754.820	3,06
1965	31.391.421	2,62
1970	35.605.176	2,68
1975	40.347.719	2,66
1980	44.736.957	2,17
1985	50.664.458	2,64
1990	56.473.035	2,29
2000	67.803.927	2,00
2007	70.586.256	0,58
2008	71.517.100	1,31
2009	72.561.312	1,48
2010	73.722.988	1,6
2011	74.724.269	1,35
2012	75.627.384	1,2
2013	76.667.864	1,37
2014	77.695.904	1,34
2015	78.741.053	1,34
2016	79.814.871	1,35
2017	80.810.525	1,24
2018	82.003.882	1,47
2019	83.154.997	1,39
2020	83.614.362	0,55

Kaynak: TUİK

Tablo: 6 MODEL A'ya Göre Türkiye'ye Gelen Göçmenlerin Yıllara göre Tahmini Nüfusları ile 2020 Yılına İlişkin Toplam Göçmen Nüfus Tahmini (Özet Tablo)

Yıl	Türkiye Nüfusu	Türkiye Yıllık Nüfus Artış (%)	Yugoslavya ve Makedonya'dan Göçen Nüfus	Bulgaristan'dan Göçen Nüfus	Romanya'dan Göçen Nüfus	Yunanistan'dan Göçen Nüfus	Toplam Göçmen Nüfus
1923	8.000.000		11.130	10.000	10.000	60.000	91.130
1927	13.648.270	3,06	59.162	53.155	57.195	494.664	664.176
1935	16.158.018	2,29	133.358	154.731	76.801	613.521	978.411
1940	17.820.950	2,05	147.659	244.926	151.835	691.847	1.236.267

1945	18.790.174	1,08	155.866	267.574	160.275	761.756	1.345.471
1950	20.947.188	2,29	174.600	364.442	179.538	852.719	1.571.299
1955	24.064.763	2,97	230.457	536.940	207.897	987.034	1.962.328
1960	27.754.820	3,06	388.948	624.624	241.792	1.147.899	2.403.263
1965	31.391.421	2,62	460.250	710.869	275.178	1.306.722	2.753.019
1970	35.605.176	2,68	571.316	825.015	314.153	1.491.748	3.202.232
1975	40.347.719	2,66	656.226	973.268	358.287	1.701.338	3.689.119
1980	44.736.957	2,17	731.373	1.096.691	398.997	1.895.172	4.122.233
1985	50.664.458	2,64	835.033	1.249.907	454.740	2.159.363	4.699.043
1990	56.473.035	2,29	937.342	1.683.615	509.321	2.419.034	5.549.312
2000	67.803.927	2	1.186.786	2.079.193	639.187	2.951.127	6.856.293
2007	70.586.256	0,58	1.236.350	2.166.028	665.882	3.076.902	7.145.162
2008	71.517.100	1,31	1.252.654	2.194.592	674.663	3.116.150	7.238.059
2009	72.561.312	1,48	1.270.944	2.226.635	684.514	3.161.390	7.343.483
2010	73.722.988	1,6	1.291.291	2.262.282	695.473	3.211.743	7.460.789
2011	74.724.269	1,35	1.308.829	2.293.008	704.918	3.255.819	7.562.574
2012	75.627.384	1,2	1.324.648	2.320.721	713.438	3.295.453	7.654.260
2013	76.667.864	1,37	1.342.872	2.352.649	723.253	3.340.469	7.759.243
2014	77.695.904	1,34	1.360.879	2.384.196	732.951	3.385.330	7.863.356
2015	78.741.053	1,34	1.379.185	2.416.268	742.811	3.430.860	7.969.124
2016	79.814.871	1,35	1.397.993	2.449.219	752.941	3.477.611	8.077.764
2017	80.810.525	1,24	1.415.433	2.479.772	762.334	3.521.229	8.178.768
2018	82.003.882	1,47	1.436.335	2.516.392	773.591	3.572.755	8.299.073
2019	83.154.997	1,39	1.456.497	2.551.715	784.450	3.623.060	8.415.722
2020	83.614.362	0,55	1.464.543	2.565.811	788.784	3.644.878	8.464.016

MODEL A : Sonuçları

(%3.06 ile)

Göç Gelen Ülke	**Nüfus (2020)**	**Türkiye Nüfusu İçindeki Pay(%)**
Yugoslavya	1.464.543	1,75
Bulgaristan	2.565.811	3,07
Romanya	788.784	0,94
Yunanistan	3.644.878	4,36
Toplam	8.464.016	10,12
Türkiye Nüfusu (2020) *	83.614.362	-

*TUIK

8. SONUÇ

Araştırmamızda, uzun ve karışık gibi algılanabilecek aşamaları ve vardığımız sonuçları özetlersek; Rumeli ve Balkanlardan Türkiye'ye (Anadolu'ya) gelen Göçmenlerin 2020 yılı için Ulaşabileceği Toplam Nüfus sayısı;

Maksimum t-yaklaşık – 32 milyon,

Minimum yaklaşık – 27 milyon 650 bindir.

Kısaca;

- Rumeli'den Anadolu'ya Göçlerin Demografik Analizlerinde ilk yaptığımız; 1923 Cumhuriyet döneminde Anadolu'ya yapılan göçlerin 1920 yılı için "Yıllar Bazında" büyüme tahminleridir. Bakınız : (https://www.rubasam.com/wp-content/uploads/2022/05/3.06-LI-MODEL-GOCLER-DEMOGRAFI.xlsx)
- İkinci olarak, 1923 öncesi (Osmanlı Döneminde) Anadolu topraklarına olan (bulabildiğimiz kadar) göçlerin göçmen sayılarının 1923'e kadar olan büyüme tahminleridir. Bakınız : (https://www.rubasam.com/wp-content/uploads/2022/05/Cumhuriyet-Oncesi-Gocmen-Sayilari-055-Buyume-hizi-ile.xlsx)
- Üçüncü adımda ise, 1923 öncesi göçmen sayıları için, Model A(2) kullanılarak 2020 yılı için Kümülatif Büyüme tahminlerinin hesaplanmasıdır.
- Son adımda da 1923 öncesi ve 1923 sonrası bulunan tahmin değerlerinin toplanması ile Rumeli ve Balkanlar'dan Anadolu'ya Göçmen olarak gelenlerin Toplam olarak ulaşacağı Maksimum ve Minimum sayılarının bulunmasıdır.

Göçmen sayılarının ve yıllarının doğrulukla bulunamaması, istatistiki sayı dizilerinin düzenlenmesi, tespiti ve Göçmen sayıları konusunda çelişkili bilgilerin olması bizi kısıtlamıştır.

Modelimiz Matematiksel ve İstatistiksel olarak basit ve sadece iki değişkenli bir büyüme modelidir.

Birinci değişkenimiz, "Nüfusun Yıllar Bazında Büyüme Hızlarıdır " ; bu veriler de TUİK'ten alınmış Resmi verilerdir.

İkinci değişkenimiz ise; Yıl bazında (tespit edebildiğimiz, bulabildiğimiz) göçmen sayılarından oluşan istatistik sayı dizileridir.

Bilimsel Model Çalışmalarında bazen araştırmacılar bazı kabuller yapmak zorunda kalırlar.

Biz de Modelimizde kullandığımız verilerin düzenlenmesinde ve büyüme hızlarının bilinmediği (TÜİK tarafından verilmediği) Göçmenlerin göç işlemini tamamladığı yılların tespit edilemediği gibi bazı durumlar için mutlaka nedenini de açıklayarak bazı kabuller yaptık. Bu bilimsel Model kullanmanın doğal sonucudur.

Her İstatistik araştırmasında olduğu gibi, çıktıların (çeşitli nedenler oluşan) hata payları da vardır. Bizim çalışmamızda modelden kaynaklanan hata payı oldukça küçüktür (% 01). Bu da sayıların altı basamaktan sonrasının yuvarlanmasından oluşan hata payıdır.

Hata varsa; verilerin net olarak kaynaklarda bulunamaması ya da net olarak tespit edilememesinden oluşmuştur. Bunu da ölçümlemek, ya da kestirmek bu çalışmamızda mümkün olmamıştır.

Çalıştığımız tarihsel dönemler, göçlerin olağan üstü koşulları, savaşlar, sürgünler, kıyımlar ve ölümlerin yoğun olduğu dönemlerdir. Göçmen kayıtlarının zorlukla tutulabildiği ya da tutulmuş kayıtlara günümüzde ulaşılamadığı dönemlerdir. Savaşlar sonunda kurulan yeni devletlerin kendi çıkarları için giden göçmen sayılarının çok abartıldığı ya da göçmenlerin yollarda yok olduğu dönemlerdedir.

Bütün bu zorluklar karşısında yapılan çalışmanın bilim merakı ile yapılmıştır. Yeni kayıtlar bulundukça araştırmacılar gerçeğe daha yakın sonuçlara ulaşabilecektir.

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27.884 Türk

12.582 Sancak Müslümanı

1919-1923 Toplam:69.264

N. Ö. Baklacıoğlu, Makale, S:198,

- 1912-1913 Balkan Savaşı sonrası 65.000 Yunanistan'dan Aktaran Halacoğlu, Ahmet

-1912-1913 Makedonyanın bütünü dâhil, Rumeli'den 180.000-200.000 Göçmen Anadolu'ya.

Halaçoğlu,1994:63

- Balkan Savaşları toplam 1 Milyon Göçmen Anadolu'ya, yolda ölen 200.000 Kalan 800,000 Göçmen.

Şimşir, Bilal: Aktaran ,Halaçoğlu, Ahmet

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Kısa Gıda Tedarik Zincirlerinin Avantajları: Gelişmelerini Kısıtlayan Faktörler ve Öneriler

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Özet: Küresel düzeyde etkileri tartışmasız olan COVID-19 Pandemisi ve ardından Ukrayna_Rusya Savaşı sırasında tarım ve gıda ürünlerinin nihai tüketicilere ulaştırılmasındaki darboğazlar, kısa gıda tedarik zincirlerinin önemine dikkat çekmeyi başarmıştır. Kısa gıda tedarik zincirleri üreticiler, işleyiciler ve tüketiciler arasındaki yakın coğrafi ve sosyal ilişkilerin yanı sıra yerel ekonomik iş birliği ve kalkınma faaliyetlerinde bulunan sınırlı sayıda ekonomik operatörü içeren bir tedarik zinciri modelidir. Bu tür gıda tedarik zincirleri küçük üreticilere ve sonuç olarak yerel topluluklara birçok ekonomik, sosyal, çevresel, sağlık ve kültürel avantajlar sağlamaktadır. Kısa gıda tedarik zincirlerinin çiftçiler tarafından yapılan "doğrudan satışlar", "topluluk destekli tarım", "kendin topla" ve "kutu sistemi" gibi farklı uygulama şekilleri bulunmaktadır. Birincil üreticilerin ve nihai tüketicilerin ihtiyaçlarını bütünleştirerek, ara maliyetleri en aza indirmek amacıyla, etkili pazar erişimini sağlamak için birçok ülkede kısa gıda tedarik zincirleri uygulama örnekleri çoğalmaktadır. Nitekim, söz konusu yöntemlerin ve/veya benzerlerinin kullanılabildiği kısa gıda tedarik zincirleri Avrupa Birliği'nde (AB) rekabet edebilirliği geliştirmeye yönelik Ortak Tarım Politikası yaklaşımlarından biri olarak kabul görmektedir. Üreticiler, tüketiciler ve kırsal alan açısından ekonomik, sosyal ve çevresel avantajları itibariyle desteklenen ve diğer birçok ülke tarafından da teşvik edilen kısa gıda tedarik zincirlerinin bazı dezavantajlarının olduğu da tartışılmaktadır. Yapılan literatür araştırması tüketiciler açısından güvenilir çiftçi bulmada yaşanan zorluk, ürün çeşitliliğinde sınırlılık ve yüksek fiyatlar gibi unsurların üreticilerden doğrudan gıda tedarik etmenin önündeki engellerden bazıları olduğunu ortaya koymaktır. Bu çalışmanın amacı, kısa gıda tedarik zincirlerinin avantajları ile bu tür gıda tedarik zincirlerinin gelişmelerinin önünde duran kısıtları değerlendirmek ve bu kısıtları aşmaya yönelik önerileri irdelemektir.

Anahtar Kelimeler: Kısa Gıda Tedarik Zincirleri, Alternatif Gıda Sistemleri, Yerel Gıda Sistemleri, Alternatif Gıda Ağları

Advantages of Short Food Supply Chains: Factors Restricting Their Development and Recommendations

Abstract: The bottlenecks in the delivery of agricultural and food products to final consumers during the COVID-19 Pandemic, whose effects are undisputed at the global level, and then the Ukraine-Russia War, have managed to draw attention to the importance of short food supply chains. Short food supply chains are a supply chain model that includes close geographical and social relationships between producers, processors and consumers, as well as a limited number of economic operators engaged in local economic cooperation and development activities. Such food supply chains provide many economic, social, environmental, health and cultural advantages to small producers and ultimately to local communities. There are different forms of short food supply chains, such as direct sales by farmers, "community-supported agriculture", "U-Pick It" and "box schemes". Application examples of short food supply chains are increasing in many countries to ensure effective market access by integrating the needs of primary producers and final consumers, minimizing intermediate costs. As a matter of fact, short food supply chains in which these methods and/or similar ones can be used are accepted as one of the Common Agricultural Policy approaches to improve competitiveness in the European Union (EU). It is also discussed that there are some disadvantages of short food supply chains, which are supported by economic, social and environmental benefits for producers, consumers and rural areas and encouraged by many other countries. Research shows that the difficulties in finding reliable farmer for consumers, limited product variety and high prices are some of the barriers to direct food supply from producers. The aim of this study is to evaluate the advantages of short food supply chains and the factors that limit the development of such food supply chains and to examine suggestions for these constraints.

Keywords: Short Food Supply Chains, Alternative Food Systems, Local Food Systems, Alternative Food Networks

1.GİRİŞ

Tekrarlanan finansal krizler, COVID-19 Pandemisi, tarım ürünleri ticaretini etkileyen savaşlar ve afetler, küresel uzun gıda tedarik zincirlerinin risklerini ve kırılganlıklarını çok net bir şekilde ortaya koymuştur. Dünyanın dört bir yanındaki hükümetler, gıda güvencesi için gıda tedarik zincirlerinin sürdürülebilirliği konusunda önlemler almaya çalışmaktadır. Gıda tedarik zincirlerinin halkalarını oluşturan tarımsal işletmeler (üreticiler), işleme birimleri, nakliyeciler, depolama hizmetleri ve perakende aşamalarında istihdam edilen işgücünün hareketliliği başta olmak üzere, diğer lojistik kısıtlar (FAO, 2020) gıda arzının nihai tüketicilere akışını zorlayabilmektedir. Son 15 yılda yaşanan küresel ve bölgesel darboğazlar hükümetleri ve bu arada birçok uluslararası kuruluşu gıda

tedarik zincirlerinin kırılganlığına karşı çözümler aramaya, prensipler belirlemeye ve alternatif gıda tedarik zincirlerini değerlendirmeye yöneltmiştir. Bu arada tüketiciler küresel tarım-gıda sistemini sorgulamaya başlarken, üreticiler ise gelir baskısı nedeniyle tarımsal faaliyetlerini sürdürmede zorlanmaya başlamıştır. Çeşitli nedenlerle ortaya çıkan darboğazlar küresel ya da ulusal uzun gıda tedarik zincirlerine alternatif gıda sistem ve ağlarının ortaya çıkmasını desteklemiştir. Aslında, gıda güvenliği kaygısının motive ettiği organik gıda hareketi, yerel ve kısa gıda ağlarının gelişimini ve böylece Kısa Gıda Tedarik Zincirleri'ni (KGTZ) alternatif bir gıda tedarik zinciri modeli olarak gündeme taşıyalı uzun bir zaman olmuştur.

Uluslararası literatürde KGTZ'lerin ortak bir tanımı bulunmamakla birlikte, kavramın ortak bileşenlerini vurgulayan bir yaklaşımın ve kapsamın genel olarak kabul edildiği görülmektedir (Paciarotti and Torregiani, 2021; Benos et al.,2022; Tanasă et al., 2022). AB mevzuatında KGTZ'ler "iş birliğine, yerel ekonomik kalkınmaya ve üreticiler (çiftçiler), işleyiciler ve tüketiciler arasındaki yakın coğrafi ve sosyal ilişkilere kendini adamış sınırlı sayıda ekonomik operatörü içeren bir tedarik zinciri" olarak tanımlanmaktadır (Official Journal, 2013). Bu tanım üye devletlerin kendi iç hukuklarında bazı esnekliklere göre ele alınarak uygulama prensipleri oluşturulabilse de söz konusu tanımın genel hatlarıyla KGTZ'lerin birçok bileşenini kapsadığı belirtilebilir.

KGTZ'leri tanımlayan en önemli unsur, aracıların asgari düzeyde olması veya ideal olarak olmamasıdır (Kneafsey et al., 2013). Çiftçi pazarları, yol kenarı satışları, topluluk destekli tarım, kendin topla, kutu sistemi ile eve teslimatlar ve kooperatif mağazaları dahil olmak üzere çeşitli KGTZ türleri vardır. Literatürde bu tür perakende formatları (ör. çiftçi pazarları ve üreticiden doğrudan alımlar) alternatif gıda ağları, alternatif dağıtım kanalları veya alternatif gıda kanalları olarak da anılmaktadır (Mundler and Laughrea, 2016; Sellitto et al.,2018; Reina-Usuga et al., 2022; Tiganis et al., 2023).

Üretici ile nihai tüketici arasındaki mesafenin kısalığı KGTZ'lerin en belirgin tanımlayıcılarından biridir (Floriš and Schwarcz, 2018). Bu yakınlık, siyasi sınırlar açısından, yani bölgeler veya ülkeler açısından veya kilometre cinsinden ölçülebilmektedir. Bununla birlikte, üreticiler ve tüketiciler arasındaki mesafe açık bir şekilde tanımlanmamıştır. Ancak bir bölgenin morfolojik ve demografik özelliklerinin yanı sıra zincire dahil olan aktörlerin ve onların amaçlarının bir fonksiyonu olarak değerlendirilmektedir. Fiziki mesafe 30 ila 100 km arasında değişebilmekte ve üst sınırlar daha yüksek de olabilmektedir. Örneğin İngiltere'de 160 km, İsveç'te 250 km ve ABD'de 644 km'ye kadar çıkabilmektedir (Paciarotti and Torregiani, 2021). Fransız KGTZ'lerinde kat edilen ortalama mesafe 70 km ve standart sapma ise 109 km'dir (Loiseau et al, 2020). Gerçekten de KGTZ'ler, özellikle lojistik maliyetlerin düşürülmesi, belirli bir alanda çiftçiler arasında iş birliğinin sağlanması, AB mevzuatında olduğu gibi "yatay ve dikey ortaklar" olarak iş birliklerinin veya ağların oluşumunun teşvik edilmesi rolü ile ilişkili olarak kabul edilmektedir. Bu nedenle, KGTZ'lerde faaliyet gösteren işletmelerin bir ağ içinde olduğu kabul edilmekte ve yerel bir alandaki küçük işletmeleri birbirine bağlayan bir ilişkinin ekonomik olduğu kadar sosyal ve çevresel açıdan da olumlu sonuçlar üretmesi anlamına gelmektedir (Canfora, 2016).

Alternatif gıda ağlarından biri olarak kabul edilen KGTZ'ler uzun gıda tedarik zincirlerinin dezavantajlarına karşılık olarak ele alındığında sağladıkları avantajlar ortak bazı paydalarda birleştirilebilmektedir.

2. KISA GIDA TEDARİK ZİNCİRLERİNİN AVANTAJLARI

Özellikle COVID_19 Pandemisi'nden kaynaklanan ve gıda tedarik zincirine özgü şoklar, emek yoğun halkalardan geriye veya ileriye doğru bağlantılar yoluyla hızla diğer pazarlara yayıldığından gıda tedarik zincirlerini ağır bir şekilde etkilemiştir (Barrett et al., 2022). KGTZ'leri de kapsayan alternatif gıda ağları geleneksel gıda üretim ve tüketim modelinin alternatifi olarak öne sürülse de bu zincirlerdeki uygulama ve hizmetler geleneksel gıda sistemlerine karşıt olarak değil, daha çok bundan kaynaklanan olumsuz sonuçlara farklı bir tepki olarak gelişmiştir (Schneider et al., 2016). Buradan hareketle, KGTZ'lerin sürdürülebilir yerel kalkınma ve sürdürülebilir tarım açısından sağladığı faydalar olarak değerlendirilebilecek avantajları ise genel hatlarıyla ekonomik, sosyal ve çevresel nitelik taşımaktadır. Bu avantajlar daha açık bir şekilde çiftçi gelirlerini artırmak, çiftçileri tüketicilerle daha iyi buluşturmak ve aracıları azaltmak, güvenli ve kaliteli yerel gıda arzı için toplumsal talebin karşılanması (gıda güvenliği ve gıda güvencesi) ve tarımın çevre üzerindeki etkisinin azaltılması olarak ifade edilebilmektedir (Popa, 2022; Reina-Usuga et al., 2022). Bu çalışmada bu avantajlar üç ana başlık altında incelenmiştir.

2.1. Ekonomik ve Sosyal Avantajlar: Çiftçi Refahı

Geleneksel gıda sistemlerindeki paydaşlarla karşılaştırıldığında, küçük çiftçilerin genellikle üretim, işleme, lojistik ve pazarlama yatırımları için yeterli kaynağa sahip olmadığı görülmektedir. Bu nedenle, KGTZ'ler, gıda

tedarik zinciri boyunca çiftçilerin ürünleri üzerindeki kontrolünü yeniden değerlendirmenin bir yolunu temsil edebileceği gibi, daha yüksek pazar payları, nihai tüketicilerle doğrudan temas kurmanın getirdiği sosyal etkileşim ve ölçek büyütme için de fırsatlar sunabilmektedir.

Çiftçiler için beklenen faydalar hem ekonomik hem de sosyal olabilmektedir. KGTZ'ler kısaca, üretici ve tüketici arasındaki aracıların azaltıldığı yerel bir satış sistemidir (Mundler and Laughrea, 2016). KGTZ'ler içinde faaliyet gösteren işletmelerde, ara marjlar kaldırılarak ve gecikmiş ödemelerden kaçınılarak üreticilerin gelirleri güvence altına alınabilmektedir (Falguieres et al., 2015). Ekonomik olarak, KGTZ'ler katma değerin yeniden ve daha iyi dağıtılmasına izin vererek, aracı sayısını azaltarak, çeşitlendirerek, fiyatların daha iyi kontrol edilmesini sağlayarak ve tüketicilerle daha az asimetrik ilişkileri garanti ederek çiftçileri piyasa risklerine karşı daha az duyarlı hale getirmektedir. Sinerji etkileri ve ağ dışsallıkları, literatürde tanımlanan başka bir ekonomik fayda türüdür. Kısa tedarik zincirlerinden elde edilebilecek daha yüksek kârlar göz önüne alındığında, çiftçilerin daha dirençli olmalarına ve zorlu ekonomik kriz dönemlerinde (Tanasă et al., 2022) ve/veya ekonomik süreçleri olumsuz etkileyen pandemi, savaş ve afet gibi ani gelişen darboğazlara direnebilmelerine yardımcı olabilmektedir.

Sosyal açıdan, elde edilen faydalar açısından KGTZ'lerin, çiftçilerin sosyal ve profesyonel olarak tanınmasını teşvik ettiği ve hatta savunmasız veya marjinalleştirilmiş çiftçiler için bir tür sosyal ve profesyonel yeniden bütünleşmeye izin verdiği, adil ticaret ilkelerine yönelik pazar ilişkileri yoluyla küçük çiftliklere gelişme fırsatları sunduğu değerlendirilmektedir. Bu arada KGTZ'ler çiftçilerin yeni beceriler geliştirmesini de destekleyebilmektedir (Mundler and Laughrea, 2016). Bununla birlikte, KGTZ'ler yoluyla elde edilebilen kültürel değişiklikler dahil tüm çiftçi çabalarına rağmen, ana motivasyonun hala ekonomik olarak ulaşım maliyetlerini azaltmak ve GTZ operasyonlarına ağır harcamalar getiren aracıları ortadan kaldırmak olduğu sonucuna vurgu yapan araştırmalar da bulunmaktadır (Sellitto et al.,2018). Aslında alternatif bir gıda ağı olarak KGTZ'lerin çiftçi refahını sağlama ana değişkeni ekseninde ekonomik fayda yaratırken, sosyal açıdan türev faydalar yaratması da mümkün olabilmektedir.

2.2. Yerel Kalkınma

Giderek küreselleşen bir ekonomide, çeşitli yerel ve bölgesel sistemler için kendilerine dinamizm ve rekabet gücü garanti edebilecek konumlandırma stratejilerinin geliştirilmesi zorunluluk haline gelmiştir. Özellikle tarımsal faaliyetin ana geçim kaynağını oluşturan kırsal alanlar için, bölgelerin ekonomik kalkınmasını garanti altına almak amacıyla, yerel ve yüksek kaliteli tarımsal ürünlerin arttırılması gerekliliği ortadadır. KGTZ'ler, bu üretimlerin ticarileştirilmesini sağlayan, tarımsal üreticilere yeterli geliri, tüketicilerin taleplerini karşılayacak yüksek üretim standardını ve daha genel olarak kırsal alanların rekabetçi gelişimini garanti eden bir araç olarak giderek daha fazla ele alınmaktadır (De Fazio, 2016). Çünkü, KGTZ'ler, yerel/bölgesel kalkınmayı teşvik ederken, üreticilere adil fiyatlar ve pazarlık gücü sunarak ekonomik ve sosyal sürdürülebilirliğe de katkıda bulunmaktadır (Tiganis et al., 2023). KGTZ'ler özellikle gıda pazarlama maliyetini düşürme olasılığı ve üretici ile tüketici arasında doğrudan bir ilişki oluşturma yeteneği açısından, önemli bir yerel ve kırsal kalkınma bileşeni olarak değerlendirilmektedir. Aslında yerel düzeyde sosyal bağlantılar yoluyla referans bölgedeki ekonomik büyümeyi teşvik etmekte (Zirham and Palomba, 2016) ve böylece yerel topluluklara da fayda sağlayabilmektedir (Van der Ploeg et al., 2012). Kısaca KGTZ'lerde para dolaşımının yerel kalması gerçeğinin neden olduğu bir çarpan etkisinin varlığından söz edilebilmektedir.

Yerel ekonomiler için sağlanan avantajlar hem ücretli hem de aile emeği olmak üzere küçük çiftlikler tarafından arazi kullanımı, kırsal alanların canlandırılması, yerel gıda üretiminin teşvik edilmesi ve kırsaldan göçün önlenmesi gibi fonksiyonların yaratılmasıyla bağlantılıdır. Nitekim, hektar cinsinden tarım işletmelerinin büyüklüğünü KGTZ'lere katılımla ilişkilendiren bazı araştırmalar hem ABD'de hem de Fransa'da küçük işletmelerin orta ve büyük tarım işletmelerine göre doğrudan satışlarla daha fazla ilgilendiğini göstermektedir (Mundler and Laughrea, 2016). Bu durum, KGTZ'lerin daha çok küçük ölçekli tarım işletmeleri için avantajlar sağladığını ortaya koymaktadır. Küçük işletmelerin gıda sistemi içinde sürdürülebilirliği ise toplum refahı ve gıda güvenliği açısından son derece önemli olarak değerlendirilmektedir.

2.3. Toplum Refahı ve Gıda Güvenliği

Toplum refahı, yerel kaynakların inşasından çok bir atmosfere atıfta bulunması bakımından yerel kalkınmadan farklıdır. Toplum refahı, çiftçiler ve nüfusun geri kalanı arasındaki yakınlaşmanın, KGTZ'ler etrafında gıda güvenliği, sağlık ve tüketiciye bilgi akışı ve tüketici güveni oluşturma gibi unsurlar itibariyle ortaya çıkmaktadır.

Toplum refahı, KGTZ'lerdeki ekonomik ilişkilerin güven ve karşılıklılık yoluyla nasıl kurulduğunu ortaya koymak için ele alınan bir kavramdır. Sosyal sermaye, yerel topluluklarda hem çiftçileri hem de çiftçi olmayanları, kırsal ya da kentsel, yeni temeller üzerinde birleştiren yeni ağların yaratılması yoluyla geliştirmektedir. KGTZ'ler kaliteli ürünleri (tazelik, geleneksel karakter veya üretim yöntemleri açısından) tüketiciler için uygun fiyatlarla erişilebilir hale getirmektedir (Mundler and Laughrea, 2016). Tüketicilerin yaşanan çevresel kaygılar nedeniyle giderek daha fazla besleyici, taze, lezzetli ve güvenli gıda temini arayışında olduğu bilinmektedir. Bu süreçte, KGTZ'ler daha sağlıklı ve sürdürülebilir gıda tüketimi ile gıda israfının azaltılmasında önemli bir etkiye sahip olabilmektedir. KGTZ'ler aynı zamanda, gıda ve kaynağına ilişkin bazı etik yönler veya bilgi akışı sağlama etkinliği açısından da yüksek performanslı olarak değerlendirilmektedir (Tanasă et al., 2022).

Gıda güvenliği ve kalitesi, özellikle doğası gereği üretim sürecinden oldukça uzak olan ve giderek gıda üzerindeki kontrolünü kaybeden kentsel alanlarda yaşayan tüketiciler için tamamen kontrol dışı bir alanı temsil etmektedir. Gıda tedarik zinciri boyunca gıda güvenliği riski arttığında, tüketici güvenindeki erozyon da artmaktadır. Bu nedenle gıdaya yönelik tüketici güvenini yeniden inşa etme ve güçlendirme ihtiyacı, pazarlama alanındaki ana zorluklardan biri haline gelmiştir. Tüketici güveni, özellikle KGTZ'ler söz konusu olduğunda bu sorunun çözülmesinde kilit bir rol oynayabilmektedir. Çünkü güven ilişkisi tedarik zinciri üzerindeki hem bilgi hem de kontrol kaybının üstesinden gelebilmekte ve gıda seçimlerini yönlendirebilmektedir. Çiftçiler ve tüketiciler arasındaki doğrudan etkileşimin ve tekrarlanan karşılaşmaların tüketicilere çiftçilerle paylaşılan bir bilgi birikimi ve karşılıklı anlayış üzerine kurulu bir güven duygusu sağlayabilmektedir. Ayrıca, gelişen güvene dayalı bu ilişki bilgi asimetrisini azaltarak güven, sadakat ve üreticiler ile tüketiciler arasında yeni sağlam ilişkileri de teşvik edebilmektedir (Giampietri et al.,2018). Bu nedenle, KGTZ'lerin doğası gereği bir belgelendirme sistemiyle tanımlanamayan güvenilirlik özelliklerine sahip olduğu ve sosyal olarak oluşturulmuş bir dizi gıda kalitesi kriterinden oluştuğu ve çiftçiler ile tüketiciler arasındaki yüz yüze iletişimden kaynaklanan bu kriterlerin, yerel kırsal toplulukların desteklenmesini ve çevrenin korunmasını sağladığı belirtilmektedir (Migliore, et al., 2015). Ancak, KGTZ'ler aracılığıyla pazarlanan "sertifikalı organik ürünler" ile "coğrafi işaretli" yerel ürünlerin bu değerlendirmenin dışında tutulması gerektiğini destekleyecek kadar çok literatür olduğu da göz ardı edilmemelidir (Kayacan ve Demirbaş, 2021; Demirbaş, 2022a; Demirbaş, 2022b).

2.4 Çevresel Koruma ve Sürdürülebilirlik

KGTZ'ler genellikle küresel gıda zincirlerinden daha sürdürülebilir olarak kabul edilmektedir. Bu tür zincirlerin çevre, toplum ve bireyler (tüketiciler, çiftçiler) için, örneğin gıda millerini ve karbon emisyonlarını azaltarak fayda sağladığı belirtilmektedir (Benos et al., 2022; Doernberg et al., 2022). Gerçekten de tüketicilerin yerel ürünleri satın alma motivasyonları üzerine yapılan araştırmalar, çevresel kaygıların oynadığı kritik rolü vurgulamaktadır (Demirbaş, 2022a). Yine, çevresel sürdürülebilirlik çiftçileri doğrudan satışı benimsemeye iten sebeplerden biri olarak gösterilmektedir (Paciarotti and Torregiani, 2021). KGTZ'ler mevsimlik ürünlerin tüketimini mümkün kıldığı, gıda millerini azalttığı ve tüketicilerle devam eden etkileşimler nedeniyle gelişmiş tarımsal uygulamaları motive ettiği (Lioutas and Charatsari, 2020) için çevresel koruma ve sürdürülebilirlik açısından avantajlar sağlayabilmektedir. Beklenen etkiler, biyoçeşitlilik, kimyasal girdilerin azaltılmış kullanımı, paketleme ve atığın azaltılmasıdır (Mundler and Laughrea, 2016). Çevre koruma ve sürdürülebilirlik açısından KGTZ'lerin küçük çiftçileri döngüsel ekonomiye özgü daha sürdürülebilir ve çevre dostu üretim sistemlerini benimsemeye teşvik ettiği, geleneksel tarım uygulamalarının iyileştirilmesine ve çevre üzerinde sürdürülebilir etkisi olan yerel tarım sistemlerinin teşvik edilmesine katkıda bulunduğu ve biyolojik çeşitlilik üzerinde olumlu etkileri olduğu da belirtilmektedir (Tanasă et al., 2022). Nitekim, çevresel hedeflere ulaşmadaki rolü dikkate alınarak, KGTZ'lere olan ilgi AB mevzuatında ve bazı üye ülkelerin ulusal mevzuatında da artmakta (Canfora, 2016) ve mevzuat ile bu tür zincirler teşvik edilmektedir.

Bu bölümde KGTZ'lerin avantajları ayrı ayrı değerlendirilmesine rağmen, tüm bu faydaların birbirine bağlı ve etkileşimli süreçler olduğu göz önünde bulundurulmalıdır. Örneğin, çiftçiler için tarımsal gelirlerdeki artışın yerel ekonomi üzerinde de etkileri olacağı açıktır. Bunun gibi, sürdürülebilir tarım uygulamalarının, yaşam ortamının kalitesi, çiftçi ve toprak sağlığı ile bölge sakinlerinin bir arada yaşaması açısından toplum refahı üzerinde olumlu bir etkiye sahip olabilmesi gibi birbirini harekete geçiren ve kapsayan çoklu avantajlar söz konusu olabilmektedir.

3. KISA GIDA TEDARİK ZİNCİRLERİNİN GELİŞMELERİNİ KISITLAYAN FAKTÖRLER ve ELEŞTİRİLER

Gıda zincirlerinin sürdürülebilirliği tüketicilerin, politika yapıcıların, araştırmacıların, gıda üreticilerinin ve tedarikçilerinin giderek daha fazla ilgilendiği bir konudur. Bu ilgi, küreselleşmiş gıda zincirlerine bir alternatif

olarak KGTZ'lerin önemli ölçüde gelişmesiyle de doğrulanmaktadır. Farklı ülkelerde ve aynı ülkenin farklı bölgelerinde birbirinden çok farklı yapılanmış KGTZ'ler bulunabilmektedir. Doğal olarak her bir KGTZ'nin kendine özgü kısıtları olabileceği açıktır. Farklı KGTZ'ler itibariyle farklılaşmakla birlikte, genel olarak KGTZ'lerin gelişmelerini kısıtlayan faktörler ana başlıklar halinde aşağıda sıralanmıştır. Bunlar:

• Yüksek fiyatlar nedeniyle niş pazar,

• Sınırlı çeşit ve miktarda ürün,

• Kamu kurumlarına yeterli kalite ve miktarda ürün temininde yaşanan sorunlar,

• Organizasyon ve koordinasyon zorlukları,

• Yüksek lojistik ve nakliye maliyetleri,

• Küçük ölçekli tarım işletmeleri nedeniyle ölçek ekonomisi uygulamada yaşanan zorluklar,

• Tüketicilerin satış noktalarına ulaşımında yaşanan sorunlar ve

• Pazarlama ile iletişim için sınırlı kaynaklar (bütçe ve beceri) (Paciarotti and Torregiani, 2021) olarak özetlenebilir.

KGTZ'lere yönelik önemli kritiklerden biri, tüketicilerin yerel gıda ürünlerini satın alırken iş birliği yapmakta zorlanması ile ilgilidir (Popa, 2022). Burada temel sorun, "güvenilir bir çiftçi" bulmanın güçlüğüdür. Kırsal alan ile kentsel alan arasındaki kopukluk ve aracıların gıda tedarik zincirinde işgal ettiği alan, tüketici ve üreticinin birbirini tanımasına engel olmaktadır. Tüketiciler KGTZ'ler aracılığıyla gıda satın almak isterlerse, kime başvuracaklarını bilememektedir. O nedenle KGTZ'lerin gelişimini sınırlayan ana engellerden biri olarak tüketiciler için alışverişte yaşanan sıkıntı gösterilmektedir. Ayrıca, dışarıdan bakıldığında daha ucuz görünse de doğrudan üreticilerden gıda satın almanın daha pahalı olduğu belirtilmektedir. Bu durum ister istemez daha yüksek gelir dilimlerindeki daha yüksek satın alma gücüne sahip tüketicilere yönelik niş pazarları oluşturabilmektedir. Bununla birlikte, tüketiciler açısından fiyat unsurundan ziyade, zaman veya rahatlık eksikliğinin KGTZ'lerin gelişimi açısından daha öncelikli kısıtlar olduğu da vurgulanmaktadır. Ek olarak, uygun lojistik düzenlemelerin olmamasının, sadece tüketicilere sunulan rahatlığı azaltmakla ve fiyatları yükseltmekle kalmadığı, aynı zamanda KGTZ'lerin çevresel sürdürülebilirlik konusunda daha iyi performans göstermesini engellediği de ifade edilmektedir (González-Azcárate et al., 2021). Bu değerlendirmelere rağmen, KGTZ'lerin çevresel performanslarını ölçen çok az araştırma bulunduğu vurgulanmalıdır(Loiseau et al., 2020).

KGTZ'lere yönelik diğer potansiyel eleştiriler teslimat hizmetleri, ücretsiz deneme fırsatı, kalite sertifikaları ve paketleme olarak gösterilmiştir (Tiganis et al., 2023). Bu kısıtların, özellikle alıcılar otel, restoran ve catering (HoReCa) gibi yüksek miktarda ürüne ihtiyaç duyan işletmeler ile yine okullar ve hastaneler gibi kamu kurumları olduğunda daha belirgin hale geldiği bildirilmektedir (Renkema and Hilletofth, 2022).

Konu ile ilgili literatür KGTZ'lerin, daha geniş bölgesel ekonomiler için mutlaka pozitif çarpan etkileri sunmadığı, bu ağlara dahil olan birçok çiftçinin bu faaliyetleri gelirlerini sürdürmek için yetersiz bulduğu, dolayısıyla faaliyetlerine devam edebilmek için devlet desteğinin gerekli olduğuna yer vermektedir (Tregear, 2011). KGTZ'lere ana eleştiri, kamuoyunda ve bilimsel tartışmalarda KGTZ'lerin veya yerel gıda sistemlerinin kendiliğinden ekonomik, sosyal ve çevresel olarak arzu edilen sonuçlar ürettiğini ve bu nedenle doğası gereği iyi veya sürdürülebilir olduğunu varsayma eğiliminden kaynaklanmaktadır. Çünkü bu tür tedarik zincirlerinin çevresel, ekonomik ve sosyal etkileri hakkındaki iddialar zengin literatüre rağmen sahadan elde edilen verilerle nadiren kanıtlanmıştır. Pek çok ampirik çalışma, yalnızca bir veya birkaç belirli KGTZ tipine ve çevresel sürdürülebilirlik ve tüketici perspektifinin veya sürdürülebilir tüketimin entegrasyonundaki eksiklik gibi belirli sürdürülebilirlik yönlerine odaklanmaktadır (Doernberg et al., 2022). Bu nedenle, KGTZ'lerin ekolojik olarak olumlu katkılar sağladığı varsayımının yaygın bir yanılgı olabileceği dile getirilmektedir. Nitekim, çeşitli örneklerde KGTZ üreticileri, ürünleri doğrudan tüketicilere, mağazalara ve uzman perakendecilere kendileri teslim etmeye çalışmaktadır. Bu uygulama, ürün miktarı ve çeşit azlığı dikkate alındığında birim ürün başına taşıma maliyeti ile karbon emisyonu artışına neden olabilmektedir. Aynı sorun tüketici açısından "kendin topla" uygulaması için de söz konusudur. Ek olarak üreticiler, zaman açısından da yüksek maliyetler ve özel ekipman eksikliği (örneğin, daha küçük veya soğutulmuş araçlar) konusunda da kısıtlarla karşı karşıya kalabilmektedir (Aggestam et al., 2017). KGTZ'lerle ilgili her bir özel uygulamaya ilişkin yeterli saha araştırması bulunmamakla birlikte, konuya ilişkin bazı öneriler de geliştirilebilir.

4. KONUYA İLİŞKİN ÖNERİLER VE SONUÇ

KGTZ'lerin gelişimini kısıtlayan en önemli faktörler, bu tür tedarik zincirlerinde lojistik düzenleme zorluğu, yüksek fiyat, gıda güvenliği ve ürün çeşitliliği açısından sınırlılık şeklinde ele alınabilmektedir. KGTZ'lerde gıda toplama/dağıtım aşamalarında çevresel olarak sürdürülebilir seçimler yapmak, konumu optimize etmek, dağıtım rotasını iyileştirmek ve arzı yeniden yapılandırmak önemli çabalar gerektirmektedir. Bunlara ek olarak, çiftçilerin yenilikçi dağıtım sistemlerine, dikey ve yatay iş birliğine açık bir yaklaşım benimsemeleri gerekmektedir. Örneğin, üreticilerin gıda merkezleri kurmak için iş birliği yapması, lojistik sorunların üstesinden gelinmesine ve ayrıca çeşitlilik sınırlaması veya kamu kurumlarına tedarik sorunları gibi KGTZ'lerin diğer zayıflıklarının üstesinden gelinmesinde çözüm olabilir. Yine, KGTZ'leri tercih eden bölge üreticileri ürünlerini satabilecekleri yerel çiftçi marketleri ya da ürün teslim evleri gibi seçenekleri birlikte değerlendirebilir. Bu aşamada daha fazla üreticiyi bu zincirler aracılığıyla iş birliği yapmaya ve bu iş birliği sonucu ortaya çıkan daha fazla gıda ürününün satışı için ise, bu zincirlere yönelik tüketici talebini artırmaya dönük stratejiler oluşturulması önemlidir. Doğrudan satın almaların pazar payını artırmak için pazarlama stratejileri ve politikaları, bu zincirlerin lojistik dezavantajlarını ele almalı, kolaylıklarını artırmalı ve tüketiciler ile üreticiler arasındaki buluşma noktalarını kolaylaştırmalıdır. Bu çerçevede üreticilerin bireysel olarak ya da bir araya gelerek online satış mecraları oluşturmaları KGTZ'lerin bazı lojistik ve pazarlama engellerini aşmak için güçlü bir araç olarak kullanılabilir. Nitekim COVID_19 Pandemisi sürecinde Türkiye'de de bölgesel özellikli ürün üreten bazı tarım işletmeleri online ürün pazarlama seçeneğini kullanmış ve zaman içinde ürünlerini işleyerek katma değerli gıda üretimlerini ve satışlarını artırmaya devam etmiştir.

KGTZ'lerde kalite kontrolünün olmaması, lojistik engellerden sonra potansiyel tüketiciler için önemli engellerden biri olarak değerlendirilmektedir. Bu bağlamda, yerel yönetimler ve/veya ülkelerin tarım ve gıdadan sorumlu kamu kurumları ve taşra teşkilatları tarafından, küçük üreticilere yönelik hijyen ve sağlık standartları ile ilgili uygulamalar konusunda eğitim ve bilgi güncelleme politikaları izlenebilir. AB'de olduğu gibi KGTZ'lerle ilgili mevzuat oluşturma ve üretici destek mekanizmaları ile tüketici açısından bu tür zincirlere ilişkin gıda güvenliği kaygıları sistem dahilinde çözülebilir.

KGTZ'lerin farklı tipleri açısından, bazen çiftçilerin birlikte hareket etmesi kadar, üretim miktarına bağlı olarak, bazı pazarlama fonksiyonlarının az sayıda aracı tarafından yapılması da lojistik ya da ürün çeşitliliği gibi kısıtlara çözüm getirebilir. Hatta az sayıda aracı (1-2) ile gıda güvenliği açısından üretici eğitimi ve bilgi akışı daha kolay sağlanabilir. Özellikle alıcılar nihai bireysel tüketici yerine, HoReCa sektöründe faaliyet gösteren işletmeler olduğunda az sayıda aracı seçeneği daha etkin bir çözüm olarak tercih edilebilir.

Küçük ve orta ölçekli tarım ve gıda üreticileri, tüketicilerin taleplerine daha kolay uyum sağlayabildikleri için KGTZ'lere yönelik süregelen paradigma değişiminden daha fazla yararlanmaktadır. Bu nedenle, KGTZ'ler bu tür üreticiler için tercih edilen alternatif gıda ağları olarak örneklenmekle birlikte, büyük ölçekli üreticilerin de bu modellerden yararlanabileceği değerlendirilmektedir. Ancak, özellikle büyük ölçekli işletmeler, KGTZ'lerin taleplerine uyum sağlamaya çalışırken, daha yoğun iş yükü ve daha fazla sorumluluk nedeniyle, tedarik zinciri boyunca tüketiciler ve diğer potansiyel aktörlerle daha yakın ilişkiler sürdürmekte zorlanabilmektedir. Bu nedenle büyük ölçekli işletmeler için karma iş modelleri önerilebilir. Fazla üretimin bölge içinde sınırlı tüketiciyle değerlendirilmesindeki kısıt; online ticaret, doğrudan satışlar, çiftçi marketleri ya da az sayıdaki aracı ile daha uzak mesafelerde ürün pazarlama ile aşılabilir. Üretimin ölçeği büyüdükçe alternatif gıda ağları ile geleneksel gıda sistemleri birlikte ve iç içe çalıştırılabilir. Zaten, doğası gereği, KGTZ'ler geleneksel gıda sistemlerinin yerini alabilecek bir model olmaktan ziyade, bilinçli tüketicilerin talebine cevap verdiği ölçüde alternatif ve tamamlayıcı niteliğini geliştirebilmektedir.

Sonuç olarak, KGTZ'lerin oluşumunu ve gelişimini teşvik etmek ve potansiyel avantajlarından yararlanabilmek için; kamu politikaları, zincir paydaşları arasında etkin iş birliği bağlantıları, üretim için bilgi akışı ve destek, bilgilendirilmiş bir sivil toplum ile başarılı iletişim ve telekomünikasyon altyapısı gibi faktörlerin ayrı ayrı ya da bütünleşik olarak etkin bir şekilde kullanımı önerilmektedir.

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Invasive Organizations: A New Approach in Management Science

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Abstract: Today, organizations have started to provide many different services in many areas to survive in challenging competitive conditions. In biology science, an invasive species is a species that naturally enters an ecosystem other than the one in which they live, where it multiplies excessively and affects the entire ecosystem. It is possible to see similar behaviour examples of invasive species in nature in management science. This study is carried out to determine whether invasive species existing in nature are also present in the organizational ecosystem. In the research, using a conceptual method, invasive species in biology were adapted to the organization in a metaphorical way. As a result of the research, it has been observed that organizations under destructive competition conditions have increased rapidly by entering different fields and sectors in order to increase their market shares, survive and gain sustainable competitive advantage. These organizations, which serve in different sectors, are superior in competition, more durable than other organizations, more fertile and more dominant and predatory than other species. Examples of these types are found in many industries. Chain markets entering the ecosystem and destroying local neighbourhood grocers, butchers, greengrocers, wholesalers and suppliers are examples of invasive organization types. In the maritime sector, shipowners also provide services such as line management, port management, railway, ship ownership, transportation, logistics services, and storage, Examples of many invasive types can be given as maritime agencies also doing customs work, main maritime agencies bypassing shipping and freight brokers and eliminating them with the services they provide and not giving them a chance to survive, the concept of port-based logistics and many similar invasive types.

Keywords: Invasive Species, Invasive Organizations, Organizational fertility, Competition, Maritime Industry

1. INTRODUCTION

Invasive Species is a term used in Biology for species that naturally enter an ecosystem other than the one they live in and overgrow there and affect the entire ecosystem (Göncelioğlu, 2015). Invasive species are more resistant, more dominant, more fertile and predatory than other species. For example, the jellyfish of the Chrysaora hysoscella species overgrows as an invasive species, taking over the ecosystem in which it is located. Invasion behavior observed in nature can also be observed in the organizational ecosystem. For example, while chain markets multiply rapidly with their strong capital structure, physical capacity, product variety (butcher, greengrocer, stationery, etc.), logistics, marketing, stock and other advantages, they destroy many businesses such as grocers, butchers, greengrocers, stationery in the places they open. It would be correct to call organizations that have high fertility by nature, grow rapidly, are dominant, durable, easily dominate the market and take over the ecosystem they are in, as "Invasive Organizations". In this context, it is important for management sciences to understand the strategies and behavior patterns of invading organizations that do not give other organizations a chance to survive. The main purpose of this research is to determine theoretically whether the invasive species discussed in biology are also encountered in the organizational ecosystem of management science.

2. CONCEPTUAL FRAMEWORK

2.1. Invasive Species in Biological Science

Invasive species are species introduced into a new environment with adverse ecological, economic or social impacts (Mooney, 2001). Invasive (exotic) species are new species that are not native to a particular ecosystem but come to a region intentionally or unintentionally in unpredictable ways and times. The spread of invasive species takes place in the form of displacement of species by the ballast waters of ships, human-made and changes in ecosystems. As awareness of the effects of invasive species increases and globalization increases the ways and pace of invasions, these adverse effects are increasingly recognized in both the ecological and economic literature (Seebens et al., 2018; Smith et al., 2018). Humanity's increasing mobility has radically increased the rate at which various creatures move from one ecosystem to another. Examples of invasive species are pufferfish, lionfish, grass carp, jellyfish, Killer Algae (Caulerpa taxifolia), Mozambique tilapia

(Oreochromis mossambicus), Japanese creeper (Pueraria montana var lobata). As exotic species invade natural communities (bio-invasion), native species that cannot cope with this spread are threatened with extinction. The damages that can be caused by invasive species that come to the ecosystem to which they do not belong and manage to live and even establish colonies can be summarized in three main sections (Özdemir, & Ceylan, 2007):

Ecological: Situations where invasive species affect and reduce the biodiversity and ecological distributions of native species. Studies show that every week, sometimes even every day, invasive species occupy an area in the world.
Economic: Fish resources, coastal industry, tourism, and other commercial activities are interrupted by invasive species. For example, the "mnemiopsis" type jellyfish that came to the Black Sea by ships caused approximately 1 billion dollars of damage to our fisheries.

Human Health: Toxic organisms, disease germs and pathogens spread through ballast waters, causing sickness and even death in humans.
Invasive species are divided into two. The first group is those who spread from their natural habitats to new environments and adapt to the environment, reproduce, reproduce, and feed on the eggs and larvae of other species, or those who put pressure on native species and take them under their protection or destroy them. The second group is; they are defined as the species that find suitable environmental conditions in the area where they have just settled, multiply for a moment, reproduce in rapid numbers, and then disappear after being unable to dominate and pressure. For example, if we give an example of a jellyfish species, Mnemiopsis leidyi jellyfish species, which is one of the invasive species that are transported to a different ecosystem from the ecosystem they are in with the ballast water of the ships, found suitable food and environment in the Black Sea ecosystem and spread very quickly, consuming the anchovy eggs and larvae in the environment, causing the anchovy stock to collapse. Then again, another Borea ovata jellyfish species comes with the ballast water of the ships, which eats the newly arrived jellyfish (Mnemiopsis leidyi), which causes great damage to the environment, and starts to multiply rapidly in the environment. After spending a certain amount of time in their new ecosystems, they cannot hold on. They lose their competitiveness and lose their dominant species (Özdemir, & Ceylan, 2007).

2.2. Types of Invasive Organizations in Management Science

2.2.1. Types of Invasive Organizations in the Maritime Industry

Shipping organizations, agencies, forwarders, brokers, port management or a wide variety of companies that provide all kinds of services to ships are among the main companies that contribute to the maritime economy (Corbett & Winebrake, 2008). The maritime industry is very dynamic and has a wide range of maritime businesses it serves. It is possible to come across invasive organization types in the maritime sector, where competition is quite intense. In addition to the areas where the ship agents provide their main services, the customs clearance of the customers or, on the contrary, the agency services of the customs consultancy firms can be examples of invasive species. Therefore, these types of companies enter into two different service areas and provide services outside of their main business, and they also become partners in the services of other companies and get a share of the pie. When a job is taken from one of the clients, the other job is sometimes given free of charge. Again, in the maritime industry, the main agents devouring forwarders, that is, freight brokers, can be given as an example of invasive organization types. Forwarder organizations have a high amount of guarantee against relatively cheap freight from ship lines and provide freight to their customers at reasonable prices compared to the line. Shipowners, that is, lines, give prices directly to forwarder customers, of which they have all the information, and invade the forwarder's market.

Another example is the concept of port-based logistics (third / fourth party logistics). The main activity of the ports is to handle ships. However, today, ports try to collect all logistics activities as much as possible, as well as ship unloading and loading activities. Many service items that can be provided by different organizations in the logistics sector such as cargo storage, port-customer-port cargo transportation, distribution, stock tracking, packaging, labelling, and empty container storage have entered the field of activity of ports. In fact, security services have now begun to be provided within the ports themselves, and specialist security firms have been excluded from service. All these service items can actually be performed by different businesses. Due to faster service and less cost, ports provide a competitive advantage and do not leave a chance for other organizations to survive. Although this example means providing integrated service, it is also an example of invasive species encountered in the maritime industry. Integrated services provide many advantages to customers, but the side

effect is the monopolization of service providers. It is obvious that at the end of the monopolization process, it will always reflect negatively on the customers.

Other example is that the shipyard-owning organizations that manufacture marine vehicles including tugboats are granted pilotage and tugboat organization authorization. Owning a tugboat is an issue with high investment and operating costs as well as supply difficulties. Producer organizations use their tugboats with cheaper costs to obtain organizational permit, have a competitive advantage and increase their profitability without having difficulty in supply.

It is also seen that shipowner organizations attack and enter other business lines in the maritime industry. The cargo carried by the shipowner arrives at the port owned by the same shipowner, and land transportation is provided by his own logistics and transportation organization. It is not allowed to transport the cargo with different organizations. Such global lines have started to pool when it comes to logistics services such as ship ownership, line management, port management, rail and road transport, and warehousing. They also invade all other links of the supply chain. They do not give small businesses a chance to survive in the supply chain or force them, push them to downsize, and eventually incorporate other organizations that cannot compete or force them to close.

2.2.2. Types of Invasive Organizations in the General Management Industry

Businesses such as grocers, butchers, greengrocers, delicatessens, patisseries, and stationery have been meeting the basic needs of people in their regions and neighbourhoods for centuries. However, in the last 20-30 years, super, hyper etc. market chains have butchers and grocery stores, and sell delicatessen, pastry, stationery, and textile products. In addition, unlike the grocery stores, the advantage of large space and parking, discounted campaigns, credit card instalments and home delivery services affect the customers of grocery stores and other small businesses, rendering them dysfunctional in the market. For example, between 2010 and 2017, the number of grocery stores (neighbourhood convenience stores) in Turkey decreased from 240 thousand to 162 thousand, while the number of grocery chains increased by 285% (URL-1).

Similarly, restaurants have been serving for centuries in places such as neighbourhoods or industries, with menus suitable for the taste and culinary culture of the society and region they are in. However, the cultural changes that have emerged with the globalization trends in recent years have changed many habits and deeply shaken the eating habits of the societies. In addition, with the increase in competition and speed, especially in metropolitan cities, people have had to spend their time on the road or at work instead of sitting in a restaurant while moving from place to place. For such reasons, restaurants and cafes providing fast-food service have emerged. These places, which offer global cuisine products such as hamburgers, coffee, etc. to people, are taking the place of traditional restaurants with an increasing momentum. These fast-food chains are invading the market by using various forms such as shopping malls, airports, underpasses, road stops, street-side kiosks, boutique cafes in the neighbourhood, etc., and also by using proactive methods such as takeaway. They also invade places that restaurants cannot easily enter, occupying their space and eliminating them in the market.

3. RESEARCH METHOD

This research was handled with a descriptive review model. In this context, the related concepts of biological science and management science were handled comparatively and the definitions in biology were adapted to management science. Then, through this conceptual model developed, the types of invasive organizations that emerged in industries such as maritime, food, education and textiles were revealed and conceptually discussed.

4. FINDINGS AND DISCUSSION

The findings obtained within the scope of this research show that invasive organizations as a concept enter into different disciplines other than biology. It has been determined that invasive organization types cause significant negative effects on ecosystems and organizations that are economically weaker than themselves. The causes of death of organizations that lost their ability to fight against invading organizations over time and had to end their lives after a while can be listed as not being able to find resources, not providing customer satisfaction, and being economically weak. In this study, it has been observed that organizations serving in different sectors (such as maritime, food, etc.) enter different regions in parallel with the business services they

serve and grow in the ecosystem there. For example, supermarket chains do not give them a chance to live by invading the markets of grocers, greengrocers, butchers and stationery with the butchers, greengrocers, textiles, stationery and cosmetics they contain.

It is the act of purchasing stocks of a business, which is referred to as "takeover tactics" in the financial management literature, in order to have a say in control and management over the company, without the wishes of the management or shareholders of another organization (Dağlı & Ayaydın, 2012). The terms merger, acquisition, takeover, acquisition are intertwined terms. The terms buy or take over mean that one organization takes control of another organization. A takeover is the purchase of shares of an organization against the will of another organization's management or shareholders in order to gain control and ownership over the organization (Dickerson et al., 2002). In mergers, one or more organizations come together under the umbrella of a single organization of their own accord (Kwoka and Pollitt: 2010: 645-646; Sinkovics et al., 2011: 27-30; Furfine and Rosen, 2011: 832- 834). There are two party organizations in the takeover attempts. The first party is the target organization whose control is sought or seized. The second party is the receiving organization attempting to take over the target organization. The “Diversification” strategy in marketing is that the organization enters new markets with new products. It is a suitable strategy if there is nothing left to do in the current market, if the growth limits have been reached, if the organization does not have the opportunity to grow further in the market, or if there are opportunities to be evaluated in other industries. For example, the energy sector has become an investment area with a bright future all over the world. This situation has led large companies (Koç, Zorlu, etc.) in our country, which is full of opportunities, to enter the sector even though they did not have previous investments and experience in this field. But diversification is risky compared to other strategies. There are markets and products for which the firm is not experienced. For this, the firm itself, its resources, competitors, etc. should be evaluated well (Türk, 2020).

However, the examples of invasive organization types in the management literature are the organizations that invade the market of the companies that provide different services in the same industry, which are already invested, and the companies that are economically weaker than themselves, serving in the same industry, as invasive organization types. It invades the market by establishing organizations that provide different services in the same industry and creating new formations within the ecosystem.

Invasive Organizations' Invasion Methods can be classified as follows:

a-) With their strong capital structure, they do not provide the small organizations a chance to compete by supplying the product on a high scale at low cost.

b-) They use advertising, promotion, discount campaign, marketing and branding weapons.

c-) By using strategies such as home delivery, package service, online sales, installments, car raffle, member card, they surround all the growth and survival paths of their competitors.

d-) They gain superiority by using the parking lot, large sales area, shelf design, and effective employee selection.

e-) With their network and network structure, they can be easily organized and influence political mechanisms, professional chambers, and other stakeholders.

f-) They can manage customer analysis and expectations using scientific knowledge.

g-) With the advantage of revealing their own product brands and having logistics, they can make product management more effective.

5. CONCLUSION AND RECOMMENDATIONS

Within the scope of this study, it is discussed whether invasive species in the biology science also exist in the ecosystem of the organizations. Living things in nature develop harmonious or invasive behaviour patterns or relationships to survive. It is possible to observe that there are similar behaviours in the ecosystem of the organizations, which maintains its existence in interaction with its environment like other living things. It has been observed that organizations trying to survive today, where competition, uncertainty, chaos, and the violence of change are increasing, invade the markets of other organizations. In this context, it has been seen that in order to take place in different regions, they weaken the power of other species in that region and cause their extinction. One of the most important factors causing this extinction is the capital strength and

capacity size of the invasive species. Thanks to this power, it has been determined that large organizations destroy their small ones almost like an invasive species.

The concept of "Types of Invasive Organizations", which has not yet entered the management literature and has not yet been the subject of studies, will be discussed and understood with a holistic perspective by other researchers.

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TRA1 Bölgesi Erzurum, Erzincan ve Bayburt İl Merkezlerinde İkamet Eden Hanelerin Balık Tüketim Davranışlarının Belirlenmesi

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Özet: Son yıllarda dünyada özellikle gelişmiş ülkelerde insanlar, sağlıklı beslenmeye özen göstermekte ve geleneksel gıda tüketim alışkanlıklarında rasyonel değişiklikler yapmaktadırlar. Özellikle dengeli ve yeterli beslenmede günlük protein kaynağı olan hayvansal gıdaların tüketimine ağırlık verilmektedir. Bu gıdalar içerisinde balık; kırmızı et ve tavuk etinden sonra en önemli protein kaynaklarından biri olarak öne çıkmaktadır. Kırmızı ete göre daha ucuz, daha yağsız olması protein ve dengeli beslenmede önemli bir kaynağı olması balık tüketiminin önemini artırmaktadır. Dünya ticaretinde giderek artan bir eğilim gösteren su ürünleri sektörü ülkelerin ekonomilerinde önemli bir pay almaktadır. Bu bakımdan, sektörün gelişmesi tüketimin artmasına bağlı olacaktır. Türkiye'de 2019 yılında kişi başı su ürünleri tüketimi yıllık 6,3 kg iken dünya ortalaması 22 kg'dır. Üç tarafı denizlerle çevrili olan Türkiye için bu tüketim miktarı oldukça düşüktür. Bölgelerin coğrafi özellikleri balık tüketimini etkileyeceğinden bu değişimi ortaya koymak maksadıyla araştırma kapsamına Doğu Anadolu bölgesindeTRA1 bölgesinde bulunan iller dâhil edilmiştir. Bu araştırma; Erzurum, Erzincan ve Bayburt illerini kapsayan TRA1 bölgesinde il merkezlerinde yaşayan hanehalklarının balık tüketim tercihlerinin belirlenmesi amacı ile yapılmıştır. Hayvancılığın ağırlıklı olarak yapıldığı araştırma bölgesinde kırmızı et tüketimi gıda tüketim deseninde ilk sırada yer almaktadır. Hanelerin balıketi tüketim profilini hangi faktörlerin etkilediği bu araştırmanın sorusunu oluşturmaktadır. Örneklem büyüklüğü 400 hane olarak elde edilmiş ve yüzyüze yapılan anket görüşmeleri sonucunda birincil veriler elde edilmiştir. Elde edilen veriden istatiksel analizler yapılarak balık tüketimini etkileyen faktörler ortaya konulmuştur.
Anahtar Kelimeler: Balık tüketimi, TRA1 bölgesi, Tüketici Davranışları

Determination of Fish Consumption Behaviors of Households in Erzurum, Erzincan and Bayburt Provinces in TRA1 Region

Abstract: In recent years, people in the world, especially in developed countries, pay attention to healthy nutrition and make rational changes in their traditional food consumption habits. Particular attention is paid to the consumption of animal foods, which are a daily protein source, in a balanced and adequate diet. Fish in these foods; It stands out as one of the most important protein sources after beef and chicken meat. The fact that it is cheaper and less fatless than red meat and is an important source of protein and balanced nutrition increases the importance of fish consumption. The aquaculture sector, which has an increasing trend in world trade, takes an important share in the economies of countries. In this respect, the development of the sector will depend on the increase in consumption. While the annual per capita consumption of fisheries products in Turkey in 2019 is 6.3 kg, the world average is 22 kg. This consumption amount is quite low for Turkey, which is surrounded by seas on three sides. Since the geographical features of the regions will affect the fish consumption, the provinces in the TRA1 region of the Eastern Anatolia region were included in the scope of the research in order to see this change. This research was conducted to determine the fish consumption preferences of the households living in the provincial centers in the TRA1 region, which includes Erzurum, Erzincan and Bayburt provinces. In the research region, where animal husbandry is predominant, red meat consumption takes the first place in the food consumption pattern. The question of this research is which factors affect the fish meat consumption profile of households. The sample size was obtained as 400 households and primary data were obtained as a result of face-to-face interviews. Statistical analyzes were made from the data obtained, and the factors affecting fish consumption were revealed.

Key Words: Fish Consumption, TRA1 Region, Consumer Behavior

1. GİRİŞ

Hanelerin gıda tüketim desenleri ekonomik, sosyal ve çevresel gibi birçok faktörden etkilenmektedir. Artan nüfusun gıda gereksinimini karşılayabilmek için son zamanlarda genetiği değiştirilmiş gıdalar ve katkı veya koruyucu ilaveli hazır gıdaların üretimi artmıştır. Bunların tüketilmesi ile birlikte kalp ve damar hastalıkları, zayıflık, sıskalık ve obezite gibi rahatsızlıklar yetersiz ve dengesiz beslenme problemlerini ortaya çıkarmaktadır. Sosyo-demografik ve ekonomik faktörlere bağlı olarak sağlıklı ve kaliteli gıdalara olan talep bu bağlamda ortaya çıkmaktadır. Tüketim kalıplarındaki en önemli değişim göstergelerinden bir tanesi gıdaların temel zorunlu ihtiyaç olarak tercih edilmesinden ziyade sağlıklı beslenme için tüketimidir. Sağlıklı ve kaliteli yaşam için protein

ağırlıklı beslenme dengeli ve yeterli beslenmenin şartı olarak karşımıza çıkmaktadır. İnsan sağlığı için yeterli ve dengeli beslenmede gerekli olan proteinlerin hayvansal kaynaklı olması gerekmektedir (Genç vd., 2020). Birleşmiş Milletler Gıda ve Tarım Örgütü'ne göre (FAO) dünyada günlük protein alınımın %16.6'sı hayvansal kaynaklı gıdalardan %6.5'i ise diğer gıdalardan sağlanmaktadır. Hayvansal kaynaklı gıdalar içerisinde balık, kırmızı ete göre daha ucuz protein kaynağı olması nedeniyle sağlıklı beslenmede ihtiyaç olan protein miktarını karşılayabilmektedir. Bir porsiyon balık (150gr) bir bireyin günlük alması gereken proteinin % 50-60'lık miktarını karşılamaktadır (Wijaya ve vd., 2022). Bundan dolayı balık, dengeli ve yeterli beslenmenin önemli bir parçasını oluşturmaktadır. Son yıllarda üretim teknolojisinin artmasıyla birlikte balık ürünleri paketli bir şekilde tüketime hazır olarak raflarda yerini almıştır. Geleneksel balık tüketimi, yerini daha pratik ve kolay tüketime bırakmaya başlamıştır. Konserve balıklar, dondurulmuş balıklar, kesilmiş paketlenmiş balıklar bunlara örnektir. Günümüzde, gıda işleme teknolojisinin gelişmesiyle birlikte paketli balık ürünlerine olan talep de artmıştır. Dünyada balık tüketim tercihlerine bakıldığında hanelerin %25'i balığı geleneksel yolla tüketirken, %75'i ise işlenmiş balık tüketmektedir (Küçük vd., 2022).

Su ürünleri geçmişte olduğu gibi günümüzde önemli bir hayvansal protein kaynağı olduğu gibi ülke ekonomisinde de önemli bir konumdadır (Yücel vd., 2020). Türkiye'de su ürünleri sektörü hem denizlerden hem de iç sulardan sağlanmaktadır. Yeterli miktarda su ürünleri kaynağına sahip olsak da, dünyada su ürünleri sektöründe önde olan ülkelere göre Türkiye'de su ürünleri sektörü istenilen seviyede değildir (Tolon ve Elbek, 2016). İllerin coğrafik konumları, hane gelirleri, tüketim alışkanlıkları, kültür gibi nedenlerden dolayı su ürünleri sektöründe önemli bir gıda tüketim ürünü olan balığın tüketimi dünya ile karşılaştırıldığında oldukça geride olduğu görülmektedir (Genç ve vd., 2020). Zengin su ürünleri kaynaklarına sahip (Deniz ve Sarıözkan, 2020) bir ülke için çok değerli bir protein kaynağı olan balığın yeterli tüketilmemesi bu alanda daha fazla araştırmaya ihtiyaç olduğunu göstermektedir. Su ürünleri ülkelerin ekonomilerinde önemli bir pay almaktadır. FAO'nun 2021 yılı verilerine göre, 2018 yılında 67 milyon ton balık ve su ürünleri, uluslararası pazara konu olmuştur. Dünyada su ürünleri sektöründe en büyük üretici Çin (62,2 milyon ton) iken, bunu Endonezya (12,7 milyon ton), Hindistan (12,4 milyon ton), Vietnam (12,4 milyon ton) ve Peru (7,5 milyon ton) takip etmektedir. Üretimde birinci sırada yer alan Çin, ihracatta da ilk sırada iken, bunu Norveç, Rusya, Vietnam ve Peru izlemektedir. 2018 yılında dünyada 41,5 milyon su ürünleri ihracatının toplam değeri 167 milyar dolar olmuştur (TEPGE, 2021). Güncel verilere göre Türkiye'de 2021 yılında 295 018 ton deniz ürünleri üretimi, 471 686 ton yetiştiricilik üretimi ve 33 140 ton tatlısu üretimi gerçekleştirilmiştir (TÜİK, 2021). Türkiye'de uluslararası ticarette önemli bir pay alan su ürünleri sektörünün gelişmekte olan bir sektör olduğu anlaşılmaktadır. Son yıllarda su ürünleri yetiştiriciliğinin su ürünleri avcılığı kadar önemli bir artış sergilediği, buna paralel olarak su ürünleri ihracatında artış olduğu anlaşılmaktadır. 2019 yılı verilerine bakıldığında, ihracatın ithalattan 110 bin ton fazla olduğu elde edilen veriler arasındadır (TEPGE, 2022).

Su ürünleri üretimine yönelik gelişmeler kişi başı balık tüketimine yansımamaktadır. Oysaki üretimdeki gelişmelerin talebi etkilemesi beklenilen bir durumdur ve bu önemli gıdanın tüketilmesinde başlıca rol tüketicidedir (Kaplan ve ark., 2019). FAO'ya göre Türkiye'de kişi başı ortalama tüketim 6,3 kg olmakla beraber dünyadaki kişi başı tüketime göre (22kg) oldukça düşüktür. Özellikle su ürünleri üretiminin yüksek olduğu Asya kıtasındaki ülkelerde kişi başı balık tüketiminin çok yüksek olduğu bilinmektedir. Japonya'da kişi başı 100 kg balık tüketilirken Singapur ve Malezya'da sırasıyla 80 ve 70 kg'dır (Wijaya vd., 2022). Gıda tüketim tercihlerinde birçok faktör etkili olmakta ve bu faktörler haneden haneye değişiklik göstermektedir. Tüketim tercihlerinde duyusal, fiziksel, psikolojik özellikler kadar alışkanlıklar etkili olabilmektedir. Bu faktörlerin balık tüketimini etkilediği ile ilgili pek çok araştırma mevcuttur (Tolon ve Elbek, 2016; Genç vd., 2020; Kaplan vd., 2019; Deniz ve Sarıözkan, 2020; Terin ve Keskin, 2021; Yücel vd., 2020; Kuşat ve Şahan, 2021; Küçük vd., 2022).

Türkiye'de kıyı şeridindeki bölgelerde balık tüketiminin diğer iç bölgelere göre daha yoğun olduğu bilinmektedir (Kuşat ve Şahan, 2021). Balık tüketiminde taze olma faktörü çok önemli bir tercih nedeni olduğundan Doğu ve Güneydoğu bölgelerinde ulaşım imkânlarının el verdiği ölçüde tüketim gerçekleşmektedir. Yücel vd.,'nin (2020) ve Terin&Keskin'in (2021) yapmış oldukları çalışmalarda ifade ettikleri gibi tüketicilerin balık tüketim alışkanlıklarını coğrafik şartlar şekillendirebilmektedir. Yıllar içerisinde ulaşımın ve gıda işleme teknolojisinin gelişmesi ile birlikte hanehalkı tüketim deseninde değişimden bahsetmek mümkündür. Oysaki Avrupa'da ve Asya'da hanehalkları balık tüketiminde pozitif davranış sergilemektedirler ve balık tüketimini etkileyen faktörlerin arasında bilinç düzeyi, sağlıklı gıda tüketim alışkanlığı gibi faktörler önemli olsa da düzenli olarak balık tüketim alışkanlığının ileri yaşlarda ve eğitim düzeyi yüksek olan bireylerde daha yüksek olduğu yönündedir (Ruxton, 2011). Bu bakımdan araştırma kapsamına alınan TRA1 bölgesinde hanehalklarının balıketi tüketim profilini ve satın alma davranışlarını ortaya koymak bu çalışmanın odak noktasını oluşturmaktadır.

Çalışmanın birinci bölümünde görüşülen tüketicilerin demografik özellikleri, ikinci bölümünde ise hanehalklarının balıketi tüketimindeki satın alma davranışları incelenmiştir.

2. MATERYAL VE YÖNTEM

Araştırmanın birincil verisi, TRA1 bölgesinde bulunan illerin (Erzurum, Erzincan ve Bayburt) merkezlerinde yaşayan hanehalkları ile yapılan anketlerden sağlanmıştır. Çalışmada Gayeli Örnekleme Yöntemi ile toplamda 400 hane ile yüz yüze görüşülmüştür. Örnek hacmi il nüfusları dikkate alarak oransal olarak dağıtılmıştır. Görüşülen haneler tesadüfi olarak seçilmiştir. Elde edilen veriler basit tanımlayıcı istatistikler ile açıklanmıştır. Verilerin istatistiksel yorumlanmasında ise non-parametrik testler kullanılmıştır.

3. ARAŞTIRMA BULGULARI

3.1. Katılımcıların Demografik Özellikleri

Erzurum, Erzincan ve Bayburt illerinde görüşülen katılımcıların %85.25'i erkek bireylerden meydana gelmektedir. Katılımcıların %61.81'inin 25 ile 45 yaş aralığında yoğunlaştığı görülmektedir. Katılımcıların %32.41'i ise 45 yaşından büyüktür. Görüşülen katılımcılar arasında evli olan bireylerin oranı ise %84 düzeyindedir.

Katılımcılar eğitim düzeyi açısından farklılık gösteren bir yapıya sahiptir. Görüşülen katılımcıların %26.32'si ilkokul, %29.32'si lise ve %21.30'u lisans mezunudur. Katılımcılar arasında kamuda memur, özel sektör çalışanı, serbest meslek, çiftçi, işçi, emekli ve diğer meslek gruplarında çalışanlar bulunmaktadır. Bunlar arasında kamuda çalışan memurlar %36.13 ile en yüksek payı alırken, bunu sırasıyla; özel sektör çalışanları (%12.98), serbest meslek sahibi olanlar (%12.72), çiftçiler (%9.41) ve emekliler (%7.38) izlemektedir.

Görüşülen katılımcılar hanehalkı büyüklüğü açısından incelendiğinde, hanehalkı büyüklüğü 4 kişiden az olan bireylerin (%68) ağırlıklı olduğu görülmektedir. Bu çalışma kapsamında görüşülen katılımcılar arasında düşük ve orta gelirli bireylerin yaygın olduğunu söyleyebiliriz. 458 US$'dan az, 458-1371 US$, 1372-2285 US$ ve 2285 US$'dan fazla aylık hanehalkı gelirine sahip olanların dağılımına bakıldığında, katılımcıların yaklaşık %65'inin 458 US$'dan az ve 458-1371 US$ gelir grubu aralıklarında olduğu belirlenmiştir.

Tablo 1: Katılımcıların Demografik Özellikleri

Özellikler	%	Özellikler	%
Cinsiyet		*Meslek*	
Kadın	14.75	Kamuda memur	36.13
Erkek	85.25	Özel sektör çalışanı	12.98
Yaş (yıl)		Serbest meslek	12.72
25'ten az	5.78	Çiftçi	9.41
25-45	61.81	İşçi	7.89
45'ten büyük	32.41	Emekli	7.38
Medeni durum		Diğer	13.49
Evli	84.00	*Hanehalkı büyüklüğü*	
Bekar	15.50	4'ten az	68.00
Boşanmış	0.50	4 ve daha fazla	32.00
Eğitim düzeyi		*Aylık hanehalkı geliri*	
Okur-yazar değil	2.01	458 US$*'dan az	29.57
Okur-yazar	3.01	458-1371 US$	35.59
İlkokul	26.32	1372-2285 US$	23.31
Lise	29.32	2285 US$'dan fazla	11.53
Önlisans	7.27		
Lisans	21.30		
Lisansüstü	10.77		

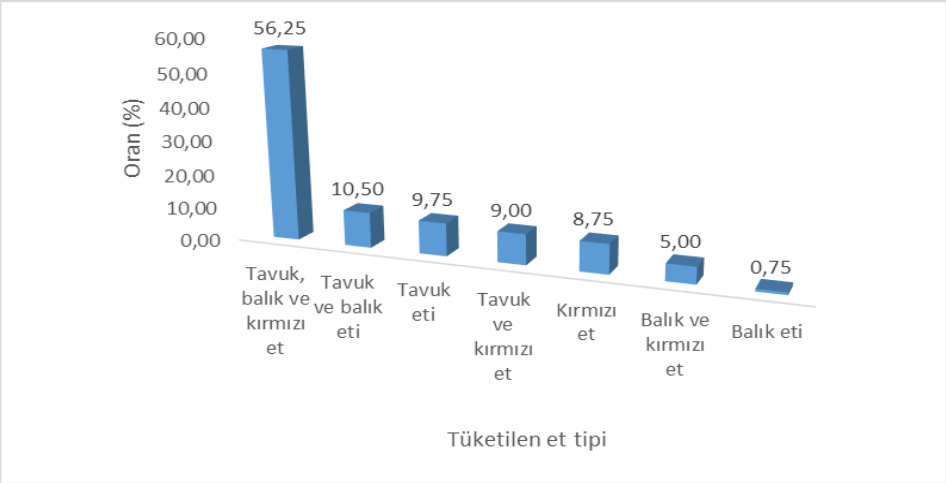
1US$ = 2.1879 TL (2014 yılı aylık ortalama döviz kuru-Türkiye Cumhuriyet Merkez Bankası (TCMB), 2014).

3.2. Katılımcıların Et Tüketiminde Balık Etinin Yeri

Bu bölümde, görüşülen katılımcıların et tüketimi içinde balıketinin yeri incelenmiştir. Katılımcıların et tüketiminin tiplerine göre dağılımı Şekil 1'de verilmiştir. Buna göre, katılımcıların %72,50'sinin et tüketimi içinde

balık yer almaktadır. Bu sonuç, sağlıklı beslenme açısından olumlu olarak değerlendirilebilir. Et tüketimi içinde diğer et türlerine yer vermeyip, sadece balıketi tüketenlerin oranı ise oldukça az olup, bu oran %1'in altındadır.

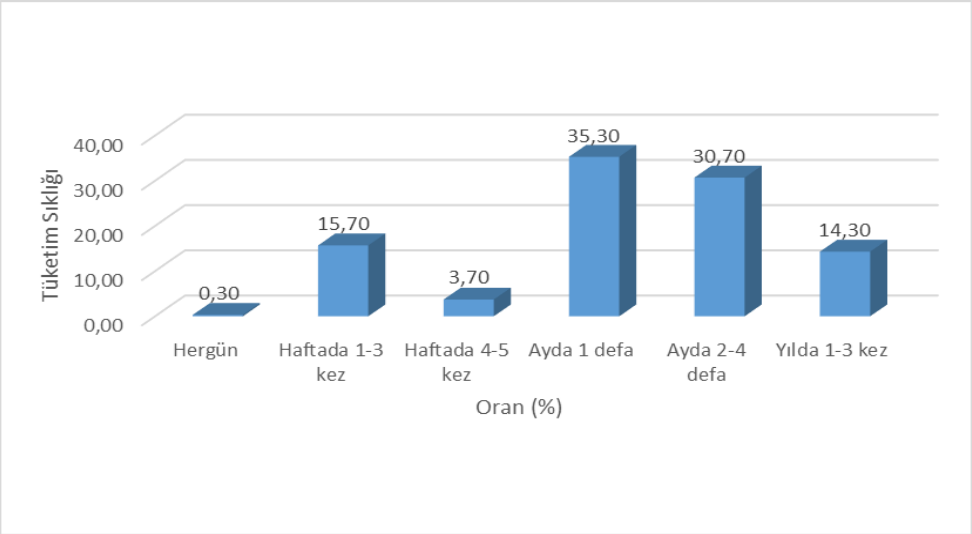
Şekil 1: Katılımcıların et tüketiminin tiplerine göre dağılımı (%)



3.3. Katılımcıların Balık Eti Satın Alma Davranışları

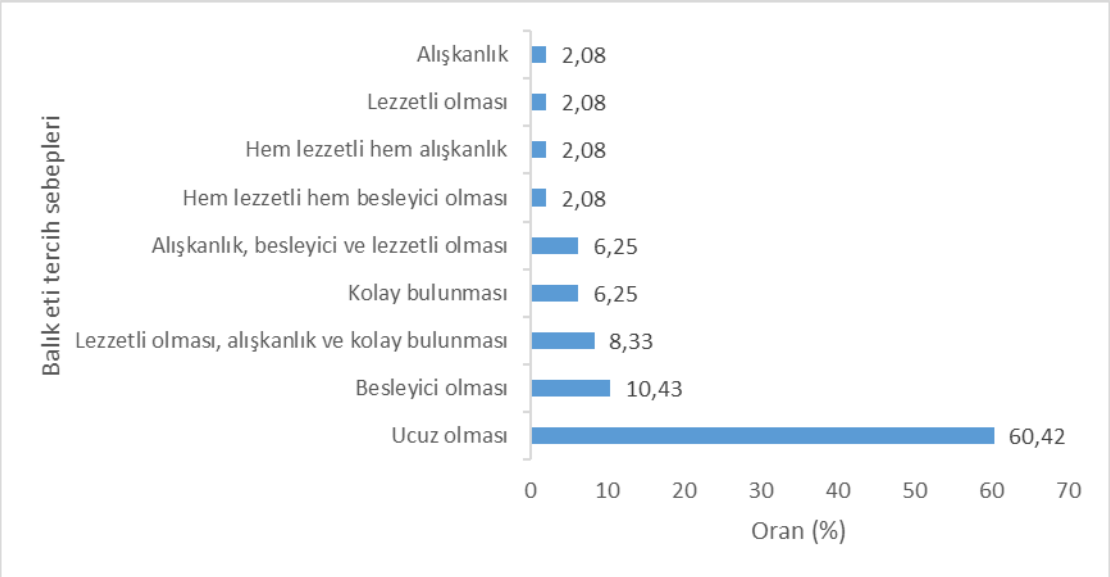
Çalışma kapsamında görüşülen katılımcıların balıketi tüketim sıklığı Şekil 2'de gösterilmiştir. Şekil 2'den de izlendiği gibi, katılımcıların tüketimi ağırlıklı olarak aylık düzeyde gerçekleşmektedir. Nitekim katılımcıların %35.30'u ayda 1 kez, %30.70'i de ayda 2-4 kez aralığında balıketi tüketmektedir. Bunun yanında, yılda 1-3 kez aralığında balık tüketenlerin oranı %14.30'dur. Bu sonuç bize anlamlı bir değerlendirme olanağı sunmaktır. Öyle ki, görüşülen katılımcıların önemli bir kısmı balıketi tükettiğini belirtmesine rağmen, balık tüketimi sıklığının çok az olduğunu söyleyebiliriz. Her gün balıketi tüketmek çok nadir bir durumdur. Nitekim katılımcıların sadece %0.30'u her gün balıketi tükettiğini belirtmiştir. Katılımcılar arasında haftalık balıketi tüketimi çok azdır. Haftada 1-3 kez balık tüketenlerin oranı %15.70 iken, haftada 4-5 kez balık tüketenlerin oranı %3.70'tir.

Şekil 2: Katılımcıların balıketi tüketim sıklığı



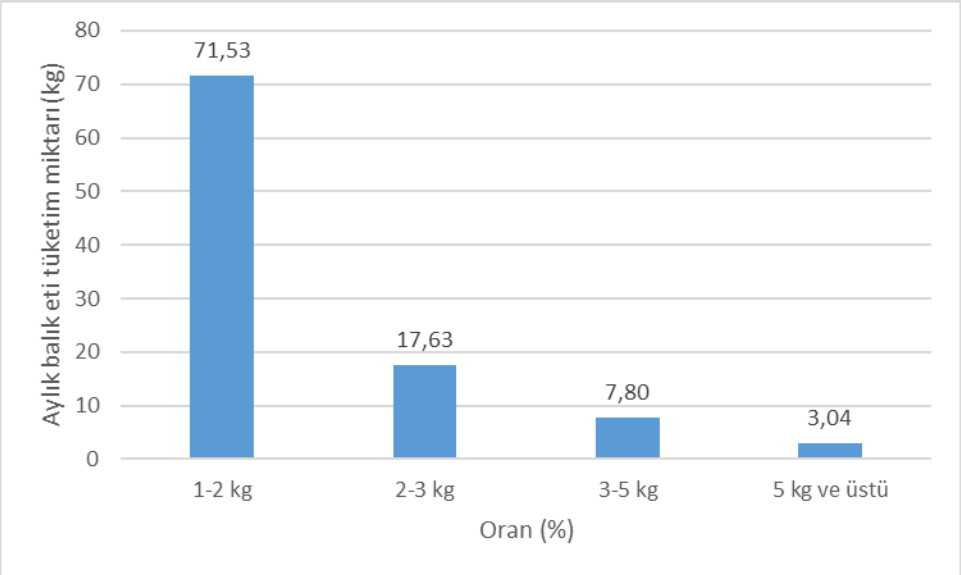
Görüşmeye katılım sağlayanların balıketi tercih etme sebepleri Şekil 3'te gösterilmiştir. Katılımcıların %60.42 gibi önemli bir kısmının balıketi tercih sebebi ürünün ucuz olmasından kaynaklanmaktadır. Katılımcıların %10.43'ünün balıketi tercih sebebinde ürünün besleyicilik özelliği önemli rol oynamaktadır. Balıketi tercih sebeplerini lezzetli olması, alışkanlık ve ürünün kolay bulunması özelliklerine dayandıran katılımcıların oranı ise %8.33'tür. Katılımcıların %6.25'i balıketi tercihlerindeki tek sebebi ürünün kolay bulunabilir olmasına bağlamışlardır. Alışkanlık, besleyicilik ve lezzetli olması katılımcıların %6.25'nin balıketi tercih sebebindeki temel faktörler olarak göze çarpmaktadır.

Şekil 3: Katılımcıların balıketi tercih sebepleri



Hanehalkı başına aylık balıketi tüketim miktarları Şekil 4'te gösterilmiştir. Şekil 4'ten anlaşıldığı üzere, hanehalkı başına aylık balıketi tüketimi 1-2 kg arasında yoğunluk kazanmaktadır. Farklı balık türlerine göre katılımcıların tüketim miktarlarının oransal dağılımına bakıldığında bu durumu görmek mümkündür (Tablo 2). Genel olarak katılımcıların %71.53'ü aylık balıketi tüketim miktarlarının 1 ile 2 kg arasında olduğunu ifade etmiştir. Katılımcıların %17.63'ü ise aylık balıketi tüketim miktarının 2-3 kg arasında olduğunu belirtmiştir. Hanehalkı başına aylık balıketi tüketimi 3-5 kg arasında olanların oranı %7.80 iken, 5 kg ve üstünde tüketimi olanların oranı %3.04'tür. Genel olarak, hanehalkı başına aylık balıketi tüketim miktarının düşük olduğunu söyleyebiliriz.

Şekil 4: Katılımcıların hanehalkı başına aylık balıketi tüketim miktarı (kg)



Tablo 2: Katılımcıların Farklı Balık Türlerine Göre Tüketim Miktarların Oransal Dağılımı (%)

Miktar	Çipura	Levrek	İstavrit	Hamsi	Alabalık
1-2 kg	50,00	40,00	100,00	71,30	73,77
2-3 kg	16,67	30,00	-	16,67	14,75
3-5 kg	33,33	20,00	-	7,41	8,20
5 kg ve üstü	-	10,00	-	4,63	3,28

Hanehalkı büyüklüğü ile balıketi tüketim miktarları arasındaki ilişki incelendiğinde balık eti tüketim miktarının hanehalkı büyüklüğünün artması ile birlikte artış gösterdiği görülmektedir (Tablo 3). Hanehalkı büyüklüğü 4 kişiden az olanlar ile 4 ve daha fazla kişiden oluşan iki katılımcı grubu karşılaştırıldığında, tüketim miktarı aralıklarının iki grup için benzerlik göstermediği ortaya çıkmaktadır. Aylık balıketi tüketimi 1-2 kg arasında olanların oranı hanehalkı büyüklüğü 4 kişiden az olanlarda %73.76 iken, 4 ve daha fazla kişiden oluşan grupta %53.13'tür. Diğer yandan, aylık balık eti tüketim miktarı 2-3, 3-5, 5 kg ve üstünde olanların oranı hanehalkı büyüklüğü 4 ve daha fazla kişiden oluşan grupta 4 kişiden az olan gruba göre daha yüksek bulunmuştur. Özellikle aylık balık eti tüketim miktarı 3-5 ile 5 kg ve üstünde olanların oranı açısından hanehalkı büyüklüğü 4 ve daha fazla kişiden oluşan grup lehine bir dağılım sergilemektedir. Nitekim, aylık balık eti tüketim miktarı 3-5 ile 5 kg ve üstünde olanların oranı hanehalkı büyüklüğü 4 kişiden az olanlarda sırasıyla; %6.84 ve %1.90 iken, 4 ve daha fazla kişiden oluşan grupta %15.63 ve %12.50'dir. İki hanehalkı büyüklük grubu arasında ortaya çıkan bu farklılık istatistiksel olarak anlamlı bulunmuştur.

Tablo 3: Hanehalkı Büyüklüğü ile Balık Eti Tüketim Miktarları Arasındaki İlişki

	Hanehalkı Büyüklüğü	
Tüketim Miktarları	4 ten az (%)	4 ve 4 ten fazla (%)
1-2 kg	73,76	53,13
2-3 kg	17,49	18,75
3-5 kg	6,84	15,63
5 kg ve üstü	1,90	12,50
Pearson Ki-kare (Chi-square) testi değeri	15,051	
P değeri	,002*	

* %5 önem düzeyinde istatistiksel olarak anlamlı (p-value≤ 0.05)

Aylık hanehalkı geliri ile balık eti tüketim miktarları arasındaki ilişki incelendiğinde, hanehalkı büyüklüğüne benzer şekilde, pozitif yönde bir ilişki saptanmıştır. Bu ilişki 458 US$'dan az, 458-1371 US$, 1372-2285 US$ ve 2285 US$'dan fazla aylık hanehalkı gelirine sahip olan 4 farklı gelir grubu için incelenmiştir. Bu ilişkiye göre balık eti tüketim miktarı aylık hanehalkı gelirinin artması ile birlikte artış göstermektedir (Tablo 4). Aylık balıketi tüketim miktarı 1-2 kg ve 2-3 kg arasında olanların oranı en düşük gelir grubunda (%78.21) diğer üst gelir gruplarına (%73.87, %68.12, %57.14) göre daha yüksek bulunmuştur. Diğer yandan, aylık balıketi tüketim miktarı 3-5 kg, 5 kg ve üstünde olanların oranı en yüksek gelir grubunda (%22.86, %5.71) diğer alt gelir gruplarına (458-1371 US$: %8.11, %2.70; 1372-2285 US$: %8.70, %5.80) göre daha yüksek düzeyde çıkmıştır. Yapılan istatistiksel analiz, aylık hanehalkı geliri ile balıketi tüketim miktarları arasındaki pozitif yöndeki ilişkiyi anlamlı derecede doğrulamaktadır.

Tablo 4: Gelir Grupları ile Balık Eti Tüketim Miktarları Arasındaki İlişki

	Gelir Grupları (%)			
Tüketim Miktarları	458 US$'dan az	458-1371 US$	1372-2285 US$	2285 US$'dan fazla
1-2 kg	78,21	73,87	68,12	57,14
2-3 kg	21,79	15,32	17,39	14,29
3-5 kg	-	8,11	8,70	22,86
5 kg ve üstü	-	2,70	5,80	5,71
Pearson Ki-kare testi değeri	25,853			
P değeri	,011*			

* %5 önem düzeyinde istatistiksel olarak anlamlı (p-value≤ 0.05)

Balıklarda bulunan omega-3 yağ asitlerinin LDL kolesterol yapımını azaltarak kan trigliserit düzeyini düşürdüğü ve kalp koruyucu etkisi nedeni ile bu yağları tüketenlerde koroner kalp hastalığına bağlı ölümlerde düşüş görüldüğü belirtilmektedir (Eroğlu Samur, 2012). Buradan hareketle hanehalkında kalp-damar hastalığı olup olmama durumu ile balık eti tüketim miktarları arasındaki ilişki incelenmiştir (Tablo 5). Genel olarak, görüşülen katılımcıların %83.25'i kalp-damar hastalığının olmadığını belirtmiştir. Aylık balık eti tüketim miktarı 1-2 kg arasında olanların oranı kalp-damar hastası olmayanlarda %72.54 iken, olanlarda %67.31'dir. Diğer yandan, aylık balık eti tüketim miktarı 2-3 kg ve 3-5 kg arasında olanların oranı kalp-damar hastası olanlarda sırasıyla; %21.15 ve %11.54 iken, olmayanlarda %16.80 ve %6.97'dir. Aylık balık eti tüketim miktarı 5 kg ve üstünde olanlar ise sadece kalp-damar hastası olmayan grupta bulunmakta olup, oransal olarak düşük düzeydedir

(%3.69). Genel olarak, kalp-damar hastalığı olanların balık eti tüketim miktarları olmayanlara göre biraz daha yüksek gibi görünmesine rağmen, yapılan istatistiksel analiz kalp-damar hastalığı olanlar ve olmayanlar arasında aylık balık eti tüketimi miktarı açısından istatistiksel olarak anlamlı bir farklılık olmadığını ortaya koymaktadır.

Tablo 5: Kalp-Damar Hastalığı Olup Olmama Durumu ile Balık Eti Tüketim Miktarları Arasındaki İlişki

	Kalp-Damar Hastalığı	
Tüketim Miktarları	Yok (%)	Var (%)
1-2 kg	72,54	67,31
2-3 kg	16,80	21,15
3-5 kg	6,97	11,54
5 kg ve üstü	3,69	-
Pearson Ki-kare testi değeri	3,697	
P değeri	,296	

4. SONUÇ

Bu çalışma, TRA1 bölgesinde yaşayan hanehalklarının balıketi satın alma davranışlarının anlaşılması açısından önemli bulgular içermektedir. Çalışma kapsamında gerçekleştirilen araştırma sonuçlarına göre, bu bölgedeki hanehalkının %72,50'sinin et tüketimi içinde balık yer almasına rağmen, tüketim ağırlıklı olarak aylık düzeyde gerçekleşmektedir. Hanehalkının önemli bir kısmının balık eti tercih sebebi ürünün ucuz olmasından kaynaklanmaktadır. Diğer yandan, hanehalkının balık eti tercih sebebinde ürünün besleyicilik özelliği daha geri planda kalmaktadır. Genel olarak, hanehalkı başına aylık balık eti tüketim miktarları düşük seviyede olup, aylık balık eti tüketimi 1-2 kg arasında yoğunlaşmaktadır. Hem hanehalkı büyüklüğü hem de aylık hanehalkı geliri ile balık eti tüketim miktarları arasında pozitif yönde ve istatistiksel olarak anlamlı bir ilişki belirlenmiştir.

OECD-FAO verilerine göre kişi başına düşen görünür balık tüketiminin canlı ağırlık eşdeğeri (LWE) açısından 2017-2019'da 20.4 kg olduğu, bu miktarın 2029'a kadar %4.7 artışla 21.4 kg olacağı tahmin edilmektedir. Balık tüketimindeki eğilimin miktar ve ürün biçimleri açısından ülkeler arasında ve ülkeler içinde farklılık göstereceği vurgulanmaktadır (OECD-FAO, 2020). Örneğin, balık tüketimi AB genelinde büyük farklılıklar göstermektedir. Balık tüketim miktarı Çekya'da kişi başına yılda 6 kg iken, Portekiz'de 59.9 kg'dır. Avrupa Birliği (AB) ortalamasında bu tüketim miktarı kişi başına yıllık yaklaşık 24 kg'dır (European Commission, 2022). Türkiye'de ise kişi başına ortalama balık tüketimi 2019'da 5.09 kg olup, bu miktar hem AB ortalamasından hem de dünya ortalaması olan 20.66 kg'dan oldukça azdır. Bu çalışmanın gerçekleştirildiği TRA1 bölgesinde aylık balık eti tüketiminin 1-2 kg arasında yoğunlaştığı göz önüne alınırsa, incelenen bu bölge açısından tüketimin yetersiz olduğu söylenebilir. Türkiye'nin farklı bölgeleri açısından balık tüketim miktarları değişkenlik gösterse de sonuç olarak bu durum mevcut görünümüyle ülke olarak dünya ortalamasının altında olduğumuz gerçeğini değiştirmemektedir. OECD-FAO (2020), kişi başına balık tüketiminin ülkeler arasında ve ülkeler içinde farklılık göstermesinin nedeninin coğrafi, ekonomik ve kültürel faktörlerden kaynaklandığı ileri sürmektedir. Coğrafi, ekonomik ve kültürel faktörlerin balık tüketimini etkilemesi elbette yadsınamaz. Ancak, üç tarafı denizlerle çevrili olan bir ülkede kişi başına balık tüketiminin dünya ortalamasının altında kalması bazı tedbirilerin alınmasını gerektirecek kadar önemli bir göstergedir. Bu kapsamda özellikle de sağlık vurgusu yapılarak balık tüketimini teşvik edecek stratejilerin belirlenmesi önemli görülmektedir.

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Coğrafi İşaretlerin Yaygınlaşmasında Üretici Örgütlerinin Rolü: Kelkit İlçesi Kuru Fasulye Üreticileri Birliği Açısından Bir Değerlendirme

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Özet: Tarımsal üretimdeki risklere karşı özellikle küçük ölçekli çiftçiler savunmasız durumdadırlar. Çiftçi gelirlerini artırmak, üretim maliyetlerini düşürmek ve tarımsal pazarlama stratejilerini geliştirmek için çeşitli üretici ya da çiftçi örgütleri ortaya çıkmıştır. Üretimin sürdürülebilirliğini sağlamada çiftçi örgütleri olumlu örnekler oluşturmaktadır. Bu bakımdan, tarımsal üretimin büyük bir çoğunluğunu oluşturan küçük ölçekli işletmelerin büyümesinde çiftçi örgütlerine ihtiyaç vardır. Özellikle Türkiye'de sanayi bakımından gelişmeye müsait olmayan bölgelerde halkın ana geçim kaynağını oluşturan tarımsal üretimin çiftçiler için sürdürülebilir olmasında çiftçi örgütleri etkin rol oynayabilmektedir. Küçük ölçekli çiftçilerin bir örgüt adı altında toplanabilmesi üretimin başarı göstergesi olarak değerlendirilebilmektedir. Tarımsal işletmelerin organizasyonel bir yapıya kavuşarak teknik ve ekonomik problemlerini çözüme kavuşturmada örgütler önemli bir misyon üstlenmektedir. Özellikle pazar değeri yüksek ürünlerin üretiminde birliklerin, örgütlerin faaliyetlerini sürdürmesi ayrı bir önem arz etmektedir. Avrupa'da ülkelerin kalkınma planlarında yer verilen üretici örgütleri, üretim sürecinin kaynak kullanımından başlayarak çıktılara kadar olan tüm süreçte ve özellikle pazarlama sürecinde çiftçinin rekabet gücünü artırıcı, çıkarlarını koruyucu örgütlenmeler ön planda tutulmaktadır. Gümüşhane ilinin bitkisel üretim deseninde kuru fasulye üretimi önemli bir yer tutmaktadır. Son yıllarda, çiftçilerin ata tohumu kullanmak yerine farklı genotiplere sahip tohumları kullanmaları tohum mirasının kaybolma tehlikesini gündeme getirmiştir. Türkiye'de üretildikleri bölgenin özelliklerini taşıyarak diğer kuru fasulyelerden coğrafi işaret tescili ile ayrılan yöre tohum kaynaklarından üretimi yapılan fasulye türleri mevcuttur. Kelkit İlçesi Kuru Fasulye Üreticiler Birliği Kelkit şeker fasulyesi yerli tohumunu korumak ve diğer fasulye tohumlarının alınmasına engel olmak amacıyla 6769 sayılı Sınai Mülkiyet Kanunu kapsamında 2020 tarihinde Kelkit kuru fasulyesini tescil ettirmiştir. Bu çalışmanın amacı, tescilli kuru fasulye üretiminin teşvik edilmesinde ve bölgede yaygınlaşmasında üretici birliğinin rolünü incelemektir.

Anahtar Kelimeler: Üretici Örgütleri, Coğrafi İşaretli Ürünler, Kelkit Kuru Fasulyesi, Gümüşhane

The Role of Producer Organizations on Geographical Indications: An Evaluation for Kelkit County Dry Bean Producers Association

Abstract: Small-scale farmers are particularly vulnerable to risks in agricultural production. Various producer organizations have emerged to increase farmer income, reduce production costs and develop agricultural marketing strategies. Farmer organizations set positive examples in ensuring the sustainability of production. In this respect, producer organizations are needed for the growth of small-scale farms, which constitute the majority of agricultural production. These organizations can play an active role in ensuring that agricultural production, which is the main source of income for the people, is sustainable for farmers, especially in regions that are not suitable for industrial development in Turkey. Gathering of small-scale farmers under the name of an organization can be evaluated as a success indicator of production. Organizations undertake an important mission in solving technical and economic problems by obtaining an organizational structure of agricultural enterprises. It is of particular importance that associations and organizations continue their activities, especially in the production of agricultural products with high market value. Producer organizations included in the development plans of countries in Europe, organizations that increase the competitive power of the farmers and protect their interests in the whole process from the use of inputs to the outputs of the production process and especially in the marketing process are prioritized. Dry bean production has an important place in the plant production pattern of Gümüşhane province. In recent years, farmers' use of seeds with different genotypes instead of using ancestral seeds has brought the danger of loss of seed heritage to the agenda. In Turkey, there are bean types produced from local seed sources, which are distinguished from other dry beans by geographical indication registration by carrying the characteristics of the region where they are produced. Kelkit County Dry Bean Producers Association registered Kelkit dry beans in 2020 within the scope of Industrial Property Law No. 6769 in order to protect the local seed of Kelkit dry bean and to prevent the purchase of other bean seeds. The aim of this study is to examine the role of the producer association in promoting the production of proprietary dry beans and spreading it in the region.

Key Words: Producer Organizations, Geographically Indicated Products, Kelkit Dry Beans, Gümüşhane

1. GİRİŞ

Türkiye'nin kuzeydoğu bölgesinde bulunan Gümüşhane ilinin toplam nüfusu 150 119 olup, 2008-2019 yılları arasında 25 477'lik nüfusu dışa göç vermiştir ve net göç hızı ‰ 16.81 olarak kaydedilmiştir (TÜİK, 2021). Bu göç miktarı ile Türkiye'de en fazla dışa göç veren illerden bir tanesi olmakla birlikte, hane sayısı bakımından Gümüşhane ili 49 045 ile Türkiye'de en az hane sayısına sahip iller arasındadır. TÜİK verilerine bakıldığında Gümüşhane ili İstatistiki Bölge Birimleri Sınıflamasında yer alan (İBBS) 26 bölgede TR90 bölgesi içerisinde bulunmaktadır. Bu bölgede yaşayanların %36.8'inin geçim kaynağını tarım sektörü oluştururken, %48.3 ve %19.5'nin geçim kaynağını sırasıyla hizmet ve sanayi sektörü oluşturmaktadır ve ilde işsizlik oranı %10'dur (TÜİK, 2021). İlin topoğrafik yapısı ve lojistik nedenlerden dolayı sanayi ve hizmet sektörü çok gelişmemiştir. Geleneksel geçim kaynağı bitkisel ve hayvansal üretim olup, günümüzde ise istenilen seviyede değildir. İlin sadece %11'lik kısmı ovalardan oluşmaktadır ve bu ovalar Kelkit, Şiran ve Köse ilçelerinde bulunmaktadır. Gümüşhane'de 149 007 hektar toplam arazi olup, bunun %22.6'sı tarım arazisi olarak ekilmektedir. Bu sorunların aksine, Gümüşhane ilinde üretilen yöreye ait ürünler, yerel ekonominin harekete geçirilmesi açısından bir avantaj olarak görülebilmektedir. Nitekim Vorotnikov vd. (2017), yaptıkları çalışmada bölgesel ekonominin gelişmesinin koşullarında, gıda pazarındaki dengeli arzlara dayalı sürdürülebilirliğin sağlanmasının yöreye ait ürünlerin üretiminin artırılmasına bağlı olduğunu vurgulamışlardır.

Ürünün sahip olduğu karakteristik özelliklerin ve kalitenin, üretildiği bölgeye has olması coğrafi işaretlerin temel özelliğini oluşturmaktadır. Yöresel ürünlerin tescillenmesi, tanıtılması ve turizm ürününe dönüştürülmesinde coğrafi işaret (Cİ) bir araç görevi görmektedir (Yenipınar vd., 2014). Üretilen ürün üzerinde Cİ bulunması kısmen de olsa, değişen küresel pazar koşullarında; ürünün rekabet gücü, bilinirliği, özgünlüğü artırılarak üreticiye gelir kazancı, tüketici için de ürünün belli standartlarda üretildiği garanti edilmiş olunur. Özellikle küresel rekabette ekonominin dinamiğini oluşturan fiziksel sermaye yatırımları kadar bilgiye yapılan yatırımlar önem arz emektedir. Haliyle, gerek ulusal gerekse uluslararası ekonomilerde yöresel ürünler hakkında bilgi veren coğrafi işaretlerin önemi günden güne artmaktadır. Cİ tescilleri, Türkiye'de sanayi ve hizmet sektörü bakımından gelişmeye müsait olmayan kırsal bölgelerde, tarımsal üretimde istihdam sağlamada ve bununla birlikte kırsal nüfusu korumada ayrı bir önem arz etmektedir. Bu nedenle, yöreye ait ürünlerin üretim paylarının artırılması ve Cİ tescili ile desteklenmesi yöre ekonomisi için önemli bir fırsat olarak değerlendirilebilmektedir.

Gümüşhane ilinde bugüne kadar Türk Patent Enstitüsüne (TPE) müracaat edilip Cİ etiketi ile tescillenen bazı yöresel gıda ürünleri mevcuttur (Gümüşhane Pestil ve Kömesi, Gümüşhane Ekmeği, Gümüşhane Şeker Fasulyesi, Kelkit Ketesi ve Kürtün Araköy Ekmeği). Kelkit Kuru Fasulyesi 2020 yılında Cİ tescili alarak tescilli ürünler arasına girmiştir. Kelkit Kuru Fasulyesi diğer kuru fasulyelere göre yetiştirildiği bölge nedeni ile ayırt edici özelliklere sahiptir. Bu özellikleri koruma altına almak ve yöre çiftçisini ata tohumunu kullanmaya teşvik etmek için 2018 yılında Kelkit ilçesi Kuru Fasulye Üreticileri Birliği tarafından Cİ tescili başvurusu yapılmış ve TPE tarafından Kelkit Kuru Fasulyesi 2020 yılında koruma altına alınmıştır.

Kırsal bölgelerdeki üreticilere alternatif gelir kaynağı sağlamak, çiftçi refahını desteklemek ve yöreye has özellikleri taşıyan yöre ürünlerinin üretimini artırmanın şartı üretimin sürdürülebilirliğinden geçmektedir. Bu noktada, Cİ tescili alan ürünün tescil aşamasından sonra üretiminin Cİ prosedürüne göre yapılması, piyasaya tescilli ürün olarak sunulması Cİ'li ürünleri benzerlerinden ayırmak için yeterli olmaktadır. Yöre üreticisinin tescilli ürün konusundaki bilgi düzeyi, tescilli üretime katılma durumu, pazar koşulları, ürünün rekabet gücü gibi pek çok faktör Cİ tescilli ürünlerin yaygınlaşmasında rol oynamaktadır. Yazıcıoğlu vd.'nin (2019) yapmış oldukları çalışmada ifade ettikleri gibi coğrafi işaretli ürün üretiminin başarılı olması; değer yaratma, Cİ'li ürünlerin üretiminden tüketicinin eline geçinceye kadarki süreçte denetimin yapılması ve ürünün Cİ tescili ile farklılaştırılmasına bağlıdır.

Üretici örgütleri Cİ'li ürünlerin yaygınlaşmasında ve pazarlanmasında etkin rol oynayabilecek organizasyonlar olarak görülebilir. Üretici örgütleri kooperatifler, birlikler gibi oluşumlar ile üreticinin ihtiyacı olan girdi veya nakit ihtiyacını ürünlerin satılması yoluyla elde eden kolektif bir oluşumdur. Üreticiler bu oluşumlar altında özerklik elde ederek tarımsal gelirlerini artırma ve pazarda rekabet edebilme ayrıcalıklarına sahip olma beklentisi içindedir. Bu çalışmanın odak noktası, Cİ tescili almış Kelkit Kuru Fasulyesi üretiminin yaygınlaşmasında Kelkit ilçesi Kuru Fasulye Üreticileri Birliğinin rolünü irdelemektir.

2. ÖRGÜTLENME KAVRAMI ve TARIMSAL ÖRGÜTLENME

Örgütlenme, aynı amaca ulaşmak için tek bir çatı altında toplanma veya organize bir şekilde toplu hareket etme olarak tanımlanabilmektedir ve ülkelerin ekonomik, sosyal ve kültürel durumları örgütlerin işlevselliklerini etkileyebilmektedir. Haliyle, ekonomik ve sosyal olarak gelişmiş ülkelerde güçlü örgüt yapılarına rastlamak mümkündür. Ülkelerde örgütsel yapıların yaygın ve güçlü olması gelişmişlik düzeyi ile de bağlantılıdır (Kızılaslan

ve Doğan, 2013). Avrupa Profesyonel Tarım Örgütleri Komitesi (COPA) 1959'dan bu yana faaliyetlerini üye üretici örgütleri ile sürdürmektedir ve Avrupa Birliği (AB) ülkelerinde 50 binden fazla tarım örgütü aktif olarak çalışmaktadır.

Üretici örgütleri gönüllük esasına dayalı kurulmakta ve kamu otoriteleri tarafından kurulum ve işleyiş süreçleri takip edilmektedir. Örgütlerinin amacı, üretimden ürünün pazarlanmasına kadar olan süreçte üyelerine destek sağlamak ve bunu örgüt amacı çerçevesinde gerçekleştirmektir. Örgütlerin sağladıkları destekler değişmekle birlikte temel amaç çiftçiyi kalkındırmaktır. Avrupa'da üretici birliklerinin faaliyetleri çok kapsamlı olmakla birlikte üreticilere üretim faaliyetlerinde bilgi sağlama, pazarda rekabet edebilme ve kaynak kullanımında imkân sağlama gibi önemli görevlere sahiptirler. Günümüzde gelişmiş ülkelerin kalkınmasında, tarımsal üretimdeki gelişmişlikleri göz ardı edilemeyen bir durumdur (Kızılaslan ve Doğan, 2013). Bu nedenle, tarımsal üretimdeki başarı bir bakıma üretici örgütlerinin başarısına dayanmaktadır. Küçük ölçekli çiftçilerin üretim süreçlerinin etkinliğinde, küresel pazarda rekabet edebilmelerinde, kurumsal bir yapıya kavuşmalarında ve ürün çeşitlendirmelerinde üretici örgütlerinin etkisi kendini göstermektedir. Bununla birlikte, çiftçilere yönelik tarımsal üretim kararlarının alınmasında ve politikaların oluşturulmasında örgütlerin önemli bir yeri vardır. Avrupa'da tarım örgütlerinin geçmişi çok eskiye dayanması nedeniyle bu örgütler günümüzde güçlü yapıları ile ön plana çıkmaktadır. Örgütlenme bilinci konusunda ciddi bir tecrübeye sahip olan bu örgütler değişen pazar koşullarında çiftçilere yeterli desteği sağlayabilmektedir. Karlı vd.'nin (2018) çalışmalarında belirttikleri gibi özellikle tarımsal üretimin ekonomik kazanımlarının yüksek olduğu ülkelerde üretici örgütleri kalkınma aracı olarak kullanılmaktadırlar. Dünyada ülke ekonomilerinde önemli bir yer edinen üretici örgütleri Yeni Zelenda, Hollanda, Fransa ve Finlandiya'da Gayri Safi Yurtiçi Hasılası'nın %10'unu oluşturmaktadır (Yazıcıoğlu vd., 2019).

Türkiye gibi gelişmekte olan ülkelerde tarımsal üretimin büyük bir bölümü küçük ölçekli üreticiler tarafından gerçekleştirilmektedir. Özellikle, kırsal bölgelerde yaşayan nüfusun yoğunluğu göz önünde bulundurulduğunda kırsal nüfusa istihdam yaratmada, çiftçi gelirlerini artırmada, küçük işletmelerin tarımda verimliliğinde sağlanacak desteklere ihtiyaç olmaktadır. Bu desteklerin tarımsal örgütler tarafından organize bir şekilde yapılması üreticileri tarımsal piyasalarda koruyacak ve güçlendirecektir. Tarımdaki örgütlenme mesleki ve ekonomik örgütlenme olarak kendini göstermektedir. Ekonomik tarımsal örgütler, üreticinin ekonomik olarak desteklenebileceği kaynak sağlamada ve ürünlerin pazarlanmasında etkili olabilmektedir. Örneğin, üretici örgütleri sayesinde ürünün üretilmesinden tüketicinin kullanımına kadarki süreçte aracılar azalacak ve bu sayede üreticinin eline geçen fiyat artacaktır. Böylece, üretici piyasadaki fiyat dalgalanmalarından daha az etkilenecek ve ürününü beklenilen fiyatın altında satmak zorunda kalmayacaktır. Ekonomik örgütlere kooperatif ve birlikler örnek verilebilir (Kaya ve Emeksiz, 2016). Türkiye'de Tarım ve Orman Bakanlığı'nın 1163 Sayılı Kanun ile kurulmuş olan kooperatifler tarımsal örgütler içerisinde %68.7 pay ile en yüksek orana sahip iken, bunu %22 ile Tarım Kredi Kooperatifleri ve %9.2 ile Tarım Satış Kooperatifleri takip etmektedir. Tarımsal Üretici Birlikleri ise Tarım ve Orman Bakanlığının 5200 sayılı kanunu kapsamında yer almaktadır. Mesleki örgütler olarak kamu kurumu vasfı taşıyan ziraat odaları mevcuttur. Türkiye'de 14 bin tarımsal üretici örgütü bulunmaktadır (Topuz ve Bozoğlu, 2019) ve kuruluş ve işleyiş faaliyetlerinde yasalara tabidirler.

Bu bağlamda küçük çiftçilerin örgütlenmeleri ve bir örgüt çatısı altında faaliyetlerini sürdürmeleri gerekmektedir. Araştırmalar, küçük ölçekli üreticilerin ilgili pazarlara girmeleri halinde tarım ve benzeri faaliyetlerden elde ettikleri gelirleri önemli ölçüde artırabileceklerini göstermektedir (Bikkina vd., 2018). Farklılaştırılmış ürün grubuna giren Cİ tescilli ürünlerin yaygınlaşmasında üretici örgütlerinin rolü bu çalışmada Kelkit İlçesi Kuru Fasulye Üreticileri Birliği örneği ile değerlendirilmiştir.

3. KELKİT ŞEKER FASULYESİ'NİN COĞRAFİ İŞARET TESCİLİ SÜRECİNDE KELKİT İLÇESİ KURU FASULYE ÜRETİCİLERİ BİRLİĞİ'NİN ROLÜ

Gümüşhane ilinin toplam arazi varlığının %36.23'ünü orman-fundalık alanlar oluştururken %28.43'ünü çayır ve mera alanları ve sadece %22.66'sını tarım alanları oluşturmaktadır. Toplam tarım arazisi içerisinde tarla arazisi %70.43'lük bir oranla önde iken, tarla arazilerinin %42.95'i Kelkit, %39.54'ü Köse ve %31.01'i Şiran ilçesindedir. İlin tarla bitkileri üretim miktarını bu üç ilçe karşılamaktadır. Gümüşhane ilinde 2021 Çiftçi Kayıt Sistemine (ÇKS) göre, tarımsal üretimde 4323 çiftçi kayıtlı bulunmaktadır. Bitkisel üretim deseninde mısır, yonca, patates, buğday, şeker pancarı ve kuru fasulye önde gelmektedir. Kuru fasulye üretimi yıllık 4 023 ton olarak kaydedilmiştir (Gümüşhane İl Tarım ve Orman Müdürlüğü, 2021).

Son yıllarda tarımsal üretimde yaşanan değişim dünyada ve Türkiye'de ata tohum mirasını korumak adına agro-ekolojik uygulamalar içerisinde yer almaktadır. Agroekolojik üretim ilkelerine göre üretim; tarımsal alanların korunmasına, üreticilerin aracılar olmadan üretmesine, doğal kaynakların rasyonel bir şekilde çevreye zarar

vermeyecek şekilde kullanılmasına, tohum mirasının korunmasına, örgütlenmeye, çiftçi refahının artırılmasına ve dayanışma ekonomisinin sağlanmasına yöneliktir. Üreticilerin ata tohumu kullanmak yerine faklı genotiplere sahip verim düzeyi yüksek tohumları kullanmaları bu tohum mirasının kaybolma tehlikesini gündeme getirmiştir. Küçük ölçekli çiftçiler tarafından yerel tohumların (önceki yıldan elinde kalan tohumlar) bir sonraki üretim döneminde kullanılması uygulamada daha pratik iken, büyük ölçekli çiftçiler için ise yeni geliştirilen tohumların kullanılması daha yaygın hale gelmiştir. Yerel tohum kaynaklarının kaybolmasında etkili olan diğer faktörler ise piyasadaki fiyat dalgalanmaları, tarım politikaları ve örgütlenme kültürünün olmayışı şeklinde sıralanabilir. Türkiye'de üretildikleri bölgenin özelliklerini taşıyarak diğer kuru fasulyelerden coğrafi işaret etiketi ile ayrılan yöre tohum kaynaklarından üretimi yapılan fasulye türleri mevcuttur. İspir fasulyesi, Çameli fasulyesi, Akkuş Şeker Fasulyesini bunlara örnek verebiliriz. Tescilli kuru fasulyelerden bir tanesi de Kelkit Şeker Fasulyesidir.

3.1. Üretici Birliğinin Kelkit Şeker Fasulyesinin Coğrafi İşaret Tescili Sürecinde Gerçekleştirdiği Faaliyetler

Kelkit şeker fasulyesi yani halk arasında "pembegöz" olarak tabir edilen yerli tohumu korumak ve üretimine teşvik etmek için 2018 yılında Kelkit İlçesi Kuru Fasulyesi Üreticileri Birliği kurulmuştur. Birlik, diğer fasulyelere göre ayırt edici özellikleri bulunan, üzerinde pembe lekeleri olan bu tohumu koruma altına almak için Türk Patent Enstitüsüne (TPE) başvurmuş ve 2020 yılında Kelkit Kuru fasulyesini tescilletmiştir. Cİ tesciline göre, yetiştiricilik yerel tohum ile yapılır ve her yıl üretici hasat sonrası elde ettiği üründen tohumluk ayırır. Tohumluk seçimi yapılırken halk deyişiyle "bilya" bombeli, tombul ve 7-9 mm uzunluğundaki taneler ayıklanır. Tohumluk olarak ayrılan taneler içerisinde %20-30 oranında "pembegöz" taneler bulunur. Beyaz ve "pembegöz" taneler ile elde edilen karışım ile ekim yapılır. Ekim süreci denetime tabidir. Denetim, Kelkit İlçesi Kuru Fasulye Üreticileri Birliği koordinatörlüğünde Gümüşhane İl Tarım ve Orman Müdürlüğünden en az 1 ziraat mühendisi, Kelkit İlçe Tarım ve Orman Müdürlüğünden 2 ziraat mühendisi ile Karadeniz Tarımsal Araştırma Enstitüsü Müdürlüğünden 1 ziraat mühendisinden oluşan toplamda 4 kişilik denetim mercii tarafından yürütülür. Toprak hazırlığı, ekim, vejetasyon, hasat ve paketleme dönemi rutin kontrolleri Gümüşhane İl Tarım ve Orman Müdürlüğü ile Kelkit İlçe Tarım ve Orman Müdürlüğünden en az 3 personel ile gerçekleştirilir. Teknolojik analizlere ilişkin protein oranı ve pişme süresinin tescilde belirtilen özelliklere uygunluğunun kontrolü için denetim merciinde yer alan Karadeniz Tarımsal Araştırma Enstitüsü Müdürlüğünden 1 ziraat mühendisi sorumlu olur. Her yıl rastgele 2 üreticiden hasat sonrası numune alınarak protein oranı ve pişme süresi denetlenir. Gerekli görülen durumlarda veya şikâyet olması halinde her zaman denetim yapılabilir. Denetimlere ilişkin veriler her yıl Türk Patent ve Marka Kurumuna raporlanır. Birlik, Cİ tescilinin sağladığı hakları kullanmakla yükümlüdür ve tescil belgesine uygun şekilde üretim sürecini gerçekleştirdiğinde ürünün pazarlanma aşamasında Cİ tescil amblemini kullanabilir.

3.2. Kelkit Şeker Fasulyesinde Coğrafi İşaret Tescilinin Alınmasının Üretici Birliğine ve Üreticilere Geri Yansımaları: Avantajlar ve Engeller

Türkiye'de 2004 yılında çıkartılan 5200 Sayılı Tarımsal Üretici Birlikleri Kanununu esas alan Kelkit İlçesi Kuru Fasulye Üreticileri Birliğinin kuruluşu, ata tohumu olan halk arasında "pembegöz" olarak tabir edilen kuru fasulyenin üretimini yaygınlaştırmak ve Cİ tescili ile ürünün marka değerini oluşturmak amacına dayanmaktadır. Birlik, kuru fasulye üretimi yapan ve tüzüklerinde verilen miktardaki kuru fasulyenin pazarlanmasına aracılık yapmayı taahhüt eden asgari sayıdaki çiftçilerin bir araya gelmesiyle Kelkit ilçe düzeyinde kurulmuştur. Birliğin amaçlarından biri de Cİ tescilli kuru fasulye üretimini sadece Kelkit ilçesinde değil, Cİ tescil belgesinde belirtildiği üzere tescilli kuru fasulye üretiminin yapılabileceği Köse ve Şiran ilçelerinde de uygulamaktır. Bu bakımdan, birliğin üretici sayısını artırması ve faaliyetlerini Kelkit dışında yürütebilmesi için kamu otoritelerinden ya da sivil toplum örgütlerinden alacakları desteklere ihtiyaçları vardır. Birlik aynı zamanda Kelkit kuru fasulyesi ile ilgili pazar araştırmasını yapmak, çiftçi üyelerine pazar bulmak, üretim sürecinde teknik bilgi sağlamak, girdi teminini sağlamak, ürün kalitesi konusunda gerekli tedbirleri almak, gerekli belgelerin kaydını tutmak ve kuru fasulyenin paketlenmesi için gerekli standartları sağlamak gibi önemli görevleri üstlenmiştir. Mevcut durumda, birliğin pazara yönelik yaşadığı en önemli problemin hasat sonrası eleme ve sınıflandırma olduğu birlik tarafından bildirilmiştir. Kuru fasulyenin tescil aldıktan sonra pazarda farklılaştırılmasına yönelik en önemli adım ürünün bir tesiste makine ile elenmesi ve sınıflandırılmasının yapılarak paketlenmesidir. Bu durum üreticiyi eleme ve sınıflandırma masraflarından kurtaracak ve pazara belli standartlarda ürün temin etmede kolaylık sağlayacaktır. Birlik, Gümüşhane Tarım ve Orman İl Müdürlüğüne başvurmuş ve %100 Doğu Anadolu Kalkınma Programı (DOKAP) destekli proje gerçekleştirilmiştir. Böylelikle, paketleme mekanizasyonunun sağlamış olacağı avantajla Cİ tescilli kuru fasulye üretiminin yaygınlaşmasında önemli bir adım atılmıştır. Birliğin faaliyetlerini etkin bir

şekilde yapabilmesi birliğin gelirine bağlı olmaktadır ve birlik gelirini sadece üyelik aidatlarından sağlamaktadır. Hâlbuki üyelerden sağlanması gereken danışmanlık hizmeti ücretleri, bağış, fon ve yardımlar, reklam, tanıtım gelirleri birliğin diğer gelirlerini oluşturması gerekmektedir. Elde edilen bilgiye göre, birlik üyelik aidatı dışında bir gelir sağlayamamakta ve birlik üyelerinin aidat ödeme oranı düşüktür. Bu nedenle birlik, üyeleri için yapması gereken sorumlukları yerine getirmede sermaye sıkıntısı yaşamaktadır. Birliğin faaliyetlerini kısıtlayan ve çiftçi üyelerine sağlanacak hizmetleri aksatan önemli diğer bir faktör ise güven faktörüdür. Birliğin faaliyetlerinin başarısında çiftçi ile kurulacak güven ilişkisi kaçınılmazdır. Kelkit İlçesi Kuru Fasulye Birliği'nin sadece ilçe bazında kurulmuş olması fakat Cİ tescili belgesinde üretim alanının Şiran ve Köse ilçelerinde olması Kelkit ilçesinde yaşayan çiftçiler haricinde diğer çiftçilerin birliğe olan aidiyet duygularını olumsuz etkileyecektir. Birliğe üye olma ve birlik çatısı altında birlikte hareket etme isteği gönüllük esasına dayanmaktadır. Bu nedenle, çiftçi ile birlik arasındaki güven unsurunu kuvvetlendirici önlemlerin alınması gerekmektedir.

Kelkit kuru fasulyesine birlik tarafından Cİ tescilinin alınması ile ürünün sahip olmuş olduğu ayırt edici özelliklerin korunması, kuru fasulyenin ve üretim sürecinin kontrole tabi olduğu garanti edilmiştir. Bu durum, Cİ tescil belgesine göre belli standartlarda kuru fasulye yetiştiren üreticileri yapmayan üreticiler karşısında korur niteliktedir. Mevcut pazarda fiyat bakamından daha yüksek olan Cİ tescilli ürünlerin üretiminin artması üreticinin gelirinin artmasına sebep olacaktır. Cİ tescilli ürünler tüketici nezdinde farklılaştırılmış geleneksel ürünler olduğundan ürün pazarında üreticiye avantaj sağlayacaktır. Küçük ölçekli üreticilerin yaşadığı pazar problemine bir noktada çözüm olacaktır. Çünkü belirli özelliklere sahip ve üretildiği bölgenin özelliklerini taşıyan ürünlerin talebini artırmada tesciller, sertifikalar ve işaretler pazarlamacılar tarafından sıklıkla kullanılmaktadır. Ayırt edici işaretlerin başında geleneksel ürenler için coğrafi işaretler gelmektedir. Ürünün üreticiler tarafından belirli bir marka ile pazara sunulması üreticiler tarafından yeterli olmazken bölgenin özelliklerini ön plana çıkaran tanımlayıcı işaretlerin varlığı ürün pazarını olumlu etkilemektedir. Bu bakımdan, kuru fasulye üreticisinin ürünün kalitesini ve farkını tüketicilere anlatmada coğrafi işaretler önemli bir tutundurma aracı olacaktır. Haliyle, tüketiciyi Cİ tescilli kuru fasulyeye yönlendirerek tescilli fasulyenin diğer fasulyelerden farklı olduğu anlatılacaktır. Ancak, Kelkit İlçesi Kuru Fasulye Üreticileri Birliği altında üretim yapan fasulye üreticilerinin küçük ölçekli olması pazarlama maliyetlerinin karşılanmasında problemlere yol açmaktadır. Kelkit Kuru fasulyesine alınan Cİ işaret kolektif bir hak tanımaktadır. Bu nedenle, birliğin aktif olarak çalışması pazarlama faaliyetlerinde maliyetleri önemli ölçüde düşüreceği ihmal edilmemelidir. Cİ tescili ile üretici ürününü sadece Kelkit ve yakın bölgede değil farklı bölgelerde de pazara sunma imkânına kavuşacaktır. Kelkit Kuru Fasulyesi ürününün Cİ tescili ile benzerlerine göre ayırt edilmesi bölgenin gastronomi turizminde etkili olacaktır. Cİ tescilli Kelkit Kuru Fasulyesinin menşe adına sahip olması tescilde yer alan Kelkit, Köse ve Şiran ilçelerinde üretilmesi zorunluluğunu getirmektedir. Bu bakımdan Cİ tescilli kuru fasulye üretimi kırsalda istihdamın oluşturulmasına yardımcı olacaktır. Cİ tescili; üreticiye sürekli gelir sağlamada, bölgede istihdam yaratmada, üretimin belirli standartlarda yapılmasında etkili olsa da üretici birliğinin öncülüğü ve desteği ayrı bir önem taşımaktadır. Birlik üye sayısını artırdıkça, üreticilerin kuru fasulye üretim alanlarını artırma olasılığı artacaktır. Hem üreticiler hem de birliğin menfaatine bir durum oluşacaktır. Birachi vd. (2011) tarafından yapılan çalışmada ifade edildiği üzere, çiftçinin kuru fasulye üretimine daha fazla arazi tahsis etmesi, fasulye üretim miktarını ve pazarlanan miktarı artıracaktır. Birliğin üretici sayısını artırması, üreticiye hem üretim aşamasında hem de pazarlama aşamasında sağladığı faydalarla ilişkilidir. Bu bakımdan, kamu otoritelerinin, sivil toplum kurumlarının ve girişimcilerin birliğin faaliyetlerine vereceği destekler ve yardımlar önem arz etmektedir. Barjolle vd. (2017) yapmış oldukları araştırmada coğrafi işaret tescilinin korunmasında kamu otoritelerinin rolünü 5 adımda ortaya koymuşlardır. (1) Tescil dâhil olmak üzere yasal çerçevenin oluşturulması (yani, yeni Cİ başvurularının incelenmesi ve değerlendirilmesi); (2) Cİ tescilli üretimin potansiyel üreticiler tarafından benimsenmesi; (3) benimsendikten sonra mevcut Cİ tescilinin kullanımı; (4) Uygunluk değerlendirmesi; (5) Ulusal ve uluslararası düzeylerde olası suiistimallerin gözetimi dâhil olmak üzere korumanın uygulanması şeklindedir.

Kelkit İlçesi Kuru Fasulye Üreticileri Birliği'nin yeni kurulmuş olması özellikle üreticilerin Cİ tescilli kuru fasulye üretimine teşvik edilmesinde dezavantajlı bir durum olarak karşımıza çıkmaktadır. Üretici ile birlik arasında güven unsurunun oluşturulmasında birliğin pazarlama faaliyetlerinde göstereceği destekler ön plana çıkmaktadır. Özellikle birlik yöneticileri ile üretim ve pazarlama sürecinde tüm aracılarla kurulacak diyaloglar etkin bir şekilde sürdürülmelidir. Wang vd. (2021) tarafından yapılan benzer bir çalışmada elde edilen bulguya göre; Cİ tescilinin satış fiyatları üzerinde gerçek bir etkiye sahip olması için, çiftçi örgütlerinin başkanları, toptancılar, perakendeciler ve müşteriler de dâhil edilmek üzere düzenli diyaloglar zorunludur. Coğrafi işaretli Kelkit fasulyesinin ekonomik etkisini konu alan bir projede (BAP, 2022) çiftçiler ile yapılan anket çalışmasından elde bulgulara göre, birliğe üye olup Cİ tescili tohum ile kuru fasulye yetiştiren üreticiler, 2020 ve 2021 yılı üretim döneminde ürettikleri fasulyeyi beklenilen fiyatın altında satmak zorunda kalmışlardır. İlgili üretim

dönemlerinin COVID-19 pandemi dönemine rastlaması kuru fasulye pazarını ve birliğe üye olan üreticilerin satış fiyatlarını direk etkilediği anlaşılmaktadır. Kelkit İlçesi Kuru Fasulye Üreticileri Birliği'nin üreticiler üzerindeki etkisini görmede zamana ihtiyaç olduğu açıktır. Grashuis ve Skevas (2022) tarafından yapılan araştırmada elde edilen bulgular Peru'da kahve üretimi yapan küçük ölçekli üreticilerin çiftçi birliğine üye olduktan sonra üretim miktarında, satış miktarında ve çiftçi eline geçen fiyatta ciddi artışlar olduğunu göstermektedir. Özetle, Kelkit İlçesi Kuru Fasulye Üreticileri Birliği'nin üye üreticileri üzerindeki mevcut etkisinin sadece üreticiyi birliğe üye yapıp, Cİ tescilli fasulye tohumu kullanmaya özendirmek ve üretim sürecinin birlik kontrolünde yapılması ile sınırlı kaldığı anlaşılmaktadır. Bunun yanında, birliğin aldığı finansal destekle kuru fasulye paketleme tesisini üye çiftçilerin hizmetine sunmasını çiftçilerin pazarlama maliyetlerini düşürmede ve birliğe üye olmalarında özendirici bir adım olarak değerlendirmek gerekmektedir.

4. SONUÇ

Türkiye'de yeterli sayıda tarımsal örgüt bulunmasına rağmen bunların ekonomik faaliyetlerinin gücü he zaman tartışma konusu olmuştur. Oysaki Avrupa'da tarımsal örgütler ekonomik faaliyetlerini başarıyla yürütmektedirler. Bu yüzden, Türkiye'deki tarımsal örgütler üzerinde çalışılması gereken bir konudur. Tarım sektöründe yaşanılan çoğu problem üretici kaynaklı olduğundan üreticilerin bu tip oluşumlar konusundaki bilgi, deneyim ve tutumları dikkate alınması gereken konular arasındadır. Bu çalışmada ele alınan Kelkit İlçesi Kuru Fasulyesi Üreticileri Birliği 2020 yılında kurulmuştur ve birlik adına kuru fasulyeye Cİ tescili alınmıştır. Cİ tescilinin yaygınlaşması zamanla birlik faaliyetlerinin gücü üzerinde etkili olacaktır. Bu nedenle, bu yeni kolektif oluşumun kamu otoriteleri ve sivil toplum kurumları tarafından desteklenmesi önemli görülmektedir. Bu çalışmadan elde edilen sonuçlardan biri de, coğrafi tescilli kuru fasulyenin etkin bir şekilde pazarlanabilmesi için modern pazarlama stratejilerinden yararlanılması gerektiğidir. Kamu otoriteleri hem bölge hem de il özelinde pazar araştırmaları yapması ve tescilli kuru fasulyenin tanıtılmasına imkân sağlamalıdır. Kuru fasulye, bölgede ulusal ölçekte tanınma ve tüketilme potansiyeline sahip bir üründür. Yalnızca kamu spotları, fuarlara katılım gibi pazarlama teknikleri Kelkit İlçesi Kuru Fasulyesi Üreticileri Birliği için yeterli olmayacaktır. Tüketici analizleri derinlemesine yapılmalı, ürün tadımı, sosyal medya iletişim araçları gibi geleneksel pazarlama teknikleri kullanılmalıdır. Birlik, kuru fasulyenin pazarını sadece yerel pazarda değil ulusal marketler zinciri ölçeğinde genişletmelidir.

Bu çalışmada, örgütlerin genel durumu ve genel uygulamaları konusu Kelkit Kuru Fasulyesi Üreticiler Birliği üzerinden değerlendirilmiştir. Birliğin yeni kurulmuş olmasının örgütlenme yetersizliğinde temel sorun teşkil ettiği anlaşılmıştır. Sayısal olarak az sayıda üyesi olması ve üye sayısının beklenilen şekilde artmaması güçlü ve etkili bir örgüt için önemli bir dezavantaj olarak karşımıza çıkmaktadır. Birlikteki gelir yetersizliği bir diğer sorun olarak ele alınmıştır. Birliğe proje bazlı finansal ve teknik desteklerin sağlanması gerekli görülmektedir. Birliğe Gümüşhane İl Tarım ve Orman Müdürlüğü tarafından sağlanan paketleme tesisi ile mekanizasyonun sağlayacağı avantaj çiftçilerin birlikle ilgili tutumlarını olumlu etkileyeceği düşünülmektedir. Ayrıca bu durum üye çiftçilerin hasat sonrası eleme ve sınıflandırma maliyetlerini önemli bir oranda düşürecek ve gelirlerini artırmalarına sebep olacaktır. Coğrafi işaret tescilli kuru fasulye üretimi her ne kadar Kelkit Şeker Fasulyesi Üreticileri Birliği koordinatörlüğünde gerçekleştirilmiş olsa bile, bunun üretim uygulamaları ile sınırlı kaldığı görülmektedir. Kelkit İlçesi Kuru Fasulye Üreticileri Birliğinin ortaya çıkan bu ürün değerini avantaja dönüştürmek için modern pazarlama tekniklerini uygulaması gerekmektedir. Bu kapsamda ürünün tutundurulması ve dağıtımında yerel kamu otoriteleri ve girişimciler ile işbirliği ortamının oluşturulması önemli görülmektedir.

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The Role of Birds in Turkish Forests in Biological Control

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Abstract: Approximately 2 billion people in the world need forests to shelter, live, provide water and food. 3 billion people also use it as wood for heating and also for cooking. Forests operate as a valuable source of raw materials. The products of various industries, wood and non-wood product requirements are obtained from forests. In addition, products such as various fruits, medicinal plants, herbal juices, and plant oils also contribute to the forest industry. 60 million people in the world are employed in the forest industry. There are many living things that depend on organisms that cause damage to forest plants and products, which are so important. Vertebrate pressure on harmful insects takes place at extremely high rates. Among the vertebrates, birds are in the first place. Potentially insectivorous birds are accepted in the fight against insects that cause damage in forests. Birds take part in maintaining the natural balance by eating the adults, pupae, larvae and eggs of insects. In this article, information about the importance of birds in biological control of forest pests is discussed.

Key Words: Forests, Biological Control, Entomophagous Birds, Pests

Türkiye Ormanlarında Kuşların Biyolojik Mücadeledeki Rolü

Özet: Dünyada yaklaşık olarak 2 milyar kadar insan barınmak, geçinmek, su ve yiyecek sağlamak için ormanlara gereksinim duymaktadır. 3 milyar insan da ısınmak ve ayrıca yemek pişirmek amacıyla odun olarak yararlanmaktadır. Ormanlar değerli hammadde kaynağı olarak faaliyet vermektedirler. Çeşitli endüstri dalları, odun ve odun dışı ürün gereksinimleri ormanlardan elde edilmektedir. Ayrıca çeşitli meyveler, ilaç üretilen bitkiler, bitki suları, bitki yağları gibi ürünler de orman sanayine katkı sağlamaktadır. Dünyada 60 milyon insan orman endüstrisinde istihdam edilmektedir. Bu kadar önemli olan orman bitkileri ve ürünlerinde zarara sebep olan organizmalara bağlı yaşayan çok sayıda canlı mevcuttur. Zararlı böceklere omurgalıların baskısı son derece yüksek oranlarda gerçekleşmektedir. Omurgalılardan ise kuşlar ilk sırada bulunmaktadır. Ormanlarda zararlara yol açan böcekler ile mücadelede potansiyel olarak böcekçil kuşlar kabul görmektedirler. Doğal dengenin sağlamasında kuşlar böceklerin yetişkinleri, pupaları, larvaları ve yumurtaları yiyerek görev almaktadırlar. Bu makalede ormanlardaki zararlılar ile biyolojik mücadelesinde kuşların önemi konusunda bilgiler tartışılmaktadır.

Anahtar Kelimeler: Ormanlar, Biyolojik Mücadele, Entomofag Kuşlar, Zararlılar

1. INTRODUCTION

An important part of the terrestrial living species on earth is found in forests or live depending on forests. Forests and trees are very important parts of life on earth in maintaining biological diversity, cleaning the air and water, and meeting the basic needs of people. Forests refine water, improve climate, regulate water regime, hold soil in place and provide habitat for wildlife. The world's forests accumulate enormous amounts of carbon dioxide, twice that of the atmosphere, large enough to mitigate climate change. Trees clean the air by absorbing nitrogen oxides, sulphur dioxide, carbon monoxide, and ground surface ozone, which promotes air pollution. Forests have many activities, some of which are listed above.

Ecological balance is necessary for the life of living things on earth. As long as this balance is maintained, the living standards of living things increase. All living and non-living beings in nature directly or indirectly play an important role in maintaining the ecological balance. Birds eat some insects that damage trees in forests and prevent their numbers from increasing. Birds that feed on seeds and fruits cause the plants to multiply and spread by throwing the seeds of the plants they eat in distant places with their excrement. The preservation of ecological balance depends on the food chain that constitutes the eating habits of living things (URL 1).

One of the most well-known examples of ecological balance is that by eating some insects that damage the trees in the forest, the birds not only fill their stomachs but also protect the trees by reducing the number of that insect species. This type of life, called mutualism, is seen among most living and non-living things. Birds that feed on seeds and fruits cause the plants to multiply and spread by throwing the seeds of the plants they eat with their excrement in distant places. The preservation of ecological balance depends on the food chain that constitutes the nutritional habits of living things (Er, 2019). If we list the duties of birds, they have different duties such as maintaining the nutrient cycle, biological decomposition, pest control by eating insects,

fertilizing plants by carrying seeds, and seed separation. There are 10,660 bird species in the world (Sekercioglu, 2006). The ecology and distribution of each species differs. Their habitats, numbers and migration seasons are different from each other. Some species are found in limited numbers and in limited areas. Some species show characteristic features. Birds have a very important place for ecological balance (Kardaş and Cebe, 2021).

Birds with entomophagous character are at the forefront of organisms that have pressure on pests in the ecological balance. Birds are of great importance in maintaining the natural balance by eating the adults, pupae, larvae and eggs of harmful insects. They consume large amounts of insects, especially during their breeding season (Oğurlu, 2000). Insectivorous birds are recognized as a potential effective factor in the control of harmful insects in forests and agriculture (Hooks et al., 2003; Fayt et al., 2005; Ji et al., 2008; Van Bael et al., 2008). Therefore, bird communities contribute to the functioning of the ecosystem economically (Mols and Visser, 2002; Koh, 2008; Whelan et al., 2008). Considering that global warming is increasing day by day, there will be an increase in the number and spread of insects due to the increasing temperature. In this context, the effect of birds against harmful insects is extremely important (Netherer and Schopf, 2009; Thomson et al., 2010). As can be seen, birds as a biological control factor are of great importance for forests.

Turkey is much richer than many European countries in terms of bird existence. Turkey's bird stock consists of 469 species belonging to 70 families, including recently extinct ones. Some of the most important migration routes of the western Palearctic region pass through Turkey. Since gliding migratory birds choose certain narrow straits to avoid crossing over the seas, they can be observed from here. The most well-known of these narrow straits in Turkey is the Bosporus. Thousands of eagles, falcons and tens of thousands of storks, which set out from Central and Eastern Europe, are observed from the ridges between Üsküdar-Çamlıca and Beykoz-Toygartepe, especially during the autumn migration. After wintering in the African continent in the south, these birds migrate to the north from the Sarıyer ridge in the spring. A lesser known bottleneck, Borçka-Artvin, at the other end of Turkey, is vital to predators from Eastern Europe and the steppes of Kazakhstan. These species can be seen in dense flocks in the skies of Belen Pass (Hatay) as they emerge from the southern border. There are not only predators, but also many species of songbirds. Every year, many individuals of many species make their north-south or south-north migrations through Turkey. Almost the entire population of the Little Forest Eagle (*Aquila pomarina*) migrates over the Bosporus. A large part of the stork (*Ciconia ciconia*) population still uses Istanbul as a migration route. Especially the migratory birds of Eastern Europe pass over Turkey intensively (Arslangündoğdu, 2014).

Birds are under protection under the Bern Convention. In the observations made, it has been determined that the birds passing over the forests in the north of Istanbul spend the night and feed there. That's why they fly lower. Although it changes according to the wind situation, their heights generally vary between 50-800 meters. On days when the wind is heavy, they generally pass lower. Significantly, especially in autumn, raptors tend to pass from the north. Living native and migratory birds are protected by the Bern Convention. According to this convention, especially gliding birds of prey and storks are included in the "Annex II Fauna Species under Strict Protection" list (Arslangündoğdu, 2014).

1.1. Birds as Ecological Actors

Birds are the most well-studied class of organisms, and there have been many studies examining their importance as a mobile link in the dynamics of natural and human-dominated ecosystems (Lundberg and Moberg, 2003; Mols and Visser, 2002). Birds provide benefits to humans by performing important ecosystem services. For example; they offer procurement services such as meat, apparel, guano (bird manure). They carry out the cleaning of carrion and waste, control of populations of invertebrate - vertebrate pests. They provide regulatory services such as pollination and plant seed distribution. Birds have prominent roles in arts and religions (Diamond and Filion, 1987) and cultural services such as billions of dollars spent on bird watching (Sekercioglu, 2002). They provide supporting services such as the conversion of nutrients and contribution to soil formation (Heine and Speir, 1989).

2. THE ROLE AND IMPORTANCE OF BIRDS IN BIOLOGICAL CONTROL

Birds are used the most as a biological control agent among vertebrates. The most important species among birds are; titmouse and nuthatch. Birds are the most important insect-eating animals. Among these species, the cuckoo, starling, nightingale, finch, woodpecker and tit are important insectivorous birds. In order to protect

birds and ensure the continuation of their effects on insect populations, artificial nests made of wood should be hung in forests in accordance with the wishes of the birds. The purpose of these artificial nests; it is to protect the forest against insect damage by improving the breeding conditions of insectivorous birds and thus increasing their numbers. The places where the nests are used are forests where the natural nesting conditions of insect-eating birds are not sufficient (T.R. Ministry of Forestry and Water Affairs, General Directorate of Forestry, 2016).

Hanging birdhouses;

a) The hanging height of the nests should be 3-4 m from the ground.

b) In order for the birds to be safe, efforts should be made to hang the nests as far from the road as possible. The hanging distance of the nests should be at least 20 meters from each other.

c) It is beneficial to hang the nests with flying holes facing east and south.

d) Nests should generally be hung in dark, damp and cool stand parts with high cover, but in spaces where light can penetrate. It is not suitable to hang the nest on single exposed trees and in areas directly exposed to the sun. Because the offspring may die from the heat; while adults enter and leave the nest, they cannot protect themselves by escaping to the closed part of the forest when raptors attack.

e) Signs are placed on the trunks of trees where nests are hung so that they can be easily seen with oil paint. The sign placed on the trees is useful for tracking the nests and understanding the stolen nests. Coordinate values can be obtained for tracking the hanging nests.

f) Number of nest boxes to be hung; it varies according to tree species, stand age and whether it is under the threat of pests. In general, 5 small, 3 large bird's nests per hectare in coniferous stands, 5-10 bird's nests in leafy forests should be placed in a way to ensure homogeneous distribution.

g) Large and small nests; it should be hung from the hanging hooks to the wet branches with a diameter of 5-10 cm on the outside of the trees, with the help of poles with a special device at the end, and should not be attached to the tree trunks.

h) Usually a nest should be hung on each tree. However, when hanging more than one nest on large trees, care should be taken that the nests are at different heights and the flight holes are in different directions.

ı) Since the birds observe the place where they will nest for a while and settle only after they trust it should be hung in autumn if possible, and at the end of winter at the latest, in order to occupy the nest in spring (T.R. Ministry of Forestry and Water Affairs, General Directorate of Forestry, 2016).

The General Directorate of Forestry ensures that an average of 50 thousand birdhouses are built every year and hanged in the forests as part of the protection of the ecosystem and biological control against insects that harm trees. Forestry General Manager Üzmez stated that 544 thousand 526 bird nests were built throughout Turkey between 2003 and 2013, and the nests were hung in forests to ensure the protection of insectivorous birds in order to balance the populations of insect pests. In addition, activities such as feeding the birds in bad weather in winter, fighting against the enemies of beneficial birds, rejuvenating the over-branched trees, which are in the form of 'Bird Protection Trees' in the forest, in order to facilitate the nesting of birds that breed in the open are also provided.

Üzmez stated that they plan to increase their population in forests by hanging bird nests in forests, especially by nesting, settling and protecting birds that feed on insects such as titmouse, starlings and hoopoe that damage the forests. Among the main insect species that damage forests are the Italian grasshopper, the common chafer, the golden-breasted butterfly, the sponge weaver, the green oak bender, the pine bush antenna leaf bee, and the reddish yellow antennae leaf wasp. If the conditions are suitable in regions where insects increase their population, it is often noted that a parallel increase in bird species is observed (URL 4).

TOKİ bird nests have been started to be created by Erzurum Regional Directorate of Forestry in order to protect forests from harmful insects. Erzurum Regional Director of Forestry Çetiner made a statement, “Insects constitute the largest group in terms of numbers in the animal kingdom. In addition, since the reproductive energy of insects is very high, they have the power to multiply in a short time under suitable climatic conditions and destroy an entire forest. While 2,000 bird nests were built throughout the region in 2014, 500 bird nests were built in Erzurum. In 2015, while a thousand nests were considered throughout the region, 500 bird nests were designed in Erzurum. Birds, which consume insects up to several times their own weight per day, are of

great importance in the fight against forest pests. These birds have a great role in the prevention of insects that have become an epidemic" (Figure 1).

Figure 1: Birdhouses to protect forests from insects



Resource: URL 3.

The damage caused by insects to forests is at least 5 times more than the damage caused by forest fires. In this context, bird nests are hung for hunting birds struggling with pests in forests. Insect damage has an important place among the damages caused by insects, fungi and other living things in Turkey. Insects constitute the largest group in terms of numbers in the animal kingdom. In addition, insects have the power to destroy a whole forest by multiplying in a short time under suitable climatic conditions, since their reproductive energies are very high (URL 2).

Artificial nests have an important place in increasing the populations of insectivorous birds. 30-50% of hung nests are used by birds and it is an important factor in population growth (Figure 1). The preference of the nests varies according to the height, aspect, hanging positions and their usage rate decreases over time. Great tit (*Parus major*), garden red tail (*Phoenicurus phoenicurus*) are the most nested in the hanging nests. Later, it is known that Anatolian Plasterer (*Sitta krueperi*), Pine Tit (*Parus ater*), Isaac bird (*Otus scopus*) and Garden Rake (*Certhia brachydactyla*) species nest and successfully complete the hatching process (Eroğlu, 2017).

In recent years, around 60 thousand bird nests are hung annually. In order to support insectivorous birds, especially woodpeckers, dry, hollow and old trees are left in sufficient numbers to provide natural nesting in forest areas, and leafy trees with more branches, fruit trees and shrubs are allowed to grow (Eroğlu, 2017).

Among the migratory birds that choose Aras Bird Sanctuary in Iğdır as their habitat, hoopoe birds (*Upupa*) contribute to maintaining the natural balance by feeding on insects, larvae, snails and worms. Hoopoes, which migrate from Africa to Turkey in the spring and breed by incubating in the summer, are regularly observed every year at the Aras Bird Research Centre in Iğdır. There are also species that are important for the continuity of the ecosystem by feeding on insects, insects, larvae, snails and worms seen in fruit, olive groves and agricultural lands, which love open areas and short-vegetated meadows as their habitat. Hoopoes breed in the Aras River Bird Sanctuary. Since it feeds on insects, it provides an important insect control in the ecosystem (Mavzer, 2022).

Studies have shown that insectivorous birds are very effective hunters. For example, birds can reduce their populations by 20% to 100% when they feed on forest pest Lepidoptera (Crawford and Jennings, 1989; Whelan et al., 1989; Cooper and Smith, 1995; Parry et al., 1997; Tanhuanpää et al., 2001; Mols and Visser, 2002; Hooks et al., 2003). Although they prefer all life stages of their prey for food preferences, birds generally prefer large, hairless larvae or the late-stage larvae of Lepidoptera (Whelan et al., 1989; Kristin and Patocka 1997; Parry et al., 1997; Tanhuanpää et al., 2001). Due to the high rate of predators of birds, it generally helps to keep the Lepidoptera population low (Holmes, 1990; Glen, 2004; Kayahan and Karaca, 2015).

Insect control services of mostly diurnal insectivorous birds overlap and complement each other to a small extent with that of nocturnal insectivorous bats. In addition, studies show that invertebrate control by bird species also increases the effects of hunting activities of other bird (Murakami and Nakano, 2000), invertebrate and insect parasites. The high species richness of insectivorous birds also enables them to eat insects from all kinds of microhabitats and increases the probability of the emergence of highly active insectivorous bird species in any region (Perfecto et al., 2004). Reducing insects that use plants for food by birds does not always result in a reduction in plant damage. On the other hand, the disappearance of insectivorous birds from agricultural areas generally causes an increase in agricultural pests and their plant consumption, a decrease in crops and financial losses (Mols and Visser, 2002). Therefore, detailed studies are needed that will measure bird's insect control in various ecosystems and possibly show ways to increase this valuable service that is declining in many tropical regions.

Birds of prey affect prey populations even by their presence in only one area. The indirect effects of raptors by creating a "field of fear" (Brown and Kotler, 2004) may be more important than their direct effects. The perceived risk of predation affects the behaviour and activity of hunted animals, balances prey-predator dynamics, and can increase species richness in an area through competitive cohabitation. Fear of predation can limit the pest population by reducing the hunting activities of the hunted species (Brown and Kotler, 2004). The indirect protection of other birds' nests by birds of prey has also been well documented (Haemig, 2001).

2.1. Entomophagous Birds

Birds consume a lot of food due to their high metabolism. When we look at the researches carried out to date, it has been seen that a bird consumes many times its own weight in a day in their diet (Figure 2). The ratio of daily food consumption to body weight of some birds; it is 96% in Otter thrush (*Turdus philomelos*), 180% in Wren (*Troglodytes troglodytes*), 190% in Willow warbler (*Phylloscopus trochilus*) (Oğurlu 2000). Insectivorous birds show numerical and functional responses to fluctuations in larval populations (Crawford and Jennings, 1989; Patten and Burger, 1998; Jones et al., 2003; Hogstad, 2005). Although they generally live on spatial scales larger than a tree, they can congregate when prey density is high (Diaz et al., 1998; Fayt et al., 2005; Barber et al., 2008; Norris and Martin, 2008). Food-specific species such as the cuckoo (Cuculidae) can respond to numerical fluctuations of aposematic lepidopters such as *Lymantria dispar* and *Malacosoma* spp., depending on time and space. For example, if there is an epidemic in an area during their migration, they congregate in that area (Sherry, 1990; Payne, 1997; Hoyas and López, 1998; Gale et al., 2001; Barber et al., 2008). In addition, tit birds show different clustering patterns depending on the amount and availability of food in the area (Diaz et al., 1998; Pimentel and Nilsson, 2007; Forsman et al., 2009; Sekercioglu, 2006).

Figure 2: Feeding of insectivorous birds



Resource: URL 5.

2.2. Advantages of Using Birds against Harmful Insects

There are several advantages to using birds in biological control against harmful insects. Birds are economically easier to reproduce, unlike other polyphagous predators. Since the habitats of these organisms are quite large, it is easier to place them in forests of high economic importance. In addition, it is possible to increase the hatching frequency of birds 5-10 times with simple measures that can be taken in areas where pests are concentrated. When there is a decrease in the population density of the pests, there is no negative situation for the birds. When faced with such a situation, they can move to the area with a high nutrient density. In addition to all these, birds are also effective in the spread of insect diseases and thus have an indirect effect on balancing the pest population (Kayahan and Karaca, 2015; Oğurlu, 2000).

4. RESULT

Birds that feed on insects are considered as potential biological control agents especially in the control of harmful insects in forests. Studies have shown that birds can reduce their populations by up to 100% when they feed on harmful insects. As can be seen, biological control has positive effects on both agricultural and forest pests. As a matter of fact, this situation is understood from the literature review (Kayahan and Karaca, 2015).

As it is known, birds are mostly used as a biological agent against harmful insects in forest trees. Therefore, different measures should be taken to protect the bird populations. The first of these measures is the construction of bird nests. Thanks to these nests, especially migratory birds adapt easily to the area and continue their lives. In this context, care should be taken in silvicultural interventions to the forest, and this process should not be applied especially during the breeding season of birds. Considering that agricultural and forest ecosystems are intertwined in places, spraying should be avoided in areas close to these areas; Wetlands on the migration routes of birds should not be polluted or dried; Hunters should not be allowed to hunt in these areas. In addition, survey studies should be carried out in the regions where harmful insects are found in the forest areas of Turkey, and the bird fauna should be revealed. Bird fauna should be used in biological control, which is one of the important elements of integrated control by protecting and supporting them when necessary (Kayahan and Karaca, 2015).

There are various methods of combating insects that damage forests. The first of these is the protective struggle. The numerical populations of insectivorous birds feeding on insects should be increased. For this purpose, bird nests are hung in the forests as a support. These birds in the bird's nest provide protection for forest health by reducing the number of insects in the places where they are found. Under normal conditions, insectivorous birds have nests in nature. It is tried to support the birds by making a nest. In order to reduce the number of insects, the number of birds should be increased and thus the health of the birds should be supported. In this way, support is provided to create the balance of nature (URL 3).

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Investigation of Biological and Biotechnical Control Methods Used in Combating Pests in Turkey Forests

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Abstract: Forests are habitats that contain 80% of terrestrial biological diversity and play a major role in maintaining this diversity. Forests are the fastest, cheapest, most effective and reliable means of reversing global gas emissions. 40% of the oxygen people breathe is produced in forests. Forests are living habitats with countless benefits and functions in many areas such as erosion prevention, flood and flood control, human nutrition, protection of agricultural lands, hosting wildlife, forest industry and employment of forest villagers. In the past and today, harmful organism groups that cause losses in the plants in the forests and the products obtained from these plants are being struggled. The General Directorate of Forestry carries out efforts to combat forest pests and harmful insects and other organisms that increase the population in the country's forests every year due to different reasons such as climatic, edaphic and environmental pollution. The aim of the control efforts is to keep the pest population below the level of economic damage. The aim of this study is to examine the use of biological and biotechnical methods in the fight against insect and disease agents that cause economic and ecological damage in forests within the scope of previous scientific publications.

Key Words: Forest, Natural Enemy, Biological Control, Biotechnical Methods

Türkiye Ormanlarında Zararlılarla Mücadelede Kullanılan Biyolojik ve Biyoteknik Mücadele Yöntemlerinin İncelenmesi

Özet: Ormanlar karasal biyolojik çeşitliliğinin %80'ini bünyesinde barındıran ve bu çeşitliliğin sürdürülmesinde büyük rolü olan yaşam alanlarıdır. Ormanlar küresel gaz emisyonlarının tersine çevrilmesinde en hızlı, en ucuz, en etkili ve güvenilir araçlardır. İnsanların soluduğu oksijenin %40'ı ormanlarda üretilmektedir. Ormanlar, erozyonu önleme, taşkın ve sel kontrolü, insan beslenmesi, tarım alanlarının korunması, yaban hayatına ev sahipliği, orman endüstrisi ve orman köylülerinin istihdamı gibi birçok alanda sayılamayacak kadar fayda ve fonksiyonu olan canlı yaşam alanlarıdır. Geçmişte ve günümüzde ormanlardaki bitkiler ile bu bitkilerden sağlanan ürünlerde kayıplara yol açan zararlı organizma gruplarıyla mücadele edilmektedir. Orman Genel Müdürlüğü orman zararlıları ile her yıl ülke ormanlarında iklimsel, edafik, çevresel kirlilik gibi farklı nedenlerle popülasyon artışına sahip olan zararlı böcek ve diğer organizmalar ile mücadele çalışmaları gerçekleştirmektedir. Mücadele çalışmalarının amacı ise zararlı popülasyonunu ekonomik yönden zarar seviyesinin altında tutmaktır. Bu çalışmanın amacı daha önce yapılmış olan bilimsel yayınlar kapsamında ormanlarda ekonomik ve ekolojik açıdan zararlara neden olan böcek ve hastalık etkenleri ile savaşta biyolojik ve biyoteknik yöntemlerin kullanımının irdelenmesidir.

Anahtar Kelimeler: Orman, Doğal Düşman, Biyolojik Mücadele, Biyoteknik Yöntemler

1. INTRODUCTION

1.6 billion people in the world and approximately 7 million people in Turkey depend on forests for their daily needs and livelihood. With the increasing population and urbanization, forest areas are also needed to meet the recreation needs of the urban people. Turkey has a forest area of around 21.2 million hectares. Unfortunately, nearly half (52%) of the lands that are legally considered forests are degraded, low yielding or completely inefficient as a result of irregular exploitation for hundreds of years. The remaining 48% area is only productive (FAO, 2011). The existence and continuity of these benefits of forests are threatened by various destruction factors. Among the factors that cause physical and economic damage in forests in different shapes and levels, harmful insects also have an important place (Öztürk, 2020).

In general, destruction factors, which are grouped into two groups as biotic (fire, harmful forest insects, etc.) and abiotic (storm, drought, etc.), cause significant damage in forests where they threaten their health and continuity (Baş, 1972). Especially harmful insects are among the factors that have the most destructive effect on natural forests (Ivantsova et al., 2019). The annual forest area affected by forest pests (insects and pathogens) in the USA was estimated to be approximately 45 times greater than the forest area affected by fire, and the economic impact of insect damage was estimated to be six times greater than that of fire (Dale et al., 2001).

The first methods applied by mankind in the fight against pests aimed to kill the pests directly in the shortest way. Later, practical protective methods were applied and chemical warfare methods followed. In the fight against any epidemic in the forest, the main thing should not be just to eliminate the pest. The aim is to keep the pest below the economic damage threshold. In this respect, the main aim should be to cause the least or no harm to the environment with the methods to be applied. Chemicals used in the fight against pests have a negative effect on the continuity of life in the forest. The negative effects of drugs thrown into the nature on human, plants and animals are emerging day by day and are better understood (Mol and İnaç, 1988). Therefore, the importance of biological control emerges here.

Throughout history, human beings have observed that birds feed on insects and snakes on rodents in ancient times. It is known that the ancient Egyptians domesticated cats for use against mice. As the Chinese use hunter ants in their citrus orchards, their observations and practices that form the basis of biological control should not be ignored (Uygun et al., 2010).

The main objective of the integrated struggle studies, which were initiated in 1970 for the protection of human and environmental health and sustainable agriculture, is for the producers to reach the level where they can implement integrated combat programs by training (Karaturhan, 2005). Biological and biotechnical control methods, which are among the most important components of integrated control, are the leading alternative control methods. With the biological control method, harmful organisms that cause economic losses in plant production are combated by using beneficial organisms found in nature. Biotechnical control, on the other hand, means controlling the biological and physiological behaviours in their normal course with some techniques instead of killing harmful organisms directly (Birişik et al., 2013).

Considering the technological developments in the fight against forest pests, more effective control methods are applied over time. Attention is paid to the protection of biological diversity, predatory and parasitoid insects reproduced in the laboratory environment are used in order to biologically combat harmful insects by considering the continuity of the forest ecosystem. Since chemical drugs affect the biological balance negatively, the use of chemicals with toxic effects has been prohibited since 2007. Instead, the use of biological preparations, natural organic compounds and anti-growth drugs has been adopted (Erdem and Çanakçıoğlu, 1970).

Due to developing global trade and opening new markets, pests such as insects and pathogens are transported to other regions, posing new threats to the health of forests. Habitat change and increased international pest migration, new invasive species, trade in forest plants and plant products, plant equipment, transportation vehicles, soil moves, industrial equipment and other items such as personal luggage also contribute to the spread of pests within and between countries. Pest risk management is a key function in keeping forests healthy and meeting sustainable forestry goals (URL 1).

Efforts to combat forest pests have been recorded since 1937. Between 1937 and 2003, organisms that harm forests were combated in an area of 7,967,825 hectares. Between 2003 and 2015, an average of 156,966 ha of mechanical, 158,869 ha of biotechnical and 102,205 ha of biological and biotechnical control was carried out in a total area of 483,902 ha. Fighting activities are carried out on an average of 450 thousand hectares per year against 50 species of harmful insects, plants, fungi, mites, bacteria and viruses in forests (Eroğlu, 2017).

2. DIFFERENT FIGHTING METHODS AGAINST PESTS

In pest control studies, mechanical, chemical and biotechnical control methods, especially biological control, are applied. In the Strategic Plan of the General Directorate of Forestry (2013-2017), it is aimed to realize biological, mechanical and biotechnical control at a rate of over 90% in the total combat areas (Eroğlu, 2017). Since it is out of the scope of this study, chemical control is not included and other methods are mentioned.

2.2. Biological Control

In its simplest form, it can be described as "the use of beneficial organisms found in nature in the fight against harmful organisms that cause economic losses in crop production". With this simple recipe, a wide door is opened to understand the world of living things, to solve the relationships between them, and to use these relationships for the benefit of humans and all life in the long run without interfering with their structure. As we walk through this door to the world of living things in the light of science, we should always remember that all living things have the right to exist and live, and we should show minimum respect for this.

An important milestone in the spread of biological control is the successful control of the pest by bringing *Rodolia cardinalis* from New Zealand in 1888 against mealybug, which is a major problem in citrus fields in the US state of California. After this date, very successful studies have been carried out on the release of useful substances by bringing them from the origin country. At the same time, the Russians mass-produced *Metarhizium anisopliae* against Crop Bamboo beetle in Ukraine and successfully used it in the Odessa region.

In the fight against forest pests, an integrated, biological control method suitable for nature has been adopted. For this purpose, *Rhizophagus grandis* has been produced against Giant Bark Beetle (*Dendroctonus micans*) since 1985 to be used in biological control studies. Since 2004, *Calosoma sycophanta* has been produced against Pine Processionary Beetle (*Thaumetopea pityocampa, Thaumetopoea wilkinsoni*), and since 2006, *Thanasimus formicarius* has been produced against all bark beetles. Since 2007, *Rhizophagus depressus* predatory beetles and since 2014 the parasitoid *Torymus sinensis* Kamijo (Hymenoptera: Torymidae) of Chestnut Gal Bee (*Dryocosmus kuriphilus* Yasumatsu (Hymenoptera: Cynipidae)) are produced in the laboratory and given to the infected areas (Eroğlu, 2017).

Calosoma sycophanta (L.) is mass-produced in a laboratory environment in Turkey and used for biological control of Pine processionary beetle (*T. pityocampa, T. wilkinsoni*) and Sponge knitter (*Lymantria dispar*). The production of *C. sycophanta* was started for the first time in 2004 and it has been started to be produced in a planned manner since 2005. Currently, 260,000 predatory insects are produced annually in 33 laboratories and they are released to forests that are damaged by pine processionary beetles (URL 1).

Thanasimus formicarius L., *T. formicarius* is used in the biological control of bark beetles such as *Ips sexdentatus* (Boerner), *Pityokteines curvidens* (Germ.), and *Ips typographus* (L.) (Coleoptera: Curculionidae) in Turkey. A total of 313,903 adults of *T. formicarius*, which started to be produced in 2006 within the scope of biological control, were produced in 12 laboratories until the end of 2012 and given to forests where bark beetle damage was observed (URL 1).

Use of viruses in *Thaumatopoea pityocampa* L.: The first biological control against this insect in Turkey was made with *Calasoma sycophanta* L. (Coleoptera, Carabidae). This predator prevents the insect pest to a great extent. It is possible for this insect to be produced and left on the field and used in combat. There may also be the use of another bacterium, *Bacillus thuringiensis*. The use of *Phyrixe cauclata* (Diptera, Tachinidae), an internal parasite, is also considered against this insect, which causes great damage especially in our pine forests. Since the biology and behaviour of the pest should be known very well in order to carry out biological warfare, studies were started in Antalya Forest Pest Control Group Directorate and field and laboratory observations were continued. However, due to the need for large laboratory facilities to breed this parasitic fly, warfare could not be implemented (Özkazanç, 1979).

Use of insectivorous birds: The works of hanging artificial bird nests and supporting the population increase of certain bird species were started by the General Directorate of Forestry in 1941, and 1,186,755 nests have been hanged to date. In recent years, around 60 thousand bird nests are hung annually. In order to support insectivorous birds, dry, hollow and old trees are left in sufficient numbers to provide natural nesting in forest areas, and leafy trees with more branches, fruit trees and shrubs are allowed to grow (URL 1; Eroğlu, 2017).

Artificial nests have an important place in increasing the populations of insectivorous birds. 30-50% of hung nests are used by birds and it is an important factor in population growth. The preference of the nests varies according to the height, aspect, hanging positions and their usage rate decreases over time. Great tit (*Parus major*) and garden redtail (*Phoenicurus phoenicurus*) are mostly nested in the hanging nests. There are also Anatolian Plaster (*Sitta krueperi*), Pine Tit (*Parus ater*), Isaac bird (*Otus scopus*) and Garden rake (*Certhia brachydactyla*) species and they successfully complete their incubation process.

Red dorest ant (*Formica rufa* L.): All red forest ants live in colonies in nests in the form of mounds of various sizes, which they usually build from rotting but very solid cores, needles, small branches, resin and other plant materials around a resinous bottom log (Eroğlu, 2017).

It has a wide distribution extending to Marmara, Black Sea regions, Kütahya Gediz Murat Mountain and even Isparta Senarkent forests in the south. Researches and applications are carried out to benefit from *Formica rufa* group ants in biological control against harmful forest insects. As a result of these studies, it has been understood that forest ants can be taken out of their distribution areas and can adapt to the places they are taken. The transplantation of red forest ant colonies is considered as a low-cost pest control method suitable for the preservation of ecological balance (URL 1).

The red forest ant (*Formica rufa* L.) is also useful in the biological control of insects such as *Thaumetapoae pityocampa* (Den. & Schiff.), *Acleris undulana* (Wslm.), *Diprion pini*, *Neodiprion sertifer*, *Lymantria dispar* (L.), *Euproctis chrysorrhoea* (L.), which damage forests. Especially the larvae of insects are consumed as food by red forest ants and their reproduction is prevented. Transplantation is carried out to regions where pests are present but without ant populations and success rates of up to 80% are achieved in newly transferred regions (Figure 1) (Eroğlu, 2017).

Figure 1. Red forest ant (*Formica rufa* L.) nest in the forest



Source: Eroğlu, M. (2017). Forest Pest Management Lecture Note. Karadeniz Technical University, Faculty of Forestry, Department of Forestry Engineering.

Particular attention should be paid to the fact that the nests suitable for transplantation are at least of medium size (nests with a nest height between 50-75 cm). Small slots should never be touched. After the creation of the nest, perhaps the most important thing is the protection of the nest. Although it varies according to the regions, transplantation should be done in secluded places in terms of the possibility of damaging the wild animals such as pigs, foxes, marten, badger, as well as destroying the nests in order to satisfy the curiosity of people (especially shepherds and hunters). People should also be made aware of the protection of homes through local advertisements (Eroğlu, 2017).

2.2. Biotechnical Struggle

Licensed pheromones that do not harm the nature are used in biotechnical control studies. The method of mass trapping of harmful insects using pheromone traps in Turkey was started in 1982 in the forest area and successful results were obtained against bark beetles (Serez, 1987). The traps set up in these studies are checked weekly, and the caught pests are given to the predators as nutrients in the laboratories. Some of the captured predators are brought to the laboratories and used as rootstock in production studies. Every year, depending on the damage done by bark beetles in the forests of Turkey, an average of 45 thousand pheromone traps are hung and approximately 45 million harmful insects are caught and destroyed.

Insect pests are at the forefront of the biological factors that threaten the continuity of Turkey's forests. Among insect pests, the pine processionary beetle occupies an important place (Ertuğrul, 2002). The pine processionary beetle (*Thaumetopoeo pityocampa* Schiff) is an insect that causes significant damage especially in the pine forests of the Mediterranean, Aegean and Marmara regions (Onaran and Katı, 2010). There is different control methods developed against this pest. One of them is the struggle with pheromone traps (Akbulut et al., 2002).

Conditions for success in combating pheromone traps: Trees exposed to *Ips typographus* damage should be removed from the area. The bark of trees with *Ips typographus* cut in the forest should be peeled outside the forest and the bark should be destroyed immediately after peeling. It is not enough to fight this harmful

species with pheromone alone! In addition to this struggle, a clean operation should be implemented in the forest. During the maintenance cuts, fallen, ruined, diseased, weak trees should be removed from the forest. It should not be forgotten that such trees left in the area serve as hatching trees for the insect. If the cut bark trees are to be transported to another place, the bark must be peeled off. Otherwise, it accelerates the spread of the insect. One of the important factors to be considered in the fight against *Ips typographus* is other insects that damage forest trees. One of the most important of these is *Dendroctonus micans*. This insect comes to the area before *Ips typographus* and damages the trees. Damaged trees attract *Ips* species (Eroğlu, 2017).

Again, the species specificity of pheromones gave rise to the idea of mass gathering and then extermination of these insects in the fight against a particular pest (Figure 2). By using pheromone traps, they can easily neutralize the pest without destroying the natural balance (Arslangündoğdu, 1999).

Figure 2: Fheromone trap in woodland



Source: URL 2.

Biotechnical control and monitoring studies: In order to monitor the population fluctuations of bark beetles, which have a very significant damage potential in the forests of our country, to take the necessary measures for the control in a timely manner and to ensure an effective control, the flight times of these insects, which may vary from year to year, should be determined exactly. Monitoring studies are carried out in a healthy way by systematically hanging pheromone traps, especially in coniferous forests, in order to determine their distribution and density in the forest and their development time (Eroğlu, 2017).

Ips typographus usually infects trees that are weakened by various factors (such as wind, frost, and other insects) with thick bark, 70 years and older, and cause their death. It is accepted as the most dangerous insect species for Artvin Spruce Forests. In the last seven years, it has caused the death of approximately one and a half million cubic meters of spruce trees. With the *Ips typographus*, which was detected in Artvin in 1984 after the old records in Turkey, it is tried to be combated with the biotechnical control methods applied in the world. The aim of the control using pheromone traps is to reduce the damage of the insect below the economic damage threshold. Distance, light, temperature, wind and relative humidity are effective in detecting pheromones. In addition to these, the concentration of the pheromone is an important criterion that changes the effect distance. The effect time of hanging preparations is 7-8 weeks on average. In the examinations, it was determined that *Ips typographus* can fly between 50 m and 45 km distances (Eroğlu, 2017).

Islet facility: *Compsilura concinnata* (Meigen), *Phryxe caudata* (Rondani) (Diptera: Tachinidae) and its predators, *Calosoma sycophanta* L. (Coleoptera: Carabidae), which are the larval parasitoids of the pine processionary beetle, are important natural enemies encountered in large numbers in nature. With the islet method, it is aimed to reduce the population of the pest by mechanical control in forest areas, and to increase the effectiveness of natural enemies at the same rate (URL 1).

Mechanical struggle: It is applied by collecting and destroying the eggs, adults and caterpillars of harmful insects, setting traps, peeling the bark of insectivorous trees, cutting and burning the diseased areas of mushroom and mistletoe pests or burying them in the ground. Within the scope of this struggle, trees that breed bark beetles such as *Ips typographus, Ips sexdentatus, Orthotomicus erosus, Tomicus piniperda, Tomicus minor, Orthotomicus tridentatus, Pityokteines curvidens*, which cause damage in coniferous forests, are cut down and the bark is stripped and the insects are destroyed.

The caterpillar sacs of the pine processionary beetle collected from the trees are collected in the islets and integrated mechanically and biologically are combated. The egg cobs of this insect are also collected and left in the forest clearings to protect and increase the density of egg parasitoids (Eroğlu, 2017).

3. BIOLOGICAL CONTROL APPLICATION METHODS

Biological control application methods are carried out in 3 different ways.

3.1. Importing and Placing New Natural Enemies

When a new pest enters a country from another country, if there are no natural enemies in the country it enters, they soon create very high populations and cause economic damage. In order to prevent this damage, natural enemies of the pest are imported from the country of origin and tried to be placed in the fauna where the pest is found. The same process is applied to economically harmful native species where native natural enemies are not effective. Since it is one of the oldest methods, it is also called "Classical Biological Control".

The most successful example for Turkey in import and placement studies can be shown as *Rodolia cardinalis* against bagged cochlea (*Icerya purchsai* Maskell) and *Eretmocerus debachi* against Laurel whitefly (*Parabemisia myricae* Kuwana). Today, there is no need for any other control method other than these natural enemies in the control of these pests (Uygun et al., 2010).

3.2. Reproduction and Release of Natural Enemies

If the natural enemies cannot reproduce by settling in the environments where they are released and cannot stay for years, if the imported natural enemy is not enough for the release, or if the natural enemies in nature are not in numbers that can suppress the pest, natural enemies are periodically produced in mass and released to the area where the pest is located at the required times and in numbers. The most commonly used biological control agents in this method are entomopathogens. Today, many entomopathogens are produced commercially in the world and are used against economically harmful species. The production of parasitoids and predators is both difficult and more expensive than entomopathogens. Despite all this, some companies and small businesses still produce and sell these natural enemies on their prey and hosts. Producing parasitoids and predators in artificial media is cheaper. However, the main problem here is to investigate whether the natural enemies produced in the artificial nutrient medium are effective in nature and to prepare the artificial nutrient medium accordingly (Uygun et al., 2010).

3.3. Protection and Support of Natural Enemies Present in Nature

This method actually constitutes the most important work in preserving the existing natural balance or re-establishing it if the balance has been disturbed. Because in nature, every pest has more than one natural enemy and pests are kept under pressure by them. If, for any reason (unconscious and frequent use of drugs, changing biotopes against natural enemies, etc.), these natural enemies are adversely affected, that is, their populations decrease, the pests that escape the pressure of natural enemies multiply in a short time, rise above the level of economic damage and cause significant damage. For this reason, ecosystem pests and beneficial should be investigated very well and all ecological demands of natural enemies, which are the main factors in keeping the pest under pressure, should be tried to be fulfilled. Biological control carried out through

the protection and support of local natural enemies gives more successful results in large areas compared to classical biological control and multi-release biological control (Uygun et al., 2010).

In the study conducted by Yanar et al. (2018), it was determined that 26% of the producers used biotechnical control methods such as biological control, 56% pheromone trap, and 74% yellow sticky trap.

4. RESULT

The emergence of all kinds of negative effects of pesticides, the abundance of natural enemies that can be used in nature and the increase in environmental awareness should be the reason for focusing on an environmentally friendly, sustainable and inexpensive method of struggle such as "Biological Control". In addition, the facilitation of international natural enemy imports and the use of modern technology in mass production of natural enemies are other reasons that require acceleration of biological control studies. Today, what is desired is not only to get plenty of products from the unit area, but also, perhaps more importantly, to produce with food safety. For this reason, in all western countries, especially in the USA, intensive studies are carried out by the state to switch to control methods where pesticides are not used or at least. For example, in the USA, it has been reported that studies are carried out rapidly to place Integrated Struggle applications in 75% of the products under the leadership of the state (U.S. Congress, 1995; Uygun et al., 2010).

It is extremely important to encourage producers to apply biological/biotechnical control, both in terms of human health and natural balance, and in order to prevent the formation of resistance against chemicals in pests and the prevention of intensive chemical use. Increasing the publication activities that provide technical information to the producers about these methods is one of the things that can be done in the short term. For the dissemination of these methods, producers should continue to be informed about these control methods and financially supported, as well as informative studies that will create a tendency for consumers to consume products produced by these methods (Sagın et al., 2020).

In most of the studies on insect damages and the effects of these damages on sustainable forest management and management activities in Turkey, it is found that insects cause or will cause significant economic losses in our forests (Sarıkaya and Avcı, 2006; Aksu et al., 2014; Toprak, 2014). However, concrete studies on how to estimate or calculate the level of these losses are very limited compared to those abroad.

Insects are one of the leading biotic factors that damage the forests of Turkey and endanger sustainable forestry. Bark beetles constitute the largest group among harmful insects that can cause individual and mass death of trees (Selmi, 1998). Bark beetles are generally known as secondary pests. Bark beetle damage increases especially in forest areas with poor growth conditions, after a primary pest attack, after drought and fire. In addition, production works in large areas, broken and overturned forest areas caused by winter damage, areas with water deficit caused by climate change and global warming, areas exposed to acid rain, etc. are factors that cause the excessive increase of bark beetles.

In order to effectively fight mealybugs, first of all, quarantine rules should be followed, initiatives should be taken to support the increase of the effects of their native natural enemies, ant control should be carried out throughout the season, the biodiversity of the living environments should be increased, and broad pesticide applications should be avoided. If the use of chemical pesticides is required in pest control, pesticides that are specific to the species and do not affect natural enemies should be selected. In the absence of effective natural enemy species in the environment, they should be brought from other regions and released to infected plants to reduce mealybug densities (Telli and Yiğit, 2019).

Fir Bark Beetles (*Pityokteines curvidens* Germ, *Pityokteines marketae* Knížek) are important pests that are common in Taurus Fir, one of the endemic trees of Turkey, and threaten this original species. Especially *Pityokteines marketae* Knížek is widespread in the Eastern Mediterranean and causes huge economic losses. It is found in all fir species in Turkey, and both pests cause the firs to dry out individually, in groups and in groups (Aytar and Hızal, 2012). Taurus Firs within the borders of three business directorates in Kahramanmaraş are attacked by fir bark beetles every year and die singly, in groups or en masse. It is tried to be prevented by biotechnical and mechanical control against this pest.

Kahramanmaraş Forest Pest Control Branch Directorate carries out cultural, mechanical, biotechnical and biological control studies against all these pests. Within the scope of biological control, *Calosoma sycophanta* L. predator insect *Thaumetopoea wilkinsoni* reproduced in Gaziantep is released into Tams fields. *Phryx caudata* (Rondani, 1859), a parasitoid of *Thaumetopoea wilkinsoni* Tams, completes its development, and islet

construction and wire cages are left in places where the pest is seen. As a biotechnical control, pheromone traps are used against various bark beetles. As a mechanical struggle, trap trees and trap woods are prepared against bark beetles, and damaged trees are removed from the area. As a cultural struggle, thinning studies are carried out in areas where fungal disease is seen (Laz, 2020).

Researches should be carried out to monitor the benefits and effectiveness of Red Forest Ant nest transplant, bird nest hanging, predator insect production and similar biological control practices and to obtain healthy information that will form the basis for future applications. Silvicultural interventions that may adversely affect the predatory species that regulate bark beetle populations should be avoided, and care should be taken to leave sufficient number of planted dry trees for woodpeckers' nests and sleeping cavities in certain areas.

Red forest ant transplantation is considered as the most suitable method of struggle for the preservation of ecological balance and at the same time it has the least financial risk. Success can be achieved in the case of choosing the right place in the transplantation and working in accordance with the technique. In addition, there is no maintenance cost other than the initial facility cost in these studies (Eroğlu, 2017).

Among the vertebrate species, birds are the leading organisms that have pressure on harmful insects. It has great importance in maintaining the natural balance by eating the adults, pupae, larvae and eggs of insects. They consume large amounts of insects, especially during their breeding season. Birds that feed on insects are considered as potential biological control agents especially in the control of harmful insects in forests. It has been found in studies that birds reduce their populations by up to 100% when they feed on harmful insects. As can be seen, biological control has positive effects on both agricultural and forest pests (Kayahan and Karaca, 2015).

In order to expand the biological control against forest damage and increase its effectiveness, ways to benefit from more predators and especially parasitoid species should be investigated and important species should be put into production or their reproduction should be supported. The sharing of knowledge and experience provided in the production studies of certain species should be expanded. According to the characteristics of the habitat in forest areas, high-risk areas that are more susceptible to bark beetle attacks with more susceptible trees should be determined as high-risk areas, as in forest fires, and areas at medium and low risk, and risk maps should be created (URL 1).

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Economic Crises and The Effects on The Global Economic System

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Abstract: Crisis can be identified as certain micro and macro recessions that occur all of a sudden unexpectedly. The reasons behind the crises are reduction of a state's international reserves, fragility of the banking system, inflation, appreciation of local currency, foreign trade deficits, expansion of loans and the following increase in supply of money. The contagious nature of crises make them quite dangerous and threatening the world. With this perspective, global system forms one of the threats.

In this study, while analyzing the dynamics of "global crises" starting from Great Depression of 1929 until today, an answer to the problematique on whether this new position of "global economic system" necessitates a new system perception or, actually, a warning mechanism that would prevent the fragility by revising the current system.

Key Words: Global Crises, Global Economic Systems

Jel Codes:F02,G00

1. INTRODUCTION

Crisis has turned into a concept which has a feature of increased incidence, as the world economy has become more global. Macro-economic imbalances, intense competition, financial deregulation, credit boom, poorly managed banks and lack of transparency have caused to banking crises.

Crises consist of different reasons. The major ones may be considered as: "Real Sector Crises", "Financial Crises", "Money (Currency or the Balance of Payments) Crisis", "Banking Crises", "External Debt Crises" and "Systematic Crisis".

2. GLOBAL CRISES

Crises are very important for the future of the global economic system. With this aspect, the major economic crises in the world from the early 1900's to the present and their typology would be enlightening to know that subject.

Actually, each economic crisis with the different typology formed on changes in the global economic system. Even according to some major economists, arguments about crises with gradually increasing the frequency, forced us to a new perception of the economic system are known facts. It's useful to mention the great crises in the world before the effects of the crisis on the global economic system

2.1 1929 World Economic Crisis

The U.S. economy had high growth rates in the 1920s. While Fordist System was raising the production, increasing revenue growth due to production increased fees and therefore consumption accordingly increased. In real estate prices and even in the stock market greater gains were observed. Briefly, in economy all the ratios and the data seemed to be in order. Nevertheless, property prices made the balloon effect and after hurricane had been lived; house prices showed a serious decline in rates.

In early 1928 the Dow-Jones Index was 191, in September 1929 of it was 382. In 1928, while value of the shares bought with loan was 5 million dollars; in September 1929, it was 850 million dollars. In this situation, R.W. Babson made a statement as "The stock market crash is inevitable and the results can be very bad". After that the authorities gave assurances but investors did not heed these words of Babson (Erdağ, 2002; 76).

However, in October 21, 1929, on Monday, Foreign investors in the U.S began to sell their stocks and in October 24, 1929, on Thursday referred as "Black Thursday", Dow-Jones index fell by 25%. The ongoing days Stock prices fell nearly to zero, for this reason people's savings melted.

Although there were any pre-indicators of the crisis which started in the U.S., firstly crisis had appeared in financial markets and then affected the real sector. When we observe the causes of the crisis, the reasons includes; U.S.'s insists on the gold standard, unfair distribution of income, imbalance of foreign trade,

companies' financial state of imbalance, giving excessive amounts of credits by banks and inexperience of bureaucrats who admin the economy (Can, 2003, 70).

The situation in Europe was as same as U.S. Some of the banks had economic difficulties in this reason both banks and companies went bankrupt. Correspondingly, a sudden drop has emerged in the total consumption and investments.

Between 1929 and 1933, GDP reduced by 1/3 (Aktan ve Şen, 2002; 5). As far as U.S.'s entered to the crisis, it caused to cutting of the loans. Hence Europe quite profoundly was affected by the situation. For instance, inflation increasing had shown per hour in Germany, 1/4 of workforce was unemployed.

2.2. The Oil Crisis (1974)

The USA's free emission because of Vietnam War and after losing confidence in the U.S. Dollar, "Bretton Woods" system collapsed. In addition, in October 6, 1973, as a result of tension between Syria and Israel, due to developed countries and U.S. had supported to Israel, oil-exporting Arab countries thereby reduced the production of oil by 5 million barrels in a day imposed an embargo on countries supporting Israel. Hereupon, price of a barrel of raw oil, was $ 3 in 1972, reached to $ 12 by increasing 4 times in 1974.

Meanwhile the greatest demand of Arab oil-exporting countries' funds required underdeveloped countries. However, due to economic conditions, these countries have begun not to cycle their debts. This created some supranational regulations, need for exchange of debt between countries and financial institutions in the world economy (Soyak ve Bahçekapılı, 1998, 5).

Process of recession has continued for 16 months until March 1975. In this period, the cumulative growth rate was - 3%. Oil shock affected countries which were dependent on oil in the world economy and importing of oil; and the world economy has entered stagflation. Accordingly, in the lots of countries, "moratorium" has been decelerated.

If the deep decline should be compared, after Bush government had took the ruling, it will be possible to say that it was slightly larger than the collapse of technology shares in the 2000-2003 period (Özhan, 2005, 34).

2.3. ERM Crisis

The countries in the crisis, there were low and stable inflation, increase in foreign exchange reserves and a budget surplus in general. The only problem was, raising interest rates and unemployment. The only reason of this was inadequate demand. Rising unemployment due to insufficient demand, only be resolved by expansionary monetary policies. Governments had to implement a hard monetary policy by reason of the fact but that expansionary monetary policy would lead to problems when it was implemented on fixed rate. This has led to stagnation in European countries.

ERM Crisis, while economic aggregates are running a normal course, a new type of crisis is caused by the negative expectations. EU member states participating in the European Monetary System, indexed their money to ECU over a fixed exchange rate. Speculative attacks have a major role in the European Monetary System. However much foreign exchange reserves in a country, it can not be as much as experiencing capital flows and thus capital flows may be leading to speculative attacks. Crisis in financial markets couldn't be guessed so they may be exposed speculative attacks.

After speculative attacks on Finland and Sweden had succeeded, Italian lira couldn't prevent and it devaluated of 7%. So the attention of speculators attracted to England. As a result of attacks against the British Pound, in September 16 1992 despite intensive interventions of Bank of England, interest rates in Britain rose by 5% in one day (Akdiş, 2000; 60). While some coins were faced with the devaluation, England and Italy was forced to leave the ERM and In August 1993 the ERM fluctuation limits increased from 2.25% to 15%. According to Krugman, ERM countries, which was the case of to keep currency stable, couldn't follow expansionary policies and unemployment was shaped by the result of insufficient demand, have been the main trigger for the crisis (Erkekoğlu ve Bilgili, 2005:24).

The crisis starting with the British Pound and that deeply affected to the ERM system have 4 features. These are: a) Speculation plays a major role in crises. b) In a world where capital flows are high foreign exchange reserves not a function of preventing the crisis. c) Crisis occurs unexpectedly. d) Affected by the crisis and the

countries currencies out of the band with the measures taken, brought their economies to a better position, with regard to countries trying to keep their money in the band with coercive measures (Akdiş, 2000:61).

2.4. South East Asian Crisis

High-performing Asian economies were showed unique growth rates with human and physical capital between the years of 1960-1989. In this period, Asian economies had more factor productivity than 70% of developed countries.

Of these; Japan, Korea, Hong Kong, Malaysia, Taiwan and China had the highest rates of total factor productivity in the world (World Bank, 1998:259). In Asian countries, there was; justice in income distribution, political stability, decreasing consumption and increasing savings, a growth model based on exports and technology transfer. In brief, was mentioning a complete miracle of Asia.

In Southeast Asia, the crisis described by especially ineffective distributed investments. On the other hand, signals the emergence of the crisis was formed by significantly shown current account deficit increasing figures. In Thailand while current account deficit was 5% of GDP in 1993, this rate increased to 8% in 1996. Similarly, the rate of Malaysia's current account deficit rose to 5% in 1996 (Kayacan, 1998:4).

The growing current account deficits in Asian countries, wrong investments and non-refund of loan debts, investments shift in the field of real estate and not providing returns in the short term, short-term nature of entering capital and carrying speculative attacks, China's devaluation in 1994 and loss of competitiveness of other Asian countries, sharp increases in real estate prices, fragility of the financial system, bankers' inexperience, the balloon effect in economy, lack of transparency and panic were the main causes of the Asian crisis.

Observed in the first half of 1997, bankruptcies, students' rebellions and fall of governments did not exodus of foreign capital. But, on 2 July 1997 with the devaluation of Thailand Baht, the Asian crisis erupted. The crisis quickly spread to other Asian countries. With consideration of one-fourth of the world exports was performed by Southeast Asian countries, it is exceptionally ordinary that the Asian crisis affects with jumping to other countries including Asian countries particularly.

The main reason for the crisis according to Krugman is, resources trending to non-commercial areas from commercial areas in the short term. Also Hedge funds presence in Southeast Asia is the main cause of the crisis.

2.5. Mortgage Crisis

Mortgage system is, applied since many years in the U.S. and with terms extending up to 20 - 30 years providing home ownership opportunities for a home loan system. According to this system, people who want to buy a house can receive loans from credit institutions with fixed or variable interest rates. These credits were Prime Mortgage and Subprime Mortgage. Receivers of these credits even if can't pay the loan; by selling their homes they would be able to achieve substantial gains. Organizations which provide these loans will pass loans on the market. Investors are also buying them. Because risky loans will bring more interest rate to buy them provides more returns.

The sum of mortgage market was $ 10 trillion. 14% of the mortgage market, 1.4 trillion dollar part consists of subprime loans. Ratio of the troubled loans is 20% and in 2005 - 2006 this figure was 25% of subprime loans.

Credit crisis, began with Subprime mortgage loans, extended and affected other types of credits caused to the entire mortgage market has totally affected. Balloon increases in housing prices have caused asymmetric information in the market, has led to incorrect directing of credit users and has caused the perception of house purchase as an investment instrument (Demir, Ermişoğlu, Karabıyık and Küçük, 2008:4).

When we look at the causes of the mortgage crisis; corruption the structure of mortgage loans and problems in refund, increasing interest rates to prevent inflation and thus increasing the number of people failed to pay credits, overvaluation of the housing sector and with the rise of short-term dollar interest rates has become a balloon in the housing sector prices falling and the bubble's burst, to reduce the risk of subprime mortgage loans tightness in the securitization and due to the problems in these loans bond values fall thoroughly, funds have the feature of Hedge funds and the expansion of the credit derivative markets, credit rating agencies lowering bond values of mortgage loans because of unpaid loans, may be considered.

Mortgage crisis is, even though there is no deterioration in the macro-economic policies, the balloon consisting in the financial system, fluctuations in real estate prices and because short spread of the crisis to all world countries complies with the 3rd generation of the crisis theories. However, spillover effect has never been so effective in any crisis. For this reason even if comply with 3rd generation of the crisis theories, can't explained exactly with 3rd generation of the crisis theories. Mortgage crisis is a crisis, emerging in financial markets and quickly spread to the real sector.

3. EFFECTS OF CRISES ON THE GLOBAL ECONOMIC SYSTEM

The world economic crisis of 1929, has prepared the end of view of Classical Economics and Keynesian policies have been dominated the economy. The economy was dominated by the principle of social state. Separation of duties was made in the banking system. By bringing deposit insurance system small savings depositors was protected, public took along the power of syndicates with them against unemployment. In addition, The IMF was established in March 1946. By fixing 1 ounce of gold to 35 dollars the gold standard was abandoned.

The main reason for the crisis of 1974 was the increase of the prices and this crisis was an oil crisis. For this reason "Petro-currency" called significant funds consisting in the hands of the member countries of OPEC were offered in order to assess in many developed financial markets especially in Europe. Here is the new task of the IMF and World Bank begins. A country who wants to debt in international financial markets will pass auditing of the IMF and to the country receiving its approval countries and international banks will give debt with peace of mind. By this way it is possible to say that goes the revision of a system in this crisis.

ERM crisis, unexplainable crisis with canonical models and reveals the importance of second-generation crisis models. Unpredictable ERM Crisis affected all EU countries with the effect of infection. The feature of a new type of crisis shows another gap of the "system".

Crisis in Asia, in particular highlighted by Krugman, drawn attention to "Crony Capitalism" and heavy losses in Indonesia was described with that. Like years of Japan's bubble economy there was also a moral hazard problem for Southeast Asia; this problem is a problem, called shortly after the crony capitalism. Actually owner of a finance company mostly relatives of a government official (Krugman, 2005:94). As can be seen from here, the logic described as "crony capitalism" not just a local corruption also can be global effects.

In addition, the crisis in Asia have caused the private capital investments escape from the area, the banking sector has seen major impact. The Asian crisis spread to the whole region with domino effect quickly. This is the most important difference between the crises in Mexico.

Asian crisis is a financial crisis in a general meaning. In most Asian countries were caught in the crisis, external debt has been largely provided by non-bank private sector. Asian crisis is a financial crisis, contagion effect was observed in Asian crisis. Is a crisis, the second generation of theories remained invalid, and the third-generation theories occurred.

Mortgage crisis, for the predictability seems to fit the first-generation crisis theories. However, although closer to Krugman's theory of third-generation crisis, because of affects all the world's economies extremely severe may be expressed with a new crisis theory by accordance. This "crisis" might produce the extremely severe effects, A. Greenspan also wrote in 1980 "The Great Malaise" in his essay, was indicate that speculative attacks Might produce serious problems in the U.S. housing market.

CONCLUSION

Crises are the most important issues for both developing countries and developed countries. The most important feature of the crisis is showing an effect of infectious and contagious by time.

Analyzed in terms of the crisis theories, first-generation crisis model is a predictable crisis. Defends a fixed exchange rate system never should not apply. Second-generation models are defending the crisis can not be predictable, governments play a more active role, but after a certain period gave up fixed exchange rates advocate implementing a flexible exchange rate system model. Sometimes in countries, did not show any macro-economic corruption and while there is no risk of crisis could face with the crisis. Krugman connected it to "crony capitalism" and has revealed to theory of the third generation crisis.

1929 Economic Crisis while ending the concept of classical economics evaluate the system to Keynesian economic approach, this situation changed after the 1974 Crisis and monetarist economic policies started to be

implemented. Moreover, not only in economic and monetary systems, changes in the approaches have emerged. Then the monetary system for 100% gold (Bretton Woods) indexed to the U.S. dollar and in the 70's this situation had been changed, countries created their monetary policies independent from the gold. Strong currencies traits of being convertible in international trade, as result money regions have occurred.

Global system maintained the structure with some interventions, new supra-national institutions and approaches to today. However, like the expression of many scientists rather than revised the system also a new system could be born.

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Bulgaristan'da ve Türkiye'de Hizmet Veren Özel Hastanelerin Dijital Küresel Erişim Bağlamında İncelenmesi

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Özet: İçinde bulunduğumuz zaman dilimi, dijital devrimin küresel iletişimi yeni bir boyuta taşımaktadır. Tüketicilerin ilgilendikleri ürün ve işletmeleri internet üzerinde inceledikleri, yorumlarına ve dijital görünümlerine göre değerlendirdikleri, tüketim davranışlarının bu yönde dönüşüm geçirdiğini görmekteyiz. Eski yöntem ve geleneklerden farklı olarak, bedava ve herkesin erişimine açık dijital kaynaklar sayesinde, hizmet ve ürüne erişimde bireylerin acentelerden ve tanıdıklıklardan bağımsız olarak, yurtiçi ve yurtdışı ayırımı olmadan, kişisel araştırmalarını internet üzerinden gerçekleştirdiği yeni nesil bir "küresel kurumsal iletişim" çağında olduğumuz söylenebilir. Bu nedenle küresel çapta hizmet veren firmaların hedef kitleleri ile buluştuğu ilk ortam olma özelliğini taşıyan internet siteleri ve sosyal medya hesapları, profesyonel rekabet açısından belirleyici bir konuma gelmiş bulunmaktadır. Bu bağlamda çalışmada sağlık ve dijital kurumsal iletişim çerçevesi içerisinde, Bulgaristan'da ve Türkiye'de hizmet veren özel hastanelerin masaüstü ve mobil internet siteleri ile kullandıkları sosyal medya hesapları, çok dilli erişilebilirlik, kullanım kolaylığı ve arayüz tasarımı gibi kriterler açısından incelenmiştir. Araştırmada Google arama sonuçlarına göre iki ülke için de en yüksek beğeni ve yoruma sahip ilk üç hastane tercih edilmiştir. Seçilen her internet sitesi için, belirlenmiş inceleme alanlarına göre analizler yapılarak öneriler getirilmiştir. İki ülke arasındaki kurumların benzerlik ve farklılıklarına vurgu yapılarak küresel kurumsal iletişim açısından yetkinlikleri değerlendirilmiştir.

Anahtar Kelimeler: Özel Hastane, İnternet Sitesi, Kurumsal İletişim, Görsel iletişim

Abstract: The time period we live in, the digital revolution takes global communication to a new dimension. We see that consumers examine the products and businesses they are interested in on the internet, evaluate them according to their comments and digital appearance, and their consumption behaviors are transformed in this direction. It can be said that, unlike the old methods and traditions, we are in a new generation "global corporate communication" era, where individuals carry out their personal research over the internet, regardless of agencies and acquaintances, without distinction between domestic and foreign, in accessing services and products, thanks to digital resources that are free and accessible to everyone. For this reason, websites and social media accounts, which are the first environment where companies serving globally, meet with their target audiences, have come to a decisive position in terms of professional competition. In this context, in this study, within the framework of health and digital corporate communication, desktop and mobile websites and social media accounts used by private hospitals in Bulgaria and Turkey were examined in terms of criteria such as multilingual accessibility, ease of use and interface design. According to the Google search results, the first three hospitals with the highest likes and comments for both countries were chosen in the study. For each selected website, analyzes were made according to the determined review areas and suggestions were made. Emphasizing the similarities and differences of the institutions between the two countries, their competencies in terms of global corporate communication were evaluated..

Key Words: Private Hospital, Website, Corporate Communication, Visual Communication

1. GİRİŞ

Günümüzde özel hastaneler, sağlık hizmetlerini sunmak için dijital kanalları aktif bir şekilde kullanmaktadır. Bu dijital kanalların başında ise web siteleri ve sosyal medya hesapları gelmektedir. Bu kanalların kullanımı, hastalarla iletişim kurmayı, hizmetlerini tanıtmayı ve markalarını güçlendirmeyi amaçlamaktadır.

Özel hastanelerin web siteleri, hastaların hastaneler hakkında bilgi edinmelerine, sağlık hizmetleri hakkında bilgi almalarına ve randevu talep etmelerine olanak tanımaktadır. Örneğin, Ceylan ve Göksu (2016), özel hastanelerin web sitelerindeki randevu sistemlerinin, hastaların zaman kaybını önlediğini ve sağlık hizmetlerine erişimlerini kolaylaştırdığını belirtmektedirler.

Sosyal medya hesapları ise hastanelerin hizmetlerini tanıtmaları ve markalarını güçlendirmeleri açısından oldukça önemlidir. İleri teknolojiler ve çözümlerle hastalarına en iyi hizmeti sunmak isteyen özel hastaneler, sosyal medya hesapları üzerinden hastalarla etkileşim kurarak, sağlık hizmetlerini tanıtmaktadırlar. Örneğin, Kocabaş ve Özkan (2019), özel hastanelerin sosyal medya hesaplarının, hastanelerin marka algısını artırdığını ve hastalarla olan iletişimi güçlendirdiğini belirtmektedirler.

Ayrıca, sosyal medya hesapları üzerinden yapılan kampanyalar da özel hastanelerin hizmetlerini tanıtmaları açısından oldukça etkilidir. Yıldırım, İsbir ve Çiftci (2017), özel hastanelerin sosyal medya hesapları üzerinden yaptıkları kampanyaların, hastaların hastaneleri tercih etme oranlarını artırdığını ve hastanelerin marka bilinirliğini artırdığını belirtmektedirler.

Özetle özel hastaneler, web siteleri ve sosyal medya hesapları aracılığıyla hastalarla iletişim kurarak, sağlık hizmetlerini tanıtmakta ve markalarını güçlendirmektedirler. Özel hastanelerin bu dijital kanalları aktif bir şekilde kullanarak, hastalarına en iyi hizmeti sunmayı hedeflediği görülmektedir.

Dijital teknolojilerin sağlık sektöründe kullanımı, hastaların hizmetlere erişimini kolaylaştırmak ve sağlık hizmetlerinin kalitesini artırmak için önemlidir. Bu makalede, Bulgaristan ve Türkiye'deki özel hastanelerin dijital küresel erişim bağlamında incelenmesi yapılacaktır. Bu analiz, özel hastanelerin internet ve diğer dijital teknolojileri kullanma durumlarını, online sağlık hizmetlerini sunma kapasitelerini ve küresel dijital sağlık trendleri ile uyumluluklarını ele alacaktır.

2. BULGARİSTAN VE TÜRKİYE'DEKİ ÖZEL HASTANELER VE DİJİTALLEŞME

Bulgaristan ve Türkiye'deki özel hastanelerin dijital erişim durumu, ülkelerin genel internet altyapısı ve sağlık sektöründeki dijitalleşme seviyelerine bağlı olarak değişebilir. Ancak genel olarak, özel hastaneler internet ve diğer dijital teknolojileri etkin bir şekilde kullanarak hastalara daha iyi hizmet sunma amacını taşımaktadır (Bilecik, 2021). Bulgaristan'da özel hastanelerin dijital erişim durumu, ülkedeki internet altyapısının genel olarak yetersiz olması nedeniyle sınırlı olabilir. Ancak, bazı özel hastaneler online sağlık hizmetleri sunarak hastaların ihtiyaçlarına yanıt vermeye çalışmaktadır (E-Health Bulgaria, 2020).

Türkiye'de ise, özel hastaneler genel olarak internet ve diğer dijital teknolojileri aktif bir şekilde kullanmaktadır. Türkiye'deki özel hastaneler, hastaların online sağlık hizmetlerine kolayca erişebilmesini sağlamak için web siteleri ve mobil uygulamalar da dahil olmak üzere çeşitli dijital kanallar sunmaktadır (Aktas & Bicakci, 2019).

Günümüzde, hastaların çoğu internet ve mobil cihazlar aracılığıyla sağlık hizmetlerine erişebilmektedir. Bu nedenle, Bulgaristan ve Türkiye'deki özel hastaneler de online sağlık hizmetleri sunarak hastaların ihtiyaçlarına daha iyi yanıt vermektedir. Bu hizmetler arasında teletıp, dijital randevu sistemleri, online tıbbi danışmanlık, tıbbi rapor ve sonuçların dijital olarak paylaşılması, online reçete ve ilaç siparişi gibi hizmetler yer almaktadır.

Bulgaristan'da, özel hastaneler online sağlık hizmetleri sunmaya başlamış olsa da, ülkenin internet altyapısının yetersiz olması nedeniyle bu hizmetlerin yaygınlaşması zaman alabilir. Ancak, E-Health Bulgaria gibi platformlar, hastaların sağlık verilerini dijital olarak saklamalarına ve sağlık hizmetlerine daha kolay erişmelerine olanak tanıyan çözümler sunmaktadır (E-Health Bulgaria, 2020).

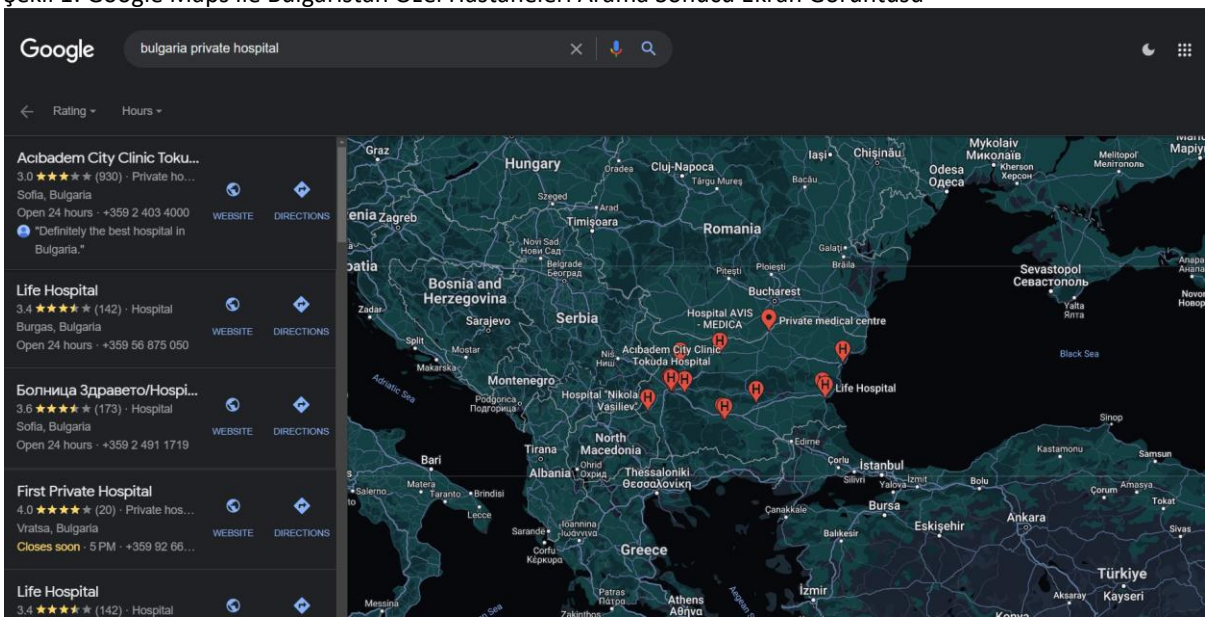
Türkiye'de ise, özel hastaneler online sağlık hizmetleri sunmaya yönelik olarak hızlı bir şekilde gelişim göstermektedir. Hastaneler, online randevu sistemleri, teletıp, tıbbi danışmanlık, reçete ve ilaç siparişi gibi hizmetleri sunarak hastaların sağlık hizmetlerine erişimini kolaylaştırmaktadır. Ayrıca, Türkiye'de faaliyet gösteren bazı teletıp platformları, hastaların tıbbi danışmanlık ve uzman görüşleri alabilmelerini sağlamaktadır (Aktas & Bicakci, 2019).

Bulgaristan ve Türkiye'deki özel hastaneler, dijitalleşme konusunda gelişmekte olan ülkeler olduğu için bu teknolojileri tam olarak benimsememiş olsalar da, önemli adımlar atmaktadırlar. Özellikle Türkiye'deki özel hastaneler, büyük veri analizi, yapay zeka ve teletıp gibi teknolojileri kullanarak hastaların sağlık hizmetlerine erişimini kolaylaştırmak için çalışmaktadır (Aktas & Bicakci, 2019).

2. YÖNTEM VE BULGULAR

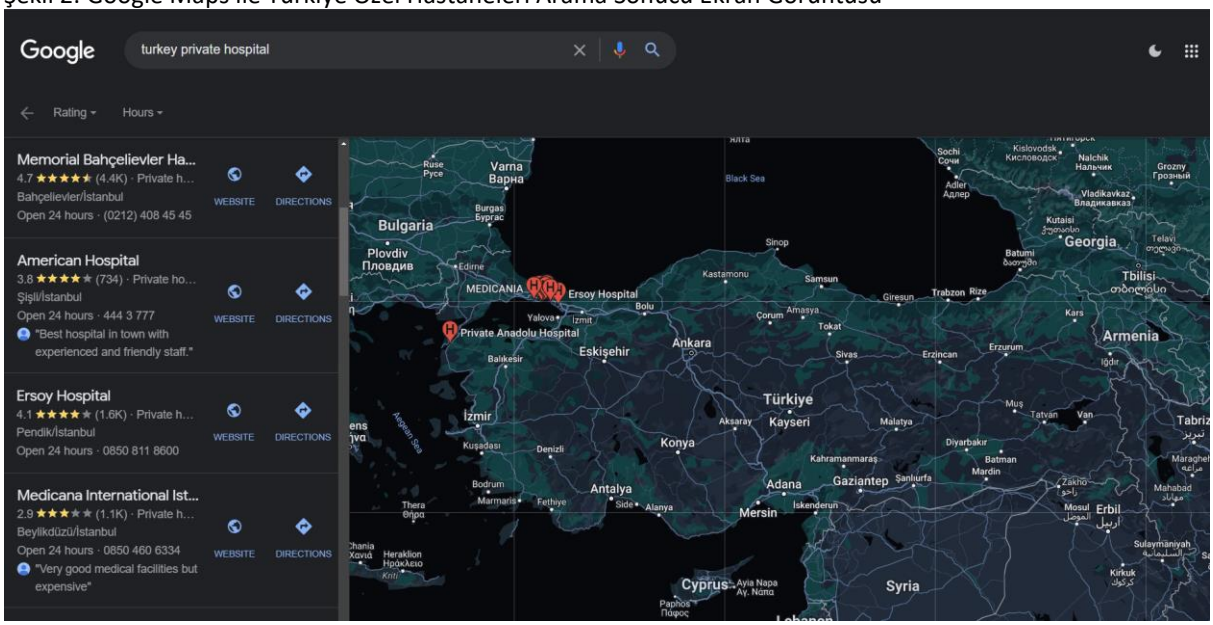
Bu çalışmada amaçlı örnekleme yöntemine göre seçilen hastanelerin internet siteleri, İngilizce dilinde erişim, iletişim bilgilerine kolay ulaşılırlık ve kolay kullanım olanakları açısından betimsel içerik analizi yöntemiyle incelenmiştir. Çalışmada Google Maps arayüzü üzerinde Bulgaristan ve Türkiye için ilk on önerilende yer alan, en çok yorum sayısına sahip en az üç yıldızlı üçer özel hastane tercih edilmiştir (Şekil 1 ve Şekil 2). Bu sayede bu konuda iki ülkede hizmet veren özel hastanelerin pratik bir karşılaştırılmasının yapılması sağlanmaya çalışılmıştır.

Şekil 1: Google Maps ile Bulgaristan Özel Hastaneleri Arama Sonucu Ekran Görüntüsü



Kaynak: https://t.ly/-kfJ

Şekil 2: Google Maps ile Türkiye Özel Hastaneleri Arama Sonucu Ekran Görüntüsü



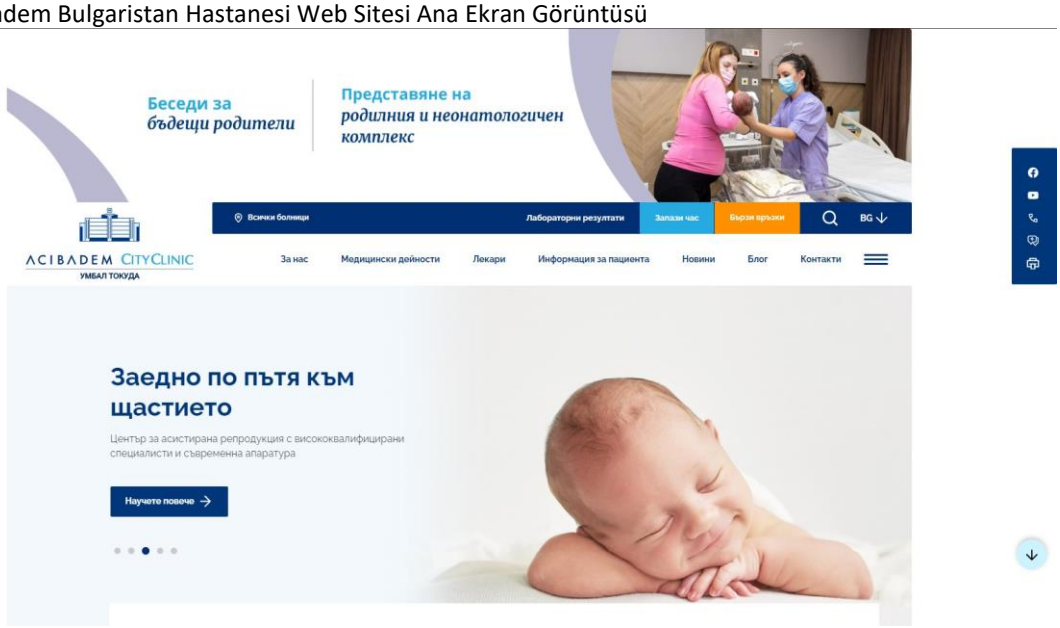
https://t.ly/K0yk

2.1. Bulgaristan Özel Hastanelerin Web Sitelerinin İncelenmesi

Acıbadem City Clinic Tokuda hastanesinin internet sitesinde (Şekil 3) sağ üstte Latin alfabesi ile "BG" kısaltması (Bulgarca diline karşılık) yazılmış olup, PC üzerinden tıklandığında İngilizce ya da başka bir dile dönüşmediği görülmüştür. Akıllı cihazlardan ulaşılan mobil site versiyonunda(Şekil 4) ise aynı düğme üzerinden İngilizce ve Rusça opsiyonlarına ulaşıldığı görülmüştür.

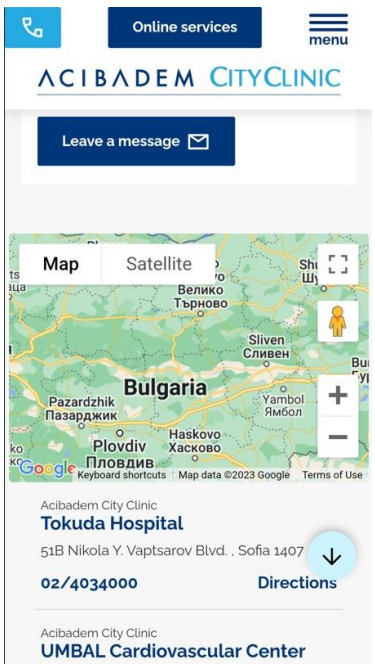
Sayfanın PC versiyonunun ayaklık kısmında ikonlarla çeşitli sosyal medya bağlantıları ve telefon numarası için bir bağlantı bulunmaktadır. Ancak bu bağlantılar henüz bir bilgiye bağlanmadığından tıklandığında boş sayfa çıkmaktadır. Mobil versiyonunda ise dinamik harita, telefon ve diğer iletişim bilgilerine ulaşılabilmektedir. PC internet sitesi arayüzü ile mobil site arayüzünün bu derecede farklı ele alınmış olması, mobil cihazlar olmaksızın adres ve telefon bilgisine İngilizce dilinde ulaşmanın olanaksızlığı, Acıbadem City Clinic Tokuda hastanesi internet sitesinin küresel erişim açısından eksikliklerini göz önüne getirmektedir.

Şekil 3: Acıbadem Bulgaristan Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://acibademcityclinic.bg/tokuda

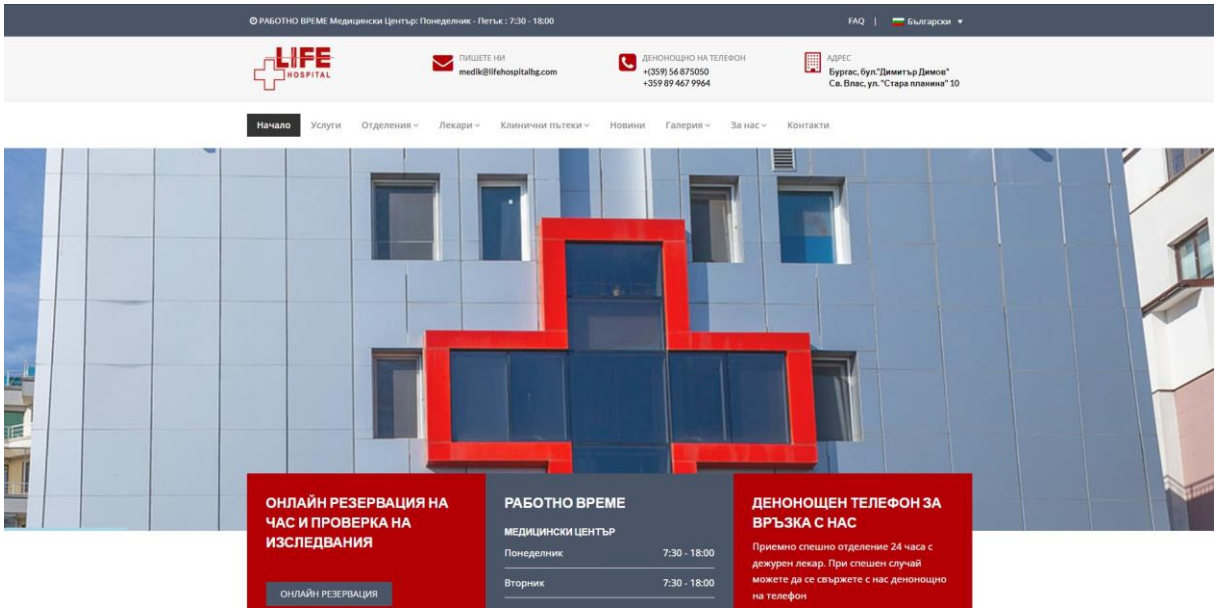
Şekil 4: Acıbadem Bulgaristan Hastanesi Mobil Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://acibademcityclinic.bg/tokuda

Life hastanesinin internet sitesinin PC ve mobil versiyonunda (Şekil.5) sağ üstte Bulgar bayraklı ikon ile dil seçenek erişiminin sağlandığı görülmektedir. Tıklandığında İngilizce dil opsiyonu sunulmuştur. Aynı zamanda telefonlar (ülke kodu ile birlikte), adres ve eposta adresi bilgileri sayfa ayaklığında değil başında gösterilmiştir. Bu sayede hızlı ve küresel erişim için kullanışlı bir site arayüzü sağlanmıştır. En temel bilgiler olan erişim ve iletişim bilgileri sade ve kolay fark edilir bir konumda ve görünürlükte sunulmuştur. Bu bağlamda Life hastanesi sitesinin küresel erişim açısından başarılı bir site tasarımı kullandığı söylenebilir.

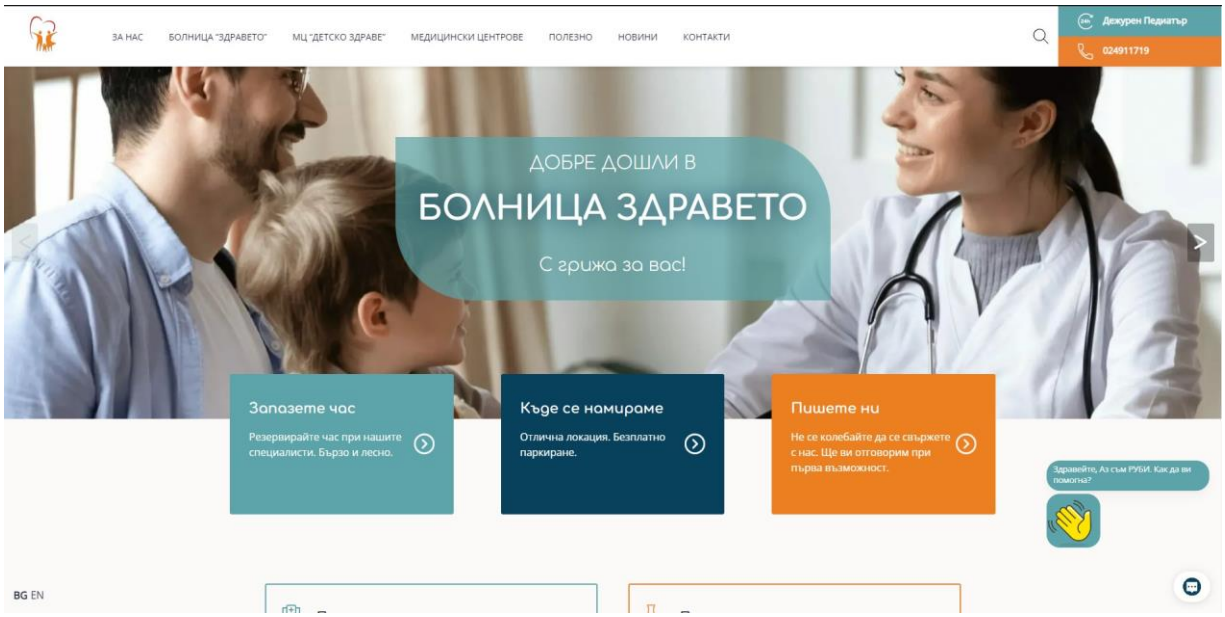
Şekil 5: Life Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak:https://www.lifehospitalbg.com/

Zdraveto hastanesinin internet sitesi arayüzünde (Şekil 6) sol altta siyah renkte "BG" ve "EN" ikonları ile Bulgarca ve İngilizce dil opsiyonları sunulmuştur. Ancak PC arayüzünde bu alanın fonu beyaz iken, mobil arayüzünde bu alanın fonu dikey akış içinde herhangi bir görsele denk gelebilmektedir. Bu nedenle ilk bakışta dil seçenekleri görülmeyebilir. Bu da küresel erişim açısından olumsuz bir etki oluşturacaktır.

Şekil 6: Zdraveto Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://zdraveto.com/

Sol alt köşe dil seçeneklerinin yerleşimi için sorun oluşturacak bir seçim olmuştur. Başlıkta (en üstte) yer alsaydı hem PC hem mobil arayüzünde (Şekil 7) iyi çalışacak bu tasarım, halihazırda kullanılan hali ile mobil kullanıcılarına bir sorun yaratmış gibi gözükmektedir.

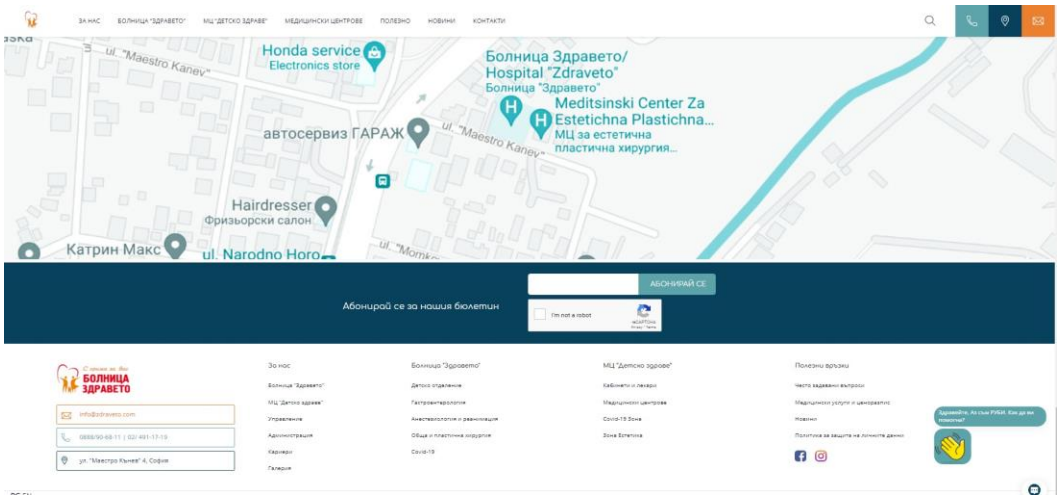
Şekil 7: Zdraveto Hastanesi Mobil Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://zdraveto.com/

Sağ üstteki düğmeler ile telefon ve adres bilgilerine ulaşılabilen site arayüzünün ayaklık kısmında, dinamik haritaya, eposta adresine ve tekrar telefon numarası ile yazılı olarak adres bilgisine yer verilmiştir (Şekil 8). Mobil site arayüzündeki dil seçeneği konumu dışında, Zdraveto hastanesinin arayüz tasarımının küresel erişim taleplerine başarılı şekilde cevap verdiği söylenebilir.

Şekil 7: Zdraveto Hastanesi Web Sitesi Ana Ekran Görüntüsü

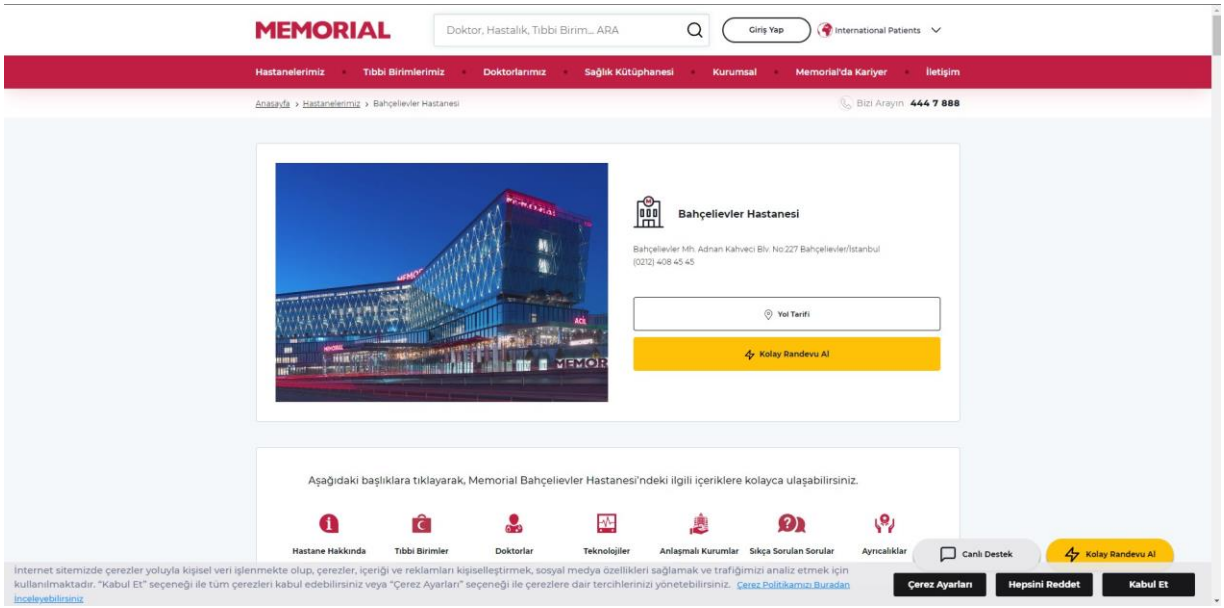


Kaynak: https://zdraveto.com/

2.1. Türkiye Özel Hastanelerin Web Sitelerinin İncelenmesi

Memorial Bahçelievler hastanesinin internet sitesi Memorial hastanelerinin ortak adresine yönlenmektedir. Burada Bahçelievler şubesinin adresi ve telefonu sayfanın üstlerinde yer almaktadır. Ancak İngilizce opsiyonu bulunmayan sitede, sağ üstte "international patients" (uluslararası hastalar) bağlantısı ile ayrı bir İngilizce yardım ekranına ulaşılabilmektedir. Ayrıca metinsel arama barının bulunması, sözcük üzerinden hızlı site içi sorgu için faydalı bir özellik niteliğindedir.

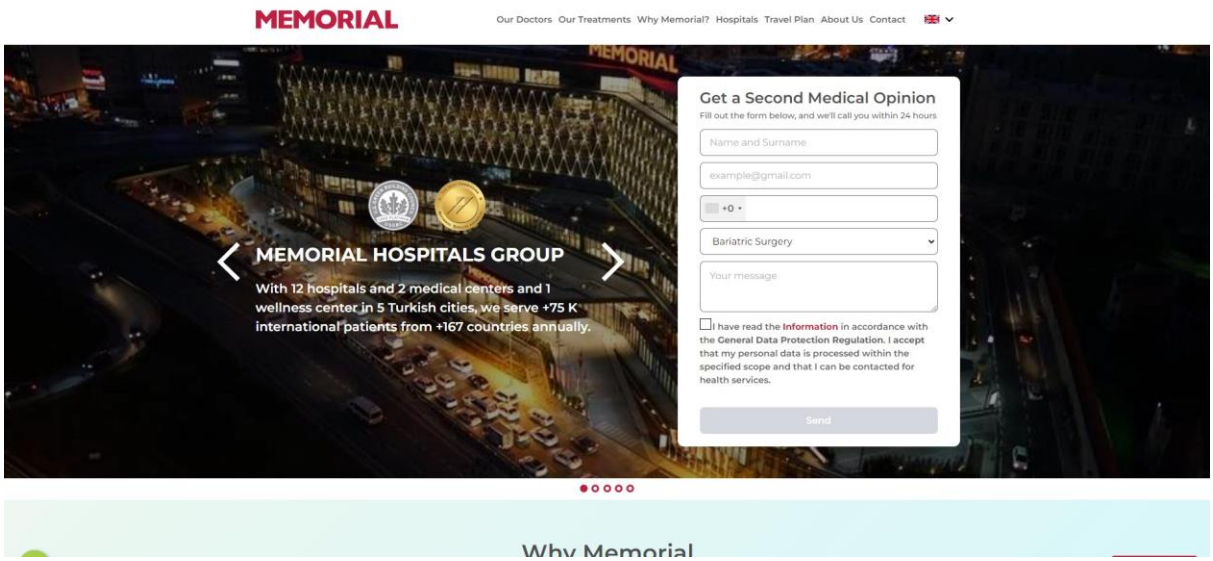
Şekil 8: Memorial Bahçelievler Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://www.memorial.com.tr/hastaneler-ve-tip-merkezleri/memorial-bahcelievler-hastanesi

Ortak Memorial grup hastanelerinin hasta başvuru veri yükleme/yazma alanının olduğu bu bağlantıda, Bahçelievler şubesinin adres ve telefon bilgilerinin İngilizcesi bulunmamaktadır (Şekil 9). Halizhazırdaki kullanımı ile Memorial Bahçelievler hastanesinin site arayüz tasarımının küresel erişim açısından güncel gereksinimleri karşılamadığı söylenebilir.

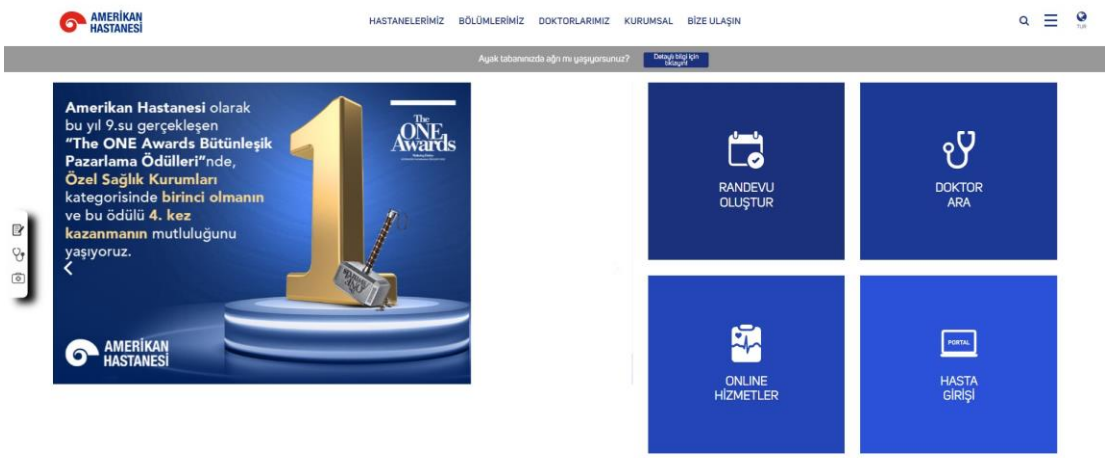
Şekil 9: Memorial Grup Hastaneleri Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://www.memorial.com.tr/hastaneler-ve-tip-merkezleri/memorial-bahcelievler-hastanesi

Düşük kimlikli bir arayüz görünümüne sahip Amerikan hastanesi internet sitesinin PC ve mobil versiyonlarında, sağ üstte Türkçe ve İngilizce dil seçeneklerine ulaşılabilen bir düğme bulunmaktadır (Şekil 10).

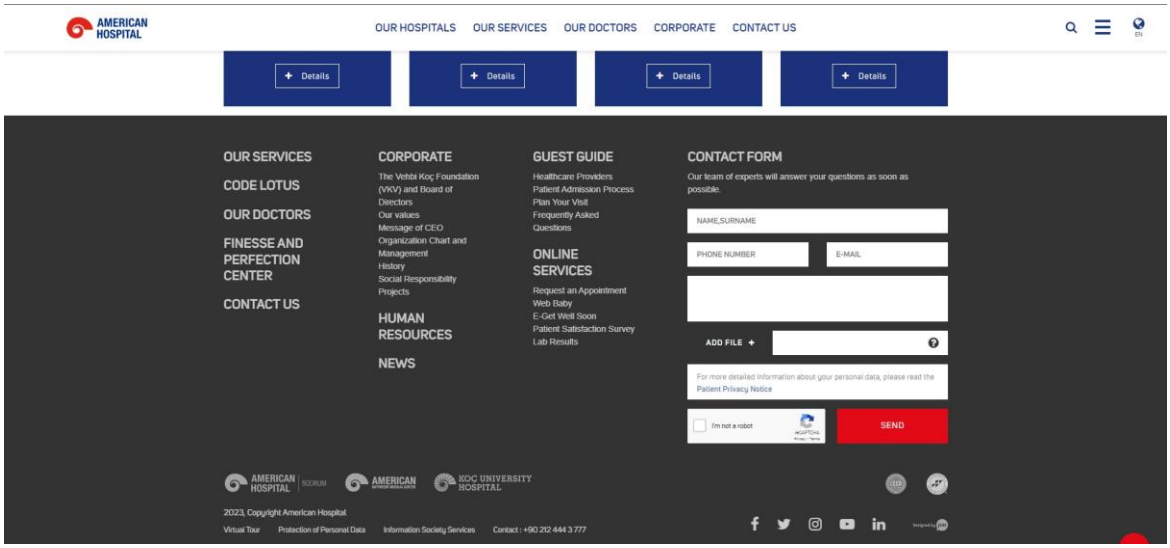
Şekil 10: Amerikan Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://www.amerikanhastanesi.org/

Sayfanın ayaklık bölümünden (Şekil 11) hasta bilgileri ile başvuru mesaj alanı ve sosyal medya linklerine ulaşılabilmektedir.

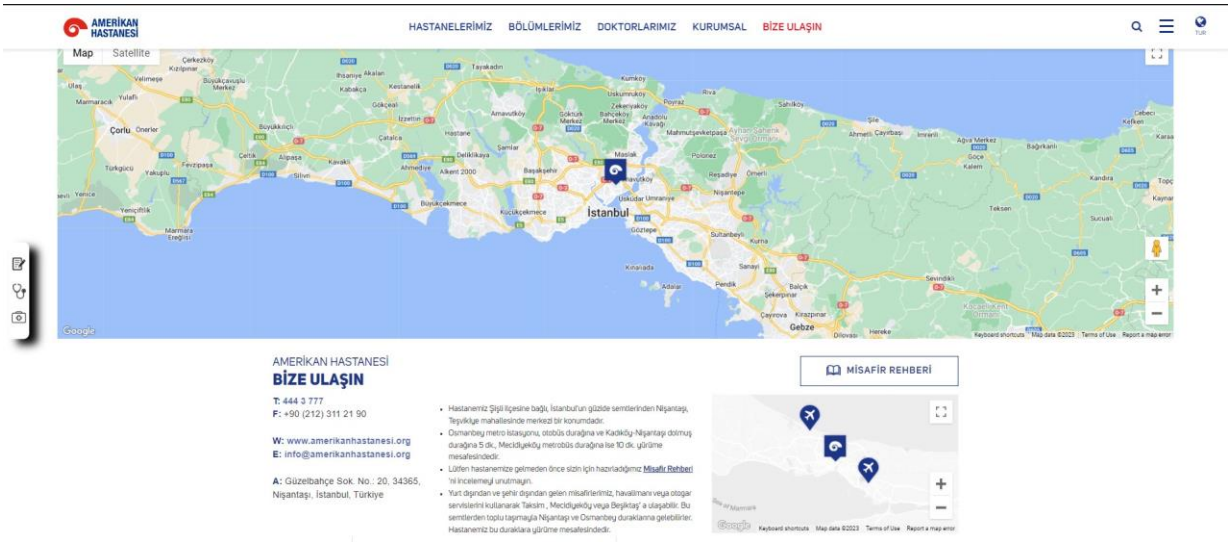
Şekil 11: Amerikan Hastanesi Web Sitesi Ayaklık (Footer) Ekran Görüntüsü



Kaynak: https://www.amerikanhastanesi.org/

Ancak hastane erişim ve iletişim bilgilerine ancak başlık alanındaki "bize ulaşın" düğmesi ile açılan yeni bir sayfadan ulaşılabilmektedir (Şekil 12). Bu özelliğin diğer bazı örneklerdeki gibi anasayfadan ve site erişiminde ilk andan (en üstten) sağlanmasının, Amerikan hastanesinin küresel erişim becerisini arttıracağı görülmektedir.

Şekil 12: Amerikan Hastanesi Web Sitesi İletişim Bölümü Ekran Görüntüsü



Kaynak: https://www.amerikanhastanesi.org/

Ersoy hastanesinin PC ve mobil internet sitelerinde sağ en üstte önce telefon bilgisi ardından sosyal medya bağlantıları ve sonrasında Türkçe, İngilizce, Arapça ve Rusça dilleri için metinsel seçim düğmeleri konumlandırılmıştır (Şekil 13). Arapça ve Rusça dilleri büyük olasılıkla en yoğun hizmet verilen yabancı milletler olduğundan, Türkçe ve İngilizce yanında yer verilmesi, uluslararası müşteri hizmetleri açısından olumlu bir yaklaşım olarak kabul edilebilir. Yine metinsel arama barının en üstte bulunması, site içi sözcükle sorgu için yardımcı bir özelliktir.

Şekil 13: Ersoy Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak:https://www.ersoyhastanesi.com.tr/ru-RU/anasayfa

Sitenin mobil versiyonunda sağ üstteki bilgilerin ve metinsel arama barının daha büyük olarak en başta gelmesi, mobil kullanıcılarının hızlı ve kolay erişimi için yardımcı bir yerleşim olarak kabul edilebilir (Şekil 14).

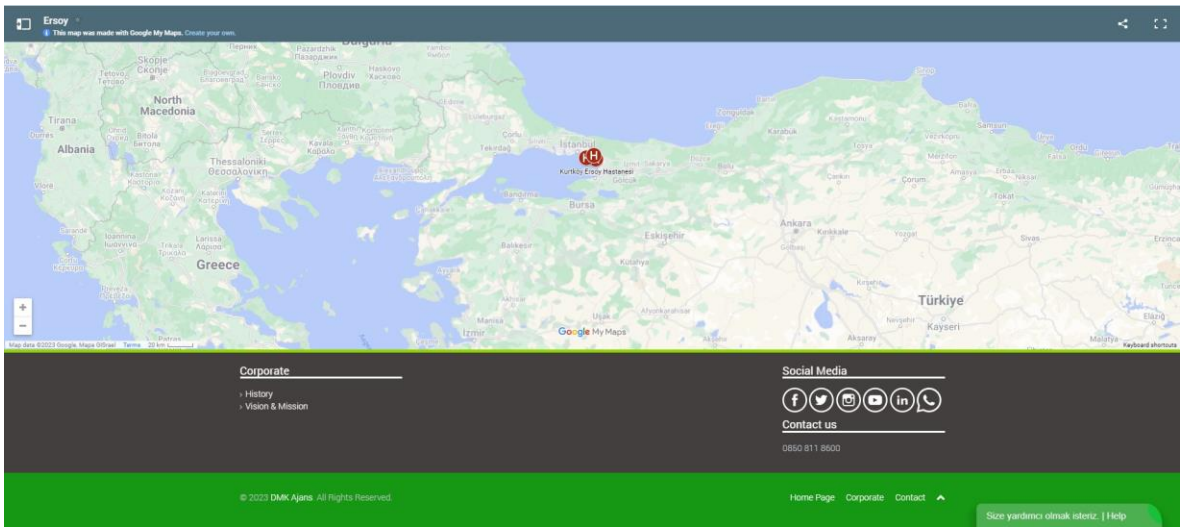
Şekil 14: Ersoy Hastanesi Web Sitesi Ana Ekran Görüntüsü



Kaynak: https://www.ersoyhastanesi.com.tr/ru-RU/anasayfa

Sitenin ayaklık bölümünde (Şekil 15) dinamik harita ile sosyal medya linkleri ve telefon bilgisi tekrar değerlendirilmiştir. Ersoy hastanesinin küresel erişim açısından dil, erişilebilirlik, sade ve pratik görünüm ile kolay kullanım alanlarında oldukça başarılı bir internet sitesi tasarımına sahip olduğu görülmektedir.

Şekil 15: Ersoy Hastanesi Web Sitesi Ana Ekran Görüntüsü



https://www.ersoyhastanesi.com.tr/ru-RU/anasayfa

4. SONUÇ

Özel hastanelerin dijitalleşmesi, sağlık sektöründe önemli bir dönüşümü temsil etmektedir. Bu dönüşüm, hastaların sağlık hizmetlerine daha kolay erişebilmelerini, sağlık verilerinin daha iyi yönetilmesini ve sağlık hizmetlerinin daha etkili bir şekilde sunulmasını sağlamaktadır. Bu nedenle, Bulgaristan ve Türkiye gibi gelişmekte olan ülkelerde özel hastanelerin dijitalleşme sürecinde ilerlemesi, sağlık sektörünün gelişimi açısından önemlidir.

Bulgaristan ve Türkiye'deki özel hastaneler, kendi coğrafi bölgelerinde ve hizmet verdikleri hastalar için güvenilir bir sağlık hizmeti sunmaktadır. Bu nedenle, özel hastanelerin mevcut teknolojik olanakları kullanarak dijital küresel erişim konusunda daha fazla adım atmaları ve hastaların sağlık hizmetlerine daha hızlı ulaşmalarına yardımcı olmaları gerektiği açıktır.

Gerçekleştirilen çalışma ile Bulgaristan ve Türkiye'deki özel hastanelerin dijital küresel erişim bağlamında incelenerek, özel hastanelerin internet ve diğer dijital teknolojileri kullanma durumlarını, online sağlık hizmetleri sunma kapasitelerini ve küresel dijital sağlık trendleri ile uyumluluklarını ele alınmıştır. Bu analiz, Bulgaristan ve Türkiye'deki özel hastanelerin dijitalleşme konusunda gelişmekte olan ülkeler olmalarına rağmen önemli adımlar attıklarını ve hastaların sağlık hizmetlerine erişimini kolaylaştırmak için çalıştıklarını göstermektedir. Ancak, Bulgaristan'da internet altyapısının yetersiz olması, dijital sağlık hizmetlerinin yaygınlaşmasını engelleyebileceği düşünülmektedir.

Çalışma kapsamında incelenen özel hastanelerin dijital küresel erişim konusunda iyileşme sağlayabilmeleri için bazı öneriler geliştirilmiştir. Özel hastanelerin dijital erişim konusunda yatırım yapması ve daha fazla uygulama geliştirmesi gerekmektedir. Hastaların dijital erişim uygulamalarını daha fazla kullanmaları ve gelişen teknolojiyi takip etmeleri konusunda yatırımlarını güçlendirmeleri ülke ekonomisine de katkı sağlayacaktır. Hastaneler arasında dijital bilgi paylaşımı konusunda daha etkin bir işbirliği sağlanması ve uzak konumlu hastaların da sağlık hizmetlerinden yararlanmasını sağlayacak uygulamaların geliştirilmesi gerekli görülmektedir.

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Renewable Energy and Sustainability in the EU

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Abstract: The rise in greenhouse gas emissions, global climate change, fluctuations in energy prices, and concerns over energy security have driven the promotion and adoption of renewable energy worldwide. Renewable energy can offer numerous benefits, including reducing greenhouse gas emissions, securing energy supplies, diversifying energy sources, reducing dependency on fossil fuels, particularly oil and gas, and creating employment opportunities by generating jobs in the renewable energy and environmental sectors. Despite the upward trend in renewable energy consumption, its usage remains limited due to high costs and technological barriers in many countries. In contrast, fossil fuels continue to dominate energy production, accounting for over 81% in 2019, primarily due to their lower costs and ease of use. This analyzes the EU's history of directives on reducing greenhouse gas emissions and promoting renewable energy consumption, as well as reviewing policies related to reducing greenhouse gas emissions and promoting renewable energy consumption.

Keywords: Renewable Energy, Sustainability, Europe

1. INTRODUCTION

Renewable energy refers to energy produced from sources that are replenished naturally and can be used repeatedly without depletion. Renewable energy sources include wind power, solar power (thermal, photovoltaic and concentrated), hydro power, tidal power, geothermal energy, ambient heat captured by heat pumps, biofuels and the renewable part of waste (Eurostat, 2011).

The use of renewable energy has many potential benefits:

- a reduction in greenhouse gas emissions,
- the security of energy supplies,
- the diversification of energy supplies,
- a reduced dependency on fossil fuel markets (in particular, oil and gas),
- stimulation of employment through the creation of jobs in in environmental and renewable energy sectors (new green technologies) (Eurostat, 2021).

The rise in greenhouse gas emissions, global climate change, fluctuations in energy prices, and concerns over energy security have driven the promotion and adoption of renewable energy worldwide. Despite the upward trend in renewable energy consumption, its usage remains limited due to high costs and technological barriers in many countries. In contrast, fossil fuels continue to dominate energy production, accounting for over 81% in 2019, primarily due to their lower costs and ease of use (Nguyen and Kakinaka, 2019).

The significant increase in energy usage during the 19th century's industrialization and subsequent economic growth has resulted in environmental degradation. As a result, many countries, especially those in emerging and developing regions, have experienced a rise in greenhouse gas emissions in recent decades. Due to the negative impacts of climate change and environmental degradation on human life and economic activities, the international community has implemented coordinated actions and policies, leading to the creation of the Kyoto Protocol and the Paris Agreement.

On December 11, 1997, the United Nations Framework Convention on Climate Change (UNFCCC) was adopted in Kyoto, which is known as the Kyoto Protocol. The Kyoto Protocal came into force on February 16, 2005. The primary goal of the United Nations Framework Convention on Climate Change was to combat global warming and environmental degradation by establishing globally binding greenhouse gas (GHG) emission reduction targets and promoting clean development mechanisms. the European Community and 37 developed nations pledged to decrease their greenhouse gas (GHG) emissions to an average of five percent compared to 1990 levels during the first commitment period of 2008-2012. During the second commitment period, which took place between 2013 and 2020, the parties to the revised Kyoto Protocol pledged to lower their greenhouse gas (GHG) emissions to a minimum of 18% below 1990 levels (Omri and Nguyen, 2014).

The Paris Agreement is a legally binding international treaty that addresses climate change. It was adopted on December 12, 2015, by 196 Parties during the UN Climate Change Conference (COP21) in Paris, France. The agreement became effective on November 4, 2016. Under the Paris Agreement, each nation determines, outlines, and reports its own efforts to combat global warming. Governments have been urged or compelled to reassess their energy policies, including the makeup of their energy production and consumption and transitioning towards cleaner or renewable sources (Nguyen and Kakinaka, 2019).

The rest of this study analyzes the share of renewable energies in gross final energy consumption in the EU countries and the EU's history of directives on reducing greenhouse gas emissions and promoting renewable energy consumption, as well as reviewing policies related to reducing greenhouse gas emissions and promoting renewable energy consumption.

2. THE SHARE OF RENEWABLE ENERGIES IN GROSS FINAL ENERGY CONSUMPTION IN THE EU COUNTRIES

The share of renewable energies in gross final energy consumption in the EU reached 21.8% in 2021 whereby it more than doubled between 2004 and 2021. In the EU, the share of renewable energy in gross final energy consumption was 9.6% in 2004, increased to 14.4% in 2010, reached its pick level of 22.0% in 2020, and decreased to 21.8% in 2021 (see Figure 1). The decreased in the 2021 is attributed to the lifting of the restrictions linked to the COVID-19 pandemic (Eurostat, 2021)

Figure 1: The Share of Renewable Energies in Gross Final Energy Consumption in the EU

Share of energy from renewable sources, 2004-2021
(% of gross final energy consumption)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
EU	9.6	10.2	10.8	11.7	12.6	13.9	14.4	14.5	16.0	16.7	17.4	17.8	18.0	18.4	19.1	19.9	22.0	21.8
Belgium	1.9	2.3	2.7	3.1	3.6	4.7	6.0	6.3	7.1	7.7	8.0	8.1	8.7	9.1	9.5	9.9	13.0	13.0
Bulgaria	9.2	9.2	9.4	9.1	10.3	12.0	13.9	14.2	15.8	18.9	18.0	18.3	18.8	18.7	20.6	21.5	23.3	17.0
Czechia	6.8	7.1	7.4	7.9	8.7	10.0	10.5	10.9	12.8	13.9	15.1	15.1	14.9	14.8	15.1	16.2	17.3	17.7
Denmark	14.8	16.0	16.3	17.7	18.5	19.9	21.9	23.4	25.5	27.2	29.3	30.5	31.7	34.4	35.2	37.0	31.7	34.7
Germany	6.2	7.2	8.5	10.0	10.1	10.9	11.7	12.5	13.5	13.8	14.4	14.9	14.9	15.5	16.7	17.3	19.1	19.2
Estonia	18.4	17.5	16.0	17.1	18.8	23.0	24.6	25.5	25.6	25.4	26.1	29.0	29.2	29.5	30.0	31.7	30.1	37.6
Ireland	2.4	2.8	3.1	3.5	4.0	5.2	5.8	6.6	7.0	7.5	8.5	9.1	9.2	10.5	10.9	12.0	16.2	12.5
Greece	7.2	7.3	7.5	8.2	8.2	8.7	10.1	11.2	13.7	15.3	15.7	15.7	15.4	17.3	18.0	19.6	21.7	21.9
Spain	8.3	8.4	9.2	9.7	10.7	13.0	13.8	13.2	14.2	15.1	15.9	16.2	17.0	17.1	17.0	17.9	21.2	20.7
France	9.3	9.3	8.9	9.4	11.2	12.2	12.7	10.8	13.2	13.9	14.4	14.8	15.5	15.8	16.4	17.2	19.1	19.3
Croatia	23.4	23.7	22.7	22.2	22.0	23.6	25.1	25.4	26.8	28.0	27.8	29.0	28.3	27.3	28.0	28.5	31.0	31.3
Italy	6.3	7.5	8.3	9.8	11.5	12.8	13.0	12.9	15.4	16.7	17.1	17.5	17.4	18.3	17.8	18.2	20.4	19.0
Cyprus	3.1	3.1	3.3	4.0	5.1	5.9	6.2	6.2	7.1	8.4	9.1	9.9	9.8	10.5	13.9	13.8	16.9	18.4
Latvia	32.8	32.3	31.1	29.6	29.8	34.3	30.4	33.5	35.7	37.0	38.6	37.5	37.1	39.0	40.0	40.9	42.1	42.1
Lithuania	17.2	16.8	16.9	16.5	17.8	19.8	19.6	19.9	21.4	22.7	23.6	25.7	25.6	26.0	24.7	25.5	26.8	28.2
Luxembourg	0.9	1.4	1.5	2.7	2.8	2.9	2.9	2.9	3.1	3.5	4.5	5.0	5.4	6.2	8.9	7.0	11.7	11.7
Hungary	4.4	6.9	7.4	8.6	8.6	11.7	12.7	14.0	15.5	16.2	14.6	14.5	14.4	13.6	12.5	12.6	13.9	14.1
Malta	0.1	0.1	0.1	0.2	0.2	0.2	1.0	1.8	2.9	3.8	4.7	5.1	6.2	7.2	7.9	8.2	10.7	12.2
Netherlands	2.0	2.5	2.8	3.3	3.6	4.3	3.9	4.5	4.7	4.7	5.4	5.7	5.8	6.5	7.4	8.9	14.0	12.3
Austria	22.6	24.4	26.3	28.1	28.8	31.0	31.2	31.6	32.7	32.7	33.6	33.5	33.4	33.1	33.8	33.8	36.5	36.4
Poland	6.9	6.9	6.9	6.9	7.7	8.7	9.3	10.3	11.0	11.5	11.6	11.9	11.4	11.1	14.9	15.4	16.1	15.6
Portugal	19.2	19.5	20.8	21.9	22.9	24.4	24.1	24.6	24.6	25.7	29.5	30.5	30.9	30.6	30.2	30.6	34.0	34.0
Romania	16.8	17.6	17.1	18.2	20.2	22.2	22.8	21.7	22.8	23.9	24.8	24.8	25.0	24.5	23.9	24.3	24.5	23.6
Slovenia	18.4	19.8	18.4	19.7	18.6	20.8	21.1	20.9	21.6	23.2	22.5	22.9	22.0	21.7	21.4	22.0	25.0	25.0
Slovakia	6.4	6.4	6.6	7.8	7.7	9.4	9.1	10.3	10.5	10.1	11.7	12.9	12.0	11.5	11.9	16.9	17.3	17.4
Finland	29.2	28.8	30.0	29.6	31.1	31.0	32.2	32.5	34.2	36.6	38.6	39.2	38.9	40.9	41.2	42.8	43.9	43.1
Sweden	38.4	40.0	41.7	43.2	43.9	47.0	46.1	47.6	49.4	50.2	51.2	52.2	52.6	53.4	53.9	55.8	60.1	62.6
Iceland	58.9	60.3	60.9	71.9	68.0	70.2	70.9	72.3	73.7	73.8	73.0	71.9	75.3	74.1	77.2	78.6	83.7	85.8
Norway	58.4	60.1	60.5	60.4	62.0	65.1	61.9	64.6	64.9	66.5	68.4	68.5	69.2	70.0	71.6	74.4	77.4	74.1
Montenegro	:	35.7	34.8	32.9	32.3	39.4	40.6	40.6	41.5	43.7	44.1	43.1	41.5	39.7	38.8	37.7	43.8	39.9
Moldova	7.4	6.4	7.0	6.4	7.0	7.9	21.4	22.1	24.3	24.4	26.2	26.2	26.9	27.8	27.5	23.8	25.1	22.3
North Macedonia	15.7	16.5	16.5	15.0	15.6	17.2	16.5	16.4	18.1	18.5	19.6	19.5	18.0	19.6	18.2	17.5	19.2	17.3
Albania	29.6	31.4	32.1	32.7	32.4	31.4	31.9	31.2	35.2	33.2	31.9	34.9	37.0	35.8	36.6	38.0	45.0	41.4
Serbia	12.7	14.3	14.5	14.3	15.9	21.0	19.8	19.1	20.8	21.1	22.9	22.0	21.1	20.3	20.3	21.4	26.3	25.3
Kosovo*	20.5	19.8	19.5	18.8	18.4	18.2	18.2	17.6	18.6	18.8	19.5	18.5	24.5	23.1	24.6	24.2	24.4	22.4
Georgia	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	19.0

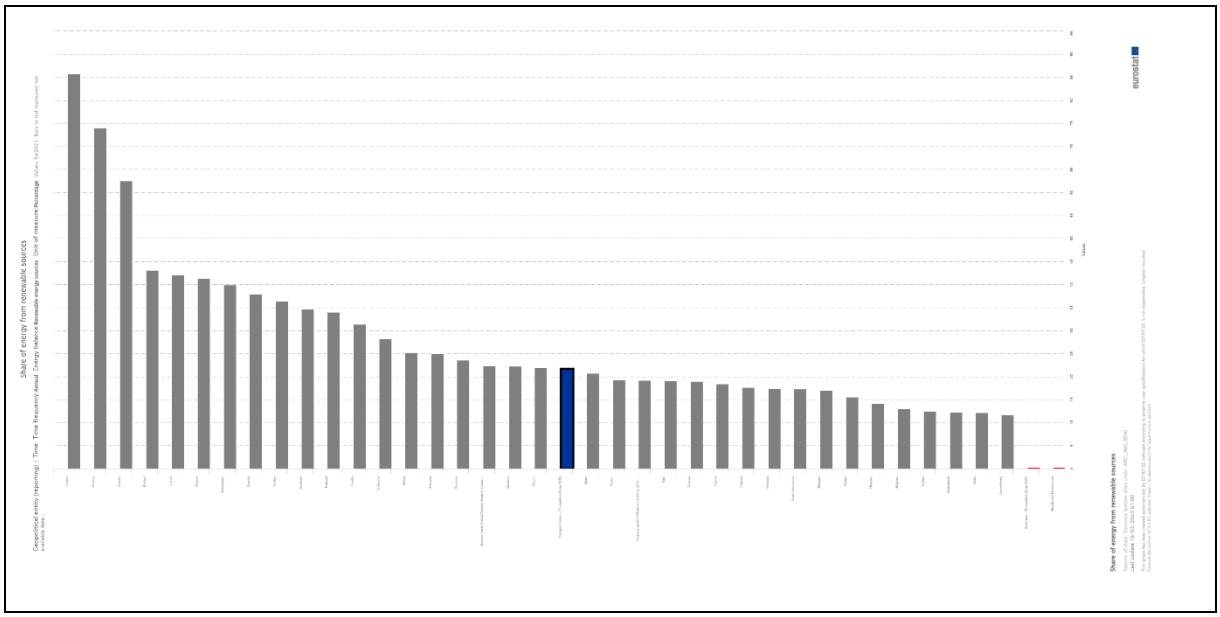
Results until 2020 are based on the methodology included in Directive 2009/28/EC, while results for 2021 are based on Directive (EU) 2018/2001
* *This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.*
Source: Eurostat (online data code: nrg_ind_ren)

eurostat

Source: Eurostat (2021).

Considerable differences exist in RE gross final energy consumption among the member countries. The share of renewable energies in gross final energy consumption varies among the EU countries. Among the EU Member countries, Sweden has the highest share with 62.6%, while Luxemborg has the lowest share with 11.7% in 2021. Sweden is followed by Finland with 43.1% and Latvia with 42.1%. Malta with 12.2% and Netherlands with 12.3% are also at the very end of the scale (See Figure 2).

Figure 2: The Share of Renewable Energies in Gross Final Energy Consumption in the EU Countries



Source: Eurostat (2021).

3. THE EU'S HISTORY OF DIRECTIVES ON REDUCING GREENHOUSE GAS EMISSIONS AND PROMOTING RENEWABLE ENERGY CONSUMPTION

The European Commission proposed the first EU-wide energy strategy in 2007 and established the renowned 20/20/20 objective to be accomplished by 2020. This objective includes a 20% increase in energy efficiency, a 20% rise in the use of renewable energy sources in the energy mix, and a 20% reduction in greenhouse gas emissions compared to 1990 levels.

After meeting its three 2020 climate and energy objectives, the EU has now set a target of achieving a 55% net reduction in emissions by 2030, which considers carbon removals from forestry activities. The 2030 emissions reduction target lays the foundation for the EU to achieve climate neutrality by 2050, ultimately making it the first climate-neutral continent in the world (European Commission, 2020).

In pursuit of becoming the world's first climate-neutral continent by 2050, the European Commission presented the European Green Deal on 11 December 2019, which is the most comprehensive set of measures that aim to facilitate a sustainable green transition for citizens and businesses in Europe. The European Green Deal is a crucial component of the Commission's plan to achieve the United Nation's 2030 Agenda and sustainable development goals. Through the Green Deal, the Commission intends to reorient the European Semester process of macroeconomic coordination by incorporating the United Nations' sustainable development goals. The aim is to prioritize sustainability and the well-being of citizens in economic policy and to place the sustainable development goals at the core of the EU's policymaking and action (European Commission, 2020).

On 11 December 2018, the EU adopted Directive 2018/2001/EU to promote the use of energy from renewable sources, building on the 20% target for 2020. This new regulatory framework establishes a binding renewable energy target of 32% for the EU for 2030, with a revision clause that could increase it by 2023. On 14 July 2021, the Commission presented Europe's new 2030 climate targets, which includes a proposal to amend the Renewable Energy Directive, seeking to increase the current target to at least 40% renewable energy sources in the EU's overall energy mix by 2030 (European Commission, 2021).

The EU's renewable energy transition has been hastened by the Russian invasion of Ukraine. In response, the Commission released the REPowerEU plan on 18 May 2022, which aims to reduce the EU's reliance on Russian fossil fuels before 2030 by accelerating the transition to clean energy. The plan consists of three pillars: energy efficiency, clean energy production, and energy supply diversification. As part of the EU's efforts to increase renewable energy usage in various sectors such as power generation, industry, buildings, and transport, the Commission proposes to raise the target in the directive to 45% by 2030 (European Commission, 2022).

4. POLICIES AIMED AT REDUCING GREENHOUSE GAS EMISSIONS AND PROMOTING RENEWABLE ENERGY CONSUMPTION

The 2030 target of a 55 % reduction in net greenhouse gas emissions can be reached if additional efforts are made and new policies are adopted and implemented. In order to reach the ambitious target of a 55% reduction in net greenhouse gas emissions by 2030, new policies and additional efforts will be necessary. One potential approach is to implement a carbon pricing mechanism, such as a carbon tax or cap-and-trade system, which can incentivize companies and individuals to reduce their emissions by placing a financial cost on carbon pollution. According to a report by the International Monetary Fund, carbon pricing could help reduce global emissions by as much as 23% by 2030 (IMF, 2019). Other policy options include investing in renewable energy sources such as wind and solar power, increasing energy efficiency standards for buildings and appliances, and promoting the adoption of electric vehicles. A study by the European Environment Agency found that these measures could help the European Union achieve a 60% reduction in emissions by 2050 (EEA, 2019). In addition to these policies, it will also be important to prioritize international cooperation and encourage countries to work together to address the global challenge of climate change.

Likewise, multiple policies and measures have been suggested to encourage the adoption of renewable energy sources. The transition to renewable energy sources has become a global priority in recent years, and many countries have implemented support mechanisms to promote the use of renewables. A study by the International Renewable Energy Agency (IRENA) found that over 190 countries have implemented some form of policy to support renewable energy development, with the most common policies being feed-in tariffs, renewable portfolio standards, and tax incentives (IRENA, 2019). Another study by the National Renewable Energy Laboratory (NREL) in the United States found that policies such as net metering, production tax credits, and renewable energy mandates have been effective in increasing the deployment of renewable energy technologies (NREL, 2021). These support mechanisms have been critical in driving the growth of renewable energy capacity around the world and will likely continue to play a significant role in achieving a sustainable energy future.

Green certificates are another support mechanism that some countries have implemented to promote the use of renewable energy sources. Green certificates are tradeable instruments that represent proof that a certain quantity of renewable energy has been produced and fed into the grid. The certificates can be bought and sold on a market, allowing utilities and other entities to meet renewable energy targets or regulatory requirements. According to a report by the European Commission, green certificate schemes have been implemented in several European countries, including Belgium, Denmark, and Sweden (European Commission, 2021). However, the effectiveness of green certificates in promoting renewable energy development has been subject to debate, with some critics arguing that they can result in market distortions and do not necessarily guarantee increased renewable energy production (European Environment Agency, 2017). Despite this, green certificates remain a part of the policy toolkit for promoting renewable energy development in some countries.

Renewable Obligation Schemes (ROS) are another support mechanism that some countries have implemented to promote renewable energy sources. Under these schemes, energy suppliers are required to source a certain percentage of their electricity from renewable sources, or to buy Renewable Obligation Certificates (ROCs) from renewable energy generators as proof that they have met their obligations. The UK is one example of a country that has implemented an ROS, which has been successful in driving the deployment of renewable energy capacity in the country (Carbon Trust, 2021). Other countries that have implemented similar schemes include Australia, Ireland, and New Zealand (International Energy Agency, 2018). However, like other support mechanisms, the effectiveness of ROS in promoting renewable energy development has been subject to debate, with some critics arguing that the schemes can result in higher energy prices for consumers (UK Parliament, 2016). Despite this, ROS remain a part of the policy toolkit for promoting renewable energy development in some countries.

Feed-in-Tariffs (FIT) are another support mechanism that some countries have implemented to promote the use of renewable energy sources. Under FIT schemes, energy producers are paid a premium rate for the renewable energy they produce and feed into the grid. The payments are typically guaranteed over a set period of time and are designed to provide an incentive for investment in renewable energy infrastructure. Germany is one example of a country that has successfully implemented a FIT scheme, which has led to significant growth in renewable energy deployment in the country (International Energy Agency, 2019). Other countries that have implemented similar schemes include Japan, Spain, and Italy (World Bank, 2020). However, like other support mechanisms, the effectiveness of FIT schemes in promoting renewable energy development

has been subject to debate, with some critics arguing that they can result in higher energy costs for consumers (Energy Community, 2020). Despite this, FIT schemes remain a part of the policy toolkit for promoting renewable energy development in some countries.

5. CONCLUSION

This study analyzes the share of renewable energies in gross final energy consumption in the EU countries and the EU's history of directives on reducing greenhouse gas emissions and promoting renewable energy consumption, as well as reviewing policies related to reducing greenhouse gas emissions and promoting renewable energy consumption.

The 2030 target of a 55 % reduction in net greenhouse gas emissions can be reached if additional efforts are made and new policies are adopted and implemented. In order to reach the ambitious target of a 55% reduction in net greenhouse gas emissions by 2030, new policies and additional efforts will be necessary: a carbon pricing mechanism, such as a carbon tax or cap-and-trade system; investing in renewable energy sources such as wind and solar power, increasing energy efficiency standards for buildings and appliances, and promoting the adoption of electric vehicles.

Similarly, to promote the use of renewable energy sources, many policies and measures are proposed: feed-in tariffs, renewable portfolio standards, tax incentives, net metering, production tax credits, renewable energy mandates, Renewable Obligation Schemes (ROS), and green certificates.

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A Paradigm Shift from a Linear Economy to the Circular Economy in the EU

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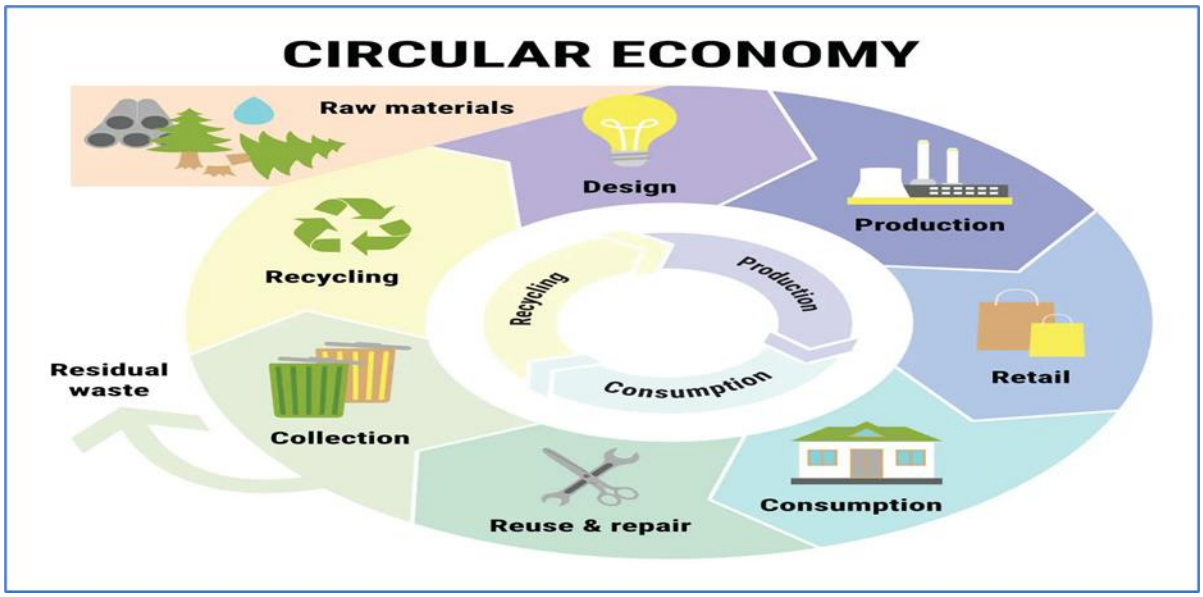
Abstract: The circular economy represents a paradigm shift in the conventional linear economic model. It involves a shift from the traditional linear model of "take-make-dispose" to the circular model of "reduce-reuse-recycle". The circular economy is gaining momentum worldwide as a solution to the challenges of resource depletion and environmental degradation. Especially, the European Parliament has urged for action to address this practice. The focus of this article is to assess the progress made by the EU in transitioning towards a circular economy, while also examining the challenges and obstacles that hinder this transition.

Keywords: Circular Economy, Sustainable Development, Europe

1. INTRODUCTION

According to the definition of European Parliament (2023), the circular economy is a model of production and consumption. It involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible (See Figure 1). In this way, the life cycle of products is extended. In practical terms, implementing a circular economy means minimizing waste by ensuring that when a product reaches the end of its useful life, its materials are reused and recycled within the economy as much as possible. This process generates additional value as these materials can be repeatedly utilized in productive ways.

Figure 1: Circular Economy



Source: https://www.certificationeurope.com/insights/what-is-the-circular-economy-and-what-does-it-mean-for-businesses/

The circular economy represents a departure from the conventional linear economic model. The traditional linear economic model follows a take-make-consume-throw away approach and has been in place for many decades. The linear model depends on abundant quantities of cheap, readily available materials and energy, and it incorporates planned obsolescence, whereby products are designed to have a limited lifespan to encourage repeat purchases. The linear model is premised on the concept of unlimited resource extraction, cheap production, and consumption without regard for the environment. This model has led to environmental degradation, resource depletion, and pollution of the air, water, and soil (European Parliament, 2023).

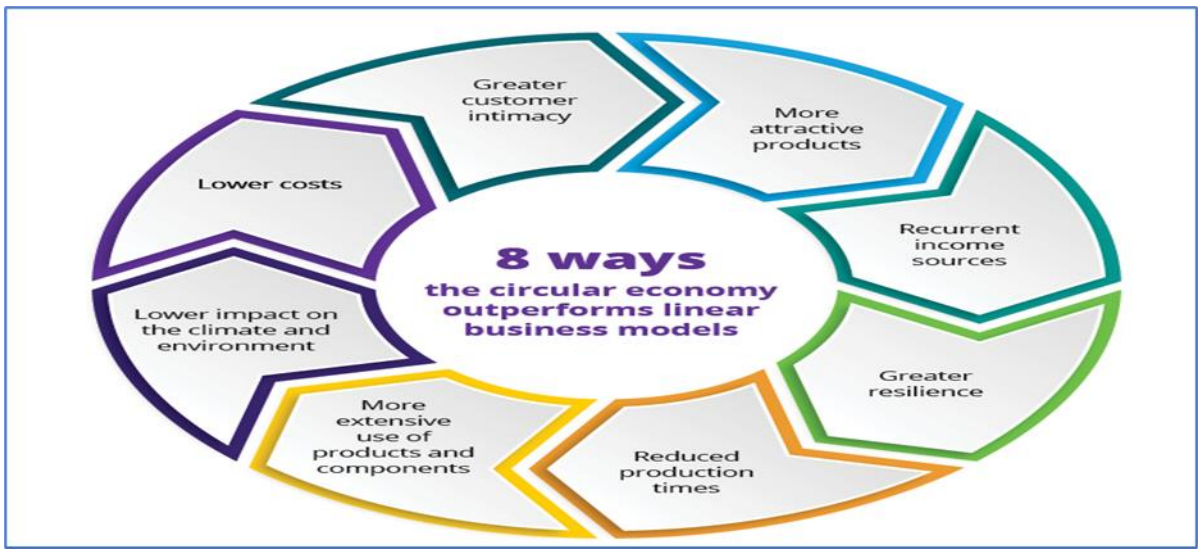
The circular economy represents a radical departure from the traditional linear economic model, which has been in place for many decades. On the other hand, the circular economy model aims to promote a sustainable future by prioritizing the efficient use of resources, reducing waste, and minimizing pollution. Thus, the circular

economy represents a paradigm shift in the conventional linear economic model. It involves a shift from the traditional linear model of "take-make-dispose" to the circular model of "reduce-reuse-recycle".

World Economic Forum (2023) suggests that circular business models will outperform traditional linear models in eight important areas:

1. More attractive products
2. Greater customer intimacy
3. Lower costs
4. Recurrent income sources
5. Greater resilience
6. Greater product and component utility
7. Reduced production times
8. Climate and environmentally friendly (See Figure 2)

Figure 2: Eight Ways in Which the Circular Economy Outperforms Linear Business Models



Source: https://www.weforum.org/agenda/2023/03/8-ways-the-circular-economy-outperforms-traditional-business-models/

The circular economy is gaining popularity among businesses, policymakers, and environmentalists globally due to its potential benefits. These include reduced costs, increased competitiveness, new business opportunities, stimulation of creativity and innovation as well as environmental benefits such as reduced carbon emissions, lower resource depletion, and reduced waste (Geissdoerfer et al., 2017; Ghisellini et al., 2016). A report by the Ellen MacArthur Foundation (2019) estimates that the adoption of circular economy principles could bring annual benefits of up to $4.5 trillion by 2030. The European Environment Agency (2016) found that a circular economy could reduce greenhouse gas emissions by up to 70% compared to the current linear economy. The circular economy can also contribute to job creation and economic growth, as highlighted by a report by the European Commission (2020a) that estimates the creation of 700,000 new jobs in the EU by 2030 through the circular economy.

The circular economy approach seeks to decouple economic growth from resource use, thereby creating a resilient and sustainable economy. Moreover, it requires the involvement of all stakeholders, including businesses, governments, and individuals, in a collaborative effort to implement sustainable practices across the value chain. As such, the circular economy represents a paradigm shift in how we think about production, consumption, and waste management, emphasizing the need for sustainable solutions to the environmental and social challenges of our time (Geissdoerfer et al., 2017; Ghisellini et al., 2016).

2. THE CIRCULAR ECONOMY AND UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The circular economy is closely linked to several United Nations Sustainable Development Goals (SDGs). The SDGs are a set of 17 global goals adopted by the United Nations General Assembly in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The circular economy contributes to several of these goals, including SDG 7 (Affordable and Clean Energy), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).

One of the key SDGs linked to the circular economy is SDG 12. SDG Target 12 is part of the Sustainable Development Goals (SDGs) established by the United Nations to promote sustainable development worldwide. SDG Target 12 focuses on sustainable consumption and production patterns, which aims to promote the efficient use of resources and reduce waste and pollution (United Nations, 2023). The circular economy is viewed as a means to achieve this goal by ensuring the efficient use of resources, reducing waste, and promoting recycling and reuse (European Commission, 2020a).

In addition, the circular economy can contribute to SDG 7 by promoting the use of renewable energy sources and reducing dependence on fossil fuels, thereby helping to mitigate climate change (Ghisellini et al., 2016). Furthermore, the circular economy can also support SDG 13, which calls for urgent action to combat climate change and its impacts. A study by the European Environment Agency (2016) highlights the role of the circular economy in reducing greenhouse gas emissions and improving resource efficiency. By closing resource loops, reducing waste, and promoting recycling, the circular economy can contribute to a more sustainable and low-carbon economy.

Overall, the circular economy is closely linked to the SDGs, and the implementation of circular economy principles can help to achieve several of these goals. As noted by the European Commission (2020b), the circular economy represents a significant opportunity to drive sustainable growth and create jobs while addressing some of the world's most pressing environmental and social challenges.

3. THE CIRCULAR ECONOMY IN THE EU

The circular economy is gaining momentum worldwide as a solution to the challenges of resource depletion and environmental degradation. Especially, the European Parliament has urged for action to address this practice.

The European Union (EU) has taken a leading role in promoting the circular economy through a range of legislative measures. To support the transition to a circular economy, policymakers have developed a range of initiatives and policies. These legislative measures include the Circular Economy Package, which was adopted in 2018, and the European Green Deal, which was launched in 2019.

The Circular Economy Package includes a set of legislative proposals aimed at reducing waste, promoting resource efficiency, and creating a more circular economy. The Circular Economy Package includes a set of legislative proposals aimed at reducing waste, promoting resource efficiency, and creating a more circular economy. The package includes a revised Waste Framework Directive, which sets targets for recycling and landfilling, and introduces measures to encourage the separate collection of waste and the use of recycled materials. The package also includes measures to promote eco-design, extended producer responsibility, and the development of markets for secondary raw materials (European Commission, 2018).

In addition, the European Green Deal aims to transform the EU economy into a sustainable and resource-efficient one, with the circular economy as a key component. The Green Deal includes a range of legislative and non-legislative measures to promote the circular economy, including a Sustainable Products Initiative, a new EU Strategy for Sustainable Textiles, and a proposal for a Carbon Border Adjustment Mechanism (European Commission, 2019).

The European Union (EU) has set ambitious targets to promote the circular economy and accelerate the transition towards a more sustainable and resource-efficient economy. These targets are outlined in the Circular Economy Action Plan, which was adopted in 2020. The European Commission's Circular Economy Action Plan (2020) outlines measures to promote the circular economy, including promoting sustainable product design, supporting sustainable business models, and increasing resource efficiency.

One of the main targets of the Circular Economy Action Plan is to increase the EU's overall resource efficiency by at least 30% by 2030, compared to 2014 levels. This includes a target to increase the EU's material use

efficiency by at least 30% by 2030, as well as a target to reduce food waste by 50% by 2030 (European Commission, 2020b).

In addition, the Circular Economy Action Plan includes targets to increase the EU's recycling rate for municipal waste to 65% by 2035, and to phase out landfilling of recyclable and biodegradable waste by 2035. The plan also aims to promote the use of recycled materials in key sectors such as construction, textiles, and electronics (European Commission, 2020b).

4. BARRIERS TO THE CIRCULAR ECONOMY

Despite the growing interest and support for the circular economy, there are still several obstacles that need to be overcome in order to accelerate the transition towards a more sustainable and resource-efficient economy. These obstacles are the following:

Lack of awareness and understanding: One of the main obstacles to the circular economy is the lack of awareness and understanding among consumers, businesses, and policymakers. Many stakeholders are still not familiar with the concept of the circular economy or the potential benefits it can bring (Ellen MacArthur Foundation, 2019).

Policy and regulatory barriers: The current policy and regulatory frameworks in many countries are not conducive to the circular economy. Some regulations, such as product standards and waste management rules, can be too rigid and inflexible, which can hinder the development of new business models and innovation (European Environmental Bureau, 2019).

Limited access to finance: Another major obstacle to the circular economy is the limited availability of finance for circular business models and projects. Many investors and financial institutions are still not familiar with the circular economy and may view circular projects as too risky or uncertain (World Economic Forum, 2020).

Lack of infrastructure and capacity: The circular economy requires new infrastructure and capacity, such as recycling facilities, reverse logistics networks, and new skills and expertise. However, the development of such infrastructure and capacity can be slow and costly, especially in developing countries (United Nations, 2018).

Addressing these obstacles will require a concerted effort from all stakeholders, including policymakers, businesses, investors, and civil society organizations. However, the potential benefits of the circular economy, such as reduced resource use, increased economic competitiveness, and improved environmental outcomes, make it a worthwhile endeavor.

5. CONCLUSION

The circular economy represents a paradigm shift in the conventional linear economic model. It involves a shift from the traditional linear model of “take-make-dispose” to the circular model of “reduce-reuse-recycle”. The circular economy is gaining momentum worldwide as a solution to the challenges of resource depletion and environmental degradation. Especially, the European Parliament has urged for action to address this practice.

The circular economy is gaining popularity among businesses, policymakers, and environmentalists globally due to its potential benefits. These include reduced costs, increased competitiveness, new business opportunities, stimulation of creativity and innovation as well as environmental benefits such as reduced carbon emissions, lower resource depletion, and reduced waste.

Despite the growing interest and support for the circular economy, there are still several obstacles that need to be overcome in order to accelerate the transition towards a more sustainable and resource-efficient economy. Lack of awareness and understanding, policy and regulatory barriers, limited access to finance, lack of infrastructure and capacity are counted as the barriers to the transformation to the circular economy.

Addressing these obstacles will require a concerted effort from all stakeholders, including policymakers, businesses, investors, and civil society organizations. However, the potential benefits of the circular economy, such as reduced resource use, increased economic competitiveness, and improved environmental outcomes, make it a worthwhile endeavor.

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What is the Definition of Green Growth?

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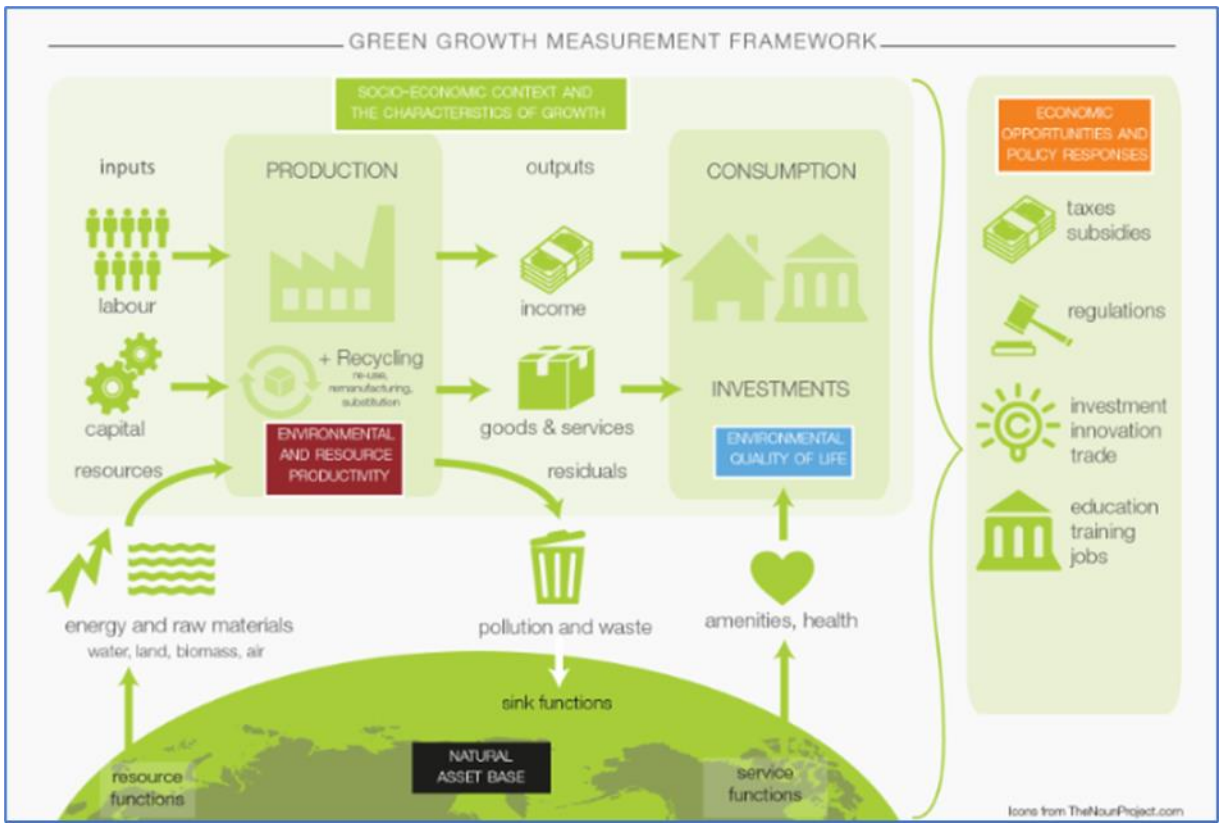
Abstract: The concept of green growth emerged after the effects of industrialization and economic growth on the environment became apparent following the industrial revolution. Green growth refers to an approach towards economic growth that aims to be environmentally sustainable. The assumption underlying the concept of green growth is that economic growth and development can be sustained while simultaneously mitigating the negative impacts on the environment. The aim of this study is to scrutinize the definition of green growth. It is crucial to establish a clear definition of green growth because it can help in the analysis of policies. Our analysis reveals that three major international institutions - the OECD, the United Nations Environment Program (UNEP), and the World Bank - are key proponents of the green growth theory. However, each of these organizations has a different definition of green growth and has developed its own strategies and initiatives on the topic.

Keywords: Green Growth, Green Economy, Sustainable Economic Development

1. INTRODUCTION

The concept of green growth emerged after the effects of industrialization and economic growth on the environment became apparent following the industrial revolution. Green growth refers to an approach towards economic growth that aims to be environmentally sustainable. The assumption underlying the concept of green growth is that economic growth and development can be sustained while simultaneously mitigating the negative impacts on the environment (see Figure 1).

Figure 1: Green Growth Framework



Source: https://www.oecd.org/greengrowth/green-growth-indicators/

The term "green growth" has its roots in the Asia Pacific Region and was first introduced at the Fifth Ministerial Conference on Environment and Development (MCED) in Seoul, South Korea in 2005. It was at this conference that the Seoul Initiative Network on Green Growth was established. In the aftermath of the financial crisis of

2007-2008, several international organizations began to focus on green growth as a potential solution. The specific term "green growth" gained prominence around 2010-2011 as policymakers and international organizations sought to promote economic growth while also addressing environmental concerns. The OECD report "Towards Green Growth" (2011) is often cited as a key milestone in the development of the concept, while the World Bank's report "Inclusive Green Growth" (2010) helped to popularize the term. The United Nations also embraced the concept of green growth leading up to the Rio+20 conference in 2012 (United Nations, 2011).

Three major international institutions - the OECD, the United Nations Environment Program (UNEP), and the World Bank - are key proponents of the green growth theory. Around the time of the Rio+ 20 Conference in June 2012, each of these organizations released flagship reports on green growth. In 2011, the OECD launched its green growth strategy, entitled "Towards Green Growth," while UNEP published a report titled "Toward a Green Economy: Pathways to Sustainable Development and Poverty Eradication" (UNEP, 2011). The World Bank also published a report on green growth in 2012, titled "Inclusive Green Growth: The Pathway to Sustainable Development" (World Bank, 2012). At the Rio+ 20 Conference, these institutions collaborated with the Global Green Growth Institute to establish the Green Growth Knowledge Platform, a tool for advancing green growth initiatives globally.

2. THE DEFINITION OF GREEN GROWTH

Each of these organizations has a different definition of green growth and has developed its own strategies and initiatives on the topic.

OECD (Organisation for Economic Co-operation and Development):

"Green growth means fostering economic growth and development while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies." (OECD, 2011, p. 7-11)

World Bank

"Green growth is a development path that encourages sustainable economic growth and simultaneously reduces negative environmental impacts and preserves natural capital." (World Bank, 2012, p. ix)

The United Nations Environment Programme (UNEP)

The United Nations Environment Programme (UNEP) defines a “green economy” as one that results in “improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”(UNEP, 2011, p. 16).

Although the definitions of green growth provided by OECD, World Bank, and UNEP are quite similar, there are some differences in the emphasis they place on certain aspects of the concept.

The OECD's definition of green growth highlights the need to balance economic development with environmental sustainability. In particular, the definition emphasizes the importance of natural assets in supporting human well-being. The OECD also stresses the need for policies that can promote green growth in a cost-effective manner. The World Bank's definition of green growth places a greater emphasis on the idea that economic growth and environmental sustainability can be mutually reinforcing. The definition highlights the potential for green growth to reduce negative environmental impacts while preserving natural capital. The World Bank also emphasizes the importance of inclusive growth that benefits all segments of society. UNEP's definition of green growth is similar to that of the OECD, but places a greater emphasis on the need to eradicate poverty and achieve sustainable development. The definition highlights the potential of green growth to create new opportunities for employment and economic development, particularly in developing countries. UNEP also stresses the importance of transformative change that can shift societies towards more sustainable economic models.

The definitions of the three institutions differ in terms of their prerequisites for the impact of growth on the environment. The World Bank aims to “minimize” the environmental impact of growth without reducing impact from its present levels. The OECD has a slightly stronger stance as it aims to "maintain" resources and environmental services. However, it does not necessarily require a reduction in impact. The UNEP report provides the strongest definition as it emphasizes the need to reduce environmental impact and ecological scarcities, while also calling for the "rebuilding" of natural capital (Hickel and Kallis, 2020).

The views of the World Bank and OECD can be categorized as "weak green growth," while the UNEP view can be seen as "strong green growth," using an analogy with the differentiation between weak and strong sustainability. According to the weak view, there are often trade-offs between income growth and environmental preservation, but these trade-offs can be mitigated through appropriate policies while capitalizing on win-win opportunities that may exist. This perspective is widely recognized in the field of neoclassical environmental economics (Smulders et al., 2014).

On the other hand, the strong green growth perspective takes a more comprehensive approach and argues that economic growth can only be truly sustainable if it reduces environmental harm and ecological scarcities, and rebuilds natural capital. This approach recognizes that the global ecosystem is a finite system with limits to growth, and therefore, the economic growth cannot continue indefinitely if it undermines the health and resilience of the natural systems on which it depends. The strong green growth perspective challenges the assumption that economic growth can continue indefinitely without regard for environmental constraints, and instead offers a more nuanced and holistic vision of sustainable development that takes into account the interdependence between the economy and the environment (Dasgupta and Mäler, 2003).

The three institutions share a common vision on the means of attaining green growth. They believe that technological advancements and substitution can enhance the ecological efficiency of the economy, and that governments can accelerate this process through appropriate regulations and incentives. However, there are differences in the level of clarity in their claims. The World Bank does not address whether policy-driven innovations alone will be adequate to reduce environmental impact. The OECD, on the other hand, explicitly states that green growth can only be achieved if technology becomes efficient enough to enable "decoupling" of economic growth from environmental impact. UNEP takes this a step further and places "decoupling" at the core of their analysis. Thus, UNEP provides the most explicit and robust definition of green growth in terms of policy, stating that green growth necessitates achieving absolute decoupling between GDP and resource consumption and environmental effects, as such a mere "minimization" of environmental impact is insufficient; instead, it is imperative to expeditiously decrease it to safe levels (Hickel and Kallis, 2020).

3. ADVANTAGES AND DISADVANTAGES OF GREEN GROWTH

Green growth has numerous potential advantages, both in terms of economic development and environmental sustainability.

Job creation: Green growth can lead to the creation of new jobs in sectors such as renewable energy, sustainable agriculture, and eco-tourism (OECD, 2011). For example, a study by the International Labour Organization found that investments in renewable energy could create up to 24 million new jobs globally by 2030 (ILO, 2012).

Reduced environmental impacts: Green growth can help to reduce negative environmental impacts by promoting sustainable resource use and reducing pollution (World Bank, 2012). For example, a study by the Global Commission on the Economy and Climate found that transitioning to a low-carbon economy could reduce greenhouse gas emissions by up to 50% by 2030 (GCEC, 2014).

Improved resilience to climate change: Green growth can also help countries to adapt to the impacts of climate change by promoting the use of climate-resilient technologies and infrastructure (UNEP, 2016). For example, a study by the World Bank found that investing in climate-resilient infrastructure could generate up to $4.2 trillion in benefits globally over the next 15 years (World Bank, 2016).

While green growth offers many potential benefits, there are also some disadvantages to consider.

High costs: One of the biggest challenges to achieving green growth is the high cost of implementing new technologies and infrastructure (Dasgupta et al., 2013). For example, renewable energy sources such as solar and wind power often require significant upfront investment, which can be difficult for developing countries to afford (World Bank, 2012).

Inequality: Green growth may also exacerbate existing social and economic inequalities (UNEP, 2011). For example, the transition to a green economy may lead to job losses in industries such as fossil fuels, which could disproportionately affect workers in certain regions or communities (OECD, 2011).

Resource constraints: Finally, there may be limits to the availability of natural resources required for green growth (World Bank, 2012). For example, the production of biofuels may compete with food production, leading to higher food prices and food insecurity (OECD, 2011).

4. OBSTACLES TO ACHIEVING GREEN GROWTH

The concept of green growth has been widely debated in recent years, with some arguing that it represents a viable pathway to sustainable development (OECD, 2017), while others have questioned its feasibility (Dasgupta et al., 2013). While there are certainly challenges to achieving green growth, many experts argue that it is both possible and necessary. By promoting investment in renewable energy, sustainable agriculture, and other green sectors, countries can create new economic opportunities while also reducing their environmental footprint (UNEP, 2011).

One key challenge to achieving green growth is the need to balance economic development with environmental sustainability (OECD, 2017). This requires policymakers to consider a wide range of factors, including energy use, resource efficiency, and social equity. Additionally, green growth may require significant investment in new infrastructure and technologies, which can be costly and difficult to implement (Dasgupta et al., 2013).

There are also a number of other obstacles to achieving green growth.

Lack of political will: One major obstacle is the lack of political will to implement policies that promote green growth (OECD, 2011). Some policymakers may be hesitant to invest in new technologies or infrastructure due to concerns about cost or potential resistance from stakeholders (World Bank, 2012).

Institutional barriers: Another obstacle to green growth is the presence of institutional barriers that limit the ability of policymakers to implement effective policies (Dasgupta et al., 2013). These may include regulatory barriers, lack of coordination between government agencies, or inadequate capacity to enforce regulations (UNEP, 2011).

Limited access to finance: Finally, limited access to finance can also be a significant obstacle to achieving green growth (World Bank, 2012). This can be particularly challenging for developing countries, where financing for new technologies and infrastructure may be difficult to obtain (OECD, 2011).

5. CONCLUSION

The concept of green growth emerged after the effects of industrialization and economic growth on the environment became apparent following the industrial revolution. Green growth refers to an approach towards economic growth that aims to be environmentally sustainable. The assumption underlying the concept of green growth is that economic growth and development can be sustained while simultaneously mitigating the negative impacts on the environment. Our analysis reveals that three major international institutions - the OECD, the United Nations Environment Program (UNEP), and the World Bank - are key proponents of the green growth theory. However, each of these organizations has a different definition of green growth and has developed its own strategies and initiatives on the topic.

Lack of political will, institutional barriers, limited access to finance are obstacles to achieving green growth. Nevertheless, the benefits of green growth – including job creation, reduced pollution, and greater resilience to climate change – make it a worthwhile goal.

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Is the Failure of Silicon Valley Bank Different from Previous Bank Failures?

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Abstract: Silicon Valley Bank was closed by regulatory authorities in the USA on March 10, 2023, following a bank run on the bank's deposits on March 9, 2023. This article investigates the case of Silicon Valley Bank's failure in the USA by comparing it with previous failures. Specifically, this study seeks to answer what the differences are between this failure and previous failures. The failure of SVB can be attributed to a combination of factors, including the impact of the Federal Reserve's interest-rate hikes, maturity mismatch, concentration of lending, lack of diversification, inadequate risk management strategies, and insufficient regulatory monitoring. Collectively, these factors contributed to the ultimate failure of SVB. While there are similarities and differences between SVB's failure and previous bank failures in the USA, a notable difference is that SVB's investment in what is considered one of the most secure investment tools, USA T-bills, did not protect the bank from failure. This case highlights the importance of diversification, robust risk management strategies, and effective supervision in the banking industry.

Keywords: Bank Runs, Bank Failure, Fed's Interest Rate Policy

1. INTRODUCTION

A bank run is a phenomenon in which a large number of depositors suddenly withdraw their funds from a bank due to concerns about its solvency or stability, thereby creating a liquidity crisis and potentially leading to the bank's failure.

The Diamond-Dybvig model is a theoretical framework that helps explain the causes, consequences, and dynamics of bank runs. According to Diamond and Dybvig (1983), a bank run occurs when depositors, who have the option to either withdraw their funds immediately or leave them in the bank for a longer period, are uncertain about the true state of the bank's financial health. If a large number of depositors simultaneously decide to withdraw their funds, it can trigger a self-fulfilling prophecy where other depositors also become anxious and start withdrawing their funds, leading to a chain reaction of withdrawals and ultimately causing the bank to fail.

This can lead to banks taking on excessive risks and depositors not observing the health of the banks they deposit, which in turn can lead to the failure of the banks. Thus, the model suggests partial insurance on the deposits.

The Diamond-Dybvig model proposes that banks can avoid runs by offering depositors a form of insurance against liquidity risk, such as deposit insurance or the ability to withdraw funds on demand. However, full insurance on deposits can create moral hazard and adverse selection problems where depositors and banks take on more risk than they otherwise would, knowing that they are protected by insurance (Calomiris and Gorton, 1991). This can lead to banks taking on excessive risks and depositors not observing the health of the banks they deposit, which in turn can lead to the failure of the banks. Thus, the model suggests partial insurance on the deposits.

This study investigates the reasons and results of a bank run on Silicon Valley Bank, which is the 16th largest bank in the United States, on March 9, 2023.

2. THE CHRONOLOGY OF SILICON VALLEY BANK FAILURE

Silicon Valley Bank was closed by regulatory authorities in the USA on March 10, 2023, upon a bank run on the bank's deposits on March 9, 2023. The Federal Deposit Insurance Corporation (FDIC) of the USA announced that it took control of the deposits of the bank. This failure is recorded as the second-biggest bank failure in the USA in history, and since the global financial crisis in 2001 (See Table 1).

Table 1: Biggest Bank Failures Since 2001 in the USA

	Assets (billion USD)	Deposits (billion USD)
Washington Mutual	307	188
Silicon Valley Bank	212	173
Indymac	32	19
Colonial Bank	25	20
Guaranty Bank	13	12

Source: Pound (2023).

The failure of Silicon Valley Bank was unexpected, considering that it had been recognized by Forbes as one of America's Best Banks in 2022. Additionally, the bank had a favorable rating of A from Moody's, indicating a low credit risk.

Silicon Valley Bank (SVB), with its impressive asset size of USD 212 billion, held the distinction of being the 16th largest bank in the United States. The bank experienced substantial growth during and after the pandemic, with its deposits tripling between 2018 and 2021. This remarkable expansion catapulted SVB from being the 34th largest bank to the 16th largest in the USA (Pound, 2023). The bank's remarkable growth can be attributed to the low interest rate policy implemented by the Federal Reserve (Fed) during the pandemic. The Fed's decision to maintain low interest rates on government bonds prompted investors to deposit their funds in banks, including SVB.

A closer examination of the bank's depositors reveals that a staggering 99% of them hail from the corporate sector, with a majority being large depositors. Interestingly, only 7% of these corporate depositors had deposits below USD 250K and were eligible for deposit insurance. Among these depositors, the majority are venture capital firms, with over 2,500 such firms having deposits in the bank (Pattabhi and Ramarpitha, 2023). The decision of these venture capital firms to deposit their funds in SVB can be attributed to the low interest rate policy of the Federal Reserve during the pandemic, which resulted in increased liquidity in the market. As a result, these firms sought to achieve higher returns on their funds by depositing them in banks, as opposed to investing in government bonds.

A closer examination of the bank's liabilities reveals that they primarily consist of credits extended to start-ups and venture-backed firms, along with long-dated government bonds and mortgage-backed securities. The main focus of the bank was to provide financing to startups and venture-backed firms, reflecting its strategic direction and business model. In fact, a significant portion of the venture-backed technology and health care initial public offerings (IPOs) in 2022, accounting for 44%, were clients of Silicon Valley Bank, underscoring its importance in supporting the growth of such firms (Gobler and Velasquez, 2023).

However, the outbreak of the pandemic posed challenges for start-ups and venture-backed firms, which in turn affected Silicon Valley Bank's investment opportunities. Despite having a significant amount of deposits, the bank encountered difficulties in finding suitable investment avenues, leading to its decision to invest in long-dated government bonds and mortgage-backed securities. Although these assets tend to offer relatively low returns, they also come with relatively low risk. Prior to its failure, the bank had invested a total of 120 billion USD in long-dated government bonds and mortgage-backed securities, with 91 billion USD allocated to mortgage-backed securities (MBS) and 29 billion USD in treasury bonds (Pattabhi and Ramarpitha, 2023).

As the Federal Reserve began to raise interest rates in response to high inflation, Silicon Valley Bank encountered difficulties. Some of the bank's large depositors started withdrawing their deposits due to their own financial troubles, while others sought better yields elsewhere.

The bank's efforts to sell its bonds to repay depositors' money proved challenging, as the value of the bonds declined due to the Federal Reserve's interest rate increases. Initially, the bank sold 20 billion USD of securities to Goldman Sachs in an over-the-counter (OTC) sale, resulting in a loss of 2 billion USD (Pattabhi and Ramarpitha, 2023). As depositors demanded more funds, additional mandatory asset sales followed. On March 8, 2023, Silicon Valley Bank announced a loss of 1.8 billion USD on its bond portfolio, along with plans to sell common and preferred stock to raise 2.25 billion USD. Moody's subsequently downgraded the bank's long-term local currency bank deposit and issuer ratings, which was perceived as a warning sign by investors. On March 9, 2023, the stock for Silicon Valley Bank's holding company, SVB Financial Group, plummeted at the market opening, and other major banks also experienced stock price declines. As most of the depositors were

not covered by federal insurance, they initiated a run on the bank, resulting in withdrawals totaling 42 billion USD on March 9, 2023, ultimately leading to the bank's failure (Gobler and Velasquez, 2023).

3. THEORETICAL REASONS OF SILICON VALLEY BANK'S FAILURE

1) Rising Interest Rates

Bank failures in the United States have historically been correlated with interest-rate hikes by the Federal Reserve. In the 1980s, the Federal Reserve's decision to raise interest rates led to a wave of bank failures, particularly among savings and loans (S&Ls) institutions.

During the late 1970s and early 1980s, both inflation rates and interest rates experienced significant increases. Savings and loans (S&Ls) institutions were particularly vulnerable to these changes due to their heavy reliance on mortgages for lending and short-term deposits for funding. The impact of rising interest rates on S&Ls was twofold. Firstly, the interest rates they could offer on deposits were set by the government and were lower compared to other alternatives, leading to deposit withdrawals. Secondly, S&Ls primarily issued long-term fixed-rate mortgages, which lost value as interest rates increased, eroding the net worth of the S&L industry. As inflation accelerated and interest rates rose rapidly, many S&Ls suffered extensive losses. The cost of attracting deposits increased, while the earnings from long-term fixed-rate mortgages remained unchanged (Robinson, 2013).

There are similarities between the failures of S&Ls in the 1980s and the failure of Silicon Valley Bank, including a reliance on short-maturity deposits for funding, concentration of lending in long-term fixed-rate mortgages, and a lack of hedging against maturity-mismatch risk.

2) Maturity Mismatch

Maturity mismatch is a term used to describe the situation when a bank's liabilities (such as deposits) have a shorter maturity than its assets (such as loans), creating a risk that the bank may not be able to meet its obligations if depositors suddenly withdraw their funds. Banks that engage in maturity transformation (i.e. borrowing short-term funds and lending long-term) are vulnerable to runs and other forms of financial distress. If depositors lose confidence in a bank and begin to withdraw their funds, the bank may not be able to quickly sell its long-term assets to meet the short-term demand for funds, leading to a liquidity crisis and potentially causing the bank to fail (Berger and Udell, 2006).

There is evidence to suggest that maturity mismatch played a role in the failure of Silicon Valley Bank. The bank's high exposure to long-term fixed-rate securities and reliance on large depositors with short maturities led to a significant maturity mismatch, ultimately leading to its failure.

3) Concentration of Lending and Lack of Diversification

Silicon Valley Bank (SVB) was a financial institution that focused on providing banking services to technology and innovation companies. One of the key factors contributing to SVB's failure was its heavy reliance on the technology industry. As a specialized bank catering to technology and innovation companies, SVB's fate was closely intertwined with the success of its clients. SVB engaged in aggressive lending practices, offering loans to high-risk technology startups that other banks deemed too risky. This resulted in a portfolio of high-risk loans for SVB, which ultimately played a role in its downfall.

The rise in interest rates increases the cost of borrowing, posing challenges for businesses in repaying their loans. This impact was particularly significant for SVB, as it had a portfolio of loans to high-risk technology startups that were already grappling with repayment difficulties. The Federal Reserve's interest-rate hikes further compounded SVB's problems by making it harder for the bank's borrowers to meet their loan obligations, exacerbating the bank's challenges.

4) Inadequate Risk Management Strategies

Insufficient risk management strategies were also a contributing factor to SVB's failure. The bank's inadequate risk assessment practices and lack of effective risk management measures played a role in its downfall. SVB failed to adequately evaluate the risk associated with its loan portfolio and long-term security investments and neglected to implement appropriate risk mitigation measures. Additionally, the bank did not effectively hedge against the risks inherent in its portfolio. A more diversified asset portfolio and proper risk hedging could have potentially mitigated the risks faced by SVB.

5) Lack of Enough Regulatory Monitoring

The Dodd-Frank Act, a major banking regulation enacted in response to the 2008 financial crisis, originally mandated that banks with assets exceeding 50 billion USD would be subject to additional oversight and regulations. However, the 2018 Economic Growth, Regulatory Relief, and Consumer Protection Act changed this requirement significantly, raising the threshold to 250 billion USD. Despite being the 16th largest bank in the country, Silicon Valley Bank did not have sufficient assets to meet the revised threshold and be subject to the additional rules and oversight. If the threshold had not been changed, SVB would have been subject to closer regulatory scrutiny (Gobler and Velasquez, 2023).

4. THE RESPONSE OF AUTHORITIES TO THE FAILURE OF SVB

The FDIC provides insurance for bank deposits of up to USD 250,000 per depositor per bank for each account category. This means that if someone had USD 250,000 or less in a Silicon Valley Bank account, s/he would be fully insured and receive all of his/her money back in case of a bank failure. However, many accounts in Silicon Valley Bank held deposits exceeding USD 250,000, which means that most of the funds were not fully insured. In such cases, account holders would risk losing any amount above the insurance threshold.

Initially, the authorities announced that account holders would lose any money above the deposit insurance threshold. However, this announcement caused panic among depositors, leading to a run on regional banks, which ultimately resulted in the failure of Signature Bank and Silvergate Capital.

After the failure of three banks, on March 12, the Federal Reserve announced its decision to invoke a systemic risk exception, which meant that all depositors, including those with uninsured funds, would be fully compensated. Federal regulators took the decision to provide full insurance and protection to all depositors and their balances at Silicon Valley Bank due to the fear of contagion, which refers to the potential impact of the bank's collapse on the overall economy. The repercussions of the bank's failure were not limited to Silicon Valley Bank alone, as other banks also experienced a decline in their stock prices. The high-profile failure of Silicon Valley Bank could have undermined consumer confidence in the banking system, exacerbating the issue of depositors rushing to withdraw funds from banks that may not have sufficient funds to cover them. This risk of contagion could have far-reaching effects on not just banks, but also the broader economy as a whole.

Besides, following the collapse of Silicon Valley Bank, the government introduced the Bank Term Funding Program (BTFP) as authorized by the Federal Reserve. This program provides loans to banks, credit unions, and other deposit institutions to help them meet their depositors' needs for up to one year. The BTFP aims to prevent financial institutions from being forced to sell high-quality securities quickly in order to obtain cash when needed. The program became effective on March 12, 2023, and is currently scheduled to remain in effect until at least March 11, 2024 (Gobler and Velasquez, 2023).

5. CONCLUSION

Silicon Valley Bank was closed by regulatory authorities in the USA on March 10, 2023, following a bank run on the bank's deposits on March 9, 2023. The failure of SVB cannot be attributed to one single factor, but rather a combination of factors. The failure of SVB can be attributed to a combination of the following factors: the Federal Reserve's interest-rate hikes, maturity mismatch, concentration of lending, lack of diversification, inadequate risk management strategies, and insufficient regulatory monitoring for banks.

While there are similarities and differences between SVB's failure and previous bank failures in the USA, a notable difference is that SVB's investment in what is considered one of the most secure investment tools, USA T-bills, did not protect the bank from failure. This case highlights the importance of diversification, robust risk management strategies, and effective supervision in the banking industry.

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Tarım ve Küresel Isınma Etkileşimi ve Etkileşimin Devletin Bütçe Dengesi Üzerindeki Etkileri

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Özet: Gerek ulusal düzeyde gerekse ulusal düzeyde gerekli tedbirlerin alınması ve uygulanmasındaki yetersizlikler, ülkeler arasında sorunun çözümünde iş birliği eksikliği ve küresel düzeyde meydana getirdiği etkiler göz önüne alındığında, küresel ısınma içinde yaşadığımız yüzyılda ve gelecekte mücadele edilmesi gereken en kritik meselelerden birisi olarak önemini koruyacaktır. Küresel ısınmaya neden olan çeşitli etmenlerden birisi de tarımsal faaliyetlerdir. Tarımsal faaliyetler neticesi ortaya çıkan çeşitli atıklar, küresel ısınmaya neden olmaktadır. Aynı zamanda, küresel ısınma da tarım üzerinde bazı olumsuz ve olumlu etkilere sahip olmaktadır. Genel olarak ele alındığında, küresel ısınmanın tarım üzerindeki olumsuz etkilerinin, olumlu etkilerine kıyasla daha fazla olması söz konusudur.

Küresel ısınmanın tarım üzerindeki etkileri, ekonomik ve sosyal vs. sorunların ortaya çıkmasına zemin hazırlamaktadır. Küresel ısınmanın tarım üzerinde meydana getirdiği etkiler kaynaklı ortaya çıkan üretimdeki dalgalanmalar, enflasyon, istihdamın azalması, gelir dağılımındaki adaletsizler gibi ekonomik, sosyal, vs. sorunlar ise devlet bütçesinin gelir ve gider kısımlarını etkilemektedir.

Bütçenin gider tarafı, küresel ısınmanın neden olduğu ekonomik, sosyal ve sağlık gibi sorunların çözümüne yönelik harcamaların artması nedeniyle etkilenmektedir. Devlet bütçenin gelirler kısmının en önemli kalemi olan vergi geliri ise tarım ve küresel ısınma arasındaki etkileşimin neden olduğu etkilerin, vergi kapasitesi üzerinde meydana getirdiği etkiler suretiyle etkilenmektedir. Bu etkilerin sonucu olarak, zaman içinde bütçenin giderleri ve gelirleri arasında ortaya çıkan muhtemel bir uyumsuzluk da devletin bütçe dengesinin bozulmasına neden olmaktadır.

Tarım ve küresel ısınma arasındaki etkileşim ve bu etkileşimin neden olduğu etkiler, küresel ısınmadan en çok etkilenen bölgelerde yer alan ve tarımın ekonomideki payının yüksek olduğu gelişmekte olan ülkeleri, gelişmiş ülkelerden daha fazla etkileyecektir.

Anahtar Kelimeler: Küresel ısınma, tarım, devlet bütçesi, kamu harcaması, vergi.

The Interaction between Agriculture and Global Warming and the Effects of the Interaction on the Government Budget Balance

Abstract: Considering the inadequacies in taking and implementing the necessary measures at the both national and national level, the lack of cooperation between countries in solving the problem, and its effects at the global levels, global warming will maintain its importance as one of the most crucial issues to be overcome in the century we live in and in the future. One of the different factors causing global warming is agricultural activities. Various wastes stemming from agricultural activities cause global warming. At the same time, global warming has some negative and positive effects on agriculture. In general, the negative effects of global warming on agriculture are more than the positive effects.

The effects of global warming on agriculture lead to the emergence of economic and social problems, and so forth. Such problems as fluctuations in production due to the effects of global warming on agriculture, inflation, decrease in employment, inequalities in income distribution, and so on affect the revenue and expenditure parts of the government budget.

The expenditure side of the budget is affected by the increase of expenditures toward solution of issues, such as economic, social, and health problems caused by global warming. On the other hand, tax revenue, the most important item of the revenue part of the government budget, is affected by the effects of the interaction between agriculture and global warming on taxable capacity. As a result of these effects, a possible mismatch between the expenditures and revenues of the government budget over time causes the budget balance of the state to deteriorate.

The interaction between agriculture and global warming and the effects caused by this interaction will affect developing countries, located in the regions most affected by global warming and where the share of agriculture in the economy is high, more than developed countries.

Keywords: Global warming, agriculture, government budget, public expenditure, tax.

1.GİRİŞ

Tarım özellikle nüfusun büyük bir kısmının kırsalda yaşadığı gelişmekte olan ülkelerde, kırsalda yaşayan bu nüfus çoğunluğunun istihdamı ve yaşamları için gerekli gelirin elde edilmesi açısından, büyük bir öneme sahiptir. Tarım, aynı zamanda temel zorunlu ihtiyaçlardan birisi olan, beslenme için gerekli olan gıdaların temin edilmesi açısından da kritik bir öneme sahip sektördür.

Diğer yandan, günümüzde gerek ulusal düzeyde gerekse uluslararası düzeyde alınan bir takım önlemlere rağmen, küresel ısınma neden olduğu etkiler dikkate alındığında, halen daha önlenmesi için daha ciddi önlemlerin alınması gereken küresel düzeyde bir problem olarak varlığını korumaktadır.

Küresel ısınmanın meydana getirdiği etkilerin, en fazla hissedildiği sektörlerden birisi de üretimin iklim şartlarından önemli ölçüde etkilendiği tarım sektörüdür. Küresel ısınmanın özellikle olumsuz olarak meydana getirdiği etkiler, bir takım arzulanmayan ekonomik, sosyal vs. sorunlara neden olmak suretiyle tarımdan beklenilen fonksiyonların ciddi bir şekilde yara almasına neden olmaktadır. Tarım küresel ısınmadan etkilendiği gibi çeşitli tarımsal faaliyetlerde küresel ısınmaya önemli ölçüde katkıda bulunarak, küresel ısınma sorununun uzun bir süre varlığını korumasına neden olacaktır.

Küresel ısınma ve tarım arasındaki etkileşim neden olduğu olumsuz sonuçlar da devletlerin bütçe dengesi üzerine, önemli bir yük bindirmek suretiyle devletlerin bütçe uygulamalarıyla çeşitli, ekonomik, sosyal kültürel, teknolojik vs. olumsuzlukların üstesinden gelme kabiliyetini azaltmaktadır. Dolayısıyla, küresel ısınma sorunun, tarımdaki sorunların ve bunların neticesi sebep olunan sorunların, daha sağlıklı bir şekilde tespiti ve analizi açısından, küresel ısınma ve tarım arasındaki etkileşimin iyi bir şekilde bilinmesi gereklidir.

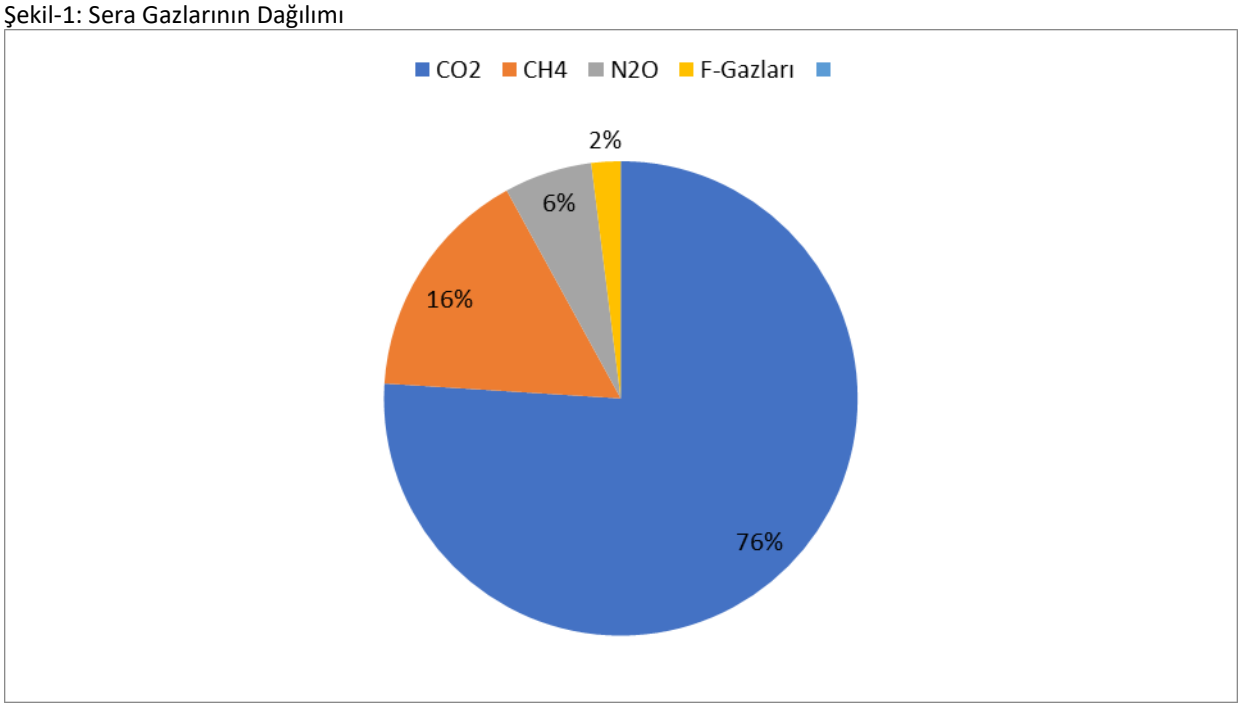
Bu çalışma, küresel ısınma ve tarım arasındaki etkileşimi ve bu etkileşimin devletin bütçe dengesine yansımanı ortaya koymayı amaçlamaktadır. Bu bağlamda, tarımın küresel ısınma üzerindeki etkileri, tarımın küresel ısınmaya katkısı ve bu ilişkilerin devlet bütçesi üzerindeki etkisi merkezi idare bütçesi kapsamında analiz edilecektir. Bu kapsamda çalışmanın 2. Kısımda, önemini ortaya koyma açısından, küresel ısınma problemi ele alınacaktır. 3. kısımda, tarım ve küresel ısınma arasındaki etkileşim, tarımın küresel ısınma üzerindeki etkisi ve küresel ısınmanın tarım üzerindeki etkileri bazında tartışılacaktır. 4. Kısımda, küresel ısınma ve tarım arasındaki etkileşimin, devletin bütçe dengesi üzerindeki etkisi değerlendirilecektir. Sonuç ve değerlendirmeler ise son kısımda sunulacaktır.

2. KÜRESEL ISINMA PROBLEMİ

Sera gazlarının neden olduğu sera etkisiyle, dünyanın normal sıcaklığındaki artış olarak ifade edilen küresel ısınma, küresel düzeyde çevre kirliliğinin en tipik örneklerinden biridir. Yerel ve bölgesel çevre kirliliğinden farklı olarak, küresel çevre kirliliğinin olumsuz etkileri tüm dünyada hissedilmektedir. Diğer bir deyişle, küresel kirliliğin çevreye verdiği zarar, kirletici kaynaktan çok uzağa uzanmakta ve zararlı etkileri dünya çapında etki yaratmaktadır (Callan & Thomas, 2007: 10). Diğer çevre kirliliklerinin olumsuz etkilerinden yer değiştirmek suretiyle kurtulmak mümkün iken, küresel ısınmanın da örneklerinden biri olduğu küresel çevre kirliliğinin olumsuz etkilerinden, benzer şekilde yer değiştirmek suretiyle kurtulmak mümkün değildir.

Küresel ısınma neden olan sera gazlarının, toplam sera gazları içindeki payı farklı oranlarda olmaktadır. Şekil-1'de, küresel ısınmaya neden olan sera gazlarının, toplam sera gazları içindeki dağılımı görülmektedir. Şekil 1'de de görüldüğü gibi, küresel ısınmaya neden olan sera gazları içerisinde en büyük pay, karbondioksit (CO_2) gazına aittir. Karbondioksit gazını, toplam içindeki ağırlık derecesine göre sırasıyla %16 ile metan (CH_4) gazı, %6 ile azot protoksit (N_2O) gazı ve %2 ile florlu sera gazları (F-Gazları) izlemektedir.

Şekil-1: Sera Gazlarının Dağılımı



Kaynak: IPCC, 2014, Summary for Policymakers. In: Climate Change 2014: Mitigation of Climate Change. Contribution of Working Group III to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change [Edenhofer, O., R. Pichs-Madruga, Y. Sokona, E. Farahani, S. Kadner, K. Seyboth, A. Adler, I. Baum, S. Brunner, P. Eickemeier, B. Kriemann, J. Savolainen, S. Schlömer, C. von Stechow, T. Zwickel and J.C. Minx (eds.)]. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA.

Küresel ısınma konusunda yapılan çalışmalar, gerekli, önlemlerin etkin bir şekilde alınmaması durumunda, küresel ısınmanın zaman içerisinde giderek daha büyük bir problem haline geleceğini göstermektedir. Aşağıdaki kısımda, bu çalışmalardan bazı örnekler yer almaktadır.

NASA'nın Goddard Uzay Araştırmaları Enstitüsü'ndeki (GISS) bilim adamlarının liderliğinde gerçekleştirilen analiz, 1880 yılından bu yana dünyada ortalama küresel sıcaklığın, en az 1,1° derece artığını ve her on yılda yaklaşık 0,15 ila 0,20°C arasında olmak üzere, küresel ısınmada artışın en fazla 1975 yılından itibaren gerçekleştiğini ortaya koymaktadır (NASA, 2022).

NASA tarafından yapılan başka bir analiz ise, 2022'de dünyanın ortalama yüzey sıcaklığı nın NASA'nın temel aldığı dönem (1951–1980) ortalamasının, 0,89 derece üzerinde gerçekleştiğini göstermektedir (NASA, 2023).

Bu konudaki diğer önemli analizde Hükümetler Arası İklim Değişikliği Paneline (IPPC) aittir. Bu çerçevede, Bazı Hükümetler Arası İklim Değişikliği Paneli (IPPC) projeksiyonları ise ortalama dünya sıcaklığının 1990 yılından 2100 yılına kadar %0,5 ile %4.5 arasında artacağını belirtmektedir (Nordhaus, 1998:5).

3. TARIM VE KÜRESEL ISINMA ETKİLEŞİMİ

Tarım sektörü ve küresel ısınma arasındaki ilişki, tek yönlü olmayıp çift yönlü bir ilişkidir. Diğer bir deyişle, tarım sektörü küresel ısınma üzerinde etkili olurken, küresel ısınma da tarım üzerinde etkili olmaktadır. Tarımın küresel ısınmaya katkısı, bazı tarımsal faaliyetlerin sera gazların salınımına neden olması ve artırması suretiyle ortaya çıkmaktadır. Küresel ısınma ise sıcaklıklarda meydana gelen artışın sunduğu tehditler ve fırsatlarla, tarımı hem pozitif yönde hem de negatif şekilde etkilemektedir. Bundan sonraki kısımlarda, bu çerçevede ortaya çıkan etkileşimler sırasıyla incelenecektir.

3.1. Tarımın Küresel Isınma Üzerindeki Etkisi

Küresel ısınmaya neden olan sera gazı emisyonlarına katkı, çeşitli sektörlerden gelmektedir. Bu çerçevede, tarımda sanayi, ulaştırma vb. sektörler gibi küresel ısınmaya katkı veren sektörlerden birisidir.

Genel olarak ele alındığında, küresel ısınma neden olan sera gazları salınımının %17'si tarım sektöründen kaynaklanmaktadır (FAO, 2020: 3). Sera gazları itibariyle bakıldığında, tarımın özellikle azot protoksit

emisyonlarına katkısı oldukça yüksektir. Bu çerçevede, tarımsal faaliyetlerin küresel azot protoksit emisyonlarına katkısı %75'dir (Velthof & Rietra, 2018:11). Tarım sektörünün, metan emisyonlarına katkısı ise yaklaşık %40 civarındadır (IEA, 2023).

Tarımsal faaliyetlerin, sera gazları salınımına katkısı ise çeşitli tarımsal faaliyetler itibariyle farklı şekilde olmaktadır. Ormanlar önemli ölçüde karbon depolarlar. Ormanların tarımsal alanların genişletilmesi amacıyla yok edilmesi, önemli ölçüde havaya karbondioksit gazı salınışına neden olmak suretiyle, küresel ısınmanın artmasına neden olacaktır. 2018 yılında tarımsal amaçlı ormansızlaştırmanın, küresel karbondioksit gazı emisyonları içinde payı yaklaşık %8.23[1]'tür (WRI, 2023, FAO, 2020:5-6). Buna ilaveten, tarımın karbondioksit gazı emisyonlarına katkısı, tarımda fosil yakıtların enerji kaynağı olarak kullanılmasından da kaynaklanmaktadır.

Tarımsal faaliyetler, çeşitli şekillerde metan gazı emisyonlarının da yayılımına neden olmaktadır. Tarım kaynaklı metan gazı emisyonu yayılımın sebeplerinden birisi, pirinç tarlalarında düşük oksijen koşulları altında bakteriyel metan üretimi sonucu ortaya çıkan yayılımdır (Neue, vd., 1996: 1751). Ayrıca, geviş getiren hayvanların geviş getirmesi esnasında da metan gazı emisyonu yayılımı olmaktadır. Buna ilaveten, ekilen ürünleri beslemek için tarımsal arazilere dökülen bulamaç sığır ve kanatlı hayvan gibi hayvan gübrelerinin, anaerobik şartlarda ayrışması sonucu da metan gazı emisyonları ve azot protoksit gazı emisyonları yayılmaktadır (Chadwick, vd., 2011: 514-516). Pirinç tarlaları ve hayvan gübre kaynaklı metan gazı emisyonları, küresel emisyonların %32'sini oluşturmaktadır (FAO,2023).

Tarımda kimyasal gübre ve ilaç kullanımı, yukarıda ifade edildiği gibi hayvan gübresi kullanımı, tarımda kullanılan motorlu taşıtlarda fosil yakıt kullanımı ve biyokütle yakma gibi faaliyetler de azot protoksit gazı salınımına neden olmaktadır. Tarımsal kaynaklı bu faaliyetler, önemli ölçüde küresel azot protoksit gazı yayılımına neden olmaktadır. Örneğin, tarımda hayvan gübresi kullanımı küresel azot protoksit gazı emisyonlarının %22'sine, sentetik gübreler ise %18'ine neden olmaktadır (Velthof & Rietra, 2018:5).

3.2. Küresel Isınmanın Tarım Üzerindeki Etkisi

Küresel ısınma, bazı durumlarda tarım üzerinde olumsuz etkide bulunularak, tarım için bir tehdit oluştururken, bazı durumlarda ise olumlu etkilerde bulunmak suretiyle tarım için fırsatlar sunmaktadır. Bundan sonraki kısımlarda, sırasıyla bu etkiler incelenecektir.

3.2.1. Küresel Isınmanın Tarım Üzerindeki Olumsuz Etkileri

Küresel ısınma, tarımsal alanların sular altında kalmasına, kuraklık artmasına, su kaynaklarının azalmasına, zararlı otların ve haşerelerin artmasına, büyüme döneminin azalmasına, hayvanların sağlığının olumsuz etkilenmesine vs. neden olarak tarımsal üretimi üzerinde olumsuz etkiler meydana getirir.

Küresel ısınmanın tarım üzerindeki olumsuz etkilerinden biri, küresel ısınma ile birlikte denizlerin su seviyesinde meydana gelen yükselmelerdir. Küresel ısınma ile birlikte deniz su seviyesinde yükselme, ısınan suyun genleşmesi ve kutuplardaki buzulların erimesi sonucu ortaya çıkmaktadır. Yapılan bazı tahminler, sera gazlarının yüksek oranlarda seyretmesi durumunda, 2100 yılına kadar denizlerdeki su seviyesinin 60cm ile 110 cm arasında artacağını, sera gazlarının önemli ölçüde azaltılması durumunda ise aynı rakamların 30 cm ile 60 cm arasında değişeceğini ortaya koymaktadır (NASA, 2021).

Küresel ısınma ile birlikte denizlerin su seviyesindeki artışlar, özellikle deniz seviyesine yakın Bengladeş, Mısır, Vietnam ve Endonezya gibi ülkelerde, tarımsal ekilebilir alanların sular altında kalmasına neden olacaktır. Buna ilaveten, su seviyesinde yükselme aynı zamanda kıyı yer altı sularının ve toprağının tuzluluk oranlarının artmasına neden olarak, sulama açısından elverişli su potansiyelinin azalmasına ve tarım için elverişli toprakların kötüleşmesine neden olmaktadır. Küresel ısınmanın neticesi ortaya çıkan bu etkiler ise tarımsal üretimi olumsuz etkileyecektir. Bu çevrede yapılan bazı tahminlere göre, denizlerdeki su seviyesinin 1 metre yükselmesi durumunda, yaklaşık 13 milyon insanı etkileyecek şekilde Bangladeş'in topraklarının %17.5'i ve ülkenin pirincinin yaklaşık %16'sını üreten 1,2 milyon hektardan fazla tarım arazisi sular altında kalacaktır (Hug, vd., 1995: 47-50).

Sıcaklığın artması ise verimi düşürmek suretiyle, tarımsal üretimi olumsuz etkilemektedir. Sıcaklığın belli bir sıcaklık aralığının ötesinde artması, ekinlerin büyümesini hızlandırarak onların daha az taneye sahip olmasını ve

[1] Bu oran WRI ve FAO'nun 2018 yılındaki ilgili değerlere ait rakamları kullanılarak tarafımızdan hesaplanmıştır

yağışlardan daha yüksek evapotranspirasyona neden olmak suretiyle, daha az ürün elde edilmesine neden olmaktadır (Cline, 2008: 24). Evapotranspirasyon ise suyun toprak yüzeyinden buharlaşma ve bitkilerde terleme yoluyla atmosfere karışım sürecidir (USGS, 2023). Yüksek evapotranspirasyon, özellikle tropikal ve subtropikal bölgelerde daha sık kuraklıkla karşılaşılması ihtimalini artırarak, tarımsal üretim açısından daha büyük bir sorun teşkil edecektir (Lee, vd., 1994: 294).

Bunlara ilaveten, küresel ısınma sonucu su kaynaklarının azalması, yüksek sıcaklığa maruz insanların ve hayvanların verimliliğinin düşmesi, bitkiler için zararlı haşerelerin artması gibi faktörler de tarımsal üretimi olumsuz etkilemektedir.

3.2.2. Küresel Isınmanın Tarım Üzerindeki Olumlu Etkileri

Küresel ısınmanın bir önceki kısımda bahsedilen olumsuz etkilerine karşılık, küresel ısınma bazı açılardan da tarım açısından önemli fırsatlar sunabilir. Bu sunulan fırsatlar birkaç şekilde ortaya çıkmaktadır.

Sunulan birinci fırsat, karbondioksit emisyonlarının artmasıyla, fotosentezin artması olarak ifade edilen Karbon fertilizasyonunun tarımda verimliliği artırmasıdır (Taylor & Schlenker, 2021: 6). Bununla birlikte, bu durum ürünler açısından farklılık arz etmektedir. Buğday, pirinç ve soya gibi C3 bitkileri, Karbon fertilizasyonuna daha fazla duyarlı iken, mısır, şekerkamışı ve darı gibi C4 bitkileri ise daha az duyarlıdır (Cline, 2008:24, Lee, vd., 1994: 289).

Sunulan ikinci fırsat, küresel ısınmanın sıcaklığa ve kuraklığa daha dayanıklı ürünlerin ekim alanların genişleterek, tarıma olumlu katkı sağlamasıdır.

Sunulan üçüncü fırsat, küresel ısınmanın daha önce tarım için elverişli olmayan soğuk bölgelerde, yeni ekilebilir tarımsal alanlar üretmek suretiyle, tarımsal ekilebilir alanları genişletmesidir.

4- TARIM VE KÜRESEL ISINMA ETKİLEŞİMİN DEVLETİN BÜTÇE DENGESİ ÜZERİNDEKİ ETKİSİ

Küresel ısınma ve tarım arasındaki etkileşim, meydana getirdiği olumlu ve olumsuz etkilerle, bütçenin gelirler kısmının en önemli gelir kalemi olan vergi gelirlerini ve kamu harcama kalemlerini etkilemek suretiyle, devletin bütçe dengesini etkiler. Tarım ve küresel ısınma etkileşiminin, vergi gelirlerinde meydana getirdiği artış, harcama kalemlerinde meydana getirdiği artıştan fazla olursa, bütçe dengesi olumlu etkilenirken, tersi durumda ise olumsuz etkilenecektir. Bundan sonraki kısımda, bu etkiler ortaya konulacaktır.

4.1. Vergi Gelirleri Üzerindeki Etki

Küresel ısınmanın tarımsal üretimi azaltması durumunda, üretim azalmasına bağlı olarak üretimin piyasa değeri olan Gayrisafi Yurt İçi Hâsıla'da (GSYİH) azalacak, bunun vergileme kapasitesini olumsuz etkilemesi de vergi gelirlerini azaltacaktır. Buna ilaveten, tarımın diğer sektörlerle olan bağlantısı da vergi gelirlerini etkileyecektir. Bu çerçevede, sanayi, üretimde pamuk, kauçuk, şeker gibi bazı temel hammaddeleri tarımdan sağlamakta, tarımdaki artık işgücü, sanayi ve hizmetler sektörü için potansiyel bir emek kaynağı olmakta ve sanayi ve hizmetler sektöründe ürünler ve hizmetler için de tarım önemli bir pazardır (Krishnapillai vd., 2018:233). Dolayısıyla, küresel ısınmanın tarımı olumsuz etkilemesi durumunda, diğer sektörlerdeki üretim azalması, GSYİH' deki ve vergileme kapasitesindeki daralmayı daha da artırmak suretiyle vergi gelirlerini daha fazla miktarda azaltacaktır.

Diğer yandan, küresel ısınmanın tarımsal üretimi azaltması, tarımsal ürün fiyatlarını artıracak, tarımsal ürün fiyatlarının artması ise uluslararası rekabet gücünü azaltarak, ihracatı azaltacaktır. İhracatın azalması ise ihraç edilecek ürünler üzerinden alınacak vergi potansiyelini düşürerek, vergi gelirlerini azaltacaktır. Tarımsal üretimde ve tarımla bağlantılı olarak diğer sektörlerde küresel ısınmaya bağlı üretim azalmasının GSYİH'yi düşürmesi, ülkenin ithalat potansiyelini de düşürerek, ithalat üzerinden alınacak vergi gelirlerini azaltacaktır.

Buna karşılık, küresel ısınmanın üretimi olumlu etkilediği durumlar ise vergi gelirlerindeki azalmanın etkisini hafifletecektir.

4.2. Bütçe Giderleri Üzerindeki Etki

Bir önceki başlıkta da ifade edildiği gibi, küresel ısınmanın tarımsal üretimi azaltması ve tarımla ilişik olarak diğer sektörlerde üretimi azaltması durumunda, emeğin istihdamı da azalacaktır. Emeğin istihdamının azalması, işsizlik probleminin artmasına neden olacaktır.

Düşük gelirliler, üretim sürecine ağırlıklı olarak emek faktörü ile katıldığından, emeğin istihdamının azalması, düşük gelirlilerin, gelirlerinin daha da azalmasına veya ortadan kalkmasına neden olarak, gelir dağılımında adaletsizliği artıracaktır. Gelirlerin giderek azalması ve adaletsizliğin daha da artması yoksulluk problemini de beraberinde getirecektir. Buna ilaveten, tarımda üretimin azalması, gıda fiyatlarının da yükselmesine neden olacak, gıda fiyatlarının yükselmesi ise, düşük gelirlilerin bütçelerinde önemli yer tutan gıdalara daha fazla pay ayırmasına neden olarak, düşük gelirlilerin kesimlerin durumlarının daha da kötüleşmesine yol açacaktır. Bunların soncu olarak, devletin, işsizliği azaltmaya ve gelir dağılımındaki adaletsizliği ve yoksulluğun olumsuz etkilerini azaltmaya yönelik kamu harcamalarını artırması, bütçenin giderlerini artma yönünde etkileyecektir.

Diğer yandan, küresel ısınmanın üretimde meydana getireceği azalmanın arz cephesinde tıkanıklıklara yol açması, toplam talebin azalmaması durumunda fiyatlar genel seviyesinde yükselmeye, bu yükselmenin ortaya çıkardığı ekonomik ve sosyal sorunların çözümüne yönelik kamu harcamalarının artırılması ise yine bütçe giderlerini artıracaktır.

Küresel ısınma ile birlikte sıcaklardaki yükselmenin kalp rahatsızlıklarına, solunum yolu hastalıklarına, sıtma ve kolera gibi bulaşıcı hastalıkların yayılması için elverişli ortam –deniz seviyesi ve sel baskınlarıyla içme suların kirlenmesi, sivrisinek nüfusunun artması vs.- hazırlaması, insan sağlığını olumsuz etkileyecektir. Devletin sağlık sorunlarını azaltmak için, sağlık harcamalarını artırmak zorunda kalması, bütçe giderlerini artıracaktır.

Küresel ısınma ile su seviyelerinde yükselmenin neden olduğu baskınları önlemeye yönelik setler yapılması, kamu harcamalarını artırarak bütçe giderlerini artış yönünde etkileyecektir.

Buna karşılık, küresel ısınmanın üretimi olumlu etkilediği durumlar ise, küresel ısınmanın yol açtığı ekonomik, sosyal ve sağlık sorunlarını azaltarak, bütçe giderlerini azalmasına olumlu katkıda bulanabilir.

Gelişmekte olan ülkelerin çoğunun dünyanın en sıcak bölgelerinde yer alması ve küresel sınmaya uyum kapasitelerinin düşük olması nedeniyle küresel ısınmadaki artış, bu ülkelerde tarımsal üretimi artırmaktansa azaltacaktır (Cline, 2008:23).

Sonuç olarak, küresel ısınma sonucu gelişmekte olan ülkelerde tarımda üretimin azalmasının kaçınılmaz olması, bu ülkelerde devletin bütçe dengesinin de negatif bir şekilde etkilenmesine neden olacaktır.

5. SONUÇ

Küresel ısınma, bir yandan tarımı olumsuz bir şekilde etkilerken, diğer yandan bir kısım olumlu etkilerin de ortaya çıkmasına neden olmaktadır. Diğer yandan, çeşitli tarımsal faaliyetlerin küresel ısınmaya neden olan sera gazlarının salınımına özelikle yüksek oranda azot protoksit emisyonun yayılımına katkı vermek suretiyle, küresel ısınmanın artmasına sebep olmaktadır.

Küresel ısınma, bir takım ekonomik, sosyal vs. sorunlar neden olmak suretiyle, devletin bütçe dengesi üzerinde etkiler meydana getirmektedir. Bütçenin vergi gelirleri üzerindeki etkiler, tarımsal üretimin ve tarımla ilişkili diğer sektörlerdeki üretimin etkilenmesine bağlı olarak ortaya çıkarken, bütçenin giderleri üzerindeki etkiler, küresel ısınmanın neden olduğu bir takım ekonomik, sosyal, sağlık, altyapı vs. sorunlarına bağlı olarak ortaya çıkmaktadır.

Gerek küresel ısınma sorunun gerekse neden olduğu sorunların çözüm noktalarında, etkin politikaların geliştirilmesi ve uygulanması açısından, küresel ısınma ve tarım arasındaki etkileşimin bilinmesi önemli katkılar sağlayacaktır. Bu çerçevede, tarımın azot protoksit gazı salınımına yüksek katkısı dikkate alındığında, özellikle tarımdaki kimyasal girdilere yönelik desteklerin bu çerçevede dikkatli bir şekilde gözden geçirilmesi gerekmektedir.

Küresel ısınmanın gelişmekte olan ülkeleri daha fazla olumsuz etkilemesi gerçeği, etkileşim neticesi bu ülkelerin devlet bütçesi dengelerinin daha fazla olumsuz etkileneceği ortaya koymaktadır. Bu ülkelerin uyum kapasitesinin yetersizliği de göz önüne alındığında, küresel ısınma probleminin ve meydana getirdiği olumsuz etkilerin giderilmesinde uluslararası iş birliği büyük bir önem arz edecektir.

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Ticari Limanların Yıllık Performans Göstergelerini Etkileyen Uygulamalar

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Özet: Ticari limanlar, günümüzde sanayi ve küresel ticari hayatın bağlantı noktası görevini üstlenmektedir. Bu limanlar, ülkelerin ticarete açılan rotaları görevini yerine getirmektedir. Günümüzde artan tüketim alışkanlığı ve sanayi işletmelerinin ithalat ve ihracatlarının giriş ve çıkış noktaları limanlar aracılığı ile sağlamaktadır. Bu kadar önemli bir görevi üstlenen limanlar, hareketli bir çalışma yaşamını bulundurmaktadır. Limanlar, birçok paydaş ile iş süreçlerini yönettiğinden yeni organizasyon yapılarına sahip olabilmektedir. Limanların başarısının ölçütünü oluşturan ve performansının takibinin sağlanması için bazı uygulamalar yapılmaktadır. Limanlarda performans faktörünü sağlayan en önemli unsurlar insan kaynağı ve makine parkuru olarak bilinmektedir. Yıllık konteyner hareketi veya yük tonaj elleçlemesinin dönemsel zamanlaması, limanların belirli bir periyotta performans göstergesi olarak değerlendirilmektedir. Limanlarda hareket bazında performans göstergesi olmakla beraber, uyguladıkları çalışma faaliyetlerinin de birer performans göstergesi bulunmaktadır. İş güvenli politikaları, çevresel politikalar ve teknolojik yapılanmalar limanların performans göstergelerinin durumuna etki eden uygulamaları içermektedir.

Bu çalışmada, limanların hareket ve elleçleme faaliyetlerinin iş süreçlerindeki performanslarına etkisinin ve diğer bileşenlerin bu göstergeye olan etkileri üzerine katkılarına değinilmiştir. Limanlarda insan kaynağının ve elleçleme operasyonlarında vinç grubu ve diğer iş makinelerinin etkin kullanımının liman işletmelerine olan önemi üzerine değerlendirmeler yapılmıştır.

Anahtar Kelimeler: Ticari Limanlar, Performans Ölçümü, Yük Elleçleme

Practices Affecting Annual Performance Indicators of Commercial Ports

Abstract: Today, commercial ports act as the connection point of industry and global commercial life. These ports serve as the routes of countries to trade. Today, the increasing consumption habits and the entry and exit points of the imports and exports of industrial enterprises are provided by ports. Ports, which undertake such an important task, have an active working life. Since ports manage business processes with many stakeholders, they can have broad organizational structures. Some practices are carried out in order to monitor the performance of the ports, which constitute the criterion of success. The most important factors that provide the performance factor in ports are known as human resources and machinery. Annual container movement or periodic timing of cargo tonnage handling is considered as a performance indicator of ports in a certain period. While there are performance indicators on the basis of movement at the ports, there are also performance indicators for the work activities they implement. Occupational safety policies, environmental policies and technological structures include practices that affect the performance indicators of ports.

In this study, the effects of port movement and handling activities on the performance of business processes and the contribution of other components to this indicator are discussed. Evaluations have been made on the importance of human resources and the effective use of crane group and other construction equipment in handling operations in ports for port operations.

Key Words: Commercial Ports, Performance Measurement, Cargo Handling

1. GİRİŞ

Performans kavramı, ölçülebilen değerler ve faktörler üzerine etkinlik, verimlilik ve dayanıklılığı kapsayan işletim sistemidir. Bireylerin performans ölçümü yapılabildiği gibi, işletmelerinde kendi sektörlerinde performans değerlendirme ölçütlerini ortaya koyan çalışmalar ve göstergeleri bulunmaktadır. Liman işletmelerinde ise bu faktörü değerlendiren ölçekler bulunmaktadır (Notteboom, Pallis ve Rodrique, 2022).

Performans kavramından bahsedebilmek için bazı verilerin ve göstergelerin oluşması ve bunların hangilerinin ele alınıp ölçüme tabi tutulacağı değerlendirilmektedir. Ayrıca, bir sürecin performansını ortaya koymak için sadece sayısal göstergeler değerlendirilmemektedir. Ölçüle bilen ve ölçülemeyen faktörler ele alınarak elde edilmek istenen sonuçlar ortaya konmaktadır. Limanlarda elleçleme verileri performans kavramını gösterebildiği gibi sadece bu sayısal veriler genel kapsamlı ölçüt olarak kullanılmamaktadır (Woo, Pettit ve Beresford, 2011).

Limanlar, zaman ile yarışan hizmet işletmeleri olarak sektörde faaliyet göstermektedir. Bu işletmelerde sürenin değeri çok önemli olup, sürekli hedefler ile çalışılmaktadır. İstenen ve planlanan süre içerisinde gemi operasyon

süreçleri planlandığı doğrultuda gerçekleştirilmeyip, gemiye hizmetin verilememesi önemli kayıplara sebebiyet vermektedir (Wanke, 2013). Bu yüzden her bir iş sürecinin analizi iyi tanımlanıp, performans göstergeleri üzerine değerlendirmeler yapılmaktadır.

Müşteriler karşısında değer sağlamak ve kompleks süreçlerin planlı bir şekilde organize edilmesi için performans değerlendirme çalışmaları yapılmaktadır (Han, 2018). Bu analizler ile müşteri memnuniyetinin üst seviyede tutulması sağlanacak olup, liman işletmesinin stratejik hedeflerine ulaşıp ulaşamadığı konusunda geri bildirim sağlamış olacaktır (Notteboom, Pallis ve Rodrique, 2022).

Liman işletmeleri, tek bir faktöre bağlı kalmadan sürekli çalışan hizmet işletmeleridir. 7/24 açık olan, sürekli ithalat, ihracat ve transit yüklerin aktarılmasına hizmet vermektedir. Farklı bir kıtadan gelen bir yükün müşterisine ulaştırılması, kıtalar arası yük transferinde yükün son kullanıcısına kadar ulaştırılmasında kadar hizmet vermektedir (Kang ve Woo, 2017). Bir ülkenin yük ve eşyalarının girişinin ve çıkışının yapılmasında önemli bir görevi yerine getirmektedir. Bu yüzden, liman işletmeleri birden fazla etkileşim kurarak farklı faktörler ile iletişim halinde olmaktadır (Wang vd., 2018). Küresel müşteri hareketleri, gemi filosu yönetimi, bölgesel kamu kuruluşları, uluslararası yönetmelik ve mevzuatlar, insan faktörü, entegre ulaştırma türleri, bölgesel riskler, müşteri memnuniyeti, rekabet, ülkeler arası krizler ve doğal hava koşulları gibi faktörlerin yönetiminde ve bu olayların oluşumunda etki sahibi olması, liman işletmeleri için performans göstergelerinin kendi hedefleri ve sürdürülebilirlik çalışmalarında ne kadar önemli olduğunu ortaya koymaktadır (Stopford, 2022).

Performans kavramı sürekli aynı faktörleri değerlendirmeyip, günün koşulları ve beklentilerine göre yenilikler getirerek performans göstergeleri farklılaşabilmektedir (Langenus ve Dooms, 2015). Gemi kapasitelerinin büyümesi, elleçleme araçlarının farklılaşması, teknolojik alt yapı imkanlarının gelişmesi, müşteri ilişkileri yönetiminin değişime tabi olması, vinç ve diğer ekipman parkurunun yeni nesil gemi sınıflarına göre uyumlu yatırımların yapılması bir liman işletmesinin iş yaptığı paydaşlarının beklentilerine uyumlu hale gelmesi performans göstergelerinin bazı temel başlıkları olarak gösterilebilir (Somensi vd., 2017).

Performans kavramına dahil edilen birçok faktör bulunmaktadır. Burada, bu nitelikleri oluşturacak faktör, vinç operatörlerinden yönetim süreçleri görevlerini yerine getiren herkesin farklı performans bileşenlerini ortaya koyması ile oluşturulmaktadır. Liman işletmesinin performans göstergelerinin yükseltilmesi için çok işlevli limanların operasyonel işlevlerini ve stratejik çalışmalarının en iyi şekilde entegre edilmesi önemli bir işlemdir (Notteboom, Pallis ve Rodrique, 2022).

Performans, amaca ulaşmak için istenen niteliklerin sağlanması ve belirli standartlara göre işlemlerin gerçekleştirilmesi ve kriterlerin oluşturularak nitel ve nicel değerlendirmelerin yapılmasıdır (Çalık, 2016). Performans kavramından bahsedebilmek için öncelikle hedefler, istenen değerler ve sonuç faktörlerinin tanımlanması gerekmektedir.

Üretim veya hizmet faktörlerinin en küçük aşamasından en büyük aşamasına kadar olan tüm süreçler verimlilik ve üretkenlik düzeyini etkilemektedir. İşletme içerisinde bulunan her bir iş sürecinin etki düzeyleri iyi tanımlanabildiğinde verimlilik seviyesi artacaktır. Bu yüzden, risk faktörleri tanımlanarak hedefler karşısındaki düzeylerine göre geri bildirim durumları oluşturulmalıdır (Sink, 1985). Bu çalışmalar ile verimliliği etkileyecek faktörler iyi tanımlandığı için kırılımlar yakından takip edilebilecektir. Ayrıca, hangi düzeyde oldukları gözlemlenerek kısa sürede müdahaleler ile iyileştirici çalışmalar yapılabilmektedir (Musso ve Sciomachen, 2020). Performans kavramına sektörlerin ne tür başlıkları ortaya koyacakları kendi tercihleri ve sektörün beklentilerine göre değişkenlik göstermektedir. Ancak, her sektörün genel kabul görmüş kriterleri bulunmaktadır (Park ve De, 2015).

Tablo 1: Prokopenko (1987)'e Göre Performansı Etkileyen Faktörler

İç Faktörler	Katı Faktörler	Ürün Fiziki Yapı Ekipman Teknoloji Malzeme ve Enerji
	Esnek Faktörler	İnsan Örgüt ve Sistemler İş Metotları Yönetim Biçimleri

	Yapısal Faktörler	Ekonomik Değişimler Demografik ve Sosyal Değişimler
Dış Faktörler	Doğal Kaynaklar	İnsan Gücü Arazi Enerji Hammadde
	Hükümet ve Alt Yapı	

Kaynak: Prokopenko, J., 1987. Verimlilik Yönetimi Uygulamalı Elkitabı, (Çeviren: Olcay Baykal, Nevda Atalay, Erdemir Fidan), 7. Basım, Ankara, MPM Yayınları

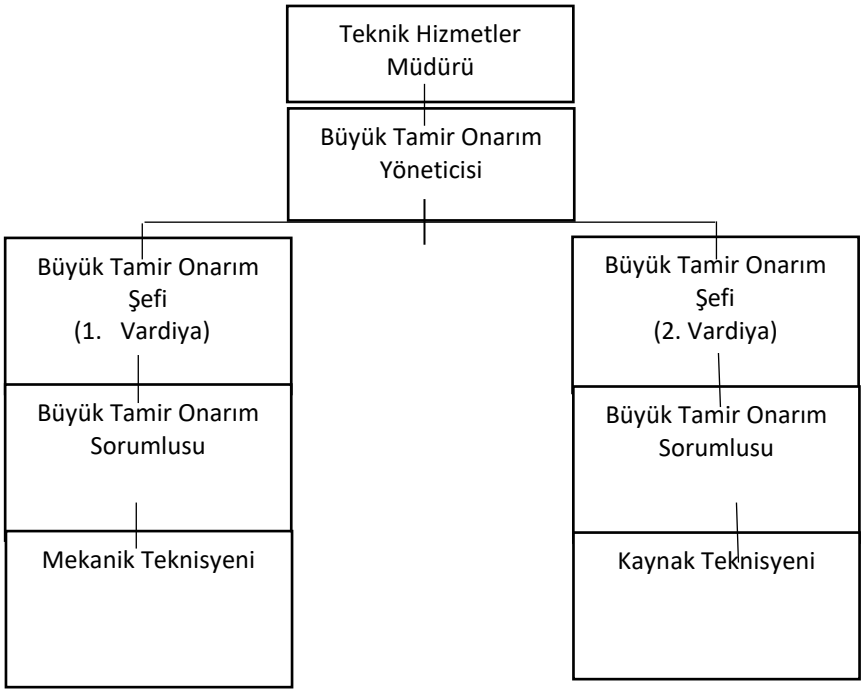
Limanlarda değerlendirilen performans kavramı içerisinde iç ve dış faktörler olarak iki başlık altında kullanılmaktadır. Limanların kuruluş yeri ve operasyon sahasının büyüklüğü bu aşama da önemli yer edinmektedir (Madeira vd., 2012). Art bölge, limanların verimliliği için önemli bir kapasite ölçeğine etki sağlamaktadır. Sanayi bölgelerinin yaygın olması, insan gücü portföyü, deniz derinliğinin uygun oluşu, yıllık rüzgârlı gün sayısının istenen düzeyde olması ve diğer ulaştırma türlerine aktarma imkanının olması limanların performans göstergeleri ve verimliliğinde önemli başlıklardır (Dowd ve Leschine, 1989).

2. Teknik Hizmetler Biriminin Performansa Etkisi

Limanlarda her ne kadar müşteri portföyünün geniş olması ve diğer bölgesel etkenlerin bir arada bulunup, gereksinimlerin sağlanması olsa dahi bir diğer önemli gösterge de teknik ekipmanları ve araç parkurunun istenen seviyede tutulması da performans göstergelerinde önemli bir etkendir (Grosskopf, 1993). Limanlarda, raylı vinçler, lastik tekerlikle çalışan vinçler ve diğer iş makinesi ekipmanları, yüklerin aktarılmasında önemli birer görev üstlenmektedir. Bu ekipmanlar ağır yükleri taşıyarak ve sürekli faal halde bulunduklarından, bakım ihtiyaçları ortaya çıkmaktadır. Liman işletmelerinde planlama ve zamanlama çok önemli bir göstergedir. İş makinesi ekipmanlarının tam kapasite kullanımı yük elleçleme işlemlerinin verimliliğinde etkili olmaktadır (Yücel, 1997).

Limanların teknik departmanları, kendi ihtiyaç ve iş süreçlerine göre farklı organizasyon şemalarından oluşabilmektedir. Ancak bazı ihtiyaçlar ve gereklilikler ortak noktada buluşabilmektedir. Bakım ve onarım işlemlerinde örnek bir organizasyon şeması şu şekilde oluşturulabilir.

Şekil 1: Büyük Tamir ve Onarım Organizasyon Şeması



Büyük tamir onarım birimi vinç parkurunun ve diğer iş makinelerinin ağır revizyonlarını yapan görev tanımından oluşmaktadır. Vinç parkurunun en önemli göstergelerinden olan halatlar, bu işin sürekliliğinde önemli bir yere sahip olmaktadır. Halat değişimleri olası arızalarda veya yıpranmalarda plansız olarak revizyona ihtiyaç duymakla beraber, belirli periyodlarda revizyon bakımları saat/hareket hesabına göre de yapılabilmektedir.

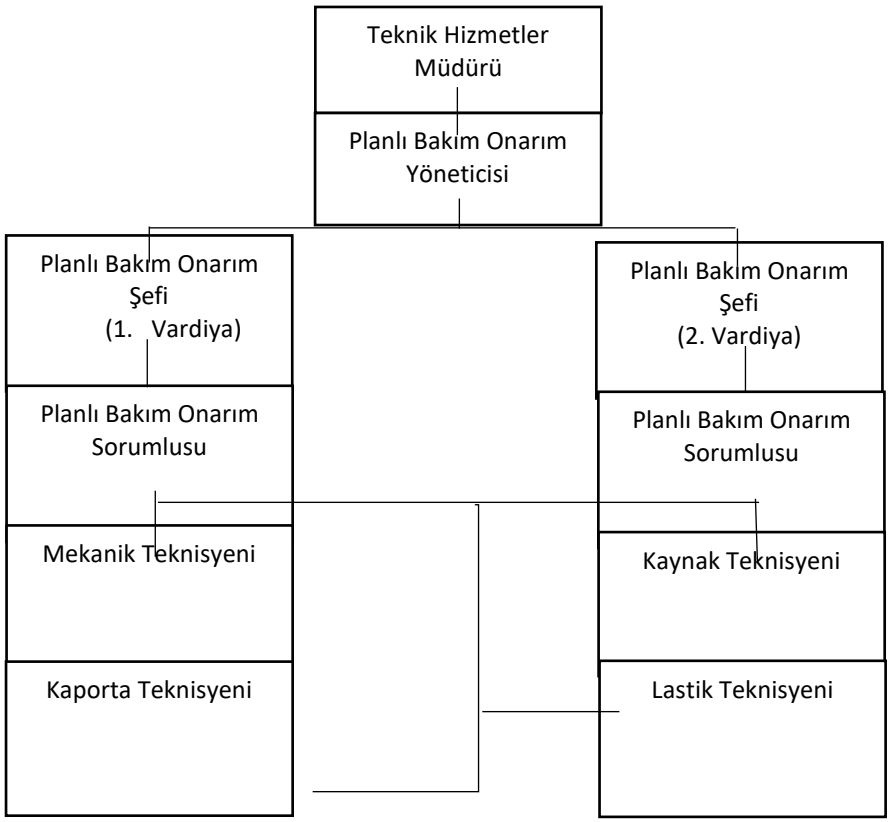
Bu birime BTO (Büyük Tamir Onarım) ekibi de denmektedir. Teknik personeller olası arıza veya planlı bakımları öncelikle çekirdek kadro ile yaparak görevleri tamamlamak istemektedir. Ancak, ekibin yetemediği durumda ise tedarikçiden destek alınarak ekipmanın revizyonu tamamlanabilmektedir. Bu revizyon işlemlerinin yapılma süresinde operasyon departmanının vinç parkurunu boşa çıkartabileceği bir süre gerekmektedir. Gemi operasyon elleçleme aşamasında bu işlemleri yapmak tehlikeli olabilmektedir. Bu yüzden gemi trafiğinin ve posta sayısının daha az olduğu günlerde, operasyon ve teknik birim entegre çalışarak en uygun sürede revizyon işlemlerini yapabilmektedir.

BTO ekibindeki kaynak teknisyenleri konteyner tadilatında da görev alabilmektedir. Yırtılan, ezilen veya taban tahtalarının değişime ihtiyacı olan konteynerlerin bakımı bu ekip tarafından yapılabilmektedir.

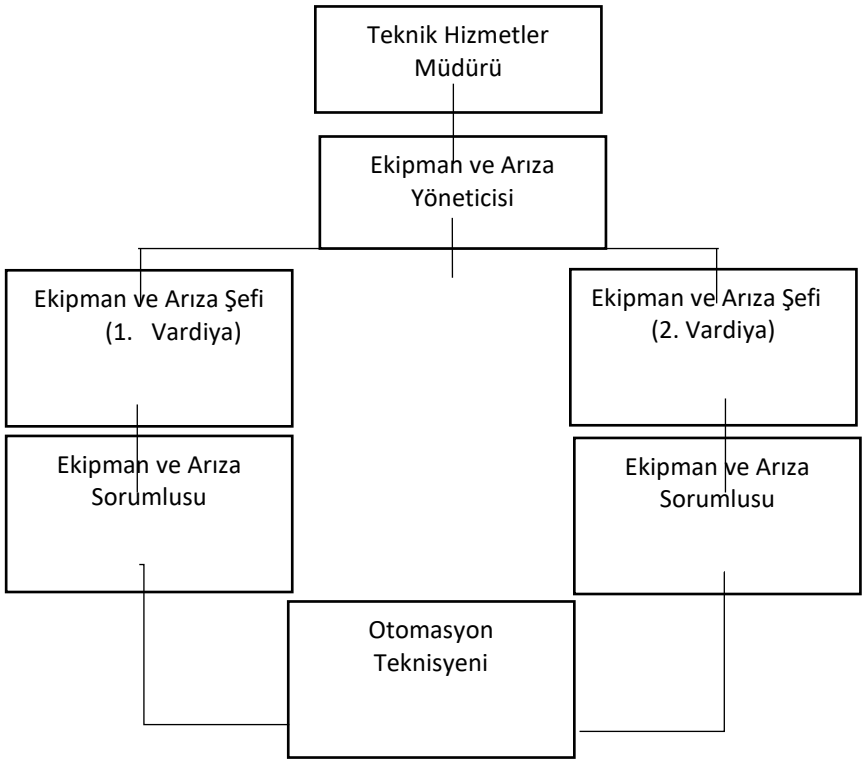
Planlı bakım onarım ekibi, ekipmanların belirli periyodlarda (Aylık, üç aylık, altı aylık ve yıllık) bakımından sorumlu olduğu görev tanımını yerine getirmektedir. Vinç parkuru, çekiciler, lastik tekerlekli ve raylı sistemli diğer elleçleme ekipmanlarının planlı bakım çalışmaları bu ekip tarafından yapılmaktadır.

Ayrıca, kademe tarafından diğer iş makinelerinin bakımları ve ağır revizyonları yapılmaktadır. Ekipmanların yağ analizleri ve takibini yapan bu ekip, takibinde olan tüm bakım verilerini kullandığı ERP programına girerek sayısal verileri analiz edip kayıt altında tutabilmektedir. Planlı bakım ekibinin diğer bir görevi ise ekipmanlarda meydana gelen arızaların ve diğer iş süreçlerinin geliştirilmesi gereken faaliyetlerinin düzenlenmesidir. Bu işlem, SEÇ-K birimi tarafından Düzeltici Faaliyet (DÜF) kayıtları açılarak planlı bakım ekibi tarafından istenen iyileştirici çalışmaların tamamlanmasının ardından, bakım ekibi olarak müdahale edilmektedir. Açılan DÜF kayıtlarının tamamlanmasından sonra Sağlık, Emniyet, Çevre ve Kalite (SEÇ-K) bu kaydı kapatmaktadır.

Şekil 2: Planlı Bakım Onarım Organizasyon Şeması



Şekil 3: Ekipman ve Arıza Organizasyon Şeması

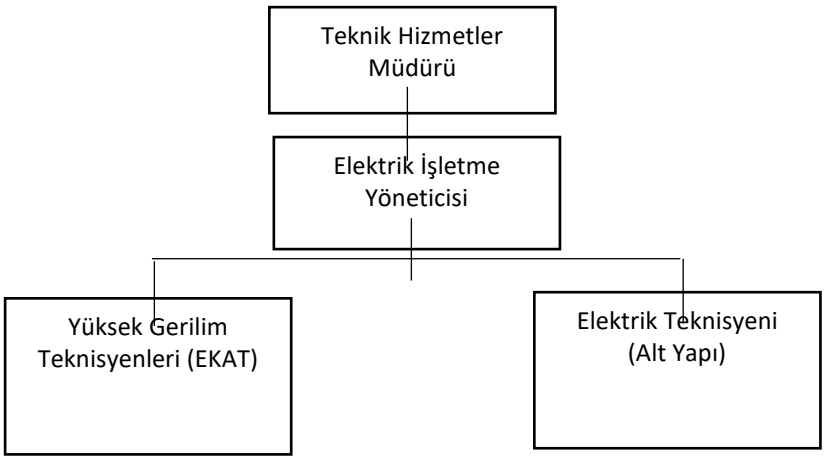


Ekipman ve arıza ekibi, vinç grubunun faal halde tutulması, elleçleme operasyonlarına devam etmesi için çalışan ekip üyelerinden oluşmaktadır. Limanlardaki yük elleçlemesi yapan vinçler otomasyon sistemleri ile çalışmaktadır. Otomasyon sistemlerinde meydana gelen arızalarda bu ekipler arıza tespiti yapıp müdahale

etmektedir. Bu sürecin en kısa sürede yapılması zaman kaybının önüne geçilmesi önemli bir performans göstergesidir.

Limana sefer yapacak gemiler önceden belirlenen programa göre varış ve kalkış süreleri tanımlanmaktadır. Vinç ekipmanının gemi üzerinde elleçleme operasyonunun yapıldığı bir sürede arıza oluşturması ile karşılaşılabilmektedir. Bu da iş kazası veya diğer risk faktörlerini ortaya çıkarmaktadır. Kritik bir arıza esnasında bazı durumlarda vinç ekipmanının operasyondan çekilerek daha derinlemesine bakım çalışmasının yapılmasına ihtiyaç duyulmaktadır. Bu aşamada eğer ekipman çekilemeyecek bir durumda ise arıza grubunun hızlı bir şekilde sorunu çözmesi gerekmektedir. Burada beklenen hedef minimum ekipman duruşu ile elleçlemenin devam ettirilmesidir.

Şekil 4: Elektrik İşletme Organizasyon Şeması



Bu birim iki ayrı iş pozisyonundan oluşmaktadır. Yüksek gerilim hattında çalışan teknisyen grubu bu ekibin ilk üyelerini oluşturmaktadır. İkinci grup ise vinç parkuru ve diğer teknik ekipmanlardaki elektriksel arızalara bakan ekip üyelerinden oluşmaktadır. Her iki grupta arızaların oluşmaması ve gerekli sistem kayıtlarının belirli periyodlar ile tutulup kaydedilmesinden sorumludur.

Limanlar yeşil işletme anlayışını gerçekleştirmek için karbon emisyonunu minimum seviyede tutmaya çalışmaktadır. Bu yüzden yenilenebilir enerji kaynaklarına yönelim artmaktadır. Enerji sisteminin kesintisiz çalışması, elektrik gücü ile çalışan vinç ekipmanlarının elleçleme operasyonlarını aksatmaması için önemli bir fonksiyondur.

Bu ekipteki diğer elektrik teknisyenleri, aydınlatma direkleri, servis binalarındaki teknik işler, kompresör ve jeneratör ekipmanlarının bakımlı ve faal halde tutulmak için görev tanımlarını yerine getirmektedir. Birimlerden gelen taleplere göre ve istenen teknik servis desteği ilgili birime iletilmektedir. Jeneratör dairesi gibi önemli bir alanın belirli periyodlarda kontrol altında tutulması olası ihtiyaç durumunda istenilen desteğin sağlanmasında önemli bir yedekleme anlayışıdır.

Limanlar ağır ve yüksek iş ekipmanlarından oluşan işletmelerdir. Bu denli önemli yatırımları gerektiren limanların ekipman stok deposunun da yeterli düzeyde olması operasyonun başarısı için önemli birer çalışmadır. Liman ekipmanları, kısa sürede elde edilebilecek yedek parçalara sahip olmamaktadır. Bu yüzden depo stoğu ve uzman teknik kadronun oluşturulması elleçleme operasyonlarını da etkilemektedir. Doğru bir organizasyon yapısının kurulması teknik ihtiyaçlara doğru müdahale için önemli bir iş programını göstermektedir.

Yukarıda gösterildiği gibi örnek bir liman teknik hizmetler organizasyon yapısının kademeleri açıklanmıştır. Liman işletmelerinin kendi ihtiyaç ve beklentilerine göre bu organizasyon şemaları farklı gruplar adı altında oluşturabilmektedir.

3. Konteyner Limanlarında Performans Göstergeleri

Konteyner limanlarının performans göstergelerini tanımlayan aşağıdaki tablo, bu alanda iki ana başlık altında değerlendirmeleri özetlemektedir. Birinci başlık olan konteyner terminal değişkenleri, gemi, terminal ve yanaşma yeri olarak üç ayrı alandan oluşmaktadır. Burada, limana sefer yapan gemi sayısı performans göstergeleri üzerinde etkili olarak değerlendirilmiştir. Geminin ETA programı da bu göstergelerden bazılarını içermektedir.

Tablo 2: Konteyner Terminal Performansında Etkili Değişkenler

Kategori		Değişkenler	
Konteyner Terminal Değişkenleri	Gemi ile ilgili değişkenler	Limana doğrudan gelen gemi sayısı	
		Ortalama bağlanma süresi (Kılavuzluk ve römorkör dahildir)	
	Yanaşma Yeri Değişkenleri	Vinç sayısı	
		Net vinç verimi	
		Yanaşma yeri kullanım oranı	
		Terminal çalışma saati	
	Terminal Alanı Değişkenleri	Ortalama istif katı sayısı	
		Alan içindeki toplam yol sayısı	
		EDI sistemi (Var/Yok)	
Yardımcı Tesis Değişkenleri	Yardımcı tesislere ait genel değişkenler	Kapı/Geçit sayısı	
		Raylı sistem (Var/Yok)	
		Taban alanı	Dağıtım merkezi Konteyner depolama alanları
	Yardımcı tesislere ait detaylı değişkenler	Konteyner terminaline olan mesafe	
		IT işletim sistemi (Var/Yok)	
		Toplam operatör sayısı	
		Mülkiyet (Özel veya Kamu)	

Kaynakça: Korea Maritime Institute, 2005.

Yanaşma yeri değişkenlerini açıklayan diğer bir alt başlıkta ise limanda bulunan vinçlerin sayısı ve bu ekipmanların her biri için verimlilik oranları değerlendirilmiştir. Burada ayrıca yanaşma yeri kullanım oranı ve terminal sahasında operasyonel elleçlemenin saat göstergeleri bazında performansa dahil edilmiştir.

Terminal alanı değişkenleri olan alt başlıkta, liman sahası konteyner istifi kapasitesi ve her bir blokta yer alan istif kapasiteleri değerlendirmeye dahil edilmiştir. Limanda konteyner istifleri/bay'lar arasında yeterli ve kullanışlı yolların aktif olması da performans göstergelerinden bazılarıdır. Risk faktörlerini minimize edecek ve birden fazla çekicinin bu alanlarda rahatlıkla aktarımlarını yapabilmesi için yol kapasitesinin istenen düzeyde olması önemli bir göstergedir.

İkinci bir ana başlık olan yardımcı tesis değişkenleri içerisinde olan genel değişkenler tabloda gösterilmiştir. Piyasa araçlarının ithalat ve ihracat yüklerini liman kapılarından geçerken kullandıkları operasyonel işlemlerini yansıtmaktadır. Bu kapıların gümrük muhafaza kontrolünde liman personelleri ile entegre çalışmaları sonucu aktif olduğu bilinmektedir. Limana girişi veya çıkışı yapılan bu kapıların yeterli sayıda aktif olması operasyonel süreçlerin daha hızlı olması açısından önemli birer performans göstergesidir. Aksi halde istenen düzeyde verimli çalışma sağlanamayıp, kapılarda piyasa araçlarının uzun süre beklemeleri ile karşılaşılmaktadır. Gümrük muhafaza ve liman programının teknolojik düzeyinin entegre edilip, uyum içerisinde çalışması kapıların daha aktif olmasında önemli birer etkiye sahiptir.

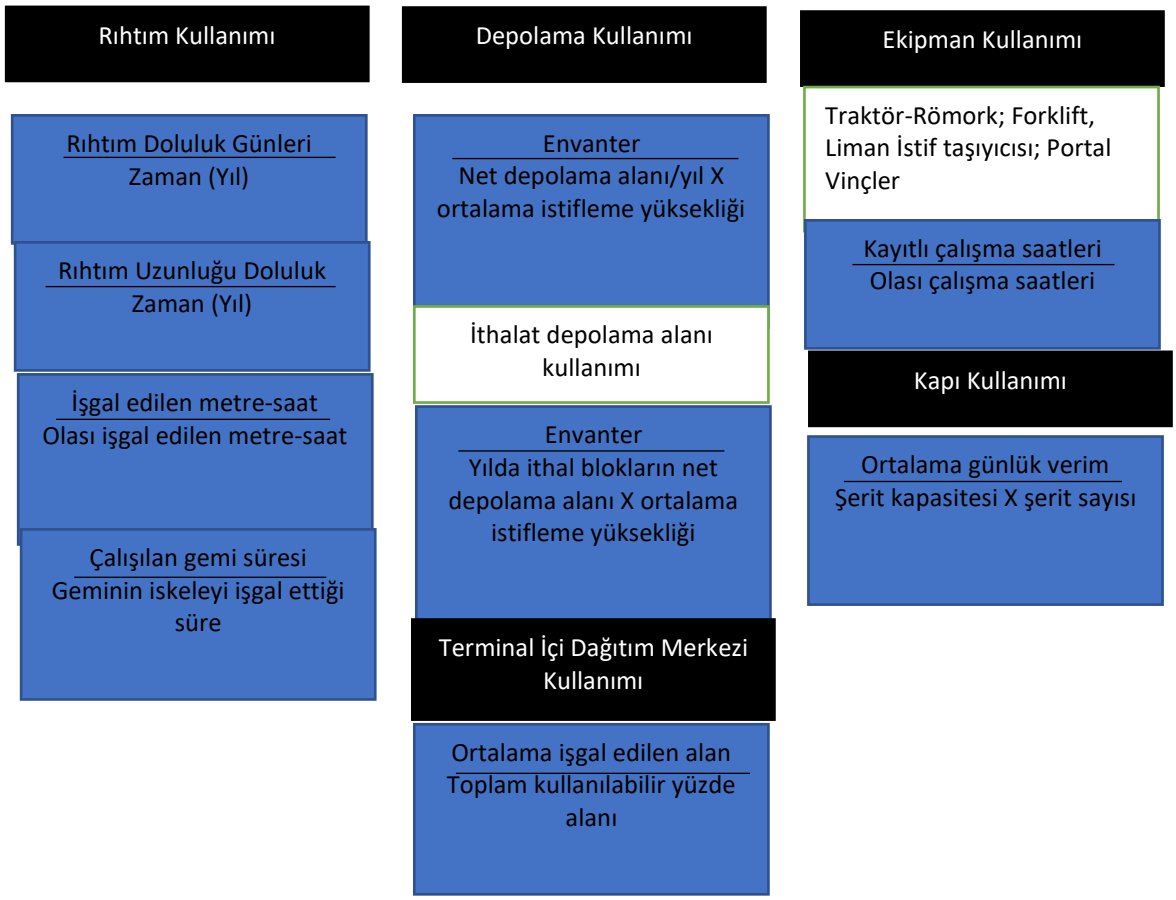
Raylı sistem aktarımının limanlar için ayrı bir önemi bulunmaktadır. Entegre ulaştırma türlerinin liman kapılarında olması, alternatif aktarım imkânı limanları daha tercih edilebilir kılmaktadır. Bu yüzden, raylı sistem taşımacılığı ulaştırma türleri içerisinde vazgeçilmez birer ulaştırma türü olarak bilinmektedir. Liman sahasında yeterli depolama alanlarının olması ve dry konteyner sahası dışında, tehlikeli madde konteyner sahası, sızıntı havuzları, Reefer konteyner sahası ve buna benzer imkanların olması limanların performansını gösteren diğer bileşenlerdendir. Container Freight Station (CFS) sahası ve konteyner operasyonlarına verilecek elleçleme hizmetleri limanlar için hizmet farkındalığını ortaya koyacak uygulamalardır.

Vinç operatörlerinin vardiyalarda yeterli sayıda olması elleçlemenin aksamaması aşamasında önemli birer performans verisini oluşturmaktadır. Information and Communications Technology (ICT) işletim sistemlerinin günün koşullarına uygun donanımda olması önemli birer performans göstergesidir. Haberleşme sistemleri liman sahasında çalışan ekipman ve insan gücü için önemli birer zamanlama aracıdır. İletişim eksikliğinin etkin olmadığı bir liman işletmesi operasyonel süreçlerde süre kaybına ve hatalı işlemlere sebebiyet verebilmektedir.

Performans göstergeleri içerisinde ekipman ve teknolojik yapıların her ne kadar yeterli olması önemli olsa da bu süreçleri tamamlayıcı olarak insan gücü ve motivasyonu ön plana çıkmaktadır. Bu yüzden işinde uzman ve görevini benimsemiş personeller ile bu süreçler istenen seviyede olabilecektir. Liman işletmeleri emek yoğun sermaye anlayışı ile çalışan hizmet sektördür. Bu yüzden sadece makine gücünü ve diğer aksamları değerlendirmeye alarak genel bir değerlendirme yapmak doğru olmayacaktır. Bu aşamada limanların performans göstergelerini oluştururken öncelikle personel faktörünü ilk başa koyarak sonrasında ekipman ve teknolojik yapıları değerlendirmeye almak daha bütüncül bir yaklaşım olacaktır. Bu süreçleri yönetecek olan insan bilgisi olduğundan, ilk aşamada insan kaynağını değerlendirmeye almak daha doğru bir yaklaşım olacaktır.

Limanların performans göstergelerinden kesintilere karşı dayanıklılık ayrı bir değerlendirme faktörü olarak görülmektedir. Bu olayın bazı bileşenleri olan; doğal afetler, küresel sağlık sorunları, hükümetlerin verdikleri yanlış politikalar, ekonomik krizler, siber saldırılar, güvenlik krizleri ve diğer olumsuz olaylar limanların ve tedarik zincirindeki diğer operasyonel süreçleri olumsuz yönde etkilemektedir. Bu durumda birçok sektörde olduğu gibi liman işletmeleri de ek bütçeli ve günün koşullarına göre ayrı yönetimsel kararlar alarak mevcut durumdan en az etkilenerek faaliyetlerine devam etmeyi planlamaktadır. Bu olgular zincirinde işletmenin vermiş olacağı kararlar veya önceden bu tür olaylara karşı alternatif planlarının olup olmaması limanın karşılaşacağı olumsuzluklara karşı dirayetinin performansını ortaya koymaktadır.

Şekil 5: Konteyner Terminali Performansı: Kullanım Göstergeleri



Kaynak: Notteboom, T., Pallis, A. ve Rodrigue, J. P. (2022). Çeviri: Gün, S. (2022).

Yukarıdaki şekilde limanlarda performans göstergelerine ait oransal değerlendirmeler gösterilmiştir. Limanlar, mevcut durumlarını değerlendirmek, rakipler ile kendilerini kıyaslamak ve verimliliklerini sayısal değerlere göre ölçüp, somut veriler sağlamak için performans göstergelerini analiz etmektedir. Bu verilerin sonuçlarına göre

gerekli stratejik kararlar alır veya risk durumlarını tespit edebilirler. Performans göstergeleri sadece eksik yönleri ortaya koymak için değil, mevcut durumun daha ileri seviyelere taşımak içinde kullanılabilmektedir. Burada neyin ölçüleceği ve nasıl ölçüleceği sorularının yanıtının doğru verilmesi gerekmektedir.

Şekil 6: Terminalde Konteyner Hareketi Çeşitleri

Gemi/Liman Arayüzü	Rıhtım Transferi	Terminal İçi Hareket
*Tahliye konteyner hareketi *Yükleme konteyner hareketi *Aktarma konteyner tahliyesi *Aktarma konteyner yüklemesi *Gemi içinde konteyner birleştirme *Rıhtım üzerinden konteyner değiştirme *Gemi içinde yeniden istiflenmiş konteyner *Rıhtım üzerinden yeniden istiflenmiş konteyner *Hatalı konteyner hareketi (İki kez) *Ambar kapağı kaldırma & yerine koyma	*Boşaltılmış konteynerlerin istiflenmesi *Boşaltılmış konteynerlerin istiften çıkartılması *Boşaltılmış aktarma konteynerlerinin istiflenmesi *Boşaltılmış aktarma konteynerlerinin istiften çıkartılması *Saha üzerinden istifleme ve istiften çıkarma değişimleri *Saha üzerinde istifleme ve istiften çıkararak yeniden yerleştirme	*Boşaltma için taşınan dolu konteynerler *Boş istifler için boş konteynerler *İhracat istifleri için taşınan dolu konteynerler *Muayene/Denetim alanı için taşınan konteynerler *Erişim vb. için istif değiştirme *Hatalar

Kaynak: Notteboom, T., Pallis, A. ve Rodrigue, J. P. (2022). Çeviri: Gün, S. (2022)

Liman sahasında birçok operasyonel işlemler bulunmaktadır. Ana rıhtım ve gemi arasında operasyonel hazırlıklar, ana rıhtım ve konteyner istif alanları, CFS ve istif alanları, ithalat/ihracat konteyner sahası, transit konteyner sahası, tehlikeli madde konteyner sahası, sızıntı havuzları, Reefer konteyner sahası vb. birçok alan, farklı konteyner çeşitlerinin elleçlenmesinde kendi içinde operasyonel çalışmaları bulunmaktadır.

Yük çeşitliliği fazla olduğundan her bir yük içinde farklı konteyner türleri ve hizmetleri bulunmaktadır. Bu sayede operasyonel tehlikeler minimize edilerek işlem basamakları karıştırılmamaktadır. CFS sahasında bazı konteynerler için muayene ve tespit işlemleri yapılmaktadır. Bununla beraber hasarlı konteynerlerin içindeki yüklerin diğer konteynerlere aktarımının yapıldığı alanlar ise CFS birimde yapılmaktadır. Liman işletmeleri hizmet sektörünü kapsadıkları için bu tür işlemler liman işletmesi tarafından sağlanmaktadır. Bu sayede yük, güvenli bir şekilde gemi tarafından müşteriye ulaştırılması sağlanmaktadır.

4. Çevresel Performans

İşletmeler günümüzde kapalı organizasyonel işletmecilik anlayışından kurtularak, daha dinamik ve canlı organizasyonlara dönüşmektedir. Bölgesel ve küresel alandaki olgulardan da etkilenerek esnek bir yapıda faaliyetlerine devam etmektedir (Verbeeck ve Hens, 2004). Sürdürülebilir bir işletme anlayışı modern dönemde artık işletmeleri bulundukları bölgeler ile ilişkilerini güçlendirmektedir. İşletmelerin sadece maddi boyut içerisinde faaliyetlerini gerçekleştirerek kazanç sağlamalarının ötesinde üstlendikleri sorumlulukları bulunmaktadır (Rendell ve Mcginty, 2004).

Liman işletmeleri de bulundukları çevre ile sürekli büyük çapta etkileşimleri bulunmaktadır. Bu işletmeler, sanayi ve diğer iş sahalarının birbirleri ile iletişim noktasında önemli görevleri üstlenmektedir. Tedarik zincirinin sağlanmasında önemli görevi olan liman işletmeleri, küresel alandaki ihtiyaçların bölgesel lokasyonlara girişinde önemli etkileri bulunmaktadır (Antoniou ve Stamatiou, 2012). Bu büyük sorumluluğu gerçekleştiren liman işletmelerinin günün koşullarında olması gereken çevresel faktörleri de göz önünde bulundurmaktadır.

Kamuoyunun daha duyarlı olduğu günümüzde, çevresel olgular insan faktörü ve gelecek nesillerin daha yaşanabilir bir ortam ve çalışma alanlarının sağlanmasında önemli bir rolü bulunmaktadır. Bundan dolayı, işletmeler bu faktörlerin bazılarının zorunluluk olmasıyla beraber ayrıca farkındalık oluşturmak için kendi fikirlerini de ortaya koyarak çevresel performansları gerçekleştirmektedir. Bu sayede işletmeler arasında anlamlı birer rekabet ortamı oluşmaktadır (Great Lakes Maritime Research İnstitute, 2012).

Çevresel olgular arasında yıllar itibari ile gündeme yeni yeni konular eklenmektedir. Hava kalitesinin önemli olduğu bir dönem varlığını sürdürürken, iklim koşullarındaki faktörler ile kamuoyuna farklı bir gündem gelmektedir (Pavlic vd., 2014). Günümüzde enerji ihtiyacının kıymete binmesi ile yenilenebilir enerji çalışmaları gündem maddesi olarak göz önünde olmaktadır. Çevresel öncelikler olarak bahsedebileceğimiz bu detayları aşağıda bahsedilen şekil üzerinde görebiliriz (Türk Standartları Enstitüsü, 2012).

Tablo 3: İlk On Çevresel Öncelik

	2004	2013	2017	2020
1	Çöp / Liman atığı	Hava kalitesi	Hava kalitesi	Hava değişimi
2	Tarama: Operasyon	Çöp / Liman atığı	Enerji tüketimi	İklim değişimi
3	Tarama bertarafı	Enerji tüketimi	Gürültü	Enerji tüketimi
4	Toz	Gürültü	Su kalitesi	Gürültü
5	Gürültü	Gemi atığı	Tarama: Operasyon	Yerel topluluk ilişkisi
6	Hava kalitesi	Yerel topluluk ilişkisi	Çöp / Liman atığı	Gemi atığı
7	Tehlikeli kargo	Tarama: Operasyon	Liman geliştirme (Arazi)	Su kalitesi
8	Yakıt ikmali	Toz	Yerel topluluk ilişkisi	Çöp / Liman atığı
9	Liman geliştirme (Arazi)	Liman geliştirme (Arazi)	Gemi atığı	Tarama: Operasyon
10	Gemi tahliyesi (Sintine)	Su kalitesi	İklim değişimi	Liman geliştirme (Arazi)

Kaynak: Notteboom, T., Pallis, A. ve Rodrigue, J. P. (2022). Çeviri: Gün, S. (2022).

İklim değişikliği günümüzde önemli bir çevresel faktör olarak yer edinmektedir. İnsan nüfusunun arz talebini karşılamak için artan üretim faktörleri için harcanan enerji miktarının bir kısmı sera gazı emisyonunun artmasında etken olmaktadır. Bu durum, küresel alanda işletmeler ve ülkeler içinde bazı önlemlerin alınması için daha ciddi programlar ile sera gazı emisyonunun minimum seviyede tutulmasında çalışmalara itmektedir. Yenilenebilir enerji kaynaklarının kullanımının yaygınlaştırılması bu durumda ön plana çıkmaktadır. Şirketler bu aşamada farklı uygulamalar ve yatırımlar yaparak bölgesel ve küresel alanda farkındalık oluşturmaktadır.

Yukarıdaki tablo da görüldüğü gibi farklı dönemler içerisinde çevresel faktörlerin sıralaması değişim göstermektedir. Bu durum, günün koşullarında öncelikler listesinin hangi duruma göre yorumlanması ile ilgili olarak değişim göstermektedir. Ancak, her ne koşul olursa olsun çevre boyutu ile ilişkili konular her zaman kendisini yenileyerek her geçen gün daha geliştirici uygulamalara imkân vermektedir.

Günümüz liman işletmeleri karbon salımının minimum olduğu ekipmanlar ile operasyonel faaliyetlerine hizmet vermektedir. Limanların en önemli ekipman sınıflarından olan raylı sistem vinçler, lastik tekerlekli vinçler ve terminal çekiciler elektrik enerjisi ve LNG yakıtlar yeni nesil liman yatırımlarında kullanılmaya başlamıştır. Bu tür yatırımlar diğer liman işletmelerine örnek model olarak fikir sunmaktadır. İş hayatında kıyaslama (Benchmarking) çalışmaları ile işletmeler kendi aralarında ziyaretlerde bulunarak birbirlerinin uygulamalarını yakından inceleme fırsatı yakalamaktadır. Bu çalışmalar aşamasında çevresel boyutlarda yakından takip edilerek uygulama alanları yaygınlaştırılabilmektedir.

Limanların atık kabul tesisi alanları ve bu birimin uygulamaları çevresel atıkların önlenmesinde önemli birer iş tanımını oluşturmaktadır. Gemilerin sefer yaptığı limanlara sintine ve slaç atıklarını profesyonel ekipler ile aktararak gerekli prosedürlerden sonra kamunun belirlediği alanlarda imha işlemleri yapılmaktadır (Satır, 2007).

Geminin limana manevra programı sonrası yanaşma prosedürleri tamamlanmaktadır. Bu işlemlerden sonra gemideki atıklar, atık kabul tesisi teknisyenleri tarafından kimyasallara dayanıklı araçlar ile alınarak atık tesisine boşaltılmaktadır. Burada bulunan seperatörler ve kimyasal testler sonrası atıkların ayrıştırma işlemleri tamamlanmaktadır. Bu durum, atık tesisinde bulunan tankerin hacmine bağlı olarak belirli bir gemi sayısı sonrası atık tesisi teknisyenleri ve işletmede görevli olan çevre uzmanının kontrolünde ikinci aşamada resmi işlemler başlatılmaktadır. Çevre uzmanı limanın bulunduğu bölgedeki Çevre İl Müdürlüğüne başvuruda bulunarak Atık Komisyonunun toplanmasını sağlamaktadır. Belirlenen tarihte çevre il müdürlüğünden gelen memur, gümrük muhafaza memuru, çevre uzmanı ve diğer ilgili kamu yetkililerinin olduğu, limanda oluşturulan bir komisyonda atık aracına aktarılacak atıkların türleri, boyutu, tonajı, araç plakası, aracın gerekli şartlara uygunluğu, şoförün yeterliliklere uygunluğu vb. işlemler tüm ilgililer tarafından kontrol edilerek atık aracına aktarım sağlanmaktadır. Sonraki aşamada ise daha önceden belirlenen ve kamu yetkililerinin uygun gördüğü alanlara araç sevk edilip atıkların imhası işlemleri yapılmaktadır.

Yukarıda bahsedildiği gibi gemi tarafından sevk edilecek katı, sıvı vb. atıkların her biri için prosedürler gerçekleştirildikten sonra imhası yapılmaktadır. Bu durumda geminin boyutunun önemi çok önemli olmamaktadır. Önemli olan bu işlemlerin mevzuata göre uygulanıp, uzman kişilerce yönetilmesidir (Palabıyık, 2002).

Tablo 4: Çevresel Performans Göstergeleri

Çevresel Performans Göstergeleri	**Çevresel Yönetim Göstergeleri**
Sera Gazı Emisyonu (NOx, SOx, PM10, VOCs CO_2	Bir çevre politikasının varlığı
Karbon ayak izi	Çevre yönetim sertifikasının varlığı (EMS)
Enerji verimliliği	İlgili çevre mevzuatı envanteri
Toprak kalitesi	Önemli çevresel görünüm envanteri
Su kalitesi	Çevresel iyileştirme için amaç ve hedefler
Toplam su tüketimi	Liman çalışanları için çevre eğitim programı
Çöp miktarı/Liman atığı	Çevresel izleme programı (EMP)
Oksijenlenme koşulları	Kilit personelin belgelenmiş çevresel sorumlulukları
Karasal yaşam alanı	Kamuya açık çevre raporu
Tortu kalitesi	

Kaynak: Notteboom, T., Pallis, A. ve Rodrigue, J. P. (2022). Çeviri: Gün, S. (2022)

Yukarıdaki tabloda çevresel performans göstergeleri ve bu süreçteki işlem basamaklarından bahsedilmektedir. Enerji verimliliği, karbon ayak izi vd. birçok çevresel çalışma üzerine işlemler bulunmaktadır. Bu içerikler bize çevre yönetim politikaları üzerine değerlendirmelerin yapıldığı ve geliştirilmelerine yönelik adımların olduğunu göstermektedir. Ayrıca, bu çalışmalar sadece kamu ve özel kuruluşların bünyesinde kalmayıp, web sitelerinden de takip edilebilmektedir.

Günümüzde bu tür çalışmaları Kalite Yönetim Sistemleri uygulamalarında toplayarak buna yönelik önemli araştırmalar ve raporlamalar yapılmaktadır. Bu sayede işlem basamakları gerekli ihtiyaçlara göre toplanarak prosedür ve prosesler tanımlanmaktadır.

5. İş Sağlığı ve Güvenliği Performansı

İş sağlığı ve güvenliği (İSG) günümüzde insana verilen değer ve önemin bir unsuru olarak daha farkındalık oluşturacak bir şekilde uygulanmaktadır. Bu uygulamalar ile işler hem daha standart boyutlara getirilmiş olunmakta, hem de insan kaynağının sağlıklı ve güvenli bir çalışma ortamında faaliyetlerine devam etmesine olanak vermektedir (Dwomoh, Owusu ve Addo, 2013).

Her sektörün kendisine özgü İSG kuralları olmakla beraber mevzuata bağlı olarak bazı standart maddeler ile uygulanmaktadır. İş yerlerinde, risk analizlerine göre gerekli raporlar çıkartılarak uygulamalar için aksiyonlar alınmaktadır.

Liman işletmelerinde ise İSG kuralları hayati önem taşımaktadır. Performans kavramı sadece maddi kazanım veya hareket sayısındaki üretkenlik olmayıp, gerekli standartların oluşturulması ve uygulamadaki başarıları içermektedir (Perera, 2019). İş kazalarının insan sağlığını korumaya yönelik öncelikli olduğu kadar işletmenin faaliyetlerinin kesintisiz devamlılığının sağlanmasında da etkili olmaktadır (Funmilayo, 2014).

Liman işletmelerinde büyük iş makinelerinin varlığı ve sayısı iş kazaları riskini artırmaktadır. Ayrıca limanlar tehlikeli sınıf işletmeler içerisinde yer aldığından dolayı İSG kurallarına daha farklı yaklaşımlarla müdahale edilmektedir (Karadoğan, 2019). Yüksekte çalışmayı gerektiren uygulamalar, vinç altında çalışmayı gerektiren çalışma koşulları, gemi üzerinde lashing/unlashing (kedi yollarında) operasyonel işlemlerinin yapılması gereken alanlarda çalışmaların yapılması, rıhtım tarafında palamar işlemlerinin yapılması, gemide yapılan elleçleme operasyonlarında serdümenlerin sabit bir alanda vinç operatörünü yönlendirmeyi gerektiren iş ortamı vb. çalışma ortamları gibi tehlikeli operasyonlar ile iş süreçlerini yöneten personeller için İSG önemli bir uygulamadır (Tatar ve Özer, 2017). İş sağlığı ve güvenliğine yönelik performans göstergelerini açıklayan maddeler aşağıdaki tabloda gösterilmektedir.

Tablo 5: İş Sağlığı, Emniyet ve Güvenliği Performans Göstergeleri

Emniyet	**Güvenlik**	**İş Sağlığı**
Deniz kazaları	Güvenlik suçları	Ölümler
Rıhtım kazaları	Güvenlik suçlarından kaynaklanan zarar	Büyük yaralanma
Kara kazaları	Güvenlik kısıtlamalı alanlarda kazalar	Kayıp iş günleri
Kazadan kaynaklanan zarar	Liman tesislerinde gelişmiş güvenlik seviyelerinin uygulanması	Tıbbi tedavili yaralanma
Çevre kirliliği kazaları	FTE başına doğrudan brüt katma değer	Mesleki hastalıklar

Kaynak: Notteboom, T., Pallis, A. ve Rodrigue, J. P. (2022). Çeviri: Gün, S. (2022)

Yıllık iş kazalarının minimum seviyede olması hedeflenmektedir. Bunun için İSG uzmanlarının sürekli olarak saha tarafında bulunarak gerekli gözlem ve raporlamaları gerçekleştirmesi gerekmektedir (Töz ve Köseoğlu, 2015). Uzmanların saha tarafında gördükleri eksikleri ilgili birimlere düzeltici faaliyet olarak kayıt açarak gerekli iyileştirici çalışmaların alınmasını sağlamaktadır. Limanlarda büyük iş makineleri bulunduğu için iş güvenliği çok önemli bir faktör olarak göz önünde bulundurulmaktadır. İş güvenliği uzman ve teknikerleri ile vardiyalı çalışma düzeninde sürekli operasyon sahasında tespitler ve gözlemler yapan uzmanları görmek iş kazalarının minimum seviyeye indirgenmesinde önemli birer performans çalışmasıdır (Ünal ve Alkan, 2015).

Limanlarda operasyon departmanına bağlı olarak faaliyet gösteren CFS biriminde, beden gücüne bağlı olarak emek yoğun bir görev tanımı bulunmaktadır. Yüklerin konteynerler arasında aktarımının sağlanması aşamasında, numune ve tespit işlemlerinin yapılması, kuru yük gemilerine verilen operasyonel işlemlerde insan gücünün önemi, önemli bir yer edinmektedir. Büyük çuvallarda (Big Bag) bulunan hububatların özel ekipmanlar ile aktarılmasında çalışan personellerin beden gücünü kullanmaları aşamasında operasyonel riskler iş güvenliği uzmanları tarafından analiz edilerek risk oluşturan durumlar tespit edilerek gerekli donanımsal ekipmanlar sağlanarak bilgi eksikliği giderilmektedir (Üngüren ve Koç, 2015). Bu çalışmalarda personellerin durmaları gereken alanlar, vinç aparatına takılan büyük çuvalların çalışanlar tarafından proses yönetiminin nasıl gerçekleştirilmesi gerektiği gibi birçok konu, İSG kuralları ve talimatlarına göre yapılmaktadır.

Kuru yük gemilerinde Bunker ekipmanı ile yapılan yük elleçleme operasyonunda personeller gemi ambarında bulunarak, fırçalar ve Bobcat ile kenar ve dipte kalan hububatı toplayarak Bunker'in alabileceği bir yığın oluşturmaktadır. Bu işlemler aşamasında personeller ekipmanlar ile aynı alanda çalışmak zorunda kalmaktadır. Bu tür çalışma ortamı ve diğer uygulamalar, iş güvenliği eğitimleri ile mesleki olarak iş süreçleri tanımlanmalıdır (Yorulmaz, 2021). Liman işletmelerinde gece çalışmaları da olduğu için bu tür operasyonel işlemler iş güvenliği standartları içerisinde gerçekleştirilmelidir.

Gemi ve saha operasyon çalışmalarında iş güvenliği de önemli bir yer edinmektedir. Gemi operasyon da çalışan personeller gemi üzerinde veya vinç altında görevlerini yerine getirmektedir. Lashing ekipmanları ile gemi

üzerinde lashing veya unlashing operasyonel işlemleri yapılmaktadır. Personeller üç vardiya sisteminde ve açık havada bu görevleri yerine getirmektedir. Hava koşullarının farklılık gösterdiği durumlarda çalışmalar operasyonun durmasına engel olmayacak ise devam etmektedir. Gemi üzerinde konteynerlerin devrilmemesi ve sarsılmaması için birbirlerine bağlayan ekipmanlar ile yoğun çalışma ortamı bulunmaktadır. Bu işlemleri, lashing zinciri (Gerdirme), mapa kilit, hamburger gerdirme (liftin), twistlock (Kilit), lashing bar (Demir çubuk) vb. birçok ağır ve demir ekipman ile operasyonel işlemler yapılmaktadır. İSG uzmanları bu çalıma atmosferini iyi analiz ederek gerekli güvenli çalışma ortamını oluşturmaktadır.

İş makineleri grubunda ise operasyonel hayat biraz daha farklıdır. Personel burada büyük veya yüksek iş makineleri üzerinde çalışmalarını gerçekleştirmektedir. Dikkat ve mesleki uzmanlık burada hayati önem taşımaktadır. Ekipmanın yüksek olması aşağıda çalışanların kör noktada olması durumunda görülmemesine sebebiyet vererek, iş kazası riskini oluşturabilmektedir. Terminal çekicilerin manevra alanlarının yeterliliği, konteynerler arasında geçişlerde yön kavramlarının sabit olması, konteynerin dorsede tam oturduğundan emin olunması, vinç operatörünün dorseden konteyneri alırken veya koyarken twistlock'ların söküldüğünden emin olunması gibi durumlar iş güvenliği uzmanlarınca ilgili yöneticinin desteği ile personellere kurallara riayet edilmesi noktasında benimsetilmesi gerekmektedir. Twistlocklar sökülmeden vinç operatörü konteyneri dorseden kaldırmaya kalkar ise çekici ile beraber askıda kalmasına sebebiyet verebilir. Bu tür olumsuz durumlar hem ekipmandaki hem de çevrede diğer görev alan personellere önemli zararlar verebilmektedir.

İş güvenliği, liman işletmelerinde sürekliliği gerektiren bir uzmanlık alanıdır. İlgili uzmanlar sürekli sahada bulunarak gözlemler yaparak iyileştirici çalışmalarını kurul toplantılarına kadar taşıyabilmektedir. İş kazaları hem insan sağlığını etkileyen hem de operasyonel süreçlerin durmasına sebebiyet veren bir olumsuz durumdur. Limanlar zaman ile yarışan işletmeler olduğu için kayıp sürelerin telafisi zor olabilmektedir. Bu tür gecikmelerde ise sadece ilgili liman işletmesi değil, aynı zamanda tedarik zincirindeki diğer paydaşlarda etkilenmektedir.

Limanlarda saha operasyon işlemlerinde, Dry konteyner, Reefer konteyner, tehlikeli madde konteyner, proje yükleri, boş konteyner, sızıntı havuzları ve X-ray işlemleri gibi operasyonel görevler ve konteyner sahaları bulunmaktadır. Dry konteynerin tehlikeli madde konteyner sahasında bulunması önemli bir risk oluşturmaktadır. Reefer konteynerlerin elektrik tesisatlarının saha puantörleri tarafından ihmallerin oluşturacağı elektriksel kazalar meydana gelebilmektedir. X-ray alanının standartlara göre belirli alanda çevrilerek güvenlik alanının oluşturulması personellerin sağlığı için önemli birer çalışmadır. Boş konteynerlerin rüzgâr yönü hesap edilerek araç trafiğinin ve personellerin minimum hareket ettiği bölgede konumlandırılması gerekmektedir. Tehlikeli madde konteynerlerinin istif sahalarında karadan ve denizden müdahale edilebilecek bir alanda istiflenmesi, olağan dışı bir durumda müdahale işlemine esneklik sağlaması için önemli birer planlama organizasyonunu içermektedir. Konteyner istiflerinin standartlara göre uygun konumlandırılması gerekmektedir. Gereğinden fazla istif, elleçleme esnasında veya rüzgârlı havalarda devrilmeye sebebiyet verebilmektedir. Liman içerisinde araç trafiğinin yoğun olması, piyasa araçları ve liman içerisindeki iş makinelerinin trafik yoğunluğundan dolayı çarpışmalara sebebiyet verebilmektedir. Bu aşamada, öncelikli geçiş hakkı ve yol güzergahları bilgilendirme planlaması yapılmalıdır. Operasyonda her bir işaretin ve sesin önemi bulunmaktadır. Gereksiz korna çalma veya başka bir ses türünün engellenmesi, iletişim akışındaki ahengi korumaktadır. Yön tabelaları, bilgilendirici tabelalar hem liman çalışanları hem de dışarıdan gelen misafirler için açık ve belirgin bir şekilde oluşturulmalıdır. Limana giriş yapacak olan misafirlere limanda uyulması gereken kuralların özeti tanıtılmadan içeriye misafirlerin alınmaması gerekmektedir.

Liman sahasında iletişim önemli bir kavramdır. Bu süreçlerin tespit edilmesi için İSG uzmanlarının personelleri yakından gözlemlemeli ve farklı limanların uygulamaları kıyaslanarak geliştirici adımlar atılmalıdır. İletişim, liman sahasında hayati bir öneme sahiptir. Büyük ve geniş alanlardan oluşan limanlar, teknolojik ekipmanlar ile personellerin birbirleri arasında anlaşmalarını sağlamalıdır. Limanda yapılacak olan çalışmalarda ve elleçleme operasyonlarında, işin yapısına göre gerekli sayıda serdümenin bulundurulması diğer çalışanların da güvenliği için açıklayıcı birer faktördür. Kişisel koruyucu ve donanım ekipmanlarının kaliteli ve işin yapısına göre eksiksiz bir şekilde personele temin edilmesi iş kazalarının önlenmesinde önemli bir etkisi bulunmaktadır.

Liman sahasında yürüyüş yollarının belirgin bir şekilde ayrılması personeller ve misafirler için önleyici bir çalışma olabilmektedir. Ayrıca, saha da çalışan personellerin konteyner istifleri arasında nasıl hareket edecekleri belirlenerek riskli bölgeler için uyarıcı levhalar ile donatılmalıdır.

Limanlar, kompleks yapılar oldukları için bahsedilen bu konular çok daha derin ve detaylı çalışmalar ile yapılmaktadır. Genel kapsam itibari ile burada limanlarda nasıl bir iş atmosferinin bulunduğuna dair değinilmiştir.

6. Limanlarda Dijitalleşme

Limanlar, trafik akışının yoğun olduğu ve iş süreçlerinde iletişimin yüksek olduğu işletmelerdir. İş makineleri arasında etkileşimin olması operasyonel süreçlerin başarılı bir şekilde tamamlanmasına olanak sağlamaktadır (Belfkih vd., 2017). Haberleşme sistemleri, otomasyonlar ve diğer el terminalleri liman işletmelerinin operasyonel süreçlerde verimliliği yakalamalarında katkı sağlamaktadır. İş makinelerinin sayısı ve konteyner sayılarının yoğun olduğu bir liman işletmesi, teknolojik yapıyı iyi kullanması sayesinde verimliliğini artırabilmektedir (Mlimbila ve Mbamba, 2018).

Yüksek tonajlı yüklerin planlandığı gibi taşınması ve aktarılmasında otomasyonun önemi ortaya çıkmaktadır. Operasyonel süreçler gerçekleştirilirken sistemsel arızalar istenmeyen bir durumdur (Castellano vd., 2019). Bu aşamada, teknolojik yapının sürekli geliştirilmesi ve sürdürülebilir olması limanların başarılarını etkileyen birer etkendir. Ağ tabanlarının liman içerisinde yaygınlaştırılması ve kesintisiz çalışması, personellerin işlemlerinde sürekliliği sağlamaktadır (Karlı ve Tanyaş, 2020). Haberleşme sistemleri ekipmanlar ve insan gücü faktörünün iletişiminde önemli rol oynamaktadır (DeChant, 2019).

Limanların planlama departmanlarından iş emri olarak gönderilen veriler, iş makinesinin ekranına düşmektedir. Operatör bu iş emri bilgisine göre yükü liman içerisindeki varış noktasına ulaştırmaktadır. Planlama departmanı, gemi planlama, saha planlama ve rıhtım planlama olarak gerekli iş emirlerini oluşturarak, ilgililere veri yolu ile iletmektedir. Bu iş emirleri, sistemin planlama uzmanına sunduğu seçenekler arasından en uygun olanı ile saha operatörüne veri olarak aktarılmaktadır. Burada, kesintisiz ve doğru bir iletişim operasyonun süresini etkilemektedir. Sistemin doğru yönlendirilememesi operasyonel süreçlerin zaman kaybına yol açmasına sebep vermektedir.

Hangi konteynerin limanın hangi bay bloğunda ve istifinde bulunacağının ve bu operasyonel süreci hangi operatörün yapacağının verisi planlama departmanı tarafından liman yazılımları ile oluşturulmaktadır. Aynı şekilde gemi operasyonunda da yapılacak elleçleme hareketlerinde tahliye veya yükleme operasyonlarında iş emirleri gemi planlama ekibi tarafından sistem aracılığı ile ilgili operatörü iş emri ile veri aktarılmaktadır.

Limandaki vinç ekipmanları otomasyon sistemleri ile çalışmaktadır. Sistemde meydana gelen bir arıza operasyonun aksamasına sebebiyet vermektedir. Otomasyon sistemleri bu ekipmanların hareketlerinin sağlanmasında önemli görevler üstlenmektedir. Liman içerisinde birçok ekipman olduğundan hepsini insan gücü ile takip etmek mümkün olmamaktadır. Bu yüzden sektöre özgü teknolojik yapıların değişiminde dinamik bir yönetimi benimsemek, limanın performansının artırılmasında önemli bir gelişme olarak tanımlanabilmektedir.

Limanda görev alan puantörler, el terminalleri ile konteyner veya diğer yük taşıyan ekipmanların anlık takibinde insan hatasını minimum seviyeye indirgemede faydalı olmaktadır. Yük hareketlerinde kayıt altına alınan veriler hem kontrol hem de elektronik veri arşivine katkı sağlamaktadır.

Dijitalleşme, limanlarda ekipmanlardaki arıza saatinin minimize edilmesi, ekipmanların boşta kalma süresinin minimize edilmesinde, yüksek hizmet kalitesi ve müşteriye anlık cevap verme kapasitesi gibi performans göstergelerini artıran çalışmalar olarak bahsedilmektedir (Wan, vd. 2015; Maksimchuk ve Pershina, 2017).

SONUÇ

Liman işletmelerinde performans kavramı elleçleme hareketleri ve tonaj miktarı ile ölçülmektedir. Ancak, bu iki değerlendirme aracı nicel performans değerlemesini tanımlamaktadır. Genel iş süreçlerinde ve personellerin performansının ölçülmesinde hareket zaman etütleri dikkate alındığı gibi bunun yanında, personellerin aldıkları sorumluluklar, süreç yönetim kabiliyetleri ve başarı endeksleri de değerlendirilmektedir.

Güvenlik görevlisinin performansı görev aldığı saat içerisindeki günlük görev tanımında olan eylemleri oluştururken, bunun yanında mesai saati sürece bulunduğu alandan ayrılmaması da performans kavramını içermektedir. Aynı şekilde santral görevlisinin gün içerisinde aramalara verdiği cevaplar nicel performans kavramını içerirken, aramaların olmamasına rağmen çalışma ortamından ayrılmaması da birer performans tanımını içermektedir.

Performans değerlendirme sadece nicel verileri oluşturmayıp, subjektif kavramları da nitelendirmektedir. Eylemler nicel görevlerin hareketini oluştura bilmektedir. Ayrıca her bir eylem bir görevin başarılı veya başarısızlığını da ortaya koyabilen faktörler olarak değerlendirilebilmektedir.

Konteyner limanlarında performans kavramını içeren yıllık twenty-foot equivalent unit (TEU) elleçleme verilerini oluşturmaktadır. Yıllık TEU adetinin artışını etkileyen birçok faktör bulunmaktadır. Ekipman parkurunun genişliği, liman sahasının yeterli konteyner barındırmaya imkan verebilecek seviyede büyük olması. Rıhtımın aynı anda alabileceği gemi sayısının verimliliği, profesyonel insan kaynağının etkin işgücünü ortaya koyabilmesi, gemi, rıhtım ve saha planlama işlemlerinin analitik süreçlere göre optimum sürede yönetilmesi bir gemide yapılacak tahliye veya yükleme operasyonlarının verimliliğini yansıtmaktadır.

Genel kargo ve diğer liman hizmetleri arasında da aynı kavramlar ve beklentiler performans kavramının etkinliğine etki etmektedir. Limanlarda yüksek tonajlı hareketler etkin olduklarından, vinç parkurunun önemi ayrı bir performans değerlendirme kavramını içermektedir. Vinç ekipmanlarının saatlik periyodik bakımlarının düzenli yapılması, ekipmanın daha az arızaya sebep olmasını sağlayarak daha fazla verimlilik alınmasını sağlamaktadır.

Vinç operatörlerinin performansı limanın genel işletme performansına etki etmektedir. Yetişmiş vinç operatörlerinin önemi ve ekipman parkurunun bakım faaliyetleri işletme performansını yansıtmaktadır. Bundan dolayı, teknik departman yapılanmasının doğru bir organizasyon yapısında kurulması verimliliğin artırılması açısından önem göstermektedir.

İş gücü kaybı elleçleme operasyonlarında zamanın önemini ortaya koyan birer veri havuzunu içermektedir. İş güvenliği eksikliği veya hatalarından dolayı iş kazalarının fazla olması insan sağlığının tehlikeye girmesini etkilemekle beraber, kayıp çalışma oranlarını da olumsuz etkilemektedir.

İSG uzmanlarının liman sahası, vinç ekipmanları, gemi üstü çalışmalarının risk analizlerini doğru ortaya koyup, yorumlaması verimli iş ortamının sağlanması için önemli birer uygulamadır. İSG uzmanları sahada yaptıkları çalışmalar ile sadece iş kazalarının önlenmesi veya azaltılmasında etkili olmayıp, insan kaynağının etkin çalışması için ortam oluşturmaktadır.

Limanlarda kullanılan teknolojik ekipmanlar doğru haberleşme sistemlerinin kurulması ve uygulanmasında yer almaktadır. Kompleks yapıları içeren limanlar, operasyon ve vinç ekipmanlarının ilişkili departmanlar ile doğru birer iletişim kurmalarında bilgi ve iletişim teknolojileri sayesinde sağlamaktadır. İnternet veya diğer haberleşme sistemlerinin etkin yönetilmesi operasyonun verimliliğinin artmasına olanak tanımaktadır.

Teknolojik sistemler departmanlar arası işlevselliğinin yanında bilgi güvenliğini de sağlamaktadır. Liman işletmeleri gibi büyük organizasyonlar sistem odalarını ve bilgi yedeklemelerini olağan veya olağan üstü durumlar için güvenli alanlarda tutmaktadır. İşletmenin bilgi güvenliği veya sistemsel verimliliğinin sel, deprem, fırtına ve diğer afetler için limanın olduğu sınırlar içinde olmakla beraber, bölgeden daha uzakta ve güvenli birer alanda yedeklemesi yapılabilmektedir.

Limanlar dış ticaret süreçlerine açık işletmeler oldukları için sadece kendi yapılanmaları içerisinde bilgi sistemlerini oluşturmayıp, müşterilere daha iyi hizmet verebilmek ve doğru bir iletişimi kurabilmek için yenilikçi uygulamaları hayata geçirmektedir. Hızlı iletişimi içeren ve tasarrufu sağlayan tek pencere sistemi gibi yazılımlar günümüzde limanlarda kullanılmaya başlanmıştır. Tek pencere sistemi sayesine müşteriler yükün bulunduğu liman ile elektronik ortamda işlemlerini yapabilmektedir.

Liman işletmelerinde performans kavramından bahsedilen nicel veriler olan TEU ve tonaj elleçlemesi genel itibari ile öncelikli değerlendirmelerden bilinmektedir. Ancak bahsedilen iş güvenliği çalışmaları, teknolojik yatırımlar, çevresel etkiler, insan kaynağının bilinçlendirilmesi, vinç ve araç parkurunun yeterli kapasitede olması, yönetimin vizyoner kararları gibi birçok etken limanların performans değerlendirmesinde değerlendirilen etkileri içermektedir.

Performans ölçümünde sadece nicel veriler ölçümlenmemektedir. Süreç yönetimi de performansı içeren bir iş kavramıdır. Bir işin standartlara uygun yönetilmesi ve başarıya ulaştırılması da performans göstergesinin bir aşamasıdır. Finansal kaynakların yönetilmesi, yeni yatırımların yapılması ve işletmedeki iş hareketliliğinin arması performans göstergelerini yükselten başlıklardandır.

Sonuç olarak, liman işletmelerinde planlama departmanı, iş makineleri grubu, gemi ve saha operasyon birimi, CFS birimi, teknik hizmetler birimi, insan kaynakları birimi gibi departmanların koordineli çalışması verimliliğin sağlanmasında önemlidir. İdari ve operasyonel süreçlerin doğru yönetilmesi sürdürülebilir bir performansı sağlamaktadır.

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Değişim Yönetiminde Serbest Kürsü Yönteminin Bir Liman İşletmesi Uygulama Örneği Üzerinde Potansiyel Verimlilik ve Maliyet Etkileri

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Özet: Sürekli değişim ortamında insan kaynağı odağında değişim yönetimi uygulamalarına karşı olası tepki ve direnç halinde amaçlanan uyum seviyesinin gerçekleştirilmesi bazı güçlükleri beraberinde getirebilmektedir. Bu çalışma, insan kaynaklarının değişime uyumu konusunda hem özne olan yönetim ve hem de nesne konumundaki çalışanlar bakımından bu türden zorlukların aşılabilmesi için serbest kürsü yönteminin kullanılmasını ele almaktadır. Bu kapsamda; bir liman işletmesi uygulama örneği üzerinden personele temas etme anlayışıyla serbest kürsü yöntemi kullanımında Güçlü Yönler, Zayıf Yönler, Fırsatlar ve Tehditlerin (GZFT) analizi gerçekleştirilen bu çalışma ile yöntemin uygulanması için geçilecek aşamalar hakkında bir yol haritası oluşturularak değişim yönetiminde serbest kürsü yöntemi kullanılmasına örnek vaka açıklaması getirilmekte ve verimlilik ile maliyetler üzerindeki potansiyel etkileri değerlendirilmektedir. Çalışmanın değişim yönetimi uygulamalarına yönelik serbest kürsü yaklaşımının kazandırılmasını farklı sektörlerdeki işletmeler için de yol gösterici olması beklenmektedir.

Anahtar Kelimeler: Değişim Yönetimi, Uyum, İnsan Kaynakları, Serbest Kürsü.

Potential Efficiency and Cost Effects of the Free Lectern Method in Change Management on a Practice Case of a Port Business

Abstract: In an environment of continuous change, the realization of the intended level of compliance in case of possible reaction and resistance to change management practices in the focus of human resources may bring some difficulties. This study deals with the use of the free lectern method in order to overcome such difficulties in terms of both the management as the subject, and the employees as the object in the adaptation of human resources to change. In this context this study, in which an analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) in the use of the free stand or lectern method with the understanding of contacting the personnel through a port business application example, a roadmap was created on the stages to be passed for the implementation of the method and an example case description for the use of the free stand method in change management and along with their potential effects on efficiency and costs are thereby evaluated. It is expected that the study will serve as a guide for businesses in different sectors so as to provide and gain a free lectern approach to change management practices.

Key Words: Change Management, Compliance, Human Resources, Free Lectern.

1. GİRİŞ

Değişim yönetimi günümüzde işletmelerin mevcut durumlarının ortaya çıkartılması ve daha iyi koşullarda devamlılığın sağlanması için belirli dönemlerde olağan veya olağan dışı uygulamalar ve nedenlerle ortaya çıkan çalışmaları içermektedir. İşletmelerdeki değişim yönetimi çalışanlar için risk faktörü olarak görülebilmektedir. Her bir çalışan mevcut bilgi ve çalışma ortamını kaybetmek istemeyecektir. Bundan dolayı, değişime başlayacak olan işletmeler bu dönüşüm durumunu çalışanlar karşısında doğru bir iletişim ve güven duygusu içerisinde sağlamak zorundadır.

İşletmelerde değişim konuları birçok faktörü kapsayabilmektedir. Olağan dışı durumlardan dolayı meydana gelen olumsuz faktörlerin yönetilme isteği, olağan bir durumdan dolayı daha iyiye ulaşma ihtiyacı, şirketler arası geçişler, şirketlerin ortaklıkları veya işverenlerin değişmesi, mevcut ekipman parkurunun değişime uğraması ihtiyacı veya modern yapıya geçişi ve diğer yenilikçi faktörlerin getireceği çalışma düzenlerinin değişmesi gibi durumlar bu faktörler arasında sayılabilmektedir.

Değişime ihtiyacın olması maliyetlerin daha akılcı ve doğru yönetilmesi ile takibi için gerekli olabilmektedir. Maliyet kavramı işletmelerin varlıkları ve kaynaklarının yönetilmesi için üzerinde durmaları gereken uygulamaları da içermektedir. Serbest kürsü toplantıları ise değişimin geçiş aşamasında mevcut durumların tespit edilmesi ve maliyet süreçlerine farklı etkileri olan çalışma durumlarının ve etki sonuçlarının ortaya çıkartılmasında katkısı olan yönetim ve çalışan arasındaki iletişimde kullanılan bir iletişim yöntemi veya aracıdır.

1.1. Yöntem

Bu çalışmada, değişim yönetiminin uygulanmasında serbest kürsü toplantılarının etkileri üzerinde nitel veri desenli araştırması ve incelemesi yapılmıştır. Değişim yönetiminin işletmeler için önemi ve anlamı üzerine değerlendirmeler ortaya konulmuştur. Serbest kürsü toplantılarının değişim yönetimindeki etkileyici unsur olma özelliği yansıtılmıştır. İşletmelerdeki maliyetlendirme ve verimlilik faktörlerinin değişim yönetimindeki önemi açıklanmıştır. Bu çalışmada, Gün (2019) yayımlanmamış doktora seminerinden türetilmiş olup varsayımsal bir liman işletmesi olarak Günneport liman işletmesi örneğinde incelemeler ve değerlendirmeler yapılmaktadır.

Serbest kürsü toplantısı ve metodunun kullanılarak yönetiminde insan kaynaklarının rolü ortaya konulmuş olup, yönetimin desteğinin çalışmanın başarılı olmasındaki öneminden bahsedilerek bilimsel literatürde yetersizliğin tespiti üzerine bu eksikliğin bir ölçüde giderilmesi amaçlanmaktadır. Çalışmanın konu başlıkları ile ilgili olan literatür taraması yapılmıştır. Serbest kürsü uygulamasına yönelik varsayımsal bir liman işletmesi örneğinde işletme uygulaması yapılarak serbest kürsü toplantısının güçlü ve zayıf yönleri, tehdit ve fırsatları ile birlikte uygulama aşamaları verilerek çeşitli öneriler de getirilmektedir. Ayrıca, işletmelerdeki değişim yönetimi çalışmalarında serbest kürsü toplantılarının verimlilik ve maliyetlerin kontrol altında tutulmasında etkileri olduğu ortaya konulmaktadır.

1.2. Bulgular ve Tartışma

İşletmeler, varlıklarının devamlılığında insan kaynağına verdikleri önem ve değer ile onların güvenini kazandıkları sürece bağlılığı yüksek çalışan portföyünü oluşturmuş ve sürdürülebilir kılmış olmaktadırlar.

Çalışmamızda da işletmeye karşı bağlılığı yüksek insan kaynağının sağlanmasında serbest kürsü toplantılarının önemi üzerinde yapılan inceleme ve değerlendirmelerin sonuçları paylaşılmakta ve bazı öneriler getirilmektedir.

2. DEĞİŞİM YÖNETİMİ İLE VERİMLİLİK VE MALİYET İLİŞKİSİ

Değişim süreçleri planlı ya da plansız olsa da etkileri bireysel veya organizasyonel düzeyde farklı olabilmektedir. Ekonomik durumlar, siyasal mekanizmalar, sosyal beklentiler, organizasyonel çevreler, rakipler, bireysel tercihler ve yönetim anlayışları ise sürekli değişmektedir. Bu olgular ve anlayışlar işletmeleri, teknolojileri ve yönetsel kararları yönlendirebilme gücü olduklarından organizasyonları bu akışa göre kendilerini garanti altına almayı teyide ve başarıya yönelik aksiyonlar almaya yönlendirmektedir.

Günümüzde değişim olgusu daha hızlı gerçekleşir hale gelmiştir. Son dönemde küreselleşme ve rekabet süreci daha da önem kazanmaktadır. Bu süreçte teknolojinin gelişmesi, yeni üretim sistemlerinin geliştirilmesi, uluslararası standartların netleşmesi ve bu süreçlerin başarılı bir şekilde yönetilmesinin bilinçli ve sürekli gelişime açık insan kaynağı ile mümkün olduğu bilinmektedir.

İnsan kaynaklarının bu süreçlere yön verebilmesi için nitelikli birimlerin oluşturulması gerekmektedir. Bunun için organizasyonu uyumlu ve başarılı bir şekilde yönetmek için insan kaynaklarının bu yönde çalışması gerekmektedir. İnsan kaynakları, iş hayatında verimlilik, üretkenlik ve başarıya ulaşmanın yolunu gösteren bir rehberdir. İnsana değer vermenin ve iş gücünü doğru yönlendirmenin önemini bilen insan kaynakları, bu süreçte başarılı olmak için çeşitli yöntemler kullanmaktadır. Çalışanlarına değer verildiğini hissettiren ve güven bağı kurmuş çalışanlar ile uzun vadeli planlar yapabileceklerine inandıran işletmeler öne çıkabilmekte ve sektörde öncü olabilmektedirler.

İşletmelerde verimlilik anlayışı da yönetimin yakından takip ettiği bir içeriktir. Verimlilik, üretim işletmelerinde elde edilen üretim miktarını açıklarken; hizmet işletmelerinde süre kavramını ortaya koymaktadır. Verimliliğin bazı tanımlamaları ise üretim faktörlerinin tüketim ile karşılaşması sonrası ortaya çıkan net kazanç olarak tanımlanmaktadır (Odabaşı, 1997: 17). Bir karşılaştırma aracı olarak değerlendirilen verimlilik, ekonomik sistem ile de ele alınmaktadır (Doğan ve Tatlı, 2010: 9). Optimum olma aşamasında ise üretim faktörlerinin, işgücü kaynağının ve sermayenin makro düzeyde yapısal gelişmişlik düzeyi üzerinden ekonomik denge konumunu açıklamaktadır (Baş ve Artar, 1990: 10).

Verimlilik ayrıca, giriş hacminde herhangi bir değişiklik olmaksızın çıkış hacmindeki artış olarak tanımlanmaktadır. İnsan kaynakları yönetim sistemlerinde verimlilik, çalışanların çalışma saatlerinde ortaya çıkan üretkenlik veya hizmet etkinliği olarak tanımlanabilmektedir (Prokopenko, 2011: 19).

Değişim yönetimi ise insanların zaman içinde beklentiler ile ilgili değerlerini, bilgilerini, inançlarını ve tutumlarını değiştirmelerini sağlamaktadır. Bunun en önemli öncüsü eğitimdir. Bireysel modlar arasında geçiş yapmak artık

eskisinden daha kolay olabilmektedir. Farklı kültürel unsurlar ve değerler artık daha kolay iç içe geçmektedir. Bununla birlikte, çalışanlar artık daha kolay memnun olmamaktadırlar. Kendilerine tebliğ edilen kuralları detaylı araştırmadan kabul etmemektedirler. Değer görmeyi bekleyen insan kaynağı artık daha bilinçli olabilmekte, soru sormayı öğrenir ve farklı beklentileri ile günden güne bilişsel değişime uğramaktadır. İnsan kaynakları artık bu beklentileri yönetmek ve karşılamak için böyle bir çevrede faaliyet göstermektedir (Sadullah, 2010: 3).

Şirketlerin işgücü maliyetleri için şirketlerde otomasyon sistemlerinin yaygın olarak benimsenmesi, çalışan sayısında azalmaya neden olabilmektedir. Ancak bu süreçten sonra ortaya çıkan bir faktör de yüksek nitelikli personel teminidir. İnsan kaynaklarının doğru yönetim politikaları sayesinde olumlu sonuçlar ortaya çıkabilmektedir. Buna örnek olarak; işgücü devrinde azalma, çalışanlar ve yönetim arasındaki çatışmalarda azalma, çalışan motivasyonunda artış, işe odaklanmada artış, iş gücü etkisinde artış ve memnuniyet düzeyinde gelişmeler meydana gelebilmektedir (Personnel Widens Its Franchise, 1976: 116).

2.1. İşletmelerde İnsan Kaynaklarının Değişime Uyumu

İnsan faktörü, kuruluşun ürün ve hizmetlerini tanımlayan ve amaçlarına ulaşmak, başarıya ulaşmak ve beklentileri karşılamak için gerekli olan insan kaynağını ifade etmektedir. İnsan kaynağı, üretim faktörlerinin amacı ve beklenen çıktının ana özelliklerinden biri olarak ortaya çıkmaktadır. İnsan kaynakları yönetimini anlamak, bir organizasyonun en üst kademesinden en alt kademesine kadar herkesi etkilemektedir. İnsan kaynağı, şirketin sadece kendi içindeki işgücünü değil, aynı zamanda dışarıdan gelecek potansiyel adayları ve yetenekleri de ifade etmektedir. Güçlü sermayeye sahip şirketlerin başarılı olması yeterli olamamaktadır. İnsan yönetimine değer veren ve yeni yetenekleri bulan kuruluşlar, kalıcı bir başarıya sahip olabilmektedir. İşletmelerdeki işgücünün tatminsizliği, isteksizliği ve eğitimsizliği ise iş kalitesini düşürebilmektedir. İnsan kaynaklarının temel amaçları, verimlilik ve daha kalifiye iş gücü yaratarak şirketlerin rekabet gücünü artırmaya yönelik çalışmaları da içermektedir (Sumarth, 1987: 3). Yönetimin liderliğinde markalaşma ve kurumsallaşma süreçlerinde bu faktörleri uygulayabilen şirketler başarılı olarak kurumsal hayatın verimliliği artırılabilmektedirler (Meyer, 1976: 84; Schuler, 1987: 35; Sadullah, 2010: 3).

Çalışanların kendilerini değerli hissetmeleri işletmenin verimliliği için önemli bir faktör olarak bilinmektedir. Bu duruma bağlanan personeller, organizasyonun durumunu insan kaynakları olarak gördüğümüzün göstergesi olabilmektedir.

İşletmelerde yaşanan işgücü devir hızı, devamsızlık, iş kazaları, müşteri şikayetleri ve organizasyondaki tutarsızlıklar da maliyet artışlarını ortaya çıkartabilmektedirler. Artan maliyetler, azalan kalite ve ortaya çıkan verimsizlikler, yönetim için istenmeyen kavramlardır. Bu amaçla; insan kaynakları bu çelişkileri ortadan kaldırmak veya azaltmak için güncel iyileştirici çalışmalar yapmaya odaklanabilmektedirler. İnsan kaynakları yönetiminin araştırması sadece işgücü açığını gidermek için yeterli olmayıp aynı zamanda örgütün ve dolayısıyla şirketin başarısını etkileyen önemli bir yaklaşımdır (Sadullah, 1989: 49).

Örgütsel bir bakış açısından değişim, dünya çapında var olan kaliteli mal ve hizmet seviyelerine ulaşma aşamalarını gösterebilmekte, Johnson'a (1993: 216) göre daha önce var olan normal üretkenlik ve hizmet zihniyetini ifade etmektedir. Değişim, sürekli gelişim anlayışına dayanmaktadır. Örgütsel değişim ise örgütlerin çevrelerine uyum sağlamasıdır. Teknik değişiklikler, iş akışı değişikliği, süreç değişikliği bu adımlardandır. Şirketler başarılarını bu temel değişim aşamalarına borçludur. Çevrecilik ve rekabet avantajı yakalamış şirketler; büyüme, pazar payı artışı ve sürdürülebilirlik gibi farklı aşamaları yaşamaktadır (Çelebioğlu, 1982: 3). Organizasyonlar sadece organizasyonel değişim veya bireysel değişimi ihtiyaç olarak görmek yerine, yeterli değişim araştırması yapıp yapmadıklarını düşünmektedirler. Artık kuruluşların iç prosedürlerini ve süreçlerini değiştirme ihtiyaçları daha derinlemesine araştırılmaktadır.

Aldag ve Stearns, 1987: 520). Değişim, var olana göre farklı bir aşamaya getirmektir. Değişim; teknoloji, süreç, kişisel değişim, kalite, bakış açısı, bireylerin odaklanması ve bilgi geçişi gibi konuları kapsamaktadır.

2.2. İnsan Kaynakları Biriminin İşletmenin Değişim Sürecindeki Önemi

İnsan kaynaklarının değişim sürecinde başarılı olabilmesi için değişimin aşamalarını anlayabilecek yeterlilikte olması gerekmektedir. İnsan kaynakları, değişim sürecini profesyonel bir şekilde yönettiğinde, organizasyonda çalışanları değişikliklere uyum sağlama konusunda etkileyebilmektedir.

2.2.1. Örgüt Kültürü

Değişim ilerledikçe, riskler ve belirsizlikler ortaya çıkabilmektedir. Burada insan kaynakları yöneticisi, belirsizlikle karşılaşan ve risk alabilen çalışanları desteklemelidir. Çalışanlar, değişikliğin neden olabileceği başarısızlıklarla yüzleşmek istemezler. İnsan kaynakları çalışanları, esnek uygulamalar ve fikir destekleyici ortam yaratmalılardır. Bu sayede çalışanların önündeki engeller kaldırılarak sonrasında değişim gerçekleşebilmektedir. Değişim aşamasında çalışanları motive etmek en önemli yönetsel taktik unsurlardan birisidir. Motivasyonun desteği ile çalışanlar, değişimin gerektirdiği yeni bir oluşum yaratmaya teşvik edilebilmektedirler. Değişim aşamasında ise yönetim tarafından alınacak çeşitli tedbirlerle birlikte faaliyetlerin bazı bölümleri için olsa da bazı sorumlulukların çalışanlara bırakılması, çalışanın örgüt kültürüne olan güvenini arttırabilmektedir (Janssen vd., 2004: 129; Atuahene-Gima, 1996: 35).

2.2.2. İletişim

İnsan kaynakları, yönetim ve çalışanlar arasındaki diyaloğu uygulayan kritik bir öğedir. Organizasyonda alınan değişim kararlarının çalışanlara nasıl ve hangi düzeyde iletileceğinin planlanması insan kaynakları tarafından yönetilmelidir. İletişimin olmaması veya kötüye kullanılması, birçok kuruluşun sorunlarında önemli faktörler arasındadır. Değişim aşamasında doğru bir iletişim ise, birimler arasında istenmeyen bilgi ortamının oluşmasını engelleyen etkiler yaratabilmektedir (Mchugh, 1997: 345).

2.2.3. Eğitim

İnsan kaynakları eğitimi yoluyla, çalışanların örgütsel değişime tepkileri ortadan kaldırılabilir. Değişimle gelen yeni bilgiyi anlayan çalışanlar, değişimi reddetmek yerine sahiplenme fikrini benimseyebilirler. Bu aşamada çalışanlar örgütün kendilerinden beklediği talepleri karşılayabilirler. Ancak eğitim olmadan çalışanlardan beklenen yanıtlar gelmeyerek ve değişime öncülük eden insan kaynakları biriminin beklentileri karşılayamama durumu ortaya çıkabilmektedir. Çalışan eğitimi, kendisine ve kurumlarına güvenen çalışanlar yaratır. Eğitim sayesinde sürekli gelişme ve değişimin olumlu yanı ortaya çıkmaktadır. Bu süreçte kendiliğinden değişimler de gözlemlenebilmektedir (Oxtoby, 2002: 310).

2.3. Örgütsel Değişim Direnci

Waddell ve Sohal'a (1998: 543) göre örgütsel değişime direnç; çalışanların değişimle ilgili şüphe, güvensizlik, erteleme ve belirsizlik gibi durumları deneyimlemeye başlaması anlamına gelmektedir. Direnç faktörü bireysel veya bölümsel olarak ortaya çıkabilmektedir. Direnç katsayısı arttığında sosyal veya ekonomik kayıplar meydana gelmektedir. Değişim, çalışanlara yeni bilgiler getirmek istese de başta bahsedilen olumsuz etkenler şoklara neden olabilmektedirler. Örgütsel değişim sürecinde özellikle direnç gösteren çalışanlar cezalandırılmamalıdır. Direnci azaltmak için planlı değişiklikler yapılmalıdır. Direnç nedenlerinin şiddeti ve etkisi belirlenmelidir.

2.4. Serbest Kürsü Yöntemi

Öğrenme ihtiyacının temelde insan hayatındaki en önemli faktörlerden biri olduğu tartışılmaz bir gerçektir. İnsan, gününün büyük bir bölümünü yaptığı işe ayırabilmesi ve bu süre zarfında çabalarına saygı duyması, sevmesi ve kabul etmesi için neden çalıştığını bilmesi gerektiği duygusu her zaman bulunmaktadır. Bu nedenle, her çalışanın farklı bir duygu yoğunluğuna sahip olduğunu göz önünde bulundurmak, bağlılığı ve işiyle katma değer yarattığı hissini yaratmak gerekmektedir. Günümüz iş dünyasında, çalışanlar artık şirket içinde değer görme isteklerini dile getirmektedir. Fikirlerinin sisteme alınmasını ve hedefler dahilinde gündeme alınması talep edilmektedir. Yıllardır iş yerinde kullanılan ekipmanların adını söyleyemeyen, tam olarak kullanım amacının farkında olmayan, şirketin gelecekteki hedefinin ne olduğunu bilmeyen, organizasyondaki takım arkadaşlarını tanımayan ve çalışma hayatındaki haklarını bilmeyen personeller sadece çalışma duygularının istendiğini düşünebilmektedirler.

Şirketin büyümesine göre yatırım kararlarının bilinmemesi, finansman bilgisinin sürekli belirsiz olması, çalışanın farkında olmadığı bu gibi pek çok konunun çalışanların şirkete olan güvenini ve verdikleri değeri zedeleyebilmektedir. Serbest kürsü toplantılarının temel amaçları arasında;, çalışanların bulundukları şirket ve sektör ile ilgili bilgi alması, düşünce ve önerilerini ifade etmesi, çalışanların birlik ve beraberliğinin anlamını kabul etmesi, şirket içinde aile kavramını kabullenmesi, yaratıcı öneriler sunması, personelin bilinçli yönetimi,

profesyonel anlayışın ortaya konulması, güvenini artıran güçlü kişilerarası becerilerin geliştirilmesi ve uzun vadeli çalışma becerileri ve faaliyetlerde pozitif yönlerin geliştirilmesi yer almaktadır.

Serbest kürsü; çalışanların ortak sorunlarının veya herkesin talep ettiği dilek, öneri ve şikayetler gibi gündem maddelerinin görüşüldüğü profesyonel anlayışları da ortaya koymaktadır. Serbest kürsü toplantıları, grup şirketler içinde veya aynı şirkette farklı departmanların bir araya gelip, Üst Yönetici veya Genel Müdürün liderliğinde bu sürecin yönetilmesini ifade etmektedir. Bu toplantılarda ilk önce yapılması gerekenler arasında; serbest kürsü çalışmasının tarihi ve saatinin belirlenmesi bulunmaktadır. İnsan kaynakları, Genel Müdür ile toplantı öncesinde görüşerek işletme tarafından çalışanlara açıklanması planlanan gündem maddeleri oluşturulmaktadır. Toplantı tarihi, saati ve gündem maddeleri ofis çalışanlarına mail üzerinden bildirilmektedir. Ofis dışındaki çalışanlara ise işletmenin giriş sahası panoları, soyunma odaları panoları, vardiya çizelgesinin olduğu panolar, yemekhane, dinlenme alanları ve ekranlı araçların olduğu talimat ekranlarına duyurular yapılarak tüm çalışanların bilgilendirilmesi sağlanmaktadır.

Toplantının yapılacağı günde ise salonda bulunan çalışanlardan bu bilinçlendirme sürecine katıldıklarına dair imza alınarak eğitim ve destek faaliyeti olarak sistemlere kaydedilmektedir. Genel Müdür'ün kürsüde açılış konuşması sonrası mevcut işletme akışları hakkında bilgi verilerek hangi aşamadan bugün nereye gelindiğine dair genel bilgiler çalışanlara aktarılmaktadır. Ayrıca; işletmenin beş yıllık ve daha uzun dönemli planları ve hedefleri hakkındaki bilgiler de açıklanabilmektedir. Bu sunumdan sonra çalışanlar söz alarak işletme hakkında kendilerinin öğrenmek istedikleri konuları, bulunduğu pozisyondaki sorun ve önerilerini Genel Müdür'e sorabilmekte veya belirtebilmektedirler. Soru ve cevap aşamasında sadece Genel Müdür açıklama yapmayıp diğer katılımcılarda konuya dahil olmalarına imkan sağlanmaktadır.

Bu şekilde gündem zenginleştirilip, bilinçli çalışan profili oluşturulması istenmekte, işletmeyi önemseyen çalışan katılımı sağlanması hedeflenmekte, sorumluluk sahibi, kendisini iyi ifade eden, sorgulayıcı, araştıran, merak eden, hevesli, işletmesinin kalkındırılması için mücadele eden ve kalite seviyesini yukarı çeken çalışan atmosferi oluşturulmak istenmektedir. Toplantıda konuşulan tüm maddeler insan kaynakları tarafından not edilip, daha sonra kök neden analizine tabi tutulmaktadırlar. Çalışanların iyileştirilmesini istediği gündem maddelerinden hayata geçirilenler için tekrardan bir sonraki toplantıda kendilerine bilgi amaçlı geri bildirim sağlanmaktadır. Gündem maddelerinde olup, hayata geçirilemeyen konular ise nedenleri ile birlikte çalışanlara anlatılmaktadır. Serbest kürsü görüşmeleri yılda bir defa yapılmaktadır. Eğer ihtiyaç görüldüğü takdirde yılda iki defa yapılabilme imkanı da sağlanabilmektedir.

Serbest kürsü toplantıları ile verimlilik seviyesinin artması hedeflenmektedir. İşletmelerin temel amaçlarından olan verimlilik ve maliyetlendirme, sürekliliğin sağlanması ve işletmenin kar amacının gelişimine etki eden ana faktörlerdendir. İşletmeler sürekli bu iki faktörün gelişim göstermesi için mevcut durumları analiz ederek iyileştirici yöntemler aramaktadır. Verimlilik, en etkili uygulamalar ile kapasite artışını temsil eden bir kavram olarak tanımlanabilmektedir. Verimliliği sürekli hale getiren işletmeler, rekabetçi avantajı elde tutmaktadır (Kahya ve Polat, 2007: 10). Ayrıca verimlilik, maliyetlerin azaltımında ya da optimum kullanımında önemli bir etki gücünü temsil etmektedir. Ulusal veya uluslararası alanda meydana gelen olağan dışı durumlar işletmeler için risk faktörünü ortaya çıkartmaktadır (Akal, 1994: 27). Bu aşamada her birim ve işlem kalemleri verimliliği amaç edinerek, işletmenin olumsuzluklardan en az etkilenmesi için çalışmaktadır (Toprak, 2003: 27). Verimlilik ve maliyetlendirme kalemlerinin doğru yönetilmesinin birçok yöntemi olmasına rağmen, en önemli aşamaları ise insan kaynağının bu odak noktalarına doğru yönlendirilmesini içermektedir (Lenger, 1997: 25). İnsan kaynağına işletmenin devamlılığı konusunda bu iki amacın sürekliliğinin sağlanmasının çalışanlar için de önemli olduğu benimsetilmelidir.

Serbest kürsü toplantıları içeriğinde; değişim yönetimi ile günün koşullarına uyum sağlanması ve işletmenin yenilikçi faktörlere adapte edilmesi için yapılan uygulamalar yer alabilmektedir. Serbest kürsü toplantıları bu amaca giden yolda çalışanları doğru bilgilendirme ile mevcut durumun analizini ortaya koymada herkesin katılımının olduğu bir kurum kültürü ortaya çıkartmaktadırlar. Değişim yönetiminde yönetsel araç veya model önerisi olarak ele alınan serbest kürsü yaklaşımı ile; bu süreçteki uygulama aşaması, faydaları, çalışanların bakış açısı, serbest kürsü yaklaşımının değişim planındaki etkisi, bu görüşmelerin değişimin tamamlanmasındaki etkileri gibi konular değerlendirmeye alınmaktadır. Serbest kürsü çalışmasının yönetilmesi ise işletme yönetimi ve çalışanların ortak beklentilerini analiz edip başarılı bir çalışma ortamının oluşturulmasını sağlamakla yükümlü olan insan kaynakları departmanı tarafından sağlanmaktadır. Aşağıda Tablo 1'de Gün (2019)'dan türetilmiş serbest kürsü toplantısı iyileştirilmiş yol haritası aşamalar halinde gösterilmektedir:

Tablo 1: Serbest Kürsü Toplantısının Aşamaları

Serbest Kürsü İhtiyacının Tespiti
Serbest Kürsü Toplantısı için Toplantı Takviminin Oluşturulması
Toplantı Gündem Maddelerinin Oluşturulması ve Toplantı Dokümanlarının Hazırlanması
Üst Yöneticinin veya Genel Müdürün Toplantıya Liderlik Etmesi
Personellere Duyuruların Yapılması ve Toplantının Gerçekleştirilmesi: Bir önceki toplantıda konuşulan gündem maddelerinin değerlendirilmesi İşletmenin mevcut durumu ve geleceğe yönelik hedeflerinin değerlendirilmesi Ulusal veya uluslararası alandaki değişimlerin değerlendirilmesi Personellerden alınan geri bildirimler İşletmenin mevcut süreçlerindeki performansının analiz edilmesi Eğitim ihtiyaçlarının ve sosyal aktivitelerin değerlendirilmesi İyileştirici ve geliştirici faaliyetler için önerilerin alınması Soru/Cevap şeklinde belirli başlıklarda gündem konusu maddelerinin değerlendirilmesi
Üst Yöneticinin veya Genel Müdürün Toplantı Raporunun Yazılmasına Liderlik Etmesi
Toplantı Sonrası Alınan Karalar ve Yeni Gündem Maddelerinin Programlarının Oluşturulması
Toplantıda Değerlendirilen Konuların Kök Neden Analizlerinin Yapılması
Değişimin Uygulanması ile Performans, Verimlilik ve Maliyetlere Katkı Düzeyinin İzlenmesi ve Ölçülmesi

Kaynak: Gün (2019)'dan türetilerek geliştirilmiştir.

İşletmenin mevcut durumu ve gelecek vizyonunu oluşturan konuları ilgilendiren, varsa işletmenin değişimine ilişkin alınan kararlarda tehdit edici, güven kırıcı bir oluşum, gizli çalışmalar gibi değerlendirmelere sebebiyet verilmemesi adına serbest kürsü toplantısı doğru bilgiyi ortaya koymak için önemli bir çalışma programını içermektedir. Alınan değişim kararlarında bu sürece tüm çalışanların katılımı ile riskli bir atmosferin olmadığı mesajı verilmektedir. Değişim sürecinin sadece yönetim ve belirli kişilerce yönetilecek bir çalışma olmadığı da serbest kürsü toplantıları ile ifade edilebilmektedir. İnsan kaynakları bu aşamada ani bir değişimin çalışanlar üzerindeki olumsuz etkisini önlemek adına önleyici tedbirler alarak çalışanları değişime hazırlamaktadır.

Bununla birlikte; değişim için kademeli geçiş planları da yapılabilmektedir. Bu uygulamalarda, köklü bir geçiş olmayıp bu süreçte geri bildirimler alınabilmektedir. Öneriler ve şikayetler göz önünde tutulup iyileştirmeler yapılmaktadır.

Sonrasında ise, değişim ile yapılan uygulamalar ve geçişler artık çalışanlarca benimsetilmeye çalışılmaktadır. Yeni gelen kural ve anlayışların kalıcı olması için sürekli kontroller yapılmaktadır. Grup birleşmeleri, finansal birleşmeler ve diğer ortaklıklar bu aşamalarda personellere güven verici bilgi akışını oluşturmaktadır.

Değişimin örgüt ve çalışanlar için gerekli ve önemli olduğu anlatılması katkı sağlayabilmektedir. Değişimi başlatanların konulara hakim olması ve insan yönetimi sürecini iyi idare edebilmesi de gerekmektedir. Değişime öncülük edenlerin tutum eksikliği ile karşı karşıya kalındığında, değişime olan inancın azalması veya çalışanların bunu reddetmesi ihtimali ortaya çıkmaktadır. Çalışanlar için değişim veya değişiklikler nedeniyle herhangi bir hak kaybına yol açılmayacağı bildirilmelidir.

Küreselleşen dünyada işletmeler olumlu ya da olumsuz pek çok neden ile değişebilmektedir. Değişimin sebepleri ise; şirketin finansal darboğazı, bulunduğu bölgede özelliklerine uygun işlerin azalması veya bulunmaması, teknolojik yenilikler, küçülme gereksinimi ile işten çıkarmalar, şirket birleşmeleri, istikrarsızlık ve organizasyonel değişiklikler olabilmektedir.

Bireyler değişimi bazen yeniye alışamama korkusu olarak tanımlayabilirler. Var olan bir süreç bir gün normal karşılansa bile zamanla yetersiz hale gelebilmektedir. Bu nedenle şirketler, çalışanlarının sürekli değişen beklentilerine bilinçli ya da bilinçsiz olarak yanıt verebilmekte ve sistemlerini sürekli olarak yenileyebilmekte ve hatta beklenmedik radikal kararlar dahi alınabilmektedir. Örneğin, halka açık şirketler öz sermaye kaynaklarını güçlendirmek veya riskleri paylaşmak isteyebilirler. Bu durumda uluslararası ortamda güçlü bir işletme ile

birleşmeler yapılabilmektedir. Bu noktada çalışanlar, yeni ortaklıklar ve yeni uygulamaları değerlendirmek ve kendilerini olumsuz yönde etkileyebilecek seçenekleri keşfetmek isteyebilirler. Çalışanlar; yeni ortak yönetim, çalışanın görev tanımını yerine getirip getirmediği, kendi ekibini oluşturma isteği, işyerinde değişiklik yaratma, sosyal ve ekonomik haklarda değişiklik, yeni belirlenmiş kurallar olup olmayacağı gibi konulardan bahsedebilirler. Bu aşamada işletme özellikle çalışanları ilgilendiren soruları zamanında yanıtlamalıdır. Birimler içinde belirli aralıklarla yapılan toplantılar dışında bu amaçla serbest kürsü toplantısı da gerçekleştirilebilir. Böylece bu yöntem ile; çalışanları değişim yönetimi aşamasının öncesi ve sonrasında bilgilendirmek, değişikliklere karşı tepkilerini kırmak değil, aynı zamanda bu işi şirketin ortak bir değer sembolü haline getirmek, öğrenmeyi öğrenmek, durumu analiz ederek doğru bilgiyi çalışanlara aktarılabilmesi mümkün hale gelerek katkı sağlayabilecektir. Bu kapsamda her sürecin başında ise bir eğitim ve sonunda geri bildirim faaliyeti bulunmaktadır. Tüm çalışanlar eğitimlerle desteklenir ve özgür bir performans kültürü oluşturulabilir. Bu kültür çalışanlar arasında bir kez benimsendiğinde, her çalışanın sürekli değişimin gerekliliğini anlamaya başlayacağı değerlendirilmektedir. Değişimle birlikte yenilenen işlerin karşılığında düzen, planlama ve finansal imkanlarda artış elde edilebilmektedir. Şirket bu gelişimi çalışanlarına yansıttığında ise her çalışanın motive olarak süreçten keyif almaya başlayacağı düşünülmektedir.

2.5. Bir Liman İşletmesi Uygulama Örneği

Sürekli değişen ortama işletme örgütlerinin hızla ayak uydurabilmeleri, rekabet avantajı elde edebilmeleri ve değişime açık dinamik bir iş anlayışına ulaşabilmeleri için en etkili faktörler arasında sağlıklı ilişkiler veya davranışlar bulunmaktadır. Şirket çalışanları ile üst düzey ilişkiler sürdürmek ve iletişim kurmak; duygusal bağ, iş doyumu ve isteklilik veya arzu gibi davranışları tetiklemektedir. Bu amaçla, çalışanlarla açık diyaloglar şirkete karşı tutumların olumlu yönde değişmesinde etkili olabilmektedir. Çalışanlar, öncelikle şirketin kendileri hakkında sağladığı değer, planlar ve yaklaşımlar gibi faktörlere bakarak bu soruları dikkatlice yanıtlayabilmektedirler. Şirketin önemli birimlerinden olan insan kaynakları uygulamaları ile; çalışanların bu aşamada kendilerini dürüst ve değerli hissettikleri şirkette insan kaynakları faaliyetlerinin iş yerindeki gücü verimlilik ve maliyetlere yansıyabilecektir. Örgütsel adaletin sağlanması, kurumsal kimliğin oluşturulması, güçlü iletişimin sürdürülmesi ve verimli iş akışının korunması gibi süreçler bu ortamı iyi yöneten insan kaynaklarının etkin performansına bağlıdır. Çalışanların birbirlerine veya şirkete bağlılıkları verimliliğin temelini oluşturmaktadır. Grupların birbirine bağlılığını ve bireylerin etkileşimleri için sorumluluk alma motivasyonu arttırmaktır. İş hedefleri açıkça ifade edilmeyen ve yönergeleri tanımlanmayan çalışanlar ise, kötü duygular, kaygı, moral bozukluğu, stres ve düşmanlık gibi olumsuz duyguları besleyeceklerdir. Grup mutabakatına ulaşılabilirse; uygulama aşamasında tüm çalışanların anladığı, desteklediği ve heyecan duyduğu kararların alınması şirketin başarısını arttırabilecektir. Çalışma ortamında eşit ve karşılıklı, anlaşılır ve kararlı toplantılar ile örneğin serbest kürsü toplantıları ile iki yönlü bir iletişim ortamının yaratılması desteklenebilmektedir. Böylece tüm çalışanların beklentilerini ifade edebildiği bir organizasyon yapısı oluşturulmasına önemli katkı sağlanması mümkün olabilecektir. Organizasyonlar genişledikçe, işlem yürütme ve bürokrasi arasında çatışmalar ortaya çıkabilmektedir. Düzenin olduğu organizasyonlarda ise işletmelerin değeri artabilmektedir. Serbest kürsü toplantıları sonuçta; grup organizasyonlarıdır ve çalışanların rolleri veya sosyal durumlarıyla ilgili görevleri sunmaları ölçüsünde başarılı olabilmektedir. Aşağıda serbest kürsü toplantısına yönelik Gün (2019)'dan türetilerek yeniden değerlendirilen ve geliştirilerek sadeleştirilmiş SWOT veya GZFT analizi sonuçları Tablo 2, 3, 4 ve 5'te verilmektedir:

Tablo 2: Serbest Kürsü Toplantılarının GZFT Analizindeki Güçlü Yönleri

GÜÇLÜ YÖNLER
1.Çalışanların serbest kürsü toplantılarına katılması farklı bir çözüm bulma imkanı verir.
2.Sorunların ve beklentilerin tartışıldığı bir organizasyonda daha samimi ortam yaratabilmektedir.
3.Sektöre özgü ve şirket çapındaki gelişmeler tartışılarak, işine sadık ve kültürel olarak bilgili çalışan grupları oluşturulabilmektedir.
4.Bu toplantılar çalışanların ve yetkililerin birbirlerini daha iyi tanımaları açısından önemlidir.
5.Serbest kürsü toplantılarında çalışanlar kendi aralarında güçlü bir iletişim kurabilir.
6.İletişimin güçlü olduğu çalışma ortamlarında iş akışlarının verimli, sağlıklı ve kesintisiz olarak yürütüldüğü görülmektedir.
7.Meraklı, sorgulayıcı, hevesli, yaratıcı ve çözüm odaklı çalışanlar yaratmayı hedeflemektedir.
8.Çalışanların günlük faaliyetleri ve yerine getirdikleri veya atandıkları görevler hakkında geri bildirim almak, doğru iletişim için önemli olabilmektedir.
9.Serbest kürsü toplantıları iş değerlerini arttırmak ve büyük aile kavramını benimsetmeye çalışmak için

yapılabilmektedir.

10.Çalışanların o ekipte bir yeri olduğunu veya onlara sahip olmanın önemini ortaya çıkarabilir ve güçlü bir şirkette olduklarını bilmelerini sağlayabilmektedir.

11.Küçük atılımların herkesin katılımı bulunan büyük süreçlerin başlangıcı olabileceği ve bu katılımın şirket vizyonuna ulaşmayı iyileştireceği değerlendirilmektedir.

12.İşini sahiplenen ve geleceği gören çalışanlar ancak daha yüksek verimlilik yaratarak maliyet tasarrufu sağlayabilmektedirler.

Kaynak: Gün (2019)'dan türetilerek geliştirilmiştir.

Tablo 3: Serbest Kürsü Toplantılarının GZFT Analizindeki Zayıf Yönleri

ZAYIF YÖNLER
1.Serbest kürsü toplantılarında mevcut gündem maddelerinin veya önceki katılımlardaki konu başlıklarının devamlılığı sağlanmadığında beklenen yararda hedeften sapma oluşabilecektir.
2.Çalışanların iş veya üretim süreçleri nedeniyle serbest kürsü toplantılarına katılamaması toplantının beklenen etkiyi yaratamamasına neden olabilecektir.
3.Her çalışanın katılımının sağlanmasından kaynaklanan büyük gruplar nedeniyle ortamı yönetmek de kolay olmayabilmektedir.
4.Bazı durumlarda gündemdeki konuların tamamı iyi ya da kötü nedenler ile karara bağlanmayabilmektedir.
5.Yönetimin serbest kürsü toplantısını desteklememesi, bu sürecin faydalarına inanmaması ve şirket yönetim politikalarını direktiflerle uygulamaması sürece olan güveni sarsabilecektir.
6.Bazı durumlarda katılımcı sayısının fazla olması konu karmaşasına sebep olabilmektedir.
7.Toplantılarda gereğinden fazla bir konuya odaklanılır ise öncelik listesindeki konular ele alınamayabilecektir.
8.Serbest kürsü toplantısı sırasında çalışanların amirleriyle aynı grupta olması, kendini ifade etmede tereddüt duygusunu ortaya çıkarabilmekte ve ek verimsizlikler yaratabilmektedir.

Kaynak: Gün (2019)'dan türetilerek geliştirilmiştir.

Tablo 4: Serbest Kürsü Toplantılarının GZFT Analizindeki Fırsatları

FIRSATLAR
1.Serbest kürsü çalışanlar ile alternatif bir iletişim kanalı oluşturmaktadır.
2.Görüşmeleri tek oturumda gerçekleştirerek anlık geri bildirim alınmaktadır.
3.Herkesin katılımının olmasından dolayı toplu bilgiyi ve bilgilendirme etkisini yaratabilmektedir. **4.**Önceki gündemlerin sonuçlarının aynı anda açıklanmasına imkan sağlamaktadır.
5.Bu toplantılarda yönetimin desteğinin alınması kararların daha hızlı verilmesinde etkili olmaktadır.
6. Verimlilik artışları ile maliyetlerin daha rasyonel yönetilmesi imkanı yaratabilecektir.

Kaynak: Gün (2019)'dan türetilerek geliştirilmiştir.

Tablo 5: Serbest Kürsü Toplantılarının GZFT Analizindeki Tehditleri

TEHDİTLER
1.Gereğinden fazla detay bilgi ile şirket hakkında bilgi sızdırma olasılığı ortaya çıkabilmektedir.
2.Verilen sözlerin yerine getirilmemesi nedeni ile çalışanlar üzerinde güven kaybı yaratabilmektedir.
3.Çalışanların üstleriyle paylaşarak çözemedikleri sorunlar nedeniyle ikili ilişkilerde huzursuzluklar ortaya çıkabilmektedir.
4.Şirketin karşı karşıya olduğu olumsuz durumlar paylaşıldığında motivasyon düşerek işletmeye olan güven azalabilmektedir.
5.Çalışanların soruları tatmin edici bir şekilde yanıtlanmaz ise bu etkili iletişim kanalına olan güven zayıflayabilmektedir.
6. Hesaplanmamış yeni verimsizliklere ve ilave maliyetlere neden olma ihtimali ve riski vardır.

Kaynak: Gün (2019)'dan türetilerek geliştirilmiştir.

Çalışanlarının gelişimine değer veren şirket, bilinçli bir iş hayatını koruyan ve değişim ihtiyacını kabul eden kuruluş çalışanlarının değişime tepki vermek yerine destekleme olasılığı daha yüksek olacaktır. Bu aşamada aktif ve doğru iletişimin önemi ortaya çıkmaktadır. İnsan kaynaklarının çalışan memnuniyetini ve değişikliklerin tutarlılığını sağlamak ile tepkileri ortadan kaldırmak için alternatif araştırmalar yürütmesi de gerekmektedir. Serbest kürsü yöntemi çalışan ve yönetim arasında iletişim oluşturmak için önemli bir iletişim aracı olarak

kullanılabileceği değerlendirilmektedir. Böylece çalışanlar ile iletişim ve temas arttığı günümüz çalışma koşulları için sürdürülebilir bir araç olacağı düşünülmektedir.

Şirketler arasındaki rekabette şirkete bağlılık duyan yetkin çalışanlar, bütün ve bilinçli bir personel yapısı sayesinde çalışan devir hızında da iyileşme sağlanabilecektir. Serbest kürsü sadece belirli zamanlar için uygulanan zorunlu veya gelişime yönelik işleri de kapsayabilecektir. Değişikliğin uygulanması aslında en çok personelini etkilemektedir. Bu nedenle, değişim çalışmaları tasarlanırken bu sürece liderlik edenler için doğru ve etkin bir iletişim kanalı oluşturulmalıdır. Bu çalışmaların başlangıç aşamasında çalışanlara gerekli bilgiler açık ve inandırıcı bir yapıda iletilir ve serbest kürsü gibi uygulamalar ile desteklenirse olumsuz durumlar yaşamamaları sağlanabilecek ve uyum düzeyinde artış kaydedilebilecektir. Serbest kürsü uygulamasının en önemli etkisi Genel Müdür seviyesinde bir yöneticinin bu uygulamaya liderlik etmesinin gerekmesi olarak görülebilecektir.

SONUÇ

Değişim işletmeler için belirli dönemlerde olağan veya olağan dışı biçimde ihtiyaca yönelik olarak uygulanabilmektedir. Bir sürecin değişmesi, herkes için kabul edilebilir durum olarak görülmeyebilir. İşletmeler ve çalışan bireylerin alışık oldukları düzenin değişmesi istenen bir durum olmayıp her zaman kabul edilmemektedir. İşletmeler varlıklarının devamlılığı için dönemsel olarak yeni yatırımlar, finansal ortaklıklar ve yeni uygulamalara ihtiyaç duyabilmekte ayrıca farklı dönemlerde farklı maliyet kaygıları taşıyabilmektedirler. Değişim, ihtiyaçların farklılaşması ve yeni çalışma metotlarının ortaya çıkmasını içermektedir. İşletmelerin teknolojik yapılarında ihtiyaç duydukları yatırımların yapılması aşamasında işgücünün bu yeni yatırım karşısında uygulamaya yönelik tereddütleri olabilmektedir. Bunun yanında farklı işletmeler ile ekonomik gücü artırmaya yönelik yeni ortaklıklar yapılabilmektedir. Bu tür değişimlerin yaşandığı işletmelerde çalışanlar kendilerine ait görev ve iş süreçlerindeki yeni durumları hakkında bilgi edinmek istemektedirler.

İşletmenin değişeme uyumu ve başarısında insan kaynağının önemi açıktır. Personellerin işletmenin varlığında itici güç olduğuna inanan işletmeler doğru bilgilendirme yaparak değişimin kademeli olarak neler getireceğini ortaya koymaktadırlar. Belirsiz bir durumda değişimi uygulamayan işletmeler ise personellerin iş üretme verimliliğinde herhangi bir olumsuzluğa sebebiyet vermek istememektedirler.

Değişimi doğru yönetmek, işletme içerisinde profesyonel yapıyı bozmayı engellemeye yönelik çalışmaları içermektedir. Anlık kararlar ve doğru yönetilemeyen değişim aşamalarında sistemde hatalar meydana gelerek verimlilik kaynaklarında düşüş oluşarak ve maliyetlerin bozulmasına yönelik olumsuz durumlar tetiklenebilmektedir. Bu türden verimsizlikler insan kaynağının doğru yönetilmesi ile yeniden etkin üretim ve hizmet kapasitesi düzeyine çıkılabilecektir. Maliyetlerin optimum düzeyde veya hedeflenen gibi olması veya kalması için ise doğru ve farklı yöntemler içeren yönetimsel kararların alınmasına bağlı olabilmektedir.

Çalışma ile önerilen serbest kürsü toplantıları ise değişimin uygulamaya başlandığı aşamada işletme içi güven verici bir bilgi kaynağının kurulmasında kullanılabilecektir.

Serbest kürsü toplantılarının ayrıca; işletmelerin değişime ihtiyacı olup olmadığının tespitine, mevcut durumun analiz edilip kök nedenlerinin araştırılmasında çalışanlar ile bire bir kaynağında araştırma yapılmasına yönelik potansiyel olarak verimlilik ve maliyetler ile ilgili aşağıda sıralanan katkıları sağlayabileceği değerlendirilmektedir:

1. Serbest kürsü ile motivasyonu artırılan personellerin iş verimi üzerindeki potansiyeli ortaya çıkarak verimlilik artışları ile iş gücü maliyetlerinde iyileşme sağlanacaktır.

2. Kendilerine değerli hissettirilen çalışan grupları, uzun vadeli çalışmayı benimseyerek personel devir hızının en az seviyede olmasına katkı sağlayacaktır.

3. Serbest kürsü gibi programlar ile birim ve görev bazlı iyileştirilmesi gereken alanlar tespit edilerek geliştirici çalışmalar yapılabilecektir.

4. Çalışma ortamını benimseyen ve görev tanımlarına hakim çalışanlar sayesinde iş ortamında en önemli konulardan olan iş güvenliği riskleri azaltılabilecek ve bu kapsamda olası ilave hukuksal maliyetlerin minimizasyonuna katkı sağlanacaktır.

5. Organizasyon içerisinde herkesin katılımının olduğu bir yapıyı benimseyen işletmelerde ortak aklın sürdürülmesinde ve geri bildirimlerin verilmesinde personeller açısından güven aşılaması sağlanabilecektir.

6. Bilinçli çalışanlar ile faaliyetlerine devam eden işletmeler, üretim ve hizmet kapasitelerini sürekli artırarak ölçek üzerinden işletmenin karlılık düzeyini artırabileceklerdir.

7. Yöneticilerin serbest kürsü içeriğindeki geri bildirimler ile verimlilik ve maliyetlerin ölçülmesinde ayrıntıları ortaya çıkartmalarına katkı sağlanabilecektir.

8. Yalın organizasyona ulaşılması, israfın önlenmesi, çalışanların konfor ve ergonomi gibi konularda kendi görüşlerini kısıtlama olmaksızın dile getirebilmeleri gibi hususlarda değişimin çalışanların koşullarını da iyileştiren yönde ele alınmasını sağlayabilecektir.

9. Çalışanların; değişim ile giderek insandan arındırılan iş ortamında sibernetik etki ve otomasyon ile ikame edilme ihtimalini erken algılamalarını ve işletmeye katkılarının uygun verimlilik düzeyinde sürdürmeleri gerektiğini anlamalarını sağlayacaktır.

10. Üst yönetim tarafından akut biçimde sonuçlar yaratan değişim kararlarının daha yavaş ve olgunlaşmış biçimde alınmalara ve uyuma katkı sağlayabileceği değerlendirilmektedir.

11. Serbest kürsü yaklaşımı öz eleştiri ve değişime açık bir örgüt kültürü oluşmasında da değer katan bir yöntem olarak değerlendirilebilecektir.

12. Serbestçe ifade edilen görüşlerin personelin amaç ve hedefler konusunda ne ölçüde hizmet içi eğitime ihtiyaçlarının olduğunun da belirlenmesine de katkı sağlayacaktır.

Bununla birlikte; serbest kürsü toplantılarına yönetimi temsil eden liderin katılmış olması ile sürecin karar aşamasında ve ilk ağızdan bilgiye ulaşma, toplantılarda değişime neden ihtiyaç olduğu, sürecin kademeleri, karşılaşılabilecek durumlar ve yönetimin personellerden beklentileri ortaya konulurken temsil etkisi artacaktır.

Kendini ifade etmeye imkan veren bu toplantılar ile işletmenin her kademesindeki insan kaynağına bire bir temas edilmesiyle organizasyon yapısı içindeki her bir çalışanın beklentileri ortaya konulabilecektir. Farkındalığı ortaya koymak isteyen işletmeler bu tür toplantılar ile genel durumlarını analiz edebileceklerdir. Bu toplantıların diğer çalışmalardan temel farkı ise anlık soru ve cevap diyaloğunun kurulmasıdır. İşletmeler verimlilik ve karlılıklarının yükseltilmesi için çalışmalar yaparken bu tür toplantılar sayesinde mevcut sorunlara ayrıntıda ulaşılarak işin muhatabı veya gerçekleştireninden doğrudan ve yakından bilgi alınabilmektedir.

Bu çalışmada, varsayımsal bir liman işletmesinde uygulanan serbest kürsü toplantısının uygulama aşamaları ve etkileri üzerine inceleme ve değerlendirmeler yapılmıştır. İşletmenin odağına insan gücünün konularak değerli bir çalışan grubunun oluşturulması ile kurumsal işletme anlayışının daha belirgin hale geldiği görülmektedir. Farklı durumlarda ya da değişime ihtiyacın olması halinde serbest kürsü toplantılarının olumlu sonuçları olacağı görülmektedir. Yapılacak olan değişim sadece işletme için olmayıp, işletmede bulunan her bir bireyi etkileyeceği için bunun her bir personele benimsetilmesinin önemi ortaya çıkmakta ve bu durum değerlendirilmeye değer görülmektedir.

Sonuçta verimlilik ve maliyet yönlü geliştirilen çalışma ile sunulan uygulama aşamalarının ve önerilerin, her sektördeki işletmeler için değişim ihtiyacının yönetilmesi konusunda verilen izlencenin kullanılması ve önerilerin dikkate alınması halinde yararlı olacakları değerlendirilmektedir.

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Teaching vocabulary to young learners using Edpuzzle

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Abstract: Vocabulary is one of the most important elements of any language. There are different teaching technics and strategies to teach vocabulary to young learners. In this research, the researcher used Edpuzzle which is a common Web 2.0 tool, to teach target vocabulary. The research focuses on the students' opinions about Edpuzzle in learning vocabulary in the classroom. In this study, the researcher used quantitative research method and the data were gathered by means of a 10- question survey. This study was conducted on the 2nd grade students studying in the International School in Baghdad. The findings of the research will be analyzed, and the opinions of the young learners about the tool will be discovered. It is expected that most young learners will successfully engage in the activities during the implementation of Edpuzzle in teaching vocabulary. The findings of the study will be discussed in detail and necessary suggestions will be made in light of the findings.

Keywords: teaching vocabulary; young learners; learning vocabulary through Edpuzzle; Web 2.0 tool.

1. INTRODUCTION

Young learners learn vocabulary fast, structures slower as the words have concrete, instantaneous meanings, whereas structures are abstract. Children must meet and use words in appropriate contexts to envision them. This helps to establish their association with other words, so a word network is built. Young learners need to pay attention to some aspects of the English language such as pronunciation, spelling, structure, and vocabulary. To master English language skills, students are supposed to acquire some of the vocabulary of the language, that is, a list of words with their meanings as it supports the development of their language skills (Linse, 2005). To be able to communicate and write in English language, children need to learn one to two thousand words (Cameron, 2001). Those words should be presented and served to the young learners in a colorful, interactive, and fun classroom environment. Creating a classroom environment where words are fun and playing with words is encouraged can be a powerful antidote to the very natural fear of making mistakes that can easily hinder learning (Thornbury, 2000). With the development of technology, Web 2.0 tools have also taken their place in the classrooms. By integrating Web 2.0 tools into lessons, it is aimed that learners' learning in a more fun and interactive environment be permanent. In this way, the vocabulary learning processes of young learners will take place more quickly and permanently in their memories.

1.1. Edpuzzle

Edpuzzle is an interactive Web 2.0 tool to create videos. It is an easy way to create interactive video lessons. It is an e-learning platform that allows users to edit literally any YouTube video and add questions. Users can also create their own videos and then use Edpuzzle to make them interactive. Edpuzzle provides a library of user-generated content with added questions, allowing users to find previously edited topics. Currently, most of the videos in the content library are focused on K-12 topics. Edpuzzle allows the users to keep a notebook on the site. Instructors can create class lists and invite students to create accounts on Edpuzzle. Instructors can use this list to see which students have completed assignments, their answers, and their scores. The instructor can also see the answers of students who have not yet finished an assignment. Multiple choice, open-ended and short-answer questions can all be attached to the videos. Edpuzzle automatically grades multiple choice questions. Instructors can also assign videos without adding any questions, so they can see which student have watched the assigned video and how much of it. A basic Edpuzzle account is free. However, if the teachers need the 'Pro' account where some different video creating features are available, they must pay for it.

2. AIM OF THE STUDY

In this study, it is aimed to teach vocabulary to young learners with Edpuzzle, a web 2.0 tool, and as a result, it is also aimed to investigate students' attitudes towards Edpuzzle.

3. RESEARCH METHODOLOGY

In this section, the participants, the design and the instrument of the study will be discussed in detail. Besides, how the data were collected will be explained.

3.1. Design of the Study

In this study, the researcher used quantitative research method and the data were gathered by means of a 10-question survey. The survey questions were designed taking the students' ages into consideration. A pilot study was conducted to evaluate the effectiveness of the survey questions and necessary modifications were made to make the questions understandable to the participants. Besides, two expert teachers were consulted for their opinions and evaluations of the questions to contribute to the validity of the survey used.

3.2. Participants of the Study

This study was applied to 2nd year students studying at the International School in Baghdad. A total of twenty students, eight girls and twelve boys, participated in the study. Most of the students were eight years old and were studying in the international curriculum. The language level of the participants who were studying nine English lessons per week can be qualified as A1.

3.3. Instrument and Data Collection

The data collection instrument of the study is a 10-question survey designed by the researchers. It is designed to evaluate the learners' opinions on the Edpuzzle-integrated lesson and their expectations for future classes and assignments. Taking into consideration the learners' ages, the survey offers two answer options. The participants are supposed to tick one of the emojis in the answers as a reply to survey questions: One is a happy face emoji which means 'I agree', and the other one is an unhappy one which means 'I disagree'.

To gather the data, the researcher prepared three lessons for a theme of "emotions" for grade 2 students. In the first lesson, the students were presented the target vocabulary (happy, upset, excited, nervous, angry, furious) within a video on Edpuzzle in pre-stage of the lesson. In the video, the students were supposed to listen and act the target emotions and were asked few questions about them. In the second lesson, the researcher prepared another video on Edpuzzle for the while stage of the lesson where the students watched listened and were supposed to fill in the gaps in the reading activity that they were given. With the help of skills integration in the while-stage, the researcher aimed to help the learners contextualize the target vocabulary so that they could produce new sentences with them. In the third lesson, the researcher prepared another video including lots of open-ended and multiple-choice questions. It was used for the post-stage of the lesson to check if the learners were able to comprehend the use of target vocabulary. Twenty students were divided into groups of five and were asked to answer the questions as a group on the small boards that were given to each group. Finally, the researcher conducted the survey on the students to gather data. The collected data were analyzed by the researchers in the following section of the study.

4. DATA ANALYSIS

Twenty students were given a 10-question survey after the 3-lesson implementation and were asked to answer the questions. Collected data were analyzed with frequency analysis. Frequency analysis is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents (Ziółkowska,2021). After collecting the data, the number of occurrences for the responses were calculated and shown with percentile. The results are shown in Table 1. below.

Table 1: Questions and Percentage Distributions

Q1: It was fun to learn new words with Edpuzzle.	**I agree (%95)**	**I disagree (%5)**
Q2: I can use the words in a context.	I agree (%85)	I disagree (%15)
Q3: My teacher should use Edpuzzle more often.	I agree (%100)	I disagree (%0)

Q4: It was enjoyable to use the smartboard when learning new words.	I agree (%95)	I disagree (%5)
Q5: I felt excited during the lesso**ns.**	I agree (%90)	I disagree (%10)
Q6: Watching videos on the smartboard motivates me.	I agree (%95)	I disagree (%5)
Q7: English lesson is more enjoyable with Edpuzzle.	I agree (%95)	I disagree (%5)
Q8: I can also use Edpuzzle at home to review the new words.	I agree (%95)	I disagree (%5)
Q9: I like to use technology during the lesson.	I agree (%100)	I disagree (%0)
Q10: I prefer Edpuzzle to writing words on my notebook to learn new words.	I agree (%90)	I disagree (%10)

In Q1, while 19 students agree that learning new words with Edpuzzle is fun, one disagrees. In Q2, 17 of the students agree that they can use the words in a context, 3 students disagree. This question was explained by the researcher to the students so that they do not get confused on the word “context” before they answer the survey questions. In Q3, all the students agree with the idea that the homeroom teacher should use Edpuzzle more often. In Q4, Q6 and Q7, 19 students agree that being able to touch and watching videos on the smartboard makes the language lesson more enjoyable and motivates them. In Q5, 18 of the students find using technology in the class exciting while 2 students disagree. In Q8, 19 students agree to use Edpuzzle as a revision tool at home. In Q9, all the students express their willingness to use technology in the lessons, and in Q10, while learning new words 18 students prefer Edpuzzle to writing words on the notebook.

According to the collected and analyzed data, students find technology-integrated lessons more enjoyable and easier to learn. The findings are discussed in the following section of the study.

5. FINDINGS AND DISCUSSION

Using Edpuzzle which is a Web 2.0 tool with young learners in English lessons to teach the target vocabulary is an effective way for the learners to be able to learn. The learners find it a fun, exciting and motivating learning tool. Being able to touch on the smartboard and keeping eyes on vivid videos help the students to focus better on the activities during the lesson. Since they find it more enjoyable rather than taking notes on the notebooks, their concentration span might last longer. In that way, they are engaged in the lessons more. Some researchers argue that one of the benefits of technology use is increased student motivation (Dunken, 1990) as fun and games are brought into the classroom (Lee, 2000). This fun factor is an important benefit in a language classroom (Galavis 1998; Warschauer & Healey, 1998) In addition to this, the students worked in the groups collaboratively. According to Gillespie (2006), new technology enables students to gather information and interact with provided sources which are pictures and videos. Moreover, all the students want the teacher to use Edpuzzle more during the lessons. As the learners feel more excited in the class, their anxiety level might decrease. According to Braul's study (2006), using computers in language classes brings diversity to the classroom atmosphere, improves students' specific language skills and increases learner autonomy. Besides, vocabulary learning process with an interactive media-EdPuzzle became more enthusiastic, because of the students' habit of using interactive media-EdPuzzle (Prastiyawati in Dakhi & Fitria, 2019). Regarding the use of EdPuzzle in vocabulary teaching, previous studies support the findings that EdPuzzle using an interactive environment enables students to learn vocabulary well.

6. CONCLUSION AND IMPLICATIONS

This paper has attempted to present the use of Edpuzzle when teaching vocabulary to young learners. Findings from the research and the literature showed that using Edpuzzle as a vocabulary teaching tool is effective and enjoyable. It is obvious that the use of technology with young learners helps the students acquire the target vocabulary in a fun way. In Rahaya and Bhaskaro’s (2022) study, they also claim that using Edpuzzle as an interactive vocabulary teaching tool is beneficial and fun for the students.

For further studies, it is advised not to use the application for every lesson so that students would not get bored. Having smartboards in the class is a must for the application to be interactive. Besides, the teacher qualification and accessibility to the use of technology are needed to implement the study in the language classes.

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Appendix 1: The survey

Questions		
1.It was fun to learn new words with Edpuzzle.		
2. I can use the words in a context.		
3. My teacher should use Edpuzzle more often.		
4. It was enjoyable to use the smartboard when learning new words.		
5. I felt excited during the lesson.		
6. Watching videos on the smartboard motivates me.		
7. English lesson is more enjoyable with Edpuzzle.		
8. I can also use Edpuzzle at home to review the new words.		
9. I like to use technology during the lesson.		
10. I prefer Edpuzzle to writing words on my notebook to learn new words.		

Türkiye'de Çeltik Üretimi ve Tarımsal Destekleme Politikalarının Değerlendirilmesi

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Özet: Bu çalışmada Türkiye'de 2000 yılından günümüze kadar çeltik üretiminin mevcut durumu ve tarımsal destekleme politikalarında yaşanan değişmeler ve gelişmeler incelenmiştir. Çalışmanın ana materyaline ait veriler Türkiye İstatistik Kurumu (TÜİK), Tarım ve Orman Bakanlığı birimlerinden alınan resmi veriler ile Birleşmiş Milletler Gıda ve Tarım Örgütü (FAO)'dan elde edilen ikincil kaynaklardan oluşmuştur. Araştırma bulgularına göre çeltik ekim alanı yıllar itibariyle artış göstermesine rağmen pirinç ithalatı önemli ölçüde artış göstermiştir. Çeltik üretimine verilen mazot desteği, gübre desteği ve fark ödemesi destekleri cari fiyatlar ile yıllar itibariyle düzenli olarak artarken reel değeri hesaplandığından dalgalanmalar yaşandığı gözlemlenmiştir. Çeltik üretimine yapılan destekleme politikalarının üretime pozitif yönde katkı sağlayabilmesi için piyasaya uygun biçimde değerlendirilmesi gerektiği düşünülmektedir.

Anahtar Kelimeler: Çeltik, Tarımsal Desteklemeler, Tarım Politikaları

1. GİRİŞ

Tarımsal üretim içerisinde dünyada 2021 yılında 220 milyon ha ile buğday (220.759.739 ha) ve 205 milyon ha ile mısırdan (205.870.016 ha) sonra en fazla ekim alanına sahip bitki çeltiktir. Dünyada çeltik ekim alanı 165.250.620 ha'dır. Bu ekim alanı içerisinde 46 milyon ha ile ilk sırada Hindistan yer almaktadır. Çin, Çin anakarası, Bangladeş ve Tayland ekim alanı bakımından önemli ülkeler arasında yer almaktadır. Dolayısıyla çeltik en fazla Asya kıtasında üretimi yapılmaktadır. Verim incelemesi yapıldığında dünya ortalaması 47.642 hg/ha iken Avustralya 102.031 hg/ha ile en yüksek verime sahiptir. Türkiye ise dünya ülkeleri arasında 129.475 ha ekim alanına sahiptir ve verimi dünya ortalamasının üzerindedir (FAO, 2023).

Tablo 1: Dünya 2021 Pirinç Verileri

Sıra	Ülkeler	Ekim alanı (ha)	Ülkeler	Üretim miktarı (ton)	Ülkeler	Verim (hg/ha)
1	Hindistan	46.379.000	Çin	21.440.387.005	Avustralya	102.031
2	Çin	30.145.222	Bangladeş	5.694.455.397	Tacikistan	93.970
3	Çin (Anakara)	29.921.200	Vietnam	4.385.272.869	Mısır	93.820
4	Bangladeş	11.700.939	Kolombiya	332.652.895	Uruguay	86.404
5	Tayland	11.244.000	Çin anakara	212.843.000	Amerika	83.155
	Türkiye	129.475	Türkiye	1.000.000	Türkiye	77.235
	Dünya	165.250.620	Dünya	78.729.386.741	Dünya	47.642

Kaynak: FAO (2023).

Dünya çeltik ticareti incelendiğinde Amerika, Brezilya, Hindistan, Paraguay ve Avrupa Birliği en büyük ihracatçı ülkeler olduğu görülmektedir. Meksika, Nepal, Venezuela, Vietnam ve Kolombiya ise en büyük ithalatçı ülkelerdir (FAO, 2023). Hindistan dışında dünyada çeltik üretiminde önde gelen ülkeler pirinç ticaretinde alt sıralarda yer alabilmektedir buna en büyük sebep; kalabalık nüfusa sahip ülkelerin pirinci kendi iç pazarlarında tüketmeleridir (Özçelebi ve Yılmaz, 2020). Türkiye ise pirinçte ithalatçı konumda olan bir ülkedir (TEPGE Durum Tahmin Raporu, 2021: 54). Türkiye'nin 2021-2022 piyasa döneminde en çok pirinç ithalatı yaptığı ülkeler %52,3 ile Çin, %13,0 Hindistan, %10,5 Uruguay, %5,7 İtalya ve geri kalanı diğer ülkelerdir. Türkiye'nin en çok çeltik ithalatı yaptığı ülke ise %90,1 oran ile Rusya'dır ardından %9,3 ile Bulgaristan ve %0,6 diğer ülkeler yer almaktadır (TEPGE Tarım Ürünleri Piyasaları, 2022). Türkiye'nin ithalatçı ülke olmasının sebebi; pirinçte kendine yeterliliğin sağlanamamış olması dolayısıyla iç pazarın ihtiyacı ithalat ile karşılanmasıdır.

Bu çalışmada Türkiye'de 2000 yılından günümüze kadar çeltik üretiminin mevcut durumu ve tarımsal destekleme politikalarında yaşanan değişmeler ve gelişmeler incelenmiştir.

2. MATERYAL VE METOT

Çalışmanın ana materyalini Türkiye İstatistik Kurumu (TÜİK) ve Birleşmiş Milletler Gıda ve Tarım Örgütü (FAO) ile Tarım ve Orman Bakanlığı birimlerinden alınan resmi veriler oluşturmaktadır. Çeltik özelinde verilen tarımsal destekleme politikalarının ayrıntılı değerlendirilmesi açısından 2000-2022 yıllarına ait zaman serilerinden faydalanılmıştır. Bu serilerde meydana gelen dalgalanma ve değişimler uygulamada olan politikaların değerlendirilmesi için yorumlanmıştır. Tablolar aşağıda görüldüğü gibi çalışmada yer alacaktır.

3. ARAŞTIRMA BULGULARI

3.1. Çeltik Ekim Alanı, Üretimi ve Verimi

Türkiye'de 2000 yılından günümüze kadar olan süreçte çeltik ekim alanı değişimi Tablo 2'de verilmiştir. Türkiye çeltik ekim alanı 2000 yılı baz alınarak değişim oranları ve önceki yıla göre değişim oranları hesaplanıştır. Buna göre 2000 yılına göre 2,08 kat artarak 1.205.226 da'a ulaşmıştır. Ekim alanı yıllar itibariyle incelendiğinde bir önceki yıla göre en fazla artışın olduğu yıl 2012'dir. En fazla ekim alanı 2021 yılında, en az ekim alanına sahip olunan yıl ise 2000 yılıdır. Türkiye'de çeltik ekim alanına sahip önemli şehirler 2022 yılına göre sırasıyla Edirne, Samsun ve Balıkesir yer almaktadır (TÜİK Bitkisel Üretim İstatistikleri, 2023). Sonuç olarak, Türkiye çeltik ekim alanı son 22 yıllık süreçte artış yönü pozitif olup konjonktürel dalgalanmaların veya mevsimlerin etkisiyle yıllara göre değişim göstermektedir. Sulama suyunun sınırlı olması, pirinçteki arz açığının ithalat yoluyla karşılanması, kaliteli özelliklere sahip tohum kullanımının azlığı, artan girdi maliyetleri, arazilerin parçalı olması, yetersiz drenaj sistemi gibi konular sebebiyle ekim alanlarının artmasını engellemektedir.

Üretim miktarı ekim alanı ve verim gibi çeşitli faktörlere bağlı olarak yıllar itibariyle değişiklik göstermektedir. Türkiye'de 2022 yılı itibari ile çeltik üretimi 950.000 ton'dur. Yıllara göre çeltik üretimi incelendiğinde üretim en fazla 2019 ve 2021 yılında en az ise 2000 yılıdır. 2003 yılından sonra toplam çeltik üretim miktarı açısından önemli bir artış gözlemlenmiştir, bu devam eden artış 2019 yılında tepe noktaya ulaşmıştır. Bu artış veya azalışın değişim yönünü gözlemleyebilmek için 2000 yılı baz yıl olarak alınmış ve yıllara göre Türkiye çeltik üretim miktarı değişim oranları hesaplanmıştır. Buna göre; üretim miktarı 2000 yılına göre 2,71 kat artmıştır. Bu artış ekim alanın artması ile açıklanabilir.

Türkiye çeltik verimi açısından incelemesi Tablo 2'de yapılmıştır. Türkiye'de çeltik verimi 2000 yılına göre 1,31 kat artarak 2022 yılında 788 kg/da verime ulaşılmıştır. Türkiye çeltik verimi bakımından dünya ortalamasının üzerindedir (Tablo 1). En fazla verim alınan yıl 2011, en az verim alınan yıl ise 2003 yılıdır. Verimin yıllara göre artış göstermesinin sebebi sertifikalı tohum kullanımı, bilinçli üretici sayılarının artması olacağı düşünülmektedir.

Tablo 2: Türkiye'de Çeltik Ekim Alanı, Üretimi ve Verim

Yıllar	Ekim Alanı (da)	Bir Önceki Yıla Göre Değişim (%)	Baz Yılına Göre Değişim (%)	Üretim (ton)	Bir Önceki Yıla Göre Değişim (%)	Baz Yılına Göre Değişim (%)	Verim (kg/da)	Bir Önceki Yıla Göre Değişim (%)	Baz Yılına Göre Değişim (%)
2000	580.000	-	100,00	350.000	-	100,00	603,45	-	100,00
2001	590.000	101,72	101,72	360.000	102,86	102,86	610,17	101,11	101,11
2002	600.000	101,69	103,45	360.000	100,00	102,86	600,00	98,33	99,43
2003	650.000	108,33	112,07	372.000	103,33	106,29	572,31	95,38	94,84
2004	700000	107,69	120,69	490.000	131,72	140,00	700,00	122,31	116,00
2005	850.000	121,43	146,55	600.000	122,45	171,43	705,88	100,84	116,97
2006	991.000	116,59	170,86	696.000	116,00	198,86	702,32	99,50	116,38
2007	939.000	94,75	161,90	648.000	93,10	185,14	690,10	98,26	114,36
2008	995.000	105,96	171,55	753.325	116,25	215,24	757,11	109,71	125,46
2009	967.541	97,24	166,82	750.000	99,56	214,29	775,16	102,38	128,46
2010	990.000	102,32	170,69	860.000	114,67	245,71	868,69	112,07	143,95
2011	994.000	100,40	171,38	900.000	104,65	257,14	905,43	104,23	150,04
2012	1.197.247	120,45	206,42	880.000	97,78	251,43	735,02	81,18	121,80

2013	1.105.924	92,37	190,68	900.000	102,27	257,14	813,80	110,72	134,86
2014	1.108.844	100,26	191,18	830.000	92,22	237,14	748,53	91,98	124,04
2015	1.158.561	104,48	199,75	920.000	110,84	262,86	794,09	106,09	131,59
2016	1.160.563	100,17	200,10	920.000	100,00	262,86	792,72	99,83	131,36
2017	1.095.599	94,40	188,90	900.000	97,83	257,14	821,47	103,63	136,13
2018	1.201.424	109,66	207,14	940.000	104,44	268,57	782,40	95,24	129,66
2019	1.264.190	105,22	217,96	1.000.000	106,38	285,71	791,02	101,10	131,08
2020	1.253.980	99,19	216,20	980.000	98,00	280,00	782,00	98,86	129,59
2021	1.294.904	103,26	223,26	1.000.000	102,04	285,71	772,00	98,72	127,93
2022	1.205.226	93,07	207,80	950.000	95,00	271,43	788,00	102,07	130,58

Kaynak: TÜİK Bitkisel Ürün Denge Tabloları (2023).

3.2. Çeltik Destekleme Politikası

Tarım Kanunu'nda tarım sektörüne bütçeden ayrılacak olan kaynak miktarının Gayri Safi Milli Hasılanın %1'inden az olmaması öngörülmektedir (Semerci, 2019: 6). Buna rağmen Kanunun çıkarıldığı dönem sonrasından günümüze kadar bu oranda bir kaynak ayrımı yapılmamıştır (Yüceer vd., 2020: 11). Türkiye'de çeltik destekleme politikaları kapsamında 2022 yılında, havza bazlı fark ödemesi desteği 10 kuruş/kg, mazot desteği 250 TL/da, gübre desteği 21 TL/da, sertifikalı tohum kullanım desteği 50 TL/da, sertifikalı tohum üretim desteği orijinal ise 03,35 TL/kg, sertifikalı kademe ise 0,25 TL/kg'dır. Ek olarak organik tarım desteği, iyi tarım uygulamaları desteği ve toprak analizi desteği de verilmektedir (Resmi Gazete (31989), 2022: 76).

Tarım ve Orman Bakanlığı tarafından çeltik üretiminin geliştirilmesine yönelik olarak verilen destekler Tablo 3'te verilmiştir. Tablo incelemesi yapıldığında mazot gübreye verilen reel fiyatlarla destek miktarında bir önceki yıla göre artış oranın en yüksek olduğu yıl %325,29 ile 2017 yılı iken; oranın en düşük olduğu yıl 2008'dir. Fark ödemesi desteği incelendiğinde bir önceki yıla göre artış oranın en yüksek olduğu yıl 2006, oranın en düşük olduğu yıl 2022 yılıdır. Cari fiyatlarla mazot gübre destek miktarı yıllar itibariyle düzenli olarak artarken; reel fiyatlar incelendiğinde son 17 yılda dalgalanmalar yaşandığı gözlenmiştir. Mazot gübre desteği son 17 yılda cari değeri yaklaşık 67,75 kat arttığı tespit edilirken; reel değeri hesaplandığında TL cinsinden 6,16 kat artmıştır. Fark ödemesi destek miktarı yıllara göre incelendiğinde 2009 yılı itibariyle bir değişim yaşanmadığı gözlemlenmiştir. Buna rağmen cari değeri yaklaşık 3,33 kat artarken; reel değeri TL cinsinden yaklaşık olarak 0,30 kat azalmıştır.

Tablo 3: Çeltik Ürününe Verilen Tarımsal Destekler

Yıllar	Mazot-Gübre Desteği		Bir Önceki Yıla Göre Değişim (%)	Baz Yılına Göre Değişim (%)	Fark Ödemesi Desteği		Bir Önceki Yıla Göre Değişim (%)	Baz Yılına Göre Değişim (%)
	Cari Fiyatlar (TL /da)	Reel Fiyatlar (TL/da)			Cari Fiyatlar (TL/ton)	Reel Fiyatlar (TL/ton)		
2005	4,00	15,44	-	100,00	30	115,82	-	100,00
2006	5,01	17,99	116,51	116,51	60	215,47	186,04	186,04
2007	5,01	18,32	101,85	118,65	90	329,17	152,77	284,20
2008	5,01	14,89	81,28	96,45	90	267,56	81,28	231,01
2009	6,75	19,68	132,10	127,41	100	291,49	108,94	251,67
2010	7,50	18,21	92,54	117,90	100	242,77	83,28	209,60
2011	8,50	19,76	108,51	127,93	100	232,43	95,74	200,67
2012	9,00	19,87	100,56	128,65	100	220,74	94,97	190,59
2013	9,80	21,95	110,46	142,11	100	223,93	101,45	193,34
2014	10,60	21,45	97,72	138,87	100	202,31	90,34	174,67
2015	11,45	20,82	97,07	134,79	100	181,80	89,86	156,96
2016	11,00	19,41	93,24	125,68	100	176,45	97,06	152,34
2017	40,00	63,14	325,29	408,82	100	157,84	89,45	136,27
2018	44,00	62,43	98,88	404,23	100	141,88	89,89	122,49
2019	66,00	75,92	121,61	491,60	100	115,03	81,08	99,31
2020	66,00	66,00	86,94	427,38	100	100,00	86,94	86,34
2021	76,00	61,95	93,87	401,16	100	81,51	81,51	70,38
2022	271,00	95,15	153,58	616,10	100	35,11	43,07	30,31

Kaynak: TÜİK (2023).

4. SONUÇ

Türkiye'de kişi başı pirinç tüketimi 2020 yılında 8,1 kg'dır ve kendine yeterlilik derecesi %81,2'dir. Çeltiğin arz açığı olan bir ürün olması, ihtiyaç duyulan pirincin ülke içerisinden temin edilmesi öncelikli politika olmalıdır. Yurt içinde pirinç üretiminde sürekliliğin sağlanabilmesi için üretim planlaması yapılmalıdır. Yapılan etkili planlama politikaları ile de pirinçte dışa bağımlılık azalacaktır.

Bitkisel üretimi arttırmak, verim ve kaliteyi yükseltmek, üretim maliyetlerinin karşılanmasına katkı sağlamak, sürdürülebilirliği sağlamak, kayıtlılığı arttırmak ve çevre dostu tarım tekniklerini geliştirmek için çiftçilere destek verilmektedir (Resmî Gazete (32018), 2022). Fark ödemesi desteği 2009 yılından itibaren değişim göstermemiş ve reel değeri son 17 yılın en düşük seviyesinde kalmıştır. Mazot ve gübre desteğinde ise 2017 yılında önemli bir artış yaşanmıştır. Son dönemde artan girdi fiyatlarına karşın 2022 yılında reel değere göre destek %53,58 artmıştır. Çeltik gibi arz açığı olan ve stratejik öneme sahip ürünlere desteklemelerin zaman içinde giderek arttırılması gerekmektedir. Çeltikte verimliliğin arttırılması için özendirici bir politika olan sertifikalı tohum kullanım desteğinin, destek fiyatının arttırılması gerekmektedir. Genel olarak çeltiğe yapılan destekleme politikalarının üretim maliyetlerini göz önüne alarak planlanması ve üretimi yönlendirecek biçimde ekim öncesinde açıklanması üretimin artmasına katkı sağlaması açısından oldukça önemlidir.

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Yıllık Raporlarda Kurumsal Sürdürülebilirlik Açıklaması: Yıllık Faaliyet Raporu Hazırlama Kılavuzu

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Özet: Çalışmanın amacı, kurumsal yönetim yolunda şirketlerin yönetici ve hissedarları yanı sıra çalışanları gibi paydaşları arasındaki ilişkiyi düzenleyen şeffaflık ve hesap verebilirlik gibi nitelikleri mümkün kılan bir araç olarak faaliyet raporlarının önemini kavramsal bir çerçevede incelemektir. Çalışmada, Türk şirketlerinde hazırlanmakta olan yıllık faaliyet raporları incelenmiş bu bağlamda eksiklikler tespit edilerek yıllık faaliyet raporu hazırlama kılavuzu önerisinde bulunulmuştur. Kapsam olarak çalışma yıllık faaliyet raporları ile şeffaflık ve hesap verebilirlik ilişkisi ortaya konulması ve bunun da hangi içerikte ve kapsamda yıllık faaliyet raporu hazırlamayı gerektirdiği şeklinde belirlenmiştir. Çalışma üç bölümden oluşmaktadır. Birinci bölümde şeffaflık, hesap verilebilirlik, yıllık faaliyet raporlarına kavramsal boyutta bakış, ikinci bölümde yıllık faaliyet raporlarının Türkiye'deki yasal düzenlemelerdeki boyutu ve son bölümde ise örnek bir yıllık faaliyet raporu hazırlama kılavuzuna ilişkin açıklamalar yer almaktadır.

Halka açık şirketlerde, şirketler tarafından genel olarak yılda bir hazırlanan ve finansal tablolar ile birlikte denetçi raporunu da içeren yıllık faaliyet raporları içerik olarak zengindir ve olması gerektiği gibi de hazırlanmaktadır. Kullanıcı ve hedef kitlesi değerlendirildiğinde bu içeriğin, şirket hakkında, tüm paydaşlara doğru mesajları iletmesi büyük öneme sahiptir. Böylece kurumsal sürdürülebilirliğin sağlanmasına, kurumsal yönetişimin uygulanmasına ilişkin önemli bilgiler sağlayabilecektir. Tabii ki şirketlerin ilgili hesap dönemine ait yıllık faaliyet raporlarında, iş ve işlemlerinin akışı, finansal durumu doğru, eksiksiz ve gerçeğe uygun bir şekilde yansıtılması durumunda bu amaçlara ulaşmak mümkündür. Türkiye'de yeterli şekilde yıllık faaliyet raporlarını hazırlayan halka açık şirketler bu amaçlara kolaylıkla ulaşmaktadırlar. Çünkü yasal olarak halka açık şirketler 2012'den beri Kurumsal Yönetim İlkelerini uygulamakla yükümlüdürler. Ancak sorun halka açık olmayan şirketlerde yıllık faaliyet raporlarının gereken içerikte hazırlanmıyor olması bu tür şirketlerin şeffaflık ve hesap verebilirlik ile ilgili amaçlara ulaşamadığının bir göstergesidir. Bu olması gerektiği gibi hazırlanmayan yıllık faaliyet raporları bağlamında da halka açık olmayan şirketler paydaşları ile yasal boyutta büyük sorunlarla yüzleşmektedirler. Dolayısıyla gereği gibi hazırlanan yıllık faaliyet raporları, makro ve mikro ölçekte ekonomide şeffaflığın artmasına, hesap verebilir hale gelinmesine, kayıt dışı faaliyetlerin azalmasına, şirketler arasında haksız rekabetin önlenmesine imkân sağlayabilecektir.

Anahtar Kelimeler: Denetim, Entegre Raporlama, Kurumsal Yönetim, Şeffaflık, Şirket Yönetimi

Abstract: The aim of the study is to review the importance of annual reports as a tool that enables the principle of transparency and accountability among the shortcomings such as company managers and fortresses as well as their use in the way of corporate governance. In the study, annual activity reports in Turkish enterprises were examined, deficiencies were determined in this context, and the preparation of the annual report preparation guide was continued. The scope of the study is to reveal the relationship of transparency and accountability with annual activity reports and to use the content and annual report preparation in this. The study consists of three parts. The first output includes transparency, accountability, an overview of the results of annual activity reports, the second output contains explanations on the legal use of annual activity reports in Turkey and the final output of a sample annual report preparation guide.

In publicly held companies, annual activity reports, which are generally prepared annually by companies and include the auditor's report together with the financial statements, are rich in content and are prepared as they should be. When the user and target audience are evaluated, it is of great importance that this content conveys the right messages about the company to all stakeholders. Thus, it will be able to provide important information on ensuring corporate sustainability and the implementation of corporate governance. Of course, it is possible to achieve these goals if the flow of business and transactions, financial situation is accurately, completely and truthfully reflected in the annual reports of the companies for the relevant accounting period. Publicly traded companies that adequately prepare annual activity reports in Turkey can easily achieve these goals. Because legally public companies have been obliged to implement the Corporate Governance Principles since 2012. However, the problem is that the annual reports of companies that are none publicly held companies are not prepared with the required content, which is an indication that such companies cannot achieve their goals related to transparency and accountability. In the context of annual reports that are not prepared as they should be, companies that none publicly companies held face major legal problems with their stakeholders. Therefore, annual activity reports that are prepared properly will enable to increase transparency in the economy, to become accountable, to reduce informal activities, and to prevent unfair competition among companies at macro and micro scales.

Key Words: Auditing, Company Management, Corporate Governance, Integrated Reporting, Transparency

1. GİRİŞ

Özellikle küresel ticaretteki pastadan pay alma yarışındaki kavganın kızıştığı Covid 19 sonrası dönemde, hem sürdürülebilir kalkınmanın sağlanabilmesi ve büyümenin devamlılığı; hem de şirketlerin ayakta kalabilmesi gittikçe zorlaşmaktadır. Bu yüzden şirket faaliyetlerinin yürütülme koşullarındaki mikro ekosistem standartları kadar makro yapıya uyum da gittikçe önemli olmaya başlamıştır. Güney (2018)'e göre şirketler, kuruluş amaçlarını gerçekleştirmek üzere faaliyet gösterirler. Ancak her şirket için önemli olan ilgili amaçların daha önceden planlanması, kimlerin görev alacağının belirlenmesi, nasıl daha verimli olunacağı, işlerin zamanında yetiştirilmesi, çalışmaların denetlenmesi gibi birçok farklı unsurun doğru bir şekilde gerçekleştirilmesi gerekmektedir. Bu sürecin başarısında kurumsal yönetim ilkelerinin şirketler bünyesinde içselleştirilmesi önemlidir. Zira kurumsallaşmanın önemli bir göstergesi olan yıllık faaliyet raporlarının mevzuatta yer alan şekliyle şirketler tarafından hazırlanması da bu sürece önemli katkı sağlayacaktır.

Kurumsallaşma yolunda şirketlerin yönetici ve hissedarları yanı sıra çalışanları, paydaşları arasındaki ilişkileri düzenleyen; şeffaflık ve hesap verebilirliği mümkün kılan bir araç olarak faaliyet raporları, makro ve mikro ölçekte ekonomide şeffaflığın, hesap verilebilirliğin artmasına, kayıt dışı faaliyetlerin azalmasına, şirketler arasında haksız rekabetin önlenmesine ortam sağlayabilecektir. Çünkü yıllık faaliyet raporları, şirket faaliyetlerinin izlenebildiği ve kurumsal yönetilip yönetilemediğinin görülmesine olanak sağlayan şirket yönetimleri tarafından hazırlattırılan temel raporlardır. Bu raporlar ile yöneticiler (şirket sahip ve/veya ortakları) deyim yerindeyse, şirket faaliyetleriyle ilgili olarak ortaklara, paydaşlara, bir şekilde hesap vermekte ve böylece daha şeffaf bir yönetim tarzı ortaya koymaktadırlar. Dolayısıyla yıllık faaliyet raporları, şirketlerin kurumsal yönetim yolunda şeffaflaşma ve hesap verebilme yönünde katkı vermektedirler.

Ölçebiliyorsan kontrol edebilirsin, geliştirebilirsin bakış açısıyla özel ve kamu sektöründeki tüm kurumların faaliyetleri, süreçleri, işletme körlüğü riskine karşı, hem üretim hem de idari anlamdaki uluslararası standartların gerektirdiği iç ve dış denetimlere açık olmalıdır. Denetim sonuçlarının da şeffaf bir şekilde; tüm paydaşların ulaşabilmesine olanak sağlayacak platformlarda paylaşılması gerekir. "Şirketlerin Yıllık Faaliyet Raporunun Asgari İçeriğinin Belirlenmesi Hakkında Yönetmelik[1]" kapsamında düzenlenen ve ilgili platformlarda paylaşılan yıllık faaliyet raporları çalışmada incelenmiştir.

Düzenlenecek yıllık faaliyet raporları ile şeffaflık ve hesap verebilirlik ilişkisinin araştırıldığı çalışma üç ana bölümden oluşmaktadır. Birinci bölümde şeffaflık, hesap verilebilirlik, yıllık faaliyet raporlarına kavramsal boyutta bakış, ikinci bölümde yıllık faaliyet raporlarının Türkiye'deki yasal düzenlemelerdeki boyutu ve son bölümde ise Yıllık Faaliyet Raporu Örnek Uygulaması yer almaktadır.

2. ŞİRKETLERDE ŞEFFAFLIĞA DUYULAN İHTİYAÇ VE YILLIK FAALİYET RAPORLARINA BAKIŞ

Şirket faaliyetleri hakkında paydaşların bilgi edinebileceği faaliyet raporlarının yeterli bilgiyi içerecek şekilde ve şeffaflıkta hazırlanması önemlidir. Aynı şekilde faaliyet raporlarının bağımsız bir denetim kuruluşu tarafından denetlenmesiyle, raporlara olan güven, şeffaflık ölçütü daha da artacaktır.

Şeffaflık, bir örgütün içinde, örgütler arasında ve kamuoyu da dahil bütün ilgili taraflar arasında kısıtsız enformasyon akışıdır (Bennis ve diğ., 2010: 15). Örgüt içindeki şeffaflık eksikliği, iç ve dış denetim süreçlerinin yetersizliği hileli işlemlere yönlenmeyi kolaylaştırabilir. Akçay ve Uysal'a (2019: 55) göre de, işletmede herhangi bir çalışan, yönetici, satıcı veya müşteri maruz kaldığı herhangi bir baskı durumunda gerekli fırsatı ve açığı görürlerse hile yapabilirler. Bu nedenle hile denetimi önem arz eden bir konudur. Geçmişte yaşanan hile skandalları, sadece muhasebede değil denetimde de hilelerin olduğunu ortaya koymuştur bu nedenle hilelerin tespit edilmesi, önlenmesi ve caydırılması gibi nedenlerle hile denetimi kavramı ortaya çıkmıştır. Hile denetimi aynı zamanda adli muhasebenin bir türüdür.

2.1. Yıllık Faaliyet Raporları ile Şeffaflık - Hesap Verilebilirlik İlişkisi

Şirketlerde finans, yatırım, girdi, çıktı, üretim gibi konuları yönetebilmek için öncelikle teorik bilgi ve piyasa tecrübesine sahip olmak gerekir. Ortaya çıkan sonuçların muhasebesini yapmak için de muhasebe bilimini bilmek, bilgi sistemi aracılığıyla hazırlanan faaliyet raporlarını okuyabilmek gerekmektedir.

[1] Bu yönetmelik, çalışmada "ilgili yönetmelik" olarak kullanılmıştır.

Muhasebe bilimi 'kapıyı, kasayı ve kantarı' felsefe bilimi ise 'merakı, hayreti ve şüpheyi' korumayı öğütler. Nitekim muhasebe mali olaylarla, felsefe kavramsal olgularla ilgilenir. Muhasebe felsefesi ise finansal olgulara kavramsal açıdan yaklaşır. Başka bir ifadeyle muhasebe, sayılar aracılığıyla parçadan bütüne doğru akan sistematik bir raporlama arayışı; felsefe, kavramlar yardımıyla bütünden parçaya doğru yayılan mantıksal bir sorgulama etkinliğidir. Muhasebe felsefesi ise sayılardan raporlamaya geçiş süreçlerini iyileştiren düşünsel bir arayıştır Yaz'ın (2021: 117) ifade ettiği bu düşünsel faaliyetin önemi gittikçe artmaktadır. Çünkü finansal tablolara temel oluşturan muhasebe kayıtlarındaki bilgilerin doğruluğu, hem şirket yönetimi hem de finansal tablo kullanıcıları için önemlidir.

Şirketin performansı ve karlılığıyla ilgili paydaşların algılarını etkilemek amacıyla yapılan hatalar ve hileli işlemler şirketlerin şeffaflığını olumuz etkileyecektir. Dolayısıyla şirketlerde şeffaflık ve hesap verilebilirliğin yol haritası olarak kullanılacak yıllık faaliyet raporlarının hazırlanabilmesi için tüm faaliyetlerin gerektirdiği süreçlerin denetlenebilmesi, gerekli izlemelerin, ölçümlemelerin ve doğru kayıtlarının yapılması gerekmektedir. Zira doğru bir şekilde ve araçlarla ölçülebilenler şirketindir, denetimi altındadır yani onları yönetebilir, kontrol edebilir. Özellikle küreselleşme, bilgi teknolojilerinin gelişmesiyle hızlanan iletişim, iş süreçlerinin dijitalleşmesinin avantaj ve dezavantajları, krizlerdeki bulaşıcılık ve yıkıcı rekabet ortamında şirket faaliyetlerinde sürdürülebilirliği, şeffaflık ve hesap verilebilirliği sağlamak için dönüşümcü liderlik tarzıyla, örgüt kültürünün oluşturulması da çok önemli olmaya başlamıştır. Mansurova ve Güney (2018: 40)'e göre örgüt kültürünün ortaya çıkmasında dönüşümcü liderlerin, kendine has tutum ve düşünceleri, neyi iyi neyi kötü olarak gördüğü, neyi cezalandırdığı neyi ödüllendirdiği önemlidir. Yöneticilerin bunları objektif, şeffaf, kapsayıcı bir bakış tarzıyla gerçekleştirebilmeleri için yıllık faaliyet raporları önemlidir. Çünkü ölçebiliyorsan kontrol edebilirsin, geliştirebilirsin. Diğer bir ifadeyle yöneticiler, bilmediğini gözlemleyemez; gözlemleyemediğini ölçemez ve raporlayamaz dolayısıyla raporlayamadığını da yönetemez, kontrol edemez.

2.2. Şirketlerin Paydaşlarıyla İlişkilerinde Yıllık Faaliyet Raporlarının Önemi

Şirketlerin aşırı kazanma hırsları, dünyanın doğal düzeninin bozulmasıyla yaşanan iklim krizinin temel nedenidir. Bu yüzden iş modeli olarak hissedarlar kapitalizmi yerine paydaşlar kapitalizminin, tüm paydaşların menfaatlerine yansıyacak şekilde kurulması gerekmektedir. Çünkü bencillik, iyimserlik, aşırı güven gibi güdülerle yanlışların genel kabul görmesi veya asimetrik bilgiler sonucunda rasyonel olmayan davranışların önüne geçilememektedir. Fakat özellikle ekosistemin gelişmesiyle birlikte şirketlerin faaliyetleriyle ilgili bilgi talep eden paydaşlar veya çıkar grupları olarak adlandırılan taraflar artmıştır. Bunlar yöneticiler, para ve sermaye piyasalarından finansman sağlayanlar, ortaklar, devlet, yatırımcılar, istihdam edilenler, sendikalar, tüketicilerdir. "Çıkar gruplarının, şirket ile alakalı en temel bilgi kaynağı şirket tarafından düzenlenen ve hazırlanan finansal tablolardır. Çıkar grupları, söz konusu finansal tablolardan faydalanarak kendi menfaatleri doğrultusunda eşit kararlar almak durumundadırlar. Bir tarafta işletmenin sunduğu bilgiler, diğer tarafta ise çok farklı bilgilere ihtiyaç duyan şahıs ve kurumlar bulunmaktadır. Bu iki grup arasında, temel bilgi akışını ise finansal tablolar ve faaliyet raporları sağlamaktadır" (Kaval, 2008: 6).

Paydaşlar arasındaki bilgi akışını sağlayan finansal tablolar ve faaliyet raporlarının amacına tam hizmet edebilmesi için raporların, bağımsız denetime tabi olması gerekmektedir. TTK'da bağımsız denetim yükümlülüğü olan şirketler dışında kapsamın genişletilebilmesinin başta kayıt dışı ekonominin önlenmesi; yatırım ortamının iyileştirilmesi; haksız rekabetin ve kazançların, kurumsallaşma önündeki engellerin ortadan kaldırılabilmesi gibi olumlu dışsallıkları olacaktır. Fakat çeşitli nedenlerle denetim zorunluluğu olanlar da dahil olmak üzere finansal tablo ve faaliyet raporunun bağımsız denetimden geçirilmemesi olasılığı vardır. "Bağımsız denetimden geçirilmeme kavramı, bağımsız denetçinin hiç seçilmemesi; bağımsız denetim raporu hazırlandıktan sonra finansal tablo ve faaliyet raporundaki bilgilerde denetim sonuçlarını etkileyebilecek ölçüde değişiklik olması nedeniyle yeniden yaptırılması gereken bağımsız denetimin yaptırılmaması; bağımsız denetçinin olumsuz görüş içeren rapor düzenlemesi veya görüş vermekten kaçınması üzerine yeniden finansal tablo düzenleme ve bağımsız denetim yaptırma yükümlülüklerinin yerine getirilmemesi hallerini de kapsamaktadır" (Manavgat, 2017: 521). Dolayısıyla finansal tablo ve faaliyet raporlarında bu olumsuzlukların yaşanmaması için bağımsız denetimden geçirilmesi sayesinde paydaşların menfaatleri koruma altına alınabilmektedir.

Kısacası şirketler faaliyetlerini yerine getirirken tüm paydaşlarına hizmet edebilmesi, onlar arasında güvenin oluşturulabilmesi için finansal raporlama ve faaliyet raporlarının önemi gittikçe artmaktadır. Çünkü "yüksek kalitede finansal raporlamayı mümkün kılan Türkiye Finansal Raporlama Standartları (TFRS), yatırımcı ve şirketler arasındaki bilgi asimetrisinin azalmasını ve sermaye maliyetinin düşmesini sağlayarak hem sermaye

piyasalarının etkinliğini hem de yabancı yatırımların ülkeye girişini artırdığından, ülke ekonomisinin büyümesine katkı sağlar (Akdoğan ve Sultanoğlu, 2017: 41)". Bunun için de şirketler, tüm paydaşlarını değer oluşturma zincirine katmalıdırlar. Kurumsallaşma ile başarılacak bu süreçte tüm şirketlerin uzun vadeli politikalar oluşturması ve yürütmesi gerekir. Bu süreçte şeffaflığın sağlanabilmesi için hem yerel hem de küresel ölçekteki düzenleyici ve denetleyici yapılara, kalite ve güvence standardı sağlayıcılara önemli görevler düşmektedir. Yani şirketlerin, sürdürülebilir başarıyı yakalayabilmesi için temel koşul olan iç ve dış kontrol sistemlerinin kurulmasını, çalıştırılmasını ve edinilen tecrübelerle geliştirilmesini amaçlayan uluslararası kabul görmüş standartlara göre prosesleri kurması ve işletmeleri gerekmektedir. Bu anlayışla çalışan şirketlerin yıllık faaliyet raporları, bugünü yönetmede ve geleceği planlamada önemli bir pusula olacaktır.

2.3. Şirketlerde Şeffaflık ve Hesap Verilebilirliğin Yeni Yol Haritası: Entegre Raporlama

Entegre raporlama, son on yılda iş dünyasında yaşanan gelişmeler ve artan rekabet sebebiyle şirketler açısından önem arz etmektedir. İşletmelerin temel amacının kar elde etmesi olduğu düşünüldüğünde, entegre raporlama da işletmeye rekabet avantajı sağlayan stratejik bir yönetim yaklaşımı olarak düşünülmektedir. İşletmelerin değerlendirilmesi sırasında sadece finansal bilgilerin yeterli olmadığının anlaşılması, bunun yanında finansal olmayan bilgilerin de dikkate alınması gereğinin ortaya çıkmasıyla, finansal bilgilerle finansal olmayan bilgilerin birlikte raporlanması önem kazanmıştır. Entegre raporlama ile hem finansal hem de finansal olmayan bilgilerin tek bir raporda sunulmasıyla etkinliğin arttırılması amaçlanmaktadır. Dolayısıyla finansal ve finansal olmayan raporları kapsayan entegre rapor: İlgili kuruluşun stratejisinin, kurumsal yönetiminin, performansının ve beklentilerinin, kuruluşun paydaşları ile nasıl sağlayacağının kısa ve öz bir şekilde bildirilmesine hizmet etmektedir.

İşletmelerin faaliyetleri hakkında bilgi sağlayan finansal tablo ve faaliyet raporlarının, yeterli bilgiyi içerecek şekilde ve şeffaflıkta hazırlanması büyük önem taşımaktadır. Aynı şekilde işletmeler tarafından büyük bir titizlikle hazırlanan finansal tablo ve faaliyet raporlarının bağımsız bir denetim kuruluşu tarafından da denetlenmesi raporlara olan güveni daha da artıracaktır. Zira işletmelere olan güvenin, sürekliliğinin ve iktisadi sürdürülebilirliğin sağlanmasına hizmet eden yaklaşım olan entegre düşünce esaslı raporlama sistemine ihtiyaç duyulması ve uygulanmaya başlaması da önemli bir girişimdir.

Dijitalleşme ile önemi artan, zaman ve mekân kavramlarından bağımsız bir şekilde çalışılmasına olanak tanıyan yenilikçi iş modellerinin sürdürülebilirliğini sağlamak, yaşanacak siber risklere karşı güvenlik önlemlerini almak, bu uygulamaları şirketlerin politikalarında sürekli hale getirmek önemli bir strateji olmaya başlamıştır. Aras'a (2021) göre de: Günümüzde kâr maksimizasyonu paradigmasının yetersizliğini ortaya koyan, kurumun kaynakları ile birlikte ilişkilerini de içeren çoklu sermaye öğeleri (doğal, insan, sosyal ve ilişkisel, fikri, üretilmiş, finansal sermaye) tarafından açıklanan "kurumsal değer" kavramının giderek artan önemi ile birlikte kurumsal raporlama ekosistemi yeniden şekilleniyor. Küresel ölçekte bu faktörlerin ölçümü ve kurumsal değerin ortaya konulması için sağlam ve kapsayıcı sürdürülebilirlik standartlarının belirlenmesi çalışmalarına olan katkısının yanı sıra, entegre düşünce temeline dayanan entegre raporlama yaklaşımı da, bu dönüşüm sürecinde kurumlara en temel yol gösterici araç olarak ışık tutuyor.

Bu olumlu yönlerine karşın entegre rapor hazırlama sürecinin zorluklarına ilişkin Kardeş Selimoğlu ve Yeşilçelebi, (birbirinden bağımsız uzmanların fikir ve görüşlerinin alınması ve uzmanların ortak bir görüş üzerinde uzlaşmaya varana kadar) yürüttükleri araştırmada şu temel sonuçları elde etmişlerdir: Bu araştırmaya göre entegre rapor bir değer göstergesi olarak görülmektedir. Entegre rapor hazırlama sürecinde tüm paydaşların yer alması gerektiği düşüncesi hâkimken, üst yönetimin asıl sorumluluk sahibi taraf olduğunda fikir birliği oluşmuştur. Katılımcılar arasında entegre raporların bir güvence sistemine tabi olması gerektiği, bu raporlardaki unsurların, özellikli alanların belirlenmesi gerektiği, sürdürülebilirlik konusunda güvence verilmesi gerektiği, yönetim-iç denetçi-bağımsız denetçinin güvence sağlamaktan sorumlu kişiler olduğu belirtilmiştir. Ayrıca mevcut standartlar entegre raporlara güvence sağlamada yetersiz görülürken, ayrı bir güvence seti oluşturulması gerektiği görüşü ortaya çıkmıştır. Güvence ekibine bağımsız denetçinin liderlik etmesi ve ekipte dış uzmanlardan faydalanılması gerektiği görüşüne varılmıştır. Katılımcılara göre güvence süresi üç ay ile bir yıl arasında değişiklik gösterirken, tahmine dayalı verilerin güvenilirliğini sağlamanın zor olduğu düşünülmektedir. Ayrıca katılımcılar arasında görüş bildirme konusunda tek bir görüş mü yoksa iki ayrı görüş mü verileceği noktasında uzlaşma sağlanamamıştır. Fakat güvence raporunun uzmanlık alanına göre birden fazla kişi tarafından imzalanması gerektiği üzerinde uzlaşılmıştır. Güvence sonucunun ise güvence formatında olması ve risklerin belirtilmesi ve bazı durumların ise eklerde açıklanması düşüncesi ortaya çıkmıştır (Kardeş Selimoğlu ve Yeşilçelebi, 2019: 701).

3. TÜRKİYE'DE YILLIK FAALİYET RAPORLARI İLE İLGİLİ YASAL MEVZUAT

6102 sayılı Türk Ticaret Kanunu'nun (TTK[2]) tüm sermaye şirketlerini etkileyen hükümlerinden birisi, bu türdeki şirketlerin yönetim organlarına faaliyet raporu hazırlama ve bu raporun denetimini yaptırma yükümlülüğü getirmesidir. Şirket ile ilgili her türlü bilgiyi sunma özelliğine sahip olan faaliyet raporlarındaki bilgilerin doğruluğu ve güvenilirliği bilgi kullanıcıları açısından son derece önemlidir. Bilgi kullanıcılarının, bilginin kaynağına giderek inceleme yapmaları çok zor olduğu için doğru karar alabilmeleri noktasında faaliyet raporlarının bağımsız denetçiler tarafından denetimine ihtiyaçları vardır (Kaya ve Uzay, 2014: 100).

TTK 397. maddesinin 1. fıkrasına göre, denetime tabi olan anonim şirketlerin ve şirketler topluluğunun finansal tabloları denetçi tarafından, Kamu Gözetimi, Muhasebe ve Denetim Standartları Kurumunca yayımlanan uluslararası denetim standartlarıyla uyumlu Türkiye Denetim Standartlarına göre denetlenir. Yönetim kurulunun yıllık faaliyet raporu içinde yer alan finansal bilgilerin, denetlenen finansal tablolar ile tutarlı olup olmadığı ve gerçeği yansıtıp yansıtmadığı da denetim kapsamı içindedir. 2. fıkrasına göre denetime tabi olanlar, hazırlanmış olan finansal tablolarının denetimden geçip geçmediğini, denetimden geçmiş ise denetçi görüşünü ilgili finansal tablonun başlığında açıkça belirtmek zorundadır. Bu hüküm, yönetim kurulunun yıllık faaliyet raporu için de uygulanır. Denetime tabi olduğu hâlde, denetlettirilmemiş finansal tablolar ile yönetim kurulunun yıllık faaliyet raporu düzenlenmemiş hükmündedir.

TTK 398. maddesinin 1. fıkrasına göre, şirketin ve topluluğun finansal tabloları ile yönetim kurulunun yıllık faaliyet raporunun denetimi; envanterin, muhasebenin ve Türkiye Denetim Standartlarının öngördüğü ölçüde iç denetimin, 397. maddenin 1. fıkrası çerçevesinde yönetim kurulunun yıllık faaliyet raporunun denetimidir.

TTK m. 514 hükmü çerçevesinde anonim şirketlerin yönetim kurullarının, yıllık faaliyet raporlarını bilanço gününü izleyen hesap döneminin ilk üç ayı içinde hazırlayarak genel kurula sunmaları gerekmektedir. Yönetim kurulu üyelerinden herhangi birinin, yıllık faaliyet raporunda yer alan bilgilerle ilgili farklı görüşte olması halinde, itiraz ettiği konuların gerekçeleri raporda belirtilir. Ayrıca TTK 518. madde gereği, topluluğa ilişkin yıllık faaliyet raporu da, ana şirketin yönetim kurulu tarafından 516'ncı maddeye göre düzenlenir.

Niteliği ve yer alması gereken hususların belirlendiği TTK 516'ncı maddeye göre yıllık faaliyet raporu, şirketin, o yıla ait faaliyetlerinin akışı ile finansal durumunu tüm yönleriyle, doğru, eksiksiz, dolambaçsız, gerçeğe uygun ve dürüst bir şekilde yansıtması gerekir. Raporda ayrıca şirketin gelişmesine ve karşılaşması muhtemel risklere de açık bir şekilde yer verilir. Bu konulara ilişkin yönetim kurulunun değerlendirmesi de raporda yer alır. Yönetim kurulunun faaliyet raporu ayrıca aşağıdaki hususları da içermelidir:

a) Faaliyet yılının sona ermesinden sonra şirkette meydana gelen ve özel önem taşıyan olaylar.

b) Şirketin araştırma ve geliştirme çalışmaları.

c) Yönetim Kurulu üyeleri ile üst düzey yöneticilere ödenen ücret, prim, ikramiye gibi mali menfaatler, ödenekler, yolculuk, konaklama ve temsil giderleri, ayni ve nakdî imkânlar, sigortalar ve benzeri teminatlar.

6102 sayılı Türk Ticaret Kanununda yer alan Yıllık Faaliyet Raporu ile ilgili hususlar "Şirketlerin Yıllık Faaliyet Raporunun Asgari İçeriğinin Belirlenmesi Hakkında Yönetmelik" kapsamında aynen yer almıştır.

4. YILLIK FAALİYET RAPORU HAZIRLAMA KILAVUZU[3]

Kurumsal yönetim yolunda Yıllık Faaliyet Raporu, şirketlerin yönetici ve hissedarları yanı sıra tüm paydaşları arasındaki ilişkileri düzenleyen; şeffaflık ve hesap verebilirlik gibi sorumlukların yerine getirilmesini mümkün kılan şu temel amaçlara hizmet etmesi beklenmektedir:

- Şirketin kamuoyu ile doğru, açık ve karşılaştırılabilir bilgi paylaşımı

- Yönetim kurulunun, tepe yönetim performansını bağımsız bir şekilde izlemesini ve tepe yöneticilerin hissedarlara karşı hesap verebilirliğini sağlaması

[2] Çalışmada yer alan TTK ifadesi, 6102 sayılı kanuna işaret etmektedir.

[3] TKYD-Deloitte (2014). Anonim ve Limited Şirketler İçin Yıllık Faaliyet Raporu Hazırlama Kılavuzu, Türkiye Kurumsal Yönetim Derneği ve Deloitte Ortak Yayınından yararlanılarak oluşturulmuştur.

4.1. Yıllık Faaliyet Raporu Hakkında Temel Bilgiler

Yıllık Faaliyet Raporu, yönetim organı tarafından TTK ve ilgili yönetmeliğe göre düzenlenen, şirketin ilgili yıla ilişkin yıllık faaliyetlerinin akışı ile her yönüyle finansal durumunun doğru, eksiksiz, dolambaçsız, gerçeğe uygun ve dürüst bir şekilde yansıtıldığı, şirketin gelişmesinin ve karşılaşılması muhtemel risklerin belirtildiği dokümandır (TKYD-Deloitte, 2014: 5).

Yıllık faaliyet raporlarında ilgili firmanın önceki hesap dönemine ait finansal bilgileri eksiksiz ve doğru bir şekilde yansıtma zorunluluğu bulunur. Faaliyet raporlarında firma yöneticileri ortaklarına firma faaliyetleri ile ilgili hesap vermektedir. Bu yıllık raporlar hazırlanırken şirketlerin raporlama ilkelerine uyma zorunluluğu bulunmaktadır. Bu ilkeler aşağıdaki maddelerde yer almaktadır.

Sorumluluk ilkesi

Doğruluk ilkesi

Açıklık ilkesi

Tutarlılık ilkesi

Tarafsızlık ilkesi

Tam açıklama ilkesi

Senelik olma ilkesi

Anonim şirketler başta olmak üzere; sermayesi paylara bölünmüş komandit şirketler, limited şirketler gibi tüm sermaye şirketleri tarafından bu raporların hazırlanması zorunludur. Şirketler dışında bakanlık veya belediye gibi kamu kuruluşları da saydamlık ve hesap verilebilirliğin sağlanması için faaliyet raporları düzenlemektedir. Faaliyet raporları şirket türüne göre farklı kurullar tarafından düzenlenmektedir.

Limited şirketlerde yıllık raporlar müdür ya da müdürler kurulu tarafından hazırlanırken anonim şirketlerde yönetim kurulu tarafından hazırlanmaktadır. Daha büyük şirketlerde ise finansal raporlar alt birimlerde bulunan kişiler tarafından düzenlenir. Ancak yönetim kurulu bu rapor içeriklerinden sorumlu tutulur.

Faaliyet raporu hazırlama konusu hakkındaki bilgi Resmi Gazetede “Şirketlerin Yıllık Faaliyet Raporunun Asgari İçeriğinin Belirlenmesi Hakkında Yönetmelik’te” açık bir şekilde verilmektedir. Yıllık raporlar belli başlı bölümlerden oluşmaktadır. Faaliyet raporunda olması gerekenler aşağıdaki maddelerde yer almaktadır.

Genel bilgiler

Yönetici ve denetçi raporu

Kurumsal yönetim bilgileri

Başkanların ifadesi

Yönetim kurulu üyelerine sağlanan mali haklar

Firmanın araştırma ve geliştirme çalışmaları

Üst düzey yöneticilere sağlanan mali haklar

Firma faaliyetleri ve faaliyetlere ilişkin önemli gelişmeler

Finansal performans

Finansal tablolara notlar

Riskler ve yönetim organının değerlendirmesi

Muhasebe politikaları

Diğer hususlar

Kamu kuruluşlarında faaliyet raporları Sayıştaylar tarafından incelenmektedir. Bağımsız denetime tabi tutulan kuruluşlarda ise bu raporlar denetçiler tarafından denetlenmektedir. Denetimi ve incelemesi yapılmayan raporlar, düzenlenmemiş sayılmaktadır.

TTK Madde 375'e göre Yıllık Faaliyet Raporunun düzenlenmesi ve genel kurula sunulması, yönetim kurulunun devredilemez ve vazgeçilemez görev ve yetkileri arasındadır. Raporun, genel kurul tarihinden en az 15 gün önce şirket merkez ve şubelerinde pay sahibi incelemelerine hazır bulundurulması gerekir. TTK Madde 409 uyarınca genel kurulda yönetim kurulunca hazırlanan Yıllık Faaliyet Raporunun sadece okunması değil, aynı zamanda müzakere edilmesi öngörülmektedir. Yine TTK'na göre raporun 10 yıl süreyle saklanması zorunludur. İlgili mevzuat kapsamında hazırlanacak Yıllık Faaliyet Raporu şu temel içeriklere, özelliklere sahip olacak şekilde ilgili taraflara gerekli bilgileri vermelidir:

- Yıllık Faaliyet Raporu içinde yer alan finansal bilgilerin, denetlenen finansal tablolar ile tutarlı olup olmadığı ve gerçeği yansıtıp yansıtmadığı bağımsız denetimin kapsamı içerisindedir.

- Bağımsız denetime tabi olduğu halde bağımsız denetimden geçmemiş Yıllık Faaliyet Raporu düzenlenmemiş hükmündedir.

- Yıllık Faaliyet Raporu, tasarım olarak şirketin kurum kültürüne ve içerik olarak da mevzuata uygun olarak hazırlanmalıdır.

- Yıllık Faaliyet Raporu, şirket ile ilgili mesajların, paydaşlara iletilmesinde önemli bir kurumsal iletişim aracıdır.

- Şirket hakkında güncel, doğru, karşılaştırılabilir bilgiler ve şirketin gelecek hakkındaki planları, anlaşılır biçimde paydaşlar ile paylaşılması, şirketin gerçek değerinin ortaya çıkmasına yardımcı olacaktır.

4.2. Yıllık Faaliyet Raporu Hazırlama Gerekliliği ve Kapsamı

Kurumsal yönetimde şeffaflık ilkesinin gereği olan kamuyu aydınlatma esasları, şirket ve paydaşları arasında doğru bilgilendirme ve güvene dayanan bir köprü, öncelikli olarak iyi hazırlanan bir Yıllık Faaliyet Raporu ile mümkün olur.

Yıllık Faaliyet Raporunun en önemli bölümü, şirketin finansal tablolarında, geçmiş yıllarla karşılaştırmalı analiz ve istatistiki bilgilerin de yer aldığı bölümdür. İstatistiki verilerin ve analizlerin sade ve açık olması ise bu bilgilerin Yıllık Faaliyet Raporunda belirtilmesi kadar önemlidir. Zira bilginin kısa ve anlaşılır olması, doğrudan okuyucuya mesajın iletilmesine önemli ölçüde katkıda bulunmaktadır. Öte yandan, şirketin değerleri, vizyonu ve sosyal sorumluluk projeleri de Yıllık Faaliyet Raporlarında, gittikçe artan bir önemde yer almaktadır (TKYD-Deloitte, 2014: 10).

Yıllık Faaliyet Raporu hazırlanmasındaki anahtar, birbirinden farklı menfaat sahiplerinin ya da kuruluşların farklı amaçlar için bu rapora ihtiyaç duymasıdır. Dolayısıyla şirketlerin, Yıllık Faaliyet Raporu ile ilgili beklentileri karşılayabilmesi için öncelikli olarak cevaplanması gereken temel sorular şunlardır (TKYD-Deloitte, 2014: 10):

- Yıllık Faaliyet Raporunda hedef kitleye iletilmek istenen mesaj nedir?

- Mesaj raporda nasıl verilmelidir?

Bu temel soruları cevaplayabilen Yıllık Faaliyet Raporunun işletmelere sağlayacağı katma değerleri şöyle özetleyebiliriz (TKYD-Deloitte, 2014: 8):

- Yasal mevzuat ve düzenleyici kuruluşların standartlarına uyumu sağlar ve bu kuruluşlarla iletişime katkıda bulunur.

- Şirketin gerçek değerinin hisse değerine yansımasına destek olur.

- Yatırımcıların beklentilerini yönetir.

- Şirket menfaat sahipleri (yatırımcılar, tedarikçiler, çalışanlar vb.) ile şirket arasındaki ilişkileri geliştirir.

- Şirket ile menfaat sahipleri arasındaki güven ortamını pekiştirir.

- Yatırımcılar için sağlıklı veri temin eder,

- Şirketin bilinirliğini artırır.

- Şirketle ilgili fırsatların ve şirketin büyüme potansiyelinin anlaşılmasını sağlar.

- Şirketin sermaye piyasalarından yeni fon temin etme yeteneğini artırır.

- Menfaat sahiplerini şirketin karşılaşabileceği riskler ve bu risklere karşı alınan önlemler konusunda bilgilendirir.

4.3. Yıllık Faaliyet Raporunun İçeriği

Yıllık Faaliyet Raporunun aşağıdaki içeriğin oluşturulmasında dikkat edilmesi gereken hususlar şu şekilde özetlenebilir (TKYD-Deloitte, 2014: 10):

- Rapor, TTK, halka açık şirketler için Sermaye Piyasası Kanunu (SPK) mevzuatı ile Kurumsal Yönetim İlkeleri'ne ve ayrıca ilgili şirketler için Bankacılık Kanunu ve mevzuatına uygun hazırlanmalı.

- Net bir mesaj vermeli.

- Yatırımcılar için bilgi kaynağı olma amacı ile tasarlanmalı.

- Kurumsal kimliğe uygun olmalı.

- Etkileyici ve yaratıcı bir tasarımla sunulmalı.

- İnandırıcı bir başkan mesajı bulunmalı.

- Kaliteli fotoğraflarla desteklenmeli.

- Anlatım bozuklukları ve yazım yanlışlarının olmamalı.

- Kaliteli baskıya sahip olmalı.

- Gerekli tablo ve grafikler doğru kullanılmalı.

- Şirketin kaynaklarını israf ettiğini düşündürecek abartılı uygulamalardan uzak durmalı.

- İçerdiği finansal ve finansal olmayan bilgilerin doğruluğu ve diğer raporlar ile tutarlılığı sağlanmalı.

- Eğer yabancı bir dilde hazırlanıyorsa bir editör tarafından metnin akıcılığı kontrol edilmeli.

4.3.1. Genel Bilgiler

Yıllık Faaliyet Raporu, ilgili yönetmelikle de düzenlenen aşağıdaki genel bilgileri içermelidir:

- Raporun ilgili olduğu hesap dönemi, şirketin ticaret unvanı, ticaret sicili numarası, merkez ve varsa şubelerine ilişkin iletişim bilgileri ile varsa internet sitesinin adresi,

- Şirketin organizasyon, sermaye ve ortaklık yapıları, nihai gerçek kişi ortaklar ile bunlara ilişkin hesap dönemi içerisindeki değişiklikler,

- Varsa imtiyazlı paylara ve payların oy haklarına ilişkin açıklamalar,

- Yönetim organı, üst düzey yöneticileri ve personel sayısı ile ilgili bilgiler,

- Varsa; şirket genel kurulunca verilen izin çerçevesinde yönetim organı üyelerinin şirketle kendisi veya başkası adına yaptığı işlemler ile rekabet yasağı kapsamındaki Yıllık Faaliyetleri hakkında bilgiler.

4.3.1.1. Yıllık Faaliyet Raporunda Genel Bilgiler Bölümüne İlişkin Örnek İçerik[4]

Genel olarak şirket veya topluluğun faaliyet gösterdiği sektörler, dünya veya ülke üzerindeki bölgesel dağılımı ve diğer yerli ve yabancı şirket ya da gruplarla kurulmuş olan ortaklıklar hakkında genel bilgilere yer verilir

Yönetim kurulu başkanının mesajı: Yıllık Faaliyet Raporlarında, şirket başkanının mesajlarını ilettiği bölüm, raporun tamamının inandırıcılığı için çok önemlidir. Başkan tarafından geçmiş yılın genel bir değerlendirilmesinin yapıldığı bu bölümde yatırımcılar aynı zamanda şirket stratejisinin net bir açıklamasını, gelişmelerin özetini, şirketin yol haritasını ve temel performans göstergelerini bulmak isterler.

Yönetim kurulu üyeleri: Yönetim kurulunda görev alan başkan ve üyelerin, murahhas üyelerin ad ve soyadları, görev ve sorumlulukları, bu görevlerinin süreleri, özgeçmişleri, şirket dışında yürüttükleri görevlerle ilgili bilgilere yer verilmelidir. Eğer varsa Yönetim Kurulu'na bağlı komiteler ve denetim kurulu bilgileri. Yönetim Kurulu üyeleri dışında şirketin dönem içinde yönetim komitelerinde ve denetleme kurullarında görev alan başkan ve üyelerinin ad ve soyadları, yetki sınırları, bu görevlerinin sürelerinin başlangıç ve bitiş tarihleriyle verilmesi gerekmektedir.

[4] Örnek için TKYD-Deloitte (2014) çalışmasından yararlanılmıştır.

Vizyon ve misyon, değerler ve strateji: Vizyon, misyon ve şirket değerleri o şirketin amacını, hedeflerini ve temel fikirlerini temsil eder. Bir şirketin vizyon, misyon ve değerleri, kurumsal karar verme mekanizması hakkında önemli ipuçları içerirler. Pek çok şirketin geçmişte ortaya çıkan başarısızlığının temel sebebi organizasyonların iş yapış ve düşünüş şekillerinde değişikliğe gitmemesi ve değişimi besleyen bir kültür oluşturamaması yatmaktadır. Dolayısıyla kurumlarda misyon ve vizyon sahibi olmak sayesinde hem bugün hem de yarınlarda ayakta kalmak mümkündür. Çünkü misyon sahibi olanlar var olmak nedenini tam olarak ifade edebilmiş ve buna uygun eğitim veya altyapısını kurmaya çalışmaktadır. Vizyon sahibi olanlar da bu kapasitesiyle geleceği görüş açısını, var olma potansiyelini geliştirmeye, eksikliklerini, risklerini bertaraf etmeye çalışmaktadırlar.

İnsan kaynakları: Bu bölümde insan kaynakları politikaları ve organizasyonu hakkında bilgiler verilmelidir. Buna ek olarak, şirketin çalışanları ile ilgili demografik bilgiler, toplu sözleşme uygulamaları, çalışanlara sağlanan hak ve menfaatler belirtilmelidir.

Şirketin Sosyal sorumluluk projeleri: Şirketin kamuoyundaki imajını ve bilinirliliğini olumlu yönde etkilemektedir. Eğitimden sanata, spordan bilimsel araştırmalara farklı alanlarda yürütülen sosyal sorumluluk ve sponsorluk projeleri her geçen gün şirketlerin Yıllık Faaliyet Raporlarında daha çok yer edinmektedir.

4.3.2. Yönetim Organı Üyeleri ile Üst Düzey Yöneticilere Sağlanan Mali Haklar

İlgili yönetmelik kapsamında bu bölümde, adı geçen yöneticilere ilişkin aşağıda belirtilen hususların yer alması zorunludur:

- Sağlanan huzur hakkı, ücret, prim, ikramiye, kâr payı gibi mali menfaatlerin toplam tutarları,

- Verilen ödenekler, yolculuk, konaklama ve temsil giderleri ile ayni ve nakdi imkânlar, sigortalar ve benzeri teminatların toplam tutarlarına ilişkin bilgiler.

Söz konusu mali hakların tek bir rakam ve toplam tutar olarak verilmesi yeterlidir. Ancak bu bilginin karşılaştırmalı olarak verilmesi gerekir.

4.3.3. Şirketin Araştırma ve Geliştirme Çalışmaları

İlgili yönetmelik kapsamında bu bölümde, şirketin yürüttüğü araştırma ve geliştirme (AR-GE) faaliyetleri ve yatırımlarına ilişkin aşağıdaki bilgiler verilebilir:

- Şirketin yatırım ve AR-GE politikası,

- Dönem içinde tamamlanan AR-GE ve yatırım çalışmaları ve bu çalışmaların firma kapasite, maliyet ve hasılat döngülerine olan parasal etkileri,

- Sürdürülmekte olan Ar-Ge ve yatırım Yıllık Faaliyetlerinin niteliği ve tamamlanma aşamaları, planlanan tamamlanma tarihleri,

- Dönem içinde yapılan Ar-Ge ve yatırım harcamalarının tutarı, finansman kaynakları,

- Bu çalışmalarının firmanın Yıllık Faaliyetlerine, hasılat, maliyet ve kapasite kullanım oranlarına etkileri konusunda yönetimin beklentisi,

- Şirketin varsa devlet teşviklerinden yararlanma durumu.

4.3.4. Şirket Yıllık Faaliyetleri ve Yıllık Faaliyetlere İlişkin Önemli Gelişmeler

İlgili yönetmelik kapsamında Yıllık Faaliyet raporunun şirket Yıllık Faaliyetleri ve Yıllık Faaliyetlere ilişkin önemli gelişmeler bölümünde yer alması zorunlu hususlar aşağıdaki gibidir:

- Şirketin ilgili hesap döneminde yapmış olduğu yatırımlara ilişkin bilgiler,

- Şirketin iç kontrol sistemi ve iç denetim Yıllık Faaliyetleri hakkında bilgiler ile yönetim organının bu konudaki görüşü,

- Bu bölümde şirketin iç kontrol sistemi ve iç denetim Yıllık Faaliyetleri hakkında bilgiler ile yönetim organının mevcut iç kontrol sisteminin varlığı, operasyonların verimliliği ve etkinliği, finansal raporlamanın güvenilirliği ile politika ve prosedürlere uygunluğun sağlanması; etkin bir iç kontrol yapısının ve şirkette denetlenebilir bir ortam olduğu, mevcut iç denetim Yıllık Faaliyetleri hususlarındaki görüşüne yer verilmelidir.

- Şirketin doğrudan veya dolaylı iştirakleri ve pay oranlarına ilişkin bilgiler,

- Dolaylı ve doğrudan iştiraklerle dönem içinde gerçekleştirilen ticari ve mali ilişkilerin tutarlarını gösteren tablolar,

- Şirketin iktisap ettiği kendi paylarına ilişkin bilgiler,

- Hesap dönemi içerisinde yapılan özel denetime ve kamu denetimine ilişkin açıklamalar,

- Şirket aleyhine açılan ve şirketin mali durumunu ve Yıllık Faaliyetlerini etkileyebilecek nitelikteki davalar ve olası sonuçları hakkında bilgiler,

- Mevzuat hükümlerine aykırı uygulamalar nedeniyle şirket ve yönetim organı üyeleri hakkında uygulanan idari veya adli yaptırımlara ilişkin açıklamalar,

- Geçmiş dönemlerde belirlenen hedeflere ulaşılıp ulaşılamadığı, genel kurul kararlarının yerine getirilip getirilmediği, hedeflere ulaşılamamışsa veya kararlar yerine getirilmemişse gerekçelerine ilişkin bilgiler ve değerlendirmeler,

- Yıl içerisinde olağanüstü genel kurul toplantısı yapılmışsa, toplantının tarihi, toplantıda alınan kararlar ve buna ilişkin yapılan işlemler de dâhil olmak üzere olağanüstü genel kurula ilişkin bilgiler,

- Şirketin yıl içinde yapmış olduğu bağış ve yardımlar ile sosyal sorumluluk projeleri çerçevesinde yapılan harcamalara ilişkin bilgiler,

- Şirketler topluluğuna bağlı bir şirketse; hâkim şirketle, hâkim şirkete bağlı bir şirketle, hâkim şirketin yönlendirmesiyle onun ya da ona bağlı bir şirketin yararına yaptığı hukuki işlemler ve geçmiş Yıllık Faaliyet yılında hâkim şirketin ya da ona bağlı bir şirketin yararına alınan veya alınmasından kaçınılan tüm diğer önlemler.

4.3.5. Finansal Durum

İlgili yönetmelik kapsamında Yıllık Faaliyet raporunun finansal durum bölümünde aşağıda belirtilen hususların yer alması zorunludur:

- Finansal duruma ve Yıllık Faaliyet sonuçlarına ilişkin yönetim organının analizi ve değerlendirmesi, planlanan Yıllık Faaliyetlerin gerçekleşme derecesi, belirlenen stratejik hedefler karşısında şirketin durumu,

- Geçmiş yıllarla karşılaştırmalı olarak şirketin yıl içindeki satışları, verimliliği, gelir oluşturma kapasitesi, kârlılığı ve borç/öz kaynak oranı ile şirket Yıllık Faaliyetlerinin sonuçları hakkında fikir verecek diğer hususlara ilişkin bilgiler ve ileriye dönük beklentiler,

- Şirketin sermayesinin karşılıksız kalıp kalmadığına veya borca batık olup olmadığına ilişkin tespit ve yönetim organı değerlendirmeleri,

- Varsa şirketin finansal yapısını iyileştirmek için alınması düşünülen önlemler,

- Kâr payı dağıtım politikasına ilişkin bilgiler ve kâr dağıtımı yapılmayacaksa gerekçesi ile dağıtılmayan kârın nasıl kullanılacağına ilişkin öneri.

4.3.6. Riskler ve Yönetim Organının Değerlendirmesi

Şirket yönetim kurulu ve komitelerin asli görevlerinden biri de işletmenin sürekliliğinin sağlanmasıdır. Bu yüzden Yıllık Faaliyet Raporlarında Yönetim Kurulunun, şirketin karşılaşabileceği riskler, risk yönetim sistemi ve bu sistemin üst gözetiminin nasıl yapıldığı ve belirlenen risklere karşı alınan önlemler konusunda menfaat sahiplerini bilgilendirmesi gerekir ki bu da, yönetim kurulunun üstlendiği riskleri yönetmesine yardımcı olur.

Yıllık Faaliyet raporunun riskler ve yönetim organının değerlendirmesi bölümünde aşağıda hususların yer alması zorunludur:

- Varsa şirketin öngörülen risklere karşı uygulayacağı risk yönetimi politikasına ilişkin bilgiler,

- Oluşturulmuşsa riskin erken teşhis ve yönetimi komitesinin çalışmalarına ve raporlarına ilişkin bilgiler,

- Satışlar, verimlilik, gelir yaratma kapasitesi, kârlılık, borç/öz kaynak oranı ve benzeri konularda ileriye dönük riskler.

Tüm paydaşlar açısından işletmenin sürekliliğine ilişkin kurumun finansal ve operasyonel tüm riskleri göz önünde bulundurularak riskler yönetilmelidir. Zira işletme sürekliliğinin sağlanması, risklerin uygun politikalarla yönetilmesi ve gelecek öngörülerinde bulunurken bu veriler aracılığıyla karar verilmesi esasına dayanır.

4.3.6.1. İşletme Sürekliliğinin Sağlanmasında Risklerin Belirlenmesinin ve Yönetilmesi Süreçlerinin Yıllık Faaliyet Raporlarında Yer Almasının Önemi

Risk kavramı[5] genel olarak kaybetme tehlikesine vurgu yapar. Yani bireylerin ve kurumların sahip olduğu varlıkları veya planlama faaliyetlerini tehdit eden risk kavramı, kaybetme olasılığını ifade eder. Risk yönetiminde temel aşamaları şöyle özetleyebiliriz: Tehlikelerin belirlenmesi ve değerlendirilmesi; risklerin derecelendirilmesi; kontrol önlemlerinin uygulanması ve bunlara yönelik denetim, izleme sonuçlarına göre gözden geçirmenin gerçekleştirilmesi.

Yıllık Faaliyet Raporunun içeriğinde özellikle risk yönetimi ile ilgili önemli değişiklikler yapılması gerekmektedir. Çünkü ekonomik ortamdaki belirsizliklerin, risklerin gittikçe artmasıyla işletmelerde hem sürdürülebilirliğin hem de sürekliliğin sağlanabilmesi zorlaşmaktadır. Dolayısıyla bir organizasyondaki süreçlerin potansiyel risklerinin tanımlanabilmesi için şu soruların sorulması ve bunlara karşı yapılabileceklerin Yıllık Faaliyet Raporlarında da yer alması sağlanmalıdır:

- İşletme süreçlerindeki potansiyel riskler nelerdir?

- Risklerin değişkenleri, göstergeleri nelerdir?

- Bu değişkenleri öngörecek bilgi birikimi işletme bünyesinde var mıdır?

- İşletme çalışanlarının risk algısı ve yeterlilikleri ölçülebiliyor mu, komiteler oluşturuldu mu, iç denetim çalışıyor mu?

- Risk değişkenleri, kısa ve uzun dönem tahmin modelleri ve fırsata dönüştürebilme kapasitesi oluşturuldu mu?

- İşletmenin en alt sürecinde tanımlanan risklerin, diğer süreçleri de etkileme oranları, ortaya çıkma olasılıkları belirlendi mi?

- Asıl önemlisi işletmenin bağımsız dış denetime bakış açısı nedir?

Kısacası yukarıdaki soru ve cevaplara yönelik şirketin risk yönetimi politikası, risklerin erken teşhisine ilişkin oluşturulmuş komitelerin üyeleri, politika ve çalışma prensipleri, risklerin belirlenmesi, belirlenen risklerin yönetilmesi ve aksiyonların takibi için yapılan çalışmalar ve komite raporları konusundaki esaslara Yıllık Faaliyet Raporunda yer verilmelidir.

4.3.7. Diğer Hususlar

İlgili yönetmelik kapsamında Yıllık Faaliyet Raporunun bu bölümünde, yıllık faaliyet yılının sona ermesinden sonra şirkette meydana gelen ve ortakların, alacaklıların ve diğer ilgili kişi ve kuruluşların haklarını etkileyebilecek nitelikteki özel önem taşıyan olaylara ilişkin açıklamalara yer verilmesi beklenir.

Bu bölümde ayrıca, söz konusu ilgili yönetmelik hükümlerine aykırı olmamak kaydıyla yönetim organının uygun gördüğü ilave bilgilere de yer verilebilir.

Diğer hususlar bölümünde belirtilebilecek konulardan bazıları şunlar olabilir:

- Önemli miktarda varlık alımları ya da satışları

- Şirket aleyhine açılmış önemli davalar

- Sadece o yıla ilişkin tekrarlanmayan ya da olağan dışı işlemler (doğal afet, yeni teknoloji ya da buluşun şirketin yıllık faaliyetleri üzerine etkisi, yeni çıkan bir regülasyonun finansal ve operasyonel süreçlere etkileri gibi)

- İşletme birleşmeleri, bölünmeleri, satın almalar hakkında bilgiler

[5] Şirketlerin Yıllık Faaliyetlerinden dolayı maruz kaldığı riskler ve bu risklerle gelen fırsatlar, yönetim kurulunun stratejisi net bir ifade ile ortaya konulur. Risk yönetimi ile ilgili Yıllık Faaliyet Raporlarının bu kısımda değerlendirilebilecek başlıklar:

A. Operasyonel Riskler: Yönetsel Operasyonlarla İlgili riskler; Kurumsal Riskler; Teknolojik Riskler; Varlık ve Değer Riskleri

B. Finansal Riskler: Raporlamalarla İlgili Riskler; Sermaye Yapısı İlgili Riskler; Piyasayla İlgili Riskler; Kredibiliteyle İlgili Riskler

C. Stratejik Riskler: Piyasayla İlgili riskler; Yönetsel Riskler; Menfaat Sahipleriyle İlgili Riskler

D. Yönetilemeyen Dış Riskler: Siyasi Riskler; Ekonomik Riskler; Hukuki Riskler; Mevzuata İlişkin Riskler; Doğa Riskleri

- Varsa durdurulan yıllık faaliyetler hakkında bilgiler

4.4. Yıllık Faaliyet Raporunun Sunumu ve Denetçinin Sorumluluğu

İlgili yönetmelik kapsamında Yıllık Faaliyet Raporu ilgili olduğu hesap döneminin bitimini izleyen 2 ay içinde hazırlanır. Şirketin yönetim organı başkanı ve üyeleri tarafından imzalanarak onaylanır. Yönetim organı üyelerinden herhangi birinin Yıllık Faaliyet Raporunda yer alan bilgilerle ilgili farklı görüşte olması halinde, itiraz ettiği hususlar gerekçeleri ile birlikte Yıllık Faaliyet Raporunda belirtilir. Yıllık Faaliyet Raporu, Genel Kurul tarihinden en az 15 gün önce, şirket genel merkezinde hissedarların incelemesine hazır bulundurulur.

Bağımsız denetim kapsamında olduğu halde bağımsız denetimden geçmeyen Yıllık Faaliyet Raporları düzenlenmemiş hükmündedir. Türk Ticaret Kanunu Madde 397'ye göre de, denetime tabi olan anonim şirketlerin yönetim kurulunun Yıllık Faaliyet Raporu içinde yer alan finansal bilgilerin, denetlenen finansal tablolar ile tutarlı olup olmadığı ve gerçeği yansıtıp yansıtmadığı denetim kapsamı içindedir.

4.5. Yıllık Faaliyet Raporlarının Geleceği: Entegre Raporlama

Günümüzde iktisadi sürdürülebilirliğin ve işletmelerde sürekliliğin sağlanabilmesi için piyasanın duyduğu ihtiyaç: Şirketin hem geçmiş performansının değerlendirildiği hem de gelecekte karşılaşabileceği risk ve fırsatlara ilişkin beklentileri anlayarak yatırım kararlarını yönlendirebileceği tek bir raporda tüm bu bilgilerin sunulmasıdır. Bu bağlamda dünyada; bu ihtiyacı gören birçok şirketin stratejileri, kurumsal yapılanmaları ve performansları Yıllık Faaliyet gösterilen ortamın kendine özgü sosyal, çevresel, ticari koşulları da göz önüne alınarak ve bu koşulları değerlendirerek finansal ve finansal olmayan verileri bir arada sunmaya başlamıştır. Bu kapsamlı ve tek raporun adı ise Entegre Raporlamadır.

Entegre raporlama ile şirketler, yatırımcıları ve şirketin performansı hakkında bütünsel resmi görmek isteyen menfaat sahiplerini hedeflemektedir. Önümüzdeki yıllarda entegre raporlamanın dünyada daha fazla şirket tarafından yapılması beklenmektedir. TTK'da da, şirketlerin hazırlaması gereken Yıllık Faaliyet Raporlarında finansal ve finansal olmayan varlıkların şirket ortakları ve menfaat sahipleri ile paylaşılması şirketlerin şeffaflaşması ve kurumsallaşması için önemli bir adımdır (TKYD-Deloitte, 2014: 32).

5. SONUÇ VE ÖNERİLER

Sonuç olarak, Yeni Türk Ticaret Kanunu'nun birçok maddesi şirketlerin kurumsal kimliğini ön plana çıkartmak amacıyla oluşturulmuştur. Kurumsal çalışmalardan bir tanesi olan yıllık faaliyet raporu; şirketin mevcut ve potansiyel iş ortaklarını ve menfaat sahiplerini bilgilendirmek ve etkilemek için hazırlanmış bir dokümandır. Kapsadığı hesap dönemine ilişkin bilgileri, şirketin ilerideki hedeflerini ve bu hedefleri ne şekilde yerine getireceğini anlatan faaliyet raporu, hem tasarım olarak şirketin kurum kültürüne uygun, hem de içerik olarak Yeni Türk Ticaret Kanunu'na ve yönetmeliğe uygun olarak hazırlanmalıdır. Şirketlerin hedeflerine ulaşmasında doğru hazırlanmış bir faaliyet raporu şirketlerin gerçek değerinin doğru algılanmasına büyük katkıda bulunacaktır.

Kolay anlaşılır, güncel, karşılaştırılabilir, doğru bilgileri içeren; şirketin finansal durumunu, geçmiş yıla ilişkin yıllık faaliyetlerini, geleceğe ilişkin stratejilerini şeffaf bir biçimde ortaya koyan, görsel olarak doğru tasarlanmış Yıllık Faaliyet Raporları, şirketlerin paydaşları ile arasında önemli bir kurumsal iletişim aracıdır.

Uluslararası uygulamalarda şirket paydaşlarına ihtiyaç duydukları, sürdürülebilirlik, kurumsal performans, şirketin içinde bulunduğu ticari, sosyal ve çevresel riskler gibi konulara ilişkin değerlendirmeleri içeren, finansal ve finansal olmayan bilgilerin bir arada sunulduğu Yıllık Faaliyet Raporlarının şirket paydaşlarının şirketlere ilişkin bilgi ihtiyaçlarını daha detaylı bir biçimde karşıladığı gözlemleniyor.

Gelişmiş ve yıllık faaliyet raporlarının önemini anlamış ülkelerde bu konuda çeşitli sergiler açılmakta ve paydaşlar bilgilendirilmektedir. Bunların en güzel örneği Almanya'nın Hamburg şehrindeki Sanat Müzesi'nin basılı eserler bölümünde, modern döneme ait çalışmalar arasında; şirketlerin değişen kurumsal yaklaşımlarının uzantısı olan birbirinden etkileyici Yıllık Faaliyet Raporları sunulmaktadır. Burada yer alabilecek Yıllık Faaliyet Raporu ile ilgili performans değerlendirmesi ölçütleri oluşturulmakta, yatırımcılar ve analistlerden alınan geri bildirimler, şirketlerin internet sitesindeki Yıllık Faaliyet Raporu ziyaretçi sayısı, ekonomi, borsa basınından alınan medya kapsamı vb. gibi yöntemlerle Yıllık Faaliyet Raporlarının performans değerlemesini yapmaktadırlar.

Ayrıca yine gelişmiş ülkelerde pek çok büyük şirketin internet sitesinde interaktif Yıllık Faaliyet Raporu alt başlıklar halinde bölümlendirilerek, bilgi kullanıcısının istediği bilgiye bir an önce ulaşması sağlanmaktadır. Bu altyapıları kullanan ülkelerde ve uluslararası düzeyde Yıllık Faaliyet Raporları yarışmaları düzenlenmektedir. Örneğin, yarışmalar sonunda; en iyi rapor, en iyi başkan mesajı, en iyi kapak tasarımı, en iyi iç tasarım, en iyi yazı içeriği, en iyi fotoğraf, en iyi gösterim, en iyi finansal bilgi, en iyi on-line rapor, en iyi sosyal ve kurumsal sorumluluk raporlaması, en iyi basım gibi ödülleri içermektedir.

Bu yaklaşımın Türkiye'de de benimsenmesi; hem Yıllık Faaliyet Raporlarının gelişmesine hem de kurumsal yönetim yolunda şirketlerin yönetici ve hissedarları yanı sıra çalışanları gibi paydaşları arasındaki ilişkiyi düzenleyen şeffaflık ve hesap verebilirlik gibi nitelikleri mümkün kılan bir araç olarak kullanılmasına imkân sağlayacaktır. Ayrıca bir takım vergi teşvikleri, krediye kolay erişim gibi bazı teşvik edici uygulamalarda ülkemizde yıllık faaliyet raporlarının istenilen içerikte hazırlanmasına katkıda bulunacaktır.

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Meaning or Pleasure?: The Case of Ankara

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Abstract: Individuals now exhibit impulse buying behavior, which is characterized as hedonic consumption, instead of shopping only according to their needs. This form of consumption provides individuals with benefits such as enjoying life, being satisfied, and having fun. However, Frankl (2020) emphasizes that material acquisitions are a trap on the way to achieving happiness, and it is a big mistake to try to gain happiness through objects. This study, it was carried out to measure the relationship between individuals' finding life meaningful and their hopes for life and hedonistic consumption behaviors. Because it is thought that individuals who find their lives meaningful and hope for the future stay away from hedonic consumption behavior. To the extent that individuals lead a meaningful and hopeful life, they will need less instant consumption to enjoy, have fun, and be excited, in other words, be “happy”. In this context, individuals over the age of 18 living in Ankara were reached by the snowball sampling method. Seven items prepared with a five-point Likert scale to measure the meaning of life and hope perception of individuals were reduced to two dimensions and the results of the four-question survey measuring hedonistic consumption behavior were reduced to one dimension and the Structural Equation Model was applied. The relations between dimensions and the contribution of the variables to the dimensions were interpreted. As a result of the analysis, it was found that the "meaning of life" dimension had a negative effect on the "the attraction of the unattainable" dimension. On the other hand, it was concluded that the "hope about life" factor did not have a significant effect on the "the attraction of the unattainable" factor.

Keywords: Hedonic Consumption, Meaning of Life, Structural Equation Model.

1. INTRODUCTION

Although before, people found it sufficient to provide the products they need, today the phenomenon of consumption has evolved into a fast, instant, and frequent activity. Even when individuals go shopping with a list in their hands, they have started to find themselves filling various products into their baskets with very strong impulses, even though they are not on their minds or on their lists. There are many studies in the literature investigating the reasons for the prevalence of this behavior. Some studies have pointed out that consumer society tries to find the meaning of life through consumption. This analysis was carried out in Turkey, especially in Ankara, because it is thought that Ankara is one of the largest and most crowded metropolises in Turkey and that the challenging conditions of living in a big city affect people's perception of life as meaningful and inclination towards hedonistic consumption behaviors.

In the second part of the study, the studies in the literature on the relations between the related concepts and the variables covered are included. In the third part, the methodology and findings were detailed in the research while in the fourth part, the discussion was given.

2. CONCEPTUAL FRAMEWORK

2.1. Meaning of Life

The meaning of life has been the focus of the attention of philosophers throughout history and each has developed a different definition. While Plato said that knowledge constitutes the meaning of life in B.C. 400s, Aristotle believed that the concept of 'being well' was the purpose of man's life. The philosophy of cynicism, on the other hand, argued that a simple life constitutes man's ultimate goal. Contrary to Cynicism, hedonism draws attention to the need to minimize pain and experience pleasure at the highest level. According to Epicurism, pleasure is still important, but this understanding of pleasure should be redesigned by human beings by restricting desires. According to the Stoics, if human beings live by recognizing the rules of life, they can stay away from pain. According to Kant, there are some principles and rules in the universe, which are necessary to ensure social order. Nihilism, on the other hand, points out that life has no fundamental purpose and that people have the freedom to behave as they wish throughout their lives. Today, the meaning of life is considered a concept that supports people's well-being (Bonebright et al., 2000) and protects them from negative consequences (Pearson & Sheffield, 1989). Seligman (2002) considers a good life and a meaningful life

as two separate concepts and describes a meaningful life as the ability to live a life in harmony with the values of the individual. Nietzsche defends the view that individuals who find the meaning of life can find answers to all kinds of questions about life. Frankl (2020) stated that in order to achieve happiness, one should choose a goal worth effort and follow this goal. According to him, it is not possible to find happiness by seeking pleasure or avoiding pain.

2.2. Hedonic Consumption Behavior

The view that pleasure constitutes the meaning of life is the basis of the understanding of hedonism. Another view that supports hedonists who believe that pleasure makes life perfect is expressed by Bentham (1996) that pain and pleasure dominate the world. It is seen that materialists who adopt hedonism as a way of life attribute various meanings to consumption. A sense of ownership is a kind of well-being prerequisite for materialists. In this way, they go the way of providing their life satisfaction. The size of their property can be a sign of success for them. In addition, materialists make it a goal to put ownership at the center of their lives, to live for it, and thus to add meaning to their lives.

Bocock (2005) defines consumerism as finding the meaning of life through the purchase of pre-prepared goods and services in the capitalist system by individuals. Hirschman & Holbrook (1982) argued that individuals are satisfied with shopping and that the main purpose is not to benefit from the product obtained.

2.3. The Relationship between Hedonic Consumption Behavior and Meaning of Life

In this study, “the meaning of life” factor, which may be one of the causes of impulsive and instant consumption, taking into consideration that the happiness idea in hedonism is based on increasing the pleasure from life, was examined. However, Frankl (2020) emphasizes that material acquisitions are a trap on the way to achieving happiness, and it is a big mistake to try to gain happiness through objects. In the research, an answer has been sought to the question of whether human beings avoid unnecessary consumption for pleasure only to the extent that they find life meaningful, or do individuals who have no meaning and purpose in life try to complete these deficiencies by jumping into the lap of instant pleasures and avoiding pain as much as possible. One of the biggest handicaps of the consumption society in the literature is the effort to cover up the meaninglessness of life by clinging to short-term pleasures and consumption caused by instantaneous impulses even though it does not appeal to needs. Zhu et al. (2021) argued that individuals who find their life meaningless are more inclined to conspicuous consumption.

Although there are articles on the perception of the meaning of life as consumption according to hedonism, no research has been found in the literature on the effect of life meaning and hope on our perceptions of what we cannot achieve.

3. RESEARCH

3.1. Hypotheses

The null hypotheses of the research are as follows:

H1: There is a significant relationship between 'the meaning of life' and 'the attraction of the unattainable'.
H2: There is a significant relationship between 'the hope about life' and 'the attraction of the unattainable'.

3.2. Method and Data

The variables used in the analysis were defined with a 34-question questionnaire consisting of categorical 4 questions for the determination of demographic characteristics, 12 items prepared with a 5-point Likert scale to measure the meaning and aim of life (Längle et al., 2003) and 18 questions with 5-point Likert scale to measure hedonic consumption behavior (Arnolds & Reynolds, 2003). The survey was applied to individuals over the age of 18 living in Ankara, the second most populous city in Turkey. Survey responses were collected by snowball sampling method via Google Forms. Since the data measures the perceptions, attitudes, feelings, and thoughts of individuals, which cannot be observed directly, but which can be analyzed by embodying them through dimensions, it was necessary to perform a dimension reduction process on this data. Since the sample

size should be at least ten times the number of implicit and observable variables to be used in the analysis, 130 observations seemed sufficient (Westland, 2010). The total number of participants in the survey was 199, only seven of them gave incomplete answers to the questions, and since the analysis was requested to be carried out with full data, seven observations were excluded and the analysis continued. Since a multivariate analysis was made, the multiple normality assumption was tested with Mahalanobis Distance. 48 observations were found to be against multiple normality and were excluded from the analysis. In order to measure the reliability of the questionnaire questions, Cronbach's Alpha test was applied to the population to which the questionnaire was applied, and the coefficient was higher than 0.60, which was an acceptable level for internal consistency (Hair et al., 2010). The average variance extracted (AVE) and the composite reliability (CR) coefficients for the construct validity of the survey questions were also examined. While the AVE value should be at least 0.50 for convergent validity, since the CR coefficient was calculated over 0.60 for all three factors, the questionnaire had construct validity (Fornell & Larcker, 1981).

While confirming the factor analysis, factor loadings which were below the level of 0.50 were removed from the model. Four observable variables for "MEAN", three observable variables for "HOPE" and three observable variables for "ATTRAC" factors were specified.

Table 1. Reliability Tests

Factor	*Cronbach's Alpha*	*Composite Reliability (CR)*	*Average Variance Extracted (AVE)*
MEAN	0.768	0.777	0.473
HOPE	0.735	0.744	0.494
ATTRAC	0.608	0.623	0.364

On the other hand, since it would be useful to use regression analysis to measure the relationship between both observed variables and latent variables, the Structural Equation Model was used, which combines both analyses and offers the opportunity to model the relationship between all endogenous and exogenous variables with a single regression analysis.

The endogenous and exogenous variables used in the analysis are given in Table 2.

Table 2. Variable List

Factor	***Item no***	***Item***
DEMOGRAPHICS	Gen	What is your gender?
	Edu	What is your education level?
	Age	How old are you?
	Inc	What is your monthly income?
MEAN	Mn3	Most of the time I think that I have a meaningless and empty life.
	Mn5	I am in a spiritual emptiness and cannot enjoy life.
	Mn7	Most of the time I'm just fed up with everything.
	Mn8	I always find meaning in my life and a reason to live.
HOPE	Hp9	I can't find much about the good and the beautiful in the world I live in.
	Hp10	I don't have much purpose that keeps me in life.
	Hp11	I don't see my future very bright, I'm hopeless.
ATTRAC	Att15	My life would be better if I had some things I don't have.
	Att16	I wouldn't be happier if I had nicer things.
	Att17	I would be happier if I could buy more things.

3.3. Findings

Considering the frequency distribution of the data according to demographic characteristics, the majority of the participants are between the ages of 18-65, university graduates, and individuals whose incomes are higher than the minimum wage of TL 5,500 as of the date of the survey.

Table 3. Demographics

Gender	***Number***	***%***
Female	77	53%
Male	67	47%
Total	**144**	**100%**
Age	***Number***	***%***
18-35	71	49%
36-65	69	48%
>65	4	3%
Total	**144**	**100%**
Educational Attainment	***Number***	***%***
High school	22	15%
Associate Degree	17	12%
Undergraduate	87	60%
Postgraduate	18	13%
Total	**144**	**100%**
Monthly Income	***Number***	***%***
≤ 5.500 TL	34	24%
5.501-15.000 TL	70	49%
>15.000 TL	40	28%
Total	**144**	**100%**

In order to perform factor analysis, extreme values should be discarded from the data. Therefore, 48 outliers were deleted. In addition, the data must be measured on an interval scale. Since a five-point Likert scale was used in this study, it seems appropriate for factor analysis. Since demographic variables are non-metric variables, they were not included in the factor analysis. According to Bartlett's test results, the hypothesis that the correlations between the variables are different from zero cannot be rejected. Since the KMO test results were above 0.6, the sample size was found suitable for factor analysis (Tabachnick & Fidell, 2007).

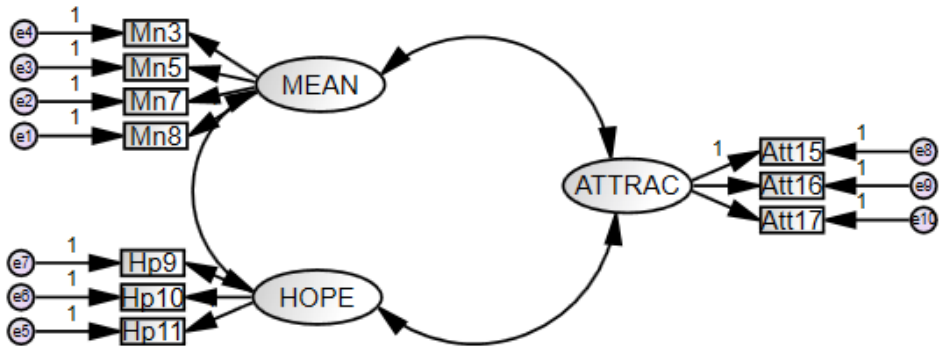
Table 4. KMO ve Bartlett's Test Sonuçları

Kaiser Meyer Olkin Measure of Sampling Adequacy		0.751
Bartlett's Test of sphericity	*Approx. Chi-square*	417.168
	df	45
	Sig.	0.000

3.3.1. Confirmatory Factor Analysis

According to the model in Figure 1, the Mn3, Mn5, Mn7, and Mn8 variables constitute the "MEAN" factor, the Hp9, Hp10, and Hp11 variables the "HOPE" factor, and the Att15, Att16, and Att17 variables the "ATTRAC" factor.

Figure 1. Confirmatory Factor Analysis



Goodness-of-fit values are within reference ranges. This shows that the sample data fit well with the proposed model.

Table 5. Model Fit

	Model Fit	*Value*	*Acceptance Level*	*Reference*
1	χ2/DF	2.120	≤5.0	Bentler & Bonnet (1980)
2	GFI	0.920	>0.8	Seyal et al. (2002)
3	CFI	0.907	>0.9	Lee et al. (1990)
4	NFI	0.842	>0.8	Hair et al. (1998)
5	AGFI	0.863	>0.8	Seyal et al. (2002)
6	RMSEA	0.089	<0.1	Kline (1998)
7	SRMR	0.065	<0.08	Hu & Bentler (1999)

3.3.2. Structural Equation Model

According to non-standardized estimates, "Mn3" and "Mn5" variables are the variables that contribute the most to the "MEAN" factor. Being in a spiritual vacuum and not enjoying life and believing that they have a meaningless and empty life most of the time are the biggest determinants of the factor. On the other hand, the two variables that least explain the "MEAN" dimension are that they are often fed up with everything and cannot find meaning and reason to live in their lives. ''Hp9'' and ''Hp10'' variables explain ''HOPE'' factor at a higher rate than ''Hp11'' variable. The state of aimlessness and not being able to see a sign of concepts such as goodness and beauty in life have a greater effect on the explanation of the hope factor in life. In addition, considering that individuals think that it is important to have some things they do not have, it can be concluded that the most determining variable that creates the "ATTRAC" factor is "Att15".

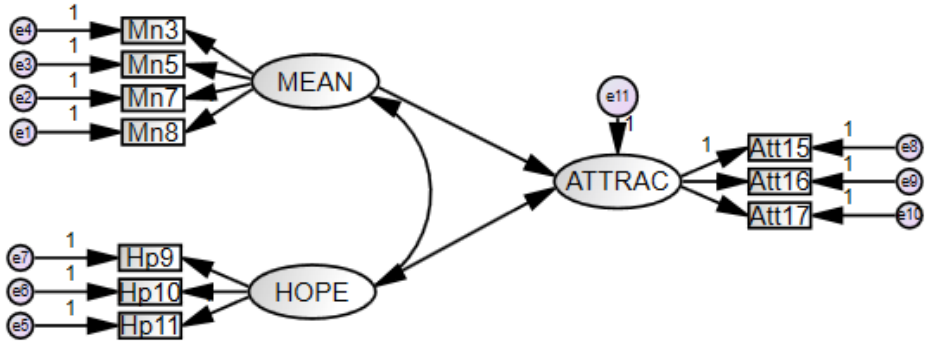
It seems that the “MEAN” variable is significant at a 5% significance level. As seen in the standardized regression coefficients, the meaning of the life factor (-0.496) has a negative effect on the attractiveness of the unattainable. To the extent that individuals find their life meaningful, the attraction to what they cannot achieve decreases. However, the "HOPE" variable is not statistically significant at a 5% level in explaining the "ATTRAC" factor.

Table 6. Structural Equation Model Results

	Standardized	*Non-standardized*	
	Coefficient	*Coefficient*	*Std. Err.*
MEAN > ATTRAC	-0.496	-1.391*	0,632
Mn3	0,791	2.107*	0.373
Mn5	0,785	2.263*	0.402
Mn7	0.627	1.899*	0.374
Mn8	0.506	1	-
HOPE > ATTRAC	0,303	0,429	0,305
Hp9	0.726	0,993*	0,157
Hp10	0.746	0.806*	0,126
Hp11	0.631	1	-
Att15	0.677	1	-
Att16	0.596	0.629*	0,161
Att17	0.528	0.857*	0,222

*p<0,05

Figure 2. Path Diagram



4. DISCUSSION

The aforementioned study was conducted to determine the relationship between the attitudes of adults residing in the province of Ankara toward their lives and their feelings while displaying consumption behavior. In this context, intangible and unmeasurable variables were measured by the survey study, and it was proven that individuals who found life meaningful exhibited less hedonistic consumption behaviors. One of the views that can provide a basis for this result may be the desire of individuals to live their lives, which they consider meaningless due to material and spiritual troubles, daily hustle and bustle, lack of time, not being able to control their life and impossibilities, with some positive emotions. In addition, their urge to approach happiness through short-term pleasures is one of the biggest motivations because they believe in the impossibility of keeping control of their lives, rewarding themselves, and achieving long-term peace and well-being. Since modern times equip individuals with an inexhaustible sense of inadequacy and dissatisfaction, people cannot achieve their inner happiness, but they try to close this gap with external factors. People, especially by ignoring what they have and dreaming of what they don't have, can become even more unhappy and believe that all their unhappiness will come to an end if they get what they can't reach.

In fact, this study is designed as a guide to finding happiness for public authorities, employers, and even individuals themselves because the idea of a much higher income for happiness and the accompanying higher consumption is not realistic at all. Comparison and perhaps the desire to have more, fueled by feelings of jealousy, cannot make any individual's life meaningful at the end of the day. Some application changes prioritized by sustainable development ideas and raising awareness of individuals about environmental losses caused by excessive consumption and dissatisfaction will contribute to the change of this mentality. In this way, people will believe that they can achieve a sense of meaningfulness which can only be gained through ownership and consumption, with the concepts of responsibility, spirituality, and minimalism.

One of the limitations of the study in question is that the research sample was selected from a single city and was conducted with limited sample size. If the sample size is increased, more variables can be included in the study and more generalizable results will be achieved. With the new dimensions created, the model can be made more complex.

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Yoksulluk ve Kurumsal İktisat: Seçili Ülke Grupları Üzerine Bir Analiz

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Özet: Kabaca insanların temel ihtiyaçlarını gidereememesi, asgari yaşam standartlarına erişememesi olarak tanımlanan yoksulluk tüm toplumları ilgilendirmektedir. Yoksulluk insanlık tarihinin en eski sorunlarındandır ve toplumları iktisadi, siyasi ve toplumsal olarak etkilemektedir. Yoksulluk, tanımında barındırdığı temel gereksinimler ya da asgari yaşam standardı kavramları kişiden kişiye, toplumdan topluma farklılık gösterdiği için üzerinde uzlaşılan net bir tanımı olmayan yoksulluğun çözüm önerilerinde de farklı yaklaşımlar söz konusudur. Bu çalışmanın amacı seçili ülkelerin kurumsal yapılarının yoksulluk üzerindeki etkisini incelemektir. Bu amaçla yüksek ve düşük gelirli toplam 20 ülkenin 2010-2020 yıllarına ait kurumsal ve yoksulluk göstergeleri kullanılmıştır. Bağımlı değişken olarak Gini katsayısının kullanıldığı çalışmada, kurumsal gösterge olarak ekonomik kurumu temsilen ekonomik özgürlük endeksi, politik kurumu temsilen demokrasi endeksi ve yasal kurumu temsilen hukukun üstünlüğü endeksi kullanılmıştır. Gelişmiş kurumsal yapıya sahip ülkelerde yoksulluğun düşük seyredeceği dolayısıyla kurumsal yapı ile yoksulluk arasında kuvvetli bir ilişkinin varlığı yönündeki hipotez panel veri analiziyle test edilmiştir. Analizin sonucuna göre tüm ülkeler için kurumsal göstergelerden, hukukun üstünlüğü endeksi Gini değişkenini %0,40, demokrasi endeksi ise %0,04 azaltmaktadır. Ekonomik özgürlük endeksi ise Gini değişkenini % 1,4 artırmaktadır. Düşük gelirli ülke grubunda hukukun üstünlüğü endeksi Gini değişkenini % 0,24, demokrasi endeksi % 0,20 ve ekonomik özgürlük endeksi ise % 0,64 artırırken; yüksek gelirli ülke grubunda hukukun üstünlüğü endeksi Gini değişkenini % 0,82 azaltmakta, demokrasi endeksi % 0,44 ve ekonomik özgürlük endeksi ise % 0,80 artırmaktadır.

Anahtar Kelimeler: Yoksulluk, Kurumsal yapı , Kurumsal İktisat

1.GİRİŞ

Neoklasik iktisadın tam bilginin varlığı, iktisadi birimlerin rasyonel oluşu, işlem maliyetlerinin olmayışı gibi gerçekten uzak varsayımları zamanla ekonomiyi tam olarak açıklamaya yetmemeye başlamıştır. Zira gerçek hayatta tüm iktisadi birimler eksik bilgiye sahiptirler ve hiçbir zaman tam olarak rasyonel değildirler. Yanı sıra işlem maliyetleri de her zaman pozitiftir. Bu sebeple kusursuz bir yapının kurulması mümkün değildir. Kurumsal iktisat, Neoklasik iktisadın varsayımlarının yarattığı boşluğu doldurmakla iktisat literatüründe önemli bir yer edinmiştir (Çiçen, 2015: 2; Çetin, 2012: 43; North, 2010: 37).

Her ülkenin kendine has bir geçmişi ve dinamikleri olduğunu ve ülkelerin değerlendirilmelerinin kendi geçmişlerinden bağımsız olamayacağını ve bu yüzden genel geçer toplumsal yasaların oluşturulamayacağını ileri süren kurumsal iktisat, terim olarak ilk kez 1919 yılında Walton Hamilton tarafından kullanılmıştır. Kurumsal iktisat eski ve yeni kurumsal iktisat olarak ayrılmış; yeni kurumsal iktisat neoklasik iktisadın mantıksal boşluklarını dolduran varsayımlara sahip olması aşamasında eski kurumsal iktisattan ayrışmıştır.

Kurum kavramı, iktisadi birimlerin karar alma süreçlerini etkileyen, belirsizliği azaltıp onlara yön veren, toplumsal etkileşim nedeniyle sabit değil de değişim halinde olan, kısaca toplumda oynanan oyunun kurallarıdır (Kama, 2011: 185; North, 2010: 9-13).

Yeni kurumsal iktisat, kurumların yaşamın her alanında olduğu gibi ekonomi üzerinde de etkisinin kesin ve büyük olduğunu ifade etmektedir. Bu sebeple bu çalışmada önemli iktisadi sorunlardan olan yoksulluğun kurumsal yapı ile ilişkisi ekonometrik bir çözümleme ile ele alınacaktır.

2.LİTERATÜR

Kurumsal yapının ekonomiye etkisi çoğunlukla ekonomik büyüme ve kalkınma çerçevesinde incelenmiştir. Buna göre etkin ve güçlü kurumsal yapı ekonomik büyümeyi olumlu etkilemektedir. (Doğan Çalışkan, 2016: 1172). Ülkelerin kurumsal yapılarını oluşturan faktörlerin iyileştirilip geliştirilmesi hem beşeri hem de fiziki sermayenin artmasına, işlem maliyetlerinin azalmasına dolayısıyla kaynakların daha etkili kullanılmasını mümkün kılar. Böylelikle istikrarlı bir büyümenin yolu açılmış olur (Yamak, 2022: 976).

Yoksulluğun açıklanmasında kurumsal yapının etkisine dair çalışmalar genel olarak ekonomik büyüme üzerinden gerçekleştirilmiştir. Yoksulluğun azaltılması amacıyla hayata geçirilecek politikaların ancak etkin ve güçlü kurumsal yapıların varlığıyla olumlu sonuçlar doğuracağı; bu nedenle ülkelerin kendi dinamiklerini göz önünde

bulundurarak kurumlarını iyileştirmeye yönelik adımlar atılması gerektiği vurgulanmaktadır(Gleaser vd. 2004: 6-9; Chang, 2005: 5-7).

Acemoğlu ve Robinson, neden bazı ülkelerin zenginken bazı ülkelerin yoksul olduğu sorusuna yanıt aramışlar ve ülkeler arasındaki bu ayrımın ülkelerin kurumsal yapılarındaki farklılıktan kaynaklandığını savunmuşlardır. Mülkiyet haklarınının korunduğu, hukukun üstünlüğünün sağlandığı, hesap verilebilir ve katılımcı bir yönetime sahip toplumların/ülkelerin daha yüksek refah seviyesine erişebildikleri; bu özelliklerden mahrum ülkelerin ise sömürücü, eşitlikten uzak ve düşük refah seviyesinde varlıklarını sürdürdüklerini belirtmişlerdir (Acemoglu ve Robinson, 2010).

Her ülkenin kurumsal yapısının farklı olduğu gerçeğinden yola çıkarak her ülkenin yoksullukla mücadelede farklı stratejiler izlemelidir. Şeffaf bir ekonominin ve demokrasinin olduğu, hak ve özgürlüklerin korunduğu, güçlü ve etkin bir kurumsal yapıya sahip ülkelerde büyüme sürdürülebilir bir yapıya kavuşacak ve yoksulluğun azaltılması mümkün olacaktır (Boyer, 2008: 5).

3.VERİ SETİ VE YÖNTEM

Bu çalışmada ülkelerin kurumsal yapılarının yoksulluk üzerinde etkili olup olmadıkları araştırılmıştır. Analizde kullanılacak değişkenlerin tüm ülkeler için kıstas olmasına dikkat edilmiştir. Bu sebeple gelir dağılımındaki iyileşmenin yoksulluğun azalmasına katkı sağladığı varsayımıyla yoksulluğu açıklaması için Gini katsayısı bağımlı değişken olarak kullanılacaktır.

Kurumsal yapının niteliğini göstermesi amacıyla ise ekonomik kurumu temsilen ekonomik özgürlük endeksi(EFI), politik kurumu temsilen demokrasi endeksi(DI) ve yasal kurumu temsilen hukukun üstünlüğü endeksi(RLI) kullanılacaktır. Çalışmada kullanılacak olan dördüncü açıklayıcı değişken eğitime yapılan hükümet harcamalarının gayri safi yurtiçi hasıla(EDU) içindeki payı olacaktır. Beşinci açıklayıcı değişken ülkelerin toplam nüfusu(POP) iken altıncı ve son açıklayıcı değişken kişi başına düşen gayri safi milli gelir(GDP) olacaktır. Bu endekslere Fraser Institute, Dünya Bankası ve World Justice Project kuruluşlarından erişilmiştir.

Çalışmada 10 yüksek gelirli 10 düşük gelirli olmak üzere 20 ülkenin 2010-2020 yıllarına ait veriler kullanılmıştır. Çalışmada kullanılan yüksek gelirli ülkeler olarak Danimarka, Norveç, Finlandiya, Belçika, Hollanda, İspanya, ABD, Avusturya ve Portekiz ele alınırken düşük gelirli ülkeler olarak ise Honduras, El Salvador, Endonezya, Bolivya, Filipinler, Rwanda, Uganda, Srilanka, Vietnam ve Pakistan ele alınmıştır.

Bu çalışmada araştırmacıya pek çok avantaj sağlayan panel veri analizi yöntemi kullanılacaktır. Analiz önce tüm ülkeler için daha sonra sırasıyla düşük gelirli ve yüksek gelirli ülkeler için yapılacaktır. Kullanılan değişkenlere ait temel istatistiki göstergeler aşağıdaki gibidir:

Tablo 1: Tahminde Kullanılan Değişkenlere Ait Temel İstatistiki Göstergeler

Değişkenler	Gözlem sayısı	Ortalama	Standart Sapma	Minimum	Maksimum
logDI	220	1.898058	.3303693	1.061257	2.29556
logEFI	220	1.990739	.0900662	1.763017	2.125848
logRLI	220	-.4969566	.2993988	-1.021651	-.1053605
logEDU	220	1.532851	.4340576	.4029085	2.286197
logPOP	220	16.93463	1.332498	15.40255	19.61914
logGDP	220	9.207887	1.631356	6.386547	11.54164

4.BULGULAR

Ülkelerin kurumsal yapılarının yoksulluk üzerindeki etkisine yönelik yapılan regresyon tahmin sonuçları Tablo:2'de gösterilmektedir.

Tüm ülkeler		Düşük Gelirli Ülke Grubu		Yüksek Gelirli Ülke Grubu	
	Model		Model		Model
Değişkenler	logGINI	Değişkenler	logGINI	Değişkenler	logGINI
logDI	-0.0413	logDI	0.206***	logDI	0.446***
	(0.0480)		(0.0568)		(0.106)
logEFI	1.480***	logEFI	0.649***	logEFI	0.802***

	(0.218)		(0.163)		(0.216)
logRLI	-0.403***	**logRLI**	0.242***	**logRLI**	-0.820***
	(0.0606)		(0.0766)		(0.115)
logEDU	0.137***	**logEDU**	0.165***	**logEDU**	0.0173
	(0.0385)		(0.0219)		(0.0360)
logPOP	0.0248***	**logPOP**	-0.0225***	**logPOP**	0.0661***
	(0.00671)		(0.00711)		(0.00690)
logGDP	-0.0887***	**logGDP**	-0.0846***	**logGDP**	-0.0557**
	(0.0151)		(0.0217)		(0.0229)
Constant	0.679	**Constant**	3.131***	**Constant**	0.101
	(0.481)		(0.438)		(0.467)
Gözlem sayısı	220	**Gözlem sayısı**	110	**Gözlem sayısı**	110
R-squared	0.711	**R-squared**	0.696	**R-squared**	0.896

Not: * %1 anlamlılık düzeyinde ** %5 anlamlılık düzeyinde *** %10 anlamlılık düzeyini temsil etmektedir.

Tablo:2 'de yer alan sonuçlara göre tüm ülkeler için nüfustaki % 1'lik artış Gini değişkenini % 0,02 artırmaktadır. hükümetin eğitime yaptığı harcamaları Gini değişkenini % 0,13 artırmaktadır. kurumsal göstergelerden, hukukun üstünlüğü endeksi Gini değişkenini %0,40, demokrasi endeksi ise %0,04 azaltmaktadır. Ekonomik özgürlük endeksi ise Gini değişkenini % 1,4 artırmaktadır.

Düşük gelirli ülke grubuna ait sonuçlara bakacak olursak, kişi başına düşen gelir % 1 arttıkça Gini değişkeni % 0,08 azaltmaktadır. Aynı şekilde ülke nüfusundaki % 1'lik bir artış Gini değişkenini % 0,02 azaltmaktadır. Kurumsal göstergelerden, hukukun üstünlüğü endeksi Gini değişkenini % 0,24, demokrasi endeksi % 0,20 ve ekonomik özgürlük endeksi ise % 0,64 artırmaktadır.

Yüksek gelirli ülke grubuna ait sonuçlarda kişi başına düşen gayri safi milli gelirdeki % 1'lik bir artışın Gini değişkenini % 0,05 azalttığı görülmektedir. Nüfusdaki %1'lik artış ise Gini değişkenini %0,06 artırmaktadır. Kurumsal göstergelerden, hukukun üstünlüğü endeksi Gini değişkenini % 0,82 azaltırken, demokrasi endeksi % 0,44 ve ekonomik özgürlük endeksi ise % 0,80 artırmaktadır. çalışmada kullanılan her üç modelin de R^2 değeri yüksektir. bu değer, açıklayıcı değişkenlerin bağımlı değişkeni açıklama gücünün yüksek olduğunu göstermektedir.

5-SONUÇ

Bu çalışmada en önemli iktisadi sorunlardan olan yoksulluğun kurumsal yapı ile ilişkisi ele alınmıştır. Yüksek ve düşük gelirli toplam 20 ülkenin 2010-2020 yıllarına ait veriler kullanılarak yoksulluğun ülkelerin kurumsal yapısından etkilenip etkilenmediği araştırılmıştır. Bu amaçla bağımlı değişken olarak Gini değişkeni kullanılmıştır. Açıklayıcı değişkenler olarak ise, ekonomik özgürlük, demokrasi ve hukukun üstünlüğü endeksleri, ülkelerin toplam nüfusları, kişi başına düşen gayri safi milli hasıla ve hükümetin eğitim harcamalarının gayri safi yurtiçi hasıla içindeki payı kullanılmıştır. Tüm değişkenlerin logaritması alınarak yapılan analiz sonucunda kişi başına düşen gayri safi milli gelirdeki artışın her iki ülke grubunda da yoksulluğu azaltıcı etki yaptığı görülmüştür.

Kurumsal göstergeler ise düşük gelirli ülke gruplarında Gini değişkenini artırıcı bir etki göstermiştir. Kurumsal göstergelerden hukukun üstünlüğü endeksi Gini değişkenini azaltarak yoksulluğun azalmasına katkı sağlamaktadır. Bu sonuç yasal kurumların etkin ve güçlü bir yapıda olmasının yoksulluğu azaltacağı öngörüsüyle uyuşmaktadır. Ekonomik özgürlük ve demokrasi endeksi ise Gini üzerinde öngörülen etkiyi göstermemiştir. Yüksek gelirli ülkeler için nüfusun artması ile yoksulluk arasında pozitif yönlü bir ilişki söz konusudur. Bu sonuç, yüksek nüfuslu ülkelerde kaynakların daha fazla kişiyle paylaşılmak zorunda kalınmasının yoksulluğu artıracağı öngörüsüyle uyuşmaktadır.

Her ülkenin ekonomik, toplumsal ve siyasi kurumlarının yapısının farklı oluşu, bir diğer ifadeyle ülkelerin kültürel birikimlerinin aynı olmayışı ülkelerin iktisadi sorunlardan etkilenme boyutunu değiştirmektedir. Bu

sebeple yoksulluk gibi evrensel bir sorun her ülkede farklı şiddette karşımıza çıkmaktadır. Bir ülkede olumlu sonuçlar doğuran politikalar başka bir ülkede uygulanmaya koyulduğunda aynı sonuçları doğurmayabilir. Söz konusu farklılık, yoksulluğun etkin ve kalıcı çözümüne dair ülkelere has politikalar gerektirmektedir. Yoksulluğun çözümüne yönelik alınacak olan ekonomik, yasal ve politik önlemler ancak etkin ve güçlü bir kurumsal yapının varlığıyla kalıcı sonuçlar verecektir. Bu yüzden ülkelerin yoksullukla mücadeleye yönelik atacağı adımların en başında, ekonomik, politik ve yasal kurumsal yapılarını ülke dinamiklerini yok saymadan, tüm toplumu kapsayacak ve yoksulluğu bir sorun olarak kabul edecek şekilde değiştirmesi gelmelidir.

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Bir İş Fikrinin Doğuşu: Girişimci Adayları Üzerine Bir Araştırma

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Özet: Bir iş fikrinin doğuşu iki aşamalı bir süreç olarak değerlendirilmektedir. Buna göre girişimciliğin ilk aşaması literatür kapsamında görece ihmal edilmiş olan iş fikri bulma aşamasıdır. İkinci aşama ise araştırmacıların daha yoğun olarak ele aldıkları bir iş fikrinin ürüne dönüşüp piyasaya sunulmasıdır. Dolayısıyla girişimcilerin iş fikirlerini nasıl oluşturdukları sorusunun yanıtı halen tam olarak verilebilmiş değildir. Bu bağlamda bu çalışma bir iş fikrinin tasarlanmasıyla başlayan iş fikrini bulma sürecine yakından bakmak amacıyla gerçekleştirilmiştir. Diğer bir ifadeyle bu çalışma katılımcılara sorulan "girişimci olsaydınız hangi iş fikrini ne şekilde hayata geçirirdiniz?" sorusuna verdikleri yanıtların incelenmesi bağlamında şekillendirilmiştir. Araştırma amacı kapsamında Çankırı Karatekin Üniversitesi Uluslararası Ticaret ve Finansman Bölümünde eğitim gören ve girişimcilik eğitimi alan 22 öğrencinin rol oynama tekniği kapsamında geliştirdikleri iş fikirleri incelenmiştir. Elde edilen veriler NVivo 12 nitel veri analizi programı kullanılarak içerik analizine tabi tutulmuştur. Bu kapsamda yapılan analizler katılımcıların iş fikirlerini oluştururken kendi eğitim alanları ile bağlantılı sektörlere yöneldiklerini ortaya koymuştur. Elde edilen diğer bir bulgu katılımcıların iş fikirlerini oluştururken yaşadıkları çevredeki fırsatları sezinleme eğiliminde olduklarını göstermiştir. Ayrıca yapılan analizlerde katılımcıların mevcut pazarda gözlemledikleri boşlukları fırsata dönüştürmeyi hedefleyen iş fikirleri geliştirdikleri tespit edilmiştir.

Anahtar Kelimeler: İş Fikri, Girişimcilik, Rol Oynama Tekniği

The Birth of a Business Idea: A Study on Entrepreneur Candidates

Abstract: The emergence of a business idea is considered a two-stage process. Accordingly, the first stage of entrepreneurship, which has been relatively neglected in the literature, is the stage of finding a business idea. The second stage is the transformation of a business idea, which researchers have focused more intensively on, into a product and its introduction to the market. Therefore, the answer to how entrepreneurs generate business ideas has not yet been fully determined. In this context, this study was conducted to closely examine the process of finding a business idea that begins with the design of a business idea. In other words, this study was shaped in the context of examining the responses of participants to the question "If you were an entrepreneur, what business idea would you implement and how?". Within the scope of the research, the business ideas developed by the role-playing technique of 22 students who were studying at the Department of International Trade and Finance at Çankırı Karatekin University and receiving entrepreneurship education were examined. The obtained data were subjected to content analysis using NVivo 12 qualitative data analysis program. The analyzes made in this context revealed that the participants focused on sectors related to their own educational fields while generating their business ideas. Another finding obtained showed that the participants tended to sense opportunities in their surroundings while generating their business ideas. Additionally, it was determined that the participants developed business ideas that aim to turn the gaps they observed in the current market into opportunities.

Key Words: Business Idea, Entrepreneurship, Role-Play Technique

1. GİRİŞ

Girişimcilik geçmişten günümüze önemini hiç yitirmemiş aksine ülke ekonomileri için önemi her geçen gün artan bir kavramdır. Kavrama yöneltilen bu ilginin temelinde girişimcilik faaliyetlerinin ekonomik yapıları dönüştürme potansiyelinin olduğunu söylemek mümkündür. Bygrave ve Minniti'nin de (2000) ifade ettikleri üzere girişimcilik, mevcut ve yeni pazarların gelişmesi için gerekli koşulları oluşturan ve bununla birlikte yeni girişimsel faaliyetleri de teşvik eden dinamik yapıya sahip bir olgudur. Yapılan araştırmaların böyle bir yapının ülke ekonomilerinin gelişmesi bağlamında önemli fırsatlar sunduğunu ortaya koyması da girişimcilik olgusunu araştırmacıların odak noktasına taşımaktadır (Hougaard, 2005). Bu bağlamda tüm dünya ekonomileri için bir katalizör görevi üstlenen girişimciler *"daha önce tanınmayan kâr fırsatlarını algılayan ve bu fırsatları değerlendirme yeteneğine sahip kişiler"* olarak tanımlanabilirler (Bygrave ve Minniti, 2000). Girişimciler belirsiz piyasa şartları içerisinde sınırlı kaynakları katma değer yaratmak üzere kullanan kişilerdir. Bunun için de girişimci faaliyetlerin sonuçları önceden belirlenemez ve tahmin edilemez (Murdock ve Varnes, 2018). Esasında piyasa sürecini yönlendiren aktif güç, kâr peşinde koşan girişimcilerin geleceğin belirsiz koşullarına ilişkin spekülatif olarak aldıkları kararlardır. Dolaysıyla bir girişimcinin başarısı ya da elde edeceği kâr, gelecekteki tüketici

tercihlerini ve arz şartlarını diğer girişimcilere göre daha iyi tahmin edebilmesine bağlıdır. Bu anlamda girişimci piyasa ekonomisinin olmazsa olmazıdır; onlarsız bir piyasa düşünülemez (Yay, 2010:38).

2. KAVRAMSAL ÇERÇEVE

Girişimcilik genel olarak bir iş fikrinin tasarlanmasıyla başlayan ve bu iş fikrinin bir ürüne dönüşüp piyasaya sunulması ile devam eden iki aşamalı bir süreç olarak tanımlanmaktadır. Buna göre girişimciliğin ilk aşaması iş fikrini bulma, ikinci aşaması ise iş fikrinin hayata geçirilmesine ilişkin faaliyetleri kapsamaktadır (Özdaşlı ve Özkara, 2010; Hougaard, 2005). Bununla birlikte girişimcilik literatürüne bakıldığında genel olarak araştırmaların büyük bir kısmının girişimciliğin ilk aşaması olan iş fikri bulma aşamasını göz ardı ederek ikinci aşama olan iş fikrinin hayata geçirilmesi sürecini merkeze aldığı görülmektedir. Bu kapsamda yapılan araştırmalar özellikle girişimciliğin temel belirleyicileri olarak kabul edilen kurumların, sosyal ağların ve kişilik özelliklerinin girişimciliğe etkisini açıklamaya çalışmışlardır (Arentz vd., 2013). Dolayısıyla da girişimcilikte fırsatların nasıl keşfedildiği ve iş fikrine nasıl dönüştürüldüğü konularının halen gizemini koruduğu tespitinde bulunulabilir. Girişimcilikte iş fikri bulma aşaması bir işletmenin kuruluş sürecindeki en belirsiz dönemi temsil ettiği göz önünde bulundurulduğunda bu aşamanın aydınlatılmasına yönelik yapılacak araştırmaların girişimcilik sürecinin anlaşılabilmesi bağlamında önemli katkılar sağlayacağı söylenebilir (Murdock ve Varnes, 2018:256).

Gelecekte pazarda hangi mal ve hizmetlerin ortaya çıkacağını belirleyen bir süreç olarak ele alındığında girişimciliğin temelinde girişimcinin pazarda algıladığı fırsatlar bağlamında üretilen bir iş fikrinin olduğu görülecektir (Sobakinova vd., 2020; Shane ve Venkataraman, 2000). Girişimciler tarafından algılanan bu fırsatların değerlendirilmesiyle birlikte oluşturulan iş fikirleri sayesinde kâr sağlaması beklenen işletmelerin kuruluşu gerçekleşir (Gabrielsson ve Politis, 2012; Bygrave ve Hofer, 1992). Buna göre girişimciliğin ilk aşaması olan iş fikrinin işletme kurmanın en temel gerekliliklerinden biri olduğu tartışmasız bir gerçektir (Hougaard, 2005; Klofsten, 2005). Bu bağlamda girişimcilikte ilk adımların oluşturulan iş fikirlerini başarılı bir girişime dönüştürebilme motivasyonuyla atıldığı söylenebilir (Kurtz ve Berston, 2019). Nitekim kurulacak girişimin çıkış noktası olan iş fikri aynı zamanda işletmenin düşünce yapısının da yansıması olacak (Güven vd., 2015:62) ve gelecekteki başarısını bugünden şekillendirecektir. Bu kapsamda iş fikrinin önemi Hougaard'ın (2005:7) *"genç girişimciler harika iş planı hazırlıyorlar ancak sorun şu ki bu planların arkasında bir iş fikri yok"* tespitiyle daha görünür hale gelmektedir. Özetle söylemek gerekirse iş fikri girişimcilerin gelecekteki faaliyetlerinin genel görünümünün bugünden tasvir edilmesiyle ilgili bir süreçtir. Aynı zamanda iş fikri girişimcilerin başarılı olabilmek için hangi adımları atmaları gerektiği ve bu adımların maliyetlerinin ve faydalarının ne olacağı soruları çerçevesinde yürütülecek ticari faaliyetlere de rehberlik edecektir (Sobakinova vd., 2020:164; Dew ve Sarasvathy, 2007).

Girişimcilikte iş fikri sürecini araştıran çalışmalarda *"rekabetçi bir pazarda başarılı bir iş fikri nasıl geliştirilebilir ve bu iş fikrinin uygulanabilir olup olmadığı nasıl belirlenebilir?"* soruları en çok tartışılan konular arasında yer almaktadır (Hougaard, 2005). Literatürde bu sorulardan ilkine yanıt arayan araştırmacıların başarılı bir girişimcilik için pazarda fırsatların nasıl ortaya çıktığı ve girişimcilerin bu fırsatları nasıl sezdiklerini anlamaya dönük araştırmalar gerçekleştirdikleri söylenebilir (Arentz vd., 2013). Bu kapsamda literatürde iş fikri fırsatlarının kaynağına ilişkin olarak araştırmacılar arasında yaklaşım farklılıkları olduğu görülmektedir. Buna göre araştırmacıların bir kısmı girişimsel fırsatların kolektif olarak *"inşa edildiğini"* diğerleri ise bu fırsatların *"keşfedildiğini"* ileri sürmektedirler (Murdock ve Varnes, 2018). İş fikri fırsatlarının kaynağı ile ilgili ortaya çıkan bu görüş ayrılığına rağmen araştırmacılar girişimcilerin iş fikrini nasıl oluşturdukları sorusuna iki temel faktör üzerinde uzlaşı sağlayarak açıklama getirmektedirler. Bu faktörlerden ilki girişimcinin yapmaktan hoşlandığı ve iyi yaptığını düşündüğü bir şeyle ilgili iş fikri belirlemesidir. Diğer faktör ise iş fikrinin pazardaki bir ihtiyacı karşılamaya dönük oluşturulmasıdır (Kurtz ve Berston, 2019:161). Buna göre bir iş fikri bazen tesadüfen ortaya çıkabileceği gibi bazen de uzun araştırmalar sonucunda bulunabilir. Bu bağlamda iş fikirleri yeni geliştirilmiş olabileceği gibi mevcuttan hareket ederek de oluşturulabilirler. Sonuç olarak yeni iş fikirlerinin buluşa ve transfer/adaptasyona dayalı olmak üzere ikiye ayrıldığı, mevcuttan hareket eden iş fikirlerinin ise mevcudun kopyalanmasına ve mevcudun geliştirilmesine dayalı olarak belirlendiği söylenebilir (Güven vd., 2015:51).

Daha önce de ifade edildiği üzere literatürde pazarda fırsatların nasıl ortaya çıktığı sorusu gibi bu fırsatların girişimciler tarafından nasıl sezildikleri sorusu da sıklıkla araştırmacılar tarafından tartışılmaktadır. Araştırmacıların kaynağının keşif veya inşa süreci olarak ifade ettikleri girişimsel fırsatların, her iki durumda da gelecekteki girişimlerin temelini oluşturduğu açıktır (Foo vd., 2005). Burada asıl üzerinde önemle durulması gereken konu girişimcilerin çevredeki fırsatları nasıl sezdikleridir. Nitekim bu alanda araştırmalar yapan akademisyenlerin uzun süredir *"neden bazı kişiler pazardaki fırsatları tanımlayabiliyorken diğerleri bunu*

gerçekleştiremiyor?" sorusuna odaklandıkları söylenebilir (Arentz vd., 2013; Gabrielsson ve Politis, 2012). Bu bağlamda girişimsel fırsatların nasıl tanındığı sorusuna yanıt arayan çalışmaların özellikle fırsat tanıma kavramı üzerine yoğunlaştıkları söylenebilir. Buna göre fırsat tanıma, *"bireylerin değer yaratma potansiyeli taşıyan her türlü karşılanmamış ihtiyaç ve piyasa boşluklarını algılamak ve fırsat olarak adlandırılabilecek forma dönüştürebilmek için gerçekleştirdiği faaliyetler dizisi"* olarak ifade edilmektedir (Karabey ve Bingöl, 2010:20). Diğer bir ifadeyle fırsat tanıma, fırsatların algılanması, keşfi veya yaratılması ve fikri iş kavramına dönüştürme aşamasıdır (Onan ve Güğerçin, 2021:5). Bu bağlamda literatürde girişimci adayları tarafından fırsatların nasıl tanındığı sorusunu tartışan bazı araştırmalar konuya beşeri sermaye teorisinin varsayımları ile açıklık getirmeye çalıştıkları söylenebilir. Buna göre fırsat tanıma konusuna farklı bir bakış açısı kazandıran beşeri sermaye kavramı ilk kez Becker (1964) tarafından "*bireylerin ekonomik değer üretebilmek için sahip olmaları gereken bilgi, yetenek ve deneyimler birikimi*" olarak ifade edilmiştir. Beşeri sermaye teorisinin varsayımlarından hareketle girişimci adaylarının iş fikirlerine temel teşkil eden fırsatları nasıl tanıdıklarına ilişkin olarak gerçekleştirilen araştırmalar eğitim, iş deneyimi, yetenek ve problem çözme gibi faktörlerin etkisi üzerinde durmuşlardır (Davidsson ve Honig, 2003). Bununla birlikte özellikle araştırmacıların beşeri sermayenin bir bileşeni olan eğitim değişkeninin fırsat tanıma sürecindeki rolünün anlaşılmasına yönelik pek çok çalışma yaptıkları görülmektedir (Sobakinova vd., 2020; Arentz vd., 2013: Gabrielsson ve Politis, 2012). Elbette ki araştırmacıların fırsat tanıma sürecinde eğitim değişkenine yönelttikleri bu ilginin nedensiz olmadığı söylenebilir. Nitekim Manga ve arkadaşlarının (2015) da ifade ettikleri üzere beşeri sermayenin oluşmasında eğitimin temel bir role sahip olması bunun en geçerli sebebidir. Buna göre beşeri sermayenin oluşmasında önemli bir katkısı olan eğitim birikimi örgün eğitim, örgün olmayan ya da işbaşında eğitim yoluyla kazanılmaktadır (Manga vd., 2015 47). Bu kapsamda girişimcilik eğitimlerinin bireylerin beşeri sermayelerinin oluşturulmasında ve girişimci faaliyetlerinin artırılmasında özel bir öneminin olduğunu söylemek yanlış olmayacaktır. Zira her düzeyde verilen girişimcilik eğitimleri sayesinde bireylere bir iş kurmak için gerekli olan bilgileri öğretme, nitelikleri kazandırma, girişimci olma potansiyelini ortaya çıkarma, iş fikri geliştirebilme, piyasadaki fırsatları görebilme ve sosyal fayda oluşturabilme gibi çıktılar üretmeleri desteklenebilecektir (Özdemir, 2019:102). Literatür kapsamında araştırmacıların da girişimcilik eğitimlerinin hem teorik hem de pratik açıdan önemli etkileri olduğunu savundukları görülmektedir (Klofsten, 2005). Bu bağlamda yapılan bir çalışmada girişimcilik eğitimi ile üretilen iş fikirleri sayısı arasındaki bağlantı araştırılmış ve pozitif bir ilişki bulgulanmıştır (Sobakinova vd., 2020). Yapılan başka bir çalışmada üniversite öğrencilerinin aldıkları girişimcilik eğitiminin iş fikri üretmeye yönlendirilmelerinde etkili olduğu tespit edilmiştir (Özdemir, 2019:101). Gabrielsson ve Politis'in (2012) gerçekleştirdikleri bir diğer araştırmada ise katılımcıların iş fikri üretme süreçlerinde iş deneyimi ve bireysel öğrenme tercihlerinin ilişkili olduğu görülmüştür. Bu bağlamda araştırma sonuçlarının girişimcilik eğitiminin iş fikirlerinin geliştirilmesinde ve hayata geçirilmesinde önemli bir destekleyici role sahip olduğunu ortaya koyduğu söylenebilir (Morais, 2001).

Girişimcilikte rekabetçi bir pazarda başarılı bir iş fikri geliştirdikten sonra gündeme gelen bir diğer konu bu iş fikrinin uygulanabilirliğinin nasıl değerlendirileceğidir. Bu anlamda çalışmada daha önce de belirtildiği gibi *"iş fikrinin uygulanabilir olup olmadığı nasıl belirlenebilir?"* sorusu iş fikri sürecine odaklanan çalışmaların en çok tartıştığı ikinci konu olarak karşımıza çıkmaktadır. Bu soruya cevap bulmak üzere yapılan çalışmalarda yeni ve uygulanabilir iş fikirlerinin günümüzün sürekli değişen pazarlarında başarılı bir işletmenin kurulması ve bu başarının uzun vadede sürdürülebilmesi için girişimcilik sürecinin ayrılmaz bir parçası olduğu vurgusu dikkat çekmektedir (Weinberger vd., 2018). Buna göre bir iş fikrinin uygulanabilirlik açısından doğru bir şekilde değerlendirilmesinin girişimcilikte özel bir önem arz ettiği söylenebilir. Nitekim araştırmacıların da belirttikleri gibi iş fikirleri oldukça fazladır ancak bu iş fikirlerinin hangilerinin uygulanabilir olduğu veya başka bir ifadeyle hangilerinin gerçek ticari potansiyele sahip olduğu sorusu girişimcilerin çözmek zorunda oldukları belki de en önemli sorun alanını oluşturmaktadır (Foo vd., 2005; Kim ve Mauborgne, 2000). Bu bağlamda girişimciler potansiyel müşteriler ve rakiplerin analizini kapsayan pazar boyutunun bir iş fikrinin uygulanabilirliğini etkileyen en önemli faktör olduğunu göz önünde bulundurmalıdırlar (Hougaard, 2005). Zira araştırmacılar bu kapsamda girişimcilerin başarılarını farklılaştıran en önemli özelliğin pazarı doğru analiz etme diğer bir ifadeyle bu pazarda henüz karşılanmayan müşteri ihtiyaçlarını belirleme ve tahmin etme yeteneği ile ilişkili olduğunu ifade etmektedirler (Gabrielsson ve Politis, 2012). Doğru bir pazar analizinin girişimcilik başarısı için önemine vurgu yapan araştırmacılar aynı zamanda potansiyel müşterilere yeni deneyimler sağlayacak yaratıcı iş fikirlerinin de girişimcilere benzersiz avantajlar sağlayacağı gerçeğinin altını çizmektedirler (Kim ve Mauborgne, 2000). Ancak burada göz ardı edilmemesi gereken en önemli nokta oluşturulan yaratıcı iş fikrinin pazardaki boşlukların ve fırsatların değerlendirilmesi bağlamında ortaya çıkmasıdır (Heinonen vd., 2011). Diğer bir ifadeyle piyasada karşılığı olmayan yaratıcı bir iş fikrinin ticari başarı kazanması mümkün olmayacaktır. Özetle söylemek gerekirse yaratıcı ve uygulanabilir bir iş fikrinin oluşturulabilmesi için girişimcilerin en başta bu iş fikrinin hayata geçirildiği

taktirde pazardaki hangi boşlukları dolduracakları veya hangi fırsatları değerlendirecekleri konusunu doğru ve açık bir şekilde ifade etmeleri gerekmektedir. Bununla birlikte uygulanabilir bir iş fikrinin, iş yapma biçiminin ne olacağı ve organizasyon şemasının nasıl oluşturulacağı sorularına da yanıt verebilecek bilgileri kapsaması gerektiği söylenebilir (Klofsten, 2005). Özellikle iş fikrinin hayata geçirilmesi konusunda potansiyel yatırımcılardan destek talep edileceği durumlarda ise iş fikrinin uygulanabilir olması konusu farklı bir önem kazanacaktır. Çünkü girişimciler destek alabilmek için iş fikirlerinin uygulanabilirliği konusunda yatırımcıları ikna etmek zorunda kalacaklardır (Foo vd., 2005). Dolayısıyla da iş fikirlerinin piyasa şartlarından hareketle gerçekçi tespitlerle objektif bir şekilde temellendirilmesi gerektiğini söylemek yanlış olmayacaktır. Buradan hareketle başarılı bir girişimcilik faaliyetinin gerçekleştirilebilmesi için geliştirilecek iş fikirlerinin pazardaki boşlukların ve fırsatların değerlendirilmesi bağlamında uygulanabilir bir düzeyde belirlenmesi gerektiği açıktır.

3. YÖNTEM

Girişimcilik genel olarak bir iş fikrinin tasarlanmasıyla başlayan iş fikrini bulma aşaması ve bu iş fikrinin bir ürüne dönüşüp piyasaya sunulması ile devam eden iş fikrinin hayata geçirilmesi olmak üzere iki aşamalı bir süreçtir. Bununla birlikte literatür kapsamında yapılan araştırmalara bakıldığında girişimciliğin ilk aşaması olan iş fikri bulma aşamasının araştırmacılar tarafından görece ihmal edilen bir konu olduğu dikkat çekmektedir. Dolayısıyla girişimcilikte fırsatların iş fikrine dönüştürülme sürecinin halen gizemini koruduğunu söylemek mümkündür. Bu bağlamda bu çalışma bir iş fikrinin tasarlanmasıyla başlayan iş fikrini bulma sürecine yakından bakmak ve girişimcilik eğitimi alan öğrencilerin iş fikirlerini analiz etmek amacıyla gerçekleştirilmiştir. Diğer bir ifadeyle bu çalışma potansiyel girişimci adaylarına sorulan *"girişimci olsaydınız hangi iş fikrini ne şekilde hayata geçirirdiniz?"* sorusuna verdikleri yanıtların incelenmesi bağlamında şekillendirilmiştir. Buna göre araştırmanın verileri Çankırı Karatekin Üniversitesi Uluslararası Ticaret ve Finansman Bölümünde eğitim gören 22 öğrenciden toplanmıştır. Uluslararası Girişimcilik dersini alan bu öğrenciler, olasılık dışı örnekleme yöntemi kullanılarak araştırmaya dâhil edilmiştir.

Araştırma kapsamında Uluslararası Girişimcilik dersini alan öğrencilere girişimcilik ile ilgili teorik bilgiler verildikten sonra öğrencilerden *"girişimci olsaydınız hangi iş fikrini nasıl hayata geçirirdiniz"* sorusuna girişimci rolü oynamak suretiyle yanıt vermeleri istenmiştir. Bu bağlamda araştırmada veri elde etme yöntemi olarak rol oynama tekniği kullanılmıştır. Buna göre girişimci adayları belirledikleri iş fikirlerini kendilerine verilen yarı yapılandırılmış form aracılığıyla detaylandırmışlardır. Söz konusu yarı yapılandırılmış form literatür taraması kapsamında iş fikrinin neden seçildiği, iş fikirlerinin hangi faktörlerin etkisiyle ortaya çıktığı, mevcut ve potansiyel rekabette nasıl farklılık yaratılacağı, iş fikrinin nerede hayata geçirileceği, gelecek hedeflerinin ne olduğu, ürün ve hizmetlerin tüketicilere hangi yöntemlerle tanıtılacağı ve gerekli sermayenin nereden sağlanacağına ilişkin konuları kapsayacak düzeyde oluşturulmuştur. Katılımcılara projelerini hazırladıkları her aşamada danışmanlık desteği de sağlanmıştır. Araştırma kapsamında yarı yapılandırılmış formlar aracılığıyla ulaşılan veriler NVivo 12 nitel veri analizi programına aktarılmıştır. Verilerin çözümlenmesinde içerik analizi yöntemi kullanılmıştır. Çalışmanın güvenirliğini sağlayabilmek için birbirinden bağımsız olarak iki araştırmacı verileri çözümlemişlerdir. Benimsenen bu yöntem literatürde de ifade edildiği üzere nitel çalışmalarda analizlerin güvenirliğinin sağlanabilmesi için sıklıkla araştırmacılar tarafından tercih edilmektedir. Nitekim bu yöntemde bağımsız temalar ve kodlar iki bağımsız araştırmacı tarafından tanımlanmakta sonrasında ise benzerlikler ve farklılıklar üzerinde yapılan tartışmalar ışığında nihai tema ve kodlara ulaşılmaktadır. Bu bağlamda araştırma güvenirliği, kodlayıcılar arası uzlaşının bir ölçüsü olarak ifade edilmektedir (O'Connor ve Joffe, 2020). Araştırma kapsamında birbirinden bağımsız iki araştırmacının ulaştığı veriler karşılaştırılmış ve üzerinde görüş birliği sağlanan nihai kod listesi belirlenmiştir. Elde edilen bu veriler araştırma sorusu bağlamında tartışılmıştır.

4. BULGULAR

Tablo 1 katılımcıların geliştirdikleri iş fikirlerine ilişkin bulguları kapsamaktadır. Tablodan da görüleceği üzere katılımcıların 12'si kadın, 10'u ise erkektir. Geliştirilen iş fikirlerine bakıldığında 6 iş fikrinin otomat teknolojisi kapsamında oluşturulduğu dikkat çekmektedir. Diğer taraftan 3 katılımcının kafe iş fikrini seçtikleri görülmektedir. Tabloda yer verilen 7. ve 10. iş fikirleri bilinen bir markanın isim hakkının kullanımını mümkün kılan franchising modeli kapsamında oluşturulmuştur. Geliştirilen iş fikirlerinin hangi sektörde yer aldığına ilişkin bulgular iş fikirlerinin 20'sinin hizmet, 1'er tanesinin de tarım ve üretim sektörleri kapsamında yer aldığını göstermektedir.

Tablo 1. Katılımcılar Tarafından Geliştirilen İş Fikirleri

No	Cinsiyet	İş Fikri	Sektör
1	Kadın	Şarj Otomatı	Hizmet
2	Kadın	Çamaşır Makinesi Otomatı	Hizmet
3	Kadın	Dergi Cafe	Hizmet
4	Kadın	Özel Dikim Atölyesi	Hizmet
5	Erkek	Sigara Otomatı	Hizmet
6	Kadın	Green Cafe & Bistro	Hizmet
7	Erkek	Bowling Salonu	Hizmet
8	Erkek	El İşlemeleri ve Özel Dikim	Hizmet
9	Kadın	Doğal Cafe	Hizmet
10	Erkek	Hamburgerci	Hizmet
11	Kadın	Sağlık ve Güzellik Merkezi	Hizmet
12	Kadın	Yaşam ve Eğlence Merkezi	Hizmet
13	Erkek	Seracılık	Tarım
14	Kadın	Hijyen Malzemesi Otomatı	Hizmet
15	Erkek	Kurye Hizmeti	Hizmet
16	Kadın	İnternetten Türk Kahvesi Satışı	Hizmet
17	Erkek	Atık Yağları Geri Dönüştürme	Üretim
18	Kadın	Sağlık Kabini	Hizmet
19	Erkek	Fatura Ödeme Otomatı	Hizmet
20	Kadın	Kuaför	Hizmet
21	Erkek	Çamaşır Makinesi Otomatı	Hizmet
22	Erkek	Parti Malzemeleri Satışı	Hizmet

Araştırma bağlamında katılımcıların iş fikirlerinin ortaya çıkmasına neden olan faktörlerin neler olduğunu ortaya koyan içerik analizi sonuçlarına Tablo 2'de yer verilmiştir.

Tablo 2. İş Fikirlerinin Ortaya Çıkmasına Neden Olan Faktörlere Yönelik İçerik Analizi Sonuçları

Kod	Frekans
Mevcut Pazardaki Boşluğu Değerlendirme	18
Müşteri Talebi Farkındalığı	11
İş Fikriyle İlgili Deneyim Sahibi Olma	8
İlgi Duyulan Alan	6
Alana İlişkin Yetenek Sahibi Olma	5
Sosyal Sorumluluk Farkındalığı	4
Farklılık Yaratma	3
Kazanç Elde Etme Güdüsü	3
Alanda Eğitime Sahip Olma	2
Hayalini Gerçekleştirme Güdüsü	2
Toplumsal Cinsiyet Farkındalığı	2

Tablo 2 katılımcıların iş fikirlerinin ortaya çıkmasında en çok *"mevcut pazardaki boşluğu değerlendirme"* (18) faktörünün etkili olduğunu göstermektedir. Ayrıca bu kapsamda yapılan analizler *"müşteri talebi farkındalığı"* (11), *"iş fikriyle ilgili deneyim sahibi olma"* (8), *"ilgi duyulan alan olma"* (6) ve *"alana ilişkin yetenek sahibi olma"* (5) faktörlerinin katılımcıların iş fikirlerinin oluşturulmasında önemli düzeyde etkili olduğunu ortaya koymuştur. Elde edilen bu bulgulardan hareketle literatürde de ifade edildiği üzere katılımcıların iş fikirlerini oluştururken en çok pazardaki bir ihtiyacı karşılama amacı taşıdıkları söylenebilir. Nitekim bu kapsamda katılımcılar pazarda henüz karşılanmayan müşteri ihtiyaçlarına yönelik sezdikleri fırsatları değerlendirme amacıyla iş fikirleri geliştirmişlerdir. Ayrıca gerçekleştirilen analizler yapılacak işe ilgi duyma, bu alanda yetenek ve deneyim sahibi olma gibi faktörlerin de iş fikrinin geliştirilmesi sürecindeki etkisini göstermektedir. Katılımcıların iş fikirlerinin ortaya çıkmasına neden olan faktörlere ilişkin ifadelerinden dikkat çekenler aşağıdaki gibidir:

> *"…Bu iş fikri benim ve arkadaşımın hayaliydi."* **(Katılımcı 5)**

"Yıllardır bu sektörün içinde çalıştım ve bir süre sonra işletmeyi bir iş olarak değil de evim gibi hissettiğimi, hayalimdeki işin bu olduğunu fark ettim. Yani geçmiş tecrübelerim ve hayalimin olması bu iş fikrinin doğmasına sebep oldu." **(Katılımcı 6)**

"Bu iş fikrini yaşadığım şehirde gözlemlediğim eksiklikten dolayı seçtim. Çünkü gluten alerjisi olan, şeker hastaları ve vegan kişilerin dışarıda da beslenme düzenlerini koruyabilecekleri bir mekân bulunmamaktadır. Bunun için de bu iş fikrinin farklılaşma yaratacağını düşünüyorum." **(Katılımcı 9)**

"…Ülkemde kadınların doğum ve doğum sonrasında fiziksel ve manevi olarak yeterince desteklenmediğini düşünüyorum. Bu iş fikrini de bazı akrabalarımın yaşadığı sorunları göz önünde bulundurarak seçtim." **(Katılımcı 11)**

"…Üniversitenin olduğu bölgede öğrencilere eğlenme imkânı sunan bir yer bulunmamaktadır." **(Katılımcı 12)**

"…Ayrıca işletmenin kurulacağı bölgede diğer işletmeler tarafından atık yağlar doğaya bırakılmaktadır. Bunun için de çevre kirliliğini önlemek esas amaçlarımızdan biri olacaktır. Bu iş fikriyle doğayı temiz tutmakta bizim de küçükte olsa katkımız olacaktır." **(Katılımcı 17)**
"Çalışanların ve özellikle öğrencilerin en büyük problemlerinden biri kirli çamaşırların yıkanması. İnsanlar yoğunluklarından dolayı çamaşırların yıkanması için çok zaman ayırmak istemiyorlar…" **(Katılımcı 21)**

Tablo 3. Mevcut ve Potansiyel Rekabette Farklılaşma Stratejilerine Yönelik İçerik Analizi Sonuçları

Kod	**Frekans**
Pazara İlk Giren Olma Avantajı	17
Rakiplerden Farklılaşma	7
Kolay Ulaşılabilir Olma	7
Müşteri Memnuniyeti	5
Kişiye Özel Üretim/Hizmet	4
Kalite Odaklı Faaliyet	3
Marka Bilinirliliğinden Faydalanma	2
Maliyet Avantajı	2
Çevreye Duyarlı Olma	2
Şeffaflık	1
Yenilikçi Faaliyetler	1

Araştırma kapsamında sorulan *"oluşturulan iş fikri ile mevcut ve potansiyel rekabette nasıl farklılık yaratılacaktır?"* sorusuna katılımcıların verdikleri yanıtlardan elde edilen içerik analizi sonuçlarına Tablo 3'te yer verilmiştir. Tablodan da görüleceği gibi *"pazara ilk giren olma avantajı"* (17), *"rakiplerden farklılaşma"* (7), *"kolay ulaşılabilir olma"* (7), *"müşteri memnuniyeti"* (5) ve *"kişiye özel üretim/hizmet"* (4) en çok tekrar eden kodlar olarak öne çıkmaktadır. Ayrıca katılımcılar tarafından "kalite odaklı faaliyet" (3), *"marka bilinirliğinden faydalanma"* (2), *"maliyet avantajı"* (2), *"çevreye duyarlı olma"* (2), *"şeffaflık"* (1) ve *"yenilikçi faaliyetler"* (1) argümanları ile rekabette farklılık yaratılabileceği ifade edilmiştir. Bu noktada rekabette marka bilinirliği avantajını kullanabileceklerini dile getiren katılımcıların franchising modeli kapsamında iş fikri geliştirdiklerini belirtmek gerekmektedir. Bu bağlamda yapılan analizlerde katılımcıların yoğun bir şekilde pazarda rekabet tehdidinin düşük olduğunu dile getirdikleri dikkat çekmektedir. Nitekim bu bulgu katılımcıların iş fikirlerinin ortaya çıkmasında en çok pazardaki boşluğu değerlendirme faktörünün etkili olduğu bulgusuyla birlikte ele alındığında daha anlamlı bir görünüm kazanmaktadır. Sonuç olarak katılımcıların pazarda sezdikleri boşlukların yarattığı fırsatlardan hareketle iş fikirlerini belirlediklerini ve bu bağlamda da düşük rekabet öngörüsüne sahip oldukları pazarlara girmeyi tercih ettiklerini söylemek yanlış olmayacaktır. Geliştirilen iş fikirlerinin mevcut ve potansiyel rekabette nasıl farklılaşacağına ilişkin katılımcıların ifadelerinden bazılarına aşağıda yer verilmiştir:

"…Müşterilerin hayallerine hiçbir şekilde müdahale edilmeyecek ve tamamen onların istekleri karşılanacaktır. Onların özel olma isteklerine karşılık verilecektir. Dolayısıyla da ürünler tamamen özel ve tek olacaktır." **(Katılımcı 4)**

"…İnsanların hayal güçlerine hizmet edileceği için farklılaşmanın bir sınırı yoktur. Bunun için de pazardaki pek çok fırsat değerlendirilebilecektir…" **(Katılımcı 22)**

Katılımcıların iş fikirlerini nerede hayata geçirmek istediklerini belirlemek üzere yapılan analizlerde *"yaşanılan şehir"* (11), *"öğrenim görülen şehir"* (7) ve *"İstanbul"* (4) olmak üzere 3 kategori bulgulanmıştır. Buna göre katılımcıların en çok yaşadıkları bölgelerin pazarlarındaki eksiklerini ve tüketici ihtiyaçlarını gözlemleyerek iş fikirlerini oluşturdukları görülmektedir. Yapılan başka bir analizde katılımcıların oluşturdukları iş fikirlerinin hepsinin gelecek projeksiyonu olarak büyümeyi hedefledikleri tespit edilmiştir. Bu kapsamda katılımcıların en çok tercih ettiği büyüme hedefinin *"yeni şubeler açmak"* olduğu görülmektedir. Bununla birlikte katılımcıların *"uluslararası pazarlara açılma"* (6), *"marka oluşturma"* (5), *"işgücüne yatırım yapma"* (1) ve *"teknolojiye yatırım yapma"* (1) gibi büyüme hedeflerinin de olduğu dikkat çekmektedir. Araştırma kapsamında yapılan bir diğer analiz sonucuna göre katılımcılar iş fikirlerini hayata geçirdikten sonra ürün ve hizmetlerini müşterilere tanıtmak için *"sosyal medya"* (16) ve *"web sitesi"* (12) seçeneklerini kullanmayı planlamaktadırlar. Bu bağlamda katılımcıların günümüzde yoğun bir biçimde kullanılan online tanıtım araçlarının önemini kavradıklarını söylemek yanlış olmayacaktır.

Tablo 4. İş Fikrinin Finansman Planına İlişkin Sonuçlar

Kod	**Frekans**
Aile	14
KOSGEB	10
Kendi Birikimleri	7
Kredi	6
Yatırımcılar	3

Tablo 4 katılımcıların iş fikirlerini hayata geçirebilmek için gerekli olacak sermayeyi nereden karşılayacaklarına ilişkin bulguları kapsamaktadır. Tablodan da görüleceği gibi katılımcılar gerekli sermaye için en çok *"aile"* (14), *"KOSGEB"* (10), *"kendi birikimleri"* (7), *"kredi"* (6) ve *"yatırımcılar"* (3) seçeneklerini kullanmayı planlamaktadırlar. Katılımcıların iş fikirlerini hayata geçirebilmek için en çok aileden destek almayı hedefledikleri bulgusu kültürel bağlamla birlikte değerlendirildiğinde beklenen bir durum olarak karşımıza çıkmaktadır.

5. SONUÇ VE TARTIŞMA

Girişimciler daha önce tanınmayan fırsatları iş fikrine dönüştürerek ekonomik gelişimin adeta katalizörü rolünü üstlenen kişilerdir. Bu bağlamda girişimciler tarafından geliştirilen iş fikirlerinin yeni ürünler, yeni pazarlar ve yeni müşterilere ulaşılmasını mümkün kıldığı söylenebilir (Weinberger vd., 2018). Dolayısıyla iş fikirlerinin ortaya çıkışında rol oynayan dinamikleri anlamak önemli bir çaba olarak kabul edilebilir. Literatür kapsamında araştırmacıların da söz konusu dinamikleri yakından inceledikleri ve bu bağlamda bir iş fikrinin doğuşunun iki aşamalı bir süreç olarak değerlendirdikleri görülmektedir. Buna göre girişimciliğin ilk aşaması literatür kapsamında görece ihmal edilmiş olan iş fikri bulma aşamasıdır. İkinci aşama ise araştırmacıların daha yoğun olarak ele aldıkları bir iş fikrinin ürüne dönüşüp piyasaya sunulması bir diğer ifadeyle hayata geçirilmesidir. Dolayısıyla girişimciler tarafından fırsatların nasıl keşfedildiği ve iş fikrine nasıl dönüştürüldüğü soruları halen tam olarak cevap bulmamış sorular olarak kalmaya devam etmektedir. Bu bağlamda bu çalışma kapsamında bir iş fikrinin tasarlanmasıyla başlayan iş fikrini bulma sürecine yakından bakılmaya çalışılmıştır. Bu doğrultuda Çankırı Karatekin Üniversitesi Uluslararası Ticaret ve Finansman Bölümünde eğitim gören ve girişimcilik eğitimi alan 22 öğrenci tarafından geliştirilen iş fikirleri incelenmiştir. Bir diğer ifadeyle elde edilen veriler araştırma kapsamında girişimci rolü oynayan katılımcılara sorulan *"girişimci olsaydınız hangi iş fikrini ne şekilde hayata geçirirdiniz?"* sorusuna verdikleri yanıtlardan elde edilmiştir.

Araştırma kapsamında yapılan analizler geliştirilen iş fikirlerinin neredeyse tamamının hizmet sektöründe faaliyet göstermek üzere tasarlandığını ortaya koymuştur. Elde edilen bu bulgu İnaltekin ve Kirman Bilgin'in (2019) çalışmalarında ulaştıkları sonuçlarla da paralellik göstermektedir. Buna göre araştırmacılar, fen bilimleri öğretmen adaylarının hazırladıkları iş planlarını inceledikleri söz konusu çalışmada katılımcıların otlu yoğurt, şeker pancarı reçeli, süt reçeli, kaz yağından sabun, pekmezli kahve, organik diş macunu, ışkın otlu ve sarı kantaronlu sabun gibi üretim odaklı iş fikirleri geliştirdiklerini belirlemişlerdir. Bu kapsamda araştırmacılar katılımcıların fikirlerini kendi alanları ile ilişkilendirerek oluşturdukları sonucuna varmışlardır. Dolayısıyla uluslararası ticaret ve finansman öğrencilerinin bu çalışmanın örneklemini oluşturduğu göz önüne alındığında analiz edilen iş fikirlerinin neredeyse tamamının hizmet sektöründe faaliyet göstermek üzere tasarlandığı bulgusu anlamlı hale gelmektedir. Bir diğer ifadeyle bu araştırma kapsamında da katılımcıların iş fikri

geliştirirken kendi eğitim alanları ile bağlantılı sektörlere yöneldiklerini söylemek mümkündür. Bunun yanı sıra yapılan analizler katılımcıların bu iş fikirlerini daha çok yaşadıkları veya öğrenim gördükleri şehirlerde hayata geçirmek üzere tasarladıkları da ortaya koymuştur. Bir diğer ifadeyle katılımcıların genellikle yaşadıkları çevredeki fırsatları sezinleme eğiliminde oldukları tespit edilmiştir. Bu bağlamda katılımcıların yaşadıkları çevrede ortaya çıkan girişimsel fırsatları tanıma özelliklerinin güçlü olduğunu düşünmek mümkündür.

Araştırma kapsamında iş fikirlerinin ortaya çıkmasına hangi faktörlerin etkili olduğu sorusu cevabı aranan bir diğer soru olmuştur. Bu bağlamda yapılan analizler iş fikrinin ortaya çıkmasına neden olan faktörler arasında "mevcut pazardaki boşluğu değerlendirme" ve "müşteri talebi farkındalığı" faktörlerinin katılımcılar tarafından en sık tekrar edilen faktörler olduğunu ortaya koymuştur. Bu bulgu Helvacı'nın (2017) girişimcilerin iş fikri bulmada en çok fırsatçılık yönteminden yararlandıkları bulgusu ile de örtüşmektedir. Buna göre katılımcıların pazarda tatmin edilmeyen müşteri talebi potansiyelini tespit ederek pazardaki bu boşluğu fırsata dönüştürmeyi hedefleyen iş fikirleri planladıklarını söylemek mümkündür. İş fikirlerinin ortaya çıkmasına hangi faktörlerin etkili olduğu sorusu kapsamında yapılan analizler sonucunda katılımcılar tarafından en sık dile getirilen diğer faktörler ise "iş fikriyle ilgili deneyim sahibi olma", "ilgi duyulan alan olma" ve "alana ilişkin yetenek sahibi olma" olmuştur. Bir diğer ifadeyle gerçekleştirilen analizler yapılacak işe ilgi duyma, bu alanda yetenek ve deneyim sahibi olma gibi faktörlerin de iş fikrinin geliştirilmesi sürecinde etkisi olduğunu ortaya koymuştur. Daha önce de dile getirildiği üzere literatür kapsamında araştırmacılar, girişimcilerin iş fikrini nasıl oluşturdukları sorusuna girişimcinin yapmaktan hoşlandığı ve iyi yaptığını düşündüğü bir şeyle ilgili iş fikri belirlemesi ile iş fikrinin pazardaki bir ihtiyacı karşılamaya dönük oluşturulması olmak üzere iki temel kategori bağlamında cevap vermektedirler. Dolayısıyla bu araştırma kapsamında elde edilen sonuçların literatürde yapılan diğer araştırmalarla paralellik gösterdiğini ve incelenen iş fikirlerinin ortaya çıkmasına neden olan faktörlerin her iki kategoriyi de yansıttığı söylenebilir.

Özetle söylemek gerekir ki iş fikri, girişimci tarafından pazara ne sunulacağı ve bu faaliyetinden ötürü nasıl kâr elde etmeyi planladığını gösterir (Klofsten, 2005). Bu nedenle iş fikrinin ortaya çıkış süreci dikkatle ele alınması gereken bir süreçtir. Dolayısıyla girişimcilerin iş fikirlerini nasıl geliştirdikleri literatür kapsamında görece ihmal edilen bir araştırma alanı olmaktan çıkarılması gerektiğini söylemek mümkündür. Bu bağlamda gelecekte, hayata geçirilmiş ve başarılı olmuş iş fikirlerinin ortaya çıkış süreçlerini analiz eden çalışmaların yapılması önerilebilir. Bunun yanı sıra katılımcılar tarafından geliştirilen iş fikirlerinin uygulanabilirliği çeşitli simülasyon araçları da kullanılarak yatırım potansiyeli bağlamında test edilebilir. Son olarak iş fikirlerinin geliştirildiği adresler olarak üniversitelerde kuluçka merkezlerinin kurulması ve yaygınlaştırılması da önerilebilir.

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Bütçe Açıklarının Seçilmiş Makroekonomik Değişkenler ve Dış Ticaret Üzerindeki Etkilerinin Karşılaştırmalı Analizi: Türkiye Örneği

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Özet: Bütçe açıkları, ekonomik açıdan ülkelerdeki ekonomi yönetimlerinin çözüm bulmak zorunda olduğu önemli makroekonomik sorunlardan birini teşkil etmektedir. Bununla birlikte bütçe açıklarının pek çok olumsuz etkisinin bulunduğunu da söylemek mümkündür. Denk bütçe ilkesinin bir gereği olarak bütçe açıklarının kapatılması zorunluluğu, para talebinde artışlara neden olmak suretiyle faiz oranlarının yükselmesine ve özel yatırımların azalmasına, ayrıca işsizlik oranında artışlara neden olabilmekte bu ise üretim hacminde azalışlara ve enflasyonun yükselmesine neden olmaktadır. Ayrıca üretim hacmindeki azalışlar, bir yandan ihracatta azalışlara neden olurken diğer taraftan da yurtiçi üretimle karşılanamayan ihtiyaçların ithalat ile karşılanmasına, buna bağlı olarak da dış ticaret açıklarının artmasına neden olmaktadır. Türkiye'deki bütçe açıklarının seçilmiş makroekonomik değişkenler ve özellikle dış ticaret üzerindeki etkisini incelemek ve ortaya çıkan etkilerin teori ile uyumluluğunu ortaya koymak amacıyla hazırlanmış olan bu çalışmada T.C. Hazine ve Maliye Bakanlığı'ndan elde edilen 2006-2022 dönemine ilişkin yıllık bütçe istatistiklerinden ve Türkiye Cumhuriyeti Merkez Bankası (TCMB)'den, Trade Map'den ve Dünya Bankası'ndan elde edilen dış ticaret verileri ve diğer seçilmiş makroekonomik değişkenlere ait verilerden yararlanılmıştır. Yapılan inceleme ve analiz neticesinde özellikle kırılma yıllarında bütçe açıkları ile ihracat arasındaki ilişkilerin beklentiler dahilinde gerçekleştiği ve bütçe açıklarında meydana gelen artışın ihracatı azalttığı, diğer yıllarda ise beklentilerin dışında gelişmelerin söz konusu olduğu, ithalat harcamaları ile bütçe açığı arasındaki ilişkilerde ise beklentiler doğrultusunda birlikte artış ve azalışların söz konusu olduğu, zaman zaman da beklentilerin tersine durumların ortaya çıktığı tespit edilmiştir.

Anahtar Kelimeler: Bütçe açıkları, Dış Ticaret, Türkiye, Balkan Ülkeleri, Karşılaştırmalı Analiz

Comparative Analysis of the Effects of Budget Deficit on Selected Macroeconomic Variables and Foreign Trade: The Case of Turkey

Abstract: Budget deficits are one of the most important macroeconomic problems that the economic administrations of countries have to find solutions to in economic terms. However, it is also possible to say that many negative effects of budget deficits are overwhelmed. As a requirement of the equilibrium budget principle, the obligation to close budget deficits can cause an increase in the demand for money, which leads to an increase in interest rates and a decrease in private investment, as well as an increase in the unemployment rate. In addition, while the reduction in production volume leads to a decrease in exports, it also means that the needs that cannot be met by domestic production will be met by imports, thus leading to an increase in foreign trade deficits. In this study, which was prepared to examine the effect of budget deficits in Turkey on selected macroeconomic variables and especially on foreign trade and to show the compatibility of the effects with the theory, annual budget statistics for the period 2006-2022 obtained from the Ministry of Treasury and Finance and foreign trade data and other selected macroeconomic variables obtained from the Central Bank of the Republic of Turkey, Trade Map and the World Bank were used. As a result of the study and analysis, it was found that the relations between the budget deficits and exports were realised within the expectations, especially in the break years, and the increase in the budget deficits decreased the exports, and in the other years there were developments outside the expectations. It was noted that from time to time there are situations that are contrary to expectations.

Keywords: Budget Deficits, Foreign Trade, Turkey, Balkan Countries, Comparative Analysis

1. GİRİŞ

1700-1920 yılları arasında iktisatçılar ve toplumun çeşitli kesimleri tarafından kabul gören, klasik iktisadi yaklaşım, bütçe açıklarının ekonomik istikrarsızlığa neden olacağını ileri sürmüştür. Klasik iktisadi yaklaşım eğitim, sağlık, adalet ve savunma gibi kamusal mal ve hizmet haricinde ekonomiye devlet müdahalesinin olmaması gerektiği savunmuş olmasına karşın 1929 yılında ABD' de ortaya çıkan Büyük Buhranı açıklamakta yetersiz kalmıştır. Klasik iktisadi yaklaşımın Büyük Buhranı açıklamakta yetersiz kalmasının ardından ekonomiye devletin müdahale etmesi gerektiği görüşünü savunan Keynesyen yaklaşım ortaya çıkmış ve denk bütçe kanununun terk edilebilir bir ilke olduğunu, kamu gelirleri ve kamu giderleri aracılığıyla uygulamaya konulan açık bütçe politikasının geçerliliğini ve bütçe politikasıyla makroekonomik değişkenler arasındaki ilişkiyi

vurgulamıştır. Çalışmanın amacı, Türkiye'de bütçe açıklarının dış ticaret üzerindeki etkisini 2006-2022 dönemine ilişkin veriler kullanarak incelemektir. Çalışmada bütçe açıkları, bütçe açıklarının ortaya çıkma nedenleri ve bütçe açıklarını etkileyen temel makroekonomik değişkenlerden bahsedilmiştir. Ardından bütçe açıkları ile seçilmiş makroekonomik değişkenler ve özellikle de dış ticaret değişkenleri arasındaki ilişki ortaya konularak bütçe açıklarının büyüme, enflasyon, işsizlik, faiz oranları gibi seçilmiş makroekonomik değişkenler ve özellikle dış ticaret üzerindeki etkisi, Türkiye özelinde değerlendirilmiştir.

2. LİTERATÜR TARAMASI

Literatürde bütçe açıklarının dış ticaret üzerindeki etkisini inceleyen pek çok çalışma bulunmaktadır. Tablo 1 de bu çalışmalardan bazılarına ve bu çalışmalarda elde edilen bulgulara yer verilmiştir.

Tablo 1. Literatür Taraması

Yazarlar	Ülkeler ve Yıllar	Yöntem	Sonuç
Vamvoukas (1999)	Yunanistan (1948-1994	Nedensellik	Bütçe açığı ile dış ticaret açığı arasında hem kısa ve hem de uzun dönemde pozitif bir nedensellik ilişkisinin olduğu tespit edilmiştir.
Başar (1999)	Türkiye (1980-1997)	Nedensellik	Bütçe açıklarının, faiz haddi ve döviz kuru vasıtasıyla dolaylı olarak dış ticaret açıklarına neden olduğu, dış ticaret açıklarının ise doğrudan bütçe açıklarını etkilediği tespit edilmiştir. Ayrıca yine aynı çalışmada hem bütçe açıklarının hem de dış ticaret açıklarının ulusal geliri etkilediği sonucuna ulaşılmıştır.
Kutlar ve Şimşek (2001)	Türkiye (1984-2000)	ECM, Eşbütünleşme ve Granger Nedensellik Testi	Granger nedensellik testi sonuçlarına göre bütçe açıkları ile dış ticaret açıkları arasında güçlü bir nedensellik ilişkisinin bulunduğu ve Koentegresyon testi sonuçlarına göre de uzun dönemli bir ilişkinin varlığı tespit edilmiştir. Bu sonuçlar Keynesyen yaklaşımı destekler niteliktedir.
Yılmaz (2002)	Türkiye (1980-2001)	Granger Nedensellik Testi	Çalışmada, bütçe açıkları ve dış ticaret açıkları arasında iki yönlü nedenselliğin olduğu, 1980-2001 yılları arasında bütçe açıkları ve dış ticaret açıkları arasında beş dönem gecikmeli karşılıklı bir ilişkinin bulunduğu tespit edilmiştir
Utkulu (2003)	Türkiye (1950-2000)	Koentegrasyon ve Nedensellik Testi	Çalışma sonuçları, Keynesyen ikiz açık teorisini destekler nitelikte olup uzun dönem nedensellik ilişkisinin çift yönlü olduğunu ortaya koymuştur.
Erceg, Guerrieri ve Gust (2005)	ABD (1983-2003)	Karşılaştırmalı Analiz	Çalışmada, bütçe açığındaki %1'lik bir azalmanın dış ticaret açığını yaklaşık %0,2 oranında artırdığı tespit edilmiştir.
Güriş ve Yılgör(2008)	OECD Ülkeleri (1990-2005)	Nedensellik ve Eşbütünleşme Testi	Çalışma sonucunda 29 OECD ülkesinin bütçe açıkları ve dış ticaret açıkları arasında eş bütünleme ilişkisinin bulunduğu ve Holtz Eaken-Newey Rosen nedensellik test sonuçlarına göre dış ticaret açıklarından bütçe açıklarına doğru tek yönlü bir nedensellik ilişkisinin bulunduğu tespit edilmiştir.
Barışık ve Kesikoğlu (2010)	Yükselen Ekonomiler (12 ülke) (1991-2007)	Nedensellik Testi	Çalışmada 12 yükselen piyasa ekonomisi için bütçe açığı ile cari açık arasında çift yönlü nedensellik ilişkisi tespit edilmiştir
Mangır (2012)	Türkiye (1980-2011)	Johensen Eşbütünleşme Testi	Çalışmada Türkiye için bütçe açığından cari açığa doğru tek yönlü ve uzun dönemli bir nedensellik ilişkisinin bulunduğu tespit edilmiş ve bulguların Geleneksel Keynesyen Yaklaşımı desteklediği sonucuna ulaşılmıştır.

Baigonushova ve Pirimbayev, (2016)	Kırgızistan (2000-2013)	VAR, Regresyon ve Granger Nedensellik Testi	Çalışmada, bütçe açığı ile dış ticaret açığı arasındaki ilişki regresyon analizi yapılarak ortaya konulmuş, analiz sonucunda bütçe açığındaki 1 dolarlık bir artışın dış ticaret açığını 0,83 dolar artırdığı tespit edilmiştir. Granger Nedensellik sonuçları da değişkenler arasındaki ilişkinin aynı yönlü olduğunu ortaya koymuştur. Ayrıca VAR sonuçlarına göre devlet harcamalarındaki azalış, ihracatı azaltmakta, ithalatı ise kısa dönemde etkilememektedir.

3. BÜTÇE AÇIKLARI

Bütçe kavramı, kamu kesiminin toplumsal ihtiyaçlarının karşılanması adına mal ve hizmet üretiminin gerçekleştirilmesi için yapılan harcamalar ve söz konusu harcamaların finansmanında kullanılacak gelirlerden oluşmaktadır. Bu anlamda bütçe uygulamalarına ilişkin politikalar belirlenirken uygulanacak olan bu politikaların kamu maliyesi ve özel kesim harcamaları üzerinde ortaya çıkaracağı etkilere dikkat edilmesi gerekmektedir (Tüğen, 2013: 356). Bütçe kanunu ise devletin gelecek döneme ilişkin gelir ve harcama tahminlerini içinde bulunduran, harcamaların gerçekleştirilmesi ve gelirlerin tahsil edilmesi yetkisini ve iznini veren kanun şeklinde nitelendirilmektedir (Sayar, 1974). Söz konusu kanun diğer kanunlardan farklı olarak 1 yılı kapsayan geçici kanun olmasının yanında tahminleri de bünyesinde barındırmaktadır.

Bütçe açığı kavramı ise gelişmiş ve gelişmekte olan ülke ekonomilerinde çok sık rastlanan bir kavram olarak devletin bütçe gelirleri ile bütçe harcamaları arasındaki farktan oluşmaktadır ve bir anlamda bütçe giderlerinin bütçe gelirlerinden fazla olduğu durumu ifade etmektedir (Fischer ve Easterly, 1990: 127). 1970'li yıllar itibariyle kamu maliyesinin en önemli sorunlarından biri olan bütçe açıkları, gelişmiş ve gelişmekte olan ülke ekonomilerinin de kronik sorunlarından bir hale gelmiş durumdadır. Bu bağlamda bütçe açıkları, enflasyonun en önemli nedenlerden birini teşkil etmektedir. 1973 yılında meydana gelen ilk petrol şoku öncesinde sanayileşmiş ülkeler, denk bütçeye ulaşmayı hedeflemiş, ancak petrol şoku sonrasında bütçe açıklarını normal karşılamaya başlamışlardır. Genel bir değerlendirmeyle bütçe açıklarının en önemli nedeninin vergi gelirlerindeki yetersizlik olduğu söylemek mümkündür. Vergi gelirindeki yetersizlik nedeniyle ortaya çıkan bütçe açıkları ise devlet tarafından borçlanılarak kapatılmaktadır (Dağ, 2018: 44; Egeli ve Özen, 2013: 73).

3.1. Bütçe Açıklarının Nedenleri

Bütçe açıklarının ortaya çıkmasının nedeni gelişmiş ve gelişmekte olan ülke ekonomilerine göre farklılık göstermektedir. Bu anlamda gelişmiş ülke ekonomilerinde bütçe açıkları, sosyal devlet uygulamaları, düşük büyüme seviyeleri ve sosyal güvenlik transferlerine bağlı olarak ortaya çıkmakta ve artış göstermektedir. Buna karşın gelişmekte olan ülke ekonomilerinde ise bütçe açığı, dış ödemeler dengesinde meydana gelen açıklar, yüksek enflasyon, dış ödemeler dengesi açıkları, kişi başına milli gelir seviyesindeki azalma ve kamu harcamalarındaki artışa karşın kamu gelirlerinin beklenen seviyeye ulaşmaması ve benzer yapısal faktörler gibi nedenlerle meydana gelmektedir (Dağ ve Tüğen, 2018: 219). Bunlara ilaveten ülkelerin iktisadi gelişme düzeyi, devlet gelirlerindeki artış hızı, devlet gelirlerinde meydana gelen istikrarsızlık, devletin ekonomi içindeki payı ve devlet harcamalarının boyutu gibi nedenler de yine bütçe açıklarına neden olabilmektedir. Bütçe açıkları gelişmiş ve gelişmekte olan ülke ekonomilerine göre farklılık göstermekle beraber bütçe açığı ile dış ticaret arasındaki ilişkinin yönü ve derecesi de ülke ekonomilerinin gelişmişlik düzeylerine göre farklılık göstermektedir.

3.2. Bütçe Açıklarının Etkilediği Temel Makroekonomik Değişkenler

Bütçe açıklarının pek çok makroekonomik değişken üzerinde etkisi bulunmaktadır. Bunlardan bazılarını büyüme, enflasyon, istihdam ve dış ticaret şeklinde sıralamak mümkündür. Bütçe açıkları her makroekonomik değişken üzerinde farklı etki yaratabilmektedir. Dolayısıyla bütçe açıklarının bir değişken üzerindeki etkisi olumlu yönde olabilirken, diğer bir değişken üzerindeki etkisi olumsuz yönde olabilmektedir. Tablo 2'de bütçe açıkları ile ekonomik büyüme, enflasyon, işsizlik oranı, faiz oranı, ihracat ve ithalatın 2006-2022 dönemindeki gelişimine ilişkin verilere yer verilmiştir.

Tablo 2: Bütçe açıkları ve Temel Makroekonomik Değişkenlere Ait Göstergeler

Yıllar	Bütçe Açıkları (Milyar TL.)	Ekonomik Büyüme (%)	Enflasyon (%)	İşsizlik Oranı (%)	Faiz Oranları (%) (Borç Alma)	İhracat (Milyar $)	İthalat (Milyar $)
2006	-5,8	6,95	9,65	8,72	17,50	85,5	139,5
2007	-14,5	5,04	8,39	8,87	15,75	107,2	170
2008	-17,9	0,82	10,06	9,71	15,00	132	201,9
2009	-53,1	-4,82	6,53	12,55	6,50	102,1	140,9
2010	-41,3	8,43	6,4	10,66	1,50	113,8	185,5
2011	-18,9	11,20	10,45	8,8	5,00	134,9	240,8
2012	-30,4	4,79	6,16	8,15	5,00	152,4	236,5
2013	-19,9	8,49	7,4	8,73	3,50	161,4	260,8
2014	-23,3	4,94	8,17	9,88	7,50	166,5	251,1
2015	-25,1	6,08	8,81	10,24	7,25	143,8	207,2
2016	-32,8	3,32	8,53	10,84	7,25	142,6	198,6
2017	-49,3	7,50	11,92	10,82	7,25	156,9	233,7
2018	-72	2,98	20,3	10,89	22,50	167,9	223
2019	-126,1	0,78	11,84	13,67	10,50	180,8	210,3
2020	-178,1	1,94	14,6	13,11	15,50	169,6	219,5
2021	-206,1	11,35	36,08	11,97	12,50	225,2	271,4
2022	-137,2	5,61	64,27	10,31	7,5	254,1	363,7

Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri),

Trade Map (www.trademap.org) ve TCMB (www.tcmb.gov.tr), World Bank (www.worldbank.org)

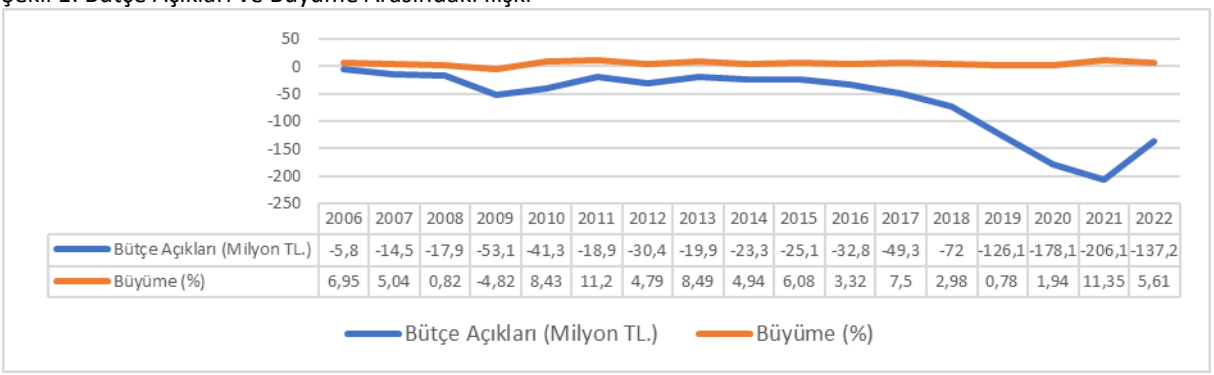
Bütçe açığı ve diğer makroekonomik değişkenlerin yer aldığı Tablo 2 incelendiğinde bütçe açığının 2006-2012 döneminde dalgalı bir seyir izlediği ancak 2013 yılından itibaren sürekli olarak artış gösterdiği görülmektedir. Bütçe açığı, 2020 yılında ise bir önceki yıla kıyasla önemli bir azalış göstererek yaklaşık 137,2 milyar TL. olarak gerçekleşmiştir. Aynı tablodaki ekonomik büyümeye ilişkin veriler incelendiğinde ise incelenen dönem itibariyle istikrarsız bir yapının söz konusu olduğu anlaşılmaktadır. 2006-2022 döneminde ekonomik büyümenin 2011 ve 2021 yıllarında yaklaşık %11 büyüyerek en yüksek seviyeye ulaştığı, 2009 yılında ise, 2008 yılında yaşanan küresel krizin etkisiyle bir önceki yıla kıyasla 4,8 oranında küçüldüğü görülmektedir. Enflasyonun ise 2006-2017 döneminde % 6,4 ile % 11,9 arasında inişli çıkışlı bir seyir izlediği, 2018 yılında % 20'lere kadar yükseldikten sonra yapılan müdahaleler sonrası 2019 yılında tekrar % 11 seviyelerine gerilediği görülmektedir. Ancak 2020 yılından itibaren enflasyon oranlarında hızlı bir yükselişin söz konusu olduğu 2021 yıllında enflasyonun bir önceki yıla kıyasla % 157 oranında arttığı, 2022 yılında ise yine bir önceki yıla kıyasla % 77 oranında artış göstererek % 64,27 oranında gerçekleştiği görülmektedir. İncelen dönem itibariyle işsizlik oranları ise % 8,15 ile % 13,67 aralığında değişim göstermiş, en düşük işsizlik oranı 2012 yılında, en yüksek işsizlik oranı ise 2019 ve 2020 yıllarında gerçekleşmiştir. 2019 ve 2020 yıllarına işsizlik oranının yüksek olmasında pandeminin etkisinin bulunduğunu söylemek mümkündür. Borç alma faiz oranları ise 2006 yılında %17,50 seviyesinde iken 2010 yılında % 1,50 seviyesine kadar düşürülmüştür. Ancak sonraki yıllarda faiz oranları tekrar artış eğilimine girmiş ve 2018 yılı itibariyle %22,50 seviyesine kadar yükselmiştir. Sonraki yıllarda ise inişli çıkışlı bir seyir izleyen borç alma faiz oranı 2022 yılı itibariyle %7,5 seviyesinde gerçekleşmiştir. İhracat gelirlerinin ve ithalat harcamalarının ise 2006 yılında 2013 yılına kadar olan süreçte 2009 yılı hariç birlikte hareket ettiği ve hem ihracatın hem de ithalatın artış eğiliminde olduğu görülmektedir. 2009 yılındaki azalışlarda ise 2008 krizinin etkilerinin bulunduğunu söylemek mümkündür. 2013 yılından sonraki dönemde ise hem ihracat gelirlerinin hem de ithalat harcamalarının inişli çıkışlı bir seyir izlediği ve 2022 yılı itibariyle ihracat gelirlerinin 254,1 milyar dolar, ithalat harcamalarının ise 363,7 milyar dolar olarak gerçekleştiği görülmektedir.

3.2.1 Bütçe Açıklarının Büyüme Üzerindeki Etkisi

Bütçe açıklarının etkilediği temel makroekonomik değişkenlerden biri olan ekonomik büyüme oranı, devletin kamu harcamalarını arttırmasıyla olumlu yönde etkilenmektedir. Ayrıca devlet tarafından gerçekleştirilen altyapı yatırımlarına yönelik kamu harcamalarındaki artışa bağlı olarak ortaya çıkan ekonomik büyüme

oranındaki artışlar, özel yatırımları teşvik etmekte ve beşeri sermayenin gelişmesine olanak sağlamaktadır. Buna ilaveten iktisadi yapının gelişim göstermesi için gerekli olan idari ve yasal kararların alınması, işgücü ve sermayenin etkinliğini arttırarak ekonomik büyümeyi hızlandırmaktadır (Barışık ve Kesikoğlu, 2015: 64). 2006-2022 dönemine ait bütçe açıkları ile ekonomik büyüme arasındaki ilişki şekil 1'de görülmektedir.

Şekil 1: Bütçe Açıkları ve Büyüme Arasındaki İlişki



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Bütçe Açıkları (Milyon TL.)	-5,8	-14,5	-17,9	-53,1	-41,3	-18,9	-30,4	-19,9	-23,3	-25,1	-32,8	-49,3	-72	-126,1	-178,1	-206,1	-137,2
Büyüme (%)	6,95	5,04	0,82	-4,82	8,43	11,2	4,79	8,49	4,94	6,08	3,32	7,5	2,98	0,78	1,94	11,35	5,61

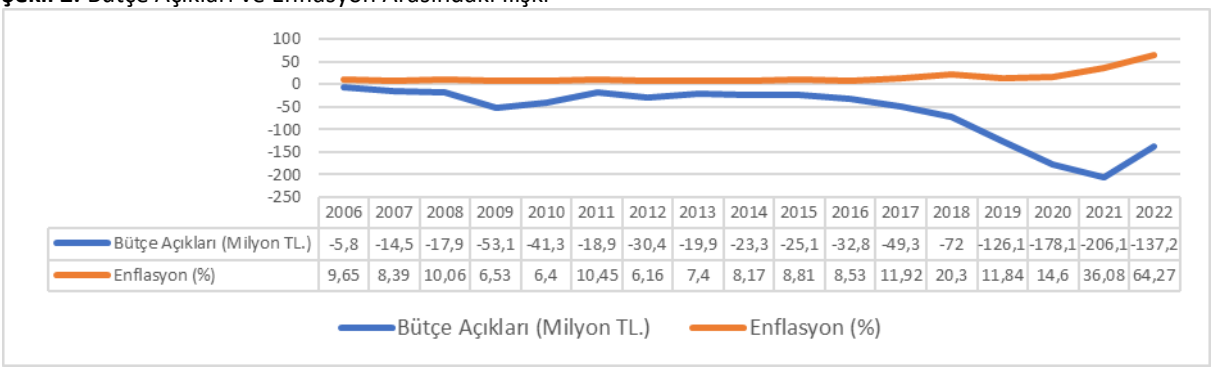
Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri) ve World Bank (www.worldbank.org)' dan elde edilen verilerle oluşturulmuştur.

2006-2022 döneminde bütçe açıkları ve ekonomik büyüme arasındaki ilişkiyi ortaya koyan Şekil 1 incelendiğinde Türkiye'de 2017 yılına kadar olan dönemde en yüksek bütçe açığının 2009 yılında gerçekleştiği 2018 yılından itibaren ise bütçe açıklarında hızlı artışların yaşandığı, ancak 2022 yılında önemli bir toparlanmanın gerçekleştiği görülmektedir. Buna karşın ekonomik büyümede 2009, 2011 ve 2021 yılları hariç çok önemli kırılmalar meydan gelmemiştir. Bütçe açığının artış gösterdiği 2009 yılında ekonomi de küçülmüştür. Bu sonuç teori ile uyumludur. Zira bütçe açıklarındaki artış, para talebinde artışlara neden olmak suretiyle faizleri yükseltmekte ve yatırımların azalmasına neden olmakta, yatırımların azalması nedeniyle de üretim ve gelir azalışları meydana gelmekte ve bu durum ekonominin küçülmesinin nedenlerinden birini teşkil etmektedir. Bütçe açıklarının artış gösterdiği 2017-2020 döneminde de ekonomik büyümenin yavaşladığı ve bu durumun beklentilerle uyumlu olduğu görülmektedir. Ancak 2021 yılına gelindiğinde hem bütçe açıklarının hem de ekonomik büyümenin zirveye çıktığı görülmektedir. Bu durumu ise kamu harcamalarındaki artışa bağlı olarak artan talep karşısında, mal ve hizmet üretimindeki artışı ile açıklamak mümkündür. Zira kamu harcamalarındaki artış nedeniyle mal ve hizmetlere yönelik talep artmakta, bu ise üretimin artmasına, dolayısıyla da ekonomik büyümenin gerçekleşmesine neden olmaktadır. Bütçe açığı ile ekonomik büyüme arasındaki ilişkiler beklentilerle uyumlu olarak gerçekleşmiş durumdadır.

3.2.2. Bütçe Açıklarının Enflasyon Üzerindeki Etkisi

Bütçe açıklarının etkilediği makroekonomik değişkenlerden biri de enflasyondur. Bütçe açıklarının, para basılarak veya borçlanmaya gidilerek finanse edilmesi enflasyona neden olmaktadır. Merkez Bankası, bütçe açıklarını finanse etmek için para basarak para arzının artırmakta ve para arzının artması da enflasyon oranlarının yükselmesine neden olmaktadır (Gürbüzer, 1997:7). 2006-2022 dönemine ait bütçe açıkları ile enflasyon arasındaki ilişki şekil 2'de görülmektedir.

Şekil 2: Bütçe Açıkları ve Enflasyon Arasındaki İlişki



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Bütçe Açıkları (Milyon TL.)	-5,8	-14,5	-17,9	-53,1	-41,3	-18,9	-30,4	-19,9	-23,3	-25,1	-32,8	-49,3	-72	-126,1	-178,1	-206,1	-137,2
Enflasyon (%)	9,65	8,39	10,06	6,53	6,4	10,45	6,16	7,4	8,17	8,81	8,53	11,92	20,3	11,84	14,6	36,08	64,27

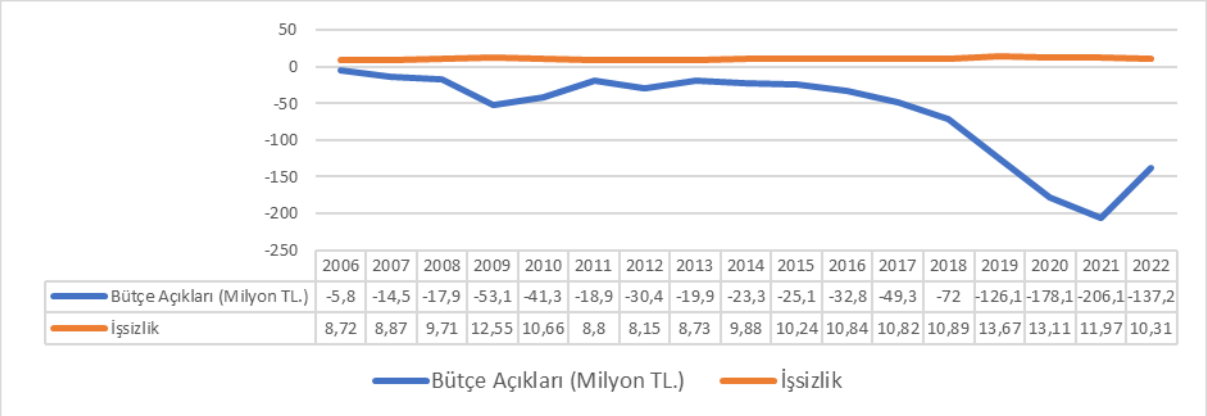
Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri) ve World Bank (www.worldbank.org)' dan elde edilen verilerle oluşturulmuştur.

2006-2022 döneminde bütçe açıkları ve ekonomik büyüme arasındaki ilişkiyi ortaya koyan Şekil 2'de bütçe açığının 2009 yılında hızlı bir şekilde arttığı ancak enflasyon oranının bir önceki yıla kıyasla gerilediği görülmektedir. Bu bağlamda 2009 yılında bütçe açığında meydana gelen artışlar karşısında enflasyonun gerilediğini ve beklentilerin tersine bir sonuç ortaya çıktığını söylemek mümkündür. Zira bütçe açığındaki artışların, para talebinde artışlara neden olmak suretiyle öncelikle faizleri artırması, akabinde de üretim hacmini azaltmak suretiyle enflasyona neden olması beklenir. Ayrıca bütçe açığındaki artışların kamu harcamalarındaki artışlar nedeniyle ortaya çıktığı düşünüldüğünde, kamunun mal ve hizmet talebindeki artışların da enflasyon oranını artırması beklenir. Ancak 2009 yılında bu beklentilerin aksine bir durum ortaya çıkmıştır. Benzer bir durum 2019 yılında ve 2022 yılında da gerçekleşmiştir. Bütçe açıklarında yükselişlerin yaşanmaya başladığı 2017 ve 2018 yıllarında bütçe açıklarındaki artışlara beklentiler doğrultusunda enflasyondaki artışların eşlik ettiği görülmektedir. Ancak 2019 yılında bütçe açığı hızlı bir şekilde artış gösterirken enflasyonun aynı hızda gerilediği görülmektedir. 2020 ve 2021 yıllarında bütçe açıkları ile enflasyon arasında yine beklentiler doğrultusunda bir gelişme söz konusu iken, bir diğer ifadeyle her iki değişken birlikte artış gösterirken 2022 yılında yine beklentilerin tersine bir durumun ortaya çıktığı görülmektedir. Bu bağlamda bütçe açıklarının enflasyona neden olan faktörlerden biri olmakla birlikte enflasyon üzerindeki etkilerinin sınırlı olduğunu, enflasyonun bütçe açıklarından ziyade başka değişkenlerden çok daha fazla etkilendiğini söylemek mümkündür.

3.2.3. Bütçe Açıklarının İşsizlik Üzerindeki Etkisi

Bütçe açıklarının işsizlik üzerinde de önemli etkileri bulunmaktadır. Devletin cari ve yatırım harcamaları, toplam harcamalar içinde önemli bir yere sahiptir. İşsizlik oranlarının yüksek olduğu ülkelerde, devlet tarafından yapılan kamu harcamaları, toplam talebi artırmak suretiyle işsizliğin azalmasına katkıda bulunabilmektedir. Ayrıca devlet tarafından yapılan altyapı harcamaları, özel sektörün üretim yapmasına ve gelişmesine neden olmak suretiyle özel sektörde faaliyette bulunan yada bulunacak olan iş gücüne yönelik yatırım ve istihdamın artmasına da neden olmaktadır. Bununla birlikte kamu harcamalarındaki artışlar, bütçe açıklarına neden olmak suretiyle öncelikle para talebini, ardından da faiz oranlarını artırmakta, faiz oranlardaki artışlar ise özel yatırımları dışlamaktadır (Bulut, 2002:73). Özel yatırımlardaki azalışlar ise işsizliğin artmasına sebebiyet vermektedir. 2006-2022 dönemine ait bütçe açıkları ile işsizlik arasındaki ilişki Şekil 3'de görülmektedir.

Şekil 3: Bütçe Açıkları ve İşsizlik Arasındaki İlşiki



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Bütçe Açıkları (Milyon TL.)	-5,8	-14,5	-17,9	-53,1	-41,3	-18,9	-30,4	-19,9	-23,3	-25,1	-32,8	-49,3	-72	-126,1	-178,1	-206,1	-137,2
İşsizlik	8,72	8,87	9,71	12,55	10,66	8,8	8,15	8,73	9,88	10,24	10,84	10,82	10,89	13,67	13,11	11,97	10,31

Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri) ve World Bank (www.worldbank.org)' dan elde edilen verilerle oluşturulmuştur.

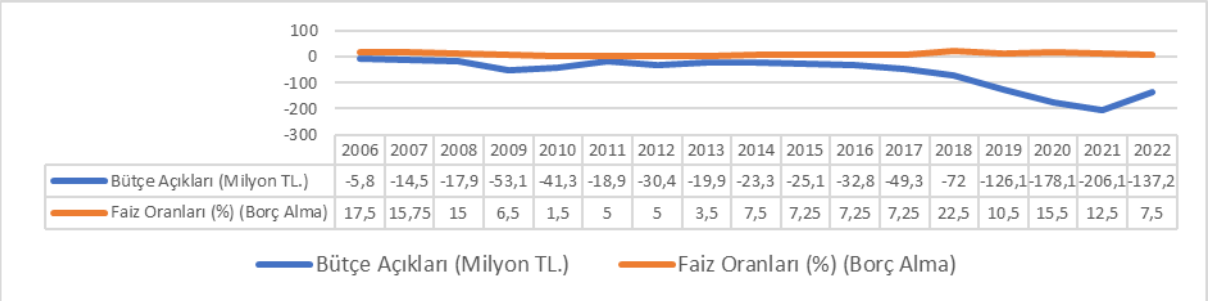
Şekil 3'te, bütçe açıkları ile işsizlik oranları arasındaki ilişki gösterilmiştir. 2006 yılından 2019 yılına kadar geçen süreçte bütçe açığında önemli artış ve azalışlar yaşanmış ancak işsizlik oranı bu artış ve azalışlardan çok fazla etkilenmemiştir. Ancak 2019 yılında ve 2020 yılında hem bütçe açıkları hemde işsizlik oranları hızlı bir şekilde artış göstermiştir. 2019 ve 2020 yıllarında işsizlik oranındaki artış da kuşkusuz pandeminin önemli etkisi bulunmaktadır. Ancak kamu harcamalarındaki artış nedeniyle faizlerdeki artışa bağlı olarak özel yatırımlardaki azalışların da işsizlik oranının artışında etkili olabileceğini söylemek mümkündür. Zira 2022 yılında bütçe açıkları önemli ölçüde azalmış, işsizlik oranında da önceki yıllara kıyasla azalışlar meydana gelmiştir. Doylaysıyla bütçe açıkları ile işsizlik arasındaki ilişki son yıllarda beklentilerle uyumlu bir şekilde gerçekleşmiştir.

3.2.4.Bütçe Açıklarının Faiz Oranları Üzerindeki Etkisi

Bütçe açıkları ile faiz oranları arasında doğrudan bir ilişkinin varlığı kabul edilmektedir. Merkez Bankasının faiz oranlarında öncelik verdiği politika, istikrar sağlayıcı bir politikadır. Bu bağlamda bütçe açıklarının faiz oranlarını arttırması muhtemel olduğundan Merkez Bankası faiz oranlarında meydana gelen artışa engel olabilmek adına para arzını arttırmaktadır. Bütçe açıklarının para talebini arttırması ise iç faiz oranlarının artmasına neden olmaktadır.

Politika düzenlemelerinin yer almadığı bir ülke ekonomisinde bütçe açıklarındaki artış, faiz oranlarının artmasına neden olmaktadır. Kamu kesiminin krediye olan talebinin artması, kredi arzının artmadığı bir durumda faizlerin yükselmesine neden olmaktadır. Bir diğer ifadeyle, kamusal borçlarda meydana gelen bir artışa karşın, para arzının sabit kaldığı bir durumda, faiz oranları yükselmektedir. Bu anlamda mali otoriteler, bütçe açıklarının parasal büyüme üzerinde ortaya çıkan etkilerini ortadan kaldırmak adına faiz oranlarında artış yolunu seçmektedir. Söz konusu uygulama enflasyonu kontrol etmek için önemlidir. Mali otoritelerin bu yaklaşımı bankacılık kesimi haricinde özel kesimin yatırım kararları üzerinde de önem arz etmektedir (Kesbiç ve d., 2005: 86). 2006-2022 dönemine ait bütçe açıkları ile işsizlik arasındaki ilişki şekil 4'de görülmektedir.

Şekil 4: Bütçe Açıkları ve Faiz Oranları Arasındaki İlişki



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Bütçe Açıkları (Milyon TL.)	-5,8	-14,5	-17,9	-53,1	-41,3	-18,9	-30,4	-19,9	-23,3	-25,1	-32,8	-49,3	-72	-126,1	-178,1	-206,1	-137,2
Faiz Oranları (%) (Borç Alma)	17,5	15,75	15	6,5	1,5	5	5	3,5	7,5	7,25	7,25	7,25	22,5	10,5	15,5	12,5	7,5

Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri) ve TCMB (www.tcmb.gov.tr)' den elde edilen verilerle oluşturulmuştur.

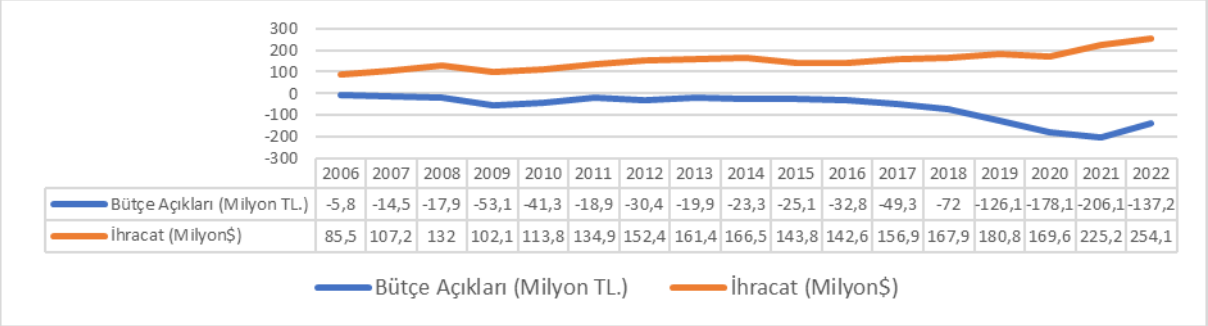
Şekil 4'te bütçe açıkları ile faiz oranları arasındaki ilişki değerlendirilmektedir. Bütçe açıklarındaki kırılmaların, 2008 küresel ekonomik krizi ve pandemi döneminde meydana geldiği, ancak faiz oranlarının bu kırılmalara eşlik etmediği görülmektedir. Zira bütçe açıklarının artış gösterdiği dönemlerde para talebindeki artış nedeniyle faiz oranlarının da artış göstermesi beklenir. Ancak incelenen dönem itibariyle böyle bir durum gerçekleşmemiştir. Bütçe açıklarında kırılmanın yaşandığı 2009 yılında bütçe açıkları bir önceki yıla kıyasla neredeyse 3 kat artış göstermiş, faiz oranı ise yine 3 kata yakın azalmıştır. Bu durum beklentilerin dışında bir gelişmeyi ifade etmektedir. Bütçe açıklarındaki bir diğer kırılmanın da 2021 yılında meydana geldiği ve bütçe açıklarının önemli ölçüde arttığı, ancak faiz oranı bir önceki yıla kıyasla yaklaşık 300 baz puan gerilediği, 2022 yılında ise bütçe açıklarının önemli ölçüde gerilediği bu gerilemeye faiz oranlarının da eşlik ettiği ve bir önceki yıla kıyasla 500 baz puan gerilediği görülmektedir. Bu bağlamda faiz oranlarındaki artış ve azalışlarda bütçe açığının etkisi bulunmakla birlikte bu etkinin sınırlı olduğunu ve faiz oranının bütçe açığından ziyade diğer makroekonomik değişkenlerden çok daha fazla etkilendiğini söylemek mümkündür.

3.2.5. Bütçe Açıklarının Dış Ticaret Üzerindeki Etkisi

İktisatçılar, bütçe açıkları ile dış ticaret arasında doğrudan bir ilişkinin bulunduğunu ifade etmektedir. Devlet, bütçe açıklarını finanse etmek için para talebini artırmakta para talebindeki artışlar ise faiz oranlarını yükseltmektedir. Faiz oranlarının yükselmesi iki etki meydana getirmektedir. Bunlar, ilki özel yatırım harcamalarını caydırıcı etkisi olarak adlandırılan dışlama etkisi ve ikincisi de yurtiçi finansal yatırımların yabancı ülke vatandaşları için çekici hale gelmesidir (Barışık ve Kesikoğlu, 2015:63). Yurtiçi finansal kaynakların çekici hale gelmesi yurt içine yabancı fonların akışını da beraberinde getirmektedir. Söz konusu durum, döviz kurlarındaki azalışa neden olmak suretiyle ulusal paranın aşırı değer kazanmasına neden olmaktadır. Ulusal paranın aşırı değer kazanması ise ithalatın artmasına, ihracatın ise azalmasına neden olmaktadır. Dolayısıyla bütçe açıklarındaki artış dış ticaret açıklarını arttırmaktadır (Ball and Mankiw, 1995:98-99). Bütçe açıkları, devletin para talebinde artışlara neden olmak suretiyle iç faiz oranlarının yükselmesine, özel yatırımların azalmasına ve işsizlik oranında artışlara neden olmakla beraber, üretim hacminde azalışlara ve enflasyonun artmasına da neden olmaktadır. Üretim hacmindeki azalışlar, bir yandan ihracatta azalışlara neden olurken diğer taraftan da yurtiçi üretimle karşılanamayan ihtiyaçların ithalat ile karşılanmasına, buna bağlı olarak da yine dış ticaret açıklarının artmasına neden olmaktadır. Mundell (1963)'e göre, ekonomide genişletici bir maliye

politikasının uygulanması durumunda, ortaya çıkan bütçe açığının borçlanma ile finanse edilmesi, birtakım ekonomik sonuçların ortaya çıkmasına neden olmaktadır. Bütçe açıklarının borçlanma suretiyle finansmanı, faiz oranlarında artışlar neden olmakta, iç faiz oranlarındaki artış ise ülkeye yabancı sermaye girişini arttırmak suretiyle ulusal paranın değerlenmesine neden olmaktadır. Bu durum ise doğal olarak ihracatın düşmesine ve ithalatın da artmasına neden olmakla suretiyle dış ticaret dengesinin bozulmasına sebebiyet vermektedir. Sonuç itibariyle bütçe açıkları dış ticaret açıklarının ortaya çıkması ile sonuçlanmaktadır. 2006-2022 dönemine ait bütçe açıkları ile ihracat arasındaki ilişki şekil 5'te görülmektedir.

Şekil 5: Bütçe Açıkları ve İhracat Arasındaki İlişki



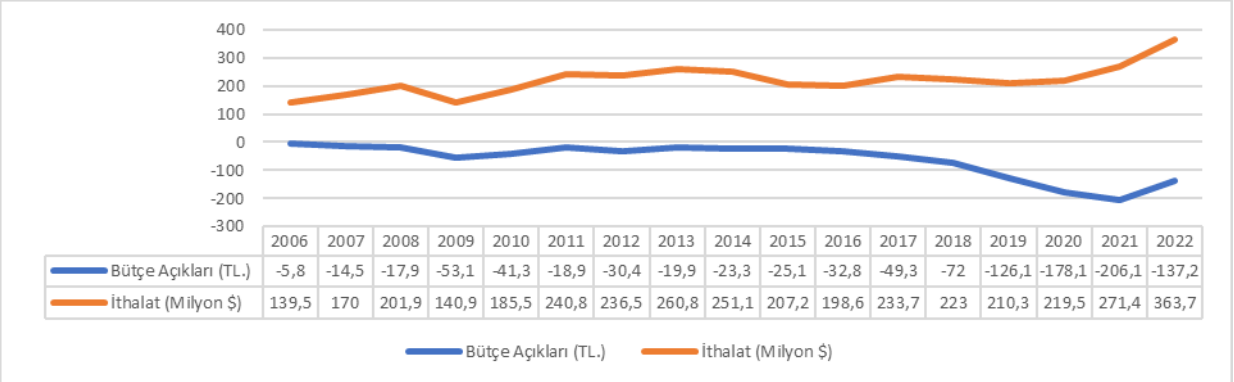
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Bütçe Açıkları (Milyon TL.)	-5,8	-14,5	-17,9	-53,1	-41,3	-18,9	-30,4	-19,9	-23,3	-25,1	-32,8	-49,3	-72	-126,1	-178,1	-206,1	-137,2
İhracat (Milyon$)	85,5	107,2	132	102,1	113,8	134,9	152,4	161,4	166,5	143,8	142,6	156,9	167,9	180,8	169,6	225,2	254,1

Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri) ve Trade Map (www.trademap.org) 'ten elde edilen verilerle oluşturulmuştur.

Şekil 5'te, bütçe açıklarının ihracat üzerindeki etkisi değerlendirilmiştir. Bütçe açığında kırılmanın yaşandığı ve bir önceki yıla kıyasla yaklaşık 3 kat artış gösterdiği 2009 yılında ihracat, bir önceki yıla kıyasla yaklaşık % 30 oranında gerilemiştir. Benzer bir durum 2020 yılı için de geçerlidir.2020 yılında da yine bütçe açığı önemli ölçüde artmış, ihracat ise bir önceki yıla kıyasla yaklaşık 11 milyar dolar azalmıştır. Bu sonuçlar beklentilerle uyumludur. Zira bütçe açıklarının faiz oranlarında artışlara neden olmak suretiyle yatırım, üretim ve dolayısıyla ihracatta azalışlara neden olması beklenmektedir. Ancak 2021 bu eğilimin tersine döndüğü, 2021 yılında bütçe açıklarının artmasına karşın ihracatın azalması beklenirken, bir önceki yıla kıyasla arttığı gözlenmektedir. 2022 yılında ise bütçe açığı yaklaşık %30 oranında azaldığı, ihracatın ise bir önceki yıla kıyasla % 10 oranında artış gösterdiği görülmektedir, ki bu durum beklentilerle uyumludur. Bu kapsam dahilinde özellikle kırılma yıllarında bütçe açıkları ile ihracat arasındaki ilişkilerin beklentiler dahilinde gerçekleştiği ve bütçe açıklarında meydana gelen artışın ihracatı azalttığı, diğer yıllarda ise beklentilerin dışında gelişmelerin söz konusu olduğu tespit edilmiştir.

2006-2022 dönemine ait bütçe açıkları ile ihracat arasındaki ilişki ise şekil 6'te görülmektedir.

Şekil 6: Bütçe Açıkları ve İthalat Arasındaki İlişki



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Bütçe Açıkları (TL.)	-5,8	-14,5	-17,9	-53,1	-41,3	-18,9	-30,4	-19,9	-23,3	-25,1	-32,8	-49,3	-72	-126,1	-178,1	-206,1	-137,2
İthalat (Milyon $)	139,5	170	201,9	140,9	185,5	240,8	236,5	260,8	251,1	207,2	198,6	233,7	223	210,3	219,5	271,4	363,7

Kaynak: T.C. Hazine ve Maliye Bakanlığı (https://muhasebat.hmb.gov.tr/merkezi-yonetim-butce-istatistikleri) ve Trade Map (www.trademap.org) 'ten elde edilen verilerle oluşturulmuştur.

Şekil 6'da 2006-2022 dönemine ilişkin kullanılan veriler dahilinde bütçe açıklarının ithalat üzerindeki ilişkisi değerlendirilmiştir. 2008 yılında meydana gelen küresel ekonomik kriz döneminde ve pandeminin ortaya çıktığı yıllarda bütçe açıklarına ilişkin kırılmaların yaşandığı, bir diğer ifadeyle bütçe açıklarının önemli oranda arttığı görülmektedir. Bu dönemler itibariyle küresel krizin ekonomik etkilerinin ortaya çıktığı 2009 yılında, bütçe açıklarındaki artışa karşın ithalatın önemli ölçüde gerilediği görülmektedir. Bu gelişme beklentilerle uyumlu değildir. Zira bütçe açıkları nedeniyle para talebindeki artışların faizleri artırması, ülkeye sermaye girişinin artış

göstermesi, dolayısıyla da ulusal paranın değerlenmesi nedeniyle ithalatın artış göstermesi beklenir. Ancak 2009 yılı için böyle bir durum gerçekleşmemiş, bütçe açıkları artmış buna karşın ithalat azalmıştır. Benzer bir durum 2019 yılı için de geçerlidir. 2020 yılında ise bütçe açıkları bir önceki yıla kıyasla artış göstermiş, ithalatta beklentiler doğrultusunda bir önceki yıla kıyasla artmıştır. Aynı şekilde bütçe açıkları 2021 yılında artmaya devam etmiş, buna paralel olarak beklentiler doğrultusunda ithalat harcamaları da artış göstermiştir. Ancak 2022 yılında bütçe açıklarının azalmasına karşın ithalat harcamalarının artmaya devam ettiği görülmektedir. Bu ise beklentilerle uyumlu bir gelişme değildir. Bu bağlamda ithalat harcamaları ile bütçe açığı arasındaki ilişkilerin beklentiler doğrultusunda gerçekleştiği ve bütçe açıkları ile ithalat harcamalarında birlikte artış ve azalışların söz konusu olduğunu zaman zaman da beklentilerin tersine durumların ortaya çıktığını söylemek mümkündür

SONUÇ

Ülke ekonomileri açısından önem arz eden konulardan biri de bütçe açıklarıdır. Bütçe açıkları temelde kamu gelirlerinin kamu giderlerinden düşük seviyelerde kalması durumunda ortaya çıkan ekonomik bir sonuçtur. Bütçe açıklarının önemi, pek çok makroekonomik değişkeni etkilemesinden kaynaklanmaktadır. Bu değişkenlerden birini ihracat bir diğerini de ithalat oluşturmaktadır. Bütçe açıklarının dış ticaret üzerindeki etkilerini ortaya koymak amacıyla hazırlanmış olan çalışmada, veri analiz yönteminden yararlanılmıştır. 2006-2022 dönemine ait yıllık veriler kullanılarak yapılan incelemelerde, bütçe açığı ile ekonomik büyüme arasındaki ilişkilerin beklentilerle uyumlu olarak gerçekleştiği, bütçe açıklarının enflasyon üzerindeki etkilerinin sınırlı olduğu, bir diğer ifadeyle enflasyonun bütçe açıklarından ziyade başka değişkenlerden çok daha fazla etkilendiği, bütçe açıkları ile işsizlik arasındaki ilişkinin son yıllarda beklentilerle uyumlu bir şekilde gerçekleştiği, faiz oranlarındaki artış ve azalışlarda bütçe açığının etkisinin bulunduğu ancak bu etkinin sınırlı olduğu ve faiz oranının bütçe açığından ziyade diğer makroekonomik değişkenlerden çok daha fazla etkilendiği, özellikle kırılma yıllarında bütçe açıkları ile ihracat arasındaki ilişkilerin beklentiler dahilinde gerçekleştiği ve bütçe açıklarında meydana gelen artışın ihracatı azalttığı, diğer yıllarda ise beklentilerin dışında gelişmelerin söz konusu olduğu, ithalat harcamaları ile bütçe açığı arasındaki ilişkilerin ise beklentiler doğrultusunda gerçekleştiği ve birlikte artış ve azalışların söz konusu olduğu, zaman zaman da beklentilerin tersine durumların ortaya çıktığı tespit edilmiştir. Bu sonuçlar doğrultusunda bütçe açıklarının makro ekonomik değişkenler üzerinde etkisinin bulunduğunu ancak bu etkilerin sınırlı düzeylerde söz konusu olduğunu ve bütçe açıklarının makro ekonomik değişkenleri etkileyen değişkenlerden sadece biri olduğunu ve farklı makroekonomik değişken üzerindeki etkilerinin farlılık arz ettiğini, son olarak da kamu harcamalarını artırmak suretiyle ekonomiye yapılacak müdahalelerin etkinliğinin sınırlı olacağını söylemek mümkündür.

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Ekollere Göre Beşeri Sermaye ve Beşeri Sermayeyi Etkileyen Unsurlar

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Özet: İnsanoğlunun günümüzde yaşadığı sosyal ve ekonomik düzen, geçtiğimiz yüzyıllarda yaşanmış çeşitli dönüşümler sonucunda şekillenmiştir. Dönüşüme neden olan sebeplerden birisi, yaşanmış olan bilimsel ve teknolojik gelişmelerdir. Her bir teknolojik gelişme, üretim sürecini etkilemenin yanı sıra insanoğlunun sahip olduğu bilgi ve beceri düzeyini de etkilemiştir. Dolayısıyla insan becerilerinin ekonominin her dalında yarattığı etkinin ölçüsü olan beşeri sermaye kavramı; 18.yüzyıldan günümüze kadar birçok iktisatçı tarafından farklı açılardan değerlendirilmiştir.

Fizyokratlar tarafından toprağa, merkantalistler tarafından kıymetli maden stoğuna bağlanan zenginlik ve gelişme kavramları, sanayi devriminin ortaya çıkması ile birlikte, daha dinamik analizler yapılarak beşeri sermaye kavramı da zenginliğin kaynakları arasında gösterilmeye başlanmıştır.

Beşeri sermaye kavramı, direkt olarak açıklanmasa da ilk olarak klasik iktisadın kurucusu olarak kabul edilen Adam Smith tarafından değerlendirilmiştir. Daha sonraki yıllarda bir teori çerçevesinde olmasa da; Heinrich von Thünen, Alfred Marshall, Thomas Malthus, John Stuart Mill ve Simon Kuznets beşeri sermaye olarak isimlendirmeseler de, emek faktörünün çeşitli özellik ve nitelikler elde ederek gerek üretim sürecinde gerekse sosyo-ekonomik yapıda meydana getireceği farklılıkları ortaya koymaya çalışmışlardır. İnsanların beceri ve yeteneklerinin beşeri sermaye teorisi kapsamında ele alınışı Theodore Schultz ile başlamaktadır.

Bu çalışmada, beşeri sermaye kavramının ortaya çıkışını ve onu etkileyen faktörleri açıklayarak beşeri sermaye kavramı ile ilgili her bir iktisadi ekolün görüşlerine yer verilmiştir.

Anahtar Kelimeler: Beşeri Sermaye, İktisat Ekolleri, Beşeri Sermayeyi Etkileyen Faktörler.

1. GİRİŞ

Orta Çağda ekonomik büyüme sürecini hızlandırmanın en önemli unsuru tarımsal verimliliği arttırmak iken, beşeri sermaye kavramı sadece nitelik boyutu ile düz işgücü olarak anılmaktaydı. Sanayileşme ile birlikte, sanayileşmeye hizmet edecek sayıda ve vasıfta işgücü ekonomik gelişim adına zorunlu hale gelmiştir. Dolayısıyla beşeri sermaye konusunun öneminin kavranması bu dönemle başlamıştır.

Kavram olarak beşeri sermaye kavramı merkantilist dönemine dayanmaktadır. Bu dönemde farklı ülkelerde birçok iktisatçı tarafından farklı düşünceler ortaya atılmıştır. Fakat o dönemde beşeri sermaye kavramı iktisadi düşünce anlamında bir bütünlük kazanmamıştır.

İktisat literatüründe beşeri sermaye kavramı klasik iktisadın ortaya çıktığı dönemden beri bulunmaktadır. Klasik iktisatçılar beşeri sermaye kavramının gelişmesine katkıda bulunmuşlardır. Sermaye stokunun bir zenginlik göstergesi olarak kabul edildiği bu dönemde, insanların sahip oldukları beceri ve bilgi uzmanlaşmayı olumlu etkilediğini söylemişlerdir.

İleriki dönemlerde iktisat ekollerinin yaptıkları araştırma sonuçlarına göre beşeri sermayenin, bir ülkenin ekonomik büyümesi için en önemli faktörlerinden biri olduğunu ortaya koymuşlardır.

Beşeri sermaye bireyin doğuştan sahip olduğu yetenektir ve bu yeteneğin gelişmesine yardımcı olan etkenler vardır. Çalışmamızda beşeri sermayeyi etkileyen en temel faktörlere yer verilmiştir. Çalışmanın amacı, beşeri sermayenin iktisat literatürüne kazandırılma aşamasını ve ekonomik büyüme için önemini iktisat ekollerinin görüşleriyle destekleyerek açıklamaktır.

2. BEŞERİ SERMAYE KAVRAMI

Beşeri sermaye bireylerin doğuştan sahip oldukları ve daha sonra çalışarak edindikleri becerilerin değeri olarak tanımlanmaktadır. Bireyler becerileni arttırmak için kendi eğitim ve sağlıklarına yatırım yapmaktadırlar ve bu yatırımlarla gelirlerini arttırmayı hedeflemektedirler (Tunç, 1997: 85).

Bir diğer tanıma göre beşeri sermaye daha iyi eğitilmiş ve beceri kazandırılmış insan kaynağıdır. İyi eğitim almış insan gücü ve yeterli fiziki sermaye birikimi ekonomik büyümenin önemli faktörleridir. Fiziki sermaye ve beşeri sermaye kaynağı birbirinin ikamesi değil tamamlayıcısıdır. İyi eğitim almış ve becerili, sağlıklı ve dengeli beslenme imkanına sahip olan kültürlü bireyler, üretim sürecine katılarak emek verimliliğinin artışına katkıda bulunmaktadır (Han ve Kaya, 2006: 112).

Beşeri sermaye, insanlarının yaşam kalitesinin üst düzeye çıkarılmasında kolaylık sağlayan bireylerin bilgi ve becerilerinin toplamını ifade etmektedir (Çalışkan, 2010: 11).

Beşeri sermaye kavramının temelleri Adam Smith'in "Ulusların Zenginliği" adlı kitabını yazdığı 1776 yılına kadar uzanmaktadır. Ancak beşeri sermaye kavramının bir teori halini alarak kuramsallaşması ve ölçüm tekniklerinin geliştirilmesi 1960'lı yılları bulmaktadır. Beşeri sermaye teorisinin kurucusu sayılan ve beşeri sermaye teorisini iktisat literatürüne kazandıran isim Theodore Schultz olmuştur.

18. yüzyıldan 20. yüzyıla kadar uzanan dönem içerisinde önemli iktisatçılar daha ziyade beşeri sermaye kavramının sınırlarını ve gelişim yolunu aramışlardır. 20. yüzyılın ikinci yarısından, günümüze uzanan çalışmalar ise daha ziyade beşeri sermayenin iç dinamiklerini araştırmaya yönelmişlerdir.

Beşeri sermaye bir ülke ekonomisi için önemlidir çünkü bir toplumda bulunan tüm bireylerin bilgi, yetenek ve deneyimleri üretim süresine yansımaktadır. Bu nedenle iktisat literatüründe beşeri sermaye, ülke ekonomilerinin gelişmişlik düzeyinin göstergesi olan büyüme ve kalkınma kavramları ile birlikte incelenmektedir (Meçik, 2010:26). Ülke ekonomilerinin esas sorunu servetin yaratılması değil, serveti yaratacak olan beyin gücünün yaratılmasıdır (Kaynak, 2007: 304).

Üretim sürecinde nitelikli işgücünün niteliksiz işgücüne oranla daha üretken olmaları ve ileri teknolojileri daha kolay yönlendirebilmeleri beklenmektedir (Fuente and Ciccone, 2002: 11). Beceriler, eğitimli bir işgücü ile hâlihazırdaki üretim süreçlerinde gerçekleştirilen kademeli iyileştirmeler ve teknolojik gelişme, verimlilik artışına yol açmaktadır.

Becker beşeri sermayeye yapılan yatırımları eğitim, sağlık ve beceri kazandırma faaliyetleri alanlarına harcama yapılması olarak ifade etmektedir. Becker, toplam üretim miktarını arttırmak için işgücüne yönelik genel ve spesifik eğitimlerin yapılmasının önemli olduğunu vurgulamaktadır. Eğitimli bireylerin yeni ürün geliştirmede gösterdikleri üstünlüklerden dolayı beşeri sermaye ekonomik büyümeyi doğrudan etkilemektedir. Diğer taraftan beşeri sermaye, başka ülkelerden ithal edilen teknolojilerin üretim süreçlerine uyarlanmasında büyük rol üstlenmektedir. Bireylerin becerilerini geliştiren yatırımlar, iş tecrübeleri yoluyla ortaya çıkan "yaparak öğrenme", iş başında eğitim ve yeteneklerin üretken kullanımına yol açan faaliyetleri kapsamaktadır. Bu durum öğrenme ve tecrübe edinme yoluyla gerçekleşebileceği gibi Ar-Ge çalışmaları veya eğitim süreçleri sonucunda da gerçekleşebilmektedir (Ranis, 2011: 4).

Ekonomik büyümeye büyük katkıyı sağlayan beşeri sermayenin, günümüzde teknolojinin gelişmesiyle önemi daha da artmaktadır. Beşeri sermayenin gelişmesini dikkate almayan ülkelerin dünya ekonomisinde söz sahibi olma ihtimali bulunmamaktadır. Gelişmiş ülkeler beşeri sermayeye ve beyin gücüne önem vermektedirler ve milli gelirin bir kısmını düzenli olarak Ar-Ge çalışmalarına ayırmaktadırlar (Kaynak, 2007: 34).

3. BEŞERİ SERMAYENİN TARİHİ

Beşeri sermaye kavramı ilk olarak merkantilist dönemde ortaya çıkmıştır (Duran, 2001:17). Geleneksel şekilde bakıldığında merkantilist dönem, ulusal ekonomi politikasında ve Avrupa iktisadi düşüncesinde 1500 ile 1800 yıllarını kapsamaktadır. Bu geniş dönemde birçok farklı ülkede birçok farklı iktisatçı tarafından beşeri sermaye ile ilgili çeşitli düşünceler öne sürülmüştür ve bunları tek bir başlık altında toplamak oldukça güçtür. Bu sebeple iktisat tarihçileri konu ile ilgili açıklamaları merkantilist başlığı altında açıklanmasının mümkün olmadığını söylemişlerdir. Merkantilist düşünceyi ilk yazılı olarak 1613 yılında İtalyan tüccar Antonino Serra tarafından yazılan "Maden Kaynağına Sahip Olmayan Ülkelerde Altın Ve Gümüşü Bollaştıran Nedenler Üzerine Kısa Bir İnceleme" adlı broşürle ortaya koymuştur. Merkantilizmi savunan son eser ise Sir James Steuart tarafından 1767 de kaleme alınan "Politik Ekonominin İlkeleri Üzerine İnceleme" adlı yayınlanan kitap olmuştur (Savaş, 2007: 137).

Alman iktisatçısı olan F.K.Mann onaylamadığı üç yüz yıl kadar devam eden bu sistemde iktisadi düşünce anlamında bir bütünlük oluşmasa da merkezi devletlerin iktisat politikaları ve politik iktisat sistemi kavramları

oluşmuştur. Dönemin yazarları olarak Jean Bodin (1530-1596), Sir Josiah Child (1630-1699), Sir William Petty (1623-1687), Thomas Mun (1571-1641) ve John Locke (1623-1704) vd. gösterilmektedir (Turanlı, 1988: 27).

"Fransızlar çok hızlı büyüyor" ifadesiyle büyüme ve kalkınmanın temelini oluşturan İngiliz istatistikçi ve iktisatçı William Petty olmuştur. Aynı zamanda Petty, milli gelirin hesaplanmasında kullanılan gelir ve harcama yöntemini oluşturan iktisatçıdır (Yendi, 2011: 357). Ayrıca Petty zenginliğin babası olarak tanımladığı emeğin, milli gelirin artmasında önemli bir rol olduğunu öne sürmüştür. Petty 1697 yılındaki çalışmasında İngiltere'nin gücünü, ulusal para değer kaybını, savaşlarda kaybedilen insanların parasal değerini ve göçün ekonomik etkilerini göstermek amacıyla beşeri sermayeyi unsur olarak kullanmıştır. Fakat cinsiyet, yaş ve ekonomik statü gibi parametreleri çalışmasında kullanmadığı için beşeri sermaye ile ilgili olan bölüm yetersiz kalmıştır (Tunç, 1997: 26).

Klasik iktisadın ortaya çıktığı 1776 yılından beri beşeri sermaye kavramı iktisat literatüründe bulunmaktadır (Kwon, 2009: 3). Bu dönemde beşeri sermaye kavramının gelişmesine katkı sağlayan iktisatçılar Adam Smith (1723-1790), Thomas Malthus (1776-1834) ve David Ricardo (1772-1823)'dır (Taban, 2008: 23).

Fransa'da Fizyokratlarla birlikte oluşan iktisat, Adam Smith ile bilim olarak ele alınmıştır. Adam Smith iktisadı "servet bilimi" olarak tanımlamıştır ve bir ülkenin zenginliğini işgücüne bağlamıştır (Çelik, 2019: 19). Smith'e göre bir ülkenin zenginliği o ülkenin sermaye stokuna bakılarak ölçülür ve ekonomik büyümenin en önemli etkeni de sermaye stokudur. Smith beşeri sermayeyi elde edilmiş yetenek olarak gördüğünü ve bu yetenekleri elde etmek için o ülkenin sabit sermayesinden yararlanıldığını savunmaktadır. Smith bireylerin bu becerileri maliyeti olan ve bunlardan kar elde edilmesi gereken makine olduğunu düşünmüştür (Teixeira, 2002: 3).

Smith beşeri sermayenin bireyin zihnini kullanarak elde ettiği emek sonucunda ortaya çıktığı ve ülkelerin zenginlik kaynaklarının biri olan işbölümünün sebebi olduğunu söylemektedir. İşbölümü, bireylerin yaratıcılığını, yeteneklerini ve ustalıklarını etkilemesine yardımcı olarak işgücü verimliliğini arttırmaktadır (Tuba Türker, 2000: 46). İnsanların becerilerini sermaye olarak kabul eden Smith, bu sermayenin ve işgücünün üretim için etkili bir faktör olduğunu ortaya koymuştur. İnsanların edindikleri beceri ve bilgi uzmanlaşmayı olumlu etkilemektedir (Karaman, 2007: 23).

Say'ın beşeri sermayeye bakış açısı Smith ile aynı düşüncededir. Yani becerilerin ve yeteneklerin elde edilmesi sürecinde belli bir maliyet ödenmesi gerekmektedir ve bu yetenekler ve beceriler işgücü verimliliğini yükseltmektedir. Bu sebeplerden dolayı bireylerin sahip oldukları beceriler ve yetenekler sermaye olarak kabul edilmektedir (Say, 1821/1971: 93).

Klasik İngiliz okulunun kurucularından olan ve liberal düşünceye ayrı bir yön veren David Ricardo (1772-1823), emek verimliliğinin ülkeler ve sektörler arasında farklı olduğunu araştırmalarında belirtmiştir. Ricardo'ya göre herhangi bir malın üretimde kullanılan işgücü miktarı o malın değerini belirlemektedir. Emeğe ödenen ücretlerin farklı olması malın fiyatını etkilememektedir (Ricardo, 1821/2008: 7). Ricardo emeğin homojen olduğunu söyleyerek, çalışmalarını iki tür emek üzerinden gerçekleştirmiştir. Birincisi doğrudan emek yani işgücünü, dolaylı emek yani sermayeden bahsetmiştir. Malın bedeli ise hem doğrudan hem dolaylı emek tarafından belirlenmektedir (Küçükkalay, 2011: 229). Ricardo, teknolojik yeniliklerin endüstrilerde verimin artmasına neden olacağını söylemesine rağmen, bu yenilikleri kullanabilecek emeğin becerisi, niteliği ve eğitimi ile ilgili araştırmalarında bahsetmemiştir (Aksu, 2016: 92).

1960 yıllarda Smith'in görüşünü, Denison, Schultz ve Becker gibi iktisatçılar yeniden değerlendirerek ve bu görüşten yararlanarak beşeri sermaye kuramını geliştirmişlerdir. Denison, 1910-1960 seneleri verilerinden yararlanarak ABD'nin milli gelirindeki artışta her bir üretim faktörünün ayrı ayrı katkısını belirlemek amacıyla üretim fonksiyonu kavramını kullanmıştır. Bu çalışmada milli gelirin artmasına eğitimin, işgücü becerisinin yani nitelikli emeğin ve verimlilik kapasitesinin doğrudan etki ettiği tespit edilmiştir. Üstelik ABD'de gerçekleşen büyüme oranının yaklaşık %23'ünün emeğin eğitim düzeyinde ortaya çıkan artıştan kaynaklandığı hesaplanmıştır (Denison, 1967: 124).

1968 yılında Schultz çalışmasında fiziki ve beşeri sermayenin getiri oranını göz önünde bulundurarak eğitimin ekonomik büyümeye olan katkısını ölçmüştür. Çalışma sonucunda beşeri sermaye yatırımları içinde eğitimin önemli etken olduğunu ve eğitim harcamalarının kişisel gelirin belirlenmesinde önemli unsur olduğunu ortaya koymuştur (Schultz, 1968: 22).

4. EKOLLERE GÖRE BEŞERİ SERMAYE

Beşeri sermaye kavramını ilk olarak klasik iktisatçı Adam Smith tarafından ortaya atılmıştır. İleriki dönemlerde farklı iktisatçılar tarafından yorumlanmıştır.

4.1. Adam Smith

Merkantilistlere göre servet kavramı kıymetli maden stoğu ile açıklanmaktadır. Fizyokratlarda bu kavram sahip oldukları toprak miktarı ile açıklanırken, Adam Smith ile beraber insan emeğinin mahsulü olarak yorumlanmıştır (Ülgüner, 1991: 9)

Adam Smith ünlü eserinde zenginliğin esas kaynağının insan faktörüne dayandığını ortaya koymuştur. İşbölümü ve uzmanlaşma kavramlarını açıklayarak insan faktörü üzerinden oluşan ekonomik zenginliğe vurgu yapmıştır (Sweetland, 1996: 343).

Smith, fiziksel ve beşeri sermaye kavramlarını ayrıştırmasa da sonraki dönemlerde birçok iktisatçı bu kavramları ayrı değerlendirmiştir. Değerlendirmeler sonucunda bireylerin kabiliyeti ve yetenekleri sonucunda ortaya koydukları farklılıklar neticesinde insana yapılan yatırımlardan daha yüksek getiri elde edileceğini belirtmişlerdir (Kiker, 1966: 485).

- Smith, doğal kaynak bakımından yetersiz olan Hollanda'nın o dönemde ulaştığı ekonomik ilerlemeyi emek verimliliğinden kaynaklandığını vurgulamıştır. Smith eserinde emek faktörünü aşağıdaki gibi yorumlamıştır (Turanlı, 2000: 67);
- Emeğin verimliliği (emeğin niteliği)
- Emeğin yoğunluğu (emeğin niceliği)

4.2. Heinrich von Thünen

H.V.Thünen iktisatçıların insani kazanımları parasal olarak açıklama konusundaki isteksizliklerini eleştirmiş ve bu konunun ekonomi politikası içerisindeki noksanlardan birisi olduğunu söylemiştir. Aynı zamanda toplumun üst meslekteki kişilerin ekonomi içerisindeki verimliliklerinin hem niteliksel hem de niceliksel eğitimlerinin artan bir fonksiyonu olduğunu açıklamıştır.

Thünen, "Der isolierte Stat" isimli eserinde gösterdiği örneklerde vergi düzenlemelerini beşeri sermaye lehine yapıldığı taktirde, esas amaç olan milli gelir artışını uzun dönemde arttıracağını belirtmiştir (Kiker, 1969: 339).

4.3. Alfred Marshall

Alfred Marshall beşeri sermayenin ekonomi için önemli bir unsur olduğunu vurgulamıştır. İnsanoğluna yapılan bütün yatırımların ve hatta dış faktörlerinden meydana gelecek etkilerin de bireyin ekonomi içerisindeki verimliliğini olumlu yönde etkileyeceğini belirtmiştir.

Marshall, beşeri sermaye kavramının ekonomi açısından hayal dışı bir yapısı olduğunu söylemiş ve bu sebeple fizyokratlardan buyana yoğun bir biçimde üzerinde durulan çalışmalar arkaya planda kalmaya başlamıştır (Kiker, 1966: 481).

O dönemde Alfred Marshall kendi görüşlerini matematiksel olarak ortaya koyamamış olsa da, beşeri sermayenin ekonominin ana çekirdeği olduğunu savunmuştur (Schultz, 1961: 3).

Alfred Marshall'ın oluşturduğu analiz tekniği, beşeri sermayeyi daha sınırlı bir alanda değerlendirmektedir. Çünkü Marshall beşeri sermayeyi sanatsal ve felsefik kapsamda sabit getiri sağlayıcı bir etken olarak yorumlamıştır. Fakat endüstrileşmenin gelişmesiyle beraber Alfred Marshall'ın sınırlarını daralttığı beşeri sermaye kavramının, gerçekte bilgi üreten bir sektör olarak ekonominin önemli belirleyicilerinden biri olduğu ortaya çıkmıştır (Schultz, 1974: 6).

4.4. Robert Malthus, John Stuart Mill

Robert Malthus, beşeri sermayeyi Adam Smith kadar önemsemiştir ve çalışmalarında ekonomi için yaratacağı getirilerden bahsetmiştir. Fakat eğitime yapılacak yatırımların nüfus üzerinde yaratacağı etkilerden dolayı beşeri

sermaye kavramını farklı yorumlamıştır. Nüfusun geometrik, gıda maddelerinin ise aritmetik olarak artış göstermesiyle eğitim yolu ile nüfusu kontrol altında tutulabileceğini öne sürmüştür. Malthus'a göre kontrolü sağlanan nüfus nedeniyle, emek gücünde azalış meydana gelirken milli gelirde daha yüksek seviyede bir artış sağlanacaktır (Bowman, 1966: 113).

John Stuart Mill, Adam Smith'in görüşlerini benimsemiştir fakat Adam Smith'in ortaya koyduğu sabit sermaye kavramını benimsememiştir. İnsani becerilerin somutlaştırılması ile sabit fayda elde edilebileceğini ve sadece fizikçiler, profesörler, bürokratlar değil, rahipler, ahlak bilimciler, sanatçıların sağlayacağı tüm gelişimin de bu sabit fayda içerisinde yer alacağını belirtmiştir (Sweetland, 1996: 343).

Bu durumda John Stuart Mill'in sosyal sermaye kavramına daha yakın bir yaklaşımı savunduğunu söylemek mümkündür. John Stuart Mill, insanoğlunu bir sermaye olarak gruplandırılamayacağını, zenginliğin insanlığın hizmetinde olan bir kavram olduğunu öne sürmüştür.

4.5. Simon Kuznets

Simon Kuznets, Adam Smith ile başlayıp beşeri sermaye teorisinin kurulmasına kadar geçen süreçte beşeri sermaye kavramını bir iktisadi dinamik olarak benimseyen ilk iktisatçı olmuştur. Ayrıca beşeri sermaye kavramını tüm çalışmalarının merkezinde tutarak Nobel ödülüne sahip olan ilk iktisatçı olmuştur. Kuznets, Nobel ödülünü 1971 yılında yapmış olduğu çalışması ile almış olsa da beşeri sermayenin önemli olduğunu vurgulayan çalışmalarına 1940'lı yıllarda başlamıştır.

Simon Kuznets, sürdürülebilir ekonomik büyüme kavramını açıklamış ve kısa dönem dinamiklerine çözüm bulunmadan uzun dönem ekonomik büyümenin yorumlanmasının güç olduğunu belirtmiştir. Kuznets, ekonomik büyümenin ölçülmesi ile ilgili çalışmasında söz konusu zorlukları aşağıdaki gibi özetlemiştir (Kuznets, 1947: 10-18);

- Bir ekonominin doğal kaynaklarında ortaya çıkan değişimlerin ekonomiye etkileri tam olarak hesaplanamaz.
- Konumuz ile ilgili olan stok büyüklükler, özellikle gelişmiş ekonomilerde stok halinde bulunan insan, teknoloji ve bilgi unsurları tam anlamıyla parasal olarak ifade edilemez. Oysa büyüme sürecinde en büyük etki bu faktörler aracığıyla sağlanır.
- Birbirleri ile çapraz bağları kuvvetli olan değişkenlerin dar ya da geniş bir çerçevede toplulaştırılması açıklayıcı olmaktadır. Örneğin, doğal kaynaklarda ortaya çıkan bir değişim nüfus hareketi sağlarken üretken sermayede değişiklik yaratacaktır. Fakat bu noktada parasal bir ifade oluşturmak imkansızdır.

4.6. Theodore Schultz

Theodore Schultz, beşeri sermaye kurucularından biri olarak görülmektedir. Theodore Schultz 1961 yılında yaptığı çalışmasında nesnel sermayenin getiri oranı ile beşeri sermayenin getiri oranlarını baz alarak eğitimin ekonomik büyüme üzerindeki rolünü araştırmıştır. Shultz beşeri sermayenin 1960 yılına kadar iktisadi anlamda analizlere dahil edilmemesinin sebeplerinden birisinin beşeri sermayenin marjinal verimliliğe tabi tutulamayacak, doğuştan gelen beceri olarak görülmesine bağlamıştır (Schultz, 1974: 6).

Toplam sermayenin gelire oranının aynı oranda kalabilmesinin sebebi beşeri sermayenin toplam sermaye içine dahil edilmemesine bağlamıştır. Gelirlerin artmasıyla beraber fiziksel sermaye stoklarının düşmesine rağmen beşeri sermaye stokunun arttığını belirtmiştir. Bireyin iktisadi beceriye ulaşabilmesi için eğitim, sağlık, göç ve mesleki eğitim gibi alanlarda yatırım yapması gerektiğini savunmuştur. Ayrıca ücret ve maaşların ise söz konusu beşeri sermaye yatırımlarına karşı duyarlılıklarının diğer her şeyden baskın olduğunu vurgulamıştır. Son olarak, beşeri sermaye yatırım artışlarının gelir dağılımı adaletsizliğinin ortadan kaldırılması anlamında en önemli unsur olduğunu söylemiştir (Schultz, 1962: 1).

4.7. Edward Denison

Beşeri sermaye teorisinin ilk savunucularından biri olan Edward Denison, beşeri sermayenin önemini vurgulamış, ekonomik büyüme ve verimlilik kavramlarının benzerliklerini çözümlemeye çalışmıştır. Denison, ağırlıklı olarak Schultz'un eğitim üzerinde yaptığı araştırmaları genişletmiş ve beşeri sermaye kavramının niteliklerini daha geniş bir çerçevede değerlendirmiştir.

Edward Denison, çeşitli ülkelerin ekonomik büyüme sürecini ele alan birden çok çalışma yapmıştır. Çalışmalarında emek faktörünün niteliğinin önemi ön plana çıkmıştır. Her bir ülkenin ekonomik büyümesi için fiziksel sermayenin yanı sıra beşeri sermayenin de zaruri olduğunu ortaya koymuştur (Denison, 1962: 109).

Denison ile beraber beşeri sermaye teorisinin ampirik çalışmaları oldukça artmıştır. 1960 sonrası meydana gelecek gelişimlerin eğitim, sağlık, teknoloji, bilginin üretilmesi gibi etkenlerin etrafında şekilleneceğini eserlerinde belirtmiştir. Bu nokta da Danison, tarım ve sanayi olarak kabul ettiği yapı içerisinde tarımsal nüfusun sanayi sektörüne geçiş yapması ve emeğin verimliliğinin bu kanal ile arttırılmasının önemini vurgulamıştır (Denison, 1967: 326).

5. BEŞERİ SERMAYEYİ ETKİLEYEN UNSURLAR

Beşeri sermaye doğuştan gelen yetenektir ve sonradan edinilen bilgi birikimi ile arttırılmaktadır. Söz konusu bilgi biriminin arttırılmasında beşeri sermayenin unsurları yardımcı olmaktadır. Bu unsurlar eğitim, sağlık, beyin göçü ve diğerleridir. Beşeri sermayeyi etkileyen unsurlar bu başlık altında ayrıntılı bir şekilde açıklanmaktadır.

5.1. Beşeri Sermaye ve Eğitim

Günümüz toplumlarında nitelikli insan gücü, yüksek rekabetin göstergesidir. Nitelikli insan gücünün oluşturulmasında rol oynayan en önemli unsur eğitimdir. Bu sebeple beşeri sermaye konusunu içeren birçok çalışmada beşeri sermaye stokunun en gözde göstergesi eğitim kabul edilmektedir. Eğitim, ülkeleri birbirinden ayıran en önemli unsudur ve bunun yanı sıra bu unsura yapılan yatırımlar ülke ekonomilerinin büyümesine büyük katkı yapan faktördür.

Adam Smith'in Milletlerin Zenginliği adlı kitabında, bireylerin uzmanlaşma oranındaki artış ile birlikte sermaye stokunda genişleme ve verimlilik artışı sağlanacağını ön görmüştür. Bu artış ve genişleme milli gelir düzeyinin artmasını ve dolayısıyla ülkenin refah seviyesinin artmasını sağlamaktadır (Taban, 2008: 26). Smith niteliksiz işgücü ve nitelikli işgücü arasındaki ayrımı bireylerin kendilerine yapmış oldukları yatırımlara göre açıklamıştır (Çalışkan, 2010: 11).

II. Dünya Savaşı sonrasında sırasıyla gelişmiş, gelişmekte olan ve az gelişmiş ülkeler ülke gelişmesinde eğitimin ne kadar önemli olduğunu anlamışlar ve kalkınma planlarında eğitim unsuruna yer vermişlerdir. Böylelikle eğitimin öneminin, yaygınlaştırılmasının ve kalitesini arttırılmasının ekonomik büyüme açısından değeri ülkeler tarafından anlaşılmıştır (Karagül, 2002: 32).

Mikro iktisadi seviyede eğitimin ekonomik etkileri bireylerin ve firmaların yatırım kararları, fayda maliyet analizlerine dayalı getiri oranı şekliyle irdelenmektedir. Eğitim insanların işgücü becerilerini arttırmakta kullandıkları bir araçtır ve kişisel gelir dağılımındaki farklılıklar direkt eğitim seviyesi farklılıklarından kaynaklanmaktadır. Bunların dışında eğitim, işgücü verimliliğini ve gelir seviyesini arttırmaktadır. Ayrıca eğitim, bireylerin mesleki pozisyonunu yükselterek sosyal getiriden daha çok özel getirilerini arttırmaktadır. Makro iktisadi seviyede eğitimin etkileri ise, ekonomik büyüme ile milli gelir arasındaki ilişkiler bakımından, üretim fonksiyonu yoluyla incelenmektedir. Eğitimli işgücü, diğer üretim faktörlerini ve teknolojik gelişmeye tesir ederek ekonomik büyümeyi etkilemektedir.

Marshall'a göre çıktı düzeyinde ortaya çıkan artışların fiziki sermaye birikimiyle açıklanamayan kısmı insan faktörü ile açıklanmaktadır. Marshall, her durum eninde sonunda azalan verimler kanuna tabii iken sadece insan faktörü artan verimler kanuna tabii olduğunu söylemiştir. Ekonomik büyüme sürecinde insan faktörünün tartışmasız önemi kadar eğitime yapılan yatırımın da önemini vurgulamıştır. Eğitime yatırım yapılmasıyla meydana gelen nitelikli emek birikimi, artan getirilerin kaynağını oluşturmaktadır (Çakmak ve Gümüş, 2005: 90).

Başka bir iktisatçı Mill eğitimi, insanın kendini sürekli geliştirmesi olarak ifade etmektedir. Malthus eğitimin, nüfus artış hızının kontrol altına alınması ve ekonomik büyümenin olumsuz etkilenmemesinde önemli faktör olduğunu belirtmiştir (Kaya Kıraçlar, 2005: 85). Bunun yanı sıra Malthus, eğitimsiz nüfus artışının huzursuzluk yaratacağını ve bu durumun ülke ekonomisinin büyümesini engelleyeceğini savunmuştur. Klasik iktisatçılar arasında en çok eğitimle ilgili çalışma yapan Nassau W. Senior ise eğitim ile nüfus artışının üzerinde bir ilişki kurmak için eğitimin zorunlu tutulması gerektiğini açıklamıştır (Doğan ve Bozkurt, 2003: 173).

Schultz 1960 yılında ilk olarak Cobb-Douglas üretim fonksiyonunu kullanarak beşeri sermayenin ekonomik büyüme üzerindeki etkisini araştırmıştır (Varsak ve Bakırtaş, 2009: 50). Nobel ödül sahibi Schultz, ABD'nin 1900-1975 yılları arasındaki büyüme verilerini inceleyerek yaptığı araştırmasında eğitimin ekonomik büyümeye

katkısını ölçmeye çalışmıştır ve elde ettiği sonuca göre eğitimin ulusal gelirde artış sağlayarak ekonomik büyümeye katkı sağladığını ortaya koymuştur (Tunç, 1997: 163).

1964 senesinde Becker ABD'de gelir farklılıklarının nedenini tahmin etmek için beşeri sermaye ve getiri oranını ele alarak bir model çalışması yapmıştır. Becker çalışmasında beşeri sermayenin bireylerin elde ettikleri kazançlarının ömür boyunca artmasını sağlayan bir sermaye çeşidi olduğunu ve sağlık harcamaları, bilgisayar kursları, okul gibi yatırımları içerdiğini ifade etmiştir. Becker'e göre her bir insan kendisine yaptığı yatırımları ileride fazlasıyla geri alacaktır (1975:16). Becker 1939-1958 seneleri verilerini kullanarak ABD'de kolej ve yüksekokul eğitimli bireylerinin getiri oranlarını tahmin etmiştir ve çalışma sonucunda yüksekokul mezunlarının gelir oranları kolej mezunlarının gelir oranına nazaran daha fazla olduğu sonucunu elde etmiştir. Bu çalışma sonucuna göre yüksekokullara yapılacak yatırımların kolejlere yapılacak yatırımlardan daha kazançlı olduğunu ortaya koymuştur (Tunç, 1997: 139).

Lucas'ın 1988 yılında ve Rebelo'nun 1991 yılında ortaya koydukları iktisadi modellerde fiziksel sermayenin yanı sıra beşeri sermayeyi de üretim faktörü olarak yorumlamışlardır. İlaveten Lucas, ülke yönetiminin teknolojik alt yapıların ve eğitimin gelişmesi için yapılan yatırımların beşeri sermayeyi olumlu yönde etkilediği ve bunun da ekonomik büyümeyi fiziki sermayeye yapılan yatırımdan daha büyük ölçüde etkileyeceğini savunmuştur (Kar ve Ağır, 2003: 58).

Barro, beşeri sermaye ve ekonomik büyüme arasındaki ilişkide sağlık faktörünün önemini vurgulayarak yaptığı çalışmada iki unsur arasındaki ilişkiyi ölçmek için esas olarak eğitim faktörünü kullanmıştır. 2000 yılında yaptığı bu çalışmada bağımlı değişken olarak kişi başına GSYH'yi incelemiştir. Çalışmada OECD ülkelerinin 1995-2000 yılları arasındaki eğitim süresi verilerini kullanmıştır. Eğitim süresini veri olarak kullandığı bu araştırmasında yaş, cinsiyet ve eğitim seviyelerini dikkate alarak bireyleri gruplandırmıştır. Uygulamalı çalışma sonucunda genç nüfus ile kişi başı GSYH ile olumlu yönde bir ilişki olduğu sonucuna ulaşmıştır (Kaya Kıraçlar, 2005: 85).

Eğitimin ekonomik büyüme sürecinde önemli bir yatırım olarak görülmesi 1950'li senelerinde ABD'de ortaya çıkmıştır. Abramovitz ve Denison yaptıkları araştırma da sanayi ülkelerin ekonomik büyümesinin yalnızca o ülkenin sahip olduğu fiziki sermaye ve işgücüne bağlı olmadığını, bu iki unsur kadar beşeri sermayenin de üretim sürecinde önemli etken olduğunu vurgulamışlardır. Eğitim, temel olarak ekonomik bir yatırım olarak görülmektedir. Eğitimi ve işgücünü ülkenin ihtiyaçlarına göre yönlendirilerek, üretimde verimliliği arttırmak, ekonominin yapısal gelişimini hızlandırmak ve daha iyi istihdam imkanlarını sağlamak mümkündür. Bu anlamda eğitimin ekonomik büyüme oranını arttırmasında katkıda bulunduğundan dolayı literatürde beşeri sermaye olarak ifade edilmektedir.

Eğitim ile beşeri sermaye arasındaki ilişkiden söz ederken dikkat edilmesi gereken konu da nasıl bir eğitimden bahsedildiğidir. Bu anlamda az gelişmiş ülkelerde, eğitimin özgün olmaması, ortalama eğitim süresinin diğer ülkeler ile karşılaştırıldığında daha az olması eğitim sisteminin günümüz şartlarına uygun olmaması eğitim ve beşeri sermaye arasındaki bağlantıları zayıflatmaktadır (Karagül, 2002: 34).

5.2. Beşeri Sermaye ve Sağlık

Bir ülkenin ekonomik büyümesi için eğitime yapılan yatırımlar ne kadar önemliyse sağlık sektörüne yapılan yatırımlar da en az onun kadar önem arz etmektedir. Çünkü sağlıklı bireyler daha iyi eğitilebilecek ve bu bireylerin eğitim yatırımlarından daha uzun yararlanma olanakları olacaktır. Bu sebeple sağlık ile eğitimin birbirini tamamladığı, ekonomik büyüme açısından fiziki sermaye ve eğitime yapılan yatırımların benzerleri sağlık sektörüne de yapılması gerektiği gerçeği ortaya çıkmaktadır (Kar ve Taban, 2004: 138).

Sağlık harcamaları, bebek ölüm oranları, ortalama yaş sınırı gibi göstergeler ülkelerin ekonomik kalkınması için önemlidir ve ülkelerin gelişmesinde olumlu katkılar sağlamaktadır. Ekonomik büyümeyi ve kalkınmayı amaçlayan bir ülkenin önceliği sağlıklı bir nüfustur (Karagül, 2002: 65).

Bir ülkeye kalkınmış ülke denilebilmesi için o ülkedeki toplumun sağlık seviyesinin iyileştirilmesi gerekmektedir. Çünkü sağlık hizmetleri hem ekonomik büyüme üzerinde hem de diğer göstergeler üzerinde etkilidir. Bu etkilerden en dikkat çekini ise sağlık hizmetlerine önem veren ülkelerde sermaye stokunun artmasıdır (Mazgit, 1998: 2).

Mushkin çalışmasında, sağlık unsurunun beşeri sermayenin oluşumunda önemli rol oynadığını ifade etmiştir. Bu ifade birçok iktisatçı tarafından desteklenerek büyüme literatürüne katkı sağlanmıştır. Sağlık sektörüne yapılan harcamalar toplumun çalışma gücünü güçlendirerek, oluşabilecek hastalıkları önlemektedir. Böylelikle sonraki dönemlerde sağlık harcamalarını azaltarak tasarruf sağlanmaktadır (Mushkin, 1962: 130).

Grossman'ın yaptığı araştırmasında sağlık sermayesinin ayrı bir sermaye olduğunu ilk defa ortaya koymuştur. Çalışmaya göre beşeri sermaye ile sağlık sermayesinin özellikleri birbirinden farklıdır. Söz konusu farklılıklardan en önemlisi, beşeri sermayenin bireylerin yalnızca piyasalardaki üretkenliğine etki ederken, sağlık sermayesinin bireyin para ve mal edinme zamanının miktarını da etkilemektedir (Grossman, 1991: 4).

Sağlık harcamalarının ekonomik büyüme üzerindeki etkilerini aşağıdaki maddelerle açıklamak mümkündür (Tuba Türker, 2000: 34).

- Hastalık sebebiyle ortaya çıkacak işgücü kaybının önlenmesi ve üretimin devam ettirilmesi,
- Sağlık alanına yapılan yatırımlar yardımıyla bireylerin sağlıklı bir şekilde eğitimlerine devam etmelerinin sağlanması,
- Hastalık yüzünden sağlık harcamalarına ayırılacak kaynakların başka alanlara yönlendirilmesi,
- Hastalık sebebiyle kullanılamayan kaynakların işletilmesi sağlanmaktadır.

Sağlık harcamalarına yapılan yatırımlardaki artış toplumun yaşam süresini arttırarak ekonomik büyümeyi olumlu yönde etkilemektedir (Taban, 2006: 36). Sağlık sektörünün iyileşmesiyle beşeri sermayenin temel kaynaklarından biri olan eğitimin yaygınlaşması sağlanmaktadır. Çünkü doğumdaki artışla yaşam beklentisi oranı eğitime olan talebi arttırmaktadır. Böylelikle eğitime yapılan yatırımların getiri oranında da artış meydana gelmektedir. Okullaşma oranının artmasıyla işgücündeki verimlilik oranı artacaktır ve kişi başı milli gelir seviyesinin yükselmesiyle ülkelerin refah düzeyi artacaktır (Dağdemir, 2009: 88).

5.3. Beşeri Sermaye ve Beyin Göçü

Beyin göçü, az gelişmiş ülkelerde hayatını devam ettiren eğitim düzeyi yüksek nitelikli bireylerin daha yüksek gelir elde edebilmek için ve daha iyi yaşam kalitesine sahip olabilmek için gelişmiş ülkelere yaptıkları göç olarak ifade edilmektedir (Kaya Kıraçlar, 2005: 85).

Beyin göçü yaşam kalitesi daha yüksek olan ABD, Avustralya, Kanada, Fransa, İngiltere gibi ülkelere gerçekleşmektedir. Beyin göçü sebebiyle gelişmiş ülkeler ile az gelişmiş ülkeler arasında gelişmişlik farkı ortaya çıkmaktadır (Kaynak, 2007: 310).

Beyin göçünün nedenleri aşağıdaki gibidir (Akça, 2014: 28).

- Ekonomik nedenler (ekonominin istikrarsız olması, ücretlerin düşük olması vb),
- Politik nedenler (farklı etnik kökenlerin varlığı, siyasal istikrarın olmaması vb),
- Bilim ve teknoloji politikalarında yapılan yanlışlıklar (Ar-Ge'ye yeterli önemin gösterilmemesi, buluşların desteklenmemesi),
- Eğitim sistemindeki yanlışlıklar (eğitimde fırsat eşitsizliği, kişi başına yapılan harcamaların yetersiz kalması),
- İşsizlik (üniversite mezunlarının iş bulamaması ve kendi meslekleri dışında başka mesleklerde çalışmak zorunda kalmaları vb),

Kamuoyuna oluşturulan medya aracı kurumların ve fuarların özendirilmesi (AB Fonları-Erasmus, medya aracılığıyla öğrencileri yurt dışına özendirilmesi vb).

Eğitimli bireylerin az gelişmiş ülkelerden göç etmesi hem toplumsal bakımdan hem de ülke ekonomisini olumsuz yönde etkilemektedir. Az gelişmiş ülkeler gelişmişlik düzeyine ulaşabilmek için beyin göçünü en az seviyeye indirgemeleri gerekmektedir. Diğer yandan az gelişmiş ülkelerden gelişmiş ülkelere gerçekleşen beyin göçünün olumlu yanları da vardır. Eğer gelişmiş ülkeye göç eden beyin gücü, yaşadığı ülkede kazandığı gelirin bir miktarını kendi ülkesine yani az gelişmiş ülkeye götürüyorsa, gelişmiş ülkenin iş ve teknolojik imkanlarını kendi ülkesine taşıyorsa, kendi ülkesi ile yaşadığı ülkenin ticari bağlarının kuvvetlenmesine destek oluyorsa ve belirli bir zaman sonra ülkesine geri dönerek edindiği tüm bilgi ve tecrübelerini kendi ülkesinin büyümesi için kullanıyorsa bu durumların sonucunda beyin gücünün olumlu etkilerinden bahsedilebilmektedir (Kaynak, 2007: 316).

Beyin göçü sadece az gelişmiş ülkelerden gelişmiş ülkelere değil aynı zamanda gelişmiş ülkeler arasında da gerçekleşebilmektedir. Gelişmiş ülkeler arasındaki gerçekleşen beyin göçünün en temel sebebi düşük ücret ve vergi politikalarıdır (Akça, 2014: 30). Böylelikle son elli yıldır beşeri sermayenin önemi artmıştır. İktisat literatüründe ilk kez Neo-klasik modelde üretim fonksiyonunda "artık" olarak karşımıza çıkan beşeri sermaye kavramı günümüz ekonomisine içsel büyüme teorileri aracılığıyla ulaşmıştır (Oluç, 2015: 8).

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5.4. Beşeri Sermayeyi Etkileyen Diğer Unsurlar

Sağlık ve eğitimin beşeri sermayeyi etkileyen en temel faktörler olduğu ve bu faktörlerin üretimi etkileyerek ekonomik büyümeyi olumlu yönde etkilediğini birçok çalışma ortaya koymuştur. Fakat beşeri sermayenin daha verimli kullanılması için bazı ek tedbirlerin alınması gerekmektedir. Bunlar beşeri sermayenin motivasyonu ve sosyal sermaye, ücretler, fiziki sermaye ile beşeri sermayenin arasındaki dengenin kurulmasıdır.

Beşeri sermayenin verimli olmasındaki en önemli etkenlerden biri sosyal sermayedir. Kamu kurumları, aile, sosyal gruplar, sivil toplum örgütleri, firmalar ve etnik yapı toplumun sosyal sermaye gelişmesine katkı sağlayan birimlerdir. Bahsedilen sosyal gruplar ve kurumlar arası iletişimin güvenli ve yeterli olması, söz konusu toplumun her anlamda sağlıklı olduğunu kanıtıdır. Bunun yanı sıra toplumda yeteri kadar sosyal sermaye olduğunun işaretidir. Sonuç olarak yeterli düzeyde sosyal sermayeye sahip olan bireyin iş ortamında daha özverili çalıştığını araştırmalar ortaya koymuştur.

Beşeri sermaye ile fiziki sermayenin arasındaki dengenin sağlanması, beşeri sermayenin daha verimli kullanılmasıyla üretime daha fazla katkıda bulunmaktadır. Fiziki ve beşeri sermaye arasındaki tamamlayıcılık ilişkisinde nitelik ve nicelik açısından uzlaşmanın olması önemli şartlardan biridir. Aynı miktar para ile elde edilen beşeri ve fiziki sermayeden aynı miktarda ürün üretilebiliyorsa sözü edilen denge nicelik olarak sağlanmıştır. Diğer taraftan elde edilen beşeri ve fiziki sermaye yatırımları aynı alana yönlendiriliyorsa söz konusu iki unsur arasındaki denge nitelik açısından gerçekleşmiştir. Beşeri sermayeyi etkileyen unsurlardan bir diğeri de ücret seviyesidir. Beşeri sermayenin özverili çalışmasındaki kilit nokta ücret olarak görülmektedir. Beşeri sermayeye sahip olan bir kişi iş yerinden hak ettiği ücreti alamıyorsa beşeri sermayesini kullanmayarak işletmeyi verim kaybına uğratabilmektedir. Bir ülkede kaynakların optimum kullanılması ve üretimin arttırılması için rasyonel bir ücret politikası uygulanmalıdır.

Beşeri sermayeye sahip olan bireylerin üretime daha fazla katkı sağlaması için bu bireylerin iş konusunda motive edilmesi önemlidir. Bu bireylerin çalışmasıyla elde ettikleri maddiyatın ötesinde ülkesine ve çevresine önemli yararlar sağladığı düşüncesini kabul ettirilerek, bireylerin hayatlarına ve işlerine olan düşüncelerini değiştirmek mümkündür. Böylece bireylerin mutluluğu artarak verimlilikleri olumlu etkilenecektir (Karagül, 2002: 86-98).

6. SONUÇ

Merkantilist döneminden günümüze kadar gelen beşeri sermaye, daha iyi eğitilmiş insan kaynağı olarak ifade edilmektedir. Ekonomik büyümenin ve kalkınmanın en önemli kaynaklarından biri de iyi eğitilmiş insan kaynağı olan beşeri sermayedir. Beşeri sermaye ekonomik büyümenin sosyal alt yapısına yapılan yatırım olarak da tanımlanmaktadır. Ülkelerin gelişmişlik düzeylerini belirleyen en önemli unsurlardan birisi beşeri sermayeye yapılan yatırımlardır.

Beşeri sermayenin gelişimi için yapılan yatırımlar ülkelerin üretim hacmini ve gelir düzeyini olumlu yönde etkilemektedir. Ülkelerin kalkınmasının temel amacı sadece ekonomide iyileşme yaratmak değildir aynı zamanda ekonomide iyiye gidişi devam ettirecek donanımlı insan gücünün oluşmasını sağlamaktır.

Merkantalistler bir ülkenin zenginliğini, o ülkenin sahip olduğu servet stoku ile açıklamaktadırlar. Fizyokratlar sahip oldukları toprak miktarı ile açıklarken, klasiklerin kurucusu Adam Smith servet kavramını insan emeğinin ürünü olarak ifade etmiştir. Böylece iktisat literatürüne giren beşeri sermaye kavramının tarihten bugüne her dönemde ekonominin esas kaynaklarından biri olduğu iktisatçılar tarafından ortaya konulmuştur.

Yapılan araştırmalar ve analiz sonuçlarına göre bireylerin gelişimine, eğitimine önem veren ülkelerin ekonomilerinin çok daha iyi yerlerde olduğu görülmektedir.

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Dönüşümcü Liderlik Konulu Makaleler Üzerine Bibliyometrik Bir Analiz

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Özet: Bu araştırmanın amacı, 1987-2022 yılları arasında yönetim alanında yapılan dönüşümcü liderlik çalışmalarının bibliyometrik bir analizini yapmaktır. Analizde kullanılan akademik yayınlar Web of Science (WoS) veri tabanı üzerinden seçilmiştir. Çalışmada yer alan makalelerin elde edilmesinde kullanılan parametrelerde en çok üreten ve atıf alan yazar, en çok yayın yapan ve atıf alan ülke ve dergilerin dağılımı, yayın miktarının yıllara göre değişimi yer almaktadır. Dönüşümcü liderliğin son 35 yıldaki yönetim alanındaki gelişimine ışık tutan toplam olarak 582 makale analize dâhil edilmiştir. Analizlerden elde edilen sonuçlara göre çalışmaların büyük çoğunluğunu çok yazarlı makaleler oluşturmaktadır. Toplam yayın sayısında son beş yılda yapılanların oranı %34,3'dür. Buna göre alana olan ilginin artış hızı yavaşlamaya başlamıştır. Alanda söz konusu olan başlıca ülkelerin sırasıyla ABD, Çin, Almanya, Avustralya ve Birleşik Krallık olduğu anlaşılmıştır. Alanda en fazla yayın yapan ve en fazla atıf yapılan araştırmacı Bruce J. Avolio'dur. Bu alanda en fazla yayının yer aldığı dergi "Leadership & Organization Development Journal" olmuştur. En fazla atıf alan derginin ise "Leadership Quarterly" olduğu görülmüştür. En fazla yayın yapan yazarların ülkeleri ise "ABD, Çin, Almanya, Avustralya ve Hollanda" olarak tespit edilmiştir. Araştırma neticesinde dönüşümcü liderliğe yönetim yazınındaki akademik ilginin 2020 yılına kadar giderek arttığı, 2021 ve 2022 yıllarında ise azalma olduğu görülmüştür. Bu bildiri, dönüşümcü liderlik alanındaki son 35 yıla ilişkin sunmuş olduğu bulgularla, kavramı çalışmak isteyen araştırmacılara bu alanda önde gelen hangi yazar, makale ve dergilerin incelenmesi gerektiğine ilişkin bir kılavuz olma görevi üstlenmektedir.

Anahtar Kelimeler: Dönüşümcü Liderlik, Dönüştürücü Liderlik, Bibliyometrik Analiz, Biblioshiny, R Programlama

A Bibliometric Analysis of Articles on Transformational Leadership

Abstract: The aim of this research is to make a bibliometric analysis of transformational leadership studies in the field of management between 1987-2022. Academic publications used in the analysis were selected over the Web of Science (WoS) database. The parameters used in obtaining the articles included in the study include the most productive and cited author, the distribution of the most published and cited countries and journals, and the change in the amount of publications over the years. A total of 582 articles that shed light on the development of transformational leadership in the field of management in the last 35 years were included in the analysis. According to the results obtained from the analyzes, the majority of the studies consist of multi-authored articles. The ratio of those made in the last five years in the total number of publications is 34.3%. Accordingly, the rate of increase in the interest in the field has started to slow down. It has been understood that the main countries in the field are USA, China, Germany, Australia and UK, respectively. The most published and cited researcher in the field is Bruce J. Avolio. The journal with the highest number of publications in this field was the "Leadership & Organization Development Journal". It was seen that the most cited journal was "Leadership Quarterly". The countries with the highest number of publications were determined as "USA, China, Germany, Australia and the Netherlands". As a result of the research, it was seen that the academic interest in the management literature on transformational leadership gradually increased until 2020, and decreased in 2021 and 2022. This article is a guide for researchers who want to explore the last 35 years in the field of transformational leadership and the concept of which leading authors, articles and journals should be reviewed.

Key Words: Transformational Leadership, Leadership, Bibliometric Analysis, Biblioshiny, R Programming

1. GİRİŞ

Liderlik teorileri arasında son yıllarda en sık çalışılan konu hiç şüphesiz ki dönüşümcü liderliktir (Barling, 2014: 4; Robertson ve Barling, 2017: 23). Dönüşümcü liderliğin sıklıkla araştırılmasının nedenlerinden birisi, bu liderlerin yenilik ve değişim yaratma konusunda özel bir yetenekle benzerlerinden kolaylıkla ayırt edilebilen özellikler taşımalarıdır (Samson, Donnet ve Daft, 2021: 491). Değişime önderlik etmeye odaklanan dönüşümcü liderler, yaşanan değişime takipçileri de dâhil ederek hem takipçilerinde hem de organizasyonlarında önemli bir değişim yaratmakta ve işletmeleri rekabetçi çevrede başarılı kılmaktadırlar (Harms ve Crede, 2010). Bu nedenle, dönüşümcü liderlik kavramı değişime adapte olabilme arzusunun en yüksek olduğu bilgi ve teknoloji çağındaki günümüz işletmeleri için hayati önem taşımaktadır (Koh vd., 2019).

Dönüşümcü liderliğin alan yazında çok ilgi görmesinin bir diğer gerekçesi ise dönüşümcü liderlik becerilerinin yerleşik kişilik özellikleri olmaması nedeniyle öğrenilebilir olmalarıdır (Samson vd., 2021: 492). Eğer ilgili bireyin kişilik özellikleri dönüşümcü liderlik ile uyumluysa bu durumda becerinin öğrenilmesi ve gelişimi daha da kolay olabilmektedir. Örneğin uyumlu olmak, dışa dönüklük, duygusal denge ve empati birer kişilik özelliğidir ve

dönüşümcü liderlik becerilerinin gelişimi için oldukça gereklilerdir (Rubin, Munz ve Boomer, 2005). Dönüşümcü liderlik, örneğin çalışanın işle bütünleşmesi (Juyumaya ve Torres, 2023: 35) ve yaratıcı çözümler bulabilme (Xanthopoulou vd., 2009) gibi birçok çalışan tutum ve davranışıyla da ilişki içindedir. Alandaki araştırmalar dönüşümcü liderliğin takipçilerin gelişiminde ve performanslarında olduğu gibi ekip ve örgüt seviyesindeki performanslarla da pozitif yönde ilişkili olduğunu göstermektedir (Wang vd., 2011: 223). Dönüşümcü liderler, takipçilerine kendi potansiyellerine inanmaları için ilham verebilirler, böylelikle takipçilerini hem kişisel olarak kendisine inandırırlar hem de işletme için daha iyi bir gelecek hayal etmelerine ve yaratmalarına esin kaynağı olmuş olurlar (Harms ve Crede, 2010). Dönüşümcü liderlerin takipçilerini karar alma süreçlerine dahil etmesi, takipçilerin karar verirken eleştirel düşünce ve bakış açısıyla yaklaşmalarını kolaylaştırırken her çalışanın da kendi potansiyelinin farkına varmasına yardımcı olmaktadır (Avolio vd., 2004: 953). Dolayısıyla işletmelerin dönüşümcü liderliğe olan ihtiyaçları artmaktadır ve dönüşümcü faaliyetlerinin işletmelerde kabul görmesi için daha fazla çalışmalarla desteklenmesine ihtiyaç olduğu düşünülmektedir. Liderlik yazınındaki en sık çalışılan kavram olması da bu beklentiyi desteklemektedir.

Her ne kadar dönüşümcü liderlik alanında yapılan çalışmaların sayısı oldukça fazla olsa da kavramı bibliyometrik özellikleri bakımından inceleyen ve yapılan çalışmaları bir arada ele alan araştırmanın bulunmadığı görülmüştür. Bu nedenlerle mevcut çalışmada dönüşümcü liderliğin bibliyometrik olarak ulaşılabilecek bilgilerinin incelenmesine odaklanılmıştır. Bu çalışmada sadece yönetim yazınında dönüşümcü liderlik konusuna odaklanılmış, bu alanda son 35 yılda ortaya çıkan gelişmelerin bibliyometrik bir perspektifle incelenmesi hedeflenmiştir. Bu amaca ulaşılarak yönetim alanındaki dönüşümcü liderliğin yapısı ve akademik gelişim düzeyi incelenmeye çalışılmıştır. Bu düşüncelerle Web of Science (WoS) veri tabanı kullanılarak 1987-2022 yılları arasında Yönetim alanında yayınlanan 582 adet bilimsel araştırmanın detaylı bilgisine ulaşılmıştır. Dönüşümcü liderlik konusu disiplinlerarası bir kavramdır ve farklı araştırma alanlarında değişik bakış açılarıyla incelenebilen bir konudur. Dolayısıyla bu araştırmanın analizlerinde kullanılmak üzere seçilen veri seti içinde yer alanlar İşletmecilik alanı içinden filtreleme yapılarak Yönetim kategorisinde yer alan belirli sayıdaki çalışmayla sınırlandırılmıştır. Veri setinin bibliyometrik olarak incelenmesiyle dönüşümcü liderlik alanının yıllar içindeki gelişmesi, yayın çeşitleri, bu alandaki söz sahibi olan yazarlar ve dergiler, alandaki lider kuruluşlar ve en sık atıf yapılan araştırmacılar belirlenmiştir. İş yaşamındaki paydaşlara ve işletme yöneticilerine dönüşümcü liderliğin gelişimi ve mevcut durumu hakkında bilgi vermenin, alandaki mevcut bilgi birikimine katkı sunacağı düşünülmektedir.

2. TEORİK ÇERÇEVE

Geçtiğimiz yıllarda akademisyenlerin, liderlik tarzlarına olan ilgisinde gözle görülür bir artış olmuş ve farklı liderlik tarzları hakkında yapılan çalışmalar sıklaşmıştır (Bass ve Riggio, 2006). Liderlik, liderlerin takipçilerini etkilemek için belirli davranışlar sergilediği bir süreç ve özelikler bütünüdür (Jago, 1982). Liderlik tarzları ya da bir başka söyleyişle liderlik stilleri ise, liderlerin takipçilerinin davranışlarını etkilemek ve onlara önderlik etmek amacıyla kullandıkları davranış kümelerini ifade etmektedir (Bass ve Riggio, 2006). Dönüşümcü liderlik, "takipçilerin hedeflerini genişleterek ve yükselterek ve onlara örtülü veya açık değişim anlaşmasında belirtilen beklentilerin ötesinde performans göstermeleri için güven vererek" astları etkilemek olarak tanımlanmaktadır (Dvir, Eden, Avolio ve Shamir, 2002: 735). Dönüşümcü liderlik kavramı, teori oluşturma ve uygulama için geniş çıkarımlara sahiptir ve bu nedenle en çok çalışmaya konu olan en önemli liderlik türlerinden birisidir (Avolio vd., 2022: 443).

Dönüşümcü liderler, hem ürün ve teknolojilerde yeniliği teşvik ederken aynı zamanda işletmenin misyonu, stratejisi, yapısı ve kültüründeki değişikliklere de öncülük ederler, hem de vizyon, paylaşılan değerler ve fikirler gibi gözle görülemeyen somut niteliklere de odaklanırlar, böylelikle sosyal ağ ilişkileri kurarlar ve çeşitli etkinliklere anlam kazandırırlar (Samson vd., 2021: 492). Dönüşümcü liderler, takipçilerini işlerine daha çok kendilerini verme konusunda motive ederek onların örgütsel bağlılık düzeylerini artırabilirler (Walumbwa ve Lawyer, 2003). Bass'a göre (1990: 22) dönüşümcü liderlerin karizma özelliği takipçilerinde vizyon ve misyon duygusu kazandırır, gurur duymalarını sağlar, saygı ve güven hissi kazandırır. Dönüşümcü liderler ilham verici özelliği sayesinde çalışanlarla daha yüksek beklentilerle iletişim kurabilirler, başarıya odaklamak için bazı semboller kullanır ve örgüt için önemli amaçların çok basit yollarla takipçilere ifade edebilmesini sağlar. Bu tür liderlerde entelektüel uyarım yeteneği oldukça güçlüdür. Böylelikle takipçilerinde mevcut zekâyı, akılcılığı ve dikkatli problem çözmeyi desteklerler. Bireyselleştirilmiş ilgi özellikleri sayesinde her bir takipçiye kişisel ilgi gösterebilirler, her bir çalışana bireysel davranabilir, mentorluk yapabilir ve danışmanlık sunabilirler (Bass, 1990).

Dönüşümcü liderlik teorisi çalışanların uzun vadeli gelişiminin, entelektüel teşvik (uyarım) veya bireyselleştirilmiş ilgi (değerlendirme) yoluyla elde edilebileceğini, ya da idealize edilmiş etkiyi karakterize eden anlık kişisel kazançlardan açık bir şekilde uzaklaşmalarıyla veya çalışanların uzun vadeli bir vizyona dahil edilmesiyle sağlanabileceğini vurgulamaktadır (Barling, 2014: 8). Dönüşümcü liderlik pozitif davranış içeren dört alt bileşenden oluşmaktadır. Bunlar: (1) İdealleştirilmiş etki: Etik davranışa odaklanmak ve yüksek standartlarda rol modeli teşvik etmek; (2) Takipçilere ilham vermek: Çalışanların tutkusunu, iyimserliğini ve motivasyonunu artırıcı ilham kaynağı sunmak; (3) Entelektüel teşvik: Takipçileri farklı düşünmeye zorlamak ve onları düşünmeye teşvik etmek, kendilerini yeni şekillerde ifade etmelerine izin vermek; (4) Bireyselleştirilmiş ilgi: Takipçileri lider olmaya teşvik etmek, bireyin kendi duygusal ihtiyaçlarına özgü ve kişiye özel spesifik ilgi göstermektir (Bass ve Bass, 2009; Barling, 2014: 6-7; Robertson ve Barling, 2017: 23).

Dönüşümcü liderlik, çalışanların yaratıcılığı (Jaussi ve Dionne, 2003; Gong vd., 2009: 765); yöneticilerin yaratıcılık performansı (Juyumaya ve Torres, 2023: 34); takipçilerin performansı; davranışları; iyi oluşluk düzeyleri (Nielsen ve Daniels, 2012: 383); temel iş karakteristikleri; içsel motivasyon; örgütsel vatandaşlık davranışı ve iş performansı (Piccolo ve Colquitt, 2006: 328); duygusal zeka (Harms ve Crede, 2010: 12) ile pozitif yönde, stres ve tükenmişlik (Skakon vd., 2010) gibi değişkenlerle ise negatif yönde ilişkili olarak bulunmuştur.

Görüldüğü üzere dönüşümcü liderlik üzerine birçok çalışma yapılmıştır. Bu çalışmaların yıllar içerisindeki gelişimini analiz etmek de alanda çalışmak isteyen araştırmacılara rehber olabilecek bir nitelik taşımaktadır. Örneğin bibliyometrik analiz çalışmaları, araştırılmak istenen alandaki farklı disiplinleri, disiplinlerarası geçişleri, tarihsel gelişimi, yıllara göre baskın kavramları ve temaları, yeni bilgilerdeki gelişmeleri, büyük sayıdaki bir veriyi inceleyebilmeyi, en çok üreten yazarlar ve üniversiteler gibi birçok farklı boyutu "büyük resim" şeklinde okuyucuya sunabilen objektif ve güvenilir bir yöntemdir (Crane, 1972).

Bibliyometrik araştırmalar alandaki çok sayıdaki çalışma hakkında bilgi biriktirmeyi kolaylaştırmakta, önceki çalışmaların sunduğu bilimsel kanıtları toplamayı mümkün kılmakta, literatür incelemesiyle mevcut bilgi tabanını etkili bir şekilde kullanmaya yardımcı olmakta, bir araştırma hattına dair kanıta dayalı farkındalık oluşturmak ve geçmiş araştırma bulgularını sentezlemekte önemli bir rol üstlenmektedir (Rousseau, 2012). Çalışmanın bir sonraki bölümünde dönüşümcü liderlik alanında yapılan çalışmaların bibliyometrik olarak analiz edilmesine ilişkin yürütülen sürece yer verilmiştir.

3. ARAŞTIRMA METODOLOJİSİ

Bibliyometrik araştırmalar, belirli bir çalışma alanının dinamikleri hakkında araştırmacılara ön fikir vermek için alandaki yayınlar, yazarlar, atıflar ve dergiler arasındaki bilgilerden hareket ederek aralarındaki ağ bağlantılarını, disiplinin doğasını ve yapısını incelemektedir (Kumar ve Kushwaha, 2015). Böylelikle araştırılan disiplinde farklı dönemlerde yürütülen çalışmaların içeriklerini, sonuçlarını ve yeterliliklerini analiz ederek araştırma yapılan alandaki eğilimleri yansıtma ve gelecekteki çalışmalara ışık tutabilmektedir. Bibliyometrik analiz, kurumlar ve anahtar kelimeler hakkında da istatistiki bilgileri değerlendirmekte sıklıkla tercih edilebilmektedir (Xu vd., 2018).

Aria ve Cuccurullo (2017: 960), bibliyometrik analizlerin yapılmasına ilişkin olarak Bibliometrix paketini geliştirmiştir. Bu paket ile klasik bir mantıksal bibliyometrik iş akışını izleyen yeniden yapılandırılmış ve R dilinde geliştirilmiş kapsamlı bir araç önerilmektedir. R yazılımının çekirdek takımı, R programını istatistiksel bilgi işlem ve grafikler için bir dil ve ortam olarak tanımlamaktadır (R Core Team, 2016). R programı çeşitli istatistiksel ve grafiksel teknikler kullanılmasına imkân sunan ve genişletilebilmeye açık bir fonksiyonel yazılımdır (Matloff, 2011).

R programıyla bilimsel haritalama sürecinin nasıl ilerlemesi gerektiğine ilişkin standart olarak önerilen beş aşamalı süreç (Zupic ve Cater, 2015), mevcut çalışmada da kullanılmıştır. İki, üç ve dördüncü aşamalar farklı alt aşamalar içermektedir ve yazılım desteklidirler.

3.1. Araştırma Tasarımı: Bibliyometrik analiz belirli bir zamanı inceleyerek gerçekleştirilmektedir. Çünkü bu analiz türü, araştırma yapılan andaki ilgili kavrama ilişkin durağan bir anda bir resim çekme ve o anı temsil etmek için kullanılmaktadır (Aria ve Cuccurullo, 2017: 960). Bu nedenle çalışmanın yürütüleceği zaman aralığını (ya da aralık dilimleri) belirleme kararı tasarımın oluşması için önemlidir. Bu çalışmada zaman aralıkları son 35 yıl (1987-2022) olarak belirlenmiştir. Bu aralığın seçilmesinin nedeni konuya ilişkin olarak WoS veri tabanında yer alan ilk çalışmanın 1987 yılında olması, son yıla ait tüm verilere de en son 2022 yılında ulaşılabiliyor olmasıdır. Bu nedenle 2023 yılı çalışmaları analize dâhil edilmemiştir.

Seçilmiş olan veri tabanı üzerinden araştırma konusuyla ilgili dokümanlara ulaşabilmek için ilk olarak arama motorunda kullanılacak olan anahtar kelime/kelimelere karar verilmesi gerekmektedir. Bu araştırmada "dönüşümcü liderlik" kavramına karşılık gelen İngilizce "transformational leadership" kelimeleri kullanılmıştır. Bu iki sözcük birlikte kullanılmış olması ve sadece çalışma başlıklarında yer almaları koşuluyla aramaya dâhil edilmiştir. Arama filtreleri ile 1987-2022 yılları arasında toplam olarak 582 adet yayının içeriğine ulaşılmıştır. Araştırma veri setinde yer alan bilgiler ışığında aşağıda yer verilen araştırma soruları oluşturulmuş ve cevapları aranmıştır. Dönüşümcü liderlik alanındaki makaleler;

- Yıllık yayın üretimine ve atıf sayılarına,

- En üretken dergilere,

- En üretken araştırmacılara,

- En üretken kuruluşlara,

- En üretken ülkelere,

- En fazla atıf yapılan çekirdek çalışmalara göre nasıl dağılım göstermiştir?

3.2. Veri Toplanması: Bu aşamada verileri toplamak amacıyla bibliyometrik verilerin kullanımına uygun içeriğiyle WoS veri tabanı seçilmiştir. WoS veri tabanı kullanılmasının ana gerekçeleri, burada yer alan çalışmaların tarandığı alan indekslerinde yer alan dergilerin etki faktörlerinin yüksek olması (Demir ve Erigüç, 2018) ve bibliyometrik analiz için uygun veri sunuyor olmasıdır (Aria ve Cuccurullo, 2017: 960). Verilerin toplanması 27 Ocak 2023 tarihinde WoS Core Collection üzerinden gerçekleştirilmiştir. Türkçe çalışma bulunamadığı için veriler sadece İngilizce dil tercih edilerek yapılmıştır. Araştırmada yer alacak belgelerin veri seti filtrelenmiş olarak WoS veri tabanından dışa aktarılmıştır.

3.3. Veri Analizi: Bibliyometrik analizlerle araştırılan konuya ilişkin gözle görülemeyen ağ bağlantılarının ortaya çıkarılması ve alandaki resmi olmayan fakat var olan ortak düşünce okullarının görünür hale getirilmesi sağlanabilmektedir (Crane, 1972). Bu çalışmada bibliyometrik yazılım aracı olarak R programı ve Bibliyometrix analiz paketi ile Biblioshiny ara yüzü kullanılmıştır.

3.4. Veri Görselleştirilmesi: Veri analizi sonuçları üzerinde görselleştirme işlemleri Bibliometrix paket yazılımı ve Biblioshiny üzerinde yapılmıştır.

3.5. Yorumlama: Bu aşamada analizlerden elde edilen bulgular yorumlanmıştır. Araştırılan alan hakkında detaylı bilgiye sahip olan araştırmacılar, bibliyometrik analizlerden elde edilenlere nazaran daha üstün bir avantaja sahiplerdir. Unutmamak gerekir ki, bibliyometrik yöntemler araştırılan dönüşümcü liderlik alanın yapısına ilişkin farklı bakış açısıyla yeni bilgiler sunuyor olsa da, elde edilen bulgu ve yorumlar bu alandaki klasik tarzdaki kapsamlı literatür okuması yapmanın yerine geçmemektedir.

4. ANALİZ BULGULARI

Çalışmada 1987-2022 yılları arasında, dönüşümcü liderlik konulu İngilizce dilindeki İşletme başlığı altındaki sadece Yönetim yazınında yer alan yayınlardan makaleler incelenmiştir. Bibliyometrik bulgular dönüşümcü liderlik alanının genel ve mevcut durumu hakkında bilgi sunması bakımından önemli bir rehber görevi üstlenmektedir. Çalışmada yer alan araştırma sorularına yönelik analize dâhil edilen dokümanlardan elde edilen bulgular aşağıda yer almaktadır.

WoS veri tabanında Topic başlığı altında "Transformational Leadership" olarak arama yapıldığında 10.681 adet çalışmaya ulaşılmıştır. Bu çalışmalardan sadece başlığında (Title) dönüşümcü liderlik olanlar filtrelenmiş ve sayı 2.416'ya düşmüştür. Daha sonra sırasıyla yayın aralığı 1982-2022 yılları arası (son 40 yıl), doküman türü makale, dil İngilizce, WoS Kategorisi İşletme (Business) altında yer alan Yönetim (Management), WoS İndeksinde sadece SSCI olacak şekilde yeniden filtreleme yapılmıştır. Bu durumda 607 makaleye ulaşılmıştır. Veriyi analiz etmek üzere R Programı Bibliometrix paketinde Biblioshiny ara yüzüne veri dosyası yüklenmiştir. Veri dosyasında işleme başlamadan önce yeniden filtreleme yapılmış, ilk yayının olduğu yıl olan 1987 ile 2022 yılları arası ve sadece İngilizce olanlar seçilmiştir. Bu işlem sonunda çalışmada yer alan verilerin sayısı 582'ye düşmüş ve tüm analizler bu veri seti ile yürütülmüştür.

Araştırma veri setinde yer alan yayınlara ait betimleyici istatistikler Tablo-1'de sunulmuştur. 582 adet yayında toplam olarak yer alan yazar sayısı 1485'dir. Tek yazarlı olanlar azınlıkta ve 39 adettir. Çalışmaların uluslararası ortak yazarlık iş birliği oranı ise %35,4'dür.

Tablo 1**:** Betimleyici İstatistikler

Veri Seti Hakkında Açıklama	**Sonuç**
Yıl Aralığı	1987-2022
Kaynak Sayısı (Dergi, Kongre vb.)	105
Doküman Sayısı	582
Yıllık Büyüme Yüzdesi	%5,97
Doküman Ortalama Yaşı	9,2
Doküman Başına Ortalama Atıf Sayısı	78,06
Toplam Referans Sayısı	21833
Doküman İçeriği	
Anahtar Kelimeler Artı	1150
Yazar Anahtar Kelimeleri	1372
Yazarlar	
Yazar Sayısı	1485
Tek Yazarlı Dokümanların Yazar Sayısı	39
Yazarlar İş Birliği	
Tek Yazarlı Dokümanlar	48
Doküman Başına Ortak Yazarlar	3,13
Uluslararası Ortak Yazarlıklar	%35,4

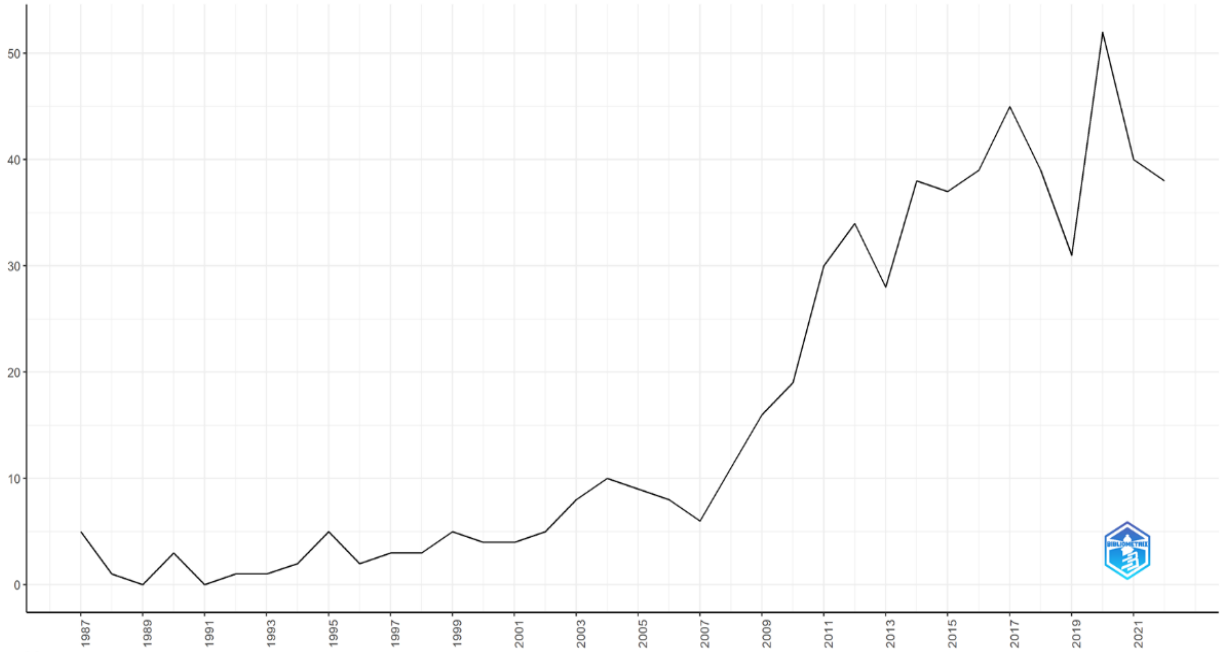
1987 yılından itibaren yıllara göre yayınların dağılımı Tablo 2'de gösterilmektedir.

Tablo 2: Yıllık Yayın Üretimi

Yıllar	Toplam Yayın Sayısı	Her bir Yayın için Ortalama Atıf	Yıllar	Toplam Yayın Sayısı	Her bir Yayın için Ortalama Atıf
1987	5	132	2005	9	201,89
1988	1	116	2006	8	231
1989	0	-	2007	6	202,83
1990	3	581,67	2008	11	171,91
1991	0	-	2009	16	175,88
1992	1	249	2010	19	90,74
1993	1	804	2011	30	79,03
1994	2	95,5	2012	34	57,35
1995	5	275,4	2013	28	67,57
1996	2	345	2014	38	60,84
1997	3	220	2015	37	43,03
1998	3	27,33	2016	39	46,56
1999	5	220,6	2017	45	37,64
2000	4	219,5	2018	39	43
2001	4	110,25	2019	31	29,77
2002	5	415	2020	52	16,75
2003	8	356,75	2021	40	11,05
2004	10	248,5	2022	38	4,47

Şekil 1'de yıllara göre toplam makale üretimi grafiğine yer verilmiştir. 1987-2022 yılları arası toplam 582 yayın bulunmaktadır. En fazla atıf alan yayınlar 1987-2000 yılları aralığındakilerdir. Bu yıllar arasında yer alan 35 adet yayın alanda öncül olmalarıyla ilişki olarak tüm yayınlara yapılan atıfların %55'ine sahip oldukları görülmüştür. Alanda en çok kabul gören yayınların bu yayınlar olduğu söylenebilir. 2001-2022 arasında yapılan çalışmalar ise 547 adettir. Yayın sayısı hızlı bir atış göstermiş ve bu dönemde yapılan çalışmalar alanın %94'üne denk gelmesine rağmen atıf sayısı olarak ilk 35 makalenin yarattığı etkiye henüz ulaşamamıştır. 2009 yılıyla birlikte yayın sayısında dikkat çekici bir artış gözlenmiştir. Bu alanda son 5 yıl içinde (2018-2022 yılları arasında) toplam yayın sayısı 200 adet olmuştur. Özetle alandaki yayınların yaklaşık olarak %34,3'ü son 5 yıl içinde yayınlanmıştır ve bir artışa işaret etmektedir. Fakat 2021 ve 2022 yıllarındaki yayın sayısının azalışı dalgalanmaya neden olmuştur. Bu durum Covid-19 salgını döneminde işletmelerde araştırma yapılamaması ve yayın sayısında azalma yaşanmasıyla ilişki olabileceğini düşündürmektedir.

Şekil 1: Yıllara Göre Toplam Yayın Sayısı Grafiği



Bu alanda yayın yapan dergilerden en yüksek H İndeksine sahip olan, en fazla atıf alan, en fazla yayının çıktığı ve yayınların başlangıç yıllarına ilişkin bilgiler Tablo-3'dedir. Buna göre Leadership Quarterly H İndeksinde ilk sıradadır. En fazla yayının yapıldığı ilk beş dergi sırasıyla "Leadership & Organization Development Journal (73)", "Leadership Quarterly (63)", "Journal of Leadership & Organizational Studies (21)", "Journal of Applied Psychology (18)" ve "Journal of Nursing Management (18)" dergileridir. En fazla atıf alan dergilerden ilk beş tanesi sırasıyla "Journal of Applied Psychology", "The Leadership Quarterly", "Academy of Management Journal", "Journal of Management" ve "Journal of Organizational Behavior" dergileridir. Dergilerden tarihsel açıdan ilk yayını yapanların daha çok atıf almış olmaları yayın yılının erken olması gerekçesiyle beklenen bir durumdur.

Tablo 3: Etki Faktörü Sıralamasına Göre Alandaki Dergilere İlişkin Bilgiler

	Dergiler	H İndeksi	Toplam Atıf	Yayın Sayısı	İlk Yayın Yılı
1	Leadership Quarterly	50	8404	63	1994
2	Leadership & Org. Dev. Journal	23	1621	73	2011
3	Journal of Applied Psychology	17	6675	18	1993
4	Journal of Organizational Behavior	15	2325	16	1995
5	Group & Org. Management	14	1594	15	1996
6	Int. Jour. of Human Resource Man.	14	759	17	2003
7	Journal of Leadership & Org. Stud.	14	525	21	2012
8	Jour. of Occup. & Org. Psyc.	14	1761	16	1997
9	Jour. of Org. Change Management	13	1011	14	1999
10	Europ. Jour. of Work & Org. Psyc.	12	410	15	2006
11	Jour. of Nursing Management	11	404	18	2010
12	Personnel Review	10	390	16	2011
13	Academy of Management Journal	9	5209	9	2002
14	Journal of Management	9	1552	10	1987
15	Leadership	9	271	12	2005

	Dergiler	H İndeksi	Toplam Atıf	Yayın Sayısı	İlk Yayın Yılı
16	Human Relations	8	792	9	1990
17	Int. Jour. of Contemp. Hosp. Man.	8	272	8	2010
18	Journal of Managerial Psychology	8	174	8	2013
19	European Management Journal	7	335	8	2014
20	Asia Pacific Jour. of Management	6	208	6	2012

Alandaki en etkili yazarların bilgisi Tablo-4'de sunulmuştur. En üretken ilk beş yazar sırasıyla Avolio; Barling; Bass; Turner; Walumbwa'dır. Yayınlarına en çok atıf alan ilk beş yazar ise sırasıyla Avolio; Shamir; Dvir; Eden; Barling'dir.

Tablo 4: Alanda En Etkili İlk 20 Yazar

	Yazarlar	h-indeksi	Toplam Atıf	Yayın Sayısı	Yayın Başlangıç Yılı
1	Avolio BJ	11	3914	12	1987
2	Barling J	8	1760	9	1996
3	Bass BM	8	2763	8	1987
4	Walumbwa FO	7	1312	7	2003
5	Kelloway EK	6	1652	6	1996
6	Lei H	6	401	6	2017
7	Sosik JJ	6	797	6	1997
8	Turner N	6	409	7	2002
9	Boerner S	5	500	5	2008
10	Chang YY	5	72	5	2015
11	Den Hartog DN	5	1083	5	1999
12	Le PB	5	355	5	2018
13	Shamir B	5	1940	5	2002
14	Wang Z	5	141	5	2012
15	Yammarino FJ	5	696	5	1990
16	Ayoko OB	4	72	4	2013
17	Bruch H	4	245	4	2009
18	Diebig M	4	57	4	2017
19	Felfe J	4	199	4	2010
20	Kim S	4	107	4	2017

En çok yayın çıkaran kuruluşların bilgilerine Tablo-5'te yer verilmiştir. Alandaki en üretken kuruluşlardan ilk beş sırada Arizona State University; University of Queensland; Pennsylvania State University; Shanghai Jiao Tong University ve National Sun Yat-sen University yer almaktadır. Bu listeye göre alana hâkim durumda olanların ülkelerinin Amerika, Çin ve Avustralya olduğu söylenebilir. Bu bulgu, Tablo 6'daki sorumlu yazarlara göre yayınların en çok üretildiği ülkeler sıralamasından da anlaşılacağı gibi alanda en çok yayının yapıldığı ülkelerle benzerlik içermektedir.

Tablo 5: En Çok Yayın Yapan İlk 20 Kuruluş

	Kuruluşlar	Yayın Sayısı
1	Arizona State University	20
2	University of Queensland	18
3	Pennsylvania State University	17
4	Shanghai Jiao Tong University	17
5	National Sun Yat-sen University	16
6	Sch Management	16
7	Erasmus University	15
8	University of Nebraska	14
9	University of St. Gallen	14
10	Hunan University	12

	Kuruluşlar	Yayın Sayısı
11	National Taiwan Univ. Sci. Tech.	12
12	Queens University	12
13	University of Maryland	12
14	Hong Kong Polytech University	11
15	Tilburg University	11
16	University of Groningen	11
17	University of Iowa	11
18	University of Valencia	11
19	San Diego State University	10
20	University of Haifa	10

Tablo-6'da çalışmadan sorumlu yazarlara göre yayınların en çok üretildiği ülkeler sıralaması verilmektedir. Buna göre en çok yayın yapan ülkeler içinde ABD, Çin, Almanya, Avustralya ve Hollanda bulunmaktadır. Türkiye ise 11'inci sıradadır. Ülkelerin toplam yayın sayılarına göre ise ABD'nin 548 yayınla ilk sırada olduğu listede Türkiye 28 adet yayınla 14'üncü sıradadır.

Tablo 6: Sorumlu Yazar Sayılarına Göre Ülke Sıralaması

	Ülkeler	Yayın Sayısı	Tek Ülke Yazarlı	Çok Ülke Yazarlı	Sıklık	Çok Ülke Yazarlı Oranı
1	ABD	153	115	38	0,263	0,248
2	Çin	103	61	42	0,177	0,408
3	Almanya	38	25	13	0,065	0,342
4	Avustralya	31	18	13	0,053	0,419
5	Hollanda	25	13	12	0,043	0,48
6	İngiltere	24	13	11	0,041	0,458
7	Kanada	22	16	6	0,038	0,273
8	Kore	17	6	11	0,029	0,647
9	Pakistan	15	11	4	0,026	0,267
10	İspanya	9	7	2	0,015	0,222
11	Türkiye	9	5	4	0,015	0,444
12	Danimarka	8	4	4	0,014	0,5
13	Finlandiya	8	7	1	0,014	0,125
14	Hindistan	8	8	0	0,014	0
15	Norveç	8	3	5	0,014	0,625
16	Fransa	7	2	5	0,012	0,714
17	İsrail	7	5	2	0,012	0,286
18	Japonya	7	3	4	0,012	0,571
19	Malezya	7	4	3	0,012	0,429
20	İsviçre	7	4	3	0,012	0,429

Yayınlar arasında en çok atıf alan ilk 20 çalışmanın bilgileri Tablo-7'dedir. 1990 yılında Bernard M. Bass tarafından Organizational Dynamics dergisinde yayınlanan makale, yönetim alanında dönüşümcü liderlik konusunda en çok atıf alan makale olarak bulunmuştur. İkinci olarak 2009 yılında Gong, Huang ve Farh tarafından Academy of Management Journal'da yayınlanan makale yer almaktadır. Üçüncü sırada ise 2006 yılında Piccolo ve Colquitt tarafından Academy of Management Journal'da yayınlanan makale yer almaktadır. Dördüncü sırada 2002 yılında Dvir vd. tarafından Academy of Management Journal'da yayınlanan makale yer almaktadır. Beşinci sırada 1993 yılında Howell ve Avolio tarafından Journal of Applied Psychology dergisinde yayınlanan makale yer almaktadır. En çok atıf alan ülke sıralamasında 19.906 toplam atıf sayısı ile ABD birinci sıradadır. Türkiye ise aynı sıralamada 414 toplam atıf ile 13'üncü sırada yer almaktadır.

Tablo 7: Alanda En Çok Atıf Alan Yayınlar

	Yayın Künyesi	Atıf Sayısı
1	Bass, B. (1990). From transactional to transformational leadership: Learning to share the vision. *Organizational Dynamics, 18*(3), 19-31.	1393
2	Gong, Y., Huang, J.-C., & Farh, J. L. (2009). Employee learning orientation, transformational leadership, and employee creativity: The mediating role of employee creative self-efficacy. *Academy of Management Journal, 52*(4), 765-778.	999

	Yayın Künyesi	Atıf Sayısı
3	Piccolo, R.F. & Colquitt, J.A. (2006). Transformational leadership and job behaviors: The Mediating Role of Core Job Characteristics. *Academy of Management Journal, 49*, 327-340.	955
4	Dvir, T., Eden, D., Avolio, B. J., & Shamir, B. (2002). Impact of transformational leadership on follower development and performance: A field experiment. *Academy of Management Journal, 45*(4), 735-744.	870
5	Howell, J. M., & Avolio, B. J. (1993). Transformational leadership, transactional leadership, locus of control, and support for innovation: Key predictors of consolidated-business-unit performance. *Journal of Applied Psychology, 78*(6), 891-902.	804
6	Shin, S. J., & Zhou, J. (2003). Transformational leadership, conservation, and creativity: Evidence from Korea. *Academy of Management Journal, 46*(6), 703-714.	782
7	Wang, H., Law, K. S., Hackett, R. D., Wang, D., & Chen, Z. X. (2005). Leader-Member Exchange as a mediator of the relationship between transformational leadership and followers' performance and organizational citizenship behavior. *Academy of Management Journal, 48*(3), 420-432.	762
8	Kark, R., Shamir, B., & Chen, G. (2003). The two faces of transformational leadership: Empowerment and dependency. *Journal of Applied Psychology, 88*(2), 246-255.	751
9	Jung, D. I., Chow, C., & Wu, A. (2003). The role of transformational leadership in enhancing organizational innovation: Hypotheses and some preliminary findings. *The Leadership Quarterly, 14*(4-5), 525-544.	743
10	Avolio, B. J., Zhu, W., Koh, W., & Bhatia, P. (2004). Transformational leadership and organizational commitment: Mediating role of psychological empowerment and moderating role of structural distance. *Journal of Organizational Behavior, 25*(8), 951-968.	728
11	Barling, J., Weber, T., & Kelloway, E. K. (1996). Effects of transformational leadership training on attitudinal and financial outcomes: A field experiment. *Journal of Applied Psychology, 81*(6), 827-832.	659
12	Judge, T. A., & Bono, J. E. (2000). Five-factor model of personality and transformational leadership. *Journal of Applied Psychology, 85*(5), 751-765.	635
13	Barling, J., Loughlin, C., & Kelloway, E. K. (2002). Development and test of a model linking safety-specific transformational leadership and occupational safety. *Journal of Applied Psychology, 87*(3), 488–496.	605
14	Den Hartog, D. N., House, R. J., … Zhou, J. (1999). Culture specific and cross-culturally generalizable implicit leadership theories: Are attributes of charismatic/transformational leadership universally endorsed? *The Leadership Quarterly, 10*(2), 219-256.	590
15	Wang, G., Oh, I.-S., Courtright, S. H., & Colbert, A. E. (2011). Transformational leadership and performance across criteria and levels: A meta-analytic review of 25 years of research. *Group & Organization Management, 36*(2), 223-270.	565
16	Rafferty, A. E., & Griffin, M. A. (2004). Dimensions of transformational leadership: Conceptual and empirical extensions. *The Leadership Quarterly, 15*(3), 329-354.	531
17	Bycio, P., Hackett, R. D., & Allen, J. S. (1995). Further assessments of Bass's (1985) conceptualization of transactional and transformational leadership. *Journal of Applied Psychology, 80*(4), 468-478.	518
18	Shin, S. J., & Zhou, J. (2007). When is educational specialization heterogeneity related to creativity in research and development teams? *Transformational leadership as a moderator. Journal of Applied Psychology, 92*(6), 1709-1721.	489
19	Hoch, J. E., Bommer, W. H., Dulebohn, J. H., & Wu, D. (2018). Do ethical, authentic, and servant leadership explain variance above and beyond transformational leadership? *A meta-analysis. Journal of Management, 44*(2), 501-529.	439
20	Waldman, D. A., Siegel, D. S., & Javidan, M. (2006). Components of CEO Transformational Leadership and Corporate Social Responsibility. *Journal of Management Studies, 43*(8), 1703-1725.	406

Yukarıda sunulan analizlerin bulgularına ilave olarak Türkiye'nin alandaki pozisyonuna ilişkin bilgiler şu şekildedir: Türkiye'den sorumlu yazarın olduğu ilk çalışma 2009 yılında Bilkent Üniversitesi yazarları Gümüşlüoğlu ve İlsev tarafından yapılmıştır. Türkiye'deki yazarlardan, toplam 9 çalışma içinde 2 farklı çalışmada yer alan Gümüşlüoğlu öncü yazarlardan birisi olarak belirtilebilir. Ayrıca Türkiye'deki üniversiteler arasında 3 yayınla en çok yayın yapan Bilkent Üniversitesi olmuştur. Türkiye sorumlu yazara göre ele alınan çalışmalarıyla

ülke üretkenliği sıralamasında 11'inci sırada, ülkelerin aldıkları atıflara göre 414 atıfla 13'üncü sırada yer almaktadır.

5. SONUÇ VE ÖNERİLER

Günümüz bilgi çağına uygun olan ve geleceğin liderliğini temsil eden modellerden birisi de dönüşümcü liderliktir (Polat, 2022: 165). Konuya ilişkin ülkemizde yapılan bir çalışmada geleceğin işletmecileri olacak Z kuşağının çağdaş liderden beklentisinin dönüşümcü liderlik tarzı olduğu bulgusu rapor edilmiştir (Şahbaz, 2019: 80-81). Dolayısıyla dönüşümcü liderlik işletmeler ve çalışanlar için bugün olduğu gibi gelecekte de çok önemli olmaya devam edecektir (Koh vd., 2019). Dönüşümcü liderliğin gelecekle ilişkilendirilmesi bu alanda çok sayıda çalışma yapılmasıyla sonuçlanmıştır. Dijitalleşmenin de artması akademik veri tabanlarında dönüşümcü liderlik hakkında yer alan çok sayıda dokümana hızlı bir şekilde erişebilmeyi mümkün kılmıştır. Hızlı erişim çalışma yapan araştırmacıların işini basitleştirmekte fakat lüteratüre hâkim olmalarını da bir o kadar güçleştirmektedir. Bu zorlukların aşılmasında önemli bir araç olarak bibliyometik analizlerden faydalanılabilmektedir (Zhang vd., 2015: 967). Yönetim alanında yer alan dönüşümcü liderlik ile ilgili çalışmaların bibliyometrik analizinin yapılmamış olması ilgili literatürde bir ihtiyaç olarak kabul edilmiş ve bu çalışmayla alandaki bu boşluk doldurulmaya çalışılmıştır. Ayrıca diğer araştırmacılara yönetim yazınında dönüşümcü liderlikten nasıl yararlanabileceklerini ilişkin panoramik bir bakış açısı sağlanması amaçlanmıştır.

Çalışmada 1987-2022 yılları arasında "dönüşümcü liderlik" konusunda Web of Science veri tabanında İşletme başlığı altında yer alan Yönetim alanı kapsamında yapılan yayınlar bibliyometrik analiz yöntemiyle incelenmiştir. Toplam olarak incelenen yayın sayısı 582 adettir. Mevcut çalışma, bu yayınların yıllara göre gelişimi göstererek dönüşümcü liderlik alanında araştırma yapmayı planlayan araştırmacılar için incelenmesi gereken temel makale, yazar ve dergilerin belirlenmesine kolaylık sağlayan kılavuz bir çalışma olma özelliğine sahiptir.

Yönetim yazınında dönüşümcü liderlik başlığı altında 1987-2000 yılları arasında toplam 35 yayın, 2001-2022 yılları arasında toplam 547 yayın yapılmıştır. Toplam olarak 582 yayının 200'ü son 5 yıl içinde yapılmıştır. Bu artış alana olan ilginin son dönemde giderek arttığını göstermektedir. Son iki yılda yapılan çalışmaların sayısının ise yayın sayısındaki hızlı ivmeyi azalttığı görülmektedir. Bu durumun Covid-19 salgını nedeniyle sahaya inerek veri elde edememe nedeniyle yaşanmış olabileceği düşünülmektedir. Dergilerin aldıkları atıf sayılarına bakıldığında, dönüşümcü liderlik alanında Leadership Quarterly ve Journal of Applied Psychology dergilerinin diğerlerine nazaran daha önde olduğu görülmektedir. Örneğin; Academy of Management Journal yayın sayısı az olmasına rağmen atıf sayısında üçüncü sıradadır. Bunun neden kaynaklanabileceği düşünüldüğünde Gong; Piccolo; Dvir; Shin; Wang gibi yüksek atıf sayısına sahip yazarların bu dergide çalışmalarını değerlendirmeleriyle açıklanabilecektir. Alandaki en yüksek etkiye sahip dergi Leadership Quarterly hem yayın sayısı hem de aldığı yüksek atıf sayısıyla alanın çekirdek dergisi olarak öne çıkmaktadır.

En çok yayın yapan yazarlardan sırasıyla Avolio B.J; Barling, J; Bass B.M.'nin yayınlarının aldığı atıf sayısının yüksek olması, bu alandaki başucu eserlerin yazarları olarak kabullerini sağlamaktadır. Alandaki en fazla yayın ABD, Çin, Almanya ve Avustralya'da yapılmaktadır. ABD yazınının bu alanda baskın rolü olduğu söylenebilir. Yayından sorumlu olan irtibat kurulacak yazarların ülkelerine bakıldığında ABD'nin önde olduğu, hemen ardından da Çin'in geldiği görülmektedir.

Bu araştırmanın bazı sınırlılıkları mevcuttur. İlk olarak bu çalışma sadece yönetim alanındaki yayınlarla kısıtlanmıştır. Bundan sonraki çalışmalarda incelenen yayın sayısı İşletme alanındaki diğer alt başlıklarla genişletilebilir. Ayrıca çalışmada dönüşümcü liderlik konulu çalışmalar topluca ele alınmış, bireysel ve gruplara yönelik yapılan araştırmalara göre bir sınıflandırma yapılmamıştır. Gelecekte sadece dönüşümcü liderliğin bireysel ve grup seviyesindeki çalışmalarına dayalı bir analizi de yapılabilir. Bu çalışmada sadece İngilizce yayınlara odaklanılmıştır, farklı dillerde yapılan çalışmalar kapsam dışı tutulmuştur. Gelecekteki çalışmalarda farklı diller de veri setine dâhil edilerek yayın sayısı genişletilebilir. Çalışmada sadece makalelere odaklanılmış olması da bir diğer kısıttır. Gelecekte kitaplar, kitap bölümleri, bildiriler ile doküman sayısı genişletilebilir. Web of Science eksenindeki çalışmalara yer verilmiş olması bir diğer araştırma sınırlılığıdır. Bu konuda çalışmak isteyen diğer araştırmacılar farklı türdeki yayınları örneğin bildiri, kitap bölümü gibi ya da TR DİZİN, SCOPUS, Ulusal Tez Merkezi, ProQuest ve Google Scholar gibi farklı veri tabanlarını da inceleyebilirler. Bu çalışmada dönüşümcü liderlikle ilişkili anahtar kelimeler, ilgili kavramlar çalışmaya dâhil edilmemiş ve teorik olarak destek aldığı temalara yer verilmemiştir. Bundan sonraki incelemelerde çalışmalara dönüşümcü liderlik ile birlikte çalışılan kavramların sistematik olarak incelenmesi yapılabilir.

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İş Yaşamında Dijital Şiddet ve Güncel Örnekler

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Özet: Son yıllarda teknolojinin gelişmesi, internetin yaygınlaşması ve sosyal ağların kullanımının artması ile birlikte şiddetin dijital ortama taşındığı görülmektedir. Bu kapsamda dijital şiddet kavramından söz edilebilmektedir. Dijital şiddet özel yaşamda olduğu kadar iş yaşamında da bireyleri olumsuz etkileyen bir şiddet türüdür. Dolayısıyla kadın/erkek, genç/yaşlı fark etmeksizin her çalışanın yaşayabileceği dijital şiddetin iyi tanımlanması, anlaşılması ve kavranması gerekmektedir. Bu çalışmada, iş yaşamında dijital şiddet olgusunun güncel örneklerden hareketle açıklanması amaçlanmaktadır. Bu amaç doğrultusunda çalışmada iki aşamadan oluşan nitel bir yöntem benimsenmektedir. İlk olarak, dijital şiddet kavramı, türleri ve özellikleri açıklanmaktadır. İkinci olarak ise iş yaşamında dijital şiddet olgusu güncel araştırmalar ve örneklerden hareketle açıklanarak alınabilecek önlemlere yönelik öneriler geliştirilmeye çalışılmaktadır. Çalışma sonucunda, iş yaşamında dijital şiddetin önemli bir sorun olduğu ancak üzerinde yeterince durulmadığı/ önemsenmediği ve bilinçli/bilinçsiz bir şekilde yapıldığı belirlenmiştir. Bu nedenle dijital şiddetle mücadele konusunda bireylere ahlaki/manevi (doğruluk, dürüstlük, saygı, sevgi, nezaket, vicdan, adalet, duygudaşlık, merhamet, duyarlılık, özgecilik, vefa vb.) değerler ilgili eğitimlerin verilmesi önerilmektedir.

Anahtar Kelimeler: Şiddet, Dijital Şiddet, İş Yaşamı, Ahlaki/Manevi Değerler

Digital Violence in Business Life and Current Examples

Abstract: In recent years, with the development of technology, the widespread use of the internet and the increase in the use of social networks, it is seen that violence has been transferred to the digital environment. In this context, the concept of digital violence can be mentioned. Digital violence is a type of violence that negatively affects individuals in business life as well as in private life. For this purpose, a qualitative method consisting of two stages is adopted in the study. First, the concept of digital violence, its types and characteristics are explained. Secondly, the phenomenon of digital violence in business life is explained with the help of current research and examples, and suggestions for measures that can be taken are tried to be developed. As a result of the study, it was determined that digital violence is an important problem in business life, but it is not emphasized enough / paid attention to and it is done consciously / unconsciously. For this reason, it is recommended that individuals be given training on moral/spiritual (truth, honesty, respect, love, kindness, conscience, justice, sympathy, compassion, sensitivity, altruism, loyalty, etc.) values in the fight against digital violence.

Keywords: Violence, Digital Violence, Business Life, Moral/Spiritual Values

1. GİRİŞ

Şiddet, insanlık tarihi kadar eski bir geçmişe sahip olup, günümüzde insan yaşamını tehdit eden psikolojik ve sosyolojik önemli bir sorundur. Arapça kökenli bir sözcük olan şiddet, Türk Dil Kurumu sözlüğünde *"bir hareketin ya da gücün derecesi, bir hareketten doğan güç, karşıt görüşte olanlara kaba kuvvet (güç) kullanma, duygu veya davranışta aşırılık, hız, sertlik"* olarak tanımlanmaktadır (TDK, 2022: 1). Bununla birlikte *"herhangi bir coğrafya ya da kültüre has olmayan, temelinde güç bulundurma potansiyelinin olduğu, bireyler ya da grupları baskı altında tutmayı amaçlayan davranış kalıplarının tümü"* olarak nitelendirilebilmektedir. Şiddet, yalnızca fiziksel bir eylem olmayıp, yapılan araştırmalar fiziksel, duygusal, sözel, psikolojik, cinsel, ekonomik, dijital gibi birçok türünün olduğunu ortaya koymaktadır (Sarışın, 2022: 262-263). Bu bağlamda günümüzde teknolojinin gelişmesi, internetin yaygınlaşması ve sosyal ağların kullanımının artması ile birlikte şiddetin dijital ortama taşındığı görülmektedir. Bu kapsamda yeni bir şiddet türü olan dijital şiddet olgusu ortaya çıkmıştır. Dijital şiddet özel yaşamda olduğu kadar iş yaşamında da bireyleri olumsuz etkileyen önemli bir sorundur. Dolayısıyla kadın/erkek, genç/yaşlı fark etmeksizin her çalışanın yaşayabileceği dijital şiddetin iyi tanımlanması, anlaşılması ve kavranması önem arz etmektedir (Aytekin ve Gürdalar, 2022: 1).

Bu çalışmada, iş yaşamında dijital şiddet olgusuna yönelik bir değerlendirme yapılması amaçlanmaktadır. Bu amaç doğrultusunda çalışmada öncelikle dijital şiddet hakkında bilgi verilmekte, sonrasında güncel araştırmalar ve örneklerden hareketle iş yaşamında dijital şiddet olgusu açıklanmaktadır. İlgili literatürde iş yaşamında dijital

şiddet olgusuna yönelik az sayıda araştırmaya ulaşılabildiğinden, bu bağlamda böyle bir çalışmanın ilgili literatüre katkı sağlayacağı düşünülmektedir.

2. DİJİTAL ŞİDDET

İletişim, toplum içinde tarih boyunca sürekli olarak değişime uğramıştır. Teknolojinin hızlı bir şekilde gelişmesi sonucu iletişim, kaynak ve hedefin bilgiyle olan etkileşiminin çeşitlenmesini sağlamıştır. Söz konusu bu çeşitlilik, televizyon, dergi ve gazete gibi konvansiyonel medyayı oluşturan iletişim kanalları ile başkalaşmıştır. İnsanların bilgi aktarımına sürekli dahil olmak ve iletişim üzerinde daha fazla etkiye sahip olmak istekleri nedeniyle konvansiyonel medyadaki tek yönlü iletişim modeli yerini yeni medya modeline bırakmıştır. Böylece hedeften kaynağa bilgi aktarımı meydana gelmekte ve bu geri dönüşler sayesinde bilgi oluşum süreci, iletişim tarihinin en hızlı ve en kısa sürelerine ulaşma yolunda ilerlemektedir (Bayrak, 2017: 33). Bu durum bilgi ve iletişim teknolojilerinin gelişimini sağlayarak insan yaşamını kolaylaştırmakla birlikte bazı toplumsal sorunların da artmasına ve/veya boyut değiştirmesine neden olmuştur. Bu sorunların başında şiddet olgusu gelmektedir. Şiddet, uygulanan ve uygulayan kişiler, şiddet uygulayanın mağdura yakınlığı, uygulama nedeni ve uygulandığı yer gibi faktörlere göre farklı isimler alabilmektedir. Bu faktörler göz önünde bulundurulduğunda şiddete verilen isimler "*kendine karşı şiddet, aile içi şiddet, eş şiddeti, baba şiddeti, yönetici şiddeti, çocuğa yönelik şiddet, terör, toplumsal şiddet, akran şiddeti, öğretmen şiddeti, polis şiddeti ve komşu şiddeti"* şeklinde olabilmektedir. Dolayısıyla sosyal medyada/internette gerçekleşen şiddete dijital şiddet adı verilmektedir (Çınar, 2021: 39). *"Siber şiddet, sanal şiddet, çevrimiçi şiddet, siber zorbalık ve siber taciz"* olarak da adlandırılan dijital şiddet, bilişim teknolojileri kullanılarak insanlara zarar verici birtakım davranışların gerçekleştirilmesi nedeniyle diğer şiddet türlerinden ayrılmaktadır. Dijital şiddet kontrol edilemediği durumda fiziksel, sosyal, psikolojik ve ekonomik birçok soruna neden olmaktadır (Seçgin ve Tarı Selçuk, 2023: 203). Dijital şiddet, klasik şiddetin tüm özelliklerini taşımasına rağmen, dijital şiddeti uygulayan kişi şiddeti özgürce ve sıklıkla sanal ortamda gerçekleştirebilmektedir. Dijital ortamlardaki şiddet, tıpkı yüz yüze şiddette olduğu gibi doğrudan zarar verecek şekilde tasarlanmakta ve şiddetin tüm unsurlarını içermektedir (Cezlan, 2021: 56). Bilgi ve iletişim teknolojileri beş nedenden dolayı dijital şiddetin oluşumunu kolaylaştırmaktadır (Fascendini ve Fialová, 2011: 26-27):

- *Anonimlik:* Dijital teknolojinin yaygın kullanımı, bir istismarcının anonim kalma potansiyelini artırmaktadır. Yakın bir partner, tanıdık, iş arkadaşı veya yabancı, yerel bir fotoğraf laboratuvarı veya posta ofisi gibi kamusal alanlara fiziksel olarak girmeden tacizde bulunabilmektedir.
- *Otomasyon:* Otomasyon, görev/işlerde insan emeğini azaltmak için bilgi teknolojilerinin kullanılmasını ifade etmektedir. Özellikle gözetleme ve takip etme ile ilgilidir. Bu nedenle tacizcilerin insanların cep telefonlarındaki mesajları kontrol etmelerine, sosyal ağ etkinliklerini izlemelerine, tarayıcı geçmişlerini kontrol etmelerine ve çok az bir çabayla kişisel hesaplarına giriş yapmalarına olanak tanımaktadır.
- *Uzaktan eylem:* Bilgi ve iletişim teknolojileri, tacizcilerin dünyanın herhangi bir yerinden dünyanın herhangi bir başka yerine taciz edici mesajlar göndermelerine izin vermektedir. Bu durum mağdurun bir istismarcıyı tespit etmesini ve ona karşı harekete geçmesini zorlaştırmaktadır.
- *Satın alınabilirlik:* Yeni bilgi ve iletişim teknolojileri aynı zamanda bilginin üretimi ve yayılmasının zorluğunu ve maliyetini önemli ölçüde azaltmıştır. Özellikle Web 2.0, etkileşimli bilgi paylaşımını, kullanıcı tarafından oluşturulan içeriği ve dünya çapındaki web üzerindeki işbirliğini destekleyen bir platformdur. Cep telefonu olan herkes fotoğraf veya video çekip yükleyebilmektedir. Bir e-posta uygulamasında, Facebook veya Youtube'da tek tıklamayla birden çoğa ve çoktan çoğa dağıtım, görüntülerin ücretsiz olarak binlerce kez çoğaltılmasına olanak tanımaktadır.
- *Yayılma:* Siber uzay ortamlarında, tüm yıl boyunca her gün kötüye kullanım olabilmektedir. İnternet her şeyi kaydetmekte ve hiçbir şeyi unutmamaktadır. Rahatsız edici metin ve görüntülerin sürekli trafiği, daha fazla dolaşımın izini sürmeyi ve durdurmayı imkansız değilse bile zorlaştırmaktadır. Dahası, metinlerin ve görüntülerin yayılması, insanların (özellikle kadınların) yeniden mağdur edilmesine yol açabilmektedir. İnsanlar evde, işte ve okulda her yerde, bilgisayarları veya cep telefonları açık olduğu her an kesintisiz olarak takip edebilebilmektedir.

Dijital şiddet, bireyi kontrol etmek, aşağılamak, cezalandırmak, bir şeyi yapmaya/yapmamaya zorlamak amacıyla teknolojik araçlar kullanılarak yapılan her türlü tutum ve davranışlardır (Güllü ve Çiftçi, 2022: 7). Dijital şiddetin birçok türü bulunmaktadır. Willard (2007: 5-10) *"parlama, taciz, kötüleme/aşağılama, kimliğe bürünme, ifşa etme ve düzenbazlık, dışlama ve siber takip"* olmak üzere yedi dijital şiddet türünden söz etmiştir:

- *Parlama (Flaming):* Genellikle herkese açık iletişim ortamlarında yaşanan kısa süreli, kırıcı, saldırgan, kaba, hakaret ve tehdit içerikli tartışmalardır.
- *Taciz (Harassment):* Hedef kişiye sürekli olarak genellikle e-posta ve anlık mesajlaşma gibi kişisel iletişim kanalların kullanılarak gönderilen saldırganlık içeren kırıcı mesajlardır.
- *Kötüleme/aşağılama (Denigration):* Hedef alınan bir kişi hakkında zararlı, gerçek dışı ve acımasız sözlerin paylaşılmasıdır. Bu mesajlar belirli bir çevrimiçi ortamda yayınlanabilmekte veya mağdurun arkadaşlık ilişkilerini bozmak veya itibarını zedelemek amacıyla başkalarına gönderilebilmektedir.
- *Kimliğe bürünme (Impersonation):* Dijital şiddete bulunan kişinin, hedef aldığı kişinin kimliğine bürünmek suretiyle onu kötü gösterecek veya arkadaşlık ilişkilerini bozacak içeriklerin paylaşmasıdır.
- *İfşa etme ve düzenbazlık (Outing and trickery):* İfşa, bir kişinin özel bilgilerinin, sırlarının veya görüntülerinin, özellikle başkalarına, kamuya açık olarak yayınlanması veya gönderilmesi anlamına gelmektedir. Burada dijital şiddet uygulayan kişi, seçtiği kişiyi aralarında samimi ve mahrem bir iletişim olduğuna inandırarak kişinin sırlarını öğrenebilmekte ve bunları başkalarıyla paylaşabilmektedir.
- *Dışlama (Exclusion):* Dışlama, çevrimiçi oyun ortamlarında ve grup bloglarında, hedeflenen kişiyi kasıtlı bir şekilde gruptan çıkarmak /gruba dahil etmemek suretiyle gerçekleşebilmektedir.
- *Siber takip (Cyberstalking):* Hedef seçilmiş bir kişiye tehdit içerikli, saldırgan ve korkutucu gibi aşırı düzeyde rahatsız edici mesajların sürekli bir şekilde gönderilmesidir.

3. İŞ YAŞAMINDA DİJİTAL ŞİDDET

Çalışma Yaşamında Şiddet ve Tacizin Önlenmesi Sözleşmesi`ne göre iş yaşamında şiddet ve taciz, fiziksel, psikolojik, cinsel veya ekonomik yönden zararı amaçlayan, bunlarla sonuçlanan veya sonuçlanma ihtimali olan, bir defaya mahsus olan veya tekrarlanan, bir dizi kabul edilemeyen davranış ve uygulamaları veya bunlarla ilgili tehdit içerikli ifadeleri ve toplumsal cinsiyete dayalı şiddet ve tacizi içermektedir. Bilgi ve iletişim teknolojilerinin iletişimi kolaylaştırmasıyla birlikte teknoloji ile ilgili şiddet olaylarının farklılaştığı ve arttığı görülmektedir. İş yaşamında çalışanlar meslektaşları tarafından iş yerinde, işyeri dışında veya evinde sosyal medya gibi dijital teknolojiler aracılığıyla 7/24 takip ve taciz edilerek "yeni kuşak şiddet" olarak da adlandırılan dijital şiddete maruz kalmaktadır. Söz konusu bu dijital şiddet örneklerinden bazıları şu şekildedir (Güllü ve Çiftçi, 2022: 3-7):

- Kişinin cep telefonuna sürekli mesaj göndermek ya da kişiyi mesaj göndermesi için zorlamak,
- İstenmeyen ve rahatsız edici içerikli mesajlar ya da e-postalar göndererek kişiyi rahatsız etmek,
- Sosyal ağ sitelerinde uygunsuz yakınlaşma teşebbüsünde bulunmak,
- Cep telefonundan ısrarla arama yapmak veya akıllı telefon uygulamalarını kullanarak takip ve kontrol etmek,
- İletişim bilgilerini kişiden izin almadan başkalarına vermek ve bu kişilerin rahatsız edici mesaj ve görüntüler göndermesini istemek,
- Çıplak fotoğraflar çekmek veya çekmekle tehdit etmek, gizli kamera ile kaydedilmiş bu kayıtları internet üzerinden yaymak veya yaymakla tehdit etmek,
- Kişinin sosyal medya hesaplarını karıştırmak ve buradaki bilgilerle kişiyi kontrol etmeye çalışmak,
- Kişiyi tehdit etmek, sosyal medyada kişiyi aşağılayıcı, hakaret ve nefret içeren paylaşımlar yapmak.

İş yaşamında dijital bir şiddet türü olan siber zorbalık, gerçek ve tüzel kişiler bağlamında incelenebilmektedir. Gerçek kişiler açısından siber zorbalık, iş hayatını olumsuz etkileyen, mağdurların özel ve sosyal yaşamlarını tehdit edebilen bir olgudur. İş yaşamında tüzel kişiler olarak kurum, kuruluş, sivil toplum örgütleri ve işletmeler gibi kurumsal yapılar da siber zorbalığa maruz kalabilmektedir. Bu konuyla alakalı bulgular sınırlı düzeyde olmakla beraber iş yaşamında tüzel kişilikleri hedef alan potansiyel vakalarda izlenen yöntemler arasında; tüzel kişiliği ya da bu kişiliğin temsil ettiği misyonu yererken, rakipleri öven bir dil kullanımı, yine rakip ya da alternatif tüzel kişiliklerin bulunduğu çevreler ve temsil ettikleri misyonlar yararına siber algı yönetimi, taraftar toplama, hedef alınan tüzel kişiliği kamu yararı ya da kişisel çıkarlar bakımından tartışmaya açma, karalama kampanyası yürütme ve asılsız haberler yaymanın öne çıktığı söylenebilmektedir. Kamu kurumlarını veya uluslararası işletmeleri hedef alan siber zorbalık vakalarında, bu yöntemlerin ideolojik bir motivasyonun yanı sıra ilişkisel bir bütünlük ve organizasyona sahip olduğu görülmektedir (Atatanır, 2022: 472). Bu bağlamda Dredge vd. (2014:

16) gençlerde Facebook kullanımı ile siber zorbalık arasındaki ilişkiyi inceledikleri araştırmalarında, katılımcıların yarısından fazlasının son altı ay içerisinde birçok kez siber zorbalığa maruz kaldıklarını tespit etmiş olup, Facebook üzerinden edinilen arkadaş sayısındaki artışın, profil yazılarının sıklığının ve negatif etkiye sahip duvar yazılarındaki artışın siber zorbalığa maruz kalma riskini arttırdığı sonucuna ulaşmışladır. Türkiye`de Dijital Şiddet Araştırması sonucunda ulaşılan bulgular ise şu şekildedir (Şener ve Abınık, 2021: 4):

- Türkiye`nin yaklaşık %20`si dijital şiddete uğramaktadır.
- Dijital şiddete en fazla gençler maruz kalmaktadır.
- Kadınlar cinsiyetleri ve fiziksel görünüşlerinden dolayı, erkekler ise politik görüşlerinden dolayı dijital şiddete maruz kalmaktadır.
- İnsanlar en fazla tanımadıkları kişiler ve troller tarafından dijital şiddet görmektedir.
- Dijital şiddetin en fazla gerçekleştiği sosyal medya platformları Instagram, Facebook ve Twitter`dır.
- Dijital şiddetle mücadelede en sık tercih edilen yöntemler bloklamak/engellemek ve siber zorbayı şikayet etmektir.

Araştırmalar, dijital şiddetle mücadele etme konusunda mağdurların kendilerini muhafaza etmek için siber şiddet uygulayanı engellemek, hesap şifrelerini değiştirmek, cep telefonu numarasını değiştirmek, servis sağlayıcısı ile iletişime geçmek ve hukuki yolları kullanmak gibi yöntemlere başvurduklarını göstermektedir. Ayrıca siber şiddet mağdurunun tercih ettiği yöntemler arasında şiddet uygulayanı uyarmak, yardım çağrısı yapmak, aynı şekilde karşılık vermek, dijital ortamdan uzaklaşmak ve görmezden gelmek de yer almaktadır. Türkiye'de dijital şiddet konusunda doğrudan bir hüküm ya da kanun bulunmamaktadır. Ancak "*5237 sayılı Türk Ceza Kanunu'nda yer alan Tehdit (Madde 106), Kişilerin Huzur ve Sükûnunu Bozma (Madde 123), Hakaret (Madde 125), Haberleşmenin Gizliliğini İhlal (Madde 132), Kişiler Arasındaki Konuşmaların Dinlenmesi ve Kayda Alınması (Madde 133), Özel Hayatın Gizliliğini İhlal (Madde 134) ve Kişisel Verilerin Kaydedilmesi (Madde 135)"* gibi maddelerin gerçekleşen siber şiddet tipinin özel olarak incelenerek değerlendirilmesi sonucunda uygulama alanı bulabilmesi mümkün olmasına rağmen siber şiddete yönelik düzenlenecek bir mevzuata gereksinim duyulmaktadır (Türk ve Şenyuva, 2021: 473-474).

Dijital şiddetle mücadele konusunda kişisel bilgilerin gizlenmesi, delil içeriklerinin kayıt altına alınması, dijital okuryazar olma, dijital ebeveynlikte bulunma, açık ve güçlü iletişim kurma, yasal mücadele yollarına başvurma gibi alınabilecek birçok önlem bulunmakla birlikte bunların içerisinde en etkili yöntemin "değerler eğitimi" olduğunu söylemek mümkündür. Değerler eğitimi, saygı, nezaket, vicdan ve adalet, empati ve merhamet, duyarlılık gibi ahlaki/manevi değerlerin kazandırıldığı bir eğitim olup, dijital şiddet konusunda bilgi düzeyinin artmasını, toplumsal bir farkındalık oluşmasını ve ahlaki bilinci yüksek kişilerin yetişmesini sağlamaktadır (Aytekin ve Gürdalar, 2022: 1).

4. DEĞERLENDİRME VE SONUÇ

Son yıllarda dijital araç ve uygulamaların sosyalleşmeye olan katkısı, mesafeleri anlamsız kılması, günlük yaşamı kolaylaştırması nedeniyle kullanımının çok fazla yaygınlaşması, interneti günlük hayatın vazgeçilmez bir unsuru haline getirmiştir. Özellikle sosyal paylaşım ağları eğlenceli zaman geçirme, iş, eğitim, öğrenme ve sosyalleşme gibi birçok gereksinimi karşılamakta ancak söz konusu sosyal paylaşım ağları bireylerin yaşamında risk faktörü olabilecek tehlikeli durumları da içermektedir. Dolayısıyla teknolojik gelişmeler insanlığın yararına (iletişim, iş vb.) kullanılabileceği gibi zararına (savaş, güvenlik ihlali vb.) da kullanılabilmektedir (Oğuz Özgür ve Özkul, 2022: 553-554). Bu bağlamda internet kullanıcılarının gün geçtikçe dünyada ve Türkiye`de artması ve güvenlik zafiyetlerinin bulunması nedeniyle dijital şiddet olaylarında artış meydana gelmiştir (Karaboğa ve Işık, 2022: 2). Dijital şiddet, klasik şiddetin dijital ortama taşınması olarak tanımlanabilmektedir. Bu çalışmada iş yaşamında dijital şiddet olgusu tartışılmıştır.

Sonuç olarak, son yıllarda teknolojinin gelişmesi, internetin yaygınlaşması ve sosyal ağların kullanımının artması ile birlikte iş yaşamında dijital şiddet vakalarında artış olduğu bulgusuna ulaşılmıştır. Bu bağlamda dijital şiddetin iş yaşamında bireylerin iş performansını olumsuz etkileyen önemli bir sorun olduğu ancak üzerinde yeterince durulmadığı/önemsenmediği ve bilinçli/bilinçsiz bir şekilde yapıldığı söylenebilmektedir. Bu nedenle dijital şiddetle mücadele konusunda bireylere doğruluk, dürüstlük, saygı, sevgi, nezaket, vicdan, adalet, duygudaşlık, merhamet, duyarlılık, cömertlik, güvenlik, özgecilik, alçak gönüllülük ve vefa gibi ahlaki/manevi değerler ilgili eğitimlerin verilmesinin faydalı olacağı düşünülmekle birlikte değerler eğitimi noktasında bir

meslek organizasyonu olan Ahilik Teşkilatı örnek alınabilmektedir (Kaya, 2013: 41). Dolayısıyla dijital şiddetle mücadele hususunda Ahilik Teşkilatı değerlerinin benimsetilmesine yönelik akademik araştırmaların yapılması ve projelerin geliştirilmesi önem arz etmektedir.

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The Effects of the Energy Crisis on House Price in East Mediterranean Countries

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Abstract: This paper analyses the negative economic effects of the recent energetic crisis that affect real home values in touristic countries. We chose a case study that involves three Mediterranean countries for the period 2019-2022 and we proposed a generalized VAR regression model to describe de correlation between the House Price Index variation, Unemployment index, the GDP variation and the Energy Inflation.

Keywords: Financial stability, Energetic Inflation, House Price Index

JEL classification codes: Q41; G41; F47

1. Introduction

Since the start of 2021, fuel prices have risen sharply as a result of global tensions in energy markets, first fuelled by the recovery in world trade after the economic crisis caused by the Covid-19 epidemic, then by the conflict in Ukraine. Similarly, prices related to heating and home maintenance have increased significantly (gas, electricity, wood, heating oil). This increase in energy prices led to a general increase in consumer prices for current products, affected the employment rate, but also affected the real estate market.

The current study aims to analyse, first of all, the influence of Energy Inflation on the real estate price index, but also its correlation with GDP variation and unemployment in countries with a strong tourist tradition. As a case study, we chose three Mediterranean countries: Croatia, a country with a wide opening to the Adriatic Sea and a preferred destination for central European tourism, Greece and Turkiye, both experiencing a large flow of tourists from both Western and Eastern Europe. The study covers the period January 1999, October 2022 to capture both the effect of the 2020-2021 Covid pandemic and the 2022 energy crisis that affected the European continent.

2. Review of literature

Inflation is the general increase in prices of goods and services over time. It is usually measured as the percentage change in the consumer price index (CPI) over a certain period of time, such as a month or a year. Inflation can be caused by a variety of factors, including changes in the supply and demand for goods and services, changes in the cost of production, and changes in the money supply.

Energy inflation refers to increases in the price of energy, such as electricity, gas, coal and oil. Energy prices can be influenced by a number of factors, including changes in the cost of production, changes in demand, and changes in the availability of energy sources.

A first global study of the role of Energy Inflation on the real estate market was proposed in 2012 by a paper of European Commission ([1]), proving, after analysis of 18 OECD countries over a period more than 30 years, that the correction dynamics of house prices is direct dependent on the energy price. The paper proposed a linear regression model between Energy price inflation and House prices, including some additional terms.

A nonlinear ARDL approach between inflation components and house prices in Malaysia was proposed in 2017 ([2]). However, in the wake of the global financial and subprime mortgage crises, non-linearities in the housing market are clearly visible, as pointed out in 2018 ([3]).

Another recent paper ([4]) pointed out that a Vector Auto-Regression model is a more adapted framework to estimate the effect of oil price shocks on house market in Canada.

A comparison of three different models: GLR (Generalised Linear Regression), VAR (Vector Auto-regression) and ARIMA (Auto-regressive integrated moving average model) for house price forecasting in Turkiye was proposed in 2020 [5], showing a strong dependence of House Price Index on inflation, price of gold and foreign exchange rate.

Last year, Stenvall et al. ([6]) proposed a quantile regression model for the house prices dependence on energy market, finding a significant negative correlation between gas, oil and coal price and house market dynamics.

3. The initial data

Greece, Turkiye, and Croatia are three countries located in the eastern Mediterranean and southeastern Europe regions, respectively. Our main purpose was to identify and quantify the connexion between House Price index (*HPR*) and Energy Inflation (*EInf*) for each of these countries, by proposing ant testing a non-linear regression model of correlation. These two indicators were computed on a monthly basis, on a monthly basis, reported as a percentage variation compared to the corresponding month of the previous year. We included in the model two other economic indicators: monthly GDP variation (*GDP*), and unemployment (*Unemp*). The initial data were obtained from Word Bank Database ([7-8]), covering the period 1 January 2019- 31 October 2022.

The three countries were chosen for reasons of orientation of the study towards a region strongly dependent on tourism. However, each of these has its own characteristics.

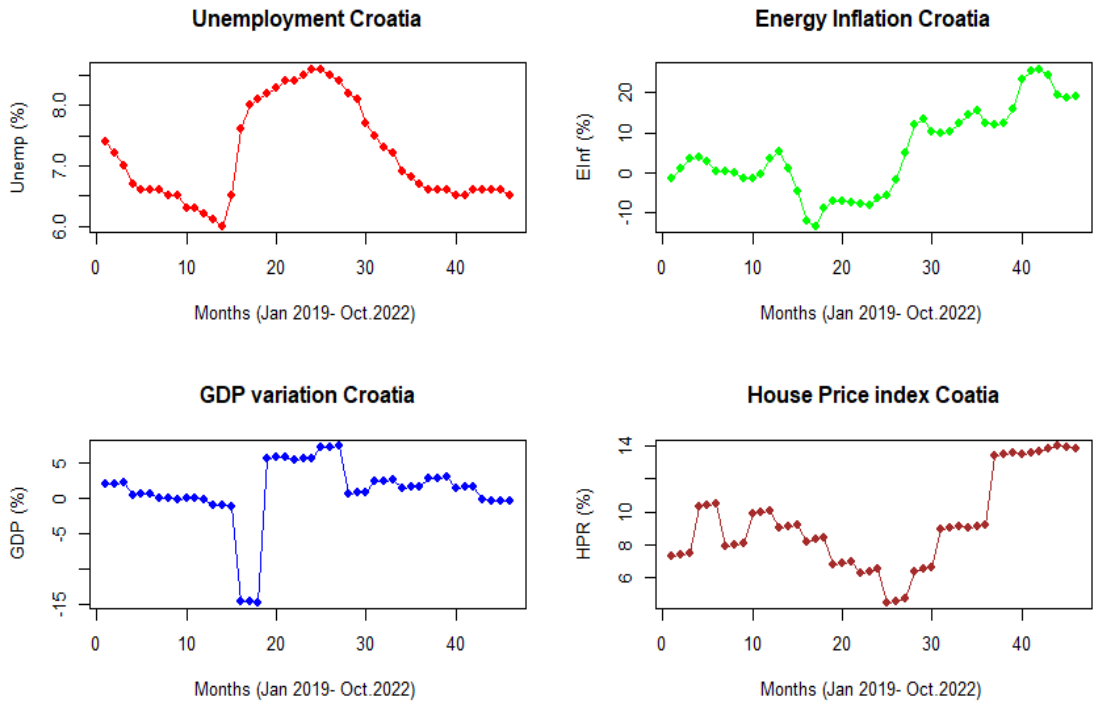
Croatia is a small country located in south-eastern Europe, along the Adriatic Sea. It has a long history, with influences from a number of different cultures, including Roman, Slavic, and Austro-Hungarian. The Croatian economy is primarily driven by the service sector, including tourism and shipping, as well as agriculture and industry.

Greece is known for its ancient civilization, which made significant contributions to art, philosophy, and science, and is home to a number of iconic landmarks such as the Acropolis in Athens and the Temple of Apollo in Delphi. The country has a diverse economy, with significant contributions from the service sector, including tourism and shipping, as well as agriculture and industry.

Turkiye is a diverse country with a mix of cultural influences from Europe, Asia, and the Middle East. It is home to a number of ancient sites, including the city of Istanbul, which was once the capital of the Ottoman Empire. The Turkish economy is driven by a number of industries, including manufacturing, tourism, and agriculture.

The data for the case of Croatia is represented in Fig.1.

Fig. 1 Unemployment, Energy Inflation, GDP variation and House Price index (1999-2022) for the case of Croatia. Source: Word Bank Database (2022).

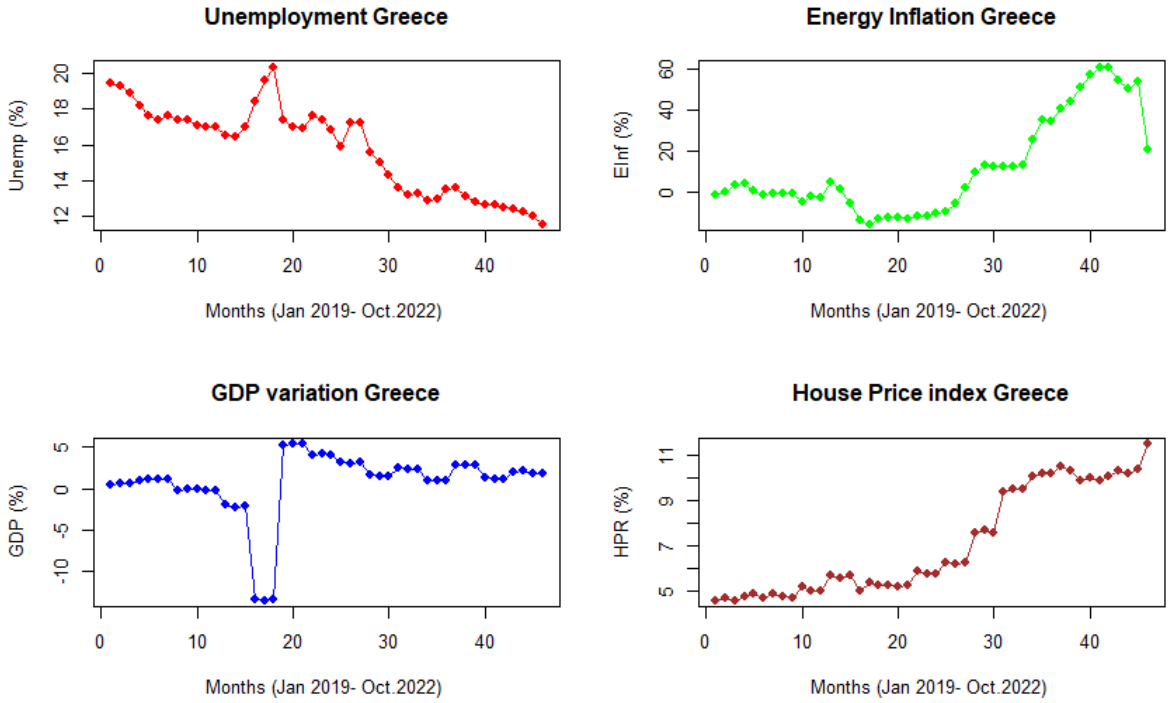


Croatia has undergone significant economic and financial developments over the past decade. The country has implemented measures to support businesses and households affected by the pandemic, including temporary unemployment benefits and financial assistance for small and medium-sized enterprises. These measures have helped to mitigate the economic impact of the pandemic, but they have also put pressure on the government's finances and increased public debt.

Croatia since it uses a vast amount of gas from Russia he had a logical fluctuation that was from -9% up to 10%. But since like before there is conflict in Ukraine, the energy inflation has risen up to 25,8% which is the biggest energy inflation in the recent history of Croatia and it is occurred in June 2022. The fluctuation of the GDP in Croatia was strongly influenced by start of the Covid pandemic. The House price variation also increases after this date.

The data for the case of Greece is represented in Fig.2.

Fig. 2 Unemployment, Energy Inflation, GDP variation and House Price index (1999-2022) for the case of Greece. Source: Word Bank Database (2022).



Greece was hit hard by the global financial crisis in 2009, which exacerbated its already high levels of public debt and budget deficits. In response, the government implemented a series of austerity measures, including cuts to public spending and increases in taxes, in an effort to reduce its debt and restore economic stability.

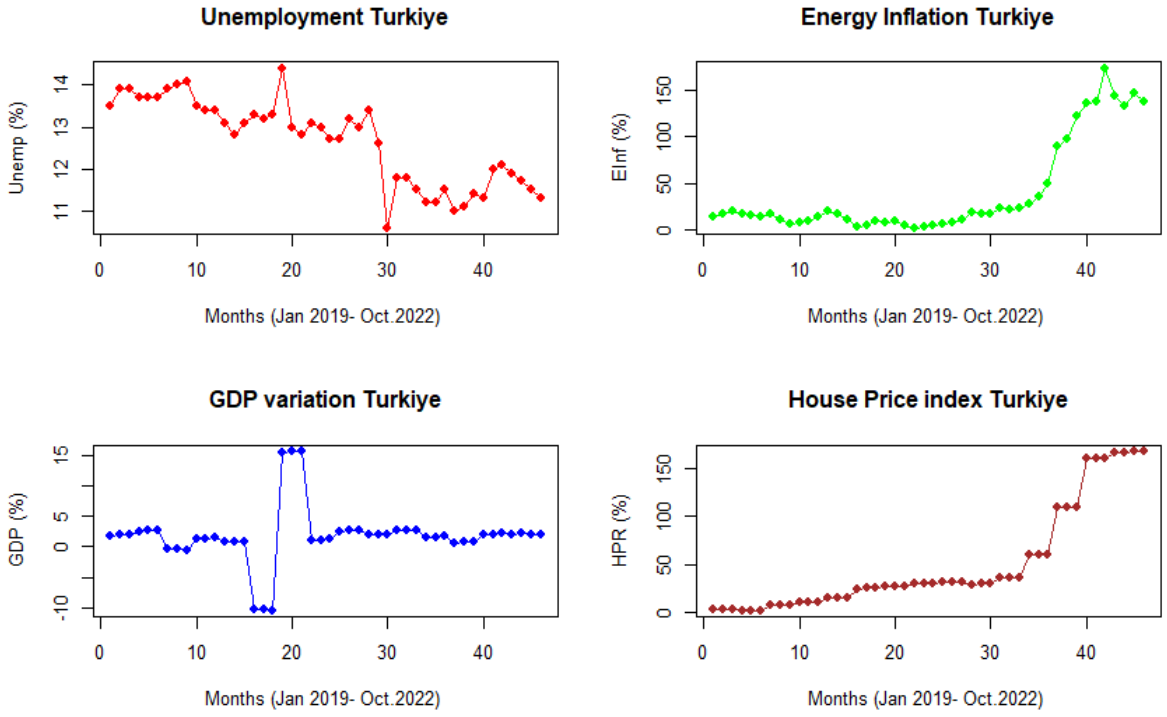
Despite these efforts, Greece's economic recovery was slow and uncertain, and the country was forced to seek financial assistance from international organizations, including the European Union (EU) and the International Monetary Fund (IMF). In return for this assistance, Greece had to implement further austerity measures and structural reforms, which were often unpopular and led to social and political unrest.

In recent years, Greece's economic situation has improved somewhat, with GDP growth returning to positive territory and the unemployment rate declining. However, the country still faces significant economic challenges, including a large public debt burden and ongoing structural problems, such as a weak banking sector and an inefficient public sector.

The unemployment rate in Greece in 2019 was increased by as much as 19,1%. That was because if the lack of the jobs in Greece and the massive debts that employers had to the government. Now the last three years the rate has decreased and from October 2022 the unemployment rate is stable at 11,2%. The GDP and Energy inflation known a similar variation in Greece, like in the case of Croatia. The house prices from 2019 started increasing slowly. And in 2022 it has gone up to 10,2%. This is an effect of the inflation in the country.

The data for the case of Turkiye is represented in Fig.3.

Fig. 2 Unemployment, Energy Inflation, GDP variation and House Price index (1999-2022) for the case of Turkiye. Source: Word Bank Database (2022).



Turkiye's economic performance over the last decade has been mixed, with strong growth and development accompanied by a number of economic challenges. GDP variation index in Turkiye has increased and decreased from time to time since 2019. The lowest was seen in the beginning of 2020 with -10.5, and the highest in 2020 with 15.7. It was stable at level 2 in 2022. Unemployment in Turkey has not increased excessively since 2019. Energy inflation, which started to decline after 2019, increased to 170% as of 2022. We can see that housing prices in Turkey have increased by more than 100% due to the instability of inflation and exchange rate. The most recently measured rate (October 2022) is a record 168.2%.

4. The proposed regression model

We present a regression model associating un independent variable to three dependent variables, inspired by the VAR model of Nazlioglu et al. ([9]), which originally includes a Fourier-Granger term of time variation using trigonometric functions. The independent variable is House Price Index (HPR), the main dependent variable is Energy Inflation (EInf) and the two secondary dependent variables are the Unemployment (Unemp) and GDP variation (GDP):

$$HPR \sim c_0 + c_1 EInf + c_2 Unemp + c_3 GDP + 100 \cdot c_4 \sin\left(\frac{EInf}{100}\right)$$

$$+ 100 \cdot c_5 \cos\left(\frac{EInf}{100}\right) \quad (1)$$

The coefficients c_4 and c_5 measure the non-linear dependence of House price index (HPR) to the variation of Energy Inflation (EInf) and are expressed in scalar terms. The model is an extension of generalized linear regression model and includes the first two terms of Fourier expansion of EInf variable:

The values of regression coefficients were computed using least square residual method, in R code language ([10]).

For the case of Croatia, the coefficient estimation in R is presented in Fig. 3.

Fig. 3 The estimation of regression coefficients of model(1) in the case of Croatia

```
Coefficients:
                          Estimate Std. Error t value Pr(>|t|)
(Intercept)              446.81551  101.96144   4.382 8.27e-05 ***
EInfCr                   -29.72915   11.48824  -2.588 0.013398 *
UnempCr                   -2.53806    0.34796  -7.294 7.33e-09 ***
GDPCr                      0.08850    0.05871   1.507 0.139610
I(100 * sin(EInfCr/100))  29.71001   11.48489   2.587 0.013428 *
I(100 * cos(EInfCr/100))  -4.21189    1.00635  -4.185 0.000152 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 1.204 on 40 degrees of freedom
Multiple R-squared:  0.8339,    Adjusted R-squared:  0.8131
F-statistic: 40.16 on 5 and 40 DF,  p-value: 1.455e-14

> |
```

In condition of a significance level 0.05 (corresponding to a relevance threshold of 95%), one observes that the term representing the influence of GDP variation (GDPCr) on the House Price Index is irrelevant, the estimated coefficient do not pass the Student test because $Pr(t_{critic} > |t\ value|)=0.1396>0.05$.

The regression model (1) become:

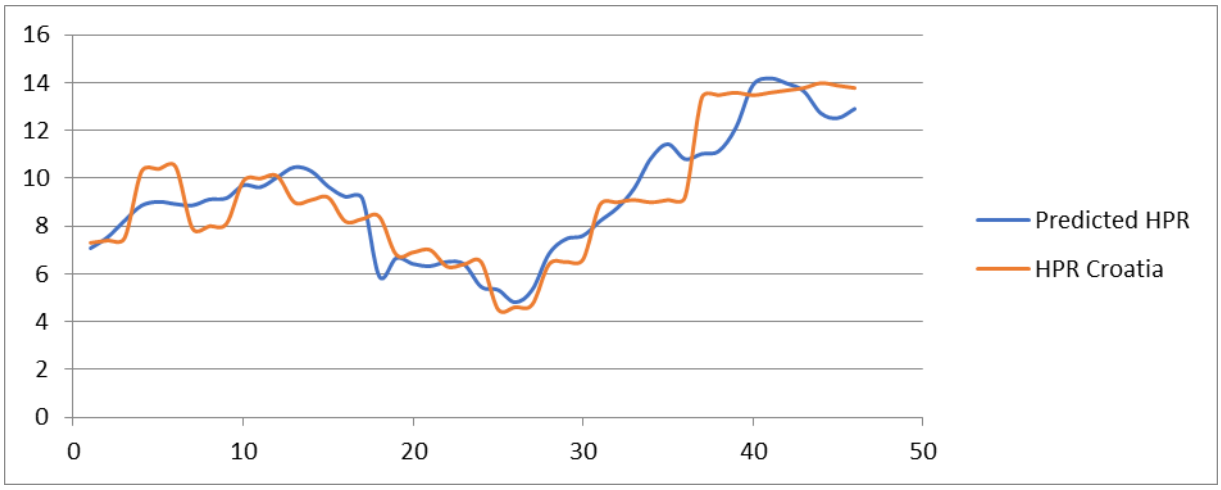
$$HPR \sim 446.81 - 29.73 \cdot EInf - 2.538 \cdot Unemp + 0.088 \cdot GDP +$$

$$+ 2971 \cdot \sin\left(\frac{EInf}{100}\right) - 421.1 \cdot \cos\left(\frac{EInf}{100}\right) \quad (2)$$

The nonlinear terms expressed in trigonometric function are dominant terms and implies a direct correlation between the house price increase and energy inflation. There is a negative dependence of the price of houses to unemployment, but with reduced impact. The model passes the Fisher test of significance, having p-value for F-statistic~10^{-14} (the probability of null hypothesis).

Computing the correlation between predicted and initial values of House Price, we obtain **Corr($\widehat{HPR}$,HPR)** =0.913178. The predicted values for House Price index versus initial values were represented in Fig. 4, where the horizontal axis is the number of months from 1 January 2019. The strong increase of House prices in the autumn of 2021 (the 35th -36th months of analysis) can be explained by the relaxation of the Covid pandemic restriction and foreign tourist increasing interest in Croatia's house market.

Fig. 4. The predicted values of House Price index versus initial values for regression model (2) in the case of Croatia



For Greece, the estimation in R of regression coefficients for the model (1) is presented in Fig. 5.

Fig. 5 The estimation of regression coefficients of model(1) in the case of Greece

```
Coefficients:
                          Estimate Std. Error t value Pr(>|t|)
(Intercept)               66.22016   12.12396   5.462 2.69e-06 ***
EInfGr                    -2.56039    0.59015  -4.339 9.46e-05 ***
UnempGr                   -0.70534    0.07930  -8.895 5.05e-11 ***
GDPGr                     -0.04893    0.02359  -2.074  0.04454 *
I(100 * sin(EInfGr/100))   2.58624    0.59099   4.376 8.43e-05 ***
I(100 * cos(EInfGr/100)) -0.48495    0.12466  -3.890  0.00037 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.5656 on 40 degrees of freedom
Multiple R-squared:  0.9482,    Adjusted R-squared:  0.9417
F-statistic: 146.4 on 5 and 40 DF,  p-value: < 2.2e-16

> cor(predict(model1), HPRGr);
[1] 0.9737522
>
```

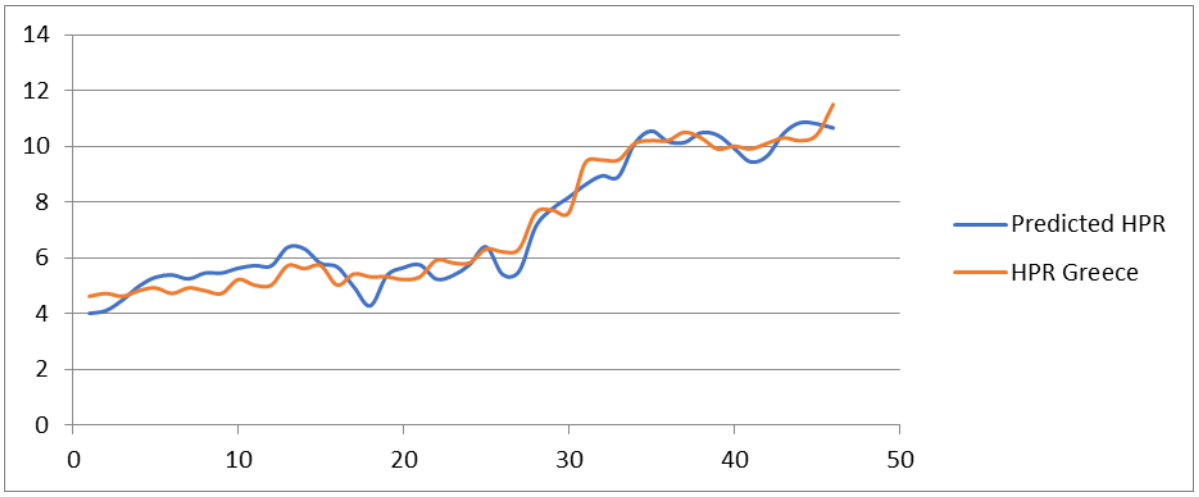
The regression model (1) become:

$$HPR \sim 66.22 - 2.56 \cdot EInf - 0.705 \cdot Unemp - 0.048 \cdot GDP +$$

$$+ 258.6 \cdot \sin\left(\frac{EInf}{100}\right) - 48.5 \cdot \cos\left(\frac{EInf}{100}\right) \qquad (3)$$

In this case all the dependent variables are relevant. There is a negative dependence of the price of houses to unemployment, but with reduced impact. The model passes the Fisher test of significance, having p-value for F-statistic~$2.2 \cdot 10^{-16}$ (the probability of null hypothesis). The correlation between predicted and initial values of House Price, is **Corr($\widehat{HPR}, HPR$)** =0.973752, greater that in the case of Croatia, meaning that the model can be used in forecasting the House Price index. The predicted values for House Price index versus initial values were represented in Fig. 6, where the horizontal axis is the number of months from 1 January 2019.

Fig. 6. Predicted values of House Price index versus initial values for regression model (2) in the case of Greece



In the case of Turkiye, the computation of regression coefficients gives:

Fig. 7 The estimation of regression coefficients of model(1) in the case of Turkiye

```
Residuals:
    Min      1Q  Median      3Q     Max
-33.460  -5.062  -0.164   5.245  18.108

Coefficients:
                          Estimate Std. Error t value Pr(>|t|)
(Intercept)               684.3508    99.5733   6.873 2.82e-08 ***
EInfTr                     -4.4633     1.0524  -4.241 0.000128 ***
UnempTr                   -13.4212     2.2002  -6.100 3.42e-07 ***
GDPTr                       0.2930     0.3165   0.926 0.360155
I(100 * sin(EInfTr/100))    3.4337     0.7898   4.348 9.21e-05 ***
I(100 * cos(EInfTr/100))   -4.7970     0.8567  -5.600 1.73e-06 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 10.23 on 40 degrees of freedom
Multiple R-squared:  0.9697,    Adjusted R-squared:  0.9659
F-statistic: 256.1 on 5 and 40 DF,  p-value: < 2.2e-16

> cor(predict(model3), HPRTr);
[1] 0.9847356
```

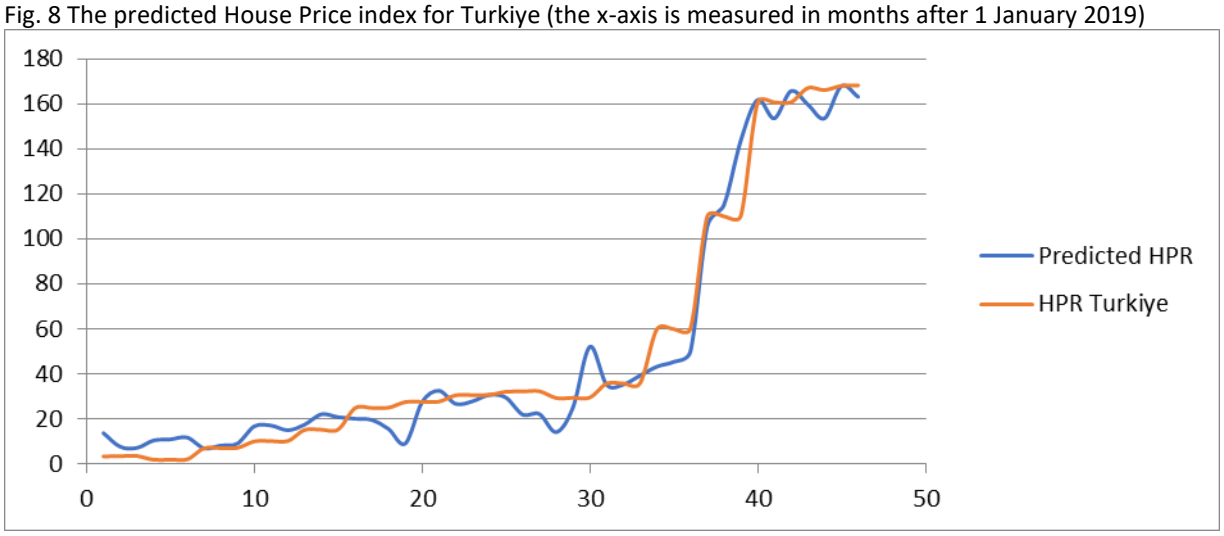
The influence of GDP variation on the House price in this case is irrelevant, the term containing the GDP can be dropped and, after re-estimation of remaining coefficients we obtained the model:

$$\boldsymbol{HPR} \sim \mathbf{379.7} - \mathbf{4.40} \cdot \boldsymbol{EInf} - \mathbf{13.38} \cdot \boldsymbol{Unemp} + \mathbf{3.39} \cdot \sin\left(\frac{\boldsymbol{EInf}}{\mathbf{100}}\right) - \mathbf{4.75} \cdot \cos\left(\frac{\boldsymbol{EInf}}{\mathbf{100}}\right) \quad (4)$$

The negative dependence of the House Prices on Unemployment is more accentuated in the case of Turkiye. The correlation between predicted and initial values of House Price is in this case **Corr($\widehat{\boldsymbol{HPR}}, \boldsymbol{HPR}$)**

=0.9847356, greater even that in the case of model (3). The predicted values representation for House Price index for the period January 2019- October 2022, compared to the initial data, can be found in Fig. 8.

Fig. 8 The predicted House Price index for Turkiye (the x-axis is measured in months after 1 January 2019)



The regression model (4) insert a more significant variation of the House price depending on the unemployment rate that was observed in the sample of initial values, but the model can be used as a predictive one for future forecasting.

5. Conclusions

The economy of emergent countries may suffer as a result of rising energy costs, which will also raise the cost of other goods and services. Our analysis shows the strong interdependence of House price variation and the Energy Inflation for the three countries Croatia, Greece and Turkiye.

Our proposed non-linear regression model for House Price index has a better prediction capacity that in the case of Stenvall et al. model [6], measured by the R square values, superior to 0.94 in the case of Greece and Turkiye, and by the high correlation between prediction and original data. Note that this proposed regression model do not involve any temporary effect of natural catastrophes or political crisis, as in the case of the earthquakes of 2023.

On the other hand, the real estate prices are weakly correlated with the GDP variation and unemployment rate, being influenced rather through the increase or decrease of inflation.

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Social Innovation in Albania: Human Capital, Social Capital and Technological Capital as Antecedents of Social Innovation Capital

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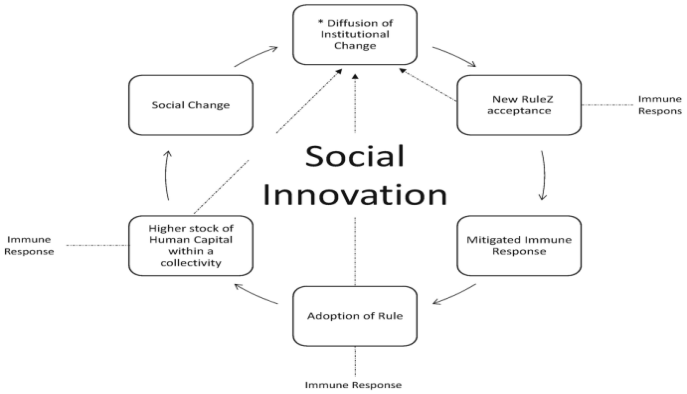
Abstract: The discussion on investments, growth and social progress has become more sophisticated in the new world of technologies and innovations. Social innovation (SI) can be an effective alternative for improving the country's innovation performance and sustainability. Considering the research gap and the lack of social innovation practices in Albania, an assessment of the impact of some important factors within the stock of social innovation capital, such as human capital, social capital, and technological capital to SI can be useful for examining the prerequisites for its development. The paper's objective is an analysis of the SI approach in Albania and the impact of variables such as age, social innovations knowledge, human and social capital, internet connectivity and technological capital. The results of the model show that older ages and social innovations knowledge affect the increase of social innovations approach. Social innovation knowledge and techniques are suggested as very important factors to the SI approach of organizations and institutions.

Key words: social innovations approach, social innovation capital (SIC), human capital, social innovation knowledge.

1. INTRODUCTION

Climate change challenges, lockdowns and other possible instabilities, and the development of renewable energies and innovations have broadened the theoretical debate on future growth models. These issues currently characterize the discussions on entrepreneurship, competitiveness and investments. The approach to foreign investments is related to the level of integration of the markets, competitiveness and innovative performance of the country and can be improved by the spread of social innovation (SI). While SI represents an interesting multidisciplinary–scientific term re–dimensioned (mainly) in the last decade within the evolutionary and complexity theories, new paradigms of innovation, economics, technology and enterprises and relevant epistemological approaches (eg positive) used with social and dialectal change (Mulgan 2012), etc., it constitutes a subject with potential and still unstudied in Albania. Studies point out the scope and ambiguity of its definition (Pol et al. 2009; Anderson et al., 2014; Osburg, 2014; etc.), underlining the linkage of SI with the main forms of capital, such as human and social capital, technological and structural capital (Cabello–Medina et al. 2011; Păunescu, 2014).

Figure 1: Social innovation for the business environment, entrepreneurship and sustainability.



Source: Costales, E., Zeyen, A. (2022). Social Capital and the Morphogenesis of Actors: Lessons from International Social Entrepreneurs.

In a broad economic, social, institutional and technical–organizational sense (figure 1), by contributing to institutional and law improvement, the renewal of human, social and technological capital and sustainability, social innovation (SI) can be defined as critical for progress in developing countries. Kowal et al. (2014), point out that there is a tendency in developing countries in Europe for empowering the stock of human and social capital, of knowledge on social and technological innovation and this goes along with the growth,

competitiveness, sophistication of the market and enterprises, organizations and institutions. By Boudes et al. (2022), in the conditions of the decline of the legitimacy of institutions and the crisis of trust, social innovation is the answer to improving the performance of the markets and restoring trust. SI in Albania is (perhaps) the terminology used, as policies (target groups, instruments, financing and evaluations) are missing. So, an observation of the SI approach at the individual level and the influence of several factors as antecedents of the social innovation capital (SIC) and the main potential for IS development represents an actual issue of research interest.

The discussion on SI has been enriched in recent years. The authors define SI as a new process to make sustainable decisions on social emergencies by creating added social and economic value (Mulgan 2012; Howaldt et al. 2015; Dobele, 2015). The approach of individuals to social issues (eg development or change) represents an important part of social norms and by Berkowitz (2004), the latter can have a greater impact on the behavior of individuals than biological, personality, familial, religious or cultural implications. Loogma et al. (2013), argue that the SI approach is useful for the identification and understanding of the level of changes in society and the possible future. Given the demographic deterioration, the researchers emphasize the importance of new techniques and that the experience of new solutions makes older people, especially in favor of new IS practices (Tröger et al., 2012; Pan et al., 2019). Franz et al. (2012), show that social innovation knowledge influences the paradigm of industrial society and SI. Chierici et al. (2020), emphasizing the importance of innovative knowledge in the world of digital companies, underline its impact on social innovation.

McElroy (2002), while explaining the importance of human capital, social capital and technological capital, underlines their essential role in the composition of social innovation capital (SIC). Bennewoth et al. (2015) support that universities and higher education institutions (HEI) through human capital can better contribute to SI's. Šlaus et al. (2011), argue the importance of human capital and social capital for resource productivity and sustainability and highlight their critical importance for social innovations. By De Clercq et al. (2009), social capital can contribute to reducing the level of conflicts in society, being particularly specific for organizational progress and innovation. Cho et al. (2022), emphasize that internet connectivity and digitalization have transformed socio–economic life by influencing institutional processes and SI. Certomà (2021), shows that the new interconnected digital tools have influenced SI by creating new and independent categories. Chiffoleau (2018), argues that technological capital is essential for social innovation processes. Mulgan (2019), in a multidisciplinary way, highlights the importance of technological capital for social progress and the development of SI.

2. Objectives and hypotheses

The objective of the paper is an observation of the spread of social innovation (urban) in Albania, through an assessment of the influence of some important factors such as age, SI knowledge, human capital, social capital, internet connectivity and technological capital on social innovations approach, according to citizens' perception in the city of Tirana.

The paper's hypotheses are:

H_1 — with increasing age, the social innovation approach increases;

H_2 —with increasing social innovations knowledge, the social innovation approach increases;

H_3 —with increasing human capital, the social innovation approach increases;

H_4 —with increasing social capital, the social innovation approach increases;

H_5 —with increasing internet connectivity, the social innovation approach increases;

H_6 —with increasing technological capital, the social innovation approach increases.

3. Measurement procedure

The questionnaire designed for the realization of the study was applied in the city of Tirana (respectively in municipalities no. 1, no. 5, no. 7 and 8) according to the procedure (by random choice). Independent variables were measured according to scales from 1 – 5. The following statistical model was used from the provided data (table 1).

Table 1. Variables according to the statistical model.
Model: OLS, using observations 1–220 (n = 202)

Missing or incomplete observations dropped: 18

Dependent variable: SI_approach

	Coefficient	*Std. Error*	*t–ratio*	*p–value*	
const	1.13842	0.237906	4.785	<0.0001	***
SI_know	0.174444	0.0448400	3.890	0.0001	***
Age	0.0535903	0.0313844	1.708	0.0893	*
Education	−0.0543522	0.0254468	−2.136	0.0339	**
Soc_cap	−0.0252304	0.0292333	−0.8631	0.3892	
Inter_conn	0.0352890	0.0536240	0.6581	0.5113	
Tech_cap	−0.00225166	0.0368562	−0.06109	0.9513	

Mean dependent var	1.356436	S.D. dependent var	0.519934
Sum squared resid	45.61990	S.E. of regression	0.483682
R–squared	0.160421	Adjusted R–squared	0.134588
F(6, 195)	6.209878	P–value(F)	5.53e-06
Log–likelihood	−136.3453	Akaike criterion	286.6906
Schwarz criterion	309.8484	Hannan-Quinn	296.0603

Source: Data provided by authors.

The selected statistical model was the best model. All included variables determine 16% of the variance of the dependent variable SI_approach. The first three variables have a significant impact on SI_approach and the other three have not. The variables SI_knowledge and Age have a positive influence, while Education has a negative effect and the latter need in–depth research regarding the sign of the effects. Social capital (soc_cap), Inter_con and Tech_cap, unlike they are hypothesized, have no impact on the SI approach. All independent variables can stay in the model because it is proven that there is no correlation between the independent variables. Several limitations characterized the measurement procedure.

4. CONCLUSIONS AND RECOMMENDATIONS

The paper provides an analysis of social innovation (at the individual level) in Albania, examining the impact of some variables such as age, social innovations knowledge, human capital, social capital, internet connectivity and technological capital on the social innovations approach of the interviewed citizens in the urban area (Tirana). Given the general insufficiencies of IS and deficits of some important factors (eg social capital), we applied face–to–face interviews, but nevertheless, several limitations (eg conceptual, semantic, etc.) were observed and this should be considered in future research. When we discuss innovations, we even intuitively paraphrase them within the “digital age”, and perceptions are that among the age groups, the younger ones may be more representative of them, but this may actually be discussible. The increase in life expectancy is one of the triumphs of welfare and social progress, and it constitutes an argument regarding the importance of maturity as wealth and part of the stock of skills capital. Considering the complexity and interactive processes, techniques and experiences (eg positive) related to SI, aging can be seen as an achievement and this is supported by literature (Biggs et al., 2012). Moreover, the way traditional societies function has its own age explanation and this may require further–finer research. SI is characterized by added–value and the very significant impact of social innovations knowledge is explainable. SI’s are intertwined with specific, high–technical–professional characteristics, etc., of knowledge and efficiency at work (eg within new networks and institutions). We presented the importance of the development of SI as an important social and economic potential and especially for (foreign) investments and growth. Deep knowledge, therefore is required to interact more efficiently in an ever more sophisticated world (or region). Economic, demographic, climate challenges, and new digital technologies (eg DSM, Libohova et al., 2023), have transformed the environment, economy and social activities. SI knowledge characterizes smart–people and green human capital, as part of innovative resources and their impact on SI, is well–supported (Barraud–Didier et al., 2002). SI as a “structural change” (Schumpeter, 2013), can contribute to organizational sophistication and the creation of new efficient–networks (Edwards–Schachter, et al., 2012), where living labs (LL) can generate the potential of SIC by renewing

(especially missing) social capital and increasing the social innovation approach for improving investment orientation, sustainability and ecosystems.

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ABSTRACTS

Girdi-Çıktı Analizi: Tarihsel Gelişimi, Teorik ve Matematiksel Yapısı*

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Özet: Büyük Buhran sonrası dönemde, ekonomi politikalarında planlama faaliyetleri ön plana çıkartılmıştır. Böylece iktisadi planlama, özellikle az gelişmiş ve gelişmekte olan ekonomilerin kalkınma politikaları açısından önemli hale gelmiştir. Sektörel düzeyde iktisadi planlama, endüstriler arası bağınlaşma kavramını ön plana çıkarmaktadır. Girdi-çıktı analizi, sektörler arası bağınlaşma ilişkisini niceliksel olarak ortaya konmasını sağlamaktadır. Bu çalışmada öncelikli olarak, dairesel akış diyagramından günümüze girdi-çıktı analizinin tarihsel süreçteki gelişimi vurgulanmaktadır. Modelin teorik ve matematiksel yapısının ortaya konulduğu çalışmada, miktar çözümünün ile karşılaştırmalı-durağan analizinin nasıl gerçekleştiği aşamalı bir şekilde ifade edilmektedir.

Anahtar Kelimeler: Girdi-Çıktı Analizi, Karşılaştırmalı-Durağan Analiz

Jel Kodları: D57

Input-Output Analysis: Historical Development, Theoretical and Mathematical Structure

Abstract: Economic policies brought planning activities to the forefront after the Great Depression. As a result, economic planning has become an increasingly important component of development policies for underdeveloped and developing countries. Inter-industry dependency is at the core of economic planning at the sectoral level. Using input-output analysis, it is possible to quantify the correlation between sectors. In this study, the historical development of input-output analysis is discussed from the circular flow diagram to the present day. A stage-by-stage description is given in the study, which reveals the theoretical and mathematical structure of the model and how the quantitative solution and the comparative-stationary analysis are achieved.

Keywords: Input-Output Analysis, Comparative-Static Analysis

Jel Codes: D57

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Finansal Şeffaflık: Nedir, Ne Değildir? Genel Bir Değerlendirme

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Özet: 2000' li yılların başlarında ayyuka çıkan, özellikle Enron, Arthur Andersen gibi muhasebe skandallarından dolayı, yatırımcıların gerek finansal piyasalara ve gerekse de muhasebecilik endüstrisine karşı itimadı radikal bir biçimde sarsılmıştır. Ortaya çıkan skandalların akabinde, yatırımcılar açısından, firmaların çok daha şeffaf bir biçimde finansal raporlama yapması ve denetçilerin daha etik hareket etmesi zarureti doğmuştur. Şeffaflık ya da eş anlamlısı olarak saydamlık sözcüğü aleniyet, bir nesne veya olgunun göz önünde olması, berraklık, anlaşılır olmak manasına gelmektedir. ABD'de 1970'li ve 1980'li yıllarda ortaya çıkan, 1990'lı yıllarla birlikte ABD dışındaki ülkelerde de yaygınlaşmaya başlayan kurumsal yönetimin temel ilkelerinden biri olan şeffaflık kavramı, yatırımcı haklarının korunması ve kamu güveninin kazanılması için bir ihtiyaçtan öte zorunluluktur. Finansal şeffaflık ise firmanın finansal tabloları, denetim raporları ve benzeri dışsal raporlar ile bütçe, muhasebe yönergesi gibi destekleyici ya da tamamlayıcı belgelerin ve bilgilerin kamuya açık olması olarak tanımlanabilir. Bu çalışmada finansal şeffaflık kavramı hakkında genel bilgiler verilmek suretiyle bir bakış açısı ortaya konmaya çalışılmıştır.

Anahtar Kelimeler: Finansal şeffaflık, Hesap verebilirlik, Kurumsal yönetim

Financial Transparency: What It Is And What It Isn't? A General Evaluation

Abstract: Due to the accounting scandals especially such as Enron, Arthur Andersen in the early 2000s which smelt to heaven, trust of the investors to the financial markets and the accounting industry had been radically shaken. Soon after the scandals that had happened, from the perspective of investors, an obligation had emerged for firms to do financial reporting much more transparent and for auditors to act more ethically. The word "transparency" or, as a synonym, "lucency" means publicity, an object or phenomenon being in sight, clarity, being intelligible. The concept of transparency, which is one of the basic principles of corporate governance that emerged in the USA in the 1970s and 1980s and started to become widespread also in countries outside the USA with the 1990s, is a necessity rather than a need for protecting investor rights and acquiring public trust. "Financial transparency", on the other hand, can be defined as the public availability of financial statements, audit reports and similar external reports, as well as supporting or complementary documents and data such as budget, accounting directive. In the present study, the purpose was to present a perspective in this respect by providing general information on the concept of "financial transparency".

Keywords: Financial transparency Accountability, Corporate governance

Tüketicilerin Organik Gıda Satın Alımına Yönelik Tutumları: İzmir'den Bir Örnek Olay

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Özet: Bu çalışmada tüketicilerin organik gıdalara yönelik tutumları güvenilirlik, sağlık, kolay erişim, fiyat, tanıtım, marka, kalite ve statü gibi temel belirleyici değişkenlere göre ortaya koyulmuştur. Bu araştırmanın birincil verileri araştırma kapsamına alınan İzmir ilindeki 150 tüketici ile Google Forms ile internet üzerinden yapılan anketlerden elde edilmiştir. Tüketicilerin organik gıda ürünleri konusundaki tutumlarını değerlendirmek amacı ile beşli Likert Ölçeği ile sunulan çeşitli önermeler kullanılmıştır. Katılımcıların en çok katıldığı üç önerme denetim, sağlık ve organik gıda ürünlerine kolay erişim üzerine olmuştur. Katılımcıların organik gıda satın alımında gördüğü en önemli sorunlar sırasıyla; organik ürünlerin fiyatının yüksek olması, satış noktalarının yetersiz olması ve ürünlerin üretim sürecine olan güvensizliktir. Organik ürünlerde arzın artırılması, birim maliyetlerin düşürülmesi, organik ürün pazarlarının tüm ülke genelinde yaygınlaştırılması ve üretim sürecinde tüketicilere güven verecek bir denetim mekanizmasının oluşturulması için politika stratejilerinin oluşturulması önemli görülmektedir.

Anahtar Kelimeler: Organik Gıdalar, Tüketim, Tüketici Tutumu

Tüketicilerin Organik Gıda Satın Alımı Üzerinde Sosyo-Ekonomik Faktörlerin Etkisi: İzmir İli Örneği

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Özet: Bu çalışmanın temel amacı tüketicilerin organik gıda tercihlerinin sosyo-ekonomik değişkenlere göre değişip değişmediğini ortaya koymaktır. Çalışmanın birincil verileri İzmir'de farklı ekonomik ve sosyokültürel yapıya sahip toplam 150 tüketici ile çevrimiçi yapılan anketlerden elde edilmiştir. Tüketicilerin organik gıda ürünlerine yönelik tercihlerini etkileyen faktörleri değerlendirmek amacı ile beşli Likert Ölçeği kullanılmıştır. Cinsiyet, medeni durum, eğitim, hanehalkı büyüklüğü, yaş ve gelir grupları gibi sosyo-ekonomik özellikler ile tüketicilerin organik gıda tercihlerini etkileyen olası faktörler arasında anlamlı bir fark olup olmadığını belirlemek amacıyla Mann-Whitney U ile Kruskal Wallis H testleri uygulanmıştır. Tüketicilerin organik gıda tercihlerinde öne çıkan en önemli üç faktör sırasıyla; sağlıklı koşullarda üretim, ürünlerin kimyasal madde içermemesi ve ürünlerin kaliteli olması şeklinde belirlenmiştir. Elde edilen bulgular, tüketicilerin organik gıda tercihlerini etkiyebilecek olası faktörlere verilen önem düzeyinin sosyo-ekonomik değişkenlere göre değişiklik gösterdiğini, ancak temelde çok önemli bir farklılık olmadığı sonucunu ortaya koymaktadır.

Anahtar Kelimeler: Organik Gıdalar, Tüketici Tercihleri, Satın Alma Kararları, Sosyo-Ekonomik Faktörler

Çanakkale İlinde IPARD II Kapsamında Çiftlik Faaliyetlerinin Çeşitlendirilmesi ve Geliştirilmesi Programından Fon Kullanımının Değerlendirilmesi

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Özet: AB mevzuatlarına uyum sağlanması ve mevzuatların uygulanabilmesi için gerekli altyapının oluşması için 2007 yılında Tarım ve Kırsal Kalkınmayı Destekleme Kurumu (TKDK) kurulmuştur. TKDK aracılığı ile uygulanan, Katılım Öncesi Mali Yardım Aracı Kırsal Kalkınma Bileşeni IPARD (Instrument for Pre-Accession Assistance Rural Development) Programı ile AB fonlarının kırsal kalkınmada kullanımı sağlanmaktadır. Bu fonların kırsal kalkınmanın gerçekleşmesinde etkin bir şekilde kullanılması, bölgesel ölçekte kırsal kalkınmaya, ulusal ölçekte ekonomik kalkınmaya ve gelir dağılımı dengesinin oluşmasına önemli katkılar sağlamaktadır.

Kalkınma sorunu özellikle kırsal kalkınma, Türkiye gibi gelişmekte olan ülkelerin önemli sorunlarındandır. Türkiye'de kırsal alanlarda yaşayan insanların neredeyse tamamı tarımsal faaliyet ile uğraşmakta olduğu için kırsal kalkınma ile tarım bütünleşmektedir.

Bu çalışmada, Çanakkale ilinde IPARD programı kapsamında çiftlik faaliyetlerinin çeşitlendirilmesi ve geliştirilmesi fonundan yararlanan işletmelerin sosyoekonomik profillerinin belirlenmesiyle, fonların kırsal ve tarımsal kalkınmada kullanıcı profilinin ortaya konularak, gelecekte kullanıcı profili değerlendirmelerinin sağlıklı yapılmasına yardımcı olmayı amaçlamıştır.

Çanakkale TKDK İl Koordinatörlüğü'ne bağlı çiftlik faaliyetlerinin çeşitlendirilmesi ve geliştirilmesi fonundan yararlanan 46 işletme ile anket çalışması yapılmıştır. Çanakkale TKDK İl Koordinatörlüğü'nden çiftlik faaliyetlerinin çeşitlendirilmesi ve geliştirilmesi fonundan yararlanan işletmelerin sosyoekonomik profillerinin belirlenmesi, başvuru ve uygulama süreçlerindeki sorunların tespiti ve bu desteklemelerin bölge için yarattığı ekonomik katkının ortaya konulmasıyla desteklemeler şekillenecek ve desteklemelerin sosyal ve ekonomik etkinliğinin artması için düzenlemeler yapılabilecektir. İşletmelerin, uyguladıkları projeler sayesinde büyüme performanslarına bakıldığında; satış miktarları, nakit akışları, karlılıkları, firma tanınırlıkları, teknoloji kullanım düzeyleri, yerel ekonomiye katkıları ve müşteri sayıları IPARD projelerinden sonra artış göstermiştir. IPARD projeleri ile işletmelerin; cirolarında, üretim miktarlarında, kullanılan hammadde girdi miktarlarında, kapasite kullanım oranlarında, birim maliyetleri ve işletme giderlerinde artış görülmektedir. Ancak işletmede çalışan personel sayılarında değişiklik olmamıştır.

Anahtar Kelimeler: IPARD II, Çanakkale, Kırsal Kalkınma

Didactic suggestions for the use of fairy tale films in German language instruction applying the example of the film Cinderella (2011)

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Abstract: The subject of this article is the utilization of fairy tale films in teaching German as a foreign language. The fairy tale film Cinderella (2011) should serve as an example to illustrate the didactic recommendations developed for this purpose. The choice of topic was made primarily due to the learners' considerable familiarity with the literary genre of fairy tales, which is often true of all age groups. Additionally, a fairy tale film adaptation could be digitally illustrated using current media technology. This means that the use of fairytale films in German lessons might motivate students to learn the language. Based on this, the discussion of the significance and value of employing fairy tale film adaptations in German language classes is the next objective in this paper. The current state of the research is then presented in this regard. Following that, the theoretical underpinnings for implementing fairy tale films in German language instruction are explained and the didactic teaching suggestions are formulated. Turkish German learners in Turkey will be addressed in this context in the respective positions because they are the target group for this work. Concluding remarks are made at the end of the article.

Key Words: Teaching German as a Foreign Language, Fairy Tale Films, Didactic Suggestions, Language Exercises

Katılımcı Demokrasinin Bir Aktörü Olarak Vatandaş ve Katılım Süreçlerindeki Sorumlulukları

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Özet: Katılımcı demokrasi, esasında temsili demokrasinin neden olduğu krizin önüne geçebilmek için ortaya atılmış bir fikirdir. Temsili demokrasinin, seçkinci bir anlayışa doğru evirildiği ve yönetimde belirli grupların temsiliyetinin sağlandığı, bu sebeple de seçimlere katılım oranlarının düştüğü eleştirilerine istinaden çözüm yolu olarak sunulmuştur. Katılımcı demokrasinin toplumsal eşitsizliğin önüne geçebilme ve sivil toplumu harekete geçirme idealizmi bir bakıma, demokrasinin çözüm alanı olarak görülmüştür. Bu aşamada demokratik sürecin zeminini genişletebilmek, vatandaşın da dâhil edildiği yeni modern varsayımların devreye girebilmesinin başarısına bağlı kılınmıştır. Katılımcı demokraside vatandaşın bir aktör olarak önemli bir konuma sahip olması, demokrasinin sürdürülebilir ve uygulanabilir olmasına katkı sağlamaktadır. Katılımcı demokrasiyi savunanlar, etkin bir vatandaş katılımının sadece daha iyi karar vermeye neden olmakla kalmayıp, aynı zamanda topluluk hissi ve toplu karar alma sürecini geliştirerek yönetişim sürecinin kabul ve saygısını arttıracağını ve böylelikle toplumsal istikrarı kolaylaştırdığını iddia etmektedir. Bu maksatla çalışmada öncelikle katılımcı demokrasinin temel dinamikleri tartışılacak ve katılımcı demokrasi sürecinde etkin olan aktörlerden vatandaşın yeri ve önemi aktarılacaktır. Çalışma içerisinde örnek vatandaş katılım uygulamaları da, katılımcı süreçler açısından değerlendirilecek ve vatandaşların katılım süreçlerinde üstlenmesi gereken rollere ilişkin değerlendirmeler yapılacaktır.

Anahtar Kelimeler: Katılımcı demokrasi, Vatandaş, Katılım Uygulamaları

Citizens as an Actor of Participatory Democracy and Their Responsibilities in Participation Processes

Abstract: Participant democracy is essentially an idea put forward to prevent the crisis caused by representative democracy. It is presented as a solution to the criticism that representative democracy has evolved into an elitist understanding, where certain groups are represented in governance, and therefore, voter turnout has decreased. The idealism of participant democracy to prevent social inequality and mobilize civil society has been seen as a solution for democracy in a sense. At this stage, it is dependent on the success of expanding the democratic process and introducing new modern assumptions that involve citizens. In participant democracy, the significant role of citizens as actors contributes to the sustainability and applicability of democracy. Advocates of participant democracy argue that effective citizen participation not only leads to better decision-making but also improves the sense of community and the collective decision-making process, increasing acceptance and respect for governance processes and facilitating social stability. For this purpose, the basic dynamics of participant democracy will be discussed in this study, and the importance of citizens as actors in the participant democracy process will be conveyed. Sample citizen participation practices will also be evaluated in terms of participant processes, and assessments will be made regarding the roles citizens need to undertake in the participation process.

Keywords: Participatory Democracy, Citizenship, Participation Methods.

Davranışsal Boyuttan TCMB'nın Enflasyonla Mücedele Politikasına Bir Bakış

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Özet: İktisadi faaliyetler farklı deneyimlere dayalı tecrübeler sonucunda şekillenmekte ve bir davranış haline dönüşmektedir. İktisadi tercihleri ve bunun sonucunda ortaya çıkan davranışları şekillendiren temel unsur sebep sonuç ilişkilerine dayanan inanışlardır. Zira bu inanışlarla şekillenen iktisadi davranışlar iktisadi sorunların çözümünde de referans çıkış noktası olmaktadır. Makro iktisadın önemli sorunlarının başında gelen enflasyon, politika yapıcıların bu sorunun çözümünü diğer sorunlara göre daha öncelik vermekte ve bu sorun çözülmeden iktisadi hedef olarak sürdürülebilir bir büyüme hedefine ulaşmanın zor olacağı düşünülmektedir. Bu kabullenişten hareketle merkez bankalarının çoğu fiyat istikrarını iktisat politikalarının temel amacı olarak görmektedir.

Türkiye Cumhuriyet Merkez Bankası (TCMB)'da 4651 sayılı Merkez Bankası kanunu kapsamında fiyat istikrarını para politikasının temel amacı olarak görmüş ve bu kapsamda TCMB aldığı kararların bu temel hedefle çelişecek kararlar olmaması gerektiği düşünülmüştür. Pandemi ile başlayan Türkiye'nin karşılaşmış olduğu yüksek enflasyon olgusu para politikası uygulamalarında yeni bir paradigmanın başlamasına neden olarak enflasyonla para politikası aracı olarak politika faizi arasında sebep sonuç tartışmasını gündeme getirmiştir.

Bu konuda literatüre hâkim olan görüşlerden birisi enflasyonun artması nedeniyle faiz oranlarını artırması gerekliliğini savunan görüş (Fisher Eşitliği) diğeri ise faiz oranlarının artması sonucunda enflasyonun arttığına dair görüştür (Neo-Fisheryan). Bu görüşler çerçevesinde TCMB önce enflasyondan faiz oranlarına bir nedensellik ilişkisini referans alarak para politikasına yön vermiş daha sonra faiz oranlarından enflasyona doğru bir nedenselliğin olduğu düşünülerek yüksek enflasyon karşısında düşük faiz politikası uygulamaya başlamıştır. Bu durum TCMB'nın fiyat istikrarı yanında örtülü bir büyüm ve istihdam hedefinin ortaya çıktığını ancak bu durum nihai hedef olan fiyat istikrarı ile uyumlu olmadığı anlaşılmaktadır. Bu çalışmanın amacı; TCMB'nın enflasyonla mücadele politikasında karar alıcıların davranışlarını etkilemeye yönelik politika tercihleri ile ilgili bir değerlendirme yapmaktır. Bu noktada araştırmanın sonucu; TCMB enflasyonla mücadele politikalarında başarılı olabilmek için ya piyasa aktörlerinin inançlarını değiştirecek ve iktisadi karar alıcıların değişen inançlara göre davranmasını ya da TCMB geleneksel inançların gereğini yaparak iktisadi karar alıcıların beklenen şekilde davranmasına yönelik politika takip etmesi gerekliliğini ortaya koymaktadır.

Anahtar Kelimeler: Enflasyon, Merkez Bankası, Para Politikası, Fisher Eşitliği

A Overview From The Behavioral Dimension To The Cbrt's Fighting Inflation Policy

Abstract: Economic activities are shaped as a result of experiences based on different experiences and turn into a behavior. Beliefs based on cause and effect relationships are the main elements that shape economic preferences and the resulting behaviors. Because the economic behaviors shaped by these beliefs are also the starting point of reference in the solution of economic problems. Inflation, which is one of the most important problems of macroeconomics, gives priority to the solution of this problem compared to other problems, and it is thought that it will be difficult to reach a sustainable growth target as an economic target without solving this problem. Based on this acceptance, most of the central banks see price stability as the main objective of their economic policies.

The Central Bank of the Republic of Turkey (CBRT) also considered price stability as the main objective of monetary policy within the scope of the Central Bank Law No. 4651, and in this context, it was thought that the decisions taken by the CBRT should not be inconsistent with this basic objective. The phenomenon of high inflation, which started with the pandemic, has led to the start of a new paradigm in monetary policy practices, and has brought up the cause-and-effect debate between inflation and the policy rate as a monetary policy tool.

One of the views dominating the literature on this subject is the view that argues that interest rates should increase due to the increase in inflation (Fisher's Equation), and the other is the view that inflation increases as a result of the increase in interest rates (Neo-Fisheryan). Within the framework of these views, the CBRT first guided its monetary policy by taking a causal relationship from inflation to interest rates as a reference, and then, considering that there was a causality from interest rates to inflation, it started to implement a low interest policy in the face of high inflation. This situation reveals that the CBRT has an implicit growth and employment target besides price stability, but this situation is not compatible with the ultimate goal of price stability. The aim of this study; It is to make an assessment about the policy choices of the CBRT to influence the behavior of decision makers in the fight against inflation. At this point, the result of the research; In order to be successful in anti-inflation policies, the CBRT reveals that it is necessary to either change the beliefs of the market actors and act according to the changing beliefs of the economic decision makers, or the CBRT must follow traditional beliefs and follow a policy for the economic decision makers to behave in the expected way.

Keywords: Inflation, Central Bank, Monetary Policy, Fisher Equation

Endüstri 5.0 ve Toplum 5.0

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Özet: Gerçekleşen sanayi ve toplum devrimleri gerek üretim gerekse de toplumlar için önemli değişimleri beraberinde getirmiştir. Endüstri 5.0, teknoloji ve üretim süreçlerinin otomasyonunun üretim sektörlerinde daha da ilerlemesiyle birlikte gelişen sanayi devrimidir. Sadece üretim sektörü ile sınırlı olmayıp diğer tüm sektörlerde de bir dönüşüm yaratmıştır. bu dönüşümde odak noktası insandır. İnsan fikir, beceri, yetenek ve kabiliyetlerinin üretim sürecinde daha aktif katılımı ve önemli roller üstlenmesi gerektiğini vurgulamaktadır. Toplum 5.0, teknolojinin kullanımını ile insanların ihtiyaçlarının karşılanması ve yaşam kalitesini artırmayı hedefleyen bir sosyal dönüşüm süreci- devrimdir. "Süper Akıllı Toplum" olarak da adlandırılan Toplum 5.0, Endüstri 4.0 ve 5.0'ın sunduğu teknolojik gelişmelerden ve sağladığı faydalardan kaynağını almaktadır. Bir diğer değişle Toplum 5.0 her iki endüstri devriminin bileşkesidir. Akıllı robotlar sayesinde toplum sağlığını bozmayacak çevre ile uyumlu üretim dengeleri kurulması odak noktasıdır. Amacı insan merkezli, refah içinde yaşayan bilgi toplumunun oluşturulmasıdır. Siber alan ile fiziksel alandaki verilerin birleştirilmesi sayesinde gelecekte oluşabilecek sorunları önlemesi, daha demokratik, mutlu, eşitlikçi, katılımcı, barışçıl bir toplum yapısı ve daha yüksek refah ve yaşam standartları hedeflenmektedir. Çalışmamızda ilk olarak endüstri devrimleri, ikinci olarak toplumsal devrimlere değinilmektedir. Ardından Endüstri 5.0 ve Toplum 5.0 arasındaki fark ve benzerliklere değinilmekte ve uygulama örneklerine yer verilmektedir.

Anahtar Kelimeler: Endüstri 5.0, Toplum 5.0, Türkiye, Endüstriyel ve Sosyal Devrim

Kişilik Özellikleri ve Beklentiler: Gençlerin Tasarruf Davranışı Üzerine Bir İnceleme

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Özet: Bu çalışma Beş Faktör Kişilik Özellikleri ve geleceğe yönelik beklentilerin gençlerin tasarruf davranışı üzerindeki etkisini araştırmaktadır. Gençlerin tasarrufları ile ilgili literatürdeki az sayıdaki araştırma genellikle finansal okuryazarlık ve ekonomik sosyalizasyonun etkilerine, birkaç çalışma ise öz kontrol ve gençlerin varlık inşa etmeleri arasındaki ilişkiye odaklanmıştır. Bilgimiz dahilinde kişilik özellikleriyle gençlik tasarruflarını araştıran yalnızca bir çalışma bulunmakta, beklentileri içeren bir çalışma ise bulunmamaktadır. Çalışmamız, gençlik tasarrufları literatürüne ekonomik sosyalizasyon etkisini kontrol ederek, kişilik özelliklerinin ve gelecekteki iş hayatı başarısına dair beklentilerin etkilerini dahil etmektedir. Kişilik özellikleri ve beklentilerin etkisi, Alman Sosyo-Ekonomik Panelinin Gençlik Modülü veri seti ve Genelleştirilmiş Sıralı Logit Modeli kullanılarak tahmin edilmiştir. Sonuçlar beş kişilik faktörünün de tasarruflar üzerinde en azından %10 anlamlılık düzeyinde etkili olduğunu göstermektedir. En yüksek etkiye sahip olan sorumluluk ve deneyime açıklık kişilik özellikleri %1 anlamlılık düzeyinde gençlerin tasarruf etme olasılığını pozitif yönde arttırmaktadır. Nevrotiklik ve dışadönüklük kişilik özellikleri beklenildiği gibi tasarruf etme olasılığını azaltmaktadır. Gençlerin gelecekteki iş hayatında başarılı olacaklarına dair olumlu beklentiler tasarruf etme ihtimalini arttırırken, negatif beklentiler istatistiksel olarak anlamlı değildir. Çalışmamız kişilik özellikleri ve beklentilerin etkilerini özgün bir şekilde ortaya koyarken aynı zamanda gençlik tasarrufları literatüründe yaygın olarak kabul edilen ekonomik sosyalizasyonun etkilerini de doğrulamıştır.

Anahtar Kelimeler: Gençlik Tasarrufları, Beş Faktör Kişilik Özellikleri, Genelleştirilmiş Sıralı Logit

Emek Teorilerine Heterodoks Bir Yaklaşım

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Özet: Emek, kapitalist sistemin üretim modelinde, ücret geliri elde etmek ve bazı sosyal haklar sağlamak için kiralanmış bir güç olarak görülmektedir. İşgücünün üretim miktarının, elde edilen gelirin ve harcamalarının büyüklüğü; GSYH değeri olarak o ülkenin ekonomik gelişmişliğinin ve büyüklüğünün göstergesi olarak kabul edilmektedir. Bu çalışmada, büyüme göstergesinde yer alan işgücünün, ücretli ya da ücretsiz olmasına odaklanılarak, emek teorileri içinde kadın emeğinin değeri Heterodoks bir yaklaşımla analiz edilmiştir. Ev kadını olmayı tercih ettikleri için istihdam dışında kalan ev kadınları, sınırlı rasyonel bireyler olarak tanımlanmaktadır. Bu aşamada ücretsiz ev kadını emeği, emek üzerine yapılan ekonometrik ölçümlerde bir emek değişkeni olarak kavramsallaştırılmakta ve önerilmektedir. Teorik analizin son bölümünde ise emeğin ekonomik bir değer olduğu gerçeği cinsiyetten arındırılmaya çalışılmıştır.

Anahtar Kelimeler: Heterodoks ekonomi, emek, ev kadını emeği, ekonomik büyüme, GSYH

A Heterodox Approaches to Theories of Labor

Abstract: In the production model of the capitalist system, labor is seen as a hired force to earn wage income and provide some social rights. GDP value, which is the amount of production of the labor force, the size of the income and expenditures; It is accepted as an indicator of the economic development and size of that country. In this study, the value of women's labor within labor theories has been analyzed with a heterodox approach, focusing on whether the workforce, which is included in the growth indicator, is paid or unpaid. Housewives who are excluded from employment because they prefer to be housewives are defined as limited rational individuals. At this stage, unpaid housewife labor is conceptualized and suggested as a labor variable in econometric measurements on labor. In the last part of the theoretical analysis, the fact that labor is an economic value has been tried to be purified from gender.

Keywords: Heterodox economy, labor, housewives' labor, economic growth, GDP

Deprem Nedeniyle Kurumlara Yönelik Getirilen Ek Vergi Düzenlemelerinin Anayasal Vergileme İlkeleri Yönünden İncelenmesi

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Özet: Kahramanmaraş merkezli yaşanılan deprem nedeniyle ortaya çıkan kamu finansman açığının giderilmesine yönelik olarak 7440 sayılı Bazı Alacakların Yeniden Yapılandırılması ile Bazı Kanunlarda Değişiklik Yapılmasına Dair Kanun'un 10'uncu maddesinin 27'nci fıkra hükmü 12.03.2023 tarihi itibariyle yürürlüğe girmiştir. Bu hükümle depremin yaşandığı 11 il ile Sivas İli Gürün İlçesi dışında bulunan kurumlar vergisi mükelleflerinden 2023 hesap döneminde verecekleri kurumlar vergisi beyannamelerinde yararlandıkları bazı istisna ve indirim tutarları ile indirimli kurumlar vergisi beyan eden mükelleflerden beyan ettikleri matrahları üzerinden ilgisine göre %5 ve/veya %10 oranında ek vergi alınması düzenlenmiştir. Getirilen bu yeni ek vergi düzenlemesi bir kısım kurumlar vergisi mükelleflerini kapsamadığı gibi bir kısım istisna ve indirimleri de içermemektedir. Yaşanılan deprem sebebiyle ihdas edilen ek verginin bir 'vergi' niteliğinde bulunması bir yanıyla verginin genelliği ilkesi gereği genel bütçe gelirleri içerisinde yer alacağından depreme tahsis edilebilmesi hususunda çeşitli kuşkular yaratmaktadır. Öte taraftan bu vergi gelirlerinden yerel yönetimlere pay verilmeyeceği gibi ek vergilerin uygulanmasına yönelik usul ve esasları belirleme yetkisinin Hazine ve Maliye Bakanlığı'na verilmesi de vergilendirme yetkisi açısından tartışılması gereken bir husus olarak ortaya çıkmıştır.

Ek verginin henüz beyanname verme dönemi gelmemiş ancak kapanmış geçmiş dönemlere ilişkin bulunması hususunun bir yandan geriye yürütülmeme genel kuralı çerçevesinde bir yandan da içerdiği hükümler itibariyle anayasal bazı ilkelere göre değerlendirilmesi gerekmektedir.

Çalışmamız, ek vergi düzenlemesinin anayasal vergileme ilkeleri ışığında incelenmesi amacını taşımaktadır.

Anahtar Kelimeler: Ek Vergi, Vergilendirme İlkeleri, Deprem

Online Anlık ve Hedonik Satın Alma Davranışlarında Ölüm Korkusunun Moderatör Rolü

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Özet: Son yıllarda yaşanan COVID19 salgını ve doğal afetler beraberinde bireylerin ölüm korkusu başta olmak üzere, birçok psikolojik problemle karşı karşıya kalmalarına sebep olmuştur. Önceki çalışmalar tüketici davranışlarında ölüm kaygısının belirli etkilerini gözlemlemiştir (Rahimah vd., 2018; Partouche-Sebban, 2021). Dolayısıyla tüketicilerin duyduğu ölüm korkusunun davranışlarını nasıl şekillendirebileceği günümüzde önem kazanmıştır. Ölüm kaygısı taşıyan tüketicilerin satın alma karar süreci kısalabilmekte, bu durum durumsal faktörlerin tüketici üzerindeki etkisini artırabilmektedir. Diğer yandan, tüketiciler alışveriş eylemi aracılığıyla ölüm kaygısını azaltma ve ortadan kaldırma eğilimine girebilmektedir. Bununla birlikte, alışverişte zaman ve mekan kısıtlarının ortadan kalktığı e-ticaret platformlarında, hem tüketicilerin ürünlere erişebilirliği artabilmekte, hem de tüketiciler kolay ve hızlı bir şekilde alışveriş yapabilmektedir. Dolayısıyla online ortamda ölüm kaygısı taşıyan tüketiciler, irrasyonel satın alma davranışları sergileyebilmektedir. Anlık ve hedonik satın alma davranışları bu duruma örnek gösterilebilmektedir.

Çalışmanın amacı, ölüm korkusu duyan tüketicilerin internet üzerinden alışverişleri kapsamında anlık ve hedonik satın alma davranışlarını incelemektir. Bu bağlamda Teknoloji Kabul Modeli (TAM) temelinde geliştirilen araştırma modeline göre Algılanan kullanışlılık, algılanan kullanım kolaylığı ve yenilikçiliğin internetten satın almaya yönelik tutumu, internetten satın almaya yönelik tutumun ise anlık satın alma davranışı ve hedonik satın alma davranışını etkileyeceği öngörülmüştür. Ayrıca ölüm kaygısı ise internetten satın alma davranışı ile anlık ve hedonik satın alma davranışları üzerinde moderatör değişken olduğu öngörülmüştür. Çevrimiçi alışveriş yapan bireylerden veri toplanarak kurgulanan araştırma modelinin test edilebilmesi için ön koşul olarak cevaplayıcıların son 6 ayda çevrimiçi alışveriş yapmaları belirlenmiştir.

Anahtar Kelimeler: Anlık Satın Alma Davranışı, Hedonik Satın Alma Davranışı, Ölüm Korkusu, Teknoloji Kabul Modeli

İktisadi Büyüme Modelleri Kavramları Üzerine Bir İnceleme

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Özet: İktisadi büyüme, her gelişmişlik düzeyindeki devletler açısından büyük bir önem arz etmektedir. Farklı iktisadi büyüme kuramlarında teknolojik ilerlemeye ve beşerî sermayeye farklı önemler belirlediği yazında sıklıkla dillendirilmiştir. Teknolojik ilerleme ve beşerî sermayenin iktisadi büyümenin bir mühim bir aracı olarak ekonomik değişkenlerden etkilenmediğini, ancak uzun vadede iktisadi büyümenin esas belirleyicisi olduğunu savunan modelleri dışsal iktisadi büyüme modelleri olarak anılmaktadır. Yine içsel büyüme modeli ise iktisadi büyümeyi piyasa içinde faaliyet gösteren ekonomik birimlerin içsel olarak belirlediğini görüşünü ortaya atmaktadır. Çalışmamız yukarıda sayılan modellerin temel kavramlarını tespit etmek amacıyla kaleme alınmıştır. Bu minvalde anılan teorilerin hangi kavramları önceledığini ve bunlara nasıl anlamlar yüklediği sorusuna yanıt aranacaktır. Analiz için yukarıda sayılan modellerin temel eserleri veri olarak kullanılmıştır. Temel eserlerin Maxquda 2023 programı ile benzerlik matrisi, vaka modeli ve vaka modeli karşılaştırılması, sıklık ve kelime bulutu ile çözümlenecektir. Çalışmanın yol haritasında birinci bölümde giriş ve yöntem yer almıştır. İkinci kısımda ise iktisadi büyüme ve modelleri tanımlanmış ve temel nitelikleri bağlamında kısa bir değerlendirme yapılmıştır. Çalışmanın üçüncü bölümünde ise araştırmaya konu olan modellere ilişkin bulgular analiz edilmiştir. Sonuç kısmında ise tespit edilen bulgular değerlendirilmiş ve tartışılmıştır.

Anahtar Kelimeler: İktisadi büyüme, İçerik Analizi, İçsel ve Dışsal Büyüme Modelleri

An Analysis on the Concepts of Economic Growth Models

Abstract: Economic growth is of great importance for states at every level of development. It has been frequently mentioned in the literature that different economic growth theories place different emphasis on technological progress and human capital. Models that argue that technological progress and human capital are not affected by economic variables as an important tool of economic growth, but that they are the main determinants of economic growth in the long run are referred to as external economic growth models. Again, the endogenous growth model puts forward the view that economic growth is determined internally by the economic units operating in the market. Our study was written in order to determine the basic concepts of the models mentioned above. In this way, an answer will be sought to the question of which concepts the aforementioned theories prioritize and what meanings they attribute to them. The main artifacts of the above-mentioned models were used as data for analysis. The comparison of the main works with the Maxquda 2023 program with the similarity matrix, case model and case model will be analyzed by frequency and word cloud. In the roadmap of the study, the introduction and method are included in the first part. In the second part, economic growth and its models are defined and a brief evaluation is made in the context of its basic characteristics. In the third part of the study, the findings related to the models that are the subject of the research were analyzed. In the conclusion part, the findings were evaluated and discussed.

Keywords: Economic growth, Content Analysis, Internal and External Growth Models

Covid-19 Pandemi Krizi ve Para Politikası Uygulamalarında Niceliksel Gevşeme (QE) Aracının Kullanımı: Gelişmiş Ülke Örnekleriyle Bir Değerlendirme

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Özet: Bu çalışma, Covid-19 pandemi krizinin ardından, dünyanın önde gelen merkez bankalarının (Federal Rezerve ve Avrupa Merkez Bankası) yaygın olarak kullandığı ve geleneksel olmayan bir para politikası aracı olan "Niceliksel Gevşeme" (Quantitative Easing) nin finansal ve reel piyasalar üzerindeki etkisini araştırmaktadır. Niceliksel gevşeme ya da parasal genişleme, merkez bankasının ekonomik faaliyeti genişletmek için büyük ölçekte devlet tahvilleri veya diğer finansal varlıkları satın aldığı bir para politikasıdır. Niceliksel gevşemenin amacı, nominal harcamaları canlandırmak amacıyla ekonomiye para enjekte etmektir. Bu etki, beklentiler ve kredinin kullanılabilirliği yoluyla gerçekleşmektedir. Makale, Federal Rezerve ve Avrupa Merkez Bankası'nın verilere dayalı deneyimlerini sunmaktadır. Veriler, ABD ve Euro bölgesinde, Covid-19 pandemi krizinde uygulanan niceliksel gevşeme (QE) politikasının, toplam talep, enflasyon ve GSYİH üzerinde önemli etkisinin olduğunu göstermektedir.

Anahtar kelimeler: para politikası, niceliksel gevşeme (QE), covid-19.

The Covid-19 Pandemic Crisis and the Use of Quantitative Easing Insrument in Monetary Policy Application: An Evaluation with Examples of Developed Countries

Abstract: This study investigates the the effect of Quantitative Easing, an unconventional monetary policy instrument widely used by the world's leading central banks following the Covid-19 pandemic crisis, on financial and real markets. Quantitative easing or monetary ex is policy in which a central bank purchases government securities or other financial assets on a large scale to inject money into the economy to expand economic activity. Quantitative easing is one of the most widely used instruments in times of crisis. The aim of quantitative easing is to inject money into the economy in order to revive nominal spending. This effect come about through expectations and the availability of credit. The article presents the experiences of the Federal Reserve and the European Central Bank based on fundamental data. The data show that during the Covid-19 pandemic crisis, quantitative easing has a significant impact on aggregate demand, inflation and GDP in the US and Eurozone.

Key words: monetary policy, quantitative easing (QE), covid-19.

The Rise Of Mechanical Organisations In Agriculture And The Impacts On Humans

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Abstract: In a dynamically changing environment, organisations are constantly evolving, adapting and reorganising. The modern economy is characterised by a diversity of labour organisations, but there is a general tendency for mechanical (or industrialized) organisations to come to the fore, which often replace traditional labour organisations. This is no different in agriculture. The shift can be described in a number of different ways emphasising its characteristic aspects, e.g., large-scale, specialised, industrialised or artificial input production.

Although the successive technological revolutions are taking place in a context of becoming independent from biological and environmental determinants, the agricultural sector, which has undergone significant changes, is still different from industrial production. This is also the reason why the characteristics of the shift towards a mechanical world in agriculture are more contoured. This study examines how this shift in agricultural organisation affects the content of work, worker autonomy and work attitudes, and how it affects the relationship between the individual, the community and man and nature.

Keywords: Agricultural work culture, mechanical labour organisation, organic labour organisation, worker autonomy, interest, attachment, work attitude

Title: Unhappy leaving the young from Albania - a study on the reasons and the influence of government policies on this decision.

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Abstract: This is a study of the tendency of young people today to leave Albania. This number of leaving every year is growing at an alarming rate. According to surveys conducted in high schools and universities, the young say that they do not find themselves in this country and want to increase their standard of living abroad. The study uses data collected through a special survey for 950 individuals, where the population of interest was that of leaving emigrants. To conduct the study, the literature desk study, descriptive statistical method, and exponential binomial modeling method are used. Considering the recent events, the earthquake, the pandemic, and most recently the war in Ukraine, which have somewhat damaged the economy and led to an increase in prices, this is influencing their unhappy leaving. The main goal is to highlight the problems faced by the youngest individual in our country and how effective government policies are today. Poor health services and public services in general and poor political stability are other reasons for migration. Persons who are unemployed, and students which want to study abroad, have a stronger tendency to re-migration. The study also highlights the lack of effective policies in support of them and emphasizes the need for the inclusion of young people in the drafting of the government's political development agendas, which would ensure faster economic development in the country and their return.

Keywords: New generation, emigrant, government policies, the factor of migration, statistical model

Moving minds: Virtual Mobility as a New Form of Academic Mobility

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Abstract: The COVID-19 changed the nature of teaching and learning for students and faculty to an online model. The sudden transition opened great opportunities for innovation in virtual mobility and collaboration. Higher Education Institutions around the world are likely to take forward at least some digitalized practices in the long term. The impact of the pandemic in higher education has been diverse, profound and different for each institution and country, showing in general great efforts in all levels to be resilient and adapting rapidly to changes.

One of the COVID-19 impacts on universities was the increase of using new information and communication technologies. It also gave new challenge for academic mobility - virtual mobility.

In higher education, academic mobility has become increasingly important for learners as well as for institutions. But today's mobility schemes are first and foremost aimed at physical mobility.

Virtual mobility refers to university students and teachers using another institution outside their own country to study or teach for a limited time, without physically leaving their home. It complements physical mobility in which students travel to study abroad, such as within the Erasmus Programme. Student and teacher mobility are perceived as important quality issues in higher education.

Virtual mobility has been defined as an activity that offers access to courses and study schemes in a foreign country and allows for communication activities with teachers and fellow students abroad via the new information and communication technologies.

The need to offer all students in higher education the possibility of an international experience and the European strategy of boosting student mobility requires the expansion of virtual mobility. The European Association of Distance Teaching Universities (EADTU) initiated an operational analysis of virtual mobility under the e-move project. Different models of virtual mobility have been developed, analysed and put into practice.

Striving for a European educational space, the Academy of Economic Studies of Moldova (ASEM) considers virtual mobility as a necessary addition to the traditional ways of studying abroad that require travelling.

My university offers to incorporate virtual student mobility as an additional form of student mobility, which can play a key role in reshaping the internationalization of higher education in the post-pandemic landscape. This paper will explore how a particular virtual mobility scheme can be put into practice and what is required from an organisation to implement this model and incorporate it into its own curriculum.

The aim of this report is to prove that students can continue to benefit from intercultural exchanges through the use of technology. These new forms of learning would make student mobility possible not only face-to-face but also virtually.

Keywords: academic mobility, COVID-19 impacts, virtual mobility

The Transformation Of The Retail Networks And The Potentials For Relocalisation

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Abstract: Over the past decades, the food retail network has been rapidly transformed. Hypermarkets and supermarkets have opened one after the other. At the same time, there has been fierce price competition between them, which has benefited consumers, but has been less welcomed for small shops, which have been unable to compete with their prices. Hypermarkets and supermarkets, with their capital power, can completely reshape the commercial map of a region, using aggressive branding and pricing to eliminate local competitors.

The rise of hypermarkets is evidenced by their rapidly growing share of household consumption in recent decades. They have taken an increasing share of the sales of food products too. These international retail chains are based on economies of scale, appealing to the consumers' price and time sensitivity and shopping convenience (everything is in one place!). Although hypermarkets have their advantages, such as offering a wide range of products at low prices, they can't provide the personal touch, trust and credibility that smaller sellers often do. Moreover, small shops may leverage new innovative opportunities that allow them to compete with larger retailers.

Consumer behaviour tends to change less dinamically, but in recent years there has been a trend reversal. This can be described as a shift towards consumer awareness and a real demand for personalisation and traceability. Hungarian and international research show that there is a growing demand for products that are produced in a healthy, responsible and environmentally friendly way. There is an increasing number of consumers who attach importance to the quality of food products, their place of origin and a closer personal relationship and trust with producers.

In our research, we first identified the basic attitudes that determine consumer trends. These then enabled us to identify different consumer groups and to measure the changes and trends that have occurred.

Keywords: food retailing, relocalisation, food consumer trends, retail network, consumer attitudes

The importance of the Law for private international law, concrete case for persons with multiple citizenships

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Abstract: In a legal relationship created between the subjects of the law, the foreign element can also appear, for example in the subjects of the law, or in the object. In all these cases, when a foreign element appears in a legal relationship, special provisions and special laws have been defined which provide solutions to the legal issue in the event that there are ambiguities or disputes in the elements of the relationship. We can have a concrete case when a subject, as the main element of the legal relationship, has two or more citizenships, for which case in Kosovo the issue is resolved through the law on private international law. Thus, on the basis of this law, it is emphasized that the same contains rules for assigning the competent law to legal-private relations with an international element, rules for the competence of the court and other bodies for the clarification of relations and procedural rules. So all this in the event that the subject of the right has two or more citizenships, and the same creates a legal relationship with another subject that has only one citizenship. In these cases, the dilemma arises as to which law should be applied to create the legal relationship, and in the event of a dispute, which law should be applied.Therefore, in the case that the person has two or more citizenships, he can also use the law of Kosovo on international law and that if the person who is not a citizen of The Republic of Kosovo has two or more foreign nationals, for the application of this law is considered to have citizenship of that country whose citizen he is and in which he has it usual place of residence. It is also emphasized that if the person who has two or more citizenships has no habitual abode in neither of the countries of which he is a citizen, for the purposes of this law are considered to have the citizenship of the country of which he is a citizen and with which it is most closely related. So it is important to make a solution for the specific case. The clarification of the law on private international law of Kosovo will be discussed in more detail in the presentation of this paper.

Keywords: law, private international law, legal relationship, foreign element, citizenship.

The direct and collision method for the regulation of legal-private relations with a foreign element

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Abstract: In the event that a foreign element appears in a legal-private relationship, either in the object, the subject of rights and obligations, then the question arises as to which provisions of the laws will be used to regulate this legal-private relationship, the provisions of local or international laws. We can say that this is determined on the basis of the citizenship of the subjects, but two ways have been determined in relation to this issue, the direct way and the collision way. Based on the direct method, it is said that legal-private relations with a foreign element are regulated as in all other branches of the legal system, where only the law of one's own country is always applied, i.e. based on the nationality of the subject of the law. . In this case, the substantial norms of the legal system of the country are applied. In contrast to the method of collision or indirect, where according to this method the juridical-private relationship with a foreign element is not regulated directly, but it is determined whether the law of the country or the foreign law will be applied to regulate the concrete relationship in its entirety and definitively. In this way, specific norms are applied which are called collision norms. This means that the conflict of law norms do not regulate the legal relationship but guide the material law which must be applied the law of the country's state or of a foreign state or rather the rights of foreign states. The definition and importance of direct or conflicting norms will be discussed in more detail during the presentation of this paper.

Keywords: international law, direct way, indirect way.

Entrepreneurship and Career Counseling: A Bibliometric Data Analysis

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Abstract: Career counseling strategies are designed to help individuals and particular groups enhance their chances of finding employment. These approaches can provide guidance and assistance to people in various areas related to entrepreneurship, such as teaching them how to acquire and nurture entrepreneurial skills throughout their educational and professional journeys, as well as supporting both novice and seasoned entrepreneurs in their personal and career growth and helping them identify their unique requirements. Employment leaders play a critical role in promoting entrepreneurship, encouraging individuals to adopt entrepreneurial mindsets, and fostering growth opportunities for both job seekers and employees. Career counseling professionals are proactively developing and implementing interventions to deliver novel employment services. Meanwhile, the scientific community is actively researching various aspects of how career counseling can assist entrepreneurs. As a result, the body of scientific literature dedicated to this important topic has grown significantly. This study aims to examine and map the global literature on topics related to career counseling and entrepreneurship. To achieve this goal, we conducted a search of the Scopus scientific database using the terms "entrepreneurship," "business," and "career" or "job" or "profession," along with "counseling" or "counselling" in the titles, summaries, and keywords of journal articles. With a dataset of 291 research publications indexed in Scopus, we conducted a bibliometric analysis using data visualization tools, namely Bibliometrix and Biblioshiny in R language. The data analysis led to conclusions about the scope of career counseling for entrepreneurs in general and the development of entrepreneurial skills, as well as the mapping of mainstream scientific trends and their change over time (scientific mapping). Future research is also discussed as an important next step in the field's development.

Keywords: Entrepreneurship, Career Counseling, Bibliometric Analysis.

Two sides to every story- Telemedicine is no different Research on the quality and effectiveness of telemedicine interventions from different stakeholders' perspectives

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Abstract: Today, telemedicine has become more relevant than ever. The Covid-19 pandemic has brought telemedicine to center stage, and everyone is talking about how it can be, could be, should be, and is being used. One thing is clear- it is here to stay.

Telemedicine is generally defined as "the use of information technology to loosen the bounds of time and place on health care delivery." In another source, telemedicine is described as the provision of remote clinical services, via real-time two-way communication between the patient and the healthcare provider, using electronic audio and visual means. The real role of telemedicine at present lies in the convenience it offers to patients and practitioners by obviating the necessity for a physical visit to get medical advice or treatment. It is also cost-effective in comparison to the process of waiting to see a doctor or other healthcare provider. Besides the key player (patients and physicians), insurance companies, policymakers, and software companies have also a critical role in telemedicine and have a strong presence in the integration of telehealth/telemedicine in healthcare.

Advances in wireless technology and the expansion of broadband - the conditions that made apps opened the door for innovators to expand options for routine and non-emergency telemedicine consultations. Estimated to be worth almost $17 billion dollars, the industry continues to dazzle with promising new technologies aimed at dramatically and efficiently improving diagnostics as well as treatment. There is a considerable body of evidence supporting the quality and effectiveness of telemedicine interventions and technologies. For many clinical applications, virtual care has been shown to be either equivalent to or even better than in-person care in some cases.

Patients clearly like telemedicine. Upwards of 80% of patients who used it during the pandemic were satisfied with it and a comparable number want to continue using it, even after the pandemic winds down. On the other hand, many doctors seem to disagree and want a return to the status quo. They cite a number of reasonable reasons for doing so, from personally connecting with patients to preventing patients from delaying those exams unsuited to telehealth care visits.

There's a lot to be optimistic about in the future of telemedicine. With rapid advances in technology, it's likely that telemedicine will only become easier and more widely accepted in the coming years. It is clear that telemedicine will be a permanent, integrated care delivery system in many countries. For this reason, it will be very meaningful to examine this issue in depth.

In this article, the literature review will include telemedicine today- the quality and effectiveness of telemedicine interventions from different stakeholders' perspectives- patients, doctors, and insurance companies- and the future of telemedicine. Survey results and interviews will be included in the methodology part followed by the conclusion and recommendation for future studies.

Edebiyyatda Hayder Aliyev Karakteri

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Özet: Büyük önder Haydar Aliyev'in Azerbaycan edebiyatının gelişmesiyle ilgili çalışmaları, eşsiz fedakarlıkları Azerbaycan edebiyat tarihinin hafızalarına silinmez izler bırakmıştır. Haydar Aliyev, hayatından ve biyografisinden edebiyata bir bölüm olarak değil, bir kader olarak geçmiş bir insandır. Siyasi faaliyeti edebiyatla bu kadar kesişen ve ortak bir düzeye gelen çok az lider vardır. Haydar Aliyev bu anlamda müstesna şahsiyetlerden biridir. Bu dahi şahsiyyet, Dede Korkud, Babek, Nizami, Nesimi, Hüseyin Cavid, Şehriyar'a Azerbaycan'ın kapılarını açmış, hatta Azerbaycan'ın ideolojik yapısını belirlemiştir.

Haydar Aliyev'in edebî şahsiyetlere olan sevgisi tek taraflı olmamıştır, çeşitli türlerde eserler vererek bu şahsiyetin faaliyetlerini sürekli aydınlatmışlardır. 1974 yılında Güney Azerbaycanlı şair Bulud Garaçorlu Sahand'ın "İlimimin dayanağı, memleketimin şerefi Haydar hocaya" şiiri daha sonra bir çok takipçiler tarafından devam ettirilmiştir. Bağımsızlık döneminde aynı konulu çok sayıda lirik şiir yazıldığı gibi büyük çaplı şiirler de yazılmıştır. Elhan Zal Karakhanlı'nın "Anıt Mezar Destanı", Zalimhan Yakub'un "Sonsuzluk Destanı", Sabir Mustafa'nın "Dönüş", Ramiz Mammadzade'nin "Zirve", Fikret Goca'nın "Bu Günleri Görmeliydin", Feride Lema'nın "Zaman Onu Seçti", Rafig Zeka Handa'nın "Haydar Baba", Elman Habib'in "Heydarname", Ramiz Duygu'nun "Cumhurbaşkanının Kalbi", Ramiz Haydar'ın "İlhamlı Gelecek", Mirkazim Seyidov'un "Heydar'ın Dehası" vb. örnek olarak gösterebiliriz. Aynı zamanda Hidayat'ın "Buradan Bir Süvari Geçti" adlı oyunu, Adil Babayev'in "Köroğlu'nun Çamlıbel'e Dönüşü", Akşin Babayev'in "Kurtarıcı" adlı oyunu ve İftihar Priyev'in "Kurtuluş Destanı" adlı oyunu örnek olarak verilebilir. Haydar Aliyev'in hayatı ve faaliyetinin sadece sanat eserlerine değil, araştırma çalışmalarına da yansıdığını belirtmek gerekir. İmadeddin Nesimi'den bahsederken Nesimi'nin mahareti Haydar Aliyev'in imajında öne çıkıyor. Muhammed Fuzuli'den söz edilirken Haydar Aliyev, Fuzuli'nin asaletinin koruyucusu ve en yüksek makamın tercümanı olarak anlatılır. Akademisyen Nizami Ceferov, "Türkiye Atatürk'ün, Azerbaycan Haydar Aliyev'in eseridir" adlı kitabında her iki tarihi şahsın milletine, Türk dünyasına ve bir bütün olarak insanlığa hizmetlerini kapsamlı bir şekilde yorumlamıştır. 1 Kasım 1999'da Ulu Önder'e Uluslararası Atatürk Barış Ödülü'nün verilmesi de bu tarihsel paralelliğin meşru bir sonucu olarak değerlendirilmektedir.

Anahtar kelimeler: Haydar Aliyev'in imajı, edebiyat kaygısı, devasa faaliyet, edebi şahsiyet

Character of Hayder Aliyev In Fictıon Literature

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Abstract: The great leader Heydar Aliyev's work in connection with the development of Azerbaijani literature, his incomparable sacrifice, were engraved in the memory of the history of Azerbaijani literature with indelible traces. Heydar Aliyev is a person who passed literature from his life and biography not as an episode, but as a destiny. There are very few leaders whose political activity intersects with literature so much and comes to a common level. Heydar Aliyev is one of the exceptional personalities in this sense. This genius opened the doors of Azerbaijan to Dada Gorgud, Babekh, Nizami, Nasimi, Huseyn Javid, Shahriyar and in fact defined the ideological nature of Azerbaijan.

Heydar Aliyev's love for literary figures was not one-sided, they constantly illuminated the activities of this personality with works in various genres. In 1974, the South Azerbaijani poet Bulud Garachorlu Sahand's poem "The support of my knowledge, the honor of my country to teacher Heydar" was later continued by many people of Ardj. During the period of independence, many lyrical poems with the same theme were written as well as large-scale poems. Examples of these works are Elkhan Zal Karakhanli's "Monument Tomb Epic", Zalimkhan Yagub's "Eternity Epic", Sabir Mustafa's "Return", Ramiz Mammadzadeh's "Peak", Fikret Goca's "You Should Have Seen These Days", Farida Laman's "Time Chosen Him", Rafig Zaka Khanda's "Heydar Baba", Elman Habib's "Heydarname", Ramiz Duygu's "President's Heart", Ramiz Heydar's "Inspirational Future", Mirkazim Seyidov's "Heydar's Genius", etc. we can show. At the same time, we can cite Hidayat's play "A Horseman Passed Here", Adil Babayev's "Koroglu's Return to Chanlibel", Agshin Babayev's "Saviour", and Iftikhar Priyev's drama "Salvation Saga" as examples of stage productions created with the image of Heydar Aliyev. It should be noted that the life and activity of Heydar Aliyev was reflected not only in artistic works, but also in research works. While talking about Imadaddin Nasimi, Nasimi's skill is highlighted in the image of Heydar Aliyev. When talking about Muhammad Fuzuli, Heydar Aliyev is described as the protector of Fuzuli's nobility and the translator of the highest position. Academician Nizami Jafarov in his book "Turkey is the work of Atatürk, Azerbaijan is the work of Heydar Aliyev" extensively commented on the services of both historical figures to their nation, the Turkish world and humanity as a whole.

The awarding of the great leader with the International Atatürk Peace Prize on November 1, 1999 is considered as a legitimate result of that historical parallelism.

Key words: the image of Heydar Aliyev, concern for literature, titanic activity, literary figüre.

Advancing the T-Shaped Business Professional

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Abstract: It can be posited and expected that competent business managers would continue to advance their professional, industry, or sectoral knowledge across the span of their careers, both in terms of their techncial competencies as well as their managerial skills. However recent global evaluations have shown that thought leaders continue to see deficits within the management skillsets of their organisations that need to be addressed. For example Forbes (August 2020) noted that subject matter experts can lack boundary-spanning competencies, while generalists may lack deep disciplinary knowledge. Similarly the McKinsey Global Survey (February 2022) found that 87% of business leaders acknowledged ongoing shortfalls in the management skills of their workforce which they would like to address. The aim of this paper is to propose that advancing the T-Shaped business professional offers organisations the best opportunity to successfully respond to these ongoing challenges for the business manager.

The T-Shaped method or framework considers both the contextual environment and the specific requirement skills of the business manager. Where an organisation is managed by a discipline expert who has industry or sectoral specific skills, professional competences or standards of proficiency, they may look to balance these expert skill-sets with project management, leadership, ethical practice or service quality competencies, as appropriate to the environment.

In corollary to that concept, the generalist manager can be afforded the opportunity to bring depth to their skillsets by investing in three fundamental competencies: the first being '*consolidative competencies'*, which include interdisciplinary collaboration and integrative competences; the second as '*core competencies'* such as adaptability, critical thinking and interpersonal skills; and lastly the third being '*sectoral competencies'* based on problem solving, needs analysis and an understanding of the contextual environment.

In conclusion the advance of the T-Shaped method or framework in the business management arena will concurrently deliver a number of competency and skill needs, responding to the recognised deficits in this field. It will facilitate a well-rounded manager who has the flexibility to lead in a cross-functional role, it will offer a clear and robust means to assess or self-evaluate continuous professional development needs and it will enhance the employability of business professionals.

Keywords: T-Shaped Business Professional

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The importance of the arbitration procedure in the resolution of economic-commercial disputes

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Abstract: The arbitration procedure is an alternative way to resolve disputes that arise from economic income or trade organized by legal entities. All parties who come across economic-commercial disputes want their case to be resolved as quickly and easily as possible, although in most cases with greater expenses, but in favor of the parties again since commercial disputes they want a solution to the dispute as soon as possible. As in other countries and in the state of Kosovo, through the law on arbitration, the legal provisions are defined on the basis of which the arbitration procedure can be developed. For this reason, the law on arbitration was formed and also in the state of Kosovo, it is allowed for the parties to resolve their disputes through arbitration procedures. A procedure which the parties consider in their favor, since the main elements of the procedure development are determined by themselves. This means that the parties choose the law by which they want to conduct the arbitration procedure, then they choose the place where the arbitration procedure will take place, they choose the arbitrators, they can choose the language of the procedure, and some other elements for which the parties define them themselves. We can say that this is also the reason why the parties want their contentious matter to be resolved through arbitration procedures. The procedure and the importance of the arbitration procedure will be discussed in more detail during the presentation of the paper.

Keywords: Arbitration, dispute resolution, commercial-economic disputes.

The importance of public borrowing in Kosovo

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Abstract: As in any other country, and for the state of Kosovo, special importance is given to public revenues, specifically public loans, since the state budget is based on them. Based on the latest data, almost the number of public loans received by states or institutions abroad has increased. This increase came as a result of the pandemic, and the war in Ukraine, and as a result of these, the state of Kosovo had a decrease in revenues from designated public revenues, as expenses were very high while revenues began to decrease. Thus, it was definitely necessary to request public loans, in order to cover the expenses created by the state of Kosovo. From 2020 onwards, public loans for the state of Kosovo are given by the organization of the European Union, with a significant amount, to help the people of Kosovo. But it should be borne in mind that all this loan must be returned to the lender, and for this a good management of the received loan must be done, i.e. where will the money received be spent, otherwise any improper management, the consequences the state of Kosovo itself thus falling into debt. So, public loans have a special importance for each state and also for the state of Kosovo, since by taking them, it is considered that the state will come out of a created financial crisis. But always bearing in mind that taking public loans have their own consequences, after which the lenders must be returned at the time specified in the Contract, otherwise, if they do not return, they will suffer sanctions from the lender. I will speak more broadly about the importance of public loans during the presentation of this paper.

Keywords: importance of public loan, borrowing, loan management.

Current aspects of the accounting system of companies listed on the Bulgarian Stock Exchange

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Abstract: Bulgarian Stock Exchange, established as a result of the merger of several regional exchanges, is the driving force that contributes to the successful development of Bulgaria stock market. The main mission is to assist in organizing and regulating the stock market. In this way, exchange members and their clients will be provided with equal access to stock market information and equal conditions for participation in securities trading.

Currently, the accounting system of companies listed on the Bulgarian Stock Exchange is characterized by many peculiarities of a heterogeneous nature. The purpose of the study is to analyze the impact of the registration of companies on the Bulgarian Stock Exchange on the meaning and content of accounting reporting. The following research tasks have to be settled for reaching the above-mentioned goal: 1) to analyze the accounting policy of companies listed on the Bulgarian Stock Exchange as an effective tool of their management; 2) to pay particular attention to reporting for regulatory purposes and disclosure; 3) to focus on the functions of accounting in the management system; 4) to analyze the audit procedures in companies listed on the Bulgarian Stock Exchange. In the course of the study shall be justified the thesis that current legislative aspects and regulatory challenges require strict compliance with regulations and looking for adequate approaches and solutions regarding the technique, technology and organization of the accounting process.

The results of the research are expressed in tracing the important aspects in the preparation of the financial reports: semi-annual, annual audited, annual non-audited, in compliance with the Public Offering of Securities Act and Ordinance No 2 of 09.11.2021 on initial and subsequent disclosure of information in the event of a public offering of securities and the admission of securities to trading on a regulated market as well as the trend for presenting non-financial information in the context of social responsibility and sustainable development of companies listed on the Bulgarian Stock Exchange.

Keywords: accounting system, companies listed on the Bulgarian Stock Exchange, annual financial report, social responsibility, sustainable development

Haydar Aliyev'in Siyasi ve İdeolojik Faaliyetinde Dil Politikası

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Özet: Dahiler halktan, milletten ne alırsanız alın, o yaşar dedi. Halkın dilini elinden alırsanız ulusal kimliğini kaybeder ve yok olur. Bu tarihsel olarak test edilmiş bir gerçektir. Dil, insanların milli zenginliğidir, onu yaşatan ve oluşturdukları örnekleri gelecek nesillere aktaran bir araçtır. Halkın ulusal kimliğinin bir göstergesidir. Azerbaycan dili çeşitli gelişim aşamalarından geçerek oluşmuş ve gelişmiştir. Dile kayıtsızlık, halkın tarihine, kültürüne ve varlığına büyük bir darbedir. Sovyet döneminde "Rusça düşünüp Azerice ifade etme" ilkesinin uygulanması dilsel düşünceyi yok etmeye yönelikti. Halkı tarihinden ve kültüründen uzaklaştırmak, tarihi hafızasını silmek için bu dönemde iki kez Azerbaycan alfabesi değiştirilmiştir. Milli aydınların Ruslaştırma politikasına muhalefeti önlenmiş, milli ve manevi değerlere karşı kayıtsızlık oluşmuştur. Sovyet döneminde 250.000 Azerbaycanlı milli duygu ve düşüncelerin gelişmesini engellemek için baskılara maruz kalmıştır.

Haydar Aliyev, ana dilin insanları yaşatmadaki rolünü çok takdir etti. Gençlerimize dünyayı ana dillerinde anlamalarını ve bu dili mükemmel bilmelerinin yanı sıra yabancı dilleri de öğrenmelerini tavsiye etti. Haydar Aliyev, Azerbaycan dilini halkın manevi bir değeri olarak sevmeyi, dilin zengin söz varlığını ustaca kullanmayı, saflığını korumayı ve bu dille gurur duymayı tavsiye etti. Milli liderin "Azerbaycan benim kalbimdir" ve "Azerbaycanlı olmaktan gurur duyuyorum" sözleri bugün her Azerbaycanlı için bir gurur kaynağı olmuştur.Haydar Aliyev'in girişimiyle Azerbaycan dili Anayasa'da devlet dili statüsü aldı.Onun dil politikası üç prensipe (demokratik, öngörü, nesnellik) dayanmaktadır.

Bağımsızlık döneminde Azerbaycan diline ilgi artmış ve bu dil dünyanın çeşitli üniversitelerinde (Chicago, Los Angeles, Washington, New York, San Francisco, Harvard ve s.) okutulmaktadır. Şu anda Azerbaycan dili Asya ve Avrupa ülkelerinde ilgi görüyor.

Haydar Aliyev, Azerbaycancılık ile Türkçülüğü birleştiren ve dünya Azerbaycanlılarını tek bir ideoloji etrafında birleştirmeyi başaran bir fikir için sürekli mücadele etti.

Anahtar Kelimeler: Haydar Aliyev, dil politikası, milli-manevi değerler, Azerbaycanlılık

Language Policy in Haydar Aliyev's Political and Ideological Activity

Abstract: Geniuses said that whatever you take away from the people, the nation, it will live. If you take away the language of the people, it will lose its national identity and as a result will disappear. This is a historically tested fact. Language is the national wealth of the people, it is a tool that keeps it alive and transmits the examples they have created to future generations. It is an indicator of the national identity of the people. The Azerbaijani language has been formed and improved through various stages of development. Indifference to the language is a great blow to the history, culture and existence of the people. During the Soviet period, the application of the principle of "thinking in Russian and expressing in Azerbaijani" was aimed at destroying language thinking. In order to distance the people from their history and culture, to erase their historical memory, the Azerbaijani alphabet was changed twice during this period. The opposition of national intellectuals to the policy of Russification was prevented, and indifference to national and moral values were formed. During the Soviet era, 250,000 Azerbaijanis were victims of repression in order to prevent the development of national feelings and ideas.

Heydar Aliyev highly appreciated the role of the mother tongue in keeping the people alive. He advised our young people to understand the world in their mother tongue and to learn foreign languages in addition to knowing this language perfectly. Heydar Aliyev recommended to love the Azerbaijani language as a spiritual asset of the people, to skillfully use the rich vocabulary of the language, to protect its purity, and to be proud of this language. The national leader's words "Azerbaijan is my heart" and "I am proud to be an Azerbaijani" have become a source of pride for every Azerbaijani today. On the initiative of Heydar Aliyev, the Azerbaijani language received the status of the state language in the Constitution. His language policy is based on three principles (democracy, foresight, objectivity).

During the period of independence, interest in the Azerbaijani language increased, and this language is studied in various universities of the world (Chicago, Los Angeles, Washington, New York, San Francisco, Harvard and etc.). Currently there is an interest to the Azerbaijan language in Asian and European countries.

Heydar Aliyev consistently fought for an idea that combines Azerbaijaniism and Turkism and was able to unite the world's Azerbaijanis around a single ideology.

Keywords: Heydar Aliyev, language policy, national and moral values, Azerbaijaniism

Objective Arbitrability Of Industrial Property Disputes

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Abstract: As well know method for resolving disputes, especially when involving parties are from different countries, the arbitration has become very popular nowadays. National legislators have a fully freedom to regulate the limits of objective arbitrability in the lex nationalis. As a result of this, we can testify inconsistancy in commparative law when defining the boundaries of objective arbitrability, esspecialy arbitrability of industrial porperty rights. Intellectual property disputes have a few characteristics that may be better addressed by arbitration than by civil procedure. The subject of analysis of this paper are the comparative solutions that regulate the objective arbitrability of industrial property disputes. According to this analysis we can make a conclusion that some countrise have broader approach to arbitrability of industrisal property rights, but some still does not. The analysis shows that most of the countries are unanomios that arbitration is allowed for disputes which are arising from disposable industrial property rights. This analysis was made in order to see if it is necessary in which types of industrial property disputes it is justified to expand the limits of objective arbitrability pro futuro.

Key Words: arbitration, objective arbitrability, industrial property rights.

Implementation of the most favorable law according to the Criminal Code of Kosovo

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Abstract: The commission of illegal acts must be sanctioned on the basis of the relevant provisions provided by the states in their Criminal Codes. As well as in the state of Kosovo, any perpetrator of illegal actions will be sanctioned as provided by the provisions of the Criminal Code of Kosovo. In these cases, in addition to looking at the provision, importance is also given to cases where there may be any change in legislation and in these cases which law would be used for the imposition of criminal sanctions. Based on this case, the criminal code of Kosovo provides that the law that was in force at the time of the criminal offense is applied to the perpetrator. Based on this provision, it is understood that at the moment when the criminal offense occurred, it is looked at which provision was in force, it will be used for the imposition of the sanction against the perpetrator of the criminal offense. It is also emphasized that if the law in force changes before the pronouncement of the final decision, then the law that is more favorable is applied to the perpetrator. So in all cases, the time of committing the criminal offense is looked at and at that time which law was in force, which means that the law which was in force at the time when the illegal action took place, will be judged by that law the criminal legal case, or concretely, the perpetrator will be sanctioned based on that law. The implementation of the most favorable law will be discussed in more detail during the presentation of this paper.

Keywords: criminal code, illegal action, law enforcement, the most favorable law.

Mediation Procedure in Criminal Offenses

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Abstract: The mediation procedure as an alternative procedure for the resolution of disputes has recently been quite requested and used by the courts, in almost all cases both from the field of civil and criminal matters. At the moment when we say that mediation can be used and in cases where we are dealing with a violation of the Criminal Code, then we say that it is permissible for this to happen! Based on the mediation law of Kosovo, it is emphasized that even in cases of criminal offenses, the method of mediation can be used in the courts, either by the parties themselves or by the courts. We say this based on the provision of the Law on Mediation, according to which it is stated that mediation in the criminal field is applied in cases where a fine and a prison sentence of up to three (3) years are provided, except for the cases provided for in paragraph 3. of of this article. These cases that include paragraph 3 of article 3 are: domestic violence or any dispute for which the exclusive responsibility of the court or any other competent body is foreseen. Also, the mediation procedure cannot be used for criminal offenses that are punishable by more than 3 years, including theft, fraud, or any other illegal action for which the sentence is greater than 3 years. So the mediation procedure is given special importance in criminal proceedings, but only in criminal offenses punishable under 3 years, and so at the moment when we use this procedure, then I have to rely on the law on mediation. The importance of mediation in criminal offenses will be discussed in more detail during the presentation of this paper.

Keywords: mediation procedure, criminal offense, illegal action, sentences under 3 years.

Current aspects of the accounting information system for the activity of insurance companies

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Abstract: The activity of insurance companies finds expression in offering of direct insurance or reinsurance services, providing financial protection from possible hazards in the future. However, the role of a responsible attitude is increasingly strengthened by insurance companies that support socially engaged causes outside the scope of their business activities. And social responsibility is emerging as an increasingly discussed topic among senior management, including insurance companies. Then the problem of creating information from the main system in insurance companies about the development of human resources, favorable working environment, lifelong learning, using of alternative energy sources and others, becomes relevant.

The subject of the study is the insurance and reinsurance activity as an object of accounting reporting. The purpose of the study is to analyze the most important aspects of the current accounting process in insurance companies and their annual accounting closing in the context of socially responsible business.

The following research tasks have to be settled for reaching the above-mentioned goal: 1) to analyze the contemporary regulatory framework and the applicable accounting standards in the context of the activity of insurance companies; 2) to focus on IFRS 17 Insurance contracts – meaning, role, impact on the financial reporting of insurance companies; 3) to pay particular attention to the specific objects of accounting in the activity of insurance companies; 4) to analyze the current guidelines for preparing annual financial statements and non-financial information in insurance companies. In the course of the study shall be justified the thesis that accounting is the main reporting and information system in the insurance companies. It provides management with reliable, accurate and timely information for making adequate management decisions. But for a competitive insurance business nowadays, as well as good labour, environmental and anti-corruption practices and social innovations must be ensured. All of them must be gradually integrated into the information system of insurance companies in order to achieve maximum comprehensiveness, complementarity and sustainability over time.

The results of the research are expressed in tracing: 1) the role of innovation in the insurance and reinsurance activity and in the context of the accounting information system; 2) the importance of risk management for accountability in insurance companies; 3) the well-argued choice between a conservative or an innovative accounting information system in insurance companies; 4) the relationship “socially responsible insurance and reinsurance activity-accounting-accounting system”.

Keywords: insurance companies, insurance and reinsurance activity, accounting information system, socially engaged causes, non-financial information

The Factors that Determine Financial Freedom of a Country: Case of Albania

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Abstract: This study is realized to identify the factors that impact a country's financial freedom. The data used in this paper are received from the Heritage Foundation database for 180 countries, aiming at the analysis of financial system freedom as an important measure of banking efficiency and independence from government control and intervention in the financial sector. Study findings showed that trade freedom, government integrity, and investment freedom play an important role in defining financial freedom. The role of government in financial freedom proved to be significant in the model. Legal efficiency and monetary freedom after the study did not prove important for determining the financial freedom of a country and consequently were removed from the model studied. Based on the findings of the study, the respective limits and recommendations are discussed.

Key Words: financial freedom, freedom of trade, government integrity, investment freedom

The influence of international law on local law

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Abstract: The right of each state is determined by the constitution and the laws of the country, this is due to the fact that for each subject of the law, be it a natural person or a legal entity, rights and obligations are created by means of the norms defined in the law. In most cases, it happens that in order to solve a certain issue, legal loopholes appear, which led us to look at the laws of other countries to solve a certain legal issue. For this case and in the constitution of Kosovo, a provision has been defined according to which international agreements are given precedence over local laws, in those cases where local laws cannot be used to resolve the specific case. Then we look at which international country our country has an agreement with, in order to take as a basis the legislation of that country that we currently have an agreement for the implementation of the legislation of that international country. We can say that this is a help for the subjects of the law, since in this case it is possible for you to solve their legal case in a reasonable way and time, since now only the legal provisions provide the solution of the case for them. which parties have a legal interest to make a solution, either to protect the right, to create, change, or to extinguish the existing right! More about international agreements will be discussed during the presentation of this paper!

Keywords: International law, local law, international agreements, supremacy of laws, enforcement of laws.

The Specifics of the Application of the EU Policies of Smart Specialization in the Agricultural Field

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Abstract: The rural development policies and programs initiated by the European Union are based on stakeholder and multi-level governance approaches, within which negotiation processes arise in order to harmonize the interests of relevant public and private actors at the level of a certain territory. This complex harmonization process involves multi-stakeholder approaches in which different entities from the local/ zonal/ regional level collaborate on different levels. Thus, the sustainable development of the rural space is shaped by stakeholders who share different values, have different visions regarding the entire development process, have their own interests and objectives. However, the agricultural sector, due to its particularities, is the framework for the manifestation of some contradictory influences - direct dependence on multiple external factors leads to a low predictability of economic results, the need for major investments and the reduced flexibility of human resources make it difficult to quickly implement innovative solutions. Therefore, in regions with a pronounced agricultural character, the application of smart specialization strategies becomes a challenge, requiring increased efforts to create collaborative structures. The paper aims to identify, in a comparative manner, the characteristics of regional clusters in the agricultural sector, highlighting the importance of networks and social relations in promoting innovative development initiatives, necessary and valuable for the development of the agricultural sector in conditions of competitiveness and performance.

Keywords: rural development; clusters; resilience; competitiveness; agricultural sector.

Determinants of Non-Performing Loans: The Case of Ceecs Commercial Banks

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Abstract: Banks, the most significant financial institution in the world, are the main ones responsible for the progress of a country's major economic progress and at the same time for potential local and worldwide financial crises. These financial institutions contribute to a country's economic development through their main weapon, credit. The rate of growth in non-performing loans relative to total loans is one of the troubling issues for the economy of these countries as it reveals the rising insolvency for businesses and individuals and poses the whole system at risk, and eventually a whole country. This paper consists of the analysis of non-performing loans for Central and Eastern European countries. The aim of this study is to determine the variables, mainly from a macroeconomic perspective, that affect the nonperforming loans of commercial banks in CEECs from 2000 to 2020. The independent variables chosen are the rate of growth of GDP, inflation, unemployment rate, and the Return on Assets. To achieve this purpose multiple regression is performed and empirical findings reveal that GDP growth and ROA negatively impact the level of NPLs; whereas, inflation and unemployment are found to be insignificant for the period considered.

Keywords: credit risk, nonperforming loans, commercial banks; macroeconomy; regression.

JEL Classification: C5, E5, G2, and G21

The importance of Alternative Procedures in Civil and Commercial Disputes

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Abstract: Alternative procedures for the resolution of disputes nowadays have a special importance for the parties who are affected by civil or commercial disputes. In order to give you the easiest and fastest solution to these disputes arising from the legal relationship created by the parties, then they use one of the alternative ways to resolve the dispute, before going to court. These alternative ways are the arbitration procedure, the mediation procedure, and the negotiations established between the parties involved in the dispute. In the state of Kosovo, there are separate laws for these alternative methods, such as the law on arbitration, and then the law on negotiations, based on which the procedure chosen by the parties is developed. Specifically, when it comes to the mediation procedure, usually the court itself proposes to the parties in dispute that they first negotiate among themselves, with the claim that no agreement is reached between the disputing parties, and then in the event that the mediation procedure is shown to be effective, then the court continues with the development of the contested civil procedure. While in the arbitration procedure to start the contested legal matter, it is the parties themselves who with their own will create the arbitration agreement, specifically the agreement to start the arbitration procedure. Since these alternative procedures are very much in favor of the parties, then for this reason they have created a special importance among the subjects of law. The importance of alternative dispute resolution procedures will be discussed in more detail during the presentation of the paper.

Keywords: alternative procedures, arbitration, mediation, negotiation, dispute resolution.

The Recovering Attributes of Self Enhancing Humour as Microbreaks and Employee Performance

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Abstract: Humor can act as a buffer against stressors' effects on burnout. Especially, its self-enhancing and affiliative dimensions could be seen as coping strategies. Self-enhancing humor helps people attain distance from problems derived from stressful situations, while affiliative humor describes a person's tendency to facilitate relationships by telling jokes and engaging in funny banter. Both can be perceived as micro-breaks (short work breaks during which employees stop the work task they were occupied with and it is not directly work-related) in the sense that when employees engage in humorous situations they completely (or partially) cease their current work.

Building on the Conservation of Resources Theory, we perceive that the use of humor acts as a countermeasure to the extended resource investment during the workday. It takes the form of a micro-break, in order to replenish invested resources and/or conserve the remained ones. Revitalized employees have the potential for increased performance, as they have a resource reserve to invest after their micro-breaks.

Therefore, the present research hypothesizes the existence that workplace humor positively affects employees' performance. Deeping into the recovery potential of humor, two recovery experiences (i.e. psychological detachment and relaxation) are investigated as moderators of the relationship between humor and performance. On that matter, it is hypothesized that the more detached and relaxed employees feel during humorous situations, the positive effects of self-enhancing and affiliative humor exerted on performance are boosted.

The present study was conducted among Greek employees from both the private and public sectors. A total of 508 fully completed questionnaires were collected via a self-reported online questionnaire.

Data were analyzed with SPSS Process Macro model 2, to test for both the direct and the moderating effects.

Results confirm the hypothesis that humor affects employee performance. More precisely, it is suggested that self-enhancing and affiliative humor, during a workday, has a beneficial impact on employees' performance during the same workday. As expected, both psychological detachment and relaxation boost the positive effects of workplace humor on employee performance. This underlines that recovery experiences during humorous situations enhance the unwinding attributes of humor, maximizing its beneficial effects.

Keywords: Workplace Humor, Employee Performance, Psychological Detachment, Relaxation, Microbreaks

COVID-19 Pandemic and Internal Migration. A comparative analysis

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Abstract: The COVID-19 pandemic has affected socio-economic and cultural environments around the world in unprecedented ways. Various measures were implemented by governments in order to limit the spread of the virus, such as social distancing, restrictions of international and national travel and lockdowns. Consequently, the pandemic was associated with a historic decline in daily mobility and travel volume. However, despite all the literature emphasizing the negative consequences of pandemic, little research has yet been dedicated to the impact of the COVID-19 on internal migration. Previous work underlined only how the pandemic constrained international migration and increased internal migration from large cities to rural areas. It is known that internal migration supports the efficient functioning of the economy, by bringing knowledge and skills to those areas where they are needed. Moreover, by enabling individuals to pursue their goals and aspirations, internal migration is widely regarded as an integral component of human development. Considering all these aspects, the present paper intends to analyse the extent of the change in the patterns of internal migration in several EU states, during 2020 and 2021, by using the 2019 year as a benchmark. In order to achieve our purpose, we used time-series data of annual inter-counties migrations flows for the analyzed states, offered by the national institutes of statistics. Our results allow us to draw two important conclusions. First of all, we noticed a decline in the internal migration flows in the period February-August 2020, compared to the same period in 2019, in all the analyzed states. Secondly, our results suggest that the COVID-19 pandemic had an impact on the redistribution of population between urban and rural areas in the sense that positive internal migration rates were registered in the largest cities and negative rates in the rural areas.

Keywords: COVID-19, internal migration, EU states.

Current aspects of accounting and information provision for effective management of the enterprises from the mining industry in Bulgaria

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Abstract: The research is focused on the current problems of accounting as a system that provides management in the enterprises from the mining industry with every kind of information it needs.

The leading purpose is to analyze the costs in the enterprises of the mining industry and the possibilities of realizing improvements in the generation of accounting information for them in an effort to increase the efficiency of their management.

Research tasks are regarding to: 1) analyze the relationship between costs, volume and profit; 2) visualize cost accounting cycle through the view of the enterprises from the mining industry; 3) evaluate the pros and cons of using different types of cost accounting in the mining industry and disclosure of the deviations; 4) focus on the specifics of calculation in the enterprises of the mining sector; 5) mark the distinctive features of cost accounting and management accounting in the context of mining industry.

The thesis of the study is that compliance with the specifics of the mining activity and the implementation of modern approaches in cost accounting and calculation lead to an increase in their informational usefulness in making adequate management decisions.

The results of the research helped to define ideas and proposals for improvements in generating analytical accounting information about costs and different calculation models which can be successfully used in the enterprises from the mining industry in Bulgaria. In addition, important effects of using of ERP systems in management accounting were evaluated.

Keywords: accounting, enterprises, mining industry, expenses, cost accounting

Accounting information as a factor for effective management of energy sector companies

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Abstract: The energy sector involves companies engaged in the production of energy, its delivery to consumers via the electricity supply network and sale of energy. The importance of energy industry for the economy and human life is enormous. The development of other industrial branches, agriculture and the service sector, as well as the territorial organization of public life, depends on its condition and management.

In the course of the study shall be justified the thesis that at the current moment of development of economic science and practice, accounting information is treated as a key factor for optimizing the management of enterprises, including energy sector companies. A number of new and important aspects are identified, which require in-depth research with a view to the search for innovative approaches and alternative solutions in the context of organization and digitalization of the accounting process.

The purpose of the study is to analyze the activity of energy sector companies as an object of accounting reporting and to mark the features of the management and accounting systems. The following research tasks have to be settled for reaching the above-mentioned goal: 1) to establish the importance of the accounting information system for effective management of energy sector companies; 2) to analyze the impact of new information technologies on the generation and processing of accounting information in energy sector; 3) to carry out a critical assessment of the approaches in preparing the accounting budgets, as well as the specifics and good practices of the operating and financial budgets.

The results of the research are expressed in tracing innovation and digitalization aspects about the accounting process in energy sector companies. *First.* ERP solutions to support the accounting activity in energy sector companies. *Second.* Possibilities for effective use of ERP systems for financial and management accounting. *Third.* Application of a system for performing business analyzes through dashboards and Key Performance Indicators. *Fourth.* Methods and systems of accounting budgeting – fragmentary approbation. *Fifth.* Contemporary (modern) forms of budgets in the accounting practice of energy sector companies.

Keywords: accounting, energy sector companies, digitalization, ERP, accounting budgeting

The Importance Of Information For Decision-Making In Management Accounting

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Abstract: Decision making is essentially a process of choosing between different alternatives, comparing the outcomes of each to choose the most favorable one. They can be short-term (operational) or long-term (strategic) business decisions. Costs are the focus of a comprehensive management analysis regarding their appropriateness, relevance and adequacy. Management accounting has appropriate instruments for manage the costs to support successful management in various situations. The **aim** of the study is to trace the importance of cost information in the process of managerial decision-making. To achieve the goal, several **tasks** are also set: to examine the steps in the process of making similar decisions, to outline the role of costs in it, as well as to establish the most common reasons for making management decisions. The research **methodology** includes theoretical research (application of analysis and synthesis, comparative method and content analysis) and practical research (survey). The conducted research of the literature and the results of the survey among managers and chief accountants of enterprises from the sewing industry in Northern Bulgaria served for the conclusions of the research. The process of decision-making goes through the following steps: identification of the problem; determination of possible alternative solutions; evaluation of the financial results of each alternative; identifying influencing factors that do not have a value expression and, if possible, evaluating them with measurable results and determining their relative importance; selection of the most appropriate alternative, which becomes the management decision taken. The role of the management accounting system is to provide managers with appropriate and timely information about the relevance of costs and revenues of a given management decision. There are two main categories of costs: relevant costs, corresponding to the specific decision and irrelevant costs, not corresponding to the specific decision. There is another category of costs - sunk costs. These are specific non-conforming costs, which, however, are not future, but already past. These are the costs that have already occurred before the selection of the various alternatives and are also independent of the decision taken. They are always past, actual costs and cannot be avoided in any way. The concept of relevant and irrelevant costs can be applied in the process of making various business decisions, namely: own production or purchase of individual elements for business activity; removing or continuing the production of a product; removing or continuing to carry out an activity; acceptance or rejection of special sales orders; preparation of favorable decisions regarding the assortment; decisions on renewal of fixed assets; solutions for combined production, etc. In **conclusion**, there are further opportunities for using cost information in managerial decision-making. It should be used very carefully regarding the time horizon of their action, because the behavior of costs in the long term is fundamentally different from their behavior in the short term. At the same time, the influence of all specific operating, and even possibly emerging, factors on the economic activity should be foreseen, in order to guarantee the quality of the decisions and increase their economic efficiency.

Keywords: management accounting, decision-making process, relevant costs, irrelevant costs.

Dijital Ekonomide İşgücü Piyasasının Rolü

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Özet: Makalede, modern çağda işgücü piyasasının dönüşümü ve çalışma ilişkileri konuları irdelenirken, ekonominin dijitalleşmesi sürecinde işgücü piyasasının karşılaşacağı sorunlar irdelendi. İşsizliğin dinamiklerini etkileyen faktörleri belirledikten sonra, dijital ekonominin ölçeğinin genişlemesi nedeniyle çalışanlar ve işverenler arasındaki ilişkilerin değişme süreçlerini analiz etti. Dijitalleşmenin işgücü piyasasına etkisinin tahmin edilmesi sorunu, istihdam artışına neden olan faktörlerin ve işsizliğin artmasına neden olan faktörlerin kümülatif etkisinin değerlendirilmesinin karmaşıklığında ele alınmaktadır. alandaki mevcut meslekler için, daha fazla kişinin iş aramak için internet hizmetlerini kullanması nedeniyle iş arama süresinin azalması ve çalışanların uzaktan çalışacağı iş yeri sayısındaki önemli artış analiz edilmiştir. Dijital devrim, yaşamlarımızı ve toplumumuzu benzeri görülmemiş bir hız ve ölçekte değiştiriyor. Bu, aynı anda hem büyük fırsatlar hem de büyük zorluklar yaratır. Yeni teknolojiler, özellikle yapay zeka, bazı alanlarda iş kaybına, bazı alanlarda ise çok büyük yeni fırsatların yaratılmasına yol açarak işgücü piyasasında önemli değişikliklere yol açmakta ve sürdürülebilir kalkınma hedeflerine ulaşılmasına önemli ölçüde katkıda bulunmaktadır.

Anahtar Kelimeler: işgücü piyasası, bilgi teknolojileri, istihdam, işsizlik, dijital ekonomi

The Principle of Proporcionality Based on The Jurisprudence of European Union Court of Justice

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Abstract: In this article, the proportionality principle in the context of avoiding, abusing, and preventing tax evasion is analyzed in relation to the practice set by the ECJ. The article's goal is to try to address the topic of what function the proportionality principle provides in VAT law, with an emphasis on the practice set by the ECJ. In an increasingly globalized economy, international trade in goods and services has increased quickly as Value Added Tax has extended over the globe. The methodology for this article will be a qualitative analysis. Given that VAT has the potential to distort international trade and that this situation is hindering business activity, slowing economic growth, and distorting competition, it is essential that jurisdictions benefit from principles that ensure that VAT systems and policies interact consistently to facilitate rather than hinder market.

The results highlight the findings based from the case law of the European Court of Justice as well as from international dialogues including members, partners, and other interested parties such as academic institutions and industry organisations.

Keywords: Jurisprudence, The case law of the ECJ, Proportionality principle, VAT, Directive

Kültürel Çeşitlilikte Afrika Kültürü

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Özet: Afrika, Avrasya kıtasından sonra dünyanın ikinci büyük kıtasıdır ve dünya yüzeyinin yüzde 22'sini kaplar. Bu kıtada 54 egemen devlet var. Afrika, doğal koşulları, flora ve faunası, nüfusunun antropolojik, etnik ve dilsel bileşimi nedeniyle dünyanın en renkli kıtalarından biridir. Bilim adamları, gezegenimizdeki ilk yaşamın burada ortaya çıktığına inanıyor. Afrika hem fakir hem de zengin bir kıtadır. Yüzyıllar boyunca insanların etkileşimi sayesinde burada mimari, sanat ve müzikte belirli stiller ortaya çıktı. Afrika'da 3 büyük ırkın (Avrupalı, Zenci, Moğol ve karışık ırk) temsilcileri yaşamaktadır.

Dünya kültür sisteminde Afrika kültürü, Avrupa ve Asya kültürüne göre daha az çalışılsa da, zengin gelenekleri, ulusal zenginliği, çeşitli insan potansiyeli ve kültürü ile bir kıta olarak ilgi çekicidir.Afrika etiği, Avrupa'da olduğu gibi dini temeller üzerine değil, ortak bir yaşam biçimi temelinde oluşturulmuştur. Afrika kıtasında farklı gelişim düzeyleri, gelenekleri, ritüelleri ve hayata bakış açıları olan farklı kabileler yaşıyor. Afrika kültürü, 17.-18. yüzyıllarda Avrupa kolonizasyonu döneminde değişikliklere uğradı. Afrika ancak 20. yüzyılda sömürge baskısından kurtuldu. Ancak birçok millet, kabile ve etnik grup kadim zamanların geleneklerini korumayı başarmıştır.1963 yılından bu yana Afrika kıtasında her yıl 25 Mayıs günü "Kurtuluş Günü" kutlanmaktadır.

Afrika kültürü, dünya kültürüne önce Mısır üzerinden, ardından Kuzey Afrika'nın fethi sırasında Araplar aracılığıyla nüfuz etti. Üçüncü aşama, 16. ve 17. yüzyıllarda siyah kölelerin Amerika'ya ihraç edilmesiydi. 20. yüzyılın başından itibaren, Picasso, Matisse, Rimbaud'u büyük ölçüde etkileyen Afrika kültürüne yeni bir ilgi ortaya çıktı. Afrika'nın modern halkları, farklı antropolojik tiplere ve ırksal gruplara ayrılmıştır. Çeşitli kaynaklara göre Afrika, küçük uluslar ve etnik gruplar da dahil olmak üzere 500 ila 8.000 kişiye ev sahipliği yapıyor. Bazılarında birkaç yüz kişi var.

Afrika kültür ve medeniyeti, Batı medeniyetinden farklıdır ve "kolektivizm" ilkelerini yansıtan Hint ve Çin kültürlerine yakındır. İnsan topluluğu, Afrika'nın en temel değerlerinden biridir. Bu kıtada İslam ile Hristiyanlık arasında misyonerlik yarışı vardır. Sudan, Senegal ve Nijerya'da Müslümanlar, Güney Afrika ülkelerinde ise Hristiyanlar çoğunlukta bulunmakdadır. Nijerya dışında, çoğu Afrika ülkesi diğer dinlere karşı hoşgörülü bir tavır sergiliyor. Gelenek ve görenekler kıtanın kültürel mirası olarak kabul edilir. Afrika kabileleri her zaman garip yaşam tarzları, gelenekleri ve inançları ile ayırt edilir.

Anahtar Kelimeler: Afrika, kültür, gelenek, kabile, nüfus

African Culture in Cultural Diversity

Abstract: Africa is the second largest continent in the world after the Eurasian continent and covers 22 percent of the earth's surface. There are 54 sovereign states on this continent. Africa is one of the most colorful continents in the world due to its natural conditions, flora and fauna, anthropological, ethnic and linguistic composition of its population. Scientists believe that the first life on our planet originated here. Africa is both a poor and a rich continent. Thanks to the interaction of peoples over the centuries, specific styles in architecture, art and music have emerged here. Representatives of 3 major races (European, Negro, Mongolian and mixed race) live in Africa.

In the world cultural system, although African culture is less studied than European and Asian culture, it is interesting as a continent with rich traditions, national wealth, diverse human potential and culture.

African ethics were formed not on religious grounds, as in Europe, but on the basis of a common way of life. The African continent is inhabited by different tribes with different levels of development, traditions, rituals and outlook on life. African culture underwent changes during the period of European colonization in the 17th-18th centuries. Africa was freed from colonial oppression only in the 20th century. However, many nations, tribes and ethnic groups have been able to preserve the traditions of ancient times. Since 1963, the African continent has been celebrating "Liberation Day" every year on May 25.

African culture penetrated world culture first through Egypt and then through the Arabs during the conquest of North Africa. The third stage was the export of black slaves to America in the 16th and 17th centuries. From the beginning of the 20th century, a new interest in African culture arose, which greatly influenced Picasso, Matisse, Rimbaud. The modern peoples of Africa are divided into different anthropological types and racial groups. According to various sources, Africa is home to between 500 and 8,000 peoples, including small nations and ethnic groups. Some of them have several hundred people.

African culture and civilization is different from Western civilization and it is close to Indian and Chinese cultures which reflect the principles of "collectivism". Human community is one of Africa's most fundamental values. There is a missionary race between Islam and Christianity on this continent. Muslims are the majority in Sudan, Senegal and Nigeria, and Christians are the majority in South African countries. With the exception of Nigeria, most African states have a tolerant attitude towards other religions. Traditions and customs are considered the cultural heritage of the continent. African tribes have always been distinguished by their strange lifestyles, customs and beliefs.

Keywords: Africa, culture, tradition, tribe, population

The Effect of Corruption on Entrepreneurship in EU Post-transition Economies

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Abstract: The paper analyses the effect of corruption on entrepreneurship in a sample of EU post-transition countries. As one of the biggest obstacles to countries' economic and social development, corruption can also significantly affect entrepreneurship rates. However, the effects of corruption vary across countries due to the larger number of economic, social and political factors. Conversely, some analyses show how corruption could help overcome too stringent regulations and bureaucratic obstacles. In this paper, we analyze the effect of various forms of corruption on entrepreneurship in a sample of EU post-transition countries, for the 2006-2020 period by the means of panel data analysis. The forms of corruption included in the analysis cover public sector corruption, political corruption and judicial corruption. The outline of the paper is as follows. After the Introduction, Section 2 offers an overview of the existing literature on the relationship between corruption and entrepreneurship. Further, Section 3 delivers a comparative analysis of the existing data on various types of corruption and entrepreneurship development in EU post-transition economies relative to the old member states. In Section 4, an econometric analysis of the corruption effects on entrepreneurship will be performed. Finally, section 5 will conclude.

Keywords: corruption, entrepreneurship, post-transition, EU

Energy Crisis and The Role of Monetary Policies (Intra and Cross-Border Basis)

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Abstract: This study analyzes the role and effectiveness of monetary policies in ensuring the stability of the financial system as well as maintaining price stability during the global energy crisis. There have been several mixed perspectives on the impact of conventional and unconventional monetary policies in earlier literature, while some predict a positive effect in subduing inflation in the advanced economies, others predict an upward inflationary pressure on developing economies and emerging markets at the same periods. This paper examines the effects of the oil price shocks and the cutbacks in natural gas supplies on the real economies of developing countries, advanced countries, and emerging markets and findings reveal that the economic structure and openness of an economy are factors affecting the type and effectiveness of monetary policies to be adopted. While unconventional policies appeared to be appropriate for the developed economies, they were not enough to stimulate the economies of the developed economies and emerging economies.

Keywords: Energy Crisis, Conventional Monetary Policies, Unconventional Monetary Policies, Financial system, Price Stability