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NA
AKADEMI

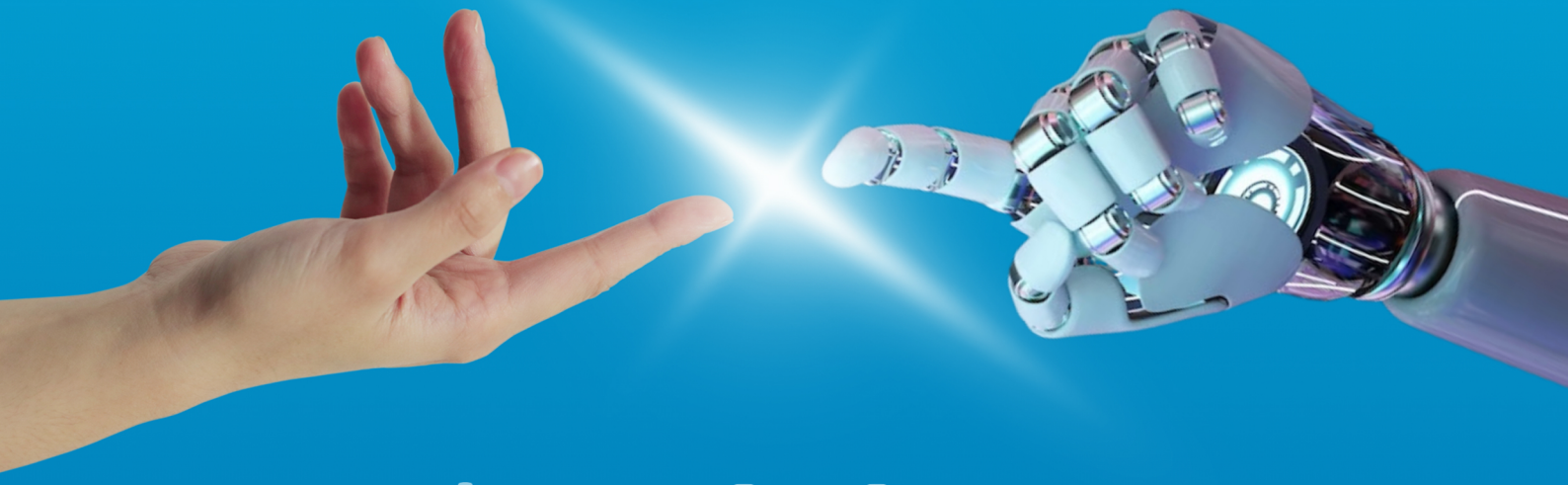
3. Uluslararası WRITETEC Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi

Ana Tema: Sosyal Bilimler ve Sağlık Bilimlerinde Yapay Zeka Uygulamaları

16-18 MAYIS 2025

ÖZET BİLDİRİ KİTABI

BOOK OF ABSTRACT



3st International WRITETEC Congress on Social and Health Sciences in the Age of Artificial Intelligence

Main Theme: Artificial Intelligence Applications in Social and Health Sciences

May 16-18, 2025

3ST INTERNATIONAL WRITETEC CONGRESS OF SOCIAL SCIENCES AND HEALTH SCIENCES IN THE AGE OF ARTIFICIAL INTELLIGENCE

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

May, 16-18 2025

CONGRESS TITLE

3ST INTERNATIONAL WRITETEC CONGRESS OF SOCIAL SCIENCES AND HEALTH SCIENCES IN THE AGE OF ARTIFICIAL INTELLIGENCE

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

DATE AND PLACE

MAY, 16-18 2025

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WRITETEC INFORMATION TECHNOLOGIES

EDITORS

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Lecturer Harun ÇAKIR

PARTICIPANTS COUNTRY

TÜRKİYE, MALAYSIA, PAKISTAN, AZERBAIJAN, UZBEKISTAN

Total Accepted Article:

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3ST INTERNATIONAL WRITETEC CONGRESS OF SOCIAL SCIENCES AND HEALTH SCIENCES IN THE AGE OF ARTIFICIAL INTELLIGENCE

20.05.2025

İlgili makama;

3. Uluslararası Writetec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi, 16-18 Mayıs 2025 tarihleri arasında 5 farklı ülkenin (Türkiye ... bildiri- Diğer ülkeler ... bildiri) akademisyen/araştırmacılarının katılımıyla gerçekleşmiştir

Kongre **DOÇENTLİK BAŞVURU ŞARTLARINA** uygun olarak düzenlenmiştir.

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On Behalf of Organizing Board

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Sayı : E-56340836-903.07-1799408 05.05.2025
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Sayın Doç.Dr. Nadide GÜLBAY YİĞİTELİ

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ÇANAKKALE ONSEKİZ MART ÜNİVERSİTESİ REKTÖRLÜĞÜ
Biga İktisadi ve İdari Bilimler Fakültesi Dekanlığı
Fakülte Yönetim Kurulu

TOPLANTI TARİHİ : 9.05.2025
TOPLANTI SAYISI : 2025/17/01

Biga İktisadi ve İdari Bilimler Fakültesi Fakülte Yönetim Kurulu, 09.05.2025 tarihinde saat 17.00'de Dekan Prof. Dr. Nazan YELKİKALAN başkanlığında Microsoft Teams uygulaması aracılığı ile çevrimiçi toplanarak aşağıdaki kararları almıştır.

KARAR NO 01-) Fakültemiz Çalışma Ekonomisi ve Endüstri Bölüm Başkanlığı'nın 05.05.2025 tarihli ve E-2500110589 sayılı yazısı (Ek-1) görüşüldü.

Çalışma Ekonomisi Endüstri İlişkileri Bölümü Öğretim Üyesi Doç. Dr. İlknur KARAASLAN'nın 16-18 Mayıs 2025 tarihleri arasında Elazığ'da düzenlenecek olan "*III. Uluslararası Writetec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi*" ne düzenleme kurulu üyesi olarak katılmak ve aynı zamanda bir bildiri sunmak üzere, anılan tarihlerde 2547 sayılı Kanunun 39.Maddesi uyarınca, Çanakkale Onsekiz Mart Üniversitesi Senatosunun 28.01.2016 tarih ve 2016/01/02 sayılı kararı (Ek-2) uyarınca yolluksuz-yevmiyesiz olarak görevli-izinli sayılmasına ve alınan kararın Rektörlük Makamına arzına oy birliği ile karar verilmiştir.

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Dr. Öğr. Üyesi Gülgün ERKAN Kurul Üyesi	Hayri ÇÜREN Kurul Raportörü	

Ek:
1- Çalışma Ekonomisi ve Endüstri İlişkileri Bölüm Başkanlığının 5.05.2025 tarihli E-24169564-903.07-2500110589 sayılı yazısı.
2- Çanakkale Onsekiz Mart Üniversitesi Senatosunun 28.01.2016 tarih ve 2016/01/02 sayılı kararı

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2025 AİLE YILI

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Konu : Görevlendirme

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İlgi :12.05.2025 tarihli ve Nihat ALTUNTEPE-903.07- sayılı dilekçe.

Aşağıdaki tabloda adı geçen öğretim elemanın tarih, süre, yer ve belirtilen konu için 2547 sayılı Yükseköğretim Kanunu'nun 39'uncu maddesi gereğince görevlendirilmesi uygun görülmüştür.

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01252 Doç. Dr. Nihat ALTUNTEPE	Online olarak düzenlenecek olan "3. Uluslararası WRİTETEC Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi" Düzenleme Kurulu Üyesi ve Danışman Kurulu'nda Akademisyen Temsilci.	16.05.2025 18.05.2025 tarihlerinde 3 Gün	Isparta/Merkez	Yolluksuz Yevmiyesiz

Adı Soyadı	Vekaletler	Tarihler
01252 Doç. Dr. Nihat ALTUNTEPE	02362 Öğretim Görevlisi Ali İhsan TEMURÇİN	16.05.2025-18.05.2025

Prof. Dr. Murat ÇELİKER
Yüksekokul Müdürü

Ek: Dilekçe ve Ekleri (4 Sayfa)

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Sayı : E-77199229-903.07[01522]-188094 14.05.2025
Konu : Görevlendirme

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Prof. Dr. Murat ÇELİKER
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KONGRE PROGRAMI / CONGRESS PROGRAM

17 MAYIS 2025 – BİRİNCİ GÜN – 17 MAY 2025 – FIRST DAY

Açılış Oturumu Linki

https://meet.google.com/vqa-dnee-nnf

10.30 - 11.00	**Açılış Konuşmaları** **Doç. Dr. İlknur KARAASLAN** Kongre Düzenleme Kurulu Adına Çanakkale Onsekiz Mart Üniversitesi **Doç. Dr. Ahmet YAZAR** Kongre Bilim Kurulu Adına Erzincan Binali Yıldırım Üniversitesi
11.00 -12.30	**Açılış Oturumu** **Prof. Dr. Norita Md NORWAWI** Universiti Sains Islam Malaysia
12.30 - 13.30	**Öğle Yemeği**

KONGRE PROGRAMI / CONGRESS PROGRAM

17 Mayıs Cumartesi / May 2025 Saturday

Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 13.30-15.00	Oturum Başkanı: **Doç. Dr. Aydın ÇİVİLİDAĞ**	PSL1
Kerime Nur YILMAZ Prof. Dr. Berna BALCI İZGİ	Mutluluk Düzeyine Etki Eden Faktörlerin Türkiye İçin Var Modeli ile Analizi	
Elif KAYMAZ Dr. Öğr. Üyesi Aslı KAYA	Kriz Yönetiminde Yapay Zekâ: Geleceğin Pandemilerine Akıllı Hazırlık	
Aslıhan UYANIK Dr. Öğr. Üyesi Ali ÖZCAN	Sağlık Turizminde Uluslararası Yasal Düzenlemelerin ve Hukuki Boyutlarının Karşılaştırmalı Analizi: Ülkeler Arası Uygulama Farklılıklarının ve Standartların Belirlenmesi	
Dr. Ayşegül YILDIRIM KUTBAY	Dijital Finansal Okuryazalık	

Salon Linki: https://meet.google.com/oyq-mvny-grh Saat: 13.30-15.00	Oturum Başkanı: **Prof. Dr. Fatih TEMİZEL**	İKT1
Öğr. Gör. Dr. Hasan YAVUZ Dr. Öğr. Üyesi M. Akif PEÇE Doç. Dr. Said CEYHAN Prof. Dr. Yaşar ÖZ	Türkiye'de Dijital Para ve Elektrik Tüketimi Arasındaki İlişki Üzerine Bir Nedensellik ve Eşbütünleşme Analizi	
Ahmet JAMA Afnan KHAN Abdalaziz MAHMOUD FAYEZ ABDELGHANI MOHAMED SAID	Artificial Intelligence in Everyday Life: Opportunities, Challenges, And the Path Forward	
Mesut AYBAKAN Dr. Öğr. Üyesi Sultan GEDİK GÖÇER	Finansal Performans Değerlendirme Ölçütleri ve Havayolu İşletmeleri Üzerine Bir İnceleme	
Ümit ÇİFÇİ	Yapay Zekâ Teknolojilerinin İnsan Kaynakları Üzerindeki Olumlu ve Olumsuz Etkileri	
Dr. Öğr. Üyesi, Ali Korhan ÖZEN Dr. Öğr. Üyesi Arzu SERT ÖZEN Dr. Öğr. Üyesi, Can Burak NALBANTOĞLU	Dijital Dönüşümcü Liderliğin Yatırım Kararları Üzerindeki Etkisi: Dijital Dönüşümün Aracılık Rolü	

17 Mayıs Cumartesi / May 2025 Saturday

Salon Linki: https://meet.google.com/sqo-zwnm-qpq Saat: 15.15-16.45	Oturum Başkanı: **Doç. Dr. Yakup SÖYLEMEZ**	İKT2
Buse KOCAOĞLU Nour DJAREF Khouloud MOULAİ	Yapay Zeka İle Dijitalleşen İşe Alım Süreçleri: Avantajlar Ve Riskler	
Phd. Doç. Feruza Shermanova DJUMABOYEVNA Doç. Dr. Ali KONAK	Yapay Zekâ Tabanlı Eğitim Platformları Aracılığıyla Öğrencilerin Dijital Okuryazarlığının Artırılması	
Sultan Nilüfer YILMAZ Zakarıa DOUDACH Aleyna ULUCAN	YZ Tabanlı İK Analitiğinin, Çalışan Bağlılığı ve İş Tatmini Üzerindeki Etkisi	
Çise Sena ÖNER	Ishmael As a Sustainability Inspiration: Moby Dick for Students	
Yasaman FARAMARZI	AI ve İnsan Yaratıcılığı Üzerine Felsefi Bir Düşünme	

Salon Linki: https://meet.google.com/oyq-mvny-grh Saat: 15.15-16.45	Oturum Başkanı: **Prof. Dr. Mehmet Fatih BAYRAMOĞLU**	KAMU1
Dr. Öğr. Üyesi Cem ANGIN	Kamu Yönetiminde Yenilikçi Teknolojiler ve Yapay Zekâ	
Mina AL-DULAIMI Yasaman FARAMARZI Zabihullah ENAYATULLAH	Yapay Zekâ ve Örgütsel Kültüre Etkisi	
Öğr. Gör. Ali İhsan TEMURÇİN	Örgütlerde İnformel Güç Olgusu	
Resul ÇELİK Dr. Öğr. Üyesi Ali ÖZCAN	Hizmetkâr Liderlik ve İş Tatmini Arasındaki İlişkide Dijital Dönüşümün Aracılık Rolü	
Abdullah Furkan SÜNBÜL	Uluslararası Çalışma Örgütü'nün 111 Sayılı Ayrımcılık (İş ve Meslek) Sözleşmesinin Uluslararası İnsan Hakları Hukukunun Eşitlik İlkesi ve Ayrımcılık Yasağı Çerçevesinde İncelenmesi	

KONGRE PROGRAMI / CONGRESS PROGRAM

18 Mayıs Pazar / May 2025 Sunday – İkinci Gün – Second Day

Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 10.00-11.30	Oturum Başkanı: **Doç. Dr. Nadide GÜLBAY YİĞİTELİ**	İKT3
Doç. Dr. Ali KONAK Phd. Doç. Guli Bekmuratovna TAYLAKOVA	Ekonomik Kalkınma Açısından Ulusal Rekabet Gücünü Artırmaya Yönelik Yenilikçi Girişimlerin Önemi	
Meryem ÖZDEMİR	Ekonomik Büyüme ve Çevre İlişkisi	
Rıfat DALKIRAN	Tüketici Davranışları Çerçevesinde Satış Arttırma Politikaları Açısından Yönetim Organizasyon: AVM Sektörü	
Tujan ELOSTA Asal TABATABAEI Mouhamed BAH	The Role of Ai In Education: Its Impact On Creativity In Classrooms	

Salon Linki: https://meet.google.com/oyq-mvny-grh Saat: 10.00-11.30	Oturum Başkanı: **Doç. Dr. Songül ÇAKMAK**	İŞLT1
Haya SAYED ALI Asmaa SHAAIN Nareman AQEL	Yapay Zeka Uygulamalarının, İk Yönetiminde Çeşitlilik, Eşitlik Ve Kapsayıcılık (Dei) Girişimleri Üzerine Etkisi	
Hayel Medine KAYA Ali Qays ALNUAİMİ Tarık Berat AKGÜN	Çalışanlar, İK Süreçlerine Yapay Zekanın Entegrasyonunu Nasıl Algılıyor Ve Kabul Etmelerini Etkileyen Faktörler Nelerdir?	
Phd. Doç. Guli Bekmuratovna TAYLAKOVA Doç. Dr. Ali KONAK	Yapay Zekâ Araçları Temelinde Dijital Yeterliliğin Şekillendirilmesi: Yükseköğretim Kurumu Öğrencileri Örneğinde Kümeleme Analizi	
Zahra Rzazade Dr. Magsud Mirzayev	Üniversite Öğrencilerinde Dijital Yetkinliklerin İş Umudu Üzerindeki Etkisi	
Doç. Dr. Songül ÇAKMAK	Van Yöresi Hikâyeli Türkülerin Psikanalitik Halkbilimi Kuramıyla İncelenmesi	

18 Mayıs Pazar / May 2025 Sunday

Salon Linki: https://meet.google.com/sqo-zwnm-qpq Saat: 11.40-13.10	Oturum Başkanı: **Doç. Dr. Ahmet YAZAR**	İŞLT2
Çağlanur ŞENYURT Yunus Emre KARABIÇAK Amina YOUSSOUF	Yaratıcı Reklam ve Pazarlama Kampanyalarında Yapay Zekânın Rolü	
Öğr. Gör. Dr. Özge HABİBOĞLU	Tüketici Ne Zaman Daha Fazla Ödemeye Razı? Yapay Zeka İle Alışverişte Değer Algısı Ve Demografi Üzerine Bir İnceleme	
Dr. Öğr. Üyesi Yeliz CANKURTARAN	Üniversitelerde Çalışan İdari Personelin Yapay Zekâ Uygulamaları ile İlgili Farkındalıklarının Belirlenmesi: Amasya İli Örneği	
Amrullah AKBARİ Soundous DEBBAR Sepehr Mahmoud İHAMEDANİ	Yapay Zekânın İşe Alım Performans Değerlendirmesindeki Rolü	
Nurana SADİGOVA Dr. Magsud MİRZAYEV	Yapay Zeka Tabanlı Kişiselleştirmenin Müşteri Memnuniyetine Etkisi	

Salon Linki: https://meet.google.com/oyq-mvny-grh Saat: 11.40-13.10	Oturum Başkanı: **Doç. Dr. İlknur KARAASLAN**	KRM1
Doç. Dr. İlknur KARAASLAN Dr. Öğr. Üyesi Gökhan GÜNEY	Finansal Okuryazarlık Hakkında Bibliyometrik Bir Analiz: Dezavantajlı Gruplara Yönelik Bir Değerlendirme	
Orhan ŞEN	Terör Örgütü IŞİD ve Türkiye'ye Ekonomik Etkileri	
Muhammad Faiz MOHD FAUAD	Evaluating Nasal Aperture Height and Width Between Sexes in Malaysian Adult Populations Using Computed Tomography (CT) Scans	
Ayça Zeynep BÜYÜKDENİZ Dr. Öğr. Üyesi Ali ÖZCAN	Yapay Zeka Algısı İle Sessiz İstifa Arasındaki İlişkide İş Tatmininin Aracılık Rolü: Eğitim Sektörü Örneği	
Duygu TÜRKMENGİL Dr. Öğr. Üyesi Selçuk ASLAN	Hazırlık Sınıfındaki İngilizce Öğrencilerinde İngilizce Öğrenme Motivasyonu, İngilizce Dersine Yönelik Kaygı ve Akademik Öz-Yeterlik Arasındaki İlişkiler	

Kapanış Oturumu
13.15 – 14.00

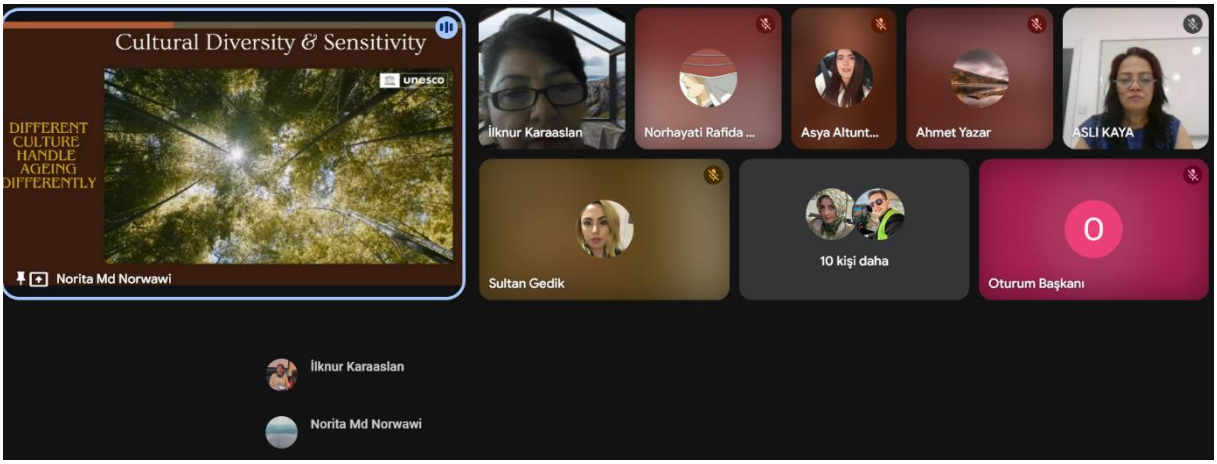
Doç. Dr. İlknur KARAASLAN
Kongre Düzenleme Kurulu Adına
Çanakkale Onsekiz Mart Üniversitesi

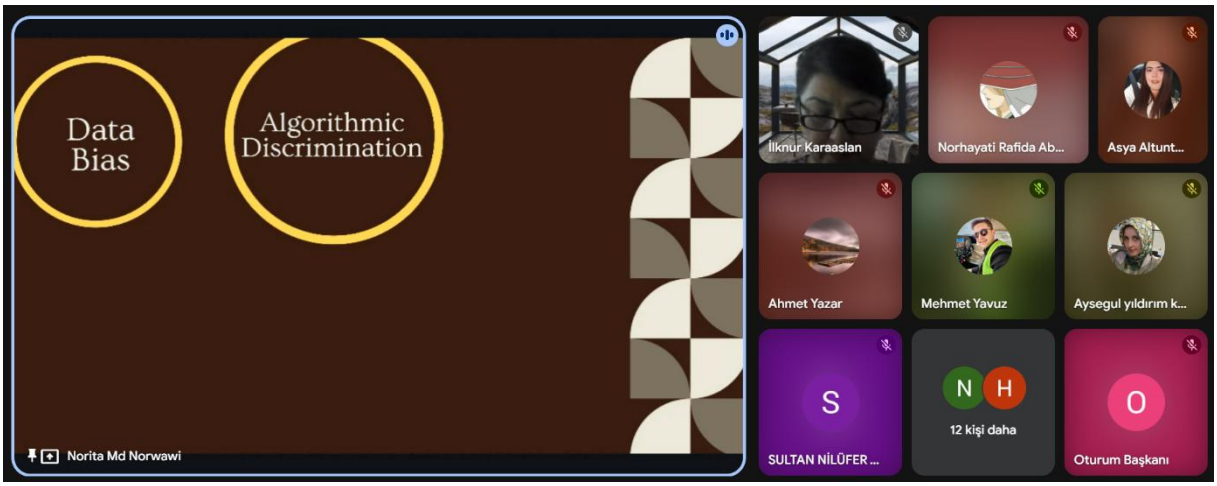
Doç. Dr. Ahmet YAZAR
Kongre Bilim Kurulu Adına
Erzincan Binali Yıldırım Üniversitesi

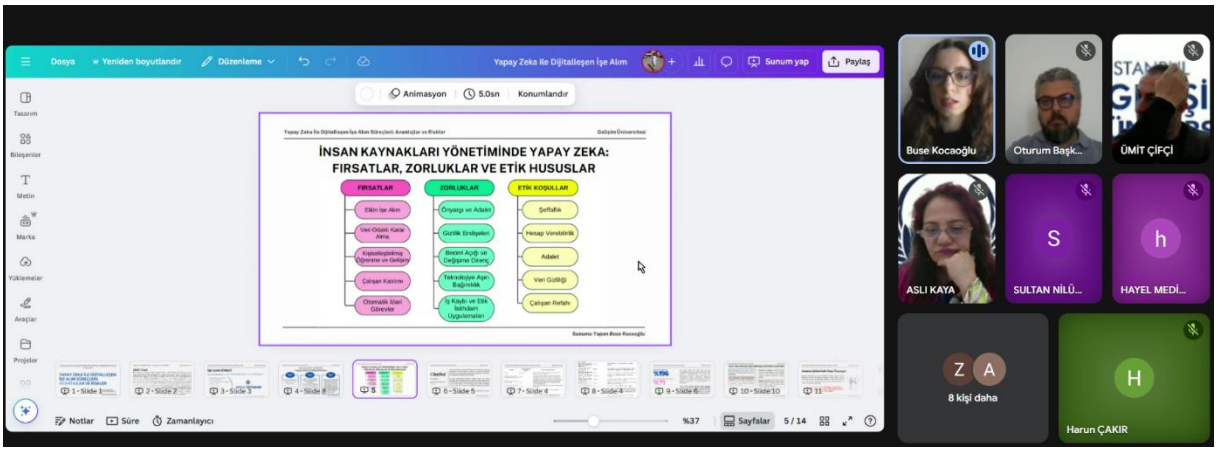
Kapanış Oturumu Linki
https://meet.google.com/vqa-dnee-nnf

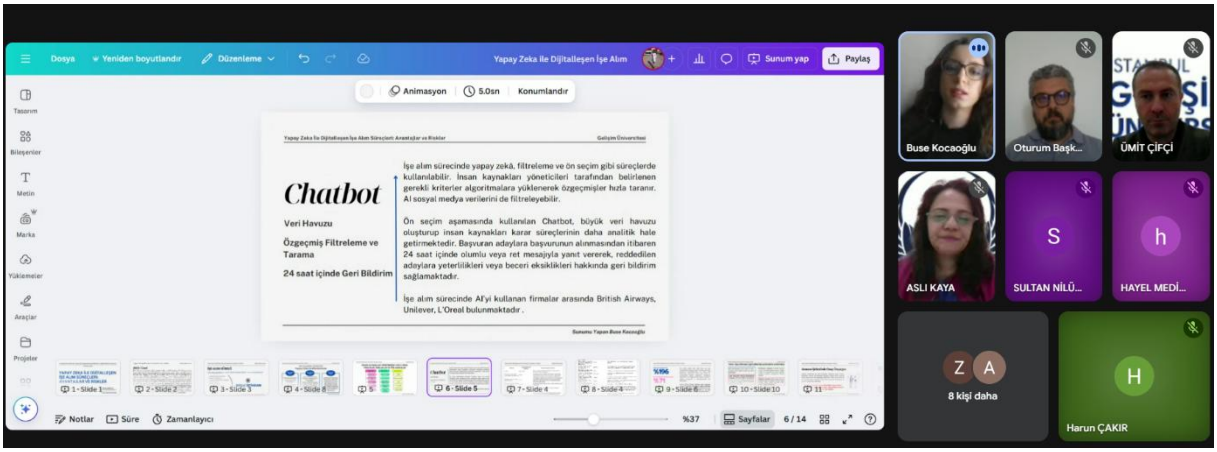
PHOTO GALLERY





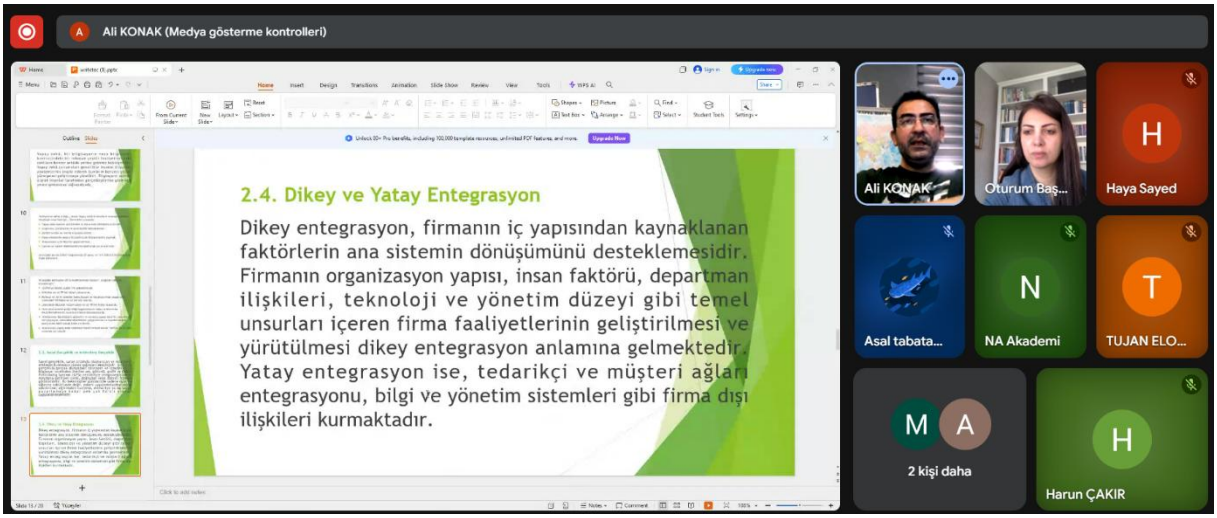


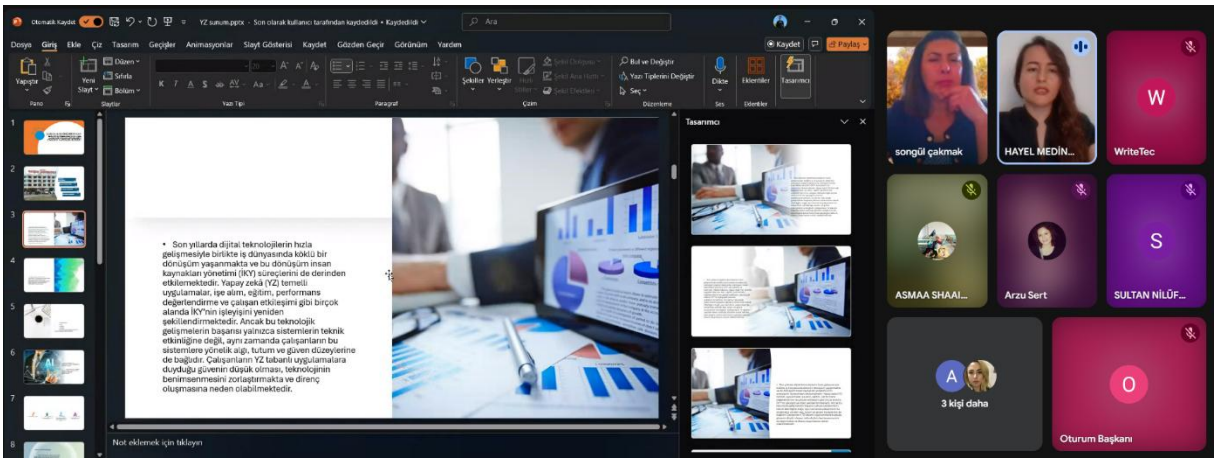

Dosya
Yeniden boyutlandır
Düzenleme
Yapay Zeka ile Dijitalleşen İşe Alım
Sunum yap
Paylaş
Animasyon
5.0sn
Konumlandır
İNSAN KAYNAKLARI YÖNETİMİNDE YAPAY ZEKA:
FIRSATLAR, ZORLUKLAR VE ETİK HUSUSLAR
FIRSATLAR
ZORLUKLAR
ETİK KOŞULLAR
Etkin İşe Alım
Veri Odaklı Karar Alma
Kişiselleştirilmiş Öğrenme ve Gelişim
Çalışan Kaybını Önlemek
Otomatik İdari Görevler
Önyargı ve Adalet
Gizlilik Endişeleri
Beceri Açığı ve Değişime Direnç
Teknolojiye Aşırı Bağımlılık
İş Kaybı ve Etik İkilemlerin Uygulamaları
Şeffaflık
Hesap Verebilirlik
Adalet
Veri Gizliliği
Çalışan Refahı
Notlar
Süre
Zamanlayıcı
%37
Sayfalar
5 / 14
Buse Kocaoğlu
Oturum Başk...
ÜMİT ÇİFÇİ
ASLI KAYA
SULTAN NİLÜ...
HAYEL MEDİ...
8 kişi daha
Harun ÇAKIR

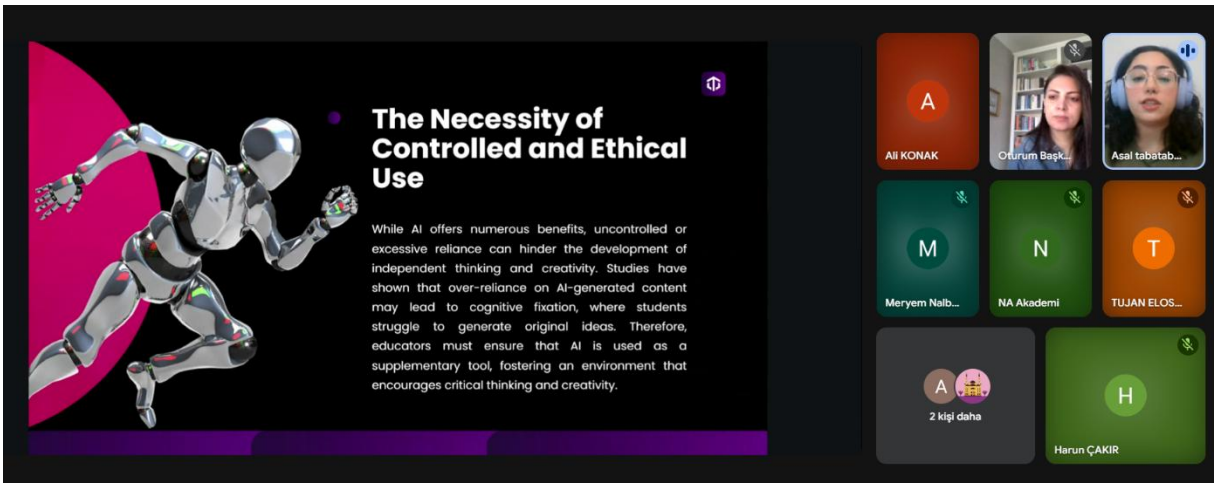

Dosya
Yeniden boyutlandır
Düzenleme
Yapay Zeka ile Dijitalleşen İşe Alım
Sunum yap
Paylaş
Animasyon
5.0sn
Konumlandır
Chatbot
Veri Havuzu
Özgeçmiş Filtreleme ve Tarama
24 saat içinde Geri Bildirim
İşe alım sürecinde yapay zekâ, filtreleme ve ön seçim gibi süreçlerde kullanılabilir. İnsan kaynakları yöneticileri tarafından belirlenen gerekli kriterler algoritmalara yüklenerek özgeçmişler hızla taranır. AI sosyal medya verilerini de filtreleyebilir.
Ön seçim aşamasında kullanılan Chatbot, büyük veri havuzu oluşturup insan kaynakları karar süreçlerinin daha analitik hale getirmektedir. Başvuran adaylara başvurunun alınmasından itibaren 24 saat içinde olumlu veya ret mesajıyla yanıt vererek, reddedilen adaylara yeterlilikleri veya beceri eksiklikleri hakkında geri bildirim sağlamaktadır.
İşe alım sürecinde AI'yi kullanan firmalar arasında British Airways, Unilever, L'Oreal bulunmaktadır .
Notlar
Süre
Zamanlayıcı
%37
Sayfalar
6 / 14
Buse Kocaoğlu
Oturum Başk...
ÜMİT ÇİFÇİ
ASLI KAYA
SULTAN NİLÜ...
HAYEL MEDİ...
8 kişi daha
Harun ÇAKIR

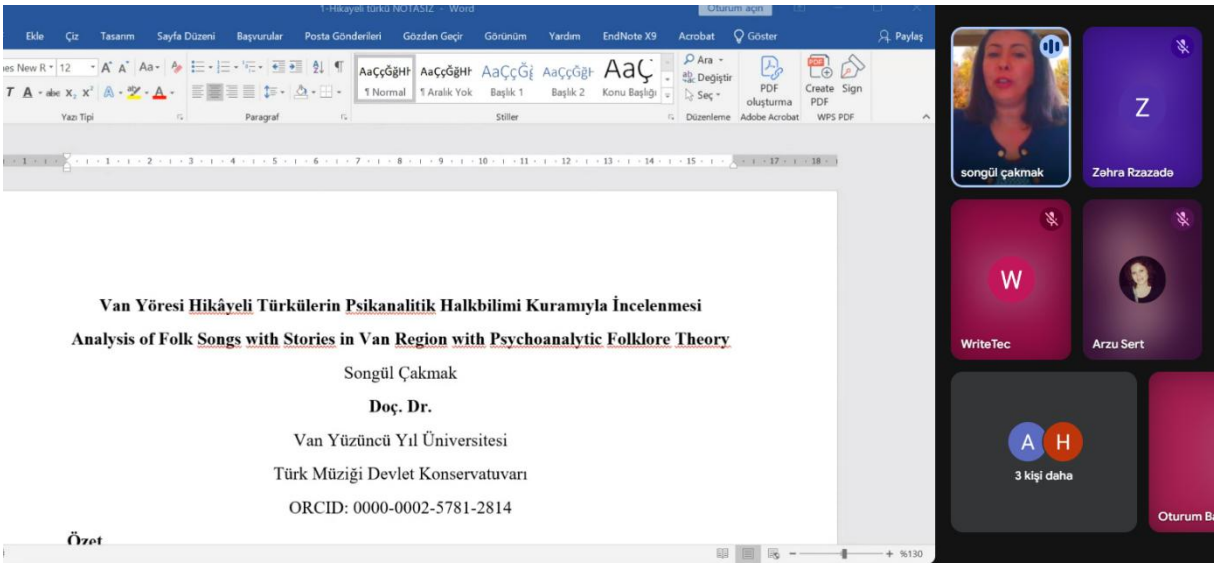

İNSAN KAYNAKLARI ANALİTİSİ
Şekil 1: 01.01.2004 – 08.03.2022 Tarihleri Arasında Dünya Genelinde İK Analitiğine Olan İlgi (Google
Trends, HR Analytics).
Kaynak: Google Trends, "hr analytics, dünya genelinde, 01.01.2004 – 08.03.2022" arama sorgusu sonucu,
https://trends.google.com/trends/explore?date=all&q=hr%20analytics, 8 Mart 2022.
Paylaşmayı durdur
SULTAN NİLÜ...
Oturum Başk...
ÜMİT ÇİFÇİ
Buse Kocaoğlu
ASLI KAYA
HAYEL MEDİ...
6 kişi daha
Harun ÇAKIR


Bu, model eğitimi için kullanılan veri kümelerinde daha kapsamlı bir temsilin sağlanması yoluyla elde ediliyor, böylece belirli demografik gruplara yönelik kayırmacılık azalıyor ve çarpık sonuçların üretilmesi önleniyor (Noble, 2018).
Ayrıca, DEI ilkeleri, yapay zekanın tasarım ve geliştirme süreçlerinde kapsayıcı bir bakış açısının benimsenmesini teşvik ediyor. Bu da engelli bireyler ve marjinalize edilmiş gruplar da dahil olmak üzere daha geniş bir kullanıcı kitlesinin ihtiyaçlarının karşılanmasını sağlayarak, sonuçta daha etkili ve evrensel olarak uygulanabilir teknolojiler ortaya çıkarıyor (Crawford, 2021).
Çeşitlilik, Eşitlik ve Kapsayıcılık (DEI) Girişimlerinin İnsan Kaynakları Üzerindeki Olumlu Etkileri
"Yapay zekâ insanları yerinden etmez; onların kapasitesini artırır. Özellikle insan kaynakları gibi insan merkezli alanlarda bu katkı çok değerlidir."
- Satya Nadella
ASMAA SHAAIN SHAAIN
أنت الآن تشارك شاشتك مع الجميع
إيقاف المشاركة
songül çakmak
HAYEL MEDİNE K...
Arzu Sert
WriteTec
SULTAN NİLÜFER ...
Sultan Gedik
Marwah Foud
2 kişi daha
Oturum Başkanı

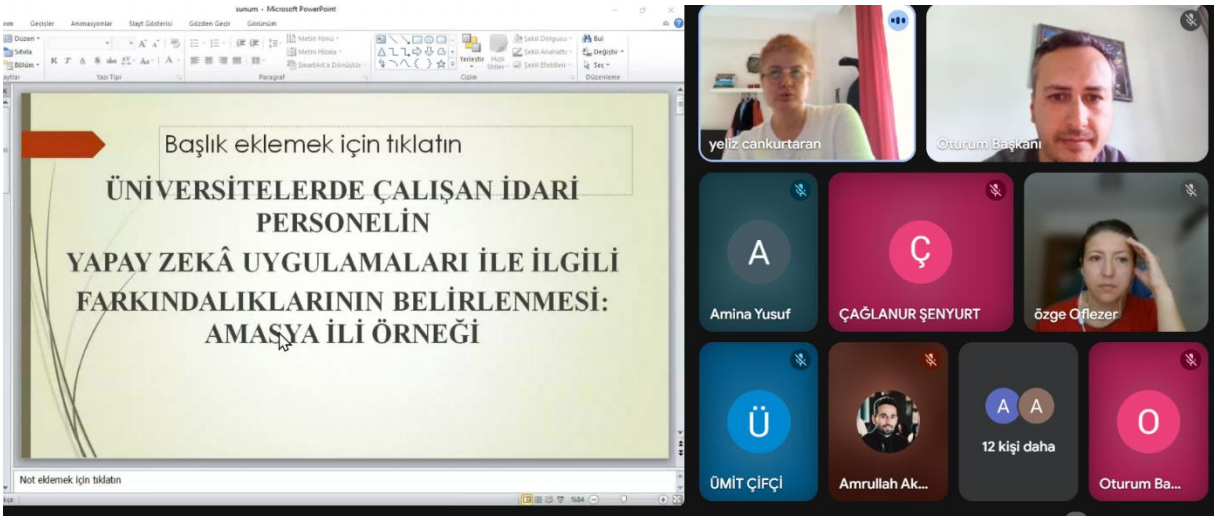

Ali KONAK (Medya gösterme kontrolleri)
2.4. Dikey ve Yatay Entegrasyon
Dikey entegrasyon, firmanın iç yapısından kaynaklanan faktörlerin ana sistemin dönüşümünü desteklemesidir. Firmanın organizasyon yapısı, insan faktörü, departman ilişkileri, teknoloji ve yönetim düzeyi gibi temel unsurları içeren firma faaliyetlerinin geliştirilmesi ve yürütülmesi dikey entegrasyon anlamına gelmektedir. Yatay entegrasyon ise, tedarikçi ve müşteri ağları entegrasyonu, bilgi ve yönetim sistemleri gibi firma dışı ilişkileri kurmaktadır.
Ali KONAK
Oturum Baş...
Haya Sayed
Asal tabata...
NA Akademi
TUJAN ELO...
2 kişi daha
Harun ÇAKIR

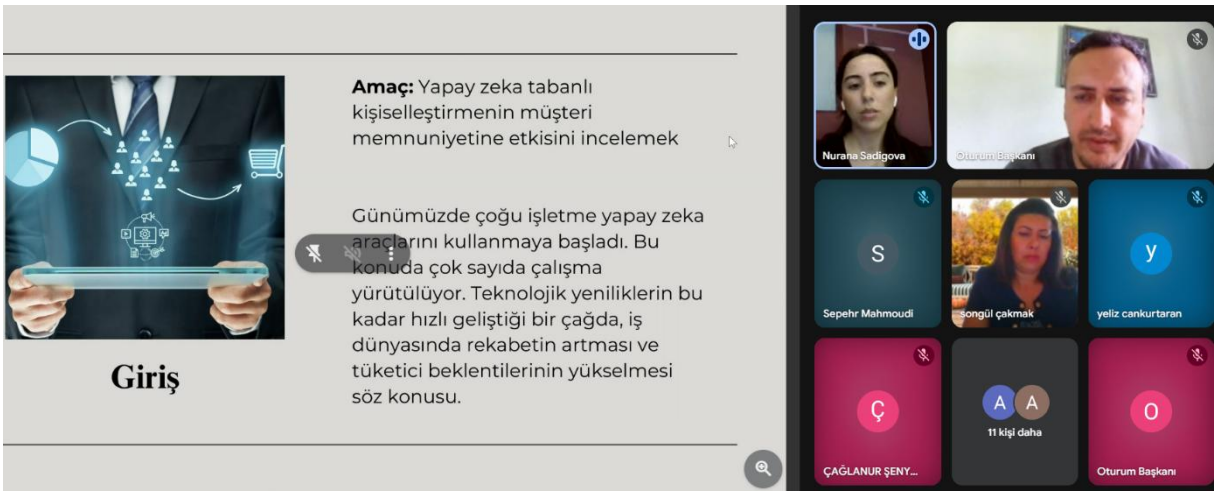

Son yıllarda dijital teknolojilerin hızla gelişmesiyle birlikte iş dünyasında köklü bir dönüşüm yaşanmakta ve bu dönüşüm insan kaynakları yönetimi (İKY) süreçlerini de derinden etkilemektedir. Yapay zekâ (YZ) temelli uygulamalar, işe alım, eğitim, performans değerlendirme ve çalışan etkileşimi gibi birçok alanda İKY'nin işleyişini yeniden şekillendirmektedir. Ancak bu teknolojik gelişmelerin başarısı yalnızca sistemlerin teknik etkinliğine değil, aynı zamanda çalışanların bu sistemlere yönelik algı, tutum ve güven düzeylerine de bağlıdır. Çalışanların YZ tabanlı uygulamalara duyduğu güvenin düşük olması, teknolojinin benimsenmesini zorlaştırmakta ve direnç oluşmasına neden olabilmektedir.
Not eklemek için tıklayın
songül çakmak
HAYEL MEDİN...
WriteTec
ASMAA SHAAI...
Arzu Sert
SULTAN NİLÜF...
3 kişi daha
Oturum Başkanı

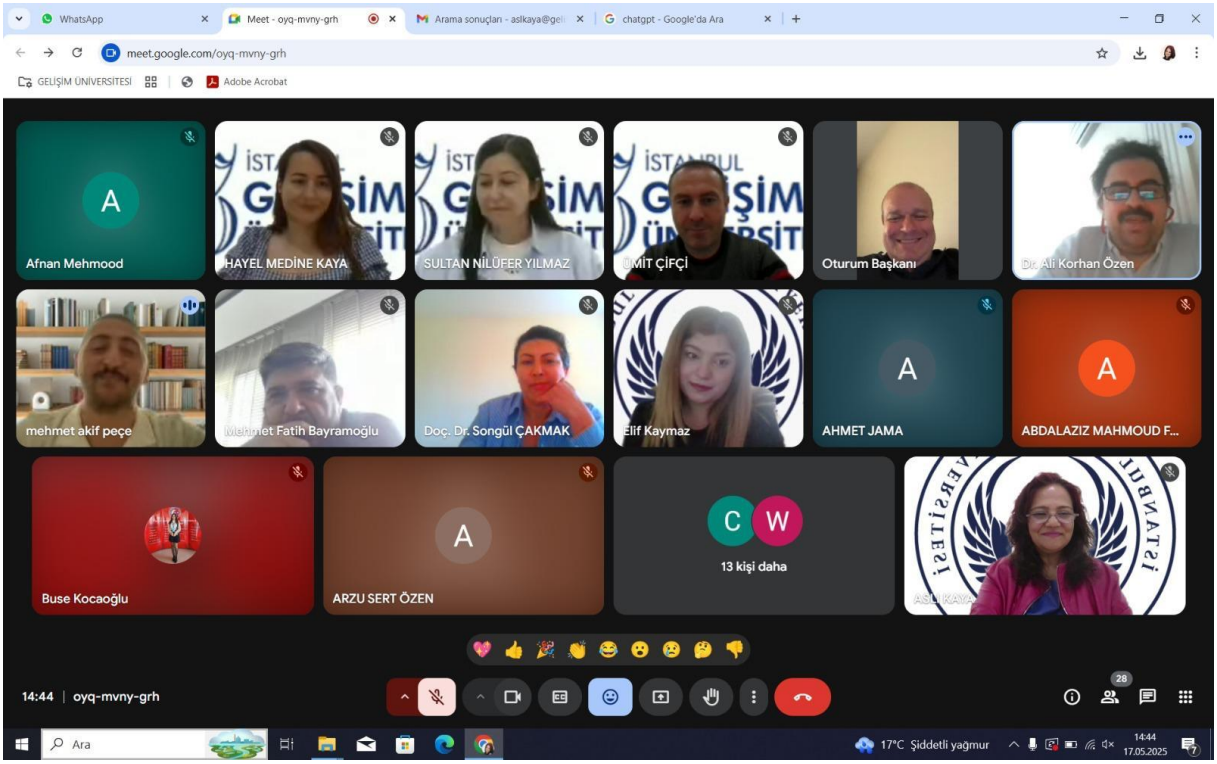

The Necessity of Controlled and Ethical Use
While AI offers numerous benefits, uncontrolled or excessive reliance can hinder the development of independent thinking and creativity. Studies have shown that over-reliance on AI-generated content may lead to cognitive fixation, where students struggle to generate original ideas. Therefore, educators must ensure that AI is used as a supplementary tool, fostering an environment that encourages critical thinking and creativity.
Ali KONAK
Oturum Başk...
Asal tabatab...
Meryem Nalb...
NA Akademi
TUJAN ELOS...
2 kişi daha
Harun ÇAKIR


Van Yöresi Hikâyeli Türkülerin Psikanalitik Halkbilimi Kuramıyla İncelenmesi
Analysis of Folk Songs with Stories in Van Region with Psychoanalytic Folklore Theory
Songül Çakmak
Doç. Dr.
Van Yüzüncü Yıl Üniversitesi
Türk Müziği Devlet Konservatuvarı
ORCID: 0000-0002-5781-2814
Özet
songül çakmak
Zəhra Rzazadə
WriteTec
Arzu Sert
3 kişi daha


Sunum Akışı
Kavramsal çerçeve
Araştırma Modeli & Hipotezler
Yöntem
Bulgular ve tartışma
özge Oflezer
Amina Yu...
ÜMİT ÇİFÇİ
Amrullah Akbari
8 kişi daha
Oturum Başkanı


Başlık eklemek için tıklatın
ÜNİVERSİTELERDE ÇALIŞAN İDARİ PERSONELİN
YAPAY ZEKÂ UYGULAMALARI İLE İLGİLİ FARKINDALIKLARININ BELİRLENMESİ: AMASYA İLİ ÖRNEĞİ
Not eklemek için tıklatın
yeliz cankurtaran
Oturum Başkanı
Amina Yusuf
ÇAĞLANUR ŞENYURT
özge Oflezer
ÜMİT ÇİFÇİ
Amrullah Ak...
12 kişi daha
Oturum Ba...


Giriş
Amaç: Yapay zeka tabanlı kişiselleştirmenin müşteri memnuniyetine etkisini incelemek
Günümüzde çoğu işletme yapay zeka araçlarını kullanmaya başladı. Bu konuda çok sayıda çalışma yürütülüyor. Teknolojik yeniliklerin bu kadar hızlı geliştiği bir çağda, iş dünyasında rekabetin artması ve tüketici beklentilerinin yükselmesi söz konusu.
Nurana Sadigova
Oturum Başkanı
Sepehr Mahmoudi
songül çakmak
yeliz cankurtaran
ÇAĞLANUR ŞENY...
11 kişi daha
Oturum Başkanı


meet.google.com/oyq-mvny-grh
Afnan Mehmood
HAYEL MEDİNE KAYA
SULTAN NİLÜFER YILMAZ
ÜMİT ÇİFÇİ
Oturum Başkanı
Dr. Ali Korhan Özen
mehmet akif peçe
Mehmet Fatih Bayramoğlu
Doç. Dr. Songül ÇAKMAK
Elif Kaymaz
AHMET JAMA
ABDALAZIZ MAHMOUD F...
Buse Kocaoğlu
ARZU SERT ÖZEN
13 kişi daha
14:44 | oyq-mvny-grh

CONGRESS PROGRAM

Online

- The presentation will have 15 minutes (including questions and answers).
- The application works on tablets, phones and PCs.
- Speakers must be connected to the session 20 minutes before the presentation time.
- All congress participants can connect live and listen to all sessions.
- During the session, your camera should be turned on at least %70 of session period
- Moderator is responsible for the presentation and scientific discussion (question-answer) section of the session.

TECHNICAL INFORMATION

- Make sure your computer has a microphone and is working.
- Attendance certificates will be sent to you as pdf at the end of the congress.
- Moderator is responsible for the presentation and scientific discussion (question-answer) section of the session.

THE EFFECT OF DIGITAL TRANSFORMATIONAL LEADERSHIP ON INVESTMENT DECISIONS: THE MEDIATING ROLE OF DIGITAL TRANSFORMATION

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ABSTRACT

New Institutional Theory (NIT) aims to achieve organizational transformation by integrating organizational arrangements supported by digital technologies into businesses operating in various sectors. In the transformation process, the success of digital transformation (DT) depends on the extent to which the organization perceives this transformation as legitimate and compatible. NIT positions leadership as an element integrated with organizational values and beliefs. In this context, New Institutional Theory argues that as organizational structures transform, leadership must also evolve and strategically adapt to this transformation. Digital transformation has become an element that directly affects not only the restructuring of operational processes and the construction of a digital organizational culture but also the shaping of investment decisions. Digital transformational leadership creates areas of action within the organization, mobilizes stakeholders, and effectively guides digital transformation processes. As a result, this type of leadership contributes to the development of digitalization-based rationality in investment decision-making. Thus, digital transformation emerges not only as a technological adaptation but also as a fundamental determinant of strategic investment decisions. Within this theoretical framework, the aim of the study is to examine the relationship between digital transformational leadership and investment decisions and to test whether digital transformation has a mediating role in the relationship between digital transformational leadership and investment decisions.

The research model was tested using partial least squares structural equation modeling (PLS-SEM) with the SmartPLS software package. The bias-corrected bootstrapping (resampling) method was applied to a sample of 90 top executives working in firms operating in the service and manufacturing sectors in Istanbul, Türkiye. The findings of the study indicate that digital transformational leadership is positively associated with both digital transformation perception ($\beta = 0.617$, $p = 0.000$) and investment decisions ($\beta = 0.538$, $p = 0.000$). Moreover, the findings revealed that digital transformation perception is positively associated with investment decisions ($\beta = 0.267$, $p < 0.01$), and plays partial mediating role in the relationship between digital transformational leadership and investment decisions ($\beta = 0.164$, $p < 0.01$). In this context, the results reveal that it is not only crucial for businesses to invest in technology, but also to adopt transformational leadership approaches in order to enhance the influence of digitalization on decision-making processes.

Keywords: Digital Transformational Leadership, Digital Transformation, Investment Decisions

Jel Codes: M10, M15, O33, C39, G11, G30

ARTIFICIAL INTELLIGENCE IN CRISIS MANAGEMENT: SMART PREPAREDNESS FOR FUTURE PANDEMICS

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ABSTRACT

This study comprehensively examines the functional role of artificial intelligence (AI) technologies in enhancing the effectiveness of crisis management in the healthcare sector, particularly in the context of pandemic preparedness. The COVID-19 pandemic clearly revealed the vulnerability of global healthcare systems to sudden and widespread crises. This situation has necessitated the development of strategic approaches that not only respond to existing crises but also anticipate and manage potential threats in advance. Crisis management encompasses a multi-layered process that includes not only actions during a crisis but also preparation, response, recovery, and evaluation phases. AI can detect epidemic threats at an early stage by analyzing large data sources and supports critical decision-making processes such as resource allocation and patient management. It also contributes to transparency in public communication and highlights system weaknesses during post-crisis learning processes. The study discusses how to build a resilient and sustainable healthcare system against future pandemics through strategies such as strengthening digital health infrastructure, increasing public awareness, scenario-based planning, and interdisciplinary collaboration. The aim of this study is to develop a technology-driven, predictive, and flexible crisis management model. The research method is based on a literature review and analysis of AI applications supported by case studies. The findings of the study indicate that AI-supported systems enable timely and effective responses to health crises. These systems not only offer rapid and efficient intervention but also facilitate long-term planning and resource management. Critical processes such as early warning systems, staff allocation, and public information dissemination become more efficient with this technology. However, this transformation must be grounded in core values such as ethical principles, data security, and equitable access; otherwise, technology may exacerbate existing inequalities. This study demonstrates that AI can play a strategic role not only during crises but also in ensuring the sustainability of healthcare systems.

Keywords: Crisis Management, Artificial Intelligence, Smart Preparedness, Pandemic, Future.

Jel Codes: M19, I19

COMPARATIVE ANALYSIS OF INTERNATIONAL LEGAL REGULATIONS AND LEGAL DIMENSIONS IN HEALTH TOURISM: IDENTIFYING DIFFERENCES IN PRACTICE AND STANDARDS BETWEEN COUNTRIES

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ABSTRACT

This study presents a comprehensive comparative analysis of international health tourism legislation, aiming to uncover the regulatory frameworks that govern cross-border patient mobility, safeguard patient rights, and structure provider accreditation and financing mechanisms. The primary objective is to map and contrast how different jurisdictions—namely Turkey, Germany, Spain, South Korea, and the United Arab Emirates—approach licensing procedures, patient informed consent and protection, quality assurance through accreditation, and insurance/payment models. The research universe is defined as "the statutory regulations of the top ten health tourism destinations globally," from which the five aforementioned countries constitute the purposive sample.

Employing a qualitative, comparative law methodology, the study systematically collects and analyzes primary legislative texts and secondary regulations through document review. Thematic coding is applied across four key dimensions: (1) licensing and authorization processes; (2) patient information, rights, and grievance mechanisms; (3) accreditation and quality control systems; and (4) insurance coverage and financial arrangements. Summaries of each country's regulatory profile are presented in tabular form, followed by a detailed cross-country comparison that elucidates similarities, divergences, and underlying policy rationales.

The originality of this thesis lies in its multinational, multi-jurisdictional approach, which transcends the prevalent single-country focus in existing literature. By juxtaposing five geographically and socioeconomically diverse frameworks, the research sheds light on the interplay between international cooperation, competitive positioning, and regional integration in health tourism governance. As the project is currently in progress, definitive results are not yet available; however, preliminary document-based findings inform the structure of the comparative analysis. In the final phase, empirical data collection and stakeholder interviews will enrich the analysis, culminating in actionable recommendations for harmonizing health tourism policies, addressing legislative gaps, and enhancing service quality across borders.

Keywords: International Health Tourism, Legislation Comparison, Comparative Law Methodology, Health Policy, Tourism Law

Jel Codes: I11 Z32 L83

THE MEDIATING ROLE OF JOB SATISFACTION IN THE RELATIONSHIP BETWEEN PERCEPTION OF ARTIFICIAL INTELLIGENCE AND SILENT RESIGNATION: THE CASE OF EDUCATION SECTOR

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ABSTRACT

This study examines the impact of perceptions of artificial intelligence (AI) technologies on job satisfaction and tendencies toward quiet quitting among teachers and administrative staff working in the education sector in Türkiye. The primary aim of the research is to determine the effect of employees' perceptions of AI on quiet quitting behaviors and to reveal the mediating role of job satisfaction in this relationship. Conducted using a quantitative research design, the study will utilize a structured questionnaire incorporating the Artificial Intelligence Perception Scale, the Minnesota Job Satisfaction Scale, and the Quiet Quitting Scale as data collection tools. The study population consists of employees in the education sector across Türkiye, while the sample comprises 270 employees (teachers and administrative staff) working in Istanbul. Data will be collected through both online and face-to-face methods. In addition to reliability, factor, and correlation analyses, the direct effect of AI perception on quiet quitting and the potential mediating role of job satisfaction in this relationship will be tested using appropriate statistical methods (e.g., Structural Equation Modeling). This study presents a unique contribution as one of the limited number of studies analyzing the impact of AI-driven transformation processes on employee satisfaction and commitment. The findings are expected to inform the human resources strategies and technology adaptation policies of educational institutions.

Keywords: Perception of Artificial Intelligence, Silent Resignation, Job Satisfaction, Mediation Analysis, Education Sector

Jel Codes: M51, I21, I23

DIGITAL FINANCIAL LITERACY

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ABSTRACT

The development of the financial system and the introduction of new financial products and services provide individuals with a wide range of tools to better manage their personal finances, including savings and investments, payments, borrowing, and risk management. However, to benefit from these benefits, they need to have sufficient financial knowledge and skills to effectively participate in the financial market, to be able to hide, and to protect themselves from abuse and fraud. Digital innovations in finance have led to a rise in sophisticated and complex financial instruments, including digital currencies, cryptocurrencies, peer-to-peer lending, and robo-advisors (Isaia and Oggero, 2022; Zavolokina et al., 2017). As digital finance evolves, more and more financial services are accessed and offered exclusively through digital channels (Lyons and Kass-Hanna, 2021c). The link between financial literacy and financial well-being is based on the idea that financial services with financial strengths are more likely to engage in widespread, positive financial relationships and achieve higher financial well-being (Fan and Henager, 2022; Lee et al., 2020; Utkarsh et al., 2020). This study aims to synthesize previous research and to present a digital finance landscape that directly addresses the need for universities to engage in digital financial literacy and financial well-being. The research was evaluated by the Ethics Committee of Social and Human Sciences Research at the meeting dated 30.12.2024 and numbered 2024/12-19 and where ethically appropriate. The total survey link for the research was sent to universities with social media accounts from social media channels in 2024- November and 2025- March. 380 people clicked on the survey link. Of this number, 50 were directed to the research survey for the answer "No" to the question "Do you agree to participate in these volunteers?" In addition, each section was checked for details in order to increase the efficiency of the survey. Since 97 wrong answers were given to these questions, these surveys were excluded from the scope of the research. The frequency table, Pearson correlation and significance table, explanatory factor analysis and hypothesis tests of demographic findings were included in the research, respectively. According to the development of the research, Financial knowledge (0.241) and financial ability (0.348) are positive and significant in financial terms. Similarly, the financial knowledge (0.202) and financial ability (0.337) financial connection is given in a positive and significant way. The freedom of research shows that digital financial literacy has a significant relationship with financial freedoms. It is also stated that financial power is stronger on the change and ability according to financial conditions.

Keywords: Digital Financial Literacy, Financial Knowledge, Financial Satisfaction, Financial Adequacy,

Jel Codes: D60,G53, M53,

DIGITIZED RECRUITMENT PROCESSES WITH ARTIFICIAL INTELLIGENCE: ADVANTAGES AND RISKS

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ABSTRACT

With the growing strategic importance of human resources today, the use of software tools and new technologies such as artificial intelligence has increased to achieve greater efficiency in recruitment processes. AI systems perform tasks that require human intelligence, such as learning, analysis, and decision-making. Many companies are incorporating AI into their departments for purposes such as recruitment, performance evaluation, identifying turnover intentions, analyzing candidate profiles and matching them with suitable positions, training activities, employee engagement, onboarding, and more. The aim of this study is to identify the advantages and risks associated with the use of AI-based applications in recruitment processes. The study concludes that artificial intelligence not only accelerates decision-making processes but also makes them more effective, resulting in reduced recruitment costs and increased efficiency. However, challenges arise in cases where data experts lack sufficient knowledge in recruitment, leading to inadequate AI designs and algorithms; where the algorithms do not have access to sufficient data to make accurate decisions; where the algorithms are based on outdated experiences; or where they are unable to make contextual decisions. These situations can lead to AI bias in recruitment. To detect and reduce AI bias, effective strategies such as creating more balanced and inclusive data sets, integrating ethical principles into algorithms, and involving human oversight in processes should be employed. Ethical AI applications should be built on the principles of transparency, accountability, and fairness. In this way, the reliability of AI technologies in the field of human resources can be enhanced, thereby strengthening both employee satisfaction and corporate reputation.

Keywords: Artificial Intelligence, Human Resources, Recruitment Process, Bias

THE ROLE OF AI IN CREATIVE ADVERTISING AND MARKETING CAMPAINGS

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ABSTRACT

Businesses around the world have begun to adopt AI-based solutions to make their marketing strategies more effective and gain competitive advantage. The rapid development of the digital age and the successful marketing results achieved in recent years have increasingly increased the importance of AI in advertising and marketing campaigns. Today, brands use AI-supported systems to analyze consumer behavior, produce personalized content for target audiences, and design innovative campaigns.

As the connection between humans and technology deepens, AI has become an important tool not only in data-driven analysis but also in the management of creative processes. AI-supported tools provide great convenience in areas such as creating advertising texts, producing visual designs, and optimizing audio and written content. In addition, thanks to AI systems aimed at emotional intelligence analysis and understanding consumer psychology, brands can offer more impressive and engaging campaigns to their target audiences.

This study will discuss the creative role of AI in advertising and marketing campaigns. By giving examples of successful campaigns developed by big brands using artificial intelligence, the innovations that this technology has brought to the marketing world will be examined. In addition, the opportunities offered by artificial intelligence, as well as ethical concerns and technical limitations, will be evaluated and how it can transform marketing strategies in the future will be discussed.

Keywords: Artificial Intelligence, marketing, creativity

THE RELATIONSHIPS BETWEEN ENGLISH LEARNING MOTIVATION, ENGLİSH COURSE AIETY, AND ACADEMIC Self-EFFICACY AMONG PREPARATORY CLASS ENGLISH STUDENTS

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ABSTRACT

This thesis examines the combined influence of motivation, academic self-efficacy, foreign language anxiety, and intercultural sensitivity on English achievement among university preparatory-class students through an integrative theoretical model. Data will be collected via validated Turkish versions of established scales administered to randomly selected participants in five state-university preparatory programmes. Confirmatory factor, validity and reliability analyses will be conducted, followed by structural equation modelling to test direct, indirect and moderating paths among the variables. The model seeks to verify the positive pathway from motivation to self-efficacy, the weakening contribution of anxiety to this relationship and the regulatory role of intercultural sensitivity. Descriptive statistics, parametric assumption checks and multi-group analyses will supplement the quantitative approach. The findings are expected to inform instructional designs that foster learner autonomy, reduce anxiety and enrich cultural content in preparatory courses.

Keywords: Motivation, Self-Efficacy, Foreign Language Anxiety, Cultural Sensitivity, Preparatory Class

Jel Codes: D87, D91, D03

A BIBLIOMETRIC ANALYSIS ON FINANCIAL LITERACY: AN EVALUATION FOR DISADVANTAGED GROUPS

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ABSTRACT

In recent years, globalisation, global crises, population increases, the impact of artificial intelligence on labour markets, and continuous changes in the wants and needs of individuals and societies have complicated the financial decision-making processes of individuals, societies and countries. This situation increases the importance of the concept of financial literacy. Because financial literacy enables economic decision makers to manage their financial processes in a healthier way. Today, relatively easy access to economic and financial information is considered important. However, the fact that some members of the society are exposed to inequalities in access to these trainings creates various disadvantages. In this context, the aim of this study is to reveal the outlook of financial literacy in the literature and to present an evaluation of disadvantaged groups.

While presenting the research data, firstly, the concept of "Financial Literacy" was searched in the WoS (Web of Science) database without limitation of year and author. The databases of economics, business finance, business, management, interdisciplinary social sciences, multidisciplinary psychology, social work, sociology, social problems were included in the research by applying the inclusion, exclusion method. As a result of this search, 3131 research articles were analysed within the scope of literature review. The findings obtained were analysed and interpreted with the biblimetrix, biblioshiny extension of the R Studio application.

Regarding the disadvantaged groups, which constitute the main point of the research, the same criteria were applied and “Financial Literacy” and “Children” or “Women” or “Youth” or “Migrant” or “Elderly” or “Disability” were searched and 578 research articles were reached. According to the research findings, the annual growth rate of the studies on financial literacy is 26.09%, indicating that financial literacy is a popular concept in the literature. Another striking finding at this point is that only 53 of the studies on financial literacy in the WoS database are from Turkey. This number decreases to 9 when the concept is screened with disadvantaged groups. It is thought that the fact that the research includes disadvantaged groups in its sample and that the thematic maps in the research findings will include the gaps related to the concept for future studies will contribute to the literature and increase the number of studies with Turkish addresses.

Keywords: Financial Literacy, Disadvantaged Groups, Bibliometric Analysis.

Jel Codes: G53, I39

A CAUSALITY AND COINTEGRATION ANALYSIS ON THE RELATIONSHIP BETWEEN DIGITAL MONEY AND ELECTRICITY CONSUMPTION IN TÜRKİYE

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ABSTRACT

Depending on technological developments, payment systems have also started to change rapidly. As a result, different contactless payment tools have started to replace cash payment systems in shopping. Cryptocurrency, one of them, is becoming increasingly widespread. This situation may cause significant problems in terms of a sustainable environment due to the electricity consumption it causes. Our study investigates the relationship between Bitcoin transactions and electricity consumption in Turkey for the period 2017:8-2022:3 in terms of both correlation and causality. Electricity consumption generally increases with economic growth and export growth. A higher level of gross domestic product (GDP) or exports may imply higher energy demand, so GDP and goods exports are used as control variables. The study differs from other studies in Turkey that focus on the effects of energy consumption on other parameters. This study offers a distinctive approach from other studies in the literature by adopting unit root and causality tests that are robust to the potential effects of structural breaks. In the first stage, the stationarity of the series is investigated with the Fourier ADF unit root test, followed by cointegration and causality tests based on the stationarity results. As a result of the study, a unidirectional causality relationship was found from Bitcoin transaction volume (Btc) to electricity consumption (Mkw). No causality relationship was found from electricity consumption (Mkw) to Bitcoin transaction volume (Btc). No causality relationship was found from gross domestic product (Gdp) to electricity consumption (Mkw). A unidirectional causality relationship was found from electricity consumption (Mkw) to gross domestic product (Gdp). No causality relationship was found from goods exports (Mkw) to electricity consumption (Exp). It is seen that there is a unidirectional causality relationship from electricity consumption (Mkw) to goods exports (Exp).

Keywords: Responsible Consumption and Production, Digital Currency, Bitcoin, Electricity Consumption

Jel Codes: E42, Q01, Q41, Q56

THE EFFECT OF AI APPLICATIONS ON DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES IN HR MANAGEMENT

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ABSTRACT

This study explores the complex impact of Artificial Intelligence (AI) applications on Diversity, Equity, and Inclusion (DEI) initiatives within Human Resources (HR) management. The study aims to determine whether AI-supported HR tools ultimately support or undermine DEI goals by analyzing both the potential benefits and inherent risks.

The research investigates the positive impacts of DEI on HR, such as enhanced talent attraction, improved retention, fostered innovation, increased productivity, better brand reputation, positive workplace culture, deeper understanding of diverse customer bases, mitigation of legal risks, improved decision-making, increased employee satisfaction, reduction of bias in HR processes, and combating pay discrimination.

Conversely, the research delves into the negative impacts of AI on DEI, highlighting algorithmic bias leading to discriminatory outcomes through the reproduction of historical data, ostensibly objective metrics causing structural inequality, and intersectional bias in multimodal assessment systems. It also examines the opaqueness of AI decision-making, accountability challenges, limitations in addressing intersectionality, marginalization of vulnerable populations due to accessibility barriers and global disparities, and privacy and surveillance concerns arising from AI-powered monitoring.

To mitigate these risks and ensure fairness and transparency, the study provides practical recommendations focusing on ensuring data quality and diversity, developing and evaluating unbiased AI models, ensuring transparency and accountability through interpretability and audit trails, establishing robust governance policies and procedures including ethical guidelines and regular bias audits, and emphasizing the human-in-the-loop approach with human oversight and empowered HR professionals.

Ultimately, the research argues that while AI holds significant potential to advance DEI in HR, its successful and ethical implementation requires a responsible and comprehensive approach that prioritizes data quality, model transparency, human oversight, ethical frameworks, and continuous evaluation to create more equitable and inclusive work environments.

Keywords: Artificial Intelligence (AI), Diversity, Equity, and Inclusion (DEI), Human Resources (HR) Management, Algorithmic Bias, Recruitment, Performance Evaluation.

Jel Codes: ….

HOW DO EMPLOYEES PERCEIVE THE INTEGRATION OF ARTIFICIAL INTELLIGENCE IN HR PROCESSES AND WHAT ARE THE FACTORS THAT AFFECT THEIR ACCEPTANCE?

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ABSTRACT

In recent years, with the rapid development of digital technologies, the business world has experienced a radical transformation, and this transformation has deeply affected human resources management (HRM) processes. Artificial intelligence (AI)-based applications are reshaping the functioning of HRM in many areas such as recruitment, training, performance evaluation and employee interaction. However, the success of these technological developments depends not only on the technical effectiveness of the systems, but also on the perception, attitude and trust levels of employees towards these systems. The low trust that employees have in AI-based applications makes it difficult to adopt technology and can cause resistance. This study aims to examine the perceptions of employees regarding AI-supported HRM applications, the effects of these perceptions on technology acceptance processes and the mediating role of trust. In this context, the contribution of factors such as “ease of use”, “benefit”, “flexibility” and “internal communication” to e-HRM (electronic human resources management) awareness will be evaluated. The study, which examines employee perspectives on this issue in developing countries, reminds institutions of the importance of not only technological but also human-centered strategies and aims to offer policy recommendations for sustainable digital transformation. The contribution of this study to the literature can be evaluated in three dimensions: (1) It is one of the rare examples focusing on employee perception in developing countries. (2) It analyzes the mediating effect of trust in AI on the technology acceptance process. (3) It offers policy recommendations that will guide institutions both theoretically and practically. The findings of the study show that human resources departments should invest not only in technological tools but also in communication, transparency and an environment of trust established with employees.

Keywords: Artificial Intelligence, Human Resources, Employee Perception, Communication, Trust

Jel Codes: ….

FROM NURSING TO DIGITAL NURSING: ARTIFICIAL INTELLIGENCE INTEGRATION IN PSYCHIATRIC NURSING

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ABSTRACT

Artificial intelligence (AI) is creating a significant transformation in psychiatric nursing, as in many areas of health care. The use of this technology in decision support systems, patient monitoring, early diagnosis and therapeutic communication in nursing care processes is becoming increasingly widespread. AI-supported algorithms are used in the early detection of mental disorders such as depression, anxiety and suicide risk; risk classifications can be made through facial recognition, voice analysis and behavioral data reviews. Psychiatric nurses can create more personalized care plans in light of this data; at the same time, patients' mental states can be monitored instantly thanks to wearable technologies and mobile health applications. AI also plays a role in the professional development of nurses. Virtual reality (VR)-supported simulation environments are used in the development of therapeutic communication skills; they allow nurses to develop more effective intervention strategies in complex clinical scenarios. However, AI also has limitations regarding ethics, confidentiality and human relations. For this reason, it is important for nurses to use technology within the framework of ethical principles and by blending it with a holistic care approach. In conclusion, the integration of artificial intelligence technologies into psychiatric nursing both increases the quality of care and adds scientific depth to clinical decision processes. However, in order for this process to be sustained healthily, nurses' AI literacy needs to be improved and interdisciplinary collaboration needs to be strengthened.

Keywords: Psychiatric nursing,artificial intelligence

AI AND ITS EFFECT ON ORGANIZATIONAL CULTURE

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ABSTRACT

Artificial Intelligence (AI) is reshaping modern workplaces by enhancing productivity, streamlining decision-making, and influencing organizational culture. This article examines how AI, along with Big Data and Digital Twin technologies, supports creativity, fosters innovation, and affects intergenerational dynamics within organizations. Younger generations, who have grown up in a digital world, readily adopt AI-powered tools for daily tasks, reducing wasted time and improving efficiency. In contrast, older generations may perceive AI as intimidating or even as a threat to their job security. Bridging this generational gap is crucial, as organizations that foster intergenerational collaboration and provide adequate AI training can create an inclusive culture where technology serves as an enabler rather than a disruptor. Ethical concerns—such as algorithmic bias, data misuse, and job displacement—are also addressed. By promoting inclusive training, intergenerational mentorship, and ethical AI integration, organizations can create a balanced workplace where technology empowers rather than replaces human creativity. This study emphasizes the need for a human-centered approach to AI that enhances both innovation and collaboration across all levels of the workforce.

Keywords: Organizional culture, Artificial Intelligence, Generations, Digitalisim, Human-centered approach,

THE ROLE OF AI IN EDUCATION: ITS IMPACT ON CREATIVITY IN CLASSROOMS

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ABSTRACT

This literature review explores the transformative role of Artificial Intelligence (AI) in fostering creativity within educational settings. Creativity, a fundamental human capacity vital to innovation and problem-solving, is increasingly recognized as a critical 21st-century skill. With the emergence of generative AI tools such as ChatGPT, Deepseek, and Microsoft Bing, educators are examining how these technologies can support the development of students' creative thinking—by offering personalized feedback, facilitating idea generation, and enhancing collaborative creativity.

Generative AI systems, which can produce novel content by learning patterns from existing data, represent a significant leap in AI capabilities. Tools like ChatGPT exemplify how such systems are becoming integral in education. However, the integration of AI in classrooms raises ethical and psychological concerns, including algorithmic bias, misinformation, and potential emotional disengagement. Despite this, many students view AI as a complement to human creativity rather than a substitute, enhancing learning through technological and pedagogical dimensions.

The study highlights the potential of human–AI collaboration to enhance creativity while maintaining ethical integrity. By blending technological tools with human mentorship, educators can create environments that nurture innovation and prepare students for the complex challenges of the future.

Keywords: Education, AI, students, creativity.

THE EFFECT OF AI APPLICATIONS ON DIVERITY, EQUITY, AND INCLUSION (DEI) INITIATIVES IN HR MANAGEMENT

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ABSTRACT

This study explores the complex impact of Artificial Intelligence (AI) applications on Diversity, Equity, and Inclusion (DEI) initiatives within Human Resources (HR) management. The study aims to determine whether AI-supported HR tools ultimately support or undermine DEI goals by analyzing both the potential benefits and inherent risks.

The research investigates the positive impacts of DEI on HR, such as enhanced talent attraction, improved retention, fostered innovation, increased productivity, better brand reputation, positive workplace culture, deeper understanding of diverse customer bases, mitigation of legal risks, improved decision-making, increased employee satisfaction, reduction of bias in HR processes, and combating pay discrimination.

Conversely, the research delves into the negative impacts of AI on DEI, highlighting algorithmic bias leading to discriminatory outcomes through the reproduction of historical data, ostensibly objective metrics causing structural inequality, and intersectional bias in multimodal assessment systems. It also examines the opaqueness of AI decision-making, accountability challenges, limitations in addressing intersectionality, marginalization of vulnerable populations due to accessibility barriers and global disparities, and privacy and surveillance concerns arising from AI-powered monitoring.

To mitigate these risks and ensure fairness and transparency, the study provides practical recommendations focusing on ensuring data quality and diversity, developing and evaluating unbiased AI models, ensuring transparency and accountability through interpretability and audit trails, establishing robust governance policies and procedures including ethical guidelines and regular bias audits, and emphasizing the human-in-the-loop approach with human oversight and empowered HR professionals.

Ultimately, the research argues that while AI holds significant potential to advance DEI in HR, its successful and ethical implementation requires a responsible and comprehensive approach that prioritizes data quality, model transparency, human oversight, ethical frameworks, and continuous evaluation to create more equitable and inclusive work environments.

Keywords: Artificial Intelligence (AI), Diversity, Equity, and Inclusion (DEI), Human Resources (HR) Management, Algorithmic Bias, Recruitment, Performance Evaluation.

TERRORIST ORGANISATION ISIS AND ITS ECONOMICS EFFECTS ON TURKIYE

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ABSTRACT

This study aims to examine the economic impact of the terrorist organization ISIS (Daesh) on Turkey between 2014 and 2017, with a particular focus on the tourism sector. During this period, a series of suicide bombings, cross-border attacks, and infiltrations by ISIS operatives posed significant security threats within Turkish territory and severely damaged the country's international image. These acts of terror led to a sharp decline in foreign tourism demand, with several countries issuing travel advisories warning their citizens against visiting Turkey.

The research analyzes the economic consequences of ISIS-related terrorism through key indicators such as tourism revenues, the number of foreign visitors, and hotel occupancy rates. The data clearly demonstrate that the severe contraction experienced in the tourism sector between 2014 and 2017 was closely linked to the security threat posed by ISIS. In particular, the decline in tourists from European countries and Russia resulted in a significant drop in foreign exchange earnings.

Furthermore, the perception of insecurity caused by ISIS militants entering through Turkey's borders contributed to the international community's growing view of Turkey as an unsafe travel destination. This perception not only impacted tourism directly but also triggered wider economic effects across employment, transportation, trade, and regional development.

In conclusion, this study reveals that the impact of ISIS terrorism on Turkey extended beyond security concerns, posing a substantial threat to economic stability—especially in sensitive sectors such as tourism. The findings underscore the strong correlation between perceived national security and economic performance in globalized, tourism-driven economies.explained within the framework of the presented findings. If desired, the abstract can be divided into subheadings using the headings purpose, method, findings, and conclusion. The abstract should not exceed 200-300 words.

Keywords: Rules, Article, Page, Template, Font. 10 points

Jel Codes: ….

WHEN ARE CONSUMERS WILLING TO PAY MORE? AN EXAMINATION OF PERCEIVED VALUE AND DEMOGRAPHICS IN AI-BASED SHOPPING

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ABSTRACT

This study aims to examine the influence of perceived functional value (FV) and emotional value (EV) on consumers' willingness to pay more (WTP) in the context of artificial intelligence (AI)-assisted shopping. It also investigates whether these effects differ based on gender, income level, and AI shopping experience. The research data were collected through an online survey administered to 294 consumers. The KMO values for the measurement scales were above 0.90, and the results of Bartlett's test were statistically significant ($p < .001$). Factor analyses confirmed the unidimensionality of each construct, and all scales showed high internal consistency (Cronbach's $\alpha > .90$). Hypotheses were tested using multiple regression analyses. According to the overall regression results, FV had a significant and negative effect on WTP ($\beta = –0.270$, $p = .001$), while EV had a stronger and positive impact ($\beta = 0.861$, $p < .001$; model $R^2 = 0.423$). Among participants without AI shopping experience, FV had a significant negative effect ($\beta = –0.326$, $p < .01$), while EV remained a strong and significant predictor ($\beta = 0.904$, $p < .001$). In contrast, among experienced users, the effect of FV was not significant, while EV still had a significant positive effect ($\beta = 0.698$, $p < .001$).

Regarding gender, both FV ($\beta = –0.262$) and EV ($\beta = 0.763$) were significant among female participants. Among males, both values were also significant, with EV demonstrating a particularly stronger effect ($\beta = 1.008$). Moreover, the model explained more variance for males ($R^2 = 0.548$) than for females ($R^2 = 0.343$).

In terms of income levels, FV had no significant effect in the middle-income group (50,000–100,000 TL), but showed a significant negative impact in both low (< 50,000 TL; $\beta = –0.353$) and high-income groups (> 100,000 TL; $\beta = –0.322$). EV was significant and positive in all income segments ($\beta = 1.009$ and 0.837, respectively). The highest model explanatory power was observed in the low-income group ($R^2 = 0.507$).

In conclusion, EV is the most powerful determinant of consumers' WTP in AI-assisted shopping, while FV appears less influential. These findings emphasize the importance of emotional satisfaction in marketing strategies targeting AI-enhanced consumer experiences.

Keywords: Retail management, Willingness to pay more, Artificial intelligence (AI), Emotional value, Functional value

Jel Codes: M30, M31

THE MEDIATING ROLE OF DIGITAL TRANSFORMATION IN THE RELATIONSHIP BETWEEN SERVANT LEADERSHIP AND JOB SATISFACTION

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ABSTRACT

This study aims to examine the effect of servant leadership, one of the contemporary leadership approaches, on employee job satisfaction, while also exploring the potential mediating role of digital transformation in this relationship. Unlike traditional authoritarian leadership styles, servant leadership emphasizes empathy, responsiveness to employee needs, support for personal development, and a sense of social responsibility. Previous research has demonstrated that servant leadership positively contributes to various workplace outcomes such as job satisfaction, organizational commitment, and employee performance. However, in today's rapidly evolving work environment, digital transformation is not limited to technological infrastructure; it also reshapes leadership practices, work processes, and employee expectations. Despite this, the mediating influence of digital transformation in the relationship between servant leadership and job satisfaction remains underexplored.

The research will adopt a quantitative methodology, collecting data from employees working in public or private sector organizations, and will utilize structural equation modeling (SEM) to analyze the relationships between variables. The original contribution of this study lies in its effort to reinterpret the effect of servant leadership in the context of the digital age and to provide a theoretical and practical framework for understanding the interaction between leadership and digital transformation. The results are expected to inform human resource management strategies, digital adaptation practices, and leadership development programs.

Keywords: Servant Leadership, Job Satisfaction, Digital Transformation

Jel Codes: M12, M15, J28

THE ROLE OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT PERFORMANCE EVALUATION

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ABSTRACT

In today's business world, human resource management is undergoing a profound transformation due to digitalization and technological advancements. This literature review focuses on the use of artificial intelligence technologies, particularly in employee performance evaluation processes. AI enhances performance analytics by making it more objective and multidimensional, offering new opportunities for both employees and managers, while also presenting certain ethical and risk-based challenges.

These new systems, which go beyond traditional performance criteria, enable the real-time and dynamic monitoring of metrics such as productivity, problem-solving ability, time management, and collaboration. Supported by tools such as data analytics, machine learning, and natural language processing, these systems not only increase operational efficiency but also provide faster feedback and improve decision-making processes.

Findings in the literature indicate that, when implemented correctly, AI-supported performance systems can make evaluation processes more effective and transparent. However, it is critical that these technologies are designed in a fair, explainable, and human-centered manner. In this context, structuring performance evaluation processes in alignment with ethical principles should prioritize not only technological accuracy but also the employee experience.

Keywords: Artificial Intelligence (AI), Human Resource Management (HRM) and Performance evaluation.

SOCIO-PSYCHOLOGICAL DIMENSIONS OF VAN REGION FOLK SONGS: THE EFFECT OF STORYTELLING ON

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ABSTRACT

This study aims to examine the socio-psychological effects of folk songs with stories from the Van Region. The research adopts a qualitative analysis approach to understand the effects of music and folk narratives on social structures, psychological states of individuals and cultural identity.

In the study, a sample of traditional folk songs with stories from the Van Region will be formed. This sample will be collected from local folk music archives through field studies and interviews in the field. The selected folk songs will be diversified by considering the folk music tradition and storytelling features. In-depth interviews will be conducted with individuals living in the Van Region and local music practice will be observed through participant observation. How folk songs are perceived in the social context, which psychological states they reflect and how they are associated with social norms will be analysed.

The themes, emotional tones and social narratives in folk songs will be analysed through content analysis. This analysis aims to determine how the psychological and socio-cultural subtexts in folk songs are related to social structures. The interview data will be analysed through discourse analysis, taking into account the personal experiences and social perspectives of the participants. The effects of folk songs on the psychological states of individuals, their relationship with social perceptions and their place in collective memory will be grouped into themes. Psychoanalytical and psychological analyses will be made on how the emotional burdens in folk songs shape the mental states and identities of individuals. Particular emphasis will be placed on how the narratives in folk songs can be associated with individual and social traumas. The role of folk songs in the context of social norms, group identity, belonging and social values will be analysed and the effects of these songs on social solidarity and group psychology will be evaluated.

The study aims to reveal the effects of the story folk songs of the Van region on social identity, cultural memory and psychological structure. How folk songs shape the emotional world, values and social relations of the local people and their place in social psychology will be discussed. In addition, how social norms and individual identities are reinforced or transformed through these folk songs will also be evaluated.

Keywords: Narrative folk song / Story-based folk song, social psychology, cultural identity, social norms, sense of belonging / Belongingness, social values.

Jel Codes: Z11, Z13, Z10, A13, I31

THE EFFECT OF AI-BASED HR ANALYTICS ON EMPLOYEE ENGAGEMENT AND JOB SATISFACTION

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ABSTRACT

The aim of this study is to examine the effects of artificial intelligence (AI)-based human resources (HR) analytics on employee engagement and job satisfaction. While the importance of data-driven decision-making processes is increasing today, AI-supported HR analytics make significant contributions to organizations in areas such as performance, loyalty, satisfaction and recruitment. In the study, it is emphasized that AI-based systems can predict employee needs by analyzing large data sets, develop personalized strategies and increase employee motivation in this way. Human resources analytics is used under the concept of "People Analytics" with an interdisciplinary approach to both analyze the current situation and provide predictions for the future. In the study, it was found that these technologies provide time and cost advantages to businesses; However, it was concluded that the quality, consistency and ethical risks of the data should also be taken into account. In addition, with the Society 5.0 paradigm, it is seen that HR analytics has become not only a technical tool, but also a driving force for meaningful and strategic decisions. The results obtained in this study are AI-based HR analytics; It shows that it can offer multidimensional benefits such as increasing employee satisfaction, reducing workforce turnover, raising awareness about data security, and helping organizations develop sustainable HR policies.

Keywords: Artificial intelligence, HR Analytics, Job satisfaction.

Jel Codes: ….

POSITIVE AND NEGATIVE EFFECTS OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES ON HUMAN

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ABSTRACT

The aim of this study is to examine the impact of artificial intelligence (AI) on human resources (HR) processes within the context of digitalization and Industry 5.0, by reviewing both Turkish and international literature. In this regard, the study aims to provide guidance on how AI can be applied to recruitment, performance management, training, development, and workforce planning processes. While AI applications contribute to increased efficiency in HR processes, they also bring significant risks such as job insecurity, privacy concerns, ethical challenges, and the potential erosion of human-centered values. In this study, both the positive and negative contributions of AI technologies to the strategic management of human resources within the digital transformation of businesses are evaluated, and recommendations are made regarding the processes that should be followed.

Additionally, the study addresses how HR processes should be positioned within the framework of sustainable future planning for businesses. It is emphasized that this positioning should be evaluated within the context of decision-making processes, increasing competition in domestic and international markets, the impact of globalization, the rapidly changing dynamic market structures, and the continuously evolving production models. In an environment where knowledge is considered a strategic asset, the effective use of AI technologies in competitive conditions—when integrated with HR processes—has been shown to contribute to faster and more effective decision-making, especially in investment decisions that are difficult to reverse.

Keywords: Human Resources Management, Artificial Intelligence, Technology

A PHILOSOPHICAL REFLECTION ON AI AND HUMAN CREATIVITY

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ABSTRACT

In today's world, where artificial intelligence evolves at increasing speed, society is caught between awe and apprehension. AI can now generate poems, paintings, and music—expressions once believed to be born of the soul. As machines begin to replicate creativity, critical questions emerge: are tools being built, or is human voice being lost?

Creativity, in its essence, is not merely expression—it is survival. It arises from contradiction, memory, healing, and pain. Machines do not carry memory or shame. They do not hesitate. They do not suffer. Yet those emotional complexities are precisely what give human creativity its depth and meaning.

While AI holds potential for ethical use—such as supporting marginalized voices, assisting learning, and broadening access—it becomes dangerous when it begins to define art, rather than support it. In such cases, efficiency may replace soul, and speed may replace intention.

Contemporary culture celebrates speed, clarity, and convenience. Yet authentic creativity is inherently slow, ambiguous, and emotionally layered. Machines produce outputs. Humans create from grief, memory, resistance. That difference is not merely technical—it is human.

The future of AI should not erase imperfection but protect it. If AI systems are designed with care and conscience, they can support creativity without dominating it. But that depends on users and developers who remain awake to the consequences of convenience.

True meaning is often born from what cannot be generated—only lived. Let creativity remain a space for uncertainty, memory, and depth.

Keywords: Artificial Intellegance, Philosophy of AI, Ethics, Creativity, Values, Emotions, Art.

Jel Codes:

ADMINISTRATIVE STAFF WORKING AT UNIVERSITIES DETERMINATION OF AWARENESS OF ARTIFICIAL INTELLIGENCE APPLICATIONS: THE CASE OF AMASYA PROVINCE

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ABSTRACT

The aim of this study is to determine the awareness of administrative staff working in universities about artificial intelligence applications. For this purpose, the researcher sought answers to the questions 'What is the definition of artificial intelligence?', 'Which artificial intelligence applications are used in universities?', 'What are the problems encountered in artificial intelligence applications used in universities?' and 'What are your solution suggestions for the problems encountered in artificial intelligence applications used in universities? This research is a qualitative study and was conducted using a phenomenological design. The researcher used a semi-structured interview technique to collect data. The data obtained with this method were analyzed according to the descriptive perspective. The sample of the study consists of 8 administrative staff working at Amasya University. Accordingly, the administrative staff participating in the study defined the concept of artificial intelligence as imitator, robot, cognitive intelligence and software that helps humans. The participants stated the artificial intelligence applications used in universities as Chat-GPT and Turnitin. Again, the participants expressed their views on the problems encountered in artificial intelligence applications used in universities as providing wrong information and not knowing how to use them. In line with the findings, the researcher recommends in-service training for administrative staff about artificial intelligence applications used in education, establishment of commissions, adding them to the curriculum as a course.

Keywords: Artificial intelligence, artificial intelligence applications, academician

Jel Codes: Z0,M1,MO

TITLE: “ ISHMAEL AS A SUSTAINABILITY INSPIRATION: MOBY DICK FOR STUDENTS“

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ABSTRACT

This study explores how Herman Melville’s Moby-Dick, when read through the lens of the Blue Humanities and Oceanic Studies, offers powerful pedagogical tools for sustainability education aimed at children. Focusing on Ishmael as both a narrator and a character transformed by the sea, I argue that his journey models emotional resilience, ecological awareness, intercultural empathy, and narrative self-reflection—all of which are foundational to Education for Sustainable Development (ESD). Drawing from recent interdisciplinary scholarship (Oppermann, Mentz, Ganser & Lavery) and my accompanying teaching concept, I propose a series of narrative- and arts-based classroom methods that translate Ishmael’s oceanic learning into tangible educational outcomes for young learners. This paper aims to contribute a literary-humanities perspective to child-centered environmental pedagogy and advocate for narrative as a vessel for ecological consciousness.

A STUDY ON FINANCIAL PERFORMANCE EVALUATION CRITERIA AND AIRLINE BUSINESSES

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ABSTRACT

Today, while the aviation sector is rapidly developing and growing, the cyclical, financial and fiscal conditions faced by the players in the sector challenge the players in terms of competitiveness. The ability of airline companies to adapt to these difficult situations depends on having managerial skills from different perspectives. Financial performance management is the most indispensable skill to have.

There are financial evaluation criteria that airline companies, which continue their activities with high fixed costs and intense risk factors, focus on to achieve efficient financial results. The focus of this study is on which financial criteria the sector players operating in a tough competitive environment present when evaluating their financial reports, making decisions at different levels, directing their investments, managing their relations with domestic and foreign investors, which ratios come to the forefront during the evaluation phase, and which financial strategies they share with their investors. Within the framework of this purpose, the flag carrier company Turkish Airlines and the low-cost company Pegasus Airlines will be examined in detail with the above criteria.

Keywords: Airline Companies, Financial Performance, Investment Decisions

Jel Codes: G32, G10, G11.

THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND THE ENVIRONMENT

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ABSTRACT

The relationship between economic growth and the environment has been extensively examined in the literature. The nature of this relationship is shaped by questions such as whether economic development increases environmental degradation, whether environmentally friendly growth is feasible, and how growth can be balanced with sustainability. One of the most frequently referenced frameworks in the literature is the Environmental Kuznets Curve (EKC) hypothesis, which suggests an inverted U-shaped relationship between environmental degradation and per capita income. According to this hypothesis, environmental impacts tend to increase during the early stages of economic development; however, after a certain income level is reached, these impacts begin to decline due to rising environmental awareness, technological advancements, and the implementation of regulatory policies.

International agreements such as the Paris Climate Agreement, the Kyoto Protocol, and the European Green Deal have contributed significantly to raising global environmental awareness and have encouraged countries to adopt carbon-neutral policies.

In the context of Turkey, environmental regulations began to institutionalize particularly after the 1980s. The Environmental Law No. 2872, which came into force in 1983, laid down the basic principles for environmental protection. This framework was later expanded through the introduction of various legal regulations, including the Environmental Impact Assessment (EIA) Regulation, Waste Management, Air Quality, and Energy Efficiency regulations. Turkey also encouraged the use of cleaner energy sources with the enactment of the Renewable Energy Law in 2005 and formally committed to global climate goals by ratifying the Paris Agreement in 2021. Furthermore, the declaration of a net-zero carbon emission target by 2053 and the adoption of the "Green Development Revolution" discourse indicate that environmentally oriented development policies will play a more prominent role in the future.

However, a significant portion of existing studies tends to revolve around similar findings; this study reviews the literature to explore what can be done differently. Rapidly advancing environmental technologies and eco-friendly products at the global level provide opportunities for new analyses with alternative perspectives in this field. In this context, once current data becomes accessible and is comprehensively processed, it is expected to offer original contributions to the literature.

Keywords: Sustainable Development, Environment and Growth, Environmental Policies, Regulations and International Environmental Agreements

JEL Classification Codes: Q01, O44, Q58

ARTIFICIAL INTELLIGENCE IN EVERYDAY LIFE: OPPORTUNITIES, CHALLENGES, AND THE PATH FORWARD

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ABSTRACT

This research considers the prevalence of Artificial Intelligence (AI) in the modern world and how its adoption in everyday life has transformed varied domains of individual traditions, corporate culture, healthcare, education, and social culture. Artificial intelligence technologies like voice assistants, smart home gadgets, predictive analytics, and automated services creep into daily life without anyone appearing to have taken note, introducing convenience of access, enhanced efficiency, and tailored experiences in all directions. In business, AI has revolutionized business in banking, retailing, and medicine by improving decision-making, customer relations, fraud detection, and disease diagnosis. Outside these, AI is also revolutionizing education, mobility, agriculture, and recreation through innovative products offering upgraded learning, mobility, and entertainment.

But with AI becoming integral to the very fabric of day-to-day existence, it also brings gigantic problems of privacy, ethical conduct, joblessness, and the risk of widening social disparities. As there is increased reliance on AI, concerns around transparency, regulation, and governance also need to be met to offset such risks. This study examines the benefits and the disadvantages of AI integration, namely the need for public trust, education, and ethical design of AI technologies. With trends analysis and future directions, this article attempts to provide a sweeping overview of how AI is changing the future and present human society and the ethical principles that should guide its development. Finally, it asks for a harmonious approach so that AI works towards a sustainable and inclusive future.

Keywords: AI Applications in Everyday Life, AI in Business and Industry, AI in Healthcare, AI in Education, AI in transportation and smart cities, AI in transportation and smart cities, Challenges and ethical concerns of AI.

Jel Codes: O33, L86, I21, J24, D83, M15

INNOVATIVE TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE IN PUBLIC ADMINISTRATION

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ABSTRACT

Innovative technologies in public administration refer to up-to-date tools and modern methods used to provide better quality services to citizens, make public policies more efficient and optimize management processes. The sustainable integration of innovative technologies into public administration aims to create a more comprehensive, effective and innovative management approach. Innovative technologies are not only limited to the automation of some administrative processes in public administration, but also have a wide range of effects such as efficiency, effectiveness, transparency, citizen satisfaction, decision-making processes and audit. The study aims to examine innovative technologies and artificial intelligence applications in public administration through global applications. In this context, the study reveals the contributions and impacts of innovative technologies on public administration by examining the successful and widely adopted practices of different countries. The study is expected to contribute to the literature by establishing an academic framework for discussion on technological innovations and public administration, by comprehensively examining the impacts of emerging and diversifying innovative technologies on public administration through current practices, and by drawing attention to the practical significance of innovative technologies in fields such as public administration and public policy.

Methodologically, the study is based on a review of the literature (such as official documents, laws, reports, and academic articles) and the comparative method (presenting innovative technologies and artificial intelligence applications through a comparative analysis of different country examples). In the study, it was concluded that innovative technologies, when adapted to public administration, help improve service quality and enable more effective use of resources. Firstly, some basic concepts (such as public administration, innovative technology and artificial intelligence) are clarified. Then, the changing structure of the administration from the traditional public administration understanding to the digital public administration understanding was mentioned. Finally, the reflections of innovative technologies on public administration in practice and their effects on management processes are discussed by giving place to global experiences.

Keywords: Public Administration, Artificial Intelligence, Innovative Technology

Jel Codes: H83, O33, D83

THE IMPACT OF AI-BASED PERSONALIZATION ON CUSTOMER SATISFACTION

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ABSTRACT

The aim of this study is to examine the impact of AI-based personalization on customer satisfaction. In today's world, AI-based personalization applications have become a strategic tool for businesses focused on enhancing customer satisfaction. Specifically, AI-driven personalization in e-commerce, digital assistants, and chatbot services has the potential to significantly increase customer satisfaction by offering customized experiences tailored to individual user needs and preferences. This study aims to explore the role, effects, and challenges of AI-based personalization applications in enhancing customer satisfaction through a systematic synthesis of findings from recent academic research and case studies in the relevant literature. Experimental research has shown that AI-based personalization applications have a significant and strong positive effect on customer satisfaction. In this context, AI-supported personalization applications have been found to significantly enhance customer satisfaction by providing personalized experiences suited to individual preferences and needs.

AI facilitates the process by predicting customer preferences and needs, simplifying the user experience by minimizing distractions, and saving time. This capability is made possible through AI's capacity to analyze large volumes of data such as customer purchase history, browsing behaviors, and interaction patterns, allowing it to predict needs, support decision-making processes, and provide appropriate recommendations to users. The personalized recommendations provided enable customers to make more informed and satisfying choices, thereby increasing satisfaction with the experience and promoting customer loyalty and repeat purchase tendencies.Research has demonstrated that AI-based personalized product recommendations on e-commerce platforms can increase customer satisfaction by up to 30%, and AI-powered chatbot applications have enhanced solution speed and efficiency, significantly strengthening customer trust. Similarly, dynamic pricing algorithms used in the retail sector have been shown to reduce the effort level in customers' search processes, positively impacting overall satisfaction. However, the literature also highlights various risk factors in the use of AI-based systems, such as data privacy violations, algorithmic errors, and lack of transparency. It is emphasized that failure to effectively and transparently manage these issues can harm customer trust and negatively affect satisfaction levels.

Keywords: Artificial intelligence, customer satisfaction, personalization

JEL Codes: O3, D1, M31

THE IMPACT OF DIGITAL COMPETENCIES ON CAREER HOPE AMONG UNIVERSITY STUDENTS

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ABSTRACT

This study aims to examine the impact of individuals' digital competency levels on their employment hope. With the rapid acceleration of digitalization in today's labor market, possessing digital skills has evolved from being a mere technical qualification to becoming a strategic asset that enhances employability. Particularly for individuals at the higher education level, digital competencies play a critical role in career planning, professional motivation, and perceptions of job security. As emphasized in the literature, digital competence is a multidimensional construct encompassing cognitive, technical, and emotional skills. This structure offers individuals a significant advantage not only in adapting to current working conditions but also in evaluating future employment opportunities.

A quantitative research method was adopted for this study, and data were collected through a survey developed based on the Digital Competence Scale and the Employment Hope Scale. Correlation and regression analyses were conducted on the collected data. The findings indicate that individuals with higher levels of digital competence also demonstrate significantly higher levels of employment hope. Moreover, individuals who can effectively utilize digital tools adapt more easily to changes in working life, and this adaptability contributes to the development of more optimistic expectations about their professional future.

In conclusion, enhancing digital competencies is of critical importance not only for personal development but also for increasing the capacity to adapt to labor market dynamics. In this context, it is recommended that educational policies be restructured to strengthen digital skill acquisition.

Keywords: Digital Competence, Employment Hope, University Students

JEL Codes: I23, J22, J24

THE IMPACT OF ECONOMIC FACTORS ON HAPPINESS: VAR ANALYSIS FOR TURKISH YOUTH (25-34)

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ABSTRACT

While the fundamental goal of development is defined as freedom, a life that the person values and can expand the possibility of reaching a lifestyle that suits him/herself has been considered important in terms of freedom and on the path to happiness. Every individual wants to have a good standard of living. A happy individual has a direct impact on the welfare and income of the country. The importance of the concept of happiness and even a happy individual should not be ignored for the future and the success of the country. In this context, the factors that affect happiness have also been the subject of many studies.

Two main topics standing out in economics literature are “income level” and “subjective well-being. While an increase in income level is seen as an element that increases happiness, subjective well-being includes subheadings such as social comparisons, desire and adaptation. It can be said that the studies investigating the factors that affect happiness are gathered around three main headings. These are: demographic factors, economic factors and institutional factors. Demographically, being married or not, age status and gender, while many factors such as poverty, income distribution inequality and benefiting from quality health services affect happiness economically, they can be related. The aim of this study is a VAR (Vector Autoregression) model analysis on the demographic factors affecting the level of happiness, age, unemployment and inflation variables as economic factors. TÜİK, Life Satisfaction Survey (2003-2024) data were used. The VAR model used and the impulse response functions of the variables were investigated. Accordingly, while the response of those who stated that they were happy between the ages of 25-34 decreased over time in terms of the unemployed with basic education, this rate increased over time in terms of the unemployment of the highly educated.

Keywords: Happiness, VAR Model, IRF

Jel Codes: I3, I31

AN EXAMINATION OF THE INTERNATIONAL LABOUR ORGANIZATION'S DISCRIMINATION (EMPLOYMENT AND OCCUPATION) CONVENTION NO. 111 WITHIN THE FRAMEWORK OF THE PRINCIPLE OF EQUALITY AND THE PROHIBITION OF DISCRIMINATION IN INTERNATIONAL HUMAN RIGHTS LAW

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ABSTRACT

This master's thesis offers a multidimensional analysis of the International Labour Organization (ILO) Convention No. 111 concerning Discrimination in Respect of Employment and Occupation, within the broader framework of the principle of equality and the prohibition of discrimination under international human rights law. The study goes beyond the Convention's normative content by examining the evolving contours of the concept of discrimination through authoritative sources such as the decisions of the ILO Committee of Experts on the Application of Conventions and Recommendations (CEACR), ILO recommendations, the jurisprudence of the European Court of Human Rights (ECTHR), and foundational international instruments including the International Covenant on Civil and Political Rights (ICCPR).

The thesis argues that the fight against discrimination cannot be confined to the achievement of formal equality; rather, it requires the realization of substantive and transformative equality, which imposes positive obligations on states. Within this context, the case of Türkiye is critically examined. Despite the existence of constitutional and legislative guarantees, the study identifies ongoing structural and institutional deficiencies in practice. Key challenges include the lack of explicit legal provisions addressing discrimination on the grounds of social origin and political opinion, issues concerning the institutional independence and effectiveness of the Human Rights and Equality Institution of Türkiye (TIHEK), and the inadequate mechanisms for collecting and monitoring data on discrimination.

Employing a comparative legal methodology, the thesis analyzes the experiences of Canada, South Africa, and Brazil to evaluate Türkiye's position within a global context. Drawing upon international best practices, the study presents policy recommendations aimed at strengthening anti-discrimination frameworks. In conclusion, it is asserted that Convention No. 111 serves not only as a binding legal instrument, but also as a fundamental normative framework for establishing a just, inclusive, and equality-based labour system.

Keywords: International Labour Organization (ILO), Principle of Equality, Prohibition of Discrimination, *International Human Rights Law, decisions of the committee of experts on the application of conventions and recommendations ceacr, convention no. 111*

IMPORTANCE OF INNOVATIVE INITIATIVES TO INCREASE NATIONAL COMPETITIVENESS IN TERMS OF ECONOMIC DEVELOPMENT

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ABSTRACT

The spread of information and communication technologies and the globalization of the economy have made it a necessity to increase national competitiveness. One of the most important indicators that measure the sustainable development level of the national economy is competitiveness. It is possible to talk about the existence of many factors that increase national competitiveness. One of the most important of these factors is the intensive use of information and communication technologies, which will be created by receiving support from artificial intelligence applications in the production, marketing and distribution processes. Thanks to these technologies, entrepreneurs can become more competitive in both national and international markets and can achieve significant export revenues. This constitutes one of the most important elements of the economic growth and national development process. In order for entrepreneurs to develop both individually and to achieve economic development, it is of great importance for them to increase their investments in artificial intelligence applications and information technologies and to focus on R&D activities in this regard. It is possible to say that these investments will make significant contributions to entrepreneurs in the future. Today, it is observed that countries that make significant investments in information technologies have achieved significant gains and are in the group of developed countries. In this context, it is extremely important to increase national competitiveness in order to achieve economic development, and to give importance to innovative initiatives that use information technologies intensively in order to increase national competitiveness.

Keywords: Economic Development, Competitiveness, Innovative Initiatives, Information. Technologies, Artificial Intelligence