

VI. ASC 2023 / FALL CONGRESS

BİLDİRİ ÖZETLERİ KİTAPÇIĞI / ABSTRACT BOOK

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SMART FUTURE: YESTERDAY,
TODAY & TOMORROW

ABSTRACT BOOK



6th Academic Studies Congress

It was supported by TÜBİTAK in the 4th term of 2023 with application 1929B022300396 within the scope of 2223-B Domestic Scientific Event Organization Support Program.

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SMART FUTURE:
YESTERDAY, TODAY &
TOMORROW

21-23 December 2023

Hosted by

Bingöl University, BİNGÖL / TÜRKİYE

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BAT ACADEMY

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Preface

VI. The International Academic Studies Congress was held on 21-23 December 2023, hosted by Bingöl University, with the theme "SMART FUTURE: Past, Present, Tomorrow". The main lines of the smart future;

Technology

Economy

Management

Education

Food and Agriculture

Health

Environment and Cities

Social Systems

International relations

Space

with the above ten sub-themes, it was aimed to make determinations about the preparations of the smart future, its current situation, what awaits us in the future and what needs to be done, and to create a platform for all scientific disciplines to cooperate in preparing for and contributing to this process, presenting it and avoiding or overcoming its drawbacks.

In this congress, experts, researchers, academicians and students from various parts of the world came together to talk about the current situation and the future, as well as the history of the new reality around the world.

At the congress, 305 participants from 12 countries, presented 184 papers. 105 of the congress participants are from Türkiye and 200 are from outside Türkiye. The congress was held in 3 simultaneous sessions over three days.

Countries of congress participants:

Democratic Republic of the Congo

India

Kazakhstan

Malaysia

Nijerya

Pakistan

Russia

Slovakia

Türkiye

Ukraine

USA

Uzbekistan

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I would like to thank the Academic studies group, Organizing Committee and Scientific Committee for organizing this congress. Congress President Assoc. Dr. Hamza ŞİMŞEK Congress co-chairs Prof. Dr. Avdesh Jha, Prof. Dr. Muhammad Ashfaq, Dr. Logaiswari Indiran, Dr. Azamat Maksüdünov and We would like to thank Congress Secretary Dr. Sinem Sönmez for her efforts to make this event successful.

I would also like to wholeheartedly thank the speakers who made presentations, the invited speakers, the chairmen, the Bingöl team who worked on organizing the congress and hosted us, the students and the participants who contributed.

They held a successful and magnificent congress. On my own behalf, I would like to extend my best wishes to everyone who contributed to this scientific study.

Moreover; The 6th Academic Studies Congress was supported by TÜBİTAK in the 4th semester of 2023 with the application number 1929B022300396 within the scope of the 2223-B Domestic Scientific Event Organization Support Program.

We would also like to thank TÜBİTAK for its support to academic studies.

Assoc. Dr. Osman YILMAZ

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Önsöz

VI. Uluslararası Akademik Çalışmalar Kongresi (ASC-2023 / SONBAHAR) 21-23 Aralık 2023 tarihlerinde Bingöl Üniversitesi ev sahipliğinde “AKILLI GELECEK: Dünü, Bugünü, Yarını” teması ile gerçekleştirildi. Akıllı geleceğin ana hatları olan

Teknoloji
Ekonomi
Yönetim
Eğitim
Gıda ve Tarım
Sağlık
Çevre ve Şehirler
Sosyal Sistemler
Uluslararası İlişkiler
Uzay

yukarıdaki on alt tema ile akıllı geleceğin hazırlayıcıları, mevcut durumunu ve yarınlarda bizi neler beklediğini ve neler yapılması gerektiği konularında saptamalar yapmayı ve tüm bilimsel disiplinlerin bu sürece hazırlanma ve katkı, sunma ve sakıncalarından kaçınma veya üstesinden gelme konularında işbirliği yapması için bir platform oluşturmak amaçlandı.

Bu kongrede, dünya çapında yeni gerçekliğin tarihçesi ile birlikte güncel durum ve geleceği konuşmak üzere dünyanın çeşitli yerlerinden uzmanlar, araştırmacılar, akademisyenler ve öğrencileri bir araya geldi.

Kongrede 12 ülkeden 305 katılımcı 184 bildiri sunmuştur. Kongre katılımcıların 105’i Türkiye’den 200’ü Türkiye dışındandır. Kongrede üç gün boyunca eş zamanlı 3 oturum ile gerçekleştirildi.

Kongreye katılan ülkeler:

Kongo Demokratik Cumhuriyeti
Hindistan
Kazakistan
Malezya
Nijerya
Pakistan
Rusya
Slovakya
Türkiye
Ukrayna
Amerika Birleşik Devletleri
Özbekistan

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Bu kongreyi düzenleyen Akademik alıřmalar grubuna, Dzenleme kuruluna, Bilim Kuruluna teřekkr ederim. Kongre Bařkanı Do. Dr. Hamza řİMřEK'E Kongre eř bařkanları Prof. Dr. Avdesh Jha, Prof. Dr. Muhammad Ashfaq, Dr. Logaiswari Indiran, Dr. Azamat Maksdnov ve Kongre Sekreteri Dr. Sinem Snmez'e bu etkinliėin bařarılı olması iin verdikleri emeklerden dolayı teřekkr ederiz.

Ayrıca sunum yapan konuřmacılara, davetli konuřmacılara, bařkanlara, kongre dzenlemesinde alıřan ve bizi aėırlayan Bingl ekibine, ėrencilere ve emeėi geen katılımcılara da canı gnlden teřekkr ediyorum.

Bařarılı ve muhteřem bir kongre gerekleřtirdiler.

Ben, řahsım adına bu bilimsel alıřmaya katkıda bulunan herkese en iyi dileklerimi sunarım.

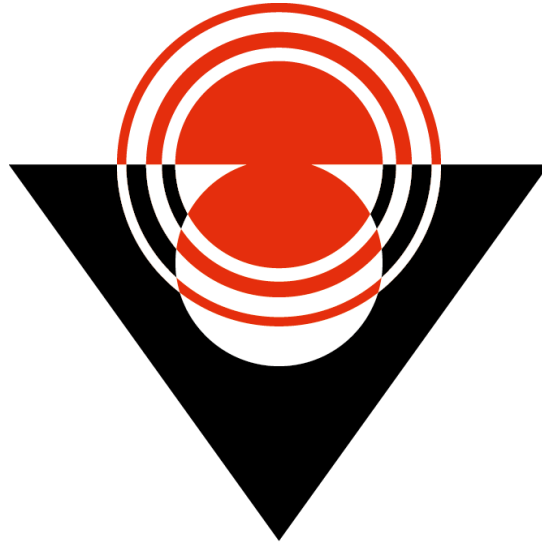
Ayrıca 6. Akademik alıřmalar Kongresi 2023 yılı 4. dneminde, 2223-B Yurtii Bilimsel Etkinlik Dzenleme Desteėi Programı kapsamında 1929B022300396 numaralı bařvuru ile TBİTAK tarafından desteklenmiřtir.

Akademik alıřmalara desteėinden dolayı TBİTAK'a da teřekkr ederiz.

Do. Dr. Osman YILMAZ

6. Akademik Çalışmalar Kongresi

2023 yılı 4. döneminde, 2223-B Yurtiçi Bilimsel Etkinlik Düzenleme Desteği Programı kapsamında 1929B022300396 numaralı başvuru ile **TÜBİTAK tarafından** desteklenmiştir.



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6th Academic Studies Congress

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Assoc. Prof. Dr. Dustin van der Haar
Assoc. Prof. Dr. Abdul Ghafoor
Prof. Dr. Tomasz Wierzbowski
Prof. Dr. Himmet Karadal
Assoc. Prof. Dr. Thoo Ai Chin
Assoc. Prof. Dr Aslan Amat Senin
Prof. Dr. Serpil Ağcakaya
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Dr. Ali KASTA
Assoc. Prof. Dr. Gökben BAYRAMOĞLU
Fesih Zeki MERT
Prof. Dr. Himmet KARADAL
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METaverse İLE AKILLI ÖĞRETİM TEKNİKLERİNİN ENTEGRASYONU: DOĞA TARİHİ MÜZELERİNDE ÇOKLU ALGISAL VE ÖZELLEŞTİRİLMİŞ ÖĞRENME DENEYİMLERİ

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Bu araştırma, doğa tarihi müzelerinde çoklu algısal ve özelleştirilmiş öğrenme deneyimlerini geliştirmek için metaverse ve akıllı öğretim tekniklerinin entegrasyonunu inceler. Çalışma, Çanakkale Onsekiz Mart Üniversitesi'nde bulunan Yer Bilimleri Doğa Tarihi Müzesi'ndeki 600'den fazla materyalin metaverse evrenine entegrasyonunu temel alır. Araştırma, Spatial.io, Mozilla Hubs ve NARA XR tarafından geliştirilen Immerzia.io gibi metaverse platformlarının kullanımını ve H5P öğrenme modellemesi aracının entegrasyonunu ele alır.

Araştırmanın teknolojik altyapısı, WordPress tabanlı bir sistem üzerinden Woocommerce entegrasyonu ile sağlanmıştır. Bu altyapı, öğrencilere yönelik etkileşimli içeriklerin yönetimi ve dağıtımını kolaylaştırır. Metaverse ortamının oluşturulması, kullanıcıların sanal ortamda etkileşim kurmalarını ve öğrenme materyalleriyle etkileşime girmelerini sağlayan gelişmiş araçlar sunar.

Öğrenme modelleri, H5P aracılığıyla geliştirilmiş ve çeşitli etkileşimli içerik türleri sunarak öğrencilerin öğrenme deneyimlerini zenginleştirir. Bu içerikler, öğrencilerin bireysel öğrenme stillerine ve ihtiyaçlarına uygun şekilde özelleştirilebilir. Öğrenciler, metaverse platformları üzerinden sanal müze turlarına katılabilir, interaktif sergileri keşfedebilir ve öğrenme materyalleriyle etkileşime girebilir.

Öğrenci katılımı, öğrencilerin sanal ortamda aktif rol almasını ve öğrenme sürecine katkıda bulunmasını teşvik eder. Bu süreç, öğrencilerin öğrenme deneyimlerini kişiselleştirmelerine ve öğrenme materyalleriyle daha derinlemesine etkileşime girmelerine olanak tanır. Araştırma, metaverse ve akıllı öğretim tekniklerinin entegrasyonunun, doğa tarihi müzelerinde öğrenme deneyimlerini nasıl dönüştürebileceğini göstermektedir.

Sonuç olarak, bu çalışma, metaverse teknolojisinin eğitimdeki potansiyelini ve uygulamalarını keşfetmeye katkıda bulunmayı amaçlamaktadır. Metaverse ortamı, öğrencilere benzersiz, etkileşimli ve özelleştirilmiş öğrenme fırsatları sunarak, eğitim alanında yeni ve yenilikçi yollar açmaktadır. Bu araştırma, metaverse'in eğitimde nasıl etkili bir araç olarak kullanılabileceğini ve öğrencilerin öğrenme deneyimlerini nasıl zenginleştirebileceğini ortaya koymaktadır.

ANTIOXIDANT AND ANTIMICROBIAL ACTIVITY OF SELECTED KIND OF SPROUTS

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Olga GRYGORIEVA (M.M. Gryshko National Botanical Garden of Ukraine)

The aim of this study was to determine antioxidant activity (with DPPH and phosphomolybdenum method), total polyphenol content, total flavonoid content (with aluminium-chloride method), total phenolic acid content (using Arnova reagent), total chlorophyll content (spectrophotometrically) and antimicrobial activity (with disc diffusion method) of fresh sprouts from alfalfa, watercress, wheat, fenugreek and white mustard. Sprouts were prepared in laboratory condition (7 day germination in temperature 23 °C).

Antioxidant activity by DPPH method ranged from 0.02 (wheat) to 0.14 (watercress) mg TEAG (Trolox equivalent antioxidant capacity) per gram of fresh matter and by phosphomolybdenum method values ranged from 0.41 (alfalfa) to 2.35 mg (watercress) TEAG (Trolox equivalent antioxidant capacity) per gram of fresh matter. The total polyphenols was the highest in sample of white mustard – 0.41 mg GAE (gallic acid equivalent) per g of fresh matter. In sample of watercress was determined the best values of total flavonoids – 0.34 mg QE (QE – quercetin equivalent) per g and total phenolic acids – 0.14 mg CAE (CAE – caffeic acid equivalent) per g. Total chlorophyll content was the highest in sample of wheat (2.15 mg/g) followed by fenugreek (0.98 mg/g), white mustard (0.78 mg/g), alfalfa (0.42 mg/g) and watercress (0.38 mg/g). The wheat sprouts exhibited strong activity to inhibit *Salmonella enterica* subs. *enterica* CCM 3807 (7 mm) and *Clostridium perfringens* CCM 4901 (8 mm). In sample of alfalfa sprouts was detected strong antimicrobial activity for *Bacillus cereus* CCM 2010 (3 mm) and *Staphylococcus aureus* CCM 2461 (5 mm). Sample of white mustards sprouts strong inhibited *Staphylococcus aureus* CCM 2461 (5 mm), while fenugreek *Candida glabrata* CCM 8270 (8.33 mm) and *Haemophilus influenzae* CCM 2318 (7.33 mm). The watercress sprouts exhibited strong potential to inhibit *Candida albicans* CCM 8186 (7.33 mm) and *Listeria monocytogenes* CCM 4699 (3.67 mm).

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THE CHALLENGES AND OPPORTUNITIES OF SOCIAL COHESION IN THE SMART FUTURE

Shama MUSHTAQ (University of Agriculture Faisalabad)

Social cohesiveness holds societies together. Community bonding, trust, and support are called social cohesiveness. Social cohesion matters for many reasons. Public health, economic growth, and crime reduction are improved. In the smart future, technology improves everyone's lives. Using technology to address poverty, inequality, and climate change. The smart future may increase social isolation and divide. The literature on social cohesion is complex. A few main motifs arise. Social cohesiveness is multifaceted. Trust, reciprocity, and belonging are among them. Social cohesion matters for many reasons. Public health, economic growth, and crime reduction are improved. The smart future envisions technology improving everyone's life. Technology is essential for addressing poverty, inequality, and climate change. The Internet of Things, massive data, and artificial intelligence will shape the future. In a smart future, social cohesion presents obstacles and opportunities. This qualitative study examined them. Focus groups with social cohesion and smart future experts provided qualitative data. Public survey data. Survey respondents were asked about social cohesion and smart futures. Focus groups explored smart future social cohesion issues and prospects. Initial studies show smart future social cohesion difficulties and potential. Tech can link people in new ways. Social media helps sustain relationships. Technology may isolate and divide. Overuse of social media can hamper real-world interactions. This article discusses future social cohesion difficulties and potential. The findings suggest sensible future policies and activities must promote social cohesion. Policies and programs should reinforce real-life connections, civic involvement, and socioeconomic equality.

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IMPACT OF SOCIAL MEDIA ON STUDENTS

Sefali PATEL (Waymade College of Education)

In the contemporary world, most people are habituated with the use social media for news, entertainment, to seek information and to be updated every day. Currently, the use of social media has significantly changed how people interact with other people in the society. In current era, most people reflect the welfares that the social media brought to the people without thinking about the conceivable negative inferences of using it. Todays' youth are so much motivated in using social media. Most of the students have a tendency to trust that social media helps them a lot in context of learning, studying, researching and finding out the information. Students can be simply inclined. Due to their interest, they want to discover or try what is original and trending to be able to fit into the society. They are able to simply familiarize everything that they see around them. With the assistances of social media, it plays a great part in the students' ordinary lives. By using social media, it permits people to be modernized every day with favors to what is happening in their surroundings. Most of the students use social media for academic purposes, for example, to be able to interact or communicate with their classmates and teachers with regards to the activities and tasks that have given to them.

THE EFFECT OF EXCHANGE RATE, TRADE OPENNESS RATE AND INFLATION ON GROSS FIXED CAPITAL FORMATION: THE CASE OF TÜRKİYE

Ahmet KADIROĞLU (Bingöl Üniversitesi)

The main purpose of the study is to investigate the relationship between exchange rate, trade openness rate and inflation and gross fixed capital formation in Türkiye. In the study, annual time series of the Turkish economy for the period 1994-2021 were used. In the national and international literature, there are very few studies examining the relationship between trade openness, exchange rate, inflation and gross fixed capital formation together. Therefore, this study aimed to fill the mentioned gap in the literature. In the study, firstly, the stationarity of the variables was tested with Augmented Dick Fuller (ADF) and Phillips Perron (PP) unit root tests. Then, Johansen (1988) cointegration test was applied to test the existence of a long-term relationship between the variables. Finally, the variables were analyzed with FMOLS and CCR coefficient estimators to determine in which direction the coefficients with long-term relationships affected economic growth. When the results are evaluated together; in fixed capital formation; When the exchange rate increased by 1%, there was an average decrease of 1.19% in FMOLS and CCR coefficients. When the inflation level increased by 1%, there was an average decrease of 0.29% in FMOLS and CCR coefficients. Additionally, in fixed capital formation; When there was a 1% increase in the trade openness rate, there was an average increase of 0.54% in FMOLS and CCR coefficients. According to these results, among the variables examined in the 1994-2021 period in Türkiye, the foreign exchange rate affected fixed capital formation the most. It was followed by the trade openness rate and the inflation rate.

SUSTAINABLE DEVELOPMENT AND GREEN ECONOMY

Furkan DOĞAN (Firat Üniversitesi)

One of the most important problems in today's world is environmental problems. Environmental problems have become a global problem rather than being an undesirable situation for countries. The concept of sustainable development has emerged to reduce global environmental problems. Sustainable development is a concept that encourages the effective use of today's resources without reducing the resources of the future generation. This concept forms the basis of the green economy. Green economy is a concept that provides social justice or minimizes ecological threats while increasing human and social welfare. The basis of the importance of this concept is that it is a phenomenon that emerges as a global economic progress. The phenomenon of green economy lies in the understanding of prioritizing social and environmental needs over wealth. Reducing today's environmental problems depends on reducing the frequency of consumption of fossil fuels and instead expanding the range of usage areas of the renewable energy sector. In this study, the concept of sustainable development, sustainable development steps, indicators and indices are included on the basis of measures that can be taken to reduce environmental problems. In this study, the concept of green economy on the basis of sustainable development is examined from a theoretical perspective.

Keywords: Sustainable Development, Green Economy, Renewable Energy

MODERN TECHNOLOGY OF BIOACTIVE EXTRACT ENRICHED WITH ANTHOCYANIN FROM RED GRAPE POMACE

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Grape pomace is a natural product rich in dietary fibers, polyphenols and anthocyanidins. By their chemical composition, secondary products from grape processing are valuable raw materials for obtaining a variety of new products. Recently, in food biotechnology, fermented and unfermented grape pomace have undergone a deeper study of the role of additives in dry powders or extracts. The quality and biological value of natural food products are determined by their chemical composition and a whole complex of integral organoleptic properties that depend on this composition. Natural anthocyanin dyes not only give color to vegetable raw materials, but also have a well-known physiological activity, in particular, coloring and antioxidant. Purified natural dyes have recently been increasingly used to improve the consumer properties of food products, in biologically active additives, in pharmaceutical preparations for the treatment and prevention of various diseases. At the same time, the composition of anthocyanins, even for the same variety of plant raw materials, is complex and variable; it depends on climatic conditions, on the maturity of berries, root crops, and the quality of agricultural work. Anthocyanins easily undergo a number of transformations depending on the conditions of extraction and analysis.

The originality and novelty of the isolation and production of biologically active extracts with antiradical properties from by-products of local wineries in ecologically safe areas of southern Kazakhstan lies in the fact that natural environmental conditions: high temperatures and low humidity which contribute to the formation of biologically active substances with increased concentrations. Current research was aimed at the deep study of extracts from grape pomace rich - anthocyanins.

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EVALUATION OF THE PERSPECTIVE OF ACCOMMODATION MANAGERS ON HALAL TOURISM: THE EXAMPLE OF MUŞ

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Musa SUIÇER (Muş Alparslan University)

Ömer SARAÇ (Sakarya University Applied of Science);

Halal tourism is a tourism approach that has been developing rapidly recently. Because the number and welfare levels of halal-sensitive tourists, who constitute the demand for halal tourism, are increasing day by day. This increase causes tourism professionals to consider halal tourism in their investment decisions. The opinions of hotel business managers are extremely important in deciding whether to develop supply opportunities for halal tourism in a tourism destination. Therefore, this research aims to evaluate hotel managers' perspectives on halal tourism. Muş province was determined as the application area of the research. Qualitative data collection method was used in the research and semi-structured interview technique was preferred. The data was obtained from 3 and 4 star hotel managers in Muş province. During face-to-face interviews, 8 open-ended questions were asked to 6 hotel managers. The data were analyzed using the descriptive analysis technique. From the findings obtained in the research, it is understood that the development of halal tourism is generally good and investments in halal tourism should be made in Türkiye, which is an Islamic country. On the other hand, it is seen that the diversity of services related to Halal tourism is insufficient, the current service quality is at a medium level, and the necessary importance is not given to natural, cultural and historical values in halal tourism in Türkiye. Other findings obtained in the research are that Türkiye's awareness of halal tourism is at low and medium levels and that halal tourism is even misunderstood by the society.

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COLLABORATION BETWEEN TURKISH ACADEMIA AND AFRICAN RESEARCHERS: UNLOCKING SYNERGIES FOR SHARED KNOWLEDGE AND SUSTAINABLE DEVELOPMENT

Yassa Yoniene PIERRE (Agora American International University of Delaware)

The conference on "Collaboration between Turkish Academia and African Researchers" aims to explore and promote synergistic partnerships between Turkish academic institutions and researchers from Africa. By emphasizing shared knowledge and sustainable development, the conference seeks to foster meaningful collaboration that addresses common challenges and contributes to mutual growth. Key areas of discussion include identifying areas of mutual interest, exploring funding mechanisms for collaborative research projects, sharing best practices of existing collaborations, and addressing relevant topics such as knowledge exchange, capacity building, technology transfer, and policy development. The conference will serve as a platform for academics, researchers, policymakers, and industry professionals from Türkiye and various African countries to engage in interdisciplinary dialogue, exchange ideas, and explore opportunities for collaboration. The outcomes of this conference have the potential to contribute significantly to the mutual growth of both regions and foster long-term partnerships that drive positive change.

THERAPEUTIC MANAGEMENT OF LOW BACK PAIN IN HEAVY EQUIPMENT OPERATORS

Gerlence Munimba KAMBERE (Agora American International University of Delaware)

Low back pain (LBP) is a significant concern for heavy equipment operators due to the nature of their work, involving prolonged sitting, whole-body vibration, and awkward postures. To address this, a multifaceted approach is essential, encompassing preventive measures and therapeutic interventions.

Preventive measures are critical and include ergonomic assessments, education on proper lifting techniques, and workplace modifications. Furthermore, emphasizing physical fitness and core strengthening exercises can help reduce the risk and severity of LBP among heavy equipment operators.

Therapeutic interventions play a crucial role in managing LBP in this occupational group. These may involve physical therapy, manual therapy, acupuncture, and other complementary modalities, tailored to address the unique demands of heavy equipment operation. The efficacy of these interventions in reducing pain, improving functional capacity, and enhancing overall well-being is noteworthy.

In conclusion, a comprehensive and tailored approach to the therapeutic management of LBP in heavy equipment operators is essential. Customized interventions can effectively alleviate the burden of LBP and promote long-term musculoskeletal health and well-being in this occupational sector.

This summary captures the key points of the abstract, presenting an overview of the challenges and strategies related to managing low back pain in heavy equipment operators.

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HEALTHCARE WORKERS' WILLINGNESS TO RECEIVE COVID-19 BOOSTER DOSE AND ASSOCIATED FACTORS IN THE DEMOCRATIC REPUBLIC OF THE CONGO

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Background: The COVID-19 booster dose is considered an important adjunct for the control of the COVID-19 pandemic due to reports of reduced immunity in fully vaccinated individuals. The aim of this study was to determine the uptake of the COVID-19 booster dose and the reasons for taking or not taking it and to identify the predictive factors among healthcare workers.

Methods: A cross-sectional study was conducted among healthcare workers selected in two provinces, Kasai Oriental and Haut-Lomami. Data were collected using a questionnaire administered through structured face-to-face interviews, with respondents using a pre-tested questionnaire set up on the Open Data Kit. All data were analyzed using SPSS v26.0.

Results: Vaccination coverage for COVID-19, taking into account declarations by health workers, is around 85.9% for the province of Kasai Oriental and 85.8% for Haut-Lomami. A total of 975 responses were collected, 71.4% of health workers in Kasai Oriental and 66.4% from Haut-Lomami declared a definite willingness to receive a COVID-19 vaccine booster. The duration of protection was the main reasons for accepting a booster COVID-19 dose for 64.6% of respondents. Logistic regression analysis showed that having chronic diseases (aOR=2.95

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[1.65-5.28]), having already received one of the COVID-19 vaccines (aOR=2.72 [1.43-5.19]); the belief that only high-risk individuals, such as healthcare professionals and elderly people suffering from other illnesses, needed a booster dose (aOR=1.75 [1.10-2.81]; [1.83-7.32]).

Conclusion: The results of this study highlight the need to design and implement educational interventions targeting healthcare workers to improve their beliefs as well as their ability to recommend the booster dose to the population in general and fellow healthcare workers in particular in order to increase the uptake of the COVID-19 booster dose.

KEYWORDS : HCWs, Willingness , Booster Dose, COVID-19, DRC, Vaccine Acceptance,

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THE PREVALENCE OF OVERWEIGHT AND OBESITY AMONG FISH SELLERS IN THE CENTRAL MARKET OF GEMENA CITY AND SOME OF ITS DETERMINANTS

John Shebeni NTABO (ISTM-MANONO)

A study on the prevalence of overweight and obesity was carried out among female fish vendors in the central market of Gemena town. The results indicate that out of a study population of 38 female fish vendors surveyed: 47.3% were overweight and 44.7% were obese. Some parameters were observed as possible determinants: seniority in the profession, number of children of each respondent. It was found that 83.34% of the overweight respondents had been in the profession for more than 5 years, 94.2% of the obese respondents had been in the profession for more than 5 years, 88.2% of the obese respondents had 3 or more children, 88.9% of the overweight respondents had 3 or more children.

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BUILDING STRONG BRIDGES: STRENGTHENING COOPERATION BETWEEN BURKINA FASO AND TURKIYE FOR SUSTAINABLE DEVELOPMENT THROUGH VOCATIONAL AND TECHNICAL TRAINING

Ima BANOAGA (Groupe CFPEM-ESIM)

Objective: This study aimed to investigate the attitudes of nurses working in an Intensive Care Unit (ICU) in Botswana towards the implementation of care bundles, with a focus on exploring their lived experiences and how these experiences shape their attitudes.

Methodology: Employing a phenomenological qualitative research design, the study conducted interviews with nurses actively working in the ICU. Thematic analysis was utilized to extract key themes and patterns related to attitudes regarding care bundle implementation.

Results: The analysis revealed multifaceted insights into the attitudes of ICU nurses towards care bundles, elucidating the intricate interplay between their lived experiences and their inclinations for embracing these bundled care practices.

Conclusion: This study advanced our understanding of the factors influencing the adoption of care bundles in ICU settings, emphasizing the pivotal role of healthcare providers' perspectives in implementing evidence-based practices. The findings informed the development of targeted strategies to enhance the successful integration of care bundles, not only within Botswana's ICU contexts but also in resource-limited settings more broadly.

Key words: ICU, Intensive Care Unit, Botswana, care bundles, implementation, attitudes, lived experience, healthcare providers, evidence-based practices

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CRITICAL ANALYSIS OF THE SUPPORT MODE APPLIED IN THE BLOCK6 PR6 AREA

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The block6 Pr6 zone recurrently presents instabilities in the form of falling blocks and cracks in the roof of the galleries and other unpredictable constraints. Since the method of support to be used is linked to the characteristics of the rock and the span, this can influence the performance of the proposed mode. The same applies to evaluating the performance of the support method used in order to make it more reliable.

The results of calculating the approximate Q-index gave us a value of 2.615, thus classifying the rock as poor quality. The choice of support was made using the chart proposed by Barton. Thus we concluded that the stability of the structures will be established by using anchor bolts and additional support from shotcrete (gunite). Thus, by using the correlation of the Q-index and RMR we found that the spacing of the bolts must be approximately 1 to 1.5 meters and the thickness of the gunite must be 30 mm.

Finally, a comparison of the support method found after analyzes and that applied on the ground was established and this confirms that the mode used is sufficiently adapted with a good application procedure.

Keywords: Block, Support, Analysis, Stability, Classification

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ISRAEL - HAMAS CONFLICT: ANALYSIS OF GEOSTRATEGIC FAILURES AND DIPLOMATIC TENSIONS

Aimée Murphie TSHIBOLA Lubeshi (Université de Manono)

The recent escalation of conflict between Israel and Hamas has highlighted the repeated failures of both parties in terms of geostrategy and resulting diplomatic tensions. This article offers an in-depth analysis of these geostrategic failures and diplomatic tensions, focusing on their implications for the Middle East region and international relations. By examining the actions and strategies of both sides, the article aims to shed light on the underlying dynamics that have contributed to the current impasse and identify potential avenues for conflict resolution. Ultimately, this analysis seeks to provide new insights into a longstanding conflict and offer perspectives for a sustainable resolution.

MARKETING AREAS STRENGTHENED WITH ARTIFICIAL INTELLIGENCE

Engin YAVUZ (Amasya Üniversitesi)

Artificial intelligence has started to be used in many areas in recent years. The most important of these is the field of marketing. Artificial intelligence has many benefits for both companies and consumers. Consumers can find the product they are looking for more easily, with high quality, at an affordable price, in a personalized way, can access the product more easily and save time. Additionally, more attention is paid to details, thus leading to increased efficiency. Companies, on the other hand, can produce quality products by working with less cost and labor, from the production stage to consumption and after-sales services.

Artificial intelligence is used in the field of marketing, especially in making predictions about the market, detecting the emotional states of consumers, chat robots, image recognition, focusing on consumer behavior, predicting future behavior, e-mail marketing, advertising detailing, lead generation, automatic content creation, etc. It has started to be used quite frequently in these areas. Companies that utilize the benefits provided by artificial intelligence gain a competitive advantage. For this reason, the relationship between artificial intelligence and marketing has become more important.

Although there has been an increase in studies on artificial intelligence and marketing, it has not yet reached the desired level. Marketing is also expected to benefit from the developments in the field of artificial intelligence. In this study, we tried to explain which areas of marketing are strengthened and affected by artificial intelligence. In particular, the study is discussed under the headings of the relationship between artificial intelligence and marketing, the effects of artificial intelligence on the marketing mix, artificial intelligence and marketing strategy and types of machine learning.

Keywords: Artificial Intelligence, Marketing, Marketing of Artificial Intelligence

MEVSİMSEL ZAMAN SERİLERİ ANALİZİ İLE TÜRKİYE'DE AYRAN ÜRETİM MODELLEMESİ VE ÖNGÖRÜSÜ

Şenol ÇELİK (Bingöl University);

Yusuf ÇAKIR (Bingöl University)

Dünyada yaygın olarak tüketilen ayran geleneksel ve endüstriyel olarak üretilmektedir. Türkiye'de yapılışı geleneksel olarak yöreden yöreye farklılık gösteren ayran, endüstriyel olarak fabrikalarda tam yağlı, yarım yağlı ve yağsız olarak üretilmektedir. Türkiye'de ayran üretim miktarı her yıl artış göstermektedir. Ayrıca, ferahlatıcı bir özelliği olan ayranın üretimi ve tüketimi özellikle ilkbahar ve yaz aylarında artmaktadır. Bu çalışma, Türkiye'de ayran üretim miktarı aylık serisinin modellenmesi amacıyla yapılmıştır. 2010 Ocak-2023 Eylül dönemi aylık üretim serisinin modellenmesinde ARIMA(p,d,q)(P,D,Q)s modeli kullanılmıştır. Uygun modelin seçiminde, ARIMA(p,d,q)(P,D,Q)s modellerinden hesaplanan kalıntıların bağımsız olup olmadıkları göz önüne alınmıştır. Bu nedenle modelin uygunluğu için Ljung-Box Q(r) istatistikleri ve P (Olasılık) değerleri saptanmıştır. Aylık üretim serisinin modeli oluşturulmuş ve P değeri %5'ten daha büyük olduğundan (P=0.145) model uygun kabul edilmiştir. Serinin durağanlığı incelendiğinde, serinin düzeyde durağan olmadığı ve birinci farkı ile birinci mevsimsel farkı alınarak durağan hale geldiği görülmüştür. Yapılan analizler neticesinde, ARIMA(0,1,2)(0,1,0)12 modelinin tahmin için uygun olduğu ortaya konmuştur. Yani ikinci dereceden bütünleşik mevsimsel hareketli ortalama modeli elde edilmiştir. Modelin katsayıları 0.264 ve 0.266 olarak hesaplanmıştır. Önerilen model kullanılarak 2023 Ekim-2024 Aralık dönemi aylık ayran üretimi öngörüsü hesaplanmıştır. Öngörü sonucu elde edilen değerler, 2023 Ekim-2024 Aralık döneminde ayran üretim miktarını saptandı. 2024 yılı Ocak-Aralık ayları üretim miktarı 66655-73170 ton arasında beklenmektedir. Sonuç olarak, incelenen aylık ayran üretimi değerlendirildiğinde genel olarak Mart-Ağustos ayları arasında üretimde artış, Eylül-Şubat ayları arasında ise üretimde azalma eğilimi devam etmiştir. 2024 yılı öngörü sonuçları da bu durumu desteklemektedir.

ÇİLEK ÜRETİMİ İLE İLGİLİ YAPILAN ÇALIŞMALARIN BİBLİYOMETRİK ANALİZİ

Şenol ÇELİK (Bingöl University)

Bu çalışmanın amacı, çilek üretimi konusunda 1990-2023 döneminde yayımlanan 5142 çalışma, 1010 referans kaynağı, 4730 anahtar kelime ve 16910 yazarın bibliyometrik bakımından incelenerek, disiplinde son 34 yıldaki eğilim ve trendlerin ortaya konulmasıdır. Bu kapsamda, Web of Science Core Collection veri tabanında “strawberry” konu başlığında tarama gerçekleştirilmiş ve çalışmalara ait bibliyometrik veriler elde edilmiştir. Çalışmalar; yıllara göre yayın sayıları, yayın türleri, ülke işbirliklikleri ve kavram-konu yönelimleri bağlamında incelenmiştir. Ortak yazar ağları ile kavram-konu yönelimlerinin belirlenmesinde sosyal ağ analizinden yararlanılmıştır. Yapılan analizle, yayın sayıları 2013-2023 yılları arası en yüksek seviyede olmuştur. En fazla yayın sayısı 514 yayın ile 2022 yılında gerçekleşmiştir. Çilek hakkında en fazla yayını olan yazarlar ve eser sayıları sırasıyla Zhang Y (133), Wang Y (94) ve Wang X (84)’dir. Konu ile ilgili olarak yayınlarda en fazla kullanılan anahtar kelimeler sırasıyla fragaria, fruit ve humans olmuştur. Bu kelimeler sırasıyla 2204, 1375 ve 931 defa kullanılmıştır. Kelimelerin birbirleriyle olan ortak kullanımlarının düzeyleri anahtar kelime ağı incelendiğinde; “fragaria”, “fruit” ve “animals” bir kümede, “plant diseases”, “plant proteins” ve “gene expression regulation, plant” diğer bir kümede yer almıştır. “Humans”, “female” ve “male” kelimeleri ise bir başka kümede toplanmıştır. Çalışmaların en fazla yayınlandığı dergiler sırasıyla 329 makale ile Plant Disease, 251 makale ile Journal of Agricultural and Food Chemistry ve 187 makale ile Food Chemistry dergileridir. Bibliyometri yönteminin ziraat alanında kullanılmasının yayınlanan çalışmalarda kullanılan kelimelerin, konuların, yayınlandığı dergilerin belirlenmesi ve konular, yazarlar, kurumlar ve ülkeler arası işbirlikleri saptamak açısından yararlı olacağı ileri sürülebilir.

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FABRICATION OF FOS VEHICLE BODY COMPONENTS FOR COLOUR SPRAYING PROCESS FOR AUTOMOTIVE INDUSTRY

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Mohd Sophian BORHAN (Politeknik Mukah Sarawak)

Most vehicle body spraying companies use non-flexible and non-portable devices such as 'X' Frame and 'Y' Frame. There are a number of disadvantages found in the case of using the frame such as being difficult to move in a certain position as well as limited spray position or position. Through the Frame of Spray (FOS), the spray work is simplified, with the operator easily making sprays on both front and rear surfaces, carrying a load of at least 30 kg and capable of spinning at 90 degrees. FOS is built using existing engineering methods such as sketching, measurement, welding and grinding. Through this FOS, the company is able to shorten the spray process in a short time and make it easier for the operator to perform spray operations.

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STUDY OF TERUNG DAYAK (SOLANUM LASIOCARPUM DUNAL) DRYING RATE BY USING SELF DEVELOPED CONVECTION OVEN (COV1)

Wan Hairilamei Nik Wan ZAINUN (Politeknik Sultan Haji Ahmad Shah);

Aliff Bin Ab TAHIR (Politeknik Kuching Sarawak);

Yusmi HALIT (Politeknik Kuching Sarawak)

Terung Dayak, also known as Terung Assam is a local Sarawak vegetable that has the potential to be developed downstream and increase income for small farmers. The Sarawak government through the Sarawak Department of Agriculture has taken serious efforts to advance this industry by filing Geographical Identification on Terung Dayak and various other efforts have been carried out. Research on Terung Dayak is currently very limited. So a study aimed at examining the effect of temperature on the drying rate of Terung Dayak (*Solanum Lasiocarpum Dunal*) was carried out. It is hoped to be a catalyst for the development of the downstream industry based on Terung Dayak after this. Three drying temperature levels of 55°C, 65°C and 75°C were used in this study. Terung Dayak will be soaked in hot water at a temperature of 90°C before being dried. It aims to reduce the burden of bacterial contamination on finished products. Terung Dayak will be dried in a convection oven (COV1) until the moisture content does not exceed 10%. The drying rate was highest at the beginning of drying (4.6 g/min) and decreased slowly until the end of drying (0.9 g/min). The rate of moisture removal is fastest at a drying temperature of 75°C. A drying temperature of 75°C can save drying time up to 57% compared to a drying temperature of 55°C.

THE ROLE OF JOINT VENTURES IN THE SOCIO-ECONOMIC LIFE OF UZBEKISTAN (AS AN EXAMPLE OF ANDIZHAN REGION)

Oybek ON NURMATOV (Andijon Davlat Universiteti)

The article analyzes the role of investments in the development of the economic front, the activities of joint enterprises in Andizhan region during the period of independence with the help of scientific literature and primary sources. After gaining independence, Uzbekistan's entry into the world community, joining the ranks of the world's leading countries, became the demand of the time to carry out a number of reforms in the socio-economic sphere of our country. If we look at the recent history, we can see a number of activities carried out by our country on attracting foreign investments and establishing joint ventures from the first days of independence.

ISSUES OF STAFFING OF (ISLAMIC) RELIGIOUS ORGANIZATIONS IN UZBEKISTAN DURING THE YEARS OF INDEPENDENCE

Yususfbek JAHONGIROV (Andijon Davlat Universiteti)

The article covers the issues of providing personnel to (Islamic) religious organizations in Uzbekistan during the years of independence. It will initially focus on the legal aspects of staffing religious organizations. The adoption of the Law on Freedom of Conscience and Religious Organizations and its changes are analyzed. In the first years of independence, the opening of madrasahs, their activities in personnel training are highlighted. Changes in the system of mosques operating in the republic, aspects related to improving the qualifications of imams-khatibs were analyzed. The issues of staffing Islamic religious organizations and their changes are analyzed in three periods in 1991-1999, 2000-2016 and 2017-2021. In these years, the relationship between religion and the state, the activities of religious organizations have been examined over the years. As a result, it was stated that a concept aimed at establishing Islamic civilization in Uzbekistan, which is fighting against all forms of radicalism, training religious workers who promote the original humanitarian essence of Islam, and improving their skills, and behind these goals, problems in the field are being eliminated.

THE REFORM OF THE PRIMARY EDUCATION IN UZBEKISTAN

Irodaxon BAZAROVA (Andijon Davlat Universiteti)

The article analyzes the general content of the reform of the education system in the first years of the independence of the Republic of Uzbekistan, the laws adopted in this regard and other regulatory legal documents. Development processes of primary educational institutions are highlighted on the example of the regions of the republic. The information about the educational standards and other methodical standards introduced for the primary education system is summarized and the implementation of educational reforms in the conditions of the transition to the market economy in Uzbekistan is analyzed. The material and technical condition of pre-school and primary education institutions in all regions and their strengthening, providing the primary education system with qualified specialists were studied. Figures on the number of specialists trained in higher educational institutions over the past years have been summarized.

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MINING RENT, BETWEEN RESILIENCE AND THE BIRTH OF A MANAGERIAL STATE

Jerome Kangoy MWANAVITA (Institut Supérieur de Statistique de Lubumbashi)

Introduction: The purpose of this research is to reflect on the issues linked to the production of mining policy in the DRC and also, to the policy of distribution and/or management of mining revenue as elements of response to the organizational problems of the 'State. It has been engaged for some time in a process of reform of its management in order to ensure the mobilization of public resources. It is seeking performance and professionalization of mining management.

Method: While being part of a functionalist methodological vision, through the four basic political functions, namely: extractive capacity, distributive capacity, regulatory capacity and responsive or reactive capacity. The information collected was analyzed by adopting a contextualist approach, which constitutes a methodology for analyzing the emergence of an organizational or managerial phenomenon.

Result: Since the Congo Free State, the Government of the DRC has retained the mining sector as one of the pillars of the revival of economic growth. Moreover, the adoption of the 2002 mining code is only one element of a deeper structural reform of the Congolese economy. The objective pursued in these reforms is the restart of the Congolese economy, the restoration of the rule of law and the essential principles of governance, both in the public and private spheres.

Conclusion: Taking into account the finiteness of natural resources, to solve the problems of future generations, the Congolese State has put in place several mechanisms to capture and manage mining revenue. The question of mining governance and accountability on the part of those in power must be at the center of concerns on the one hand. And that of the acceptability of the norm and/or the impact of this governance by the social body of the other. So the issue must be that of participation in management or counter-power.

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THE NATIONAL CULTURE IN UZBEKISTAN AND ITS MAIN PECULARITIES

Oybek KOMILOV (Andijon Davlat Universiteti)

Education system is one of the important fields in the world countries in recent time. In the research have been analyzed the condition of national culture during the soviet period in Uzbekistan in details. Besides that reformation of national enlightenment system by Jadids, results of reforms, applying new programs and methods to madrasahs and schools have been investigated with important sources. Also, the article highlights the reform of madrasahs that operated in the 20s of the 20th century, which were the main higher national educational institution, as well as issues of their activities. The changes made as a result of the reforms carried out in the activities of the madrasahs are analyzed on the basis of information from archival sources.

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TAXATION AND ITS IMPACT ON INVESTMENT DECISIONS

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Jerome Kangoy MWANAVITA (Institut Supérieur de Statistique de Lubumbashi)

Introduction: Until a few years ago, development financing in Africa was synonymous with public spending, donor aid, loans from financing organizations or other sources of public funds. Long relegated to the background, the role of the private sector in economic growth and development is now recognized. But for the private sector to be able to play its role as a development agent increasingly given to it by the African government, it is important to create favorable conditions conducive to investment by the local and foreign private sector.

Method: The methodology chosen for this work is an analytical method which aims at the decomposition of a whole in order to determine the nature of its constitutions as well as their proportions.

Result: In Africa, there is a strong correlation between the country of origin of FDI and the host countries; thus, the first investments towards the DRC were strongly influenced by colonial links and the language spoken. In the study carried out in 2004 on behalf of the United Nations Development Program (UNDP) on the economic causes of armed conflicts in the DRC, it was revealed the Congo's growing lack of interest for investors. Political and economic instability and inadequate security conditions were at the root of this situation. But thanks to the efforts of the government of the Third Republic, a certain improvement has been noted in the framework of FDI with the entry of new private investments, particularly in the banking, telecommunications and mining sectors.

Conclusion: To conclude, the investment decision falls to the holders of capital seeking to invest in the DRC, more particularly in the province of Haut-Katanga, which leaves its doors wide open to new investors while aiming to broaden the tax base.

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TP MAZEMBE ENGLEBERT BRAND CAPITAL MANAGEMENT: CHALLENGES AND PARADOX

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At present, the extreme development of science and technology innovations makes the functional benefits of the brand constantly change. It is therefore difficult for companies to achieve long-term success based on a positioning strategy based solely on tangible characteristics. The purpose of this communication is to understand the issues related to the management of a brand. Although the importance of brand equity is well documented, we would like to clearly understand how the power of a brand can be linked to the consumer's mind and how brand equity can be fostered, managed and maintained.

Brand equity plays an important role in maintaining a long-term relationship between the brand and consumers. Brand equity has a positive influence on consumer trust and attachment to the brand. Companies increasingly need to find a position on the market based on intangible or symbolic benefits. Apart from the functional benefits that the product/service brings to consumers and businesses, the brand also provides them with added value called brand equity. Brand equity allows the company to reduce risks and improve future profits, obtain a premium price, win and increase its market share compared to its competitors.

Brand equity represents all the values that a brand provides to the company and the customer, therefore plays a very important role and offers significant added value for the company and for the consumer. Concerning the company, the brand influences its financial and commercial evaluations. While for the consumer, the brand influences his perception, and his preference for the brand. It is important to carry out empirical studies in order to evaluate the impact of brand equity on consumers and on the company.

AKILLI BELEDİYESİCİLİK ANLAYIŞINDA ELAZIĞ BELEDİYESİ

Onur Y Yıldız (Fırat Üniversitesi)

Günümüz dünyasında kent nüfuslarının hızla artmasıyla birlikte toplumun yaşam şartları artan bir şekilde değişime doğru gitmektedir. Bu artan değişimler kentlerde ekonomiden sağlığa, ulaşımdan çevreye kadar yaygın bir alanı kapsamaktadır. Bununla birlikte bu durumun, toplumun yapısında ve insanların ihtiyaçlarında da yenilikler getirdiği ve onların hayat tarzlarında birçok açıdan değişikliklere neden olmaktadır. Kırsal kesimlerde çalışan insanların gelir seviyelerinin düşük olması, yüksek işsizlik, düşük istihdam vb. etkenler kırsal kesimlerden kentlere doğru göçleri meydana getirmiştir. Bu göçlerden meydana gelen düzensizlik ise kentlerde çeşitli sorunları da beraberinde getirmektedir. Akıllı şehir kavramı çeşitli teknolojileri kullanarak kent içerisinde yaşayan toplumun ulaşım, altyapı, bina, çevre, ekonomi gibi sorunları tespit edip bu sorunları çözme aracı olarak kullanan bir sistemdir. Bu sorunların tekrarlanmaması adına da kentlerde farklı arayışlara yönelmeler meydana gelebilmektedir. Akıllı şehir kentin güvenliğinden afet yönetimine, çevreden sağlığa, atıklardan elde edilen kaynakların etkin kullanımına kadar toplumun bütün hayatında yer alan veri analizi, yapay zeka, coğrafi bilgi sistemleri, sosyal ağ analizleri mobil sistemleri ve dijital sistemleri kullanarak yeni yaşam stilleri oluşturmak olarak da ifade edilebilmektedir. Bu çalışmada akıllı şehirler kategorisinde yer alan Elazığ Belediyesinin akıllı belediyecilik anlayışında vizyon projeleri ve akıllı kent projeleri ele alınarak ve değerlendirilerek bir içerik analizi yapılmıştır. Elazığ Belediyesinin akıllı belediyecilik kapsamındaki uygulamaları literatür çerçevesinde incelenecek ve yapılan içerik analiz doğrultusunda bulgular tartışılacaktır.

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AUTOMATIC CAN CRUSHER

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Munawira SAHARANI (Politeknik Ungku Omar)

J Sam HAMIDON (Politeknik Seberang Perai)

Khairul Anuar ISHAK (Politeknik Metro Tasek Gelugor)

This project entails the process of designing an automatic can crusher considering forces and ergonomic factors for human utilization. After the design was completed, it was turned into its final product assuring the safety of its manufacturing. This project involves methods and processes such as connecting via bending, welding, drilling, and cutting. This project is primarily concerned with developing a new type of tin can crusher that would be easier to move around and with the purpose of crushing tin cans. After all the processes have been completed, this crusher may aid us in understanding the manufacturing and design processes involved in this project.

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POPULATIONS FLUCTUATION AND PREDATORS OF MYZUS LYTHRI (SCHRANK, 1801) (HEMIPTERA: APHIDIDAE) HARMFUL ON MAHLEP (PRUNUS MAHALEB L.) IN ERZURUM PROVINCE

Emine ARAS (Ataturk University)

Göksel TOZLU (Ataturk University)

This study was conducted between June and October of 2022 and 2023 in Erzurum, with the aim of determining the population fluctuation and predators of *Myzus lythri* (Schränk, 1801) (Hemiptera: Aphididae), a pest found intensively on Mahleb (*Prunus mahaleb* L.) plants. In Türkiye, the pest *M. lythri* on *P. mahaleb* was identified for the first time through this study. In the study, Mahleb tree shoot samples were collected from the field at 5-day intervals, brought to the laboratory, and adult + nymph counts were conducted. Additionally, predator species were manually collected using beating tray, Japanese umbrella, and aspirator. The pre-adult stages of predator species were brought to the laboratory from the field along with shoot samples cut with pruning shears. They were then cultured to facilitate adult emergence. At the end of the study, it was determined that *M. lythri* reached the highest number of individuals per leaf on July 27 (56.83; adult + nymph), August 4 (52.32, adult + nymph), and August 24 (47.66, adult + nymph) in 2022, and on June 29 (per leaf/1324.75 adult + nymph, individual) in 2023. As for predator species, a total of 14 species were identified, including 6 from Coccinellidae (Coleoptera), 5 from Syrphidae (Diptera), 1 from Chrysopidae (Neuroptera), 1 from Nabidae (Hemiptera), and 1 from Anthocoridae (Hemiptera). Through this study, *M. lythri* was identified as a new host for all of these predator species in Türkiye for the first time. Considering these predators is crucial in pest control efforts against this species.

Keywords: *Myzus lythri*, Aphididae, Population Fluctuation, Predators, *Prunus Mahaleb*

SURFACE WATER FILTRATION USING MORINGA OLEIFERA SEED POWDER AS REPLACEMENT OF ALUMINIUM SULPHATE

Visnukala a/p Ramalingam (Politeknik Tuanku Sultanah Bahiyah)

Water is the most fundamental human need. This research focus on surface water filtration using moringa oleifera seed powder as a replacement of aluminium sulphate during the coagulation and flocculation process. The water sample is taken from river and thus after the flocculation process, the water is filtered using materials such as coarse gravel, pebble stone, zeolite, fine sand, coconut husk, charcoal and limestone. Posterior to filtration process, the turbidity, total suspended solids (TSS), dissolved oxygen (DO) and conductivity has decreased. Charcoal is one of the element used in the filtration process. The charcoal need to cleaned and rinsed thoroughly before used for the filtration process or else the filtered water might contain charcoal impurities. By practicing this the filtered water become odourless and colourless.

Key words: Surface water, filtration, Moringa Oleifera Seed, Coagulation, Flocculation, Drinking water

STUDENTS' SATISFACTION AND PREFERENCES TOWARDS ONLINE LEARNING IN THE POST-PANDEMIC ERA

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With the advent of technological advancements, online learning has emerged as a transformative force in education over the years, revolutionizing the way people acquire knowledge and skills. It was not until the COVID-19 pandemic that online learning fully took hold in the global educational system. As the world recovers, the traditional face-to-face educational setting is restored. However, the air surrounding the discussion of online learning seems to have changed. The world is now more illuminated with an even higher appreciation for online learning and the potential it musters. Lessons, assessments, and seminars by institutions alike continue to be held online on top of the face-to-face setting. This paper therefore tries to explore the post-pandemic era of online learning, focusing on the potential implications for learners, educators, and educational institutions. This study aims to identify the preferences and level of satisfaction with online learning among students. The findings revealed that the students' satisfaction and preferences towards the implementation of online learning were high. Students perceived that online learning helped aid in their learning process. of the three examined dimensions, the lecturer dimension was found to be the main factor affecting students' satisfaction with online learning. The learner and technological dimensions were strongly correlated with students' preferences towards online learning. Considering how online education has changed over time, it is hoped that the findings of this study will help educational policymakers and stakeholders build an inclusive and resilient online education in the present post-pandemic era, fostering a better learning environment and ensuring equitable educational opportunities for all in the future.

Keywords: Online Learning, Student Satisfaction, Student Preferences, Post-Pandemic.

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ENHANCING TOUR BUDGET PREPARATION SKILLS BY USING BUDGET TEMPLATE FOR DTM 40144 TOURISM EXPEDITION STUDENTS

Nur Ilyani RAMLY (Ilyani);

Faizzatul Nor Shazleen Ahmad LAZIM (Politeknik Tuanku Syed Sirajuddin)

The study was conducted with the aim of enhancing students understanding by developing guidelines for budget preparation for fundraising and sponsorship activities among 41 students of DTM 40144 Tourism Expedition as well as fostering self-awareness to seek solutions for ineffective teaching and learning problems. In this study, the sample involved 41 students and one lecturer. The research focused on students' skills in preparing and managing budgets for fundraising and sponsorship activities. Surveys were conducted through observation, test, and interviews. Initial survey results indicated that students were not proficient in preparing and managing expenditure for fundraising and sponsorship activities. Proficiency in managing expenses is crucial for each student in creating a tour package. Proficient students in creating good packages will easily find employment in tourism agency companies after completing their studies. To address the issues faced by DTM 40144 Tourism Expedition students in managing and preparing tour expenditures, I applied a BUDGET TEMPLATE as a guideline for students to manage tour budgets. Therefore, action planning focused on methods to enhance skills in using the BUDGET TEMPLATE. Students can clearly understand the preparation of tour expenditures and the workflow in managing tourism expenditure through this method. Several teaching and learning activities were conducted over a three-month period. These activities were held on class days according to the topics taught in class. The written and practical test results showed an improvement in student performance. Students' understanding of the topic of preparing tourism tour budgets using the budget template increased as it was easy to comprehend. Teaching and learning using this method should be sustained to ensure students are more interested and clear about the process of managing tourism tour budgets.

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AGEISM IN EMPLOYMENT: THE CASE IN NIGERIA *

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Odigie Olumese EDWIN

This literature review study examines the multifaceted issue of ageism in employment, with a specific focus on the Nigerian context. Acknowledging the global significance of age discrimination, the study addresses its challenges in both private and public sectors. It underlines the adverse consequences of ageism on job applicants, employees, employers, and the broader employer-employee relationship. The paper reviews the detrimental impact of ageism on employee well-being, emphasizing heightened stress levels and mental health implications to increase the awareness about ageism. The study navigates through cross-country surveys, revealing disparities in job-search durations between older and younger individuals. Legal frameworks in various nations are explored, highlighting both advancements and persistent challenges in combating age discrimination. The case of Nigeria is discussed, focusing on discriminatory age specifications in job applications and retirement policies. The paper concludes by urging awareness and legal actions to tackle ageism's impact on individuals, organizations, and society at large.

Key Words: Ageism, Adverse Consequences of Ageism, Ageism in Nigeria

*This study is reproduced from the project “Ageism In Workplace” prepared by Odigie Olumese Edwin under the Supervision of Dr. Demet Özcan in 2021. The references are updated and changed, only 3 references are common. Data comparison with other countries was added. The data of the Project is not used.

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THE EVOLUTION OF LUTHER'S THEOLOGICAL THOUGHT : A CRITICAL EXAMINATION OF THE 1536 DEBATE ON HUMAN NATURE

Lokoto Okele HENRIETTE (ISTM MANONO);

Kasongo Mulongoy KAKINGA FRACIS ELIAS (ISTM KAMINA)

This abstract delves into the intricate layers of Luther's thought during this debate, analyzing the objectives, methodology, results, and concluding insights. The intellectual ferment of the Renaissance and the burgeoning Reformation provided the backdrop for Martin Luther's exploration of human nature in 1536. Written in response to contemporaneous discussions on justification and concurrent with a discourse on the first book of Moses, these theses unveiled a nuanced and critical perspective on the traditional philosophical definition of man. The theses not only questioned the established philosophical paradigm but also ushered in a profound shift from philosophy to theology. The evaluation of reason (4-9) was accompanied by a radical reassessment of its capacity for self-awareness and self-determination (10-19). The theological definition provided by Luther, rooted in biblical narratives and pitted against scholastic peaks (26-31), crystallized in the quintessence of Pauline doctrine (32-34). The Aristotelian distinction between matter and form (35-40) added a layer of complexity, characterizing the predicament of sinful man before God.

In conclusion, these theses, though remarkably concise, stand as a masterpiece of intellectual composition. They represent a focal point in Luther's mature theological thought, capturing the essence of his evolving perspective on human nature. The 1536 debate not only challenged existing philosophical notions but also laid the foundation for a theological framework that would resonate through subsequent theological discourses.

BİNGÖL İLİNDE HAVA SICAKLIK DEĞERLERİNİN SİNÜZOİDAL FONKSİYONLARA EN KÜÇÜK KARELER REGRESYONU İLE EĞRİ UYDURMA

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Bu çalışmada, 2000 Ocak-2021 Kasım dönemi Türkiye’de Bingöl ilinin ortalama sıcaklık değerleri sinüzoidal fonksiyonlar ile modellenmiştir.

Bingöl ilinin 2000 Ocak-2021 Kasım dönemine ait ortalama sıcaklık değerlerine ait verilere hata kareleri toplamı minimum ve belirleme katsayısı (R²) maksimum olacak şekilde bir trigonometrik eğri denenmiştir. Dönem içinde hava sıcaklıkları Aralık, Ocak ve Şubat aylarında en düşük değerde olup, Mart, Nisan ve Mayıs aylarında biraz yükselişe geçtiği, Haziran, Temmuz ve Ağustos aylarında en yüksek seviyeye ulaştığı ve Eylül, Ekim ve Kasım aylarında düşüşe geçtiği görülmüştür. Bu durum her yıl periyodik olarak devam etmiştir.

Fourier serileri yardımıyla oluşturulan sinüzoidal fonksiyonlara En küçük Kareler Regresyonu ile eğri uydurma modeline göre, Bingöl ili hava sıcaklığı modeli

$$Y=24.113+0.006t-9.037 \sin\left(\frac{2\pi t}{12}\right)-11.592 \cos\left(\frac{2\pi t}{12}\right)+\varepsilon_t$$

şeklinde olmuştur. Elde edilen modelin parametre tahminleri istatistiksel olarak önemli bulunmuştur ($p<0.001$ ve $p<0.01$). Modelin genel anlamlılığını test eden F değeri 1245.305 bulunmuştur ve istatistiksel olarak önemlidir ($p<0.001$). Modele ait R² değeri 0.935 ve düzeltilmiş R² değeri ise 0.934 olarak hesaplanmıştır. Dolayısıyla modelin anlamlı olduğu ve elde edilen tahminlerin güvenilir olduğu anlaşılmaktadır.

Yapılan analizle, hava sıcaklığı tahmin modeli için sinüzoidal eğri uydurulmasının uygun ve kullanışlı olduğu sonucuna varılmıştır.

Anahtar kelimeler: Fourier Serileri, Periyot, Bingöl, Sıcaklık

KÜLTÜREL YÖNDEN HARPUT (ELAZIĞ) ERMENİ MÜZİĞİ

Semih Burak MURAT (ELAZIĞ BİLİM SANAT MERKEZİ);

Ergin DİK (ELAZIĞ BİLİM SANAT MERKEZİ)

Tarihte birçok medeniyete ev sahipliği yapan ve Türklerin Anadolu'daki ilk yurtlarından biri olan Harput, tarihi zenginliğinin yanında, Türk müziği açısından, önem arz eden, zengin ve özellikli bir müzik kültürüne sahiptir. Geleneksel sanat müziğini, geleneksel halk müziğini ve tasavvuf müziğini içinde barındıran Harput müziğinin, Türk müziğinin özeti diye nitelendirebileceğimiz bir yapısı vardır. Bu açıdan bakıldığında Türk müziğini incelerken Harput, bu müzik kültürüne ışık tutacak önemli merkezlerden biri olarak göze çarpmaktadır. Ermeniler, Anadolu'nun birçok yerinde Türkler ile kültürel birliktelik sürdürmüş örf, adet, edebiyat ve musiki açıdan Türk kültüründen etkilenmişlerdir. Ermeni toplumu ve Harput halkı, süreç içerisinde birbirleriyle yakın ilişki kurarak birçok konuda olduğu gibi müzik alanında da birbirlerini etkilemiş ve zengin bir müzik kültürünün ortaya çıkmasını sağlamıştır. Harput'ta yaşayan Ermeni toplumu özelinde gerçekleştirilen müzik uygulamalarının Türk müziği ile olan etkileşimi kültürel perspektifte değerlendirilerek, icrası sağlanan eserlerin ağırlıklı olarak aşk, ağıt, maya, hoyrat, uzun hava ve halk oyunları gibi temalardan oluştuğu tespitlerini içermektedir. Burada ortaya çıkan türkülerin sözel farklılıklarının asıl sebebi, iki farklı toplumun farklı iki dili konuşmasıdır. Araştırmada toplumların önemli yapı taşlarından biri olan müzik öğesi, sosyolojik yapıda bıraktığı izleri ile kültürel perspektifte Harput Ermenileri özelinde betimlenmiştir. Bu çalışmanın amacı Harput'ta icra edilmiş olan Ermeni müziği ile Harput musikisinin benzerlikleri arasında bilgi vermektir. Çalışmanın yönteminde literatür taraması ve saha çalışması yapılarak elde edilen veriler incelenmiş; müzik analizi ve kültür analizleri ile bulgular değerlendirilmiştir.

Anahtar kelimeler: Kültür, Harput, Ermeni, Müzik

THE WIND OF POPULISM IN THE ERA OF ARTIFICIAL INTELLIGENCE: A TECHNO-PESIMISTIC APPROACH TO THE DEMOCRATIC CRISIS IN EUROPE

Çağdaş B BAHAR (Istanbul University);

Sevim BUDAK (Istanbul University)

In the present era, the concept of democratic governance has become a subject of debate from both legitimacy and problem-solving perspectives as a result of ongoing economic, political, and societal developments. The most criticized points in this context include the inability of democracy to provide solutions to existing problems, the concentration of power in the hands of elites, and the influence of multinational corporations in the decision-making processes of parliaments. Emerging as a response to this crisis, populist movements advocating for the reinstitution of power from elites to the public and the promise to address issues that elites have purposefully failed to resolve have gained significant traction in Western democracies. However, as exemplified by cases such as Poland or Hungary, populist movements, while contradicting democratic theory and practices, pose concrete threats to democracy. Moreover, the proliferation of social media, especially since the early 2010s, has facilitated the penetration of populist movements into a larger audience and has contributed to the growth of echo chambers which are virtual environments where individuals are exposed to content that constantly reinforces their existing views, exacerbating the existing threats. Additionally, recent developments in digital technology such as the increasing prevalence of artificial intelligence tools like ChatGPT for personal use in 2022, the evolving landscape of the internet towards Web 3.0, and the transformation of user data into big data have introduced certain advancements. However, the inherent nature of these technologies, similar to the past, may enhance the power of populist movements, yet a technological leap akin to historical precedents has not occurred. Thus, the direct or indirect impact of these technologies on both the political system of democracy and the daily functioning of society remains uncertain. Therefore, the objective of this research is to examine the relationship between populism and other technologies, particularly the artificial intelligence, and to identify the threats that have arisen or may arise against democratic theory and practices as a result of technological populism, and to offer solutions in this context. In pursuit of this goal, qualitative research methods including literature review and case study analysis have been employed. Initially, a literature review was conducted to understand how populism and technological developments individually affect democratic theory and practices, explicating the relevant concepts. Subsequently, case studies, such as the Cambridge Analytica scandal, the 2023 elections in Poland and Slovakia, Brexit, and the Pegasus Spyware scandal in Hungary were examined. The findings of this study reveal the following: (a) AI may impede voters' access to accurate information, (b) AI may lead to widespread apathy in democracies, (c) AI may assist existing populist movements in implementing anti-democratic practices such as discrimination, (d) Due to its ability to influence elections, AI may pose a threat to the national security of Western democracies, and (e) AI could pave the way for practices that contradict the fundamental principles of liberal democratic philosophy. This study is significant for its theoretical and empirical approaches, broad perspective, examination of contemporary examples, and drawing attention to one of the greatest threats faced by democracy.

Keywords: Artificial Intelligence, Populism, Democracy, Big Data

VI. ASC 2023 / FALL CONGRESS

EXPLORING VISITOR RESPONSES TO AN EDUCATIONAL AGRO PACKAGE: A CASE STUDY IN CHUPING, PERLIS WITH SUPERFRUIT VALLEY AS THE ICON

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Agro-tourism, often known as agricultural tourism, is a type of travel in which visitors participate in agricultural activities and gain knowledge about the rural environment. It is a subcategory of ecologically friendly tourism that focuses on farming obsessions and the growth of farming-related businesses. It allows visitors to discover more about farming practices, participate in farm activities, and develop a deeper understanding of the agricultural lifestyle. Agro-tourism destinations sometimes present educational programs to visitors to teach them about sustainable farming practices, the importance of agriculture in the local economy, and the challenges that farmers face. The primary goal of this article is to develop a comprehensive and engaging educational agro-tourism package and then measure tourist responses to maximise the package's impact.

The one-day program focused on three locations: Superfruit Valley, Bukit Chabang, and Waremart Padang Besar. The data for the study was collected quantitatively. Questionnaires were employed as research tools, and the majority of the data was collected at Superfruit Valley, Perlis, which was designated as a visitor target area. Purposive sampling has been employed to determine the sample size to estimate respondents' responses to the package. Purposive sampling is a type of non-probability sampling in which researchers choose participants from the general population to participate in surveys based on their preferences. Using Google Forms, 32 respondents completed the questionnaire, then Microsoft Excel, was used to analyze the data to explore visitor responses to a product or marketing package by making it available on a limited basis to test markets before its wider release.

Keywords: Agro-tourism, Educational Tourism Package, Superfruit Valley, Icon Product, Bukit Chabang, Waremart Padang Besar

VI. ASC 2023 / FALL CONGRESS

SUSTAINABLE AGING: THE INTEGRATION OF GREEN TECHNOLOGY ELEMENTS IN DESIGNING ELDERLY COMMUNITY CENTER

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Sustainable aging refers to promoting a holistic and environmentally conscious approach to aging that focuses on the well-being of older adults while considering the long-term sustainability of resources and the environment. It involves addressing the social, economic, and environmental aspects of aging to ensure a high quality of life for older individuals while minimizing negative impacts on the environment. In architecture, designing an elderly community center that incorporating green technology offers crucial benefits including reducing the environmental impact of a building while enhancing sustainability, energy efficiency and age-friendly design facilities (inclusive design). However, in Malaysia, there are several current green technology issues related to elderly community centers. These issues revolve around incorporating sustainable and environmentally friendly practices into the design, construction, and operation of these centers. Thus, the aim of this study is to explore the perspectives and preferences of potential future architects regarding the concept of green technology in designing elderly community centers. This study conducts a qualitative content analysis on 40 samples of DCA40155 Design Studio 4's final projects and the qualitative data gathered been analyzed by using a thematic analysis. The finding reveals that the leading themes involves the integration of Energy-Efficient Design, Solar Power, Green Landscaping, Rainwater Harvesting, Efficient Lighting and Sustainable Materials among the architectural students in designing elder community center. The application of green technology elements in the design of community centers for the elderly among architecture students is important in terms of bringing widespread benefits to the environment, finance, energy efficiency, and community awareness in helping to shape future generations that are more sustainable and environmentally conscious.

VI. ASC 2023 / FALL CONGRESS

DIRTY DISH COLLECTING MACHINE USING LINE FOLLOWING ROBOT

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The Dirty Dish Collector Robot application addresses the manual handling of dirty plates in cafeterias, especially in large institutional cafe spaces. Inspired by the challenges faced at the Sultan Idris Shah Polytechnic Student Cafeteria, this project uses the concept of Line Following to automate the transport of dirty dishes. The cafeteria staff's manual meal collection process, labor-intensive and time-consuming, prompted the development of a prototype robot. The robot, equipped with an IR sensor and controlled via a dedicated app, autonomously follows a predetermined path, lifting and transporting dirty dishes. Weight lifting tests showed the prototype's ability to carry a load of almost 1kg, consisting of about 30 plates. To improve efficiency and load capacity, further studies on motor selection and robot design are recommended. Positive user feedback suggests a market potential for this project, emphasizing its contribution to speeding up and streamlining the cafeteria management process.

VI. ASC 2023 / FALL CONGRESS

COMMUNITY AWARENESS AND KNOWLEDGE OF BUKIT KUBU GEOPARK: A COMPREHENSIVE STUDY

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A geopark is a specifically defined area maintained for sustainable tourism, education, and conservation that has considerable geological, ecological, and cultural importance. Geoparks are locations designed to highlight and conserve the world's geological legacy. Their geological resources, landscapes, and ecosystems are often unique. The current study aims to promote responsible tourism and community interaction to encourage sustainable development and increase public understanding of earth's biodiversity and geology. Not with standing this, geopark has several challenges in its endeavour to save and improve its ecological, cultural, and geological legacy while promoting sustainable growth. The objective of this study is to identify the level of awareness among local communities towards Bukit Kubu geopark, to develop an awareness among local community towards Bukit Kubu and to evaluate effectiveness of an awareness program on geo-trail fossils at Bukit Kubu. Educating the people about ecology and geology and emphasizing the value of geoparks are two important elements. Thus, a good engagement between local community and authorities needs to be enhanced to lead to an increase in their sense of belonging to the area. The locals are perceived as passive in the process, and that their voices should be incorporated so that the geopark better answers to their needs and vision of empowering their role as inhabitants of geopark.

Keywords: Local Community, Awareness, Bukit Kubu Geopark.

VI. ASC 2023 / FALL CONGRESS

NAVIGATING EDUCATIONAL CHALLENGES IN PAKISTAN: UNRAVELING ISSUES AND PROPOSING REMEDIES

Zohaib Hassan SAIN (Superior University);

Sidar ATALAY ŞİMŞEK (Batman University)

This study investigates challenges within Pakistan's education system and proposes solutions, exploring changes since independence and their impacts. Education's gradual yet impactful influence on the social, political, and cultural landscape is acknowledged, emphasizing its role in organizational problem-solving, design, and globalized, quality-based systems. The article scrutinizes the current state of education in Pakistan, utilizing a mix of qualitative and quantitative approaches with a reliance on secondary data.

The discussion focuses on configuration, access, excellence, future projections, and persistent issues in Pakistan's education system. Balancing quality and quantity is crucial, ensuring education cultivates individuals capable of ethically contributing to societal development objectives. The study emphasizes using education as a catalyst to actively engage the brightest youth in the country's development. Recommendations include implementing projects to raise awareness about the benefits of the educational system, elevating standards, encouraging participation in organizations creating educational opportunities, and adapting education to contemporary circumstances. Fostering stakeholder interaction is proposed to identify problems and explore potential solutions.

Key words: Challenges, Pakistan Education, Solutions, Quality-Based Systems, Stakeholder Interaction

INTEGRATING HYBRID LEARNING APPROACHES FOR ENHANCED PEDAGOGY IN PAKISTANI HIGHER EDUCATION SETTINGS

Zohaib Hassan SAIN (Superior University);

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Blended learning has emerged globally as an imperative response to the diverse requirements of higher education institutions. This innovative approach combines traditional classroom methods with online elements, harnessing the benefits of both face-to-face instruction and e-learning. This research endeavors to evaluate the extent of blended learning integration in the teaching processes of higher education institutions in Pakistan. Employing a mixed-methods approach with an explanatory sequential model, the study focuses on educators from public universities through a comprehensive sampling process. Utilizing questionnaires and interviews as primary data collection tools, the research underscores a positive inclination among teachers toward the incorporation of technology in pedagogy. Notably, the majority of educators demonstrate proficiency in various software applications and possess adept internet skills. However, the study highlights that despite this positive outlook, universities are still in the early stages of awareness regarding blended learning implementation. The conclusion underscores the need for concerted efforts to facilitate a more effective adoption of blended learning, emphasizing the imperative role of universities in providing additional computing infrastructure for seamless course execution. The research advocates for the explicit inclusion of blended learning in universities' strategic plans to ensure comprehensive and well-defined integration.

Key words: Blended Learning, Educational Infrastructure, Higher Education, Pedagogical Innovation, Technology Integration

UNLOCKING SUSTAINABLE SUCCESS: IMPACT OF OVERCOMING BUILDING INFORMATION MODELLING (BIM) CHALLENGES

Visnukala a/p Ramalingam (Politeknik Tuanku Sultanah Bahiyah)

Building Information Modelling (BIM) been practiced widely in industrialized countries whereas the adoption in developing countries are still very less. This occurs because the stakeholders are unaware of the advantages which can be gained by adopting this practice. This paper presents a systematic review literature and proposed conceptual model to investigate impact in overcoming the challenges in BIM for sustainable building success. A comprehensive research conducted shows the challenges faced by Malaysia construction industry in implementing BIM. To obtain maximum benefits sustainable concept must be considered from decision making process untill constructing building. The model shows the relation in overcoming BIM challenges and the overall sustainable success. The proposed conceptual model can be used as guidance for researchers to conduct empirical investigations of adopting BIM in developing nation's building sector which can be economical and increase the sustainability.

Key words: Building Information Modelling (BIM), Impact, Sustainable, Construction Industry

VI. ASC 2023 / FALL CONGRESS

TOURIST INVOLVEMENT AND REVISIT INTENTIONS: A CASE STUDY OF THE RISE OF THE NORTHERN LEISURE PACKAGE IN PERLIS

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Perlis is an exciting travel destination with unique charm and attraction. Perlis should seize the opportunity to welcome both domestic and international visitors. In line with this opportunity, the Rise of the Northern Leisure package that was offered in Tambun Tulang, Arau was used to conduct this study. This is a one day package that promotes fishing and kayaking at Sungai Tambun Tulang as a leisure package. The objectives of this study are to identify the tourist involvement, personal experience, and their revisit intention in this leisure package. To collect the data, thirty domestic visitors was selected to be a respondent in this study. The researcher employed a set of questionnaires using a quantitative method. The information gathered in this study may be able to encourage and assist Destination Management Organizations (DMOs) in the future to plan and arrange more leisure packages.

Keywords: Leisure Package, Tourist Engagement, Revisit Intention

VI. ASC 2023 / FALL CONGRESS

STUDENTS' PERCEPTIONS OF CAREER OPPORTUNITIES TOWARDS EMERGING TOURISM AND HOSPITALITY TRENDS IN MALAYSIA

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Noranira Binti Maamin (Politeknik Sultan Idris Shah)

The rapid growth of the tourism and hospitality industry in Malaysia has opened up new dimensions for job opportunities and career prospects for students, especially those venturing into this field. Nevertheless, various factors can contribute to students' tendencies in choosing a career after graduation. This study aims to clarify the level and relationship between students' perceptions of potential career opportunities in the tourism and hospitality industries and their tendency to pursue employment, considering factors such as nature of work, social status, and industry person congeniality. The researcher comprehensively collected data focused on students enrolled in the Diploma in Tourism and Hospitality Management, and Diploma in Food Service Halal Practice. This study employed a structured quantitative research method, using a questionnaire as the primary data collection instrument. An online survey served as the primary data collection method and was distributed to 219 randomly selected respondents. The findings of the study indicate that the level of job characteristics, social status, and individual compatibility with the industry for career development opportunities is high. Additionally, the relationship between job characteristics, social status, and industrial compatibility with career development opportunities demonstrates a strong correlation, indicating their significant influence on students when choosing a career in this field. In conclusion, students exhibit a positive view of career opportunities in the growing tourism and hospitality sector in Malaysia, recognizing its focus on emerging trends. This diverse landscape offers a variety of roles, from sustainable tourism to digital innovation, igniting students' enthusiasm for dynamic career paths. This perception signals a promising future for the industry as it continues to grow and align with the aspirations of students.

Career Opportunity, Tourism and Hospitality Industry, Student Perception

VI. ASC 2023 / FALL CONGRESS

PERCEPTION OF SOCIAL ENTREPRENEURSHIP AMONG ISLAMIC FINANCE AND BANKING DIPLOMA (DIB) STUDENTS AT SULTAN IDRIS SHAH POLYTECHNIC (PSIS)

Sharida Zaina Madam SHAFIE (Politeknik Sultan Idris Shah)

This research aims to study the perception of social entrepreneurship among Islamic Finance and Banking Diploma (DIB) students at Sultan Idris Shah Polytechnic (PSIS). The researcher will examine the study's objective, the extent to which the level of knowledge, the role of the lecturers in teaching, and the facilities available at the polytechnic that affect the perception of the students. This study was conducted to obtain feedback from respondents regarding their perceptions of social entrepreneurship. A total of 155 respondents out of 268 Islamic Finance and Banking Diploma students at PSIS were asked to answer a questionnaire related to the title of this research project. The results of our study were processed using the SPSS (Statistical Package for Social Science) system. The results of the study found that the lecturer's role factor had the very satisfying mean of 4.242. The satisfying mean for the factor of student understanding is 4.027. Finally, the lowest mean (satisfying) is the facilities factor at PSIS with an average mean of 3.867.

Keywords: Social Entrepreneurship, Knowledge, Role of Lecturer

YENİLİKÇİ ÜRÜN HİDROJEN ENERJİSİ; AVRUPA BİRLİĞİ HİDROJEN BANKASI- HYDROGEN ENERGY AS AN INNOVATIVE PRODUCT; EUROPEAN HYDROGEN BANK

Süreyya KARSU (BAİBÜ)

Yenilik, yeni fikirlerin işletmenin iş süreçlerinde, faaliyetlerinde ya da piyasaya sunduğu ürünlerde katma değere yol açan uygulamalardır (Greenhalg ve Rogers, 2021). Yeniliğin yaratıldığı endüstrilere, iş kollarına değer yaratabilmesinin ötesinde toplumlar ve ülkeler için de değer yaratma özelliği söz konusudur.

Güneş enerjisi, jeotermal enerji, rüzgâr enerjisi ve hidro (hidroelektrik) enerjisi doğayı koruyan, sürdürülebilir ve yenilenebilir enerji kaynakları (Sepaş, 2023) olarak endüstrilere, topluma, günümüze ve geleceğe yaşamsal değer yaratma, değer katma niteliği taşıyan enerji yenilikleridir (Best For Energy, 2023). Bu çalışma bahsi geçen yenilenebilir enerji kaynaklarından yenilenebilir hidrojen enerjisine odaklanmayı amaçlamaktadır. Yenilenebilir hidrojenin, sera gazı emisyonlarının azaltılmasına katkı sağlayacağı ve yüksek kaliteli istihdam yaratma konusunda büyük bir potansiyele sahip olduğu düşünülmektedir (hydrogeneurope.eu).

Yenilikçi ve yenilenebilir bakış açısı ile katma değer sağlayacağı öngörülen hidrojen enerjisi yenilikçi yatırımını ve hidrojen enerji üretimini desteklemek amacı ile kurulan Avrupa Birliği Hidrojen Bankası ilgili çalışmanın örnek olay incelemesini oluşturmaktadır.

VI. ASC 2023 / FALL CONGRESS

FACILITATING HIGH EDUCATION STUDENTS : A PILOT INSIGHTS FROM A FOOD SERVICE AT CAFETARIA POLITEKNIK SULTAN IDRIS SHAH

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Norman ZAMRI (Politeknik Sultan Idris Shah)

Rosmanizah DERAHMAN (Politeknik Sultan Idris Shah)

High-education students require ample facilities in their learning experience. Food and services provide an amount of support to the student's learning process. While it is important to offer the quality of food and services that support and retain students, much effort could provide an ambiance to a satisfying life during learning experiences. This study emphasizes the investigation of food service quality in the cafeteria of Politeknik Sultan Idris Shah. This cross-sectional study utilizes a quantitative method and aims at recognizing the level of variables. This preliminary study employed an online distributed questionnaire and collected 30 respondents as pilot respondents. This pilot test is administered to test the reliability coefficients and some other feasible challenges in collecting the data. This study is required to check the quality of the adapted instruments

Keywords: Facility, Food Service, Satisfaction.

MANDİBULA'NIN CİNSİYET TAHMİNİ İÇİN KULLANILABİLİRLİĞİ

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Cinsiyet tahmini için kullanılan pek çok anatomik yapı vardır. Mandibula'da cinsiyet tahmini için kullanılan anatomik yapılardan biridir. Literatürde pek çok çalışmada mandibula'nın cinsiyet tahmini için kullanımında yüksek doğruluk oranları bulunduğu sonucu belirlenmiş olsa da bazı çalışmalarda başarı oranı düşük olduğu görülmektedir. Bu çelişki mandibula'nın cinsiyet tahminindeki rolünü inceleme gerekliliğini ortaya koymuştur. Bu çalışmadaki amacımız; mandibula ile yapılan cinsiyet tahmini araştırmalarını değerlendirmek ve çalışmalar arasında karşılaştırma yapmaktır. Bu çalışmada PUBMED veri tabanında bulunan ve mandibula'dan cinsiyet tahmini yapmayı amaçlayan çalışmalar incelendi. 'Cinsiyet tahmini, mandibula, makine öğrenme, derin öğrenme' anahtar kelimeleri kullanıldı. İncelemeye son 2013-2023 yılları arasında yapılan ve ücretsiz tam metin erişim sağlanabilen 22 adet çalışma dahil edildi. Yapılan tarama sonucunda mandibula'dan cinsiyet tahmini yapan çalışmalar arasında en düşük başarı oranının %54; en yüksek başarı oranının ise %90 olduğu görüldü. Başarı oranlarının arasındaki bu geniş aralığın cinsiyet tahmini için uygulanan yöntem, ölçüm yapılan parametre sayısı ve örneklem yaşından kaynaklanmış olabileceğini söyleyebiliriz. Cinsiyet tahmini için uygulanan pek çok yöntem içinde en yüksek başarı oranlarına diskriminant analizi ve makine öğrenme algoritmaları kullanılarak ulaşıldığı görüldü. Parametre sayısı da mandibula'dan cinsiyet tahmini için önemli bir kriterdir. Yapılan çalışmalar incelendiğinde parametre sayısındaki artışın cinsiyet tahmini başarı oranını da arttırdığı görülmektedir. Cinsiyet tahmini için elde edilen %54 oranındaki başarının tek parametre ölçümü ile gerçekleşmiş olması da bu hipotezimizi desteklemektedir. Sonuç olarak mandibula'nın uygun yöntem, parametre sayısı ve uygun örneklem kullanılması durumunda cinsiyet tahmini için etkili bir şekilde kullanılabileceği sonucu ortaya çıkmaktadır.

COĞRAFI İŞARETLİ ÜRÜNLERİN PAZARLANMASI VE GELENEKSEL PAZARLAMADAN DİJİTAL PAZARLAMAYA GEÇİŞ SÜRECİ

Ayşe BİNİCİ (Fırat Üniversitesi)

Coğrafi işaret, müşterilerce tanınmış ve bilindik ürünlerin kökeni ile üretim yöntemlerinin güvence altına alındığı ayırt edici resmi kalite işaretleridir. Coğrafi işaretli ürün kavramı ise, kendine özgü özelliklere sahip ve belirli bir yöre ile özdeşleşen ürünleri tanımlamak için kullanılmaktadır. Bu işareti taşıyan ürünler tüketici pazarında farklı değerlendirilmekte ve diğer ürünlere göre pazarda güçlü konumda olmaktadır. Coğrafi işaretli ürünler, günümüzdeki teknolojik gelişmeler neticesinde geleneksel pazarlamadan dijital pazarlamaya geçiş yapmaktadır. Diğer bir ifade ile geleneksel pazarlamada ürünler, yüz yüze, gazete, broşür, dergi vb. araçlar ile tanıtılırken; dijital pazarlamada bu yöntem internet araçları ile (E-Ticaret, Facebook, Instagram vb.) yapılmaktadır. Bu çalışmanın amacı; coğrafi işaretli ürünlerin geleneksel pazarlamadan dijital pazarlamaya geçiş süreci ile avantajlarını ve dezavantajlarını belirlemektir. Bu sebeple, Elazığ'da faaliyet gösteren, bilinirliği yüksek ve en çok tercih edilen firmalardan biri olan Gürbüzler Kuruyemiş İnşaat ve İnşaat Malzemeleri Gıda San. Ltd. Şti ile görüşülmüştür. Firmanın yöneticisi ile yarı yapılandırma görüşme formu ile sorular sorularak derinlemesine mülakat yapılmıştır. Görüşme neticesinde firma coğrafi işaretli bazı ürünleri mağazalarında ve internet sitelerinde sattığını, bazılarını saklama koşullarına uygun olmadığı için işlem gördükten sonra sattıklarını, diğerlerini de satamadıklarını belirtmişlerdir. Yaptıkları satışlar ağırlıklı olarak yüz yüze yapılmaktadır ve geleneksel pazarlama yöntemlerini ve dijital pazarlama yöntemlerini birlikte kullanmaktadırlar. Araştırma sonucunda coğrafi işaretli ürünlerin tanıtılması, pazarlaması açısından dijital pazarlamanın önemli bir yere sahip olduğu belirtilmiştir. Dijital pazarlama ile bu ürünler bölgeye ekonomik katkı sağlamaktadır. Ayrıca bölgenin kültürel özelliklerini yansıttığı için bölgenin tanıtımı için de kullanılmaktadır.

VI. ASC 2023 / FALL CONGRESS

TEACHING OF COMPUTER SCIENCE AT ELEMENTARY SCHOOL LEVEL: A CASE STUDY OF DISTRICT JHAN

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Shoukat ALI (UAF)

Teaching computer science in schools is a crucial responsibility to ensure that the youth of every country could operate modern computers. The most valuable goals of this education is to develop a clear thinking style in students. The research aimed to determine the importance of teaching computer science at the elementary school level. The study elucidated the extent to which integrating computer science education into elementary schools is pivotal for nurturing students' success in computer science throughout their subsequent high school and advanced education, as well as in practical applications. The study shed light on how the teaching of computer science at the elementary school level would benefit students aspiring to pursue computer science as a subject in their higher-level studies. The study's population comprised 212 computer science teachers, including both Secondary School Teachers (SST) and Elementary School Teachers (EST), from 365 schools spanning Elementary, High, and Higher Secondary levels in the Jhang district. The sampling method employed was convenience sampling, resulting in a chosen sample size of 120 participants. This sample size was determined using www.surveysystem.com, considering a confidence level of 95% and a confidence interval of 6%. Data collection was carried out through a well-structured questionnaire, and the gathered data underwent statistical analysis using IBM SPSS software. The study's outcomes culminated in the development of recommendations based on the findings. The study revealed valuable insights into various aspects of computer science education, including teachers' demographics, qualifications, teaching experiences, and perceptions of challenges and merits. Spacious classrooms and storage facilities were prioritized as key infrastructural needs. Professional development and the use of online learning platforms were highly regarded.

VI. ASC 2023 / FALL CONGRESS

IMPACT OF EFFECTIVE TEACHING AIDS ON TEACHERS CLASSROOM PERFORMANCE IN TEHSIL MANDIBAHUDIN

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Tools for instruction were crafted to elevate the professional capabilities of teachers, fostering improvement. Teaching aids were employed to enhance the learning atmosphere, foster increased student participation in educational activities, elevate the quality of instructional media, and facilitate effective curriculum implementation. The objective in utilizing these teaching tools was to provide a comprehensive representation of the extent of audio-visual aids integration within a school. The goal of using a teaching tool was to tell a clear depiction about the level of A.V aids use in a school. The present research was conducted in Tehsil Mandibahudin. 44 female Elementary or Primary school was conveniently selected from Tehsil Mandibahudin. So that total 177 PST teachers of these schools were the population of present study. After the selection of population then the sample size of 121 elementary and primary school teachers was obtained by using online available software i.e., www.surveysystem.com by the confidence interval 5% and confidence level 95%. A traditional survey of descriptive research was conducted. By using convenient sampling technique schools was selected and after the selection of schools then the respondents was selected through simple random technique. So in this research the multi stag sampling technique was choose. For the data collection questionnaire was used from the selected respondents. After the collection of required quantitative data then it was analyzed through Statistical Package for Social Science (SPSS). Results shows that half (50 %) of the respondents had up to 28-32 years. Half (50%) of the respondent's income was between 10,0000-20,0000. White board with mean value 4.37, Smart boards with mean value =2.45, flash cards with mean value=4.30 were different types of teaching tools used by teachers. Increase the skills of using technology with mean value =4.27, train through technological gadgets with mean value=4.30 were major impact of teaching tools on the teacher performance .Enable the teachers to use appropriate A.V aids according to the courses with mean value= 3.86, lack of teacher's interest to teach with teaching tools with mean value = 4.08, Lack of pre-planning for lesson with mean value= 4.06 ,Teachers have lack of linguistic skills with mean value =3.68, lack of financial resources in school with mean value 3.58 were the perception of the respondents regarding the teachers' personal factors provide the reasons that effects the active teaching tools. It was concluded that Mandi Bahaudin was not developed area due to this latest teaching tools were not used in this area. It was suggested that government should make the policies, pass the instructions to heads of all schools either rural or urban must purchase and use smart boards like a tablet scheme, allocate the budget specify for A.V aids (Name Teaching tools budget), train the teachers, check the performance of teacher in classroom make reports and monthly submitted to higher authority for the sake of reward and punishment.

Keywords: A.V Aids Audio Visual Aids, Performance, Teaching Aids, Active Teaching Tools, Technological Gadgets

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INVESTIGATING THE ENGAGEMENT OF COLLEGE STUDENTS' IN DISTRICT HAFIZABAD WITH PHYSICAL AND VIDEO GAMES: A CASE STUDY

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Physical activity and video games can significantly impact the overall development of young students. Physical activity fosters motor skills, improves health, and enhances social interaction through team sports or group activities. On the other hand, video games can cultivate problem-solving abilities, strategic thinking, and decision-making skills. Physical activities might encourage a more structured routine involving exercise or team practice, while video games could impact study habits, social interactions, or sleep patterns if not managed well. The target population was 385 had been taken from Govt. College Jalalpur Bhattian conveniently. A sample of 193 students out of 385 was selected through online available software i.e.; www.surveysystem.com with a 95% confidence level and 5% confidence interval. Data was collected by using a convenient sampling technique. Analysis of the data was done by using Statistical Package for Social Sciences (SPSS). A survey was conducted among young students, and the results revealed that "Cricket," "Basketball," "Hockey," "Racing," "Badminton," and "Duck and goose" were the most agreed-upon games in the category of physical games, with mean values ranging from 3.79 to 3.74. Similarly, in the realm of video games, "Super stylish fashion makeover," "Animal crossing," "My home design," "Fly cutter fruits," "Tomb runner," and "Hill climb racing" were highly ranked, with mean values ranging from 3.82 to 3.71. In conclusion, the research findings emphasize the substantial potential of both physical and video games in motivating young students to embrace an active lifestyle and enhance their health and fitness.

Students' interest, Physical games (Cricket, Basketball, Hockey, Racing, Badminton and Duck and goose), Video games (Super stylish fashion makeover, Animal crossing, My home design, Fly cutter fruits, Tomb runner and "Hill climb racing).

VI. ASC 2023 / FALL CONGRESS

TEACHER'S TRAINING: A CATALYST FOR STUDENTS' ACADEMIC PERFORMANCE AND LEARNING AT ELEMENTARY LEVEL IN TEHSIL CITY FAISALABAD

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Education, a pivotal endeavor directed at achieving specific goals, encompasses the transmission of knowledge, the imparting of skills, and the cultivation of character traits essential for navigating life's challenges. Numerous studies emphasize the direct link between educational quality and teacher quality, emphasizing the necessity for teachers to go thorough educational training programs. In Punjab, Pakistan, the Quaid-e-Azam Academy for Educational Development (QAED) operates across 43 districts, providing diverse training programs to enhance teachers' professional development. The main aim of the study was to find out the influence of teachers' training on the academic performance and learning of the students at elementary level. The target population was 577 female teachers in 38 public girls' elementary schools. The sample of 119 teachers was determined through online software www.surveysystem.com employing a confidence interval of 8% and a confidence level of 92%. Data was collected through a well-structured questionnaire, and statistical analysis was done by using Statistical Packages for Social Science (SPSS) employed descriptive statistics. The results of the study revealed that teacher training emerged as key of motivation for teachers to make their subject matter more interesting, exciting and absorbing ranked more highly with mean value of 3.74. Additionally, teachers get trained to use ICTs in their instructions ranked high with mean value of 3.73. Teachers become more available to students providing guidance in study affairs ranked more with mean value of 3.65. It was recommended that in teacher training program learning environment should be managed properly along with the application and regulations of adequate strategies in order to enhance the teachers' competencies which will longitudinally affect the learning capabilities of the students.

Keywords: Teacher Training, Teacher Quality, Motivation, Professional Development, Teacher Competence

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IMPACT OF INFLATION ON ACADEMIC PERFORMANCE OF STUDENTS

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Rising inflation can lead to increased education costs, making it challenging for students and families to afford essential resources. The quality of education by reducing resources, limiting funding, and impacting the availability of qualified teachers. A simple convenient sampling technique is applied. Overall, 20 schools were selected conveniently from the list of 121 secondary schools. A sample size of 103 respondents from a total population of 140 was calculated by using existing online software, i.e., www.surveysystem.com, with a 95% confidence level and 5% confidence interval. The data collected for the research study was analyzed using the Statistical Package for the Social Sciences (SPSS). While identifying the perceived impact of inflation on the academic performance of the students, the data depict that "economic stress on the students motivates them for earning that negatively impacts academic performance." This is ranked in the 1st position, and it shows that the responses fall between neutral and agree, but they are tending towards agree with $M = 3.46$ and $SD = 0.77$. At the 2nd ranked number, respondents said, "Decreased funding for educational facilities, i.e., libraries, research materials, and technology also affect education," and it is tending to agree with $M = 3.37$ and $SD = 0.89$. Moreover, the study suggests some measures to mitigate inflation on students, including the provision of gadgets, free education, learning online, a cap on fees and stipends, and transport facilities by the government. Enhanced career counseling for informed academic decisions considering inflation's impact on job prospects. Collaboration between educational institutions and policymakers for a favorable academic environment.

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EXPLORING THE PSYCHOLOGICAL, SOCIAL, AND ACADEMIC IMPACT OF BULLYING IN EDUCATION

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Bullying is a harmful and aggressive behavior where individuals use power imbalances to intimidate, harm, or cause distress to others. It often occurs repeatedly and can have serious physical, emotional, and psychological impacts on the victims. This study aims to explore the causes and consequences of bullying, to evaluate the anti-bullying policies and practices, and to propose solutions to address this problem. This study was conducted in district Faisalabad. There are total 6 tehsils and 50 private and 50 public colleges in district Faisalabad. A proportional sampling technique was employed to select a sample size of 130 students. A well-designed questionnaire was used to collect data, and pre-testing was conducted to ensure the reliability and validity of the measurement tool. T-test was applied to compare the results of both institutions. The results revealed that students from private colleges exhibited a significantly higher inclination to bully others for control (mean score: 3.51) compared to students from public colleges (mean score: 2.91). Additionally, students in public colleges (mean score: 4.34) were significantly more likely to consider dropping out due to bullying in comparison to students in private colleges (mean score: 3.03). Moreover, students from public colleges (mean score: 4.31) had significantly higher perceptions of effective rule enforcement against bullying compared to students from private colleges (mean score: 3.78). These findings indicate that public colleges may have more success in implementing anti-bullying policies and fostering a safer environment. Schools should develop and implement comprehensive anti-bullying programs, Raise awareness about bullying among students, and establish a confidential and accessible reporting system for students to report incidents of bullying.

Keywords: Bullying, prevalence, college bullying, campus bullying, Bullying awareness programs, college anti-bullying policies

VI. ASC 2023 / FALL CONGRESS

TEACHER'S PERCEPTION REGARDING ASSESSMENT TECHNIQUES BEING PRACTICED IN TEHSIL BHOWANA DISTRICT CHINIOT

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The goal of present study was to identify assessment techniques being practiced in public Schools at elementary level in Tehsil Bhowana District Chiniot. Assessment is the logical gathering and analysis of information to make better student learning. To find assessment techniques being practiced, relevance of assessment techniques with students learning achievement, barriers in the way of assessment process and to compile suggestions about assessment techniques to be practiced in future. After assessment, teachers become able to know the level of learning achievement of students. There are 174 school teachers which will serve as the population of study. The sample size was 120 teachers which had been determined through www.surveysystems.com keeping 95% confidence level and 5% confidence interval. Data was collected through a questionnaire. The Statistical Package for Social Sciences (SPSS) used to analyze the data. Results shows that more than half (64,2%) respondents had PST designation ,(29.8%) were having EST designation ,15.3% teachers having SST designation.5% respondents had graduation ,65.6% teachers were masters . Results of assessment technique being practiced by teachers written test with mean value 3.04,Parents input with mean value 1.64,Homework with mean value 4.3,short answer question with mean value 4.62,oral question with mean value 4.08,peer assessment with mean value 2.60,reading assessment with mean value 4.02,written exam with mean value 4.24,projects with mean value 1.9.Assessment technique being used by teachers achieve learning, engage students actively with the learning material with mean value 4.17,Evaluate teaching methods with mean value 4.07.Barriers ,nonacademic duties of teachers with mean value 3.95,lack of resources with mean value 3.68.It was suggested that teachers should get proper training ,introduce reward and punishment scheme for teachers on classroom performance

TÜRKİYE'NİN KENT VE ÇEVRE POLİTİKALARINDA AKILLI KENTLERİN ROLÜ

Ayşegül KANBAK (Batman University)

Kentleşme, bir ülkenin nüfusunun zaman içinde daha kentsel hale gelme sürecini ifade etmektedir. Bu durum toplumun daha kentli olması ile sonuçlanır. Birleşmiş Milletlere (BM) göre 1950 yılında 751 milyon olan dünya nüfusu hızla artmış, 2023 yılında tahmini 8,054 milyara ulaşmıştır. 2018 yılı itibariyle bu nüfusun yaklaşık %55'i kentsel alanlarda yaşamaktadır. Bu oranın 2050 yılına kadar %68'e çıkması beklenmektedir. Kentsel alanlarda daha önce benzeri görülmemiş bu tarz bir mekân-nüfus yoğunlaşması beraberinde günümüzün ve geleceğin kentlerinin nasıl kurgulanacağı, işleyeceği, yönetileceği ile mutlu, üretken ve sağlıklı bireylerin ve ailelerin yaşamasına hangi biçimlerde imkân tanıyan düzenlemeler geliştirileceği yönünde önemli soruları ve bazı çözüm olanaklarını da gündeme getirmektedir. Bu bağlamda son yıllarda yerel yönetimler, şirketler, üniversiteler, sivil toplum kuruluşları (STK) ve vatandaşların katılımıyla oluşturulan bu çözüm ve gelişme odaklı stratejilerin önde gelenlerinden biri de “akıllı kentler”dir. Yaşadığımız kentleri ve kent sakinlerini ileri enformasyon ve iletişim teknolojileri ile tanıştıran, gerekli fiziksel ve teknolojik altyapıları oluşturan, hareketlerden ve faaliyetlerden toplanan bilginin kent hayatının, ekonomisinin ve çevre değerlerinin menfaatine kullanılmasına olanak tanıyarak kaynak israfını engelleyen, hayat kalitesini ve sürdürülebilir kalkınma olasılıklarını arttırmayı amaçlayan “akıllı kent” uygulamaları ve politikaları ülkelerin kent ve çevre politikaları içinde önemli yer tutmaya başlamıştır. Çalışmanın amacı Türkiye’nin kent ve çevre politikaları içinde akıllı kentlerin yerini belirlemektir. Bu ekseninde, Türkiye’nin çevre, iklim değişikliği, kent strateji belgelerinde ve kalkınma planlarında belirlenen akıllı kent politikaları ve uygulamaları incelenecektir. Ayrıca bu çalışma bir kentin ne kadar akıllı olduğunu bir durumu olarak değil, kentin kendini akıllı yapma çabası kabulüne dayanmaktadır.

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ENTREPRENEURIAL SUSTAINABILITY: A VIEW FROM TRIPPLE LINE BOTTOM (TLB) IN TVET

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As sustainability is required to retain and support any concept in prospering the future, entrepreneurial practice requires this concept. Entrepreneurship is deemed required to achieve and sustain a developed country's status. However, the main deliver to instill entrepreneurship in themselves is to keep learning the word itself. Thus, this cross-sectional study investigated the sustainability among educators. The samples from TVET institutions are utilized to infer to TVET population. This paper gives an overview of the level of sustainability among educators and its relationships between variables. This study utilizes online instruments (questionnaires) to collect the data and analyze it using SPSS version 27. The results exhibit a high level of variables with an adequate level of consistency and standard deviation. This study examines the sustainability among educators and the findings are significant as researchers have succinctly the contents and results according to the TPB (Tripple Line Bottom) Model.

CONTRIBUTION OF NATIONAL EDUCATION POLICES FOR THE EVOLUTION OF INDIAN EDUCATION SYSTEM

Sarita SOY (Waymade College of Education)

Education is the most powerful weapon which you can use to change the world. Nelson Mandela Education plays a pivotal role in all of our lives and paves the way for all of us to reach our highest potential. Education is the medium that gives us the skills, techniques, information and knowledge to know, understand and respect the duties we have towards our society, families and nation. Therefore, the magnitude of the importance of education in life is huge as well as multifold. Education in life is that it helps everyone develop a good perspective of looking at the world and our society. Education helps us in getting new ideas and exploring new ideas.

National Education Policy, 2020 (NEP) envisions a massive transformation in education through an education system rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high quality education to all, thereby making India a global knowledge superpower.

India has a long and varied history of implementing educational policies at the local, state, and national levels. Over the centuries, the country has seen many changes and developments in its educational system, with the aim of providing access to quality education for all its citizens. Education is one of the fundamental rights of any individual. Education plays a very crucial role in promoting personal and social development. The paper provides rationale for contribution of National Education Policies for the evolution of Indian Education system.

Keywords: Education, Knowledge, Fundamental Rights.

MODULE ACTIVITIES FOR CO-CURRICULUM HELP TVET STUDENTS DEVELOP THEIR LEADERSHIP CAPABILITIES

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This study focuses on students enrolled in the full-time in carrom curriculum at Polytechnic Sultan Idris Shah Selangor, Malaysia. The purpose of this study is to evaluate the collaboration and communication abilities of Technical and Vocational Education and Training (TVET) students. The Research, Innovation and Commercialization Center of the Department of Education and Community College provided the questionnaire used in this study. The an online form is used to obtain the data required for this study. A questionnaire was used in this study as the research tool, and both descriptive and inferential data analysis were done on the collected information. Sixty four students from Polytechnic Sultan Idris Shah Selangor (PSIS) who were enrolled in the carrom sports learning module made up the study respondents. Each item is rated using a Likert scale that ranges from strongly agree to strongly disagree. Statistical Packages for Social Sciences for Windows Version 23.0 (SPSS) software was used to analyze the study, and mean scores, Pearson correlations, standard deviations, and percentages were provided as findings. Cronbach's alpha reliability coefficient values for each item coefficient is at $\alpha = .984$. This shows that all the items that have been constructed have gone through the measurement phase, have high reliability values and are suitable for use as a measurement tool in assessing the communication and teamwork skills of TVET students. While the inference analysis uses the Independent Sample T-Test. >0.05 , Pearson, p value >0.05 , $r=0.301$ have significant. The results of the study found that all items were at a high mean interpretation level (mean = 4.00) which showed a significant positive relationship between communication skills and teamwork in forming student leadership and the significant value (p) according to gender for all aspects was greater than 0.05. This shows that the gender factor does not affect the characteristics of student leaders. The results of the study show that the level of communication skills of TVET students is at a high level due to communication skills and the involvement of students in sports activities can build self-confidence, increase the attitude of responsibility, increase the level of intelligence and enjoyment of learning. Learning about sports increases the understanding of caring for oneself and others in sports activities. The results of the study also show that the student's attitude of responsibility in sports increases through an attitude of tolerance, trust, and honesty in addition to forming leadership in the success of a planned program. It further enables students to be responsible in managing critically and creatively planned sports activities

Keyword: Technical and Vocational Education and Training, Leadership, communication skills, teamwork

PHYSICAL TRANSPORTATION INFRASTRUCTURE INVESTMENTS IN ISTANBUL AND THEIR IMPACT ON ISTANBUL'S DEVELOPMENT

Güneş TOPÇU (COMU)

The paper aims to explore the effects of completed physical transportation infrastructure investments in İstanbul, which were initiated through the built-operate-transfer (BOT) financing model, on the economic development of İstanbul. It is a descriptive study that focuses on major projects such as the Yavuz Sultan Selim Bridge, İstanbul Airport, Eurasia Tunnel, and Marmaray. Initially, the discussion outlines the advantages and drawbacks inherent in the BOT method, and why governments prefer this method of financing. Subsequently, it delves into the method's contributions to economic development. The BOT approach involves multifaceted considerations. While it allows private entities to undertake large-scale projects without immediate financial burdens on the government and ensures a quick completion, it also presents risks in terms of long-term sustainability and ownership transition. The paper navigates through these intricacies, evaluating the method's efficacy in bolstering economic growth, enhancing transportation, and fostering development in İstanbul. Moreover, the discussion extends to the assessment of risks associated with these big infrastructural projects. There are also geographical risks such as earthquakes, which will affect the stream of future cash flows. Foreseeing the potential impediments in generating future cash flows, the paper scrutinizes these challenges. By scrutinizing the successes and limitations of these infrastructure projects under the BOT framework, the paper seeks to provide a comprehensive understanding of their impacts. Considering the complexity and significance of these projects, the discussion encompasses diverse dimensions—from financial feasibility to socio-economic impacts—offering a holistic evaluation of their benefits and costs within the framework of BOT-financed transportation infrastructure in İstanbul.

ECO-INNOVATION IN SMART CITY CONSTRUCTION: A FUTURE TREND

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A "smart city" is a city where new-generation information technology is fully applied to all sectors of urban development and management, with the goal of achieving sustainable development of the urban environment. Therefore, eco-innovation plays an important role in smart city construction. Although there is a large amount of literature that examines the relationship between smart city construction and environmental performance, there is not much literature on green innovation as a mediating variable. Based on an overview of the small amount of literature on the interrelationship between smart city construction and eco-innovation, this paper first analyses the practice of eco-innovation policies in China's smart city construction. In 2012, China introduced the smart city policy, and in 2013 put forward the concept of "eco-civilisation construction". In 2015, the "Internet Plus" action plan was put forward, pointing out five major development directions, including digital economy, smart life, industrial internet, information security, and digital China. The integration of policies in the above three periods promotes ecological innovation in smart city construction. Secondly, in order to verify the effect of the policy practice, this paper collects relevant patents in the construction of smart cities in China and divides them into patent types such as transportation, lighting, and greening from the perspective of patent application, and analyses the trend of changes in eco-innovation patents among all patents. Finally, combined with the cases of waste-free city construction in China, it analyses the smart supervision mode of hazardous waste in Xuzhou City and the technological innovation in the construction of waste-free city in Shaoxing City respectively, and gives some thoughts and suggestions.

**OKUL ÖNCESİ KURUMLARINDA GÖREV YAPAN OKUL YÖNETİCİLERİNİN
SORUNLARININ BELİRLENMESİ: MANİSA İLİ ÖRNEĞİ**

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Cenk YOLDAŞ (Celal Bayar Üniversitesi)

Araştırma Manisa İli Yunusemre ve Şehzadeler İlçelerinde görev yapan okul öncesi eğitim kurumu yöneticilerinin farklı değişkenlere göre sorunlarının belirlenmesi amacıyla yapılmıştır. Araştırma evrenini 2022-2023 eğitim öğretim yılı, Manisa İli Yunusemre ve Şehzadeler İlçelerine bağlı, 28 Devlet anaokulu, örneklemini ise bu kurumlarda görev yapan 56 anaokulu yöneticisi oluşturmakta olup bu yöneticilerin tamamına ulaşılmıştır.

Z KUŞAĞININ PAYLAŞIM EKONOMİSİ KULLANIM ALIŞKANLIKLARININ İNCELENMESİ: BİR MODEL ÖNERİSİ

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Paylaşım ekonomisi kavramı gün geçtikçe önemini arttırmakta, alternatif bir ekonomi modeli sunmaktadır. Dünya üzerinde yaygın örneklerini gördüğümüz paylaşım ekonomisi modelleri Türkiye'de de kendine önemli bir yer bulmuştur. Son yıllarda oldukça popüler hale gelen bu iş modelinin sahip olduğu kullanıcı platformları arasında şehir içi ulaşımında kullanılan e-scooter platformları (Martı), konaklama paylaşımı (Airbnb), ikinci el eşya paylaşımı (LetGo, Dolap) yaygın bir şekilde kullanılmaktadır. Bu platformların hedef kitlesine bakıldığında Z kuşağı tarafından yoğun bir şekilde talep gördüğü anlaşılmaktadır.

Kuşaklar üzerinden yapılan çalışmalar belirli dönemlerde doğmuş olan bireylerin paylaştığı ortak kültür ve davranış kalıpları üzerinden rahat bir analiz imkanı sunar. Dünya nüfusunun %33,7'sini Türkiye nüfusunun ise %31'ini oluşturan Z kuşağı 2000-2018 yılları arasında doğan bireyler olarak ele alınmaktadır.

Bu çalışmanın kapsamı paylaşım ekonomisinin gelişimi ve özelliklerinin anlatılması ile Z kuşağının paylaşım ekonomisi kullanım alışkanlıkları çerçevesinde temel motivasyonları, devamlılık niyeti, algılanan güven ve algılanan risk kavramları üzerinden bir araştırmayı içermektedir. Çalışmanın amacı hali hazırda paylaşım ekonomisinden haberdar olup deneyimlemiş olan Z kuşağındaki bireyleri paylaşım ekonomisi modelinin ürün ve hizmetlerini kullanmaya iten temel nedenleri keşfederek bu nedenlerin paylaşım ekonomisi kullanımındaki devamlılık niyeti üzerindeki etkisini incelemek üzere bir model geliştirmektir.

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PORTABLE WATER FILTER SYSEYEM BAG: A NEW INVENTION

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Since pollutants and toxins frequently degrade the quality of water supplies, it has become more difficult to ensure that everyone has access to clean and safe drinking water in the modern world. The result is The Portable Water Filter System Bag, which combines a kitty bag with a solar-powered water pump, battery, and three-stage water filter cartridge to provide an innovative on-the-go water purification solution. With a focus on purification, the Portable Water Filter System Bag is a multifunctional solution that combines a three-stage water filter cartridge for on-the-go use with a solar-powered water pump for on-the-go efficiency. Providing clean water anytime, anywhere is the aim of this endeavour. The purpose of this study is to conduct a thorough assessment of the system's performance, with a focus on its suitability for everyday usage and filtering capabilities. Presumptions are made about the solar-powered water pump's ideal performance and the 3-stage filter cartridge's efficacy under typical operating circumstances. The Portable Water Filter System Bag's results show that the water has been successfully purified, satisfying consumption guidelines and confirming that it is suitable for daily usage. The consistent and dependable purification results are highlighted by a comparison analysis, indicating the system's potential for broad application. In summary, the optimistic findings call for more investigation into portable water filtration systems and support ongoing research and development to address the problems associated with water accessibility worldwide.

IMPACT OF MORAL VALUES ON HIGHER SECONDARY LEVEL STUDENTS

Preeti SHRIVASTAVA (Waymade College of Education CVM University Anand Gujarat)

Human behavior is referred to as morals; morality is the practical action, Human behavior is guided by values, which are connected to beliefs and attitudes (Rennie, 2007). Ethics, morals, and values are deeply affixed to spirituality, society, and culture (UN Educational, Scientific, and Cultural Organization, 1991). Universal principles and ideals of behavior that all logical people would like to see adhered to. Some students in higher secondary school consistently uphold moral principles, while others do not. With this study, researcher is attempting to determine the merits of individuals who do not uphold moral principles and the part that moral values play in their accomplishment with the aid of this investigation. Self-made tools prepare for this study. Objectives are to find out the role of moral values on higher level students Findings -Moral values are crucial to the lives of any learner. They contribute to the development of positive character attributes including kindness, humility, respect, and compassion. They can help pupils choose between good and bad or right and wrong.

Keywords- Impact, Moral Values , Higher Secondary Level Students.

ALTERATIONS IN LIFESTYLE AND EATING PATTERNS OF STUDENTS IN PUNJAB, PAKISTAN DURING COVID-19 LOCKDOWN

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Azmat KHAN (University of Veterinary and Animal Sciences Lahore)

The outbreak of Covid-19 led to a pandemic situation globally. The global pandemic of COVID-19 significantly changed the dietary habits and eating patterns of people, particularly in the area affected by the pandemic. Complete lockdown and quarantine were imposed in high risk areas. All public places remained closed in all provinces of Pakistan. Stress, fear, anxiety, anger and emotional disturbance led to changes in eating habits. In the present study conducted a cross-sectional study performing online survey to analyze the altered nutritional behaviors among university going students of age group 18 to 30 years. Our Participants (n=865) {mean age 21.3 ± 2.1 years, 59.1% females (n=499)} and 61.8% had normal body mass index (BMI). During lockdown, the comprehensive rise in food amount was noted in 41.8% participants (n=353) and fallen in 23% (n=194). The increase in food consumption was strongly associated with decreased amount of sports activity (73.7%), increase in mental stress (64.6%), milk tea consumption (45.3%), sleep time (78.2%), screen time (89.2%) and weight changes (62.9%) during lockdown. Food procurement and composition was altered by lockdown. The consumption of Cereals (Chapatti, Rice and Bread) increased more clearly compared to before lockdown. The lockdown imprinted considerable changes in lifestyle of people which will raise health concerns like obesity, CVD & Diabetes in our young population. These behavioral impacts can guide us for developing future strategies in managing public health during health crisis. The experience of past would continue in current and future time period.

Keywords: Consumption Patterns, Lifestyles, Youth, COVID-19, Pakistan

IMPACT OF NUTRITION EDUCATION AND WHEY SUPPLEMENTATION ON BODY COMPOSITION AND ENDURANCE PERFORMANCE OF ATHLETES

Bareera MUNIR (University of Veterinary and Animal Sciences Lahore);

The influence of nutrition education and whey protein supplementation on athlete body composition and endurance is of paramount importance in sports science and athlete well-being. At global level, the integration of scientific principles into team sports is fundamental to optimizing the health and performance of athletes, focusing on areas such as load monitoring, anthropometric data, injury prevention and nutrition. The objectives of research are to examine the influence of nutrition education/counselling on overall dietary protein consumption and to study the effect of whey supplementation as a mean of supplementing total dietary protein intake, improving VO2 MAX and body composition. A total of 30 participants will be randomly assigned to whey or placebo (maltodextrin) group. Pre and post-analysis will be done for body composition, nutrition knowledge and dietary assessment and VO2 MAX. Along with supplementation during week of 2-6, individualized nutrition education with food logging will be provided with their programmed training. Changes in body composition, VO2 MAX, protein intake and nutrition knowledge will be assessed for better performance in the future. Collected data will be analyzed using SPSS software version 23.0, by applying one way variance and t test. It is anticipated that there will be an increase in protein intake among athletes and improvements in body composition and VO2 max.

Keywords: Nutrition Education, Athletes, Supplementation, Body Composition, Future Performance

ANTICIPATING THE FUTURE TRAJECTORY OF AI INTEGRATION IN EDUCATIONAL PRACTICES: ENVISIONING THE SMART EDUCATION

Madhuri SHETH (D. Y. Patil College of Education, Pimpri)

Education system is currently undergoing radical change from chalk and talk method of teaching learning to use of artificial intelligence tools aiding teaching learning process. Fundamental aims of education include skill based, personalized and outcome-based learning in an inclusive environment. Education system is transforming towards SMART education system which holds potential to create effective, adaptive and immersive learning environment using advanced technology. Smart education is an educational approach which utilized innovative technology, artificial intelligence-based tools and AR-VR based immersive learning tools and gamification to enhance and create interactive learning experience. There are many researches going on regarding use of AI based technologies in education and coming up with its positive outcome. Such studies are providing empirical evidences for future SMART educational set-up. It creating guidelines and insights regarding role of AI in advancement of teaching methodologies for inclusive and efficient SMART education. This paper tries to give insight about what could be future educational trends and SMART education system. Through this future exploration, this paper is also aims to envisage how Artificial intelligence-based tools are useful for landscaping SMART learning environment.

ROLE OF SOFT SKILL FOR PRE-SERVICE TEACHER EDUCATION

Farhin D RATHOD (Waymade College of Education)

This study aimed to find out the role of soft skills in pre-service teacher education. Pre-service teachers are focused on creating learning environments that enable teachers to develop and demonstrate the successful completion of a teacher education program. Teachers must have the skill of adaptation. The teacher must have up-to-date knowledge of new problems, new methods, and new techniques in education. They are better able to change the nature of teaching, and socialization.

Being able to quickly pick up new abilities and ways of behaving in response to altering situations is what is meant by the soft talent of adaptability. Being able to respond effectively to this change is known as adaptability. In this article, the researcher discusses the importance of adaptability for pre-service teachers and their relationship with soft skills. The researcher has used a self-made scale for the measurement of the relationship between soft skills for adaptability for pre-service teachers. Data was collected from B.Ed Colleges of Gujarat State, the results showed that B.Ed Students possessed these four components of soft skills, namely communication skills, technical skills, empathy skills, and teamwork skills This study employs the quantitative method to collect data by using a research instrument which is a questionnaire consisted of 20 items. Communication skills (mean =3.92, SD = 0.71), Technology skill (mean =4.20, SD = 0.76), Empathy skill (mean = 4.15, SD = 0.77) and Team work (mean = 4.20, SD = 0.78). Furthermore, overall soft skills (mean = 4.12, SD = 0.62). Pearson correlation analysis indicated that soft skills components, namely communication and technological skill ($r=.54$, $p<.001$), empathy, and teamwork skill ($r=.631$, $p<.001$) are significantly and positively associated with adaptability. In conclusion, the soft skill must be imparted to pre-service teachers to create adaptability.

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WOMEN EDUPRENEURS

Chhaya RAJ (Waymade College of Education)

The National Education System will play a positive, interventionist role in the empowerment of women. It will foster the development of new values through redesigned curricula, text books, training and orientation of teachers, decision-makers, administrators and the active involvement of educational institutions."Women's empowerment is possible only if we pursue the path of holistic development in which full justice is meted out to women in all walks of life, where women share not only the obligations but also power on an equal footing with the men folk, where gender divisions no longer exist and where both men and women are equally free to engage into leisure activities they enjoy the most, where politics is made possible for women because of parallel shifts in child-rearing, domestic responsibilities and caring of the elderly and sick. Only such an approach towards the women can enhance their self-respect, self-reliance and self-dignity. Education in general and higher education in particular, can play an increasingly vital role in inculcating the right values in commensuration with the new status of the women

The study examines the status of Women Edupreneurs with particulars teaching profession, educational process, salary, promotional avenues and service condition, social status, family welfare, rapport with students, relationship with colleagues which helps to newer Edupreneurs needs to jump-start their careers and keep on track. The researcher will probe into the lives and the experiences of the women Edupreneurs, which will help the aspiring to other women.

Keywords: Women, Edupreneurs, Teaching Profession, Social Status, Family Welfare, Rapport with Students.

VI. ASC 2023 / FALL CONGRESS

GENDER EQUALITY

Anjali DAVE (Waymade College of Education)

It is widely acknowledged that education benefits people and promotes national growth. Both males and females who have an education see gains in their incomes later on, and it also creates chances and choices for both boys and girls. On the other hand, there are several more socioeconomic benefits that come from educating girls and help entire communities. Enhanced economic productivity, greater family incomes, postponed marriages, lower fertility rates, and better infant and child survival rates are some of these advantages. This study paper's primary goal is to comprehend gender equality in education. The themes of equality and accessibility have dominated schooling over time. However, retention, success, and the calibre or applicability to education have received insufficient consideration.

VI. ASC 2023 / FALL CONGRESS

PEACE EDUCATION

Nirali SONI (Waymade College of Education)

Peace Education is gaining popularity, among society, organizations, and government agencies recognize the importance of such education. The aim of peace education is to draw out, enrich, deepen and place in context students' thinking about the concept of peace. There are many approaches to peace education, many of which are based on ideology, practical experience, and good intentions. Peace may depend on educating future generations into the competencies, perspectives, attitudes, values, and behavioral patterns that will enable them to build and maintain peace in 21st century. The need for peace education is greater than ever before with a holistic approach to get credibility, status and accountability, peace education is more relevant in view of the recent terrorist attack on World Trade Centre on September 11, 2002, attack on Indian Parliament on December 13, 2001 and the mounting tension for show down between India Pakistan, US and Iraq at present.

SINIF ÖĞRETMENLİĞİ SON SINIF ÖĞRENCİLERİNİN AKIL VE AKILLI OLMAK ÜZERİNE GÖRÜŞLERİNİN METAFORİK OLARAK BETİMLENMESİ

Elmaziye TEMİZ (Çanakkale Onsekiz Mart University);

Cumali YAŞAR (Çanakkale Onsekiz Mart University)

21.Yüzyılın bir teknoloji çağı olduğu sadece bilim insanlarının değil, sokaktaki sıradan insanların da diline pelesenk ettiği bir kalıp cümleye dönüşmüştür. Bilimsel alandaki gelişmelerin önceki çağlara göre daha hızlı yaşandığı da sıkça dile getirilmektedir. Yapay zeka teknolojisinin uygulandığı ve akıllı(smart) olarak tanımlanan icatların ve sistemlerin sayısı ve çeşitliliği her geçen gün artmaktadır. Tüketime sürekli pompalandığı bir çağda , emekten, enerjiden, zamandan tasarruf sadece bu akıllı teknolojilere hasredilmiş gibidir. Üstelik adeta mucidinden bağımsız kendi kendine yeterli kimlikli bir özne varlık olarak sunulmaktadır. Birincil amacı bireysel ve toplumsal yaşamı kolaylaştırmak olan makinalar insan aklının/ potansiyelinin/ yetisinin icat ettiği obje olmaktan çıkıp hayranlık duyulan kimlikli öznelere(SİRİ, Çelik ...) kaymaya başlamıştır.. Yani düşünen, üreten, çözüm bulan insan “asıl zeki ve akıllı olanın kendisi olduğu gerçeğinden uzaklaşıp, hayatını icat ettiklerinin dışsal denetimine bırakma eğilimi sergilemeye başlamıştır.

Bu araştırma,eğitim programlarının sahadaki işletmeni olan ve ilkökul öğrencilerinin akıl-akıllı olma çerçevesinde insan yetilerini (düşünme, sorgulama, tutarlı olma, çözüm üretme vb) geliştirmede önemli bir yere sahip olacak olan Eğitim fakültesi son sınıf öğrencilerinin akıl ve akıllı olmak üzerine metaforik algılarını belirlemek amacıyla yapılmıştır. Çalışma nitel desende bir çalışmadır. Araştırmanın çalışma grubu, Çanakkale Onsekiz Mart Üniversitesi Eğitim Fakültesi Sınıf Öğretmenliği son sınıf Öğrencilerine olan katılımcılardan her birinin;

1-Benim için akıl..... gibidir/demektir.
Çünkü.....

2-Benim için akıllı olmak.....gibidir/ demektir.
Çünkü..... Cümlelerini tamamlamaları istenmiştir. Sonra katılımcıların ürettikleri metaforlar, kategoriler halinde sınıflandırılmış ve aynı çalışma grubu içinden gönüllü olan 6 kişiyle odak grup çalışması yapılarak yöntem geçerliliği güçlendirilmiştir.

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A STUDY ON JOB SATISFACTION OF PRIVATE EDUCATIONAL INSTITUTIONS IN VADODARA

Sandip GOHEL (Waymade College of Education)

Job satisfaction is one of the most popular discussions in an organization behavior and in human resource. Job satisfaction is based on the human resource satisfaction because if human on easily achieve the goal of an organization. As teaching does require a great deal between the employer and employee. So in teaching more important to have physical or mental relaxation both. The study induce with the fact of faculty member satisfied with their present condition expect the factors like physical facilities, training facilities and no difference between male and female faculty member. The researches connect with that universities may give more attentions to motivate and maintain the satisfaction level of human resource to make them more satisfied from his job profile. The most of their effort by secure overall excellence of organization. Measure satisfaction in terms five aspects of human resource or any employee first is job pay and second is promotion third is supervision fourth is that work itself and fifth is co-workers. Universities have overall salary levels that are externally competitive and easier to have faculty member from outside that are more satisfied with their job profile and salary. Job satisfaction basically based on the salary expectation which fulfill the needs of employees and their requirement and his inner satisfaction level.

Keywords: Job Satisfaction, Salary, Teachers, University, Organization, Facilities, Expectation and Job Profile.

VI. ASC 2023 / FALL CONGRESS

MAPPING THE FUTURE OF DIGITAL BUSINESS INNOVATION

Logaiswari INDIRAN (AHIBS);

Liew Foong CHING (Kolej Komuniti Kuching)

In the ever-evolving landscape of commerce, the digital realm stands as a crucible for innovation, reshaping the contours of business practices and strategies. In this dynamic landscape, the contours of business practices and strategies are continually being sculpted and redefined. The digitization of business processes has become a catalyst for unprecedented shifts, ushering in a new era where traditional paradigms are challenged, and novel approaches emerge as the driving force behind economic activities. Therefore, the study conducts explore the interplay between digital business innovation and global socio-economic trends, emphasizing the implications for industries and societies at large. It scrutinizes the potential disruptions and opportunities that arise from the convergence of technologies, shedding light on novel business models and value propositions. The exploration extends beyond technology-driven innovation to encompass the crucial role of technology in fostering a conducive environment for digital transformation. By drawing on real-world case studies and best practices, the study seeks to offer practical insights for leaders and decision-makers aiming to navigate the future of digital power through examples of digital innovation in practice at the global level. As a comprehensive exploration of the subject, this conceptual paper not only forecasts the future of digital business innovation but also provides a roadmap for stakeholders to proactively engage with the evolving landscape, ensuring strategic adaptability and sustainable success in an increasingly digitized world.

VI. ASC 2023 / FALL CONGRESS

HEALTH COMMUNICATION

Kalpana Kishorbhai PARMAR (CVM VIDYANAGAR)

Aging populations, the rise in lifestyle diseases, and the continued burden of infectious disease pose immense challenges to our health and wealth. Simply providing more health services to treat disease is no longer a viable option.

Effective communication means conveying messages in a way that improves the ability to maintain our own health, to understand the threats we face and how to reduce them, and to respond appropriately when treatment is required.

Health communication is the scientific development, strategic spreading and critical evaluation of relevant, accurate, accessible, and understandable health information to advance health of the public. It has a very important role in promoting healthy choices and creating better understanding of the health policy issues. Good communication is important to health individuals, health professionals, healthcare providers, governments and policy makers to recognize that maintenance of good health is a shared responsibility in which all parties have a role.

Health communicators must take many factors into account when charting a course. Technology is altering how people receive, share and debate information, fundamentally changing the dynamics between the messenger and the recipients; the internet and the rise of social media are accelerating the speed and spread of the contested information. At the same time, trust in traditional sources of information is declining, and those who convey the health messages must navigate their way through an increasingly fragmented media, often in heavily politicized context.

The good part is that we know what it takes to deliver effective messages using a structured and planned approach. The choices communicators make when deciding who should deliver health messages, or how the messages they want to communicate are targeted to audiences and tailored to individuals, make a demonstrable difference to the impact those messages will have.

CORPORATE SOCIAL RESPONSIBILITY AND THE ENTREPRENEURIAL ACTION OF PUBLIC ADMINISTRATION

Jerome KANGOY MWANAVITA (Institut Supérieur de Statistique de Lubumbashi)

Introduction: The role of business in promoting sustainable environmental protection is one of the central themes that led to the revision of mining and environmental legislation in the DRC in the previous decade; it is expressed in various community actions dealing with the multiple dimensions of corporate environmental responsibility. This research attempts, in the light of public management, to analyze CSR practices in the public and private sectors.

Method: The qualitative approach based on dialectics was favored in this study. To the extent that the study concerns the institutionalization of an external, global and total phenomenon, sociologically inspired governance, stakeholder and neo-institutional theories were retained.

Result: With regard to the various indicators, notably the mining fund collection system, the maintenance of schools and dispensaries by mining companies meeting their social obligations, as contained in the specifications, CSR is implemented. However, efforts should be made regarding the entrepreneurial action of the public administration, which is primarily concerned with the rehabilitation and construction of administrative buildings.

Conclusion: This study is intended to be an advocacy on the extractive and distributive capacities of mining royalties by political-administrative entities through the implementation of community development projects. Also, these authorities, through the creation of sectoral public policies, would regularize and subordinate economic activity.

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UNDERSTANDING THE APPLICATION OF OCCUPATIONAL SAFETY AND HEALTH TOWARDS TVET STUDENTS' BEHAVIOUR

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Aklimima AWANG (Politeknik Sultan Idris Shah)

Lidyawati HARIS (politeknik Sultan Idris Shah)

This study aims to examine the effectiveness of the implementation of Occupational Safety and Health (OSH) towards TVET students' behaviour at Polytechnic Sultan Idris Shah (PSIS). In this study, it aims to determine the occupational health and safety (OSH) course applied by students and become their practice. The DUW10012 course which is Occupational Safety and Health is a compulsory course that must be taken by students in semester 1. This study focuses on the effects of learning and practicing OSH by students in their daily lives to improve a safe work culture. This descriptive study aims to identify the level of effectiveness of OSH in learning. This study focuses on three main aspects which are to identify the level of effectiveness of OSH learning on students' behaviour. This study also aims the effect of OSH practice on students' behaviour as well as to know the relationship between OSH learning and the effect of practice on students' behaviour. 150 respondents participated in the study conducted by the Polytechnic Sultan Idris Shah, which is under the purview, the Department of Polytechnics and Community Colleges, Ministry of Higher Education . A questionnaire was develop and response were analysed using the Statistical Package for the Social Sciences (SPSS) software 23.0 version. The results of the study show that the level of effectiveness of applying OSH to students' behaviour is at a high level. The results of this study show that the knowledge learned by students for this OSH course, is practiced in their lives. Learning about OSH can increase students' understanding of occupational health and safety issues and can reduce accident rates. OSH has several key benefits, including reducing the risk of accidents or injuries. A conducive and safe environment, contributes to increased efficiency and productivity. This practice can reduce the cost of treatment and loss of effects from accidents.

Keyword: Technical and Vocational Education and Training, Behaviour, Application, Safety.

VI. ASC 2023 / FALL CONGRESS

GENDER BIAS IN EDUCATION

JahanAra RANGREJ (CVM University)

Preeti SHRIVASTAVA (CVM University)

Gender bias in Indian education system is an extensive issue that can have long-term effects on students' lives. Gender bias is the tendency to prefer one gender over another. It is a form of unconscious bias, or implicit bias, which occurs when one individual unconsciously attributes certain attitudes and stereotypes to another person or group of people. A simple example of this bias is when a person refers to an individual by their occupation, such as 'doctor' or 'engineer', and it is assumed that individual is male. Males, however, are not immune from gender bias. For example, teachers, especially those who teach teen-aged children, are often assumed to be women.

The gender bias in education is an extension of what we think in the family, in society and the community in which we live. The gender bias in education reaches beyond socialization arrangement: bias is ingrained in textbooks, lessons, language and teacher interactions with students. This type of gender bias is a part of the hidden curriculum of lessons taught unvoiced to students through the everyday functioning of their classroom. The present paper intends to highlight these issues and challenges which need attention and challenges which need attention and suggests appropriate strategies so that gender positive environment is reinforced in Indian educational system.

Keywords: Gender, Bias, Education, Socialization, Teaching Pattern.

INTELLIGENT PEDAGOGY IN THE DIGITAL AGE: A COMPREHENSIVE FRAMEWORK FOR SMART EDUCATION

Bhupendrasinh Arjunsinh RAJ (CVM UNIVERSITY)

This study addresses the revolutionary potential of the digital age by introducing the idea of Intelligent Pedagogy within the larger framework of SMART Education. The aim of this study is to provide a complete and dynamic method that utilizes artificial intelligence (AI) and data analytics to create personalized and adaptive learning environments. This will need a fundamental shift in the way educational frameworks are designed. The process entails dissecting the SMART Education underpinnings and looking at important elements like machine learning, artificial intelligence (AI), and the Internet of Things (IoT). The investigation is guided by theoretical pillars, such as Siemens' connectivism and Vygotsky's socio-cultural theory, which offer a thorough picture of the foundational ideas that influence how technology is integrated into education. Connectivism, emphasizing connectivity and collaboration, becomes a guiding principle in SMART Education, aligning with the transformative potential of AI and IoT. Vygotsky's socio-cultural theory underscores the importance of collaborative learning experiences facilitated by technology, fostering a globalized, interconnected learning community. The findings highlight the transformative shift brought about by the infusion of AI, machine learning, and IoT in SMART Education. These technologies create dynamic, networked learning environments, connecting learners to personalized information tailored to their unique needs and learning styles. The paper then delves into the components of Intelligent Pedagogy, emphasizing adaptive learning systems, personalized content delivery, real-time assessment tools, gamification, collaborative technologies, and learning analytics. These components form a dynamic and responsive educational framework that seeks to optimize the learning experience for each student. Challenges and considerations associated with the implementation of Intelligent Pedagogy are explored, including ethical dilemmas, privacy concerns, accessibility issues, resistance to change, lack of standardization, overemphasis on quantitative data, and algorithmic bias. Proactive measures, such as ethical considerations, equitable access, and ongoing professional development, are proposed to address these challenges. The paper advocates for the responsible evolution of education in the digital age by addressing challenges and considerations associated with Intelligent Pedagogy. Thoughtful consideration and strategic planning are deemed imperative to harness the benefits of advanced technologies while mitigating potential risks. The transformative potential of Intelligent Pedagogy, when navigated carefully, is positioned to significantly contribute to the evolution of education, ensuring its relevance, accessibility, and effectiveness in the ever-changing landscape of the digital era.

POLİTİK PAZARLAMA UNSURLARININ SEÇMEN DAVRANIŞLARINA ETKİSİ ÜZERİNE KAPSAMLI BİR ARAŞTIRMA

Mahmut BALDIZ (Iğdır Üniversitesi);

Barış ARMUTCU (Iğdır Üniversitesi)

Seçmen davranışların incelenmesi politik pazarlama kampanyalarının yönünü belirlemede en önemli etkenlerden biridir. Bunun için politik pazarlama, politikacıların hedeflerine ulaşmada vazgeçilmez temel hayati öneme sahiptir. Bu bağlamda literatür taraması ile politik pazarlama unsurlarının seçmenlerin davranış ve tutumlarına etkilerinin belirlenmesi çalışmanın ana amacını oluşturmaktadır. Bu araştırma, seçmen karar verme süreçlerini şekillendiren dinamiklerin kapsamlı bir şekilde anlaşılmasını sağlamak amacıyla, politik pazarlama unsurları ile seçmen davranışı arasındaki karmaşık ilişkiyi incelemektedir. Çeşitli literatür ve ampirik kanıtlardan yararlanan bu çalışma, politik pazarlama unsurlarının seçmen tutum ve davranışları üzerindeki çok yönlü etkisini araştırmaktadır. Önceki araştırma çalışmalarından elde edilen bulgular, siyasal pazarlamanın seçmen tercihi ve davranışı üzerindeki etkisine ilişkin değerli bilgiler sunmaktadır. Özellikle 20. yüzyılın sonlarından itibaren politik pazarlama karmasının seçmen davranışlarına etkisi konusunda birçok çalışma yapılmıştır. Yapılan çalışmalarda politik pazarlama unsurlarının seçmenlerin tutum ve davranışlarında ve oy verme tercihlerini büyük ölçüde etkilediği tespit edilmiştir. Sonuç olarak bu araştırma, politik pazarlama unsurlarının seçmen davranışı üzerindeki etkisine ilişkin farklı bakış açılarını ve ampirik bulguları sentezleyerek mevcut bilgi birikimine katkıda bulunmaktadır. Literatürün ve ampirik kanıtların kapsamlı analizi, politik pazarlama ile seçmen karar alma süreçleri arasındaki karmaşık etkileşimi anlamaya çalışan politik stratejistlere, politika yapıcılara ve araştırmacılara değerli bilgiler sağlamaktadır.

CAM TAVAN SENDROMU

Ufuk KARADAVUT (Karabük Üniversitesi);

Mehmet Murat ŞAHİN (Karabük Eğitim ve Araştırma Hastanesi);

Şenay ŞAHİN (Karabük Üniversitesi)

İlk çağlardan bugüne kadar ekonomik yaşamda aktif yer alan kadınların, modern açıdan iş hayatına katılmaları ve ücret karşılığı çalışmaları Sanayi Devrimi ile olmuştur (Korkmaz: 96). İngiltere’de, 1760-1840 yıllarında buhar makinesinin endüstride kullanıldığı bu dönemde ücretli çalışan kadın sayısı artmıştır. Bu artışa rağmen kadınlar, haksızlık, sömürü ve adaletsizliğin olduğu kötü şartlarda istihdam edilmişlerdir (Tahtalıoğlu, 2016: 92). Ev ve tarım sektöründe ücretsiz hizmet veren kadınların tahsil seviyeleri düşüktü, mesleki ve teknik açıdan eğitimsizdiler, sanayi alanında beklenen iş gücü standartlarına sahip değildiler. Bu nedenle ücretli çalışan kadın sayıları düşüktü (Karabıyık, 2012: 233). Kadınların çalışma hayatında dışlanmalarının ana sebebi eğitim ve meslek sahibi olmada yaşadıkları eşitsizliktir (Çakır, 2008: 42). Kadının iş hayatına dahil olması, zaman içerisinde eğitim ve meslek sahibi olma imkanlarının gelişimiyle nitelikli ana vasıflara sahip olması, sanayileşme ile artmıştır. Geciken bu katılımı, zaman içerisinde kadının üst düzey konumlara gelme beklentisi doğmuştur. Kadınların bu pozisyonlara yükselememesindeki etkenlerin başında klişe yargılar, yönlendirici yoksunluğu, bilgi alışveriş eksikliği, firma prensipleri gelmektedir (Anafarta, Sarvan & Yapıcı, 2008: 115-117). Zaman içerisinde yaşanan olumsuzluklara rağmen sanayileşme sonrası periyotta sosyoekonomik gelişmelerin etkisiyle kadın istihdamında yükselme görülmüştür. Fakat kadınların işe giriş ve eğitimde başarı arzuları onların üst seviye yönetici pozisyonlarına gelmelerini aynı tutarlılıkta arttıramamıştır (Negiz & Yemen, 2011: 196).

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DETERMINATION OF KNOWLEDGE AND ATTITUDES OF PATIENTS ABOUT COVID-19 WHO APPLY TO A FAMILY HEALTH CENTER

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Ufuk KARADAVUT (Karabük Üniversitesi)

Ahmet Burak ŞAHİN (Ovacık Aile Sağlığı Merkezi)

Sitem Merve ŞAHİN (Hacettepe University)

Didem ADAHAN (Karabük Üniversitesi)

Materials and Methods: The cross-sectional and descriptive study was conducted with 151 patients by "simple random sampling method" who applied to Kurtuluş Family Health Center in Karabük between 9th August 2021-27th August 2021 with face-to-face survey method. Approvals were obtained from the Ministry of Health of Türkiye and Karabük University Rectorate Non-Interventional Clinical Research Ethics Committee to conduct the study. The answers were obtained by asking 24 questions prepared in advance to determine the knowledge and attitudes of participants on the subject. Due to the characteristics of the data, chi-square test statistics and factor analysis from multivariate statistical methods were applied to determine the factors affecting Covid-19.

Results: Eighty six participants (56.95%) were male, and 65 (43.05%) were female in the study. Sixty participants were 16-25 (39.74%), and 10 (6.62%) were over 65 years old. According to their educational status 60 participants (39.74%) had high education. Forty three participants (28.66%) had one or more chronic diseases. When the information of the participants about Covid-19 was evaluated, it was determined that most of them knew symptoms such as fever, headache, shortness of breath, cough and diarrhoea. One hundred twenty four participants (82.66%) said they trusted the Covid-19 vaccine, while 126 participants (84.56%) declared they had been vaccinated. According to the educational status, high educated participants led with 90% in mask usage, 93.33% in social distancing and 70% in staying away from the crowd.

Conclusion: Covid-19 is the first pandemic of the 21st century and is a serious disease that has affected almost all countries in the world regarding human loss and causing economic crises. People need to know transmission routes of this disease and be aware of prevention.

YEREL YÖNETİMLER DÜZEYİNDE AÇIK VERİ PORTALI UYGULAMALARI: LONDRA VE İSTANBUL'UN KARŞILAŞTIRMALI ANALİZİ

Hilal TULAN IŞILDAR (Gazi University)

Özge YALÇINER ERCOŞKUN (Gazi University)

Kamuya açık bilgiler; bilgiye erişim özgürlüğü, demokratik sürece vatandaş katılımı, hükümete güven ve gelişmiş karar alma gibi kamusal yaşamın çeşitli yönlerini iyileştirdiği için şehirlerin kritik bileşenidir. Hesap verebilir, şeffaf, makine ile işlenebilir, erişimi kolay ve yeniden kullanımı basit hale getiren kamuya doğrudan sunulan bilgilere “açık veri” adı verilmektedir. Verilerin satın almaya veya özel bir yazılıma ihtiyaç duyulmadan herkesin ulaşabilmesini ve kullanabilmesini sağlayan açık veri; katılımcılığı ve iş birliğini arttırarak, kamu değeri yaratma potansiyeline sahip önemli ve etkili bir araçtır. Açık verilerden herkesin yararlanabilmesini sağlamak amacıyla pek çok ülke açık veri portalı geliştirmektedir. Açık veri portalına sahip yönetimlerin başlıca avantajları; kamu hizmetlerine yönelik vatandaşlardan geri bildirim alınması, daha kaliteli ve verimli bir hizmet sunumunun gerçekleştirilmesi, politika süreçlerine vatandaş katılımını artırarak demokratik altyapının güçlendirilmesi, kamu kurum ve kuruluşlarının performans ölçümünün kolaylaştırılmasıdır. Açık veri portalı uygulamaları ABD, Avrupa Birliği ülkeleri, Kanada ve Avustralya gibi gelişmiş ülkelerde kümelenmektedir. Türkiye ise; Küresel Açık Veri Endeksi’ne göre, açık veri uygulamaları açısından 94 ülke arasında 45. sırada yer almaktadır. Bu çalışmada açık veri uygulamalarında ilk sıralarda yer alan Londra ve kentsel düzeyde nüfus açısından benzerlik gösteren İstanbul çalışma alanı olarak belirlenmiştir. Çalışmada; açık veri uygulamalarını iyileştirmek için niteliksel bir gösterge seti geliştirilerek Londra ve İstanbul açık veri portallarını karşılaştırmak amaçlanmaktadır. Açık verilerin; mekansallığı, teması, sayısı, formatı ve güncelliği üzerinden geliştirilen gösterge seti ile iki büyük kentteki açık veri portalları karşılaştırılarak, Türkiye’nin tek metropolü İstanbul’un açık veri portalının geliştirilmesine katkı sağlamak hedeflenmektedir. Bu kapsamda; araştırma soruları şunlardır: 1.) Londra ve İstanbul açık veri portalının mevcut durumu nedir? Yerel halkın portalı kullanma ve yararlanma durumu nedir? Belediyelerin yayınladığı mekansal verilerin kapsamı ve kalitesi nasıldır? 2.) Her iki kentin açık veri portallarını geliştirmeye yönelik mevzuat, kılavuz ve çalışmaları hangi boyuttadır? 3.) İstanbul açık veri portalı nasıl geliştirilebilir? Bu çerçevede her iki kentin açık veri portalları; çalışmanın internetten veri temininde başlıca kaynağı oluşturmaktadır. 2020’de kullanıma açılan İstanbul açık veri portalı yeni ve geliştirmeye muhtaç olması açısından Londra’ya göre dezavantajları olduğu elde edilen bulgulardandır. Çalışma kapsamında İstanbul açık veri portalını iyileştirme ve geliştirmeye yönelik çözüm önerileri sunulmuştur.

Anahtar kelimeler: Açık Veri Portalı, Mekânsal Veri, Yerel Yönetim, Londra, İstanbul.

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AN EFFECTS OF EDUCATION WITHOUT BURDEN ON PRIMARY SCHOOL STUDENTS

Falguni A RAJYAGURU (Falguni)

“Learning Without Burden” is an educational philosophy that emphasizes creating a learning environment that is free from unnecessary stress and pressure. It advocates for a balanced approach to education, focusing on the holistic development of students.

-Yashpal Committee

Just as studying with stress is a burden of learning, carrying a large and heavy school bag is also a burden of study. Especially for primary school students, because those children carry so much weight in their bags and even can't walk with their bags.

Educational stress is not only related to these issues but also related to other issues in which students feel stressed in the name of discipline.

Aim of study: This study aims to study all points of education that are putting a burden on students to learn. Purpose: Through this information researcher wants to inform the people about this situation and spread awareness about it. Method: As Participants 100 primary school students will be selected for the study. The study will be conducted with a questionnaire. Students will select by the Randomly selected method. Conclusion: This questionnaire and study may help to improve the mindset of students and also may help to improve the results of primary school students.

Keywords: Effects, Education, Effects on Education, Education without Loud.

DİJİTAL ÇAĞIN DİJİTAL YETERLİLİKLERİ: AKILLI GELECEK İÇİN İŞGÜCÜNÜN BECERİ DÖNÜŞÜM HARİTASI

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McKinsey & Company adına Singh vd.'nin (2020) hazırladıkları raporda, dijital teknolojilerin küresel ölçekte işlerin %50'sini ve Türkiye'de ise işlerin %2'sinin tamamen otomatikleştirilebileceği belirtilmektedir. Bunun yanı sıra Türkiye'de her on meslekten altısının ise %30 oranında otomasyona geçebileceği belirtilmektedir. Bu rapordaki verilerden hareketle Türkiye'deki otomasyon seviyesinin 2030 yılına kadar %20-25'e ulaşabileceğini öngörülmektedir. Bu durum, çalışanların yalnızca yeni beceriler kazanmalarını değil, aynı zamanda bu becerileri meslek değiştirmek için kullanmalarını da gerektirecek köklü ve son derece karmaşık bir toplumsal sorunla karşı karşıya olduğumuzu göstermektedir. Bu durum mikro düzeyde işletmeleri ve çalışanları makro düzeyde ise tüm toplumu ve devleti ilgilendiren bir meydan okumadır. Bu bağlamda insanların dijital fırsatlara katılıp yararlanabilmeleri ve aynı zamanda olası riskleri azaltmak için dijital yeterliliğe duyulan gereksinim her geçen gün artmaktadır. Dijital yeterlilikler; okuryazarlık, matematik, bilim ve yabancı dillerin yanı sıra dijital yeterlilik, girişimcilik yeterliliği, eleştirel düşünme, problem çözme ve öğrenmeyi öğrenme gibi daha komplike yeteneklerle yakından ilgilidir. Ancak henüz dijital becerilerin ne olduğu ve hangi unsurları kapsadığına dair bir ortak çerçeve tanımlama çalışmaları başlangıç düzeyindedir. Bu kapsamda öncelikle dijitalleşen dünyada eğitim, öğretim ve istihdam alanlarında “dijital bilgi sahibi olmanın” ne demek olduğuna dair referans çerçevesine gereksinim duyulmaktadır. Bu çalışmada Avrupa Birliği'nin Vuorikari vd.'nin (2016) yılında gerçekleştirmiş olduğu “vatandaşları için dijital yeterlilik çerçevesi” çalışması referans alınarak özellikle Türkiye bağlamında dijital yeterlilik çerçevesine ilişkin kavramsal bir analiz yapılacaktır.

Anahtar Kelimeler: Dijital Dönüşüm, Dijital Yetenekler, İstihdamın Geleceği.

KONAKLAMA İŞLETMELERİNDE YAPAY ZEKÂNIN KULLANIMI VE TURİZM PAZARLAMASINDA UYGULAMA ÖRNEKLERİ

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Son yıllarda yaşanan teknolojik gelişmeler ve bu gelişmelerin güncel yaşama etkisi, yapay zekânın hemen her alanda geniş bir yelpazede kullanılmasını sağlamıştır. Günümüzde yapay zekâ teknolojisinin önemli katkı sunduğu ve bu katkısıyla gelişmesine yol açtığı alanlardan birisinin de turizm endüstrisi olduğu gözlemlenmektedir. Bu çalışmada turizm sektörünün ana başlıklarından biri olan konaklama işletmeciliğinde gerçekleştirilen yapay zekâ konulu çalışmaların detaylı analizinin yapılması, turizm pazarlaması işlemlerinde yapay zekâ teknolojisi ile desteklenen makine ve cihazların kullanım esasları ve uygulama örneklerinin ortaya konulması amaçlanmıştır. Yapay zekâ destekli programların turizm endüstrisindeki alanlarda, müşteri hizmetleri, müşterilerden elde edilen verilerinin değerlendirilmesi ve kişisel olarak faydalanılan hizmet, tavsiye gibi çeşitli amaçlarla kullanılabileceği değerlendirilmiştir. Çalışmanın sonucunda konaklama işletmelerinde yapay zekâ kullanımı ve turizm pazarlamasında uygulanmasına yönelik çalışmaların henüz kısıtlı olduğu ve incelemeye ve geliştirilmeye ihtiyaç duyduğu görülmüştür. Yapılan incelemelere göre yapay zekâ ile desteklenerek programlanan robotların daha efektif müşteri hizmet tecrübeleri sağladığı ve algılanan turistik deneyim kalitesinin artmasına neden olduğu tespit edilmiştir. Ayrıca; konaklama işletmelerinde yapay zekânın kullanımı, faydaları ve önemi vurgulanmış, konaklama işletmeleri için bazı öneriler getirilmeye çalışılmıştır.

YAPAY ZEKÂNIN SATIN ALMA DAVRANIŞI ÜZERİNE ETKİSİ

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Teknoloji, geçmişten günümüze çok hızlı bir şekilde gelişmektedir. Teknolojinin bu denli hızlı gelişimi hayatımıza yeni kavramları sokmuştur. Buna bağlı olarak, yapay zeka kavramının gelişmesi ve yaygınlaşması sonucu ortaya çıkmıştır. Yapay zeka hayatımızın her noktası nüfuz etmiştir. Bu çalışma, yapay zekanın tüketicilerin satın alma davranışı üzerine olan etkisine odaklanmaktadır. Yapay zeka, satın alma davranışlarını önemli ölçüde etkileyerek alışveriş deneyimini dönüştürmekte ve optimize etmektedir. Kişiselleştirilmiş öneri sistemleri sayesinde müşterilere özel ürün önerileri sunulmakta, dinamik fiyatlandırma stratejileri ile en uygun fiyatlar belirlenmekte ve chatbotlar aracılığıyla müşteri hizmetleri daha etkin bir şekilde yönetilmektedir. Yapay zeka hem işletmelerin rekabet avantajını artırmakta hem de müşteri memnuniyetini artırmaktadır. Yapılan literatür tarama sonuçlarına göre, yapay zekanın satın alma davranışı üzerinde etkili olduğunu göstermektedir.

CHANGE MANAGEMENT IN EDUCATION ORGANIZATIONS AND HUMAN RESOURCES' COMMITMENT TO CHANGE

Demet AVCI (Erzurum Kız Anadolu İmam Hatip Lisesi)

"Change", which has emerged with the reform movements from the Tanzimat to the present, is one of the phenomena that does not lose its currency for the Turkish Public Administration. In the last century, when everything has changed rapidly, public organizations are exposed to various reforms or models of change in order to keep up with the changes occurring in their environment. The success of any reform or change model depends on the effective management of the intended change. This process, which is defined as change management, requires meeting organizational and behavioral needs. While the organizational change management requirements of both central and local government organizations are met within the framework of administrative law limitations, based on laws, regulations, legislation and circulars, behavioral requirements are met through administrative staff who will manage the change. In light of the increased impact of presidential system, the Turkish Public Administration is undergone a profound bureaucratic change, which has undoubtedly impacted public organizations, leading to organizational change characterized by changes in organizational structures, personnel perspectives and management approaches. This, in turn, presents us with an interesting context to further clarify the behavioral requirements and its consequences of change management in the context of education organizations. One of the issues that has come to the fore in recent years as one of the behavioral requirements is the commitment to change. Commitment to change emerges as a concept developed based on general workplace commitment which reflects the dynamic degree of adherence to and acceptance of new rules and policies. Considered as one of the change-related behaviors, commitment to change is vital for the success of any organizational change initiative. In this study, commitment to change, which is one of the behavioral requirements of a successful change management in education organizations, is examined. The aim of this study, which is prepared as a review study, is to expand the literature on this subject by clarifying the structure of commitment to change and its consequences related to change in the context of education organizations. This study sheds light on future theoretical and empirical studies on how to support change in the context of education organizations.

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AUTOMATIC ELECTRIC WALL MOUNTED HANGER RACK

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With the Automatic Electric Wall Mounted Hanger Rack, users will no longer face issues with limited space or reaching and pulling out the suspension manually. The inclusion of an automatic electric controller simplifies the operation of the hanger rack. Durability is a key consideration, and the project addresses this by utilizing high-quality stainless steel materials. This choice of material minimizes the risk of corrosion, ensuring the longevity of the hanger rack. To provide uninterrupted functionality, each user will be supplied with a 12V battery. This backup power source ensures that the hanger rack can still be used during electrical trips or blackouts. The assembly process of the project involves three main parts: the frame part, the body part, and the mechanism part. Various processes such as cutting, grinding, welding, drilling, and painting are employed to fabricate the hanger rack. In conclusion, the Automatic Electric Wall Mounted Hanger Rack project presents an innovative solution for drying clothes in small spaces. It can support a maximum load of 20 kg and features a rivet nut joint mechanism for smooth movement. The retractable design maximizes space utilization, and the automatic electric controller enhances user convenience. With high-quality stainless steel construction and battery backup, this project aims to provide a durable and reliable solution for drying clothes in Malaysia.

ONLINE SATIN ALMA DAVRANIŞINI ETKİLEYEN FAKTÖRLER

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Teknolojide yaşanan değişim ve gelişmeler online iletişimin her saat kullanılması ile birlikte insanların daha fazla internet üzerinden etkileşim halinde olmasına olanak sağlamıştır. Günümüzde artık insanlar internet aracılığıyla online platformlara (tablet, bilgisayar, telefon, vb.) kolaylıkla erişebilmektedir. Bu bağlamda bakıldığında online platformlar pazarda pay sahibi olan işletmeler açısından yeni pazarlar haline gelmesine ve bu mecralarda aktif olarak kullanılmasına olanak sağlamaktadır. Bu gelişmeler işletmelerin pazarlama anlayışını değiştirmiş ve yeni bir tüketim kolunun oluşmasına imkan sağlamıştır. Bu imkanlar tüketicilerin artık zamandan tasarruf etmek için ve ürün çeşitliliğinin gerçek yaşamla kıyaslandığında seçme şansının daha fazla olmasından dolayı online satın almaya yönelmektedir. Fiyatların markalar arasından karşılaştırılabilir olması, ürüne ulaşımın kolay olması, ürün çeşitliliğinin gerçek hayattan fazla olması, şirketlerin bu alanlara verdiği önemle birlikte insanların ilgisini çekecek web tasarımlarının olması insanların online alışverişe yönlendirmektedir. Farklı bir perspektiften bakıldığında ise fiyatlar, güvenlik, kullanıcı deneyimi ve sosyal etkileşim gibi faktörler, tüketicilerin online alışveriş kararlarını şekillendiren önemli etmenlerdir. Bu faktörlerin bilinçli bir şekilde yönetilmesi, işletmelerin online satış stratejilerini başarıyla oluşturmalarına yardımcı olacaktır. Ancak, tüketicilerin bilinçli olmaları, güvenilir siteleri tercih etmeleri ve alışveriş alışkanlıklarını yönetebilmeleri önemlidir. Online alışveriş, günümüzde sadece bir alışveriş biçimi olmanın ötesinde, bir yaşam tarzını temsil etmektedir. Bu açıdan yapılan çalışmada literatür taraması yöntemi ile tüketicilerin online satın alma davranışını etkileyen faktörlerin araştırılması amaçlanmıştır. Yapılan araştırmanın sonucunda tüketicilerin online alışveriş tercihlerini etkileyen faktörlerin karmaşıklığını dikkat çekmekte ve bu faktörlerin demografi, eğitim düzeyi, gelir seviyesi gibi çeşitli değişkenlere bağlı olarak değişiklik gösterdiği tespit edilmiştir.

SOSYAL MEDYA PAZARLAMASININ TÜKETİCİ DAVRANIŞLARI ÜZERİNDEKİ ETKİSİNE YÖNELİK BİR ARAŞTIRMA

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İnternetin küresel olarak gelişimi ve web 1.0'dan web 2.0'a geçiş ile birlikte ağ üzerinden iletişim ve etkileşimler tek yönlülükten, çift yönlü hale geçiş yapmıştır. İnternet ile birlikte teknolojik gelişiminde hız kazanması cep telefonu, tablet, bilgisayar gibi ürünlerden en az birinin kullanımında kişileri zorunlu hale getirmiştir. Bu teknolojik ürünlerin internet ağlarına uyumlu olması, insanların sosyal medya platformları üzerinden etkileşimlerini sağlamış ve bu durum giderek yaygınlaşmıştır. Kullanıcıların bu platformlar üzerinden duygularının, düşüncelerinin, bilgi edinmelerinin ve bilgi paylaşımlarının yanı sıra, sosyal medya üzerinden ürün satın almada da aktif rol aldıkları bir yer olmuştur. Etkileşimin yoğun olduğu bu noktada, ürün pazarlamasının sosyal medya üzerinden insanlarla buluşması da kaçınılmaz olmuştur. Firmaların yeni ve yüksek oranda gelişen bu pazarda, kendilerine yer edinmelerinin gerekliliği doğmuştur. Dijital pazarlama yöntemlerinden biri olan sosyal medya pazarlamasının işletmeler açısından bakıldığında sürdürülebilirlikleri, rakip işletmelerle olan rekabetlerinde avantajlı konuma geçmeleri noktasında bu platform üzerinde ne kadar etkili olduklarına ve ne kadar iyi kullandıklarına bağlıdır. Sosyal medya pazarlamasının kullanıcıları, satın alma süreçlerinde birçok faktörden etkilenmektedirler. Bu etkenler doğrultusunda kullanıcılar ürün alışverişlerini tamamladıkları gibi yine aynı ürün hakkında memnuniyetlerini ve memnuniyetsizliklerini geniş kitlelere duyurabiliyorlar. Yapılan bu çalışmada, sosyal medyanın tüketici ve satın alma davranışları üzerindeki etkisi irdelenmiştir. Veri toplama aracı olarak literatür taraması yöntemi kullanılmış ve ilgili alan yazındaki yapılan çalışmalar incelenmiştir. Yapılan literatür çalışması sonucunda, sosyal medyanın ürün ile alıcı arasındaki bağı hızlandırması, erişilebilirliği kolaylaştırması ve pazarlamayı klasik mekânın dışına çıkartıyor olması, kullanıcıların satın alma dürtüsünü arttırdığı tespit edilmiştir. Ayrıca sosyal medya pazarlamasının tercih edilmesindeki faktörlerin; bilinçlendirme, bilgi aktarma, bilgi alma, haberdar olma, haber verme, öğrenme, güdüleme, algı oluşturma, tutum yaratma, fikir ve deneyim paylaşımı olduğu tespit edilmiştir.

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HOMESTAY DEVELOPMENT IN KAMPUNG BATU 4 SEPINTAS, SABAK BERNAM, SELANGOR

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Noorazyla Binti Mohd NASRI (Politeknik Sultan Idris Shah);

Zuliya Aini Binti Ahmad TARMIZI (Politeknik Sultan Idris Shah)

Homestay programme is one of the initiatives to develop rural communities in Malaysia. The implementation of the homestay programme contributes to the increase of Malaysia's economic income and improves the socio-economy of community members that participate in the programme. Hence, this study aims to identify the current homestay development in Sepintas Homestay, Kampung Batu 4, Sabak Bernam, Selangor that is registered under the Ministry of Tourism, Arts and Culture (MOTAC). This study also seeks to elucidate the procedures involved in overseeing the implementation of the homestay programme within the designated area. The research method approach in this study is qualitative method, which is site visit and in-depth interviews among eight (8) homeowners including homestay coordinator based on purposive sampling. As a result of the study, it can be said that the homestay programme development in Malaysia is actively concerned by MOTAC and Sepintas Homestay is currently following the homestay programme guidelines provided. Nevertheless, the results of this study reveal a deficiency in the engagement of local champions and promotional efforts that specifically focused on the homestay program. This study recommended that the homestay coordinator liaise with MOTAC, local authority and make use of social media such as Facebook, Instagram and TikTok to aggressively promote the tourism products available as to differentiate with other 'unregistered homestay' that use the term homestay. It is proposed that the innovative homestay management business concepts will attract the younger generation to re-engage and sustain involvement in the homestay business.

Keywords: Tourism, Homestay Programme, Homestay Development, Sepintas Homestay

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AUTONOMOUS VEHICLE USING MACHINE LEARNING

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Ku Mohammad Yusri Ku IBRAHIM (Politeknik Tuanku Syed Sirajuddin)

This paper addresses challenges faced by students in understanding machine learning theory without hands-on experience and the limited resources available for beginners interested in building autonomous vehicles. The objective is to fabricate an affordable educational autonomous vehicle using the DonkeyCar framework, incorporating machine learning and computer vision methods on a Raspberry Pi platform. The project aims to overcome difficulties in theory comprehension, limited educational materials, and the high costs associated with purchasing an autonomous car model. The approach involves leveraging the DonkeyCar framework, integrating machine learning and computer vision for autonomous navigation on a track. Systematic experimentation will evaluate and compare the effectiveness of these methods, offering valuable insights for educational purposes. In conclusion, this project contributes to education by providing hands-on learning in machine learning and autonomous vehicles. The designed autonomous car, priced below the market average, serves as an accessible and practical solution for individuals exploring these technologies.

FAST FOOD SEKTÖRÜNDE SOSYAL MEDYA PAZARLAMASININ TÜKETİCİNİN SATIN ALMA KARARINA ETKİSİ ÜZERİNE BİR ARAŞTIRMA

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Bu araştırma, fast food sektöründe sosyal medya pazarlamasının tüketicilerin satın alma kararları üzerindeki etkisini araştırmayı amaçlamaktadır. Çalışma, sosyal medya pazarlamasının tüketici davranışı üzerindeki etkisinin kapsamlı bir analizini sağlamak için sosyal medya pazarlaması, tüketici davranışı ve satın alma kararları üzerine mevcut araştırmaları sentezlemektedir. Deneysel çalışmalar, sektör raporları ve bilimsel makaleler de dâhil olmak üzere çok çeşitli kaynaklardan yararlanan araştırma, sosyal medya pazarlama faaliyetlerinin tüketicilerin satın alma niyetlerini ve davranışlarını etkilediği mekanizmaları araştırmaktadır. Ayrıca çalışma, fast food endüstrisi bağlamında tüketici katılımını ve satın alma kararlarını yönlendirmede sosyal medya pazarlamasının etkinliğini destekleyen psikolojik ve sosyal faktörleri araştırmaktadır. Araştırma, fast food endüstrisinde tüketici davranışını şekillendirmek ve marka katılımını teşvik etmek için sosyal medya pazarlamasını stratejik bir araç olarak kullanmak isteyen pazarlamacılar, marka yöneticileri ve sektör uygulayıcıları için değerli bilgiler sağlamayı amaçlamaktadır. Ek olarak, çalışma mevcut literatürdeki boşlukları tespit ediyor ve çağdaş dijital ortamda sosyal medya pazarlaması ile tüketici satın alma kararları arasındaki karmaşık etkileşime ilişkin anlayışımızı geliştirmektedir. Yapılan analiz sonucunda, sosyal medya pazarlamasının tüketicilerin satın alma kararı üzerinde önemli etkilerinin olduğu tespit edilmiştir.

YAPAY ZEKÂNIN AYDINLIK VE KARANLIK YÖNLERİ: TURİSTİK DESTİNASYONLAR ÜZERİNE BİR ARAŞTIRMA

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Günümüz dünyasında her alana etki eden teknolojik gelişmeler özellikle dijitalleşmeyle birlikte büyük bir hız kazanmış böylece yapay zekânın gelişmesi ve yaygınlaşması sonucunu doğurmuştur. Bu durum turizm dünyasının bileşenlerinin dikkatlerini yapay zekâ sistemleri üzerine çekmeyi başarmış, büyük heyecan uyandırmış ve özenle takip edilmeye başlanmıştır. Bu ilgi ve heyecana rağmen, insan hayatı ve yaşamışlıkları üzerinde dönüştürücü bir teknolojik araç olarak kabul edilen yapay zekânın çağdaş hizmet ekosistemlerindeki (destekleyici, tedarik, düzenleme, kültürel) etkisi çok fazla anlaşılamamıştır. Gelecekte teknolojik yenilik ve gelişmelerle birlikte somut dönüştürücü etkisi çok daha baskın hale gelecek olan yapay zekâ uygulamasının ekosistemimizde insanımsı faaliyetleri görünür hale gelecektir. Bu çalışma, yapay zekânın (AI) turistik destinasyon deneyimlerinin geleceği üzerindeki potansiyel etkilerinin kapsamlı bir analizini sunmaktadır. Literatür taraması, yapay zekânın çok yönlü yönlerini ele almakta ve turizm sektörü için olumlu ve olumsuz etkilerini değer oluşumu üzerinden araştırmaktadır. Çalışma, mevcut araştırmaları sentezleyerek yapay zekâyı turizm alanına entegre etmenin potansiyel avantajlarına ve dezavantajlarına ışık tutmayı amaçlamaktadır. İnceleme, yapay zekânın ziyaretçi motivasyonları üzerindeki etkisi, sanal gerçekliğin turistik deneyimlerini iyileştirmede kullanımı, büyük verilerin turizm pazarlamasında uygulaması ve hizmet robotlarının konaklama sektöründe ortaya çıkan rolü dâhil olmak üzere çeşitli boyutları kapsamaktadır. Ayrıca çalışma, karanlık turizm kavramını ve bunun yapay zekâ ile olan ilişkisini eleştirel bir şekilde inceliyor ve turistik destinasyon deneyimlerini şekillendirmede ileri teknolojinin kullanımıyla ilişkili etik ve toplumsal hususlara dair iç görüler sunuyor. Literatürün sistematik bir analizi yoluyla makale, yapay zekânın turizm geleceği üzerindeki çok yönlü etkisine ilişkin incelikli bir anlayış sağlamayı ve böylece sürdürülebilir, zenginleştirici turizm deneyimlerinin itici gücü olarak yapay zekânın yönetilmesine ilişkin devam eden söyleme katkıda bulunmayı amaçlamaktadır. Teknolojinin gelişimini yakından takip eden ve teknolojik sistemlere adapte olan işletmeler gerekli alt yapılarını kurarak pazarda varlıklarını sürdürebilecek ve artı değer oluşturabilecektir. Bu birlikteliği başaramayan işletmeler geleceğin dünyasında yer bulamayacaklardır.

Anahtar kelimeler: Değer Oluşumu, Dijital Teknoloji, Turistik Deneyim, Turizm Destinasyonu, Yapay Zekâ.

RESOURCE CONSERVATION THEORY AND DECENT WORK: AN ASSESSMENT IN THE SCOPE OF SDG 8

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With the transition from the classical management approach to the neo-classical management approach, there is an expectation in the literature for in-depth studies on what models of behaviour based on human relations in organisations should look like. An institutional discussion on human relations has gained another dimension with the United Nations Sustainable Development Indicators, and the criteria that should be taken into account in models based on human relations in organisations have been defined. In particular, in SDG 8, decent work and economic growth reveal the ways to achieve sustainable development goals. The problem of stress experienced by employees at work emerges as an important determinant in the behavioural models to be developed based on decent working conditions. At this point, the Conservation of Resources Theory (COR) states that employees need resources to cope with workplace tensions and work stress and try to have more resources. COR emphasises that employees with high psychological capital will work to maintain and increase organisational gains. The aim of this study is to give the impression that the lack of resources or the difficulties experienced in renewing resources leave on employees within the scope of the theory of conservation of resources. The connection between decent work in the working environment, what the work environment should be like, being paid for work, giving rights such as social protection, union rights and decent work has been tried to be explained. It has been noticed that the reasons why people work in decent work are determined by their economic freedom and living standards. The concept of decent work, introduced by the International Labor Organization in 1999, is a concept that includes many conditions such as improving the working conditions of individuals, ensuring that they receive adequate wages, protecting their rights, and providing adequate security and health opportunities. They see working life as an important aspect of life and a fundamental component of mental health, and describe decent work as the most important predictor of the individual's well-being in the Theory of Work Psychology they developed. For this reason, they argue that individuals should have better working environments and conditions in many aspects.

ELEKTRONİK ÖDEME SİSTEMLERİNİN GELİŞİMİ VE ETKİLERİ

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Günümüzde, yeni dijital para birimlerinin hızla artması ödeme sistemlerinin de doğasını değiştirmiştir. Elektronik, mobil ve diğer sanal para birimleri dünya çapında yayılmakta ve ilgi toplamaktadır. Buna bağlı olarak da ödeme sistemleri de değişime zorlanmaktadır. Asıl olarak, 2000'lerin başında konuya ilişkin ekonomik tartışmalar kapanmış gibi görünse de, 2019 yılının sonlarında yaşanan Covid 19 pandemisi, elektronik sistemlere olan yönelimi arttırarak bu tartışmaları ve analizleri yeniden gündeme getirmiştir. Ana meseleler arasında, kayıt altına alınma ve özel para birimlerine ilişkin konumlandırma sorunlarıyla dijital para, ödeme sistemlerinin elektronik tabanlarının da bu yeni dönüşüme uyarlanması yer alırken, bu süreç yeni bankacılık sistemlerinin güvenli bir hale getirilmesi girişimlerinin de başlangıcı olmuştur. Dolayısıyla, hiyerarşik bankacılık sistemi bu yeni gelişmelerden doğrudan etkilenmiş ve alışlagelmiş ödeme sistemlerinin sorgulanmasına yol açmıştır. Gerçekçi bakış açılarının ötesinde, yeni oyuncular ve dijital para birimleri, kendilerini mevcut para ve bankacılık kurumlarından soyutlama eğiliminde olmaları klasik para anlayışına meydan okunduğu algısını yaratmaktadır. Bu nedenle, paranın tanımından, işleyişinin doğasına dek sanal ve dijital paranın ekosistem içindeki konumunun yeniden incelenmesi gerekli görülmektedir. Değişen kullanıcı alışkanlıkları, dijital ve mobil ödeme sistemlerinde alternatiflerin gelişmesine yol açmıştır. Ayrıca ilerleyen teknoloji ile birlikte ödeme sistemlerinin farklı iş modelleri üzerindeki etkisi, operasyonel süreçlerdeki rolü, tahsilat ve ödeme gibi işlemlerini hızlandırması, özellikle son on yıl içerisinde kazandığı ivmeyi gözler önüne sermektedir. Nitekim tüm bu gelişmeler ödeme sistemlerinin olası etkilerinin araştırılmasının önem arz ettiğine işaret etmektedir. Bu kapsamda mevcut çalışmanın amacı, ödeme sistemlerinin iş modelleri, operasyonel süreçler ve tahsilat ve ödeme gibi işlemleri üzerindeki etkisinin araştırılmasıdır. Bununla birlikte değişmeye zorlanan yapıyla elektronik ödeme sistemlerinin olası kazanç ve kayıplarının incelenmesi, paranın ekosistemine ve tanımlarının yeniden incelenmesiyle ödeme sistemlerinin dönüşümünü de anlaşılır kılmak amaçlanmıştır.

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MODERN PRODUCTIVITY PARADOX: DOES AI MEET EXPECTATIONS?

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The purpose of this study is to examine the relationship between AI development and productivity at macroeconomic level. To measure concepts, total number of AI and related technologies patents, GDP per Hour Worked is used. Data is obtained from OECD Statistics web site. Slope comparisons of trend lines and correlation analyses are conducted to explain the relationships between concepts. Results indicate that, both total number of patents and AI patents are growing rapidly. Despite the high positive correlations found between variables, GDP per Hour Worked is observed to be growing significantly slower than improvements in AI. The implications of the results are discussed and future research areas are suggested.

INFLUENCERLARIN TKETİCİLERİN DAVRANIŞSAL NİYETLERİ ZERİNDEKİ ETKİSİ ZERİNE BİR ARAŞTIRMA

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Bu alıřma, influencers pazarlamanın tketici karar verme sreleri ve satın alma davranıřları zerindeki etkisine odaklanarak, influencers'ların tketicilerin davranıřsal niyetleri zerindeki etkisini eleřtirel bir řekilde incelemektedir. İnceleme, influencers tketici davranıřları zerindeki etkisinin kapsamlı bir analizini saėlamak iin influencers pazarlama, tketici psikolojisi ve davranıřsal ekonomi zerine mevcut arařtırmaları sentezliyor. Ampirik alıřmalar, sektr raporları ve bilimsel makaleler de dahil olmak zere ok eřitli kaynaklardan yararlanılan inceleme, influencers tketici algılarını, tutumlarını ve niyetlerini řekillendirdiėi mekanizmaları arařtırıyor. Ayrıca incelemede, influencers'ların etkisini artırmada dijital platformların ve sosyal medyanın rol ele alınmaktadır. İnceleme, tketici davranıřını řekillendirmek ve marka katılımını teřvik etmek iin etkileyici pazarlamayı stratejik bir ara olarak kullanmak isteyen pazarlamacılar, marka yneticileri ve sektr uygulayıcıları iin deėerli bilgiler saėlamayı amalamaktadır. Yapılan incelemeler neticesinde sosyal medya ve influencer'ların tketicilerin davranıřları zerinde olumlu etkilerinin olduėu tespit edilmiřtir. Ayrıca yapılan alıřmalarda influencer'ların desteklediėi veya reklamını paylařtıėı rnlerin daha ok tercih edildiėi konusunda fikir birliėi olduėu sonucuna varılmıřtır.

DÜRTÜSEL SATIN ALMA KARARLARI

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Dürtüsel satın alma, yalnızca tüketici davranışının yaygın ve kendine özgü bir özelliği değil, aynı zamanda kapsamlı pazarlama yönetimi çabalarının da önemli bir unsurudur. Yıllar geçtikçe gelişen tüketici davranışları nedeniyle araştırmacılar için ilgi çekici bir konu olmuştur. Çeşitli araştırmacılar dürtüsel satın alma davranışını, bir şeyi satın almak için ezici ve ısrarcı bir arzuya yol açan, kasıtsız, irrasyonel, ani ve hedonik olarak karmaşık bir davranış olarak tanımlamıştır. Dürtüsel satın alma; literatürde, genel olarak planlanmamış satın alma olarak tanımlanmaktadır. Dürtüsel satın almaların çoğuna mağazada karar verildiğinden, değişkenler anlık satın alma üzerinde önemli etkilerdir. Bu nedenle, mağaza ortamının yapısını dokuz alt yapının birleşimiyle kavramsallaştırabilir. Bunlar: vitrin teşhiri, tanıtım tabelaları, mağaza içi teşhir, fiyatlandırma indirimleri, kalabalık, satış görevlileri, arka plan müziği, mağaza kokusu ve mağaza aydınlatmasıdır. Bununla beraber bu kavram içerisinde bazı özellikleri de barındırır. Bunların ilki alışverişin daha öncesinde alışverişle ilgili herhangi bir planın yapılmamış olmasıdır. Sonrasında; bu tür bir satın almada, satın alınan ürünün kişinin alışveriş listesinde yer almaması gelmektedir. Dürtüsel satın alma, işletmelere gelişmiş bir tüketim deneyimi geliştirme şansı sağladığı için bu araştırmaya değer bulunmuştur. Bu nedenle, dürtüsel satın alma, pazarlama araştırmalarında yıllardır incelenen bir konu olmuştur. Bu anlamda; çevre, tüketicilerin normatif değerlendirmeleri, tüketici dürtüselliliği, kültürel geçmiş, inanç, duygu, bütçe sapması ve tüketim değeri gibi dürtüsel satın alma davranışının arkasındaki mekanizmalar hakkında, dürtüsel satın alma eğiliminin öncüllerini araştıran çeşitli araştırmalar yapılmıştır. İşletmelere satışlarını artırma ve turistlere seyahat deneyimini geliştirme şansı vermesi açısından anlık satın almayı incelemek gerçekten çok önemlidir. Bu çalışmada dürtüsel satın alma kavramsal olarak incelenmiş, var olan kaynakların derlemesi yapılmıştır. Bu çalışma işletme bağlamlarında dürtüsel satın almayı etkileyen faktörleri ve bunun altında yatan mekanizmayı keşfetmeyi, özellikle de zaman algısının tüketicilerin anlık satın alma davranışlarını nasıl etkilediğini göstermeyi amaçlamaktadır.

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DEVELOPMENT OF AIR DISINFECTANT DEVICE BASED ON INTERNET OF THINGS APPLICATION

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Air quality refers to the state of the air in our environment, particularly in terms of the presence of pollutants. It is commonly measured by the concentration of pollutants such as sulfur dioxide (SO₂), carbon monoxide (CO), ozone (O₃), and others. Air quality is crucial for human health, as poor air quality can lead to respiratory and other health problems. The assessment of air quality involves monitoring and analyzing the levels of these pollutants to ensure they comply with established air quality standards. Moreover, nowadays there are various infectious diseases such as influenza H1N1, TB, COVID-19, and varicella-zoster. As observed in the hospital, a lot of people come out to get treatment or visit somebody in the hospital. Sometimes the virus spreads through the people who come from anywhere and get infected without their realise. This proposed project combines the advantages of using Arduino Wi-Fi module ESP8266 implementation which adds an IOT system to address these issues. UV-C light with radiation (200-280nm) will add to this proposed project because the wavelength range can kill bacteria. The data from sensor ozone gas sensors detect or measure the combined concentration of smoke, carbon monoxide, methane, ammonia, benzene, gases, and UV light type C will be displayed on the Blynk Apps. Lastly, the expected result of the development of an air disinfectant device based on the Internet of Things application is to create an air disinfectant device that effectively removes or neutralizes harmful pathogens (such as bacteria, viruses, and mold spores) from the air. In addition, it reduces infection in the confined space.

Keywords: Air Quality, Air Disinfectant, Confined Space, Sanitizing Air, Indoor Ventilation.

ASSESSMENT OF GLUCOSE LEVEL IN DIABETES MELLITUS PATIENTS USING LASER AND PHOTODIODE WITH IOT

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The alarmingly high global incidence of diabetes mellitus requires the use of advanced methods of management. One crucial aspect of diabetes management is regular blood glucose monitoring, which empowers individuals to make informed decisions about their lifestyle and medication. Nowadays, there are many types of blood glucose meter in health centres that help patients with high blood glucose problems monitor their blood glucose levels. However, most blood glucose measuring devices on the market are invasive, involving finger piercings. This method is high in accuracy but is usually painful and has a higher risk of infections. This proposed project, a portable non-invasive blood glucose monitoring device will develop using laser. This laser is place at the fingertip to optionally measure concentration of blood glucose and will calculate depending on the intensity of light receive by photodiode. The glucose level of the patient predicts based on the analyse voltages receive and data of glucose will display on the LCD and send to a mobile phone via Wi-Fi. It's will display through an Android application such as Blynk Apps. Lastly, the expected result of glucose meter should be able to use an Arduino and a Wi-Fi application and notify value and level glucose through Blynk application. In addition, users can monitor their blood glucose levels in real time and plan their healthcare more effectively.

Keywords: Blood Glucose Level, Internet of Things (IoT), Laser Diode.

YAPAY ZEKÂNIN TÜKETİCİLERİN YEŞİL ÜRÜN SATIN ALMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ

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1960 yılından günümüze kadar çoğalarak artan çevre kirliliği, hava kirliliği ve doğal felaketler tüketicilerin, çevre konusunda daha hassas ve dikkatli olmalarını zorunlu hale getirmiştir. Günümüzde insanların yeşil ürünler hakkındaki bilgi seviyeleri ve çevre farkındalıkları arttırabilmek için yapay zekâ teknolojisi kullanılmaya başlandığı görülmektedir. Bu doğrultuda yapay zekâ teknolojisi tüketicilerin yeşil ürünleri satın alma davranışlarını etkilemek ve yeşil ürün satın alma farkındalıklarını arttırmak için bir araç haline gelmiştir. Bu çalışmanın amacı yapay zekânın insanların yeşil ürün satın alımlarına ve kullanımlarına etki edip etmediğinin belirlenmesidir. Bu çalışmada nitel araştırma dizaynı kullanılmıştır. Tüketicilerin yeşil ürün satın alma davranışları ile yapay zekâ arasındaki ilişki varlığının belirlenebilmesi için literatür analizi yöntemi kullanılmıştır. Literatür analizi için uluslar ve uluslararası veri tabanlarından (TR Dizin, Scopus ve Web of Science) akademik yayınlar incelenmiştir. Analiz sonucunda, yapay zekânın tüketicilerin yeşil ürün satın alma davranışları üzerinde olumlu etkisi olduğu görülmektedir.

Anahtar kelimeler: Yapay Zekâ, Yeşil Ürün, Satın Alma Davranışı, Tüketici.

VIRUS DISEASES IN BLUEBERRIES AND THE LATEST DEVELOPMENTS IN THEIR EPIDEMIOLOGY

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Blueberry (*Vaccinium* spp.) production and consumption have been increasing in our country in recent years and it is an important product that has been known and consumed worldwide for many years. Thanks to its strong market in terms of both fresh consumption and processed fruit industry, it enables producers to earn high income while also enabling the production areas to increase rapidly expanding production areas. With new blueberry varieties that are compatible with northern regions, production is increasing globally, and they are harvested from natural environments and sold in many countries.

In Türkiye, this plant is known by various names, but the most common ones are blueberry, likapa, bear grape, morsivit, Trabzon tea, and bush strawberry.

Although blueberries, known worldwide as "blueberries" due to their fruit color, were first cultivated and grown in the United States in 1906, but commercial cultivation in our country only began in the 2000s.

As in all plant species, some important virus diseases that negatively affect yield and quality have been reported in blueberry plants. Some of these are viruses specialized only for blueberries, and some are viruses that have a broad host range. Some of these are viruses specific to blueberries, while others have a broad host range. Viruses that only affect blueberries and cause significant yield losses include blueberry scorch virus (BIScV), blueberry red ring spot virus (BRRSV), blueberry mosaic-associated virus (BIMaV), blueberry shock virus (BIShV), blueberry leaf mottle virus (BLMV), and blueberry shoestring virus (BSSV).

This study aims to detect viruses affecting yield and quality in blueberry-producing regions in our country by Real Time Polymerase Chain Reaction (RT-PCR) analysis and to determine the factors playing a role in the epidemiology of these viral diseases.

Keywords: *Vaccinium* spp., Survey, Virus, Vectors, RT-PCR, Sequencing.

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PRE-LEARNING EXPERIENCE AND CHALLENGES IN NAVAL ARCHITECTURE: A CASE IN NAVAL INSTITUTION IN PERAK, MALAYSIA

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Vocational training and pre-learning experience are vital in naval architecture and ocean engineering. However, despite various required pre-learning experiences, most trainers have a major job challenge due to globalization, democracy, and self-experiences. It is imperative that training plays quite a role in trainers' capability of teaching in this global environment. As globalization ushers to training development, this study examines the impact of trainers' motivation because of training experiences, facilities, and global requirements. This cross-sectional study intends to investigate the variables and relationships between variables. This mixed-mode study is also emphasized on the trainers' view and insights to prosper the education in naval architecture and ocean engineering.

Keywords: Naval Architecture, Pre Learning Experiences, Challenges, Trainers.

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ACCESS & CONNECTIVITY: A TOOL OF “DIGITAL PAKISTAN”

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Digital adoption has the potential to unlock significant economic gains in the form of higher productivity across sectors, employment growth, increased wages and so forth but digital transformation can only be fully realized if high quality access to communication networks and services is made available for all people and firms no matter who they are or where they live. This involves upgrading communication infrastructures to address the increasing demand for data generated by the billions of devices coming online in the future.

It's critical that the digital divide is not focused solely on being connected versus unconnected. However, the quality of that broadband connectivity is also vitally important. To work well, many digital applications, such as video conferencing, gaming, and video streaming, need high-speed, low-latency, highly reliable and consistent networks.

To meet such demand, broadband networks have already gone through several generations of evolution, migrating from largely copper-based infrastructure delivering just kilobits per second, to more fiber-based networks offering an average global speed of 100Mb but for future enhanced bandwidth adoption, fiber was essential.

Fiberization to Home (FTTH): Fiber to the last mile is not just about high speed but also brings a range of other benefits, including higher overall quality of service (QoS), lower maintenance costs, lower energy costs, and smaller physical infrastructure. PTCL deployed over 25,586 km of optical fiber cable laid in the past twelve years and is now aggressively working on its expansion nationwide.

Fixed Wireless Access: provides high speed internet connectivity on wireless media with low cost and speedy deployment and it's highly recommended and growing in rural areas. In Pakistan its tested in AJK at 6 pilot sites along with successful 5G trial testing by major operators

Despite rapid deployment of digital infrastructure over the past decade, Internet connectivity remains a barrier to economic development. Pakistan ranks 90th out of the 134 economies included in the NRI 2023. 75/100 in Huawei Global Connectivity Index, and 79/100 in inclusive internet Index.

Areas with visible progress during digital journey of Pakistan includes Digital Skills, Tech Start Ups, Digital Service Exports. Areas which need urgent attention and action are direction setting, governances of digital agenda, connectivity & establishment of A robust digital ecosystem enabling interactions with global sectors.

Clearly, Pakistan faces serious challenges in digital adoption. The gaps identified here present not just impediments to the country's digital future, but also a significant opportunity to grow and improve the digital performance as an enabler for socioeconomic progress. It is estimated that Pakistan's digital transformation by 2030 can create an annual economic value of USD 60 billion.

FAST FOOD SEKTÖRÜNDE DİJİTAL ÖDEME UYGULAMALARI ÜZERİNE BİR ARAŞTIRMA

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İnternet'in 1960'lardan günümüze kadar hızla gelişimi, dijitalleşme alanında büyük değişikliklere neden olmuştur. Bu dönüşümle birlikte dijital ödeme uygulamalarının kullanımında da büyük bir artış olmuştur. Bu anlamda özellikle günümüz toplumunun en büyük yemek kültürlerinden birisi haline gelen fast food sektörü, küresel düzeyde bu değişikliklerden en çok etkilenen ve bu alanda büyük bir yere sahip olan sektörlerden biri haline gelmiştir. Bu literatür taraması, fast food endüstrisindeki dijital ödeme uygulamalarının rolünü eleştirel bir şekilde incelemekte ve bunların tüketici davranışları üzerindeki etkilerine ve sektör için daha geniş etkilerine odaklanmaktadır. İnceleme, fast food tüketimi bağlamında dijital ödeme uygulamaları, tüketici tercihleri ve davranış kalıpları üzerine mevcut araştırmaları sentezlemektedir. Ayrıca çalışma ampirik çalışmalar, sektör raporları ve bilimsel makaleler de dahil olmak üzere çok çeşitli kaynaklardan yararlanan inceleme, dijital ödeme uygulamalarının gelişen manzarasının ve bunların fast food sektöründeki tüketici davranışları üzerindeki etkisinin kapsamlı bir analizini sunmaktadır. İnceleme aynı zamanda mobil cüzdanlar, temassız ödemeler ve uygulama içi satın alımlar gibi dijital ödeme teknolojilerinin entegrasyonunu ve bunların tüketici karar verme süreçleri, işlem kolaylığı ve genel yemek deneyimleri üzerindeki etkilerini de araştırmakta ve fast food işletmeleri, tüketici katılımı ve pazar rekabeti için dijital ödeme uygulamalarının etkileri de eleştirel bir şekilde incelemektedir. Mevcut bilgi birikimini sentezleyerek ve analiz ederek, bu literatür taraması, fast food endüstrisindeki dijital ödeme uygulamaları ile tüketici davranışı arasındaki dinamiklerin kapsamlı bir şekilde anlaşılmasını sağlayarak sektördeki uygulayıcılara, politika yapıcılara ve araştırmacılara değerli bilgiler sağlamayı amaçlamaktadır. Yapılan incelemelerin sonuçları, tüketici deneyimlerini geliştirmek ve fast food sektöründe sürdürülebilir büyümeyi teşvik etmek için dijital ödeme uygulamalarından yararlanmanın önemli avantajlar sağladığını göstermiştir.

The rapid development of the Internet from the 1960s to the present has caused major changes in the field of digitalization. With this transformation, there has been a great increase in the use of digital payment applications. In this sense, the fast food industry, which has become one of the biggest food cultures of today's society, has become one of the sectors most affected by these changes at the global level and has a large place in this field. This literature review critically examines the role of digital payment applications in the fast food industry, focusing on their impact on consumer behavior and wider implications for the industry. The review synthesizes existing research on digital payment practices, consumer preferences and behavioral patterns in the context of fast food consumption. Drawing on a wide range of sources, including empirical studies, industry reports, and scientific articles, the review provides a comprehensive analysis of the evolving landscape of digital payment applications and their impact on consumer behavior in the fast food industry. The review also

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explores the integration of digital payment technologies such as mobile wallets, contactless payments and in-app purchases and their impact on consumer decision-making processes, ease of transactions and overall dining experiences, and the implications of digital payment apps for fast food businesses, consumer engagement and market competition. also examines it critically. By synthesizing and analyzing existing knowledge, this literature review aims to provide valuable information to practitioners, policy makers and researchers in the industry by providing a comprehensive understanding of the dynamics between digital payment practices and consumer behavior in the fast food industry. The results of the investigations have shown that utilizing digital payment applications provides significant advantages to improve consumer experiences and promote sustainable growth in the fast food industry.

METaverse DÜNYASI'NIN TÜKETİCİ SATIN ALMA DAVRANIŞLARI AÇISINDAN DEĞERLENDİRİLMESİ ÜZERİNE BİR ARAŞTIRMA

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Teknolojik gelişmeler işletmelerin değişmesini ve yeni iletişim kanallarına adapte olmalarını zorunlu kılmaktadır. Bu değişim, son zamanlarda öne çıkan Metaverse gibi yeni dijital dünyaların ortaya çıkmasına yol açmıştır. Metaverse, gerçek yaşamın sanal bir yansıması olarak tanımlanabilir ve rekabetçi işletmeler burada yer edinerek pazarlama stratejilerini bu geniş ve yeni pazarı anlayarak geliştirmeye çalışmaktadır. Yapılan araştırmalar, tüketicilerin Metaverse'e hızla adapte olduğunu ve burada yeni satın alma davranışları sergilediğini ortaya koymaktadır. Kullanıcıların bilgisayar tarafından oluşturulan bir ortamla ve diğer kullanıcılarla etkileşime girebildiği bir sanal gerçeklik alanı olan meta veri tabanı, pazarlama ve tüketici davranışı da dahil olmak üzere çeşitli alanlarda önemli ilgi görmüştür. Bu çalışma, Metaverse'ün tüketici satın alma eğilimleri açısından incelenmesi ve literatür temelli bir araştırmanın sonuçlarını içermektedir. Metaverinin tüketici davranışları üzerindeki etkisini anlamak, bu gelişen sanal ortamda gezinmek ve potansiyelinden yararlanmak isteyen işletmeler, pazarlamacılar ve girişimciler için çok önemlidir. Ayrıca Metaverse dünyasının tüketici satın alma davranışları üzerindeki etkisini değerlendiren bir araştırma, bu yeni teknolojinin iş dünyasına ve tüketici alışkanlıklarına olan etkisini anlamamıza yardımcı olmaktadır. Yapılan çalışmanın sonucunda Metaverinin yeni bir pazarlama evreni olarak potansiyeli ve tüketici davranışı üzerindeki etkileri literatürde vurgulanmaktadır. Metaverse, sanal ve fiziksel dünyaların etkileşimine odaklanan gelişen bir kavram olduğu ve tüketicilerin satın alma davranışlarını etkileyebilecek büyük bir potansiyele sahip olduğu tespit edilmiştir. Ek olarak bulgular işletmelerin, Metaverse'ü deneyim odaklı tüketicilere ulaşmanın bir yolu olarak görmekte ve sadece tüketicilerle etkileşimi artırmak için kullanmaktadır. Sonuç olarak, işletmelerin metaverse gibi yeni teknolojik gelişmelerle uyumlu olabilmek ve değişime adapte olabilmek için inovasyon yapmaları ve tüketici davranışlarını dikkate alarak stratejilerini geliştirmeleri önerilmektedir.

AFGANİSTANDAKİ YAYGIN HASTALIKLAR

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Afganistan, tarihi, kültürü ve coğrafyasıyla zengin bir ülke olmasına rağmen, uzun yıllardır çeşitli zorluklarla karşı karşıya kalmaktadır. Bu zorluklardan biri de sağlık sektöründeki sorunlardır. Afganistan, çeşitli faktörlerin bir araya gelmesi sonucu ortaya çıkan yaygın hastalıklarla mücadele etmektedir. Ülkedeki iklimi ve çeşitli sosyo-ekonomik faktörler, solunum yolu enfeksiyonlarının yaygın olmasına neden olmaktadır. Özellikle soğuk kış aylarında, grip ve zatürre gibi hastalıkların yayılma riski artmaktadır. Aynı zamanda temiz su erişimi ve hijyen koşulları, Afganistan'da hala bir sorun teşkil etmektedir. Bu durum, ishal gibi su ve gıda kaynaklı hastalıkların yayılma riskini artırmaktadır. Altyapı eksiklikleri ve kırsal bölgelerdeki sınırlı sağlık hizmetleri, bu sorunu derinleştirmektedir. Ayrıca parazitik hastalıklar, özellikle yetersiz sanitasyon koşullarına bağlı olarak ortaya çıkmaktadır. Şistosomiyazis ve teniyazis gibi hastalıklar, özellikle kırsal bölgelerde yaygındır. Hayvanlarla insanlar arasında bulaşan hastalıklar olan zoonotik hastalıklar, Afganistan'da da sıkıca görülmektedir. Özellikle hayvancılıkla uğraşan topluluklarda, bruselloz ve kene kaynaklı hastalıklar gibi zoonotik hastalıkların yayılma riski yüksektir. Afganistan hükümeti ve uluslararası yardım kuruluşları, ülkedeki sağlık sorunlarıyla mücadele etmek ve sağlık hizmetlerini iyileştirmek için çeşitli adımlar atmaktadır. Bu adımlar arasında temiz su kaynaklarına erişimi artırmak, sağlık personelinin eğitimini güçlendirmek, aşılama programlarını genişletmek ve toplumları sağlık konusunda bilinçlendirmek yer almaktadır. Ancak, Afganistan'ın içinde bulunduğu karmaşık sosyo-politik durum, sağlık sektöründeki gelişmeleri etkileyebilmektedir. Bu nedenle, uluslararası toplumun destekleriyle birlikte, Afgan hükümetinin ve yerel toplulukların da katılımıyla sürdürülebilir çözümler bulunması önemlidir. Afganistan'daki yaygın hastalıklarla mücadele etmek, ülkenin genel sağlığını iyileştirmek ve toplumları daha sağlıklı kılmak için bir ortak çaba gerektirmektedir. Bu makalede, Afganistan'da sık rastlanan hastalıkları inceleyeceğiz ve ülkenin sağlık sistemini güçlendirmek için atılan adımlar ele alınacaktır.

Anahtar Kelimeler: Afganistan, Hastalıklar, Ülke, Sağlık

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APPRAISING IMPACT OF FARMERS' CHARACTERISTICS ON THE EFFECTIVENESS OF CROP RESIDUAL MANAGEMENT PRACTICES

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Crop residue burning is considered one of the major contributors in environmental pollution in South Asia region and crop residue management is considered as a win-win solution to minimize agricultural pollution. Therefore, a variety of ways have been introduced to reduce agriculture waste pollution. This study investigated the farmers' understanding about sustainable crop residue management and their preference for adoption of sustainable crop residue management practices at farm level. For this purpose, primary data was collected from Gujranwala, Faisalabad and Rahim Yar Khan districts of Punjab, Pakistan by using a structured questionnaire. Results revealed that recycling of crop residue can be increased by increasing the awareness of hazardous impact of burning. Further, access to credit, availability of machinery and extension services were significantly related to the choice of sustainable practices. The study findings revealed that successful policies to enhance farmers' perceptions and adaptive capacity can encourage both the actual and intended adaptation of farmers. Adaptation strategies require the participation of multiple players from all related sectors engaging with local communities and farmers.

BİBLİYOMETRİK ANALİZ İLE GEÇMİŞTEN GELECEĞE METAVERSE GELİŞİMİNİN İNCELENMESİ

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Metaverse sürekli gelişen bir kavramdır ve farklı katılımcılar kendi yöntemleriyle anlamını sürekli zenginleştirmektedir. Bu çalışma, nicel bir araştırma dizaynına sahiptir. Çalışmanın temel amacı, metaverse alanındaki gelişmelerin bibliyometrik analiz yöntemi ile incelemektir. Bu amaç doğrultusunda, Scopus veri tabanı kullanılarak "metaverse" anahtar kelimesiyle 1995-2023 yılları arasında yazılmış 3808 makale incelenmiştir. Yapılan bibliyometrik analiz, yazarlar, atıflar, dergiler, ülkeler, kurumlar ve anahtar kelimeler gibi çok yönlü verileri içermektedir. Analiz Vosviewer programı ile gerçekleştirilmiştir. 2006 yıllarının başlarında serüvenine gerçek hayatın animasyon olarak dijital dünyaya taşınması ile başlayan metaverse'ün, bugün sanal gerçeklik, blokzincir ve dijital ikiz gibi birçok teknolojiyi birbirine entegre ederek hem dijital ortamda gerçeklik hissi sağladığı hem de ekonomik bir ekosistem oluşturduğu görülmektedir. Özellikle blokzincir teknolojisinin kullanımı ile metaverse ortamı sadece gerçek dünyanın sanal dünyaya yansıması olmaktan çıkmış; sanal ve gerçek dünya arasında daha sağlam bağlar kurulmaya başlanmıştır. Geçmişten günümüze Metaverse araştırmalarının ikinci hayat, avatar ve sanal dünya gibi konulardan sanal gerçeklik, arttırılmış gerçeklik ve blokzincir teknolojisi gibi konulara kaydığı görülmektedir.

Anahtar kelimeler: Metaverse, Bibliyometrik Analiz, Blokzincir, Arttırılmış Gerçeklik, Sanal Gerçeklik

PTT HİZMETLERİNİN PAZARLANMASI

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Bu çalışmada öncelikle yaklaşık 2 asırlık bir kurumken zaman içinde anonim şirkete dönüşen PTT'nin hizmetleri tanımlanmıştır. Çünkü PTT'nin sunmuş olduğu ve müşterilerce tam bilinmeyen bir çok hizmeti söz konusudur. PTTCELL, Akıllı Esnaf, PTTmatik, Turpex, birleşik posta, lojistik hizmetleri, kişisel pul bunlardan bazılarıdır. Tanımların akabinde bu hizmetlerin hangi yollarla pazarlandığı hususlarına değinilmiştir.

Ayrıca PTT iştiraki olan ve müşterilerce direkt PTT olarak algılanan PTTAVM ve PTT'nin diğer iştiraklerinden kuruluş içindeki durumundan bahsedilmiştir.

Çalışmanın sonucunda ise, PTT ürünlerinin pazarlanmasında daha etkin bir çalışma için, müşteri ile temas halinde olan personele etkin ve uygulama eğitimler verilmesi, kurumsalların ihalelerine katılım için konuya çok hakim bir ihale operasyon birimi kurulması, reklam çalışmalarının ise gerek hizmet satın alarak gerekse yeni bir birim altında konusuna hakim ekip tarafından yürütülmesi gerektiğinden bahsedilmiştir.

ZEİGARNİK ETKİSİ VE SATIN ALMA DAVRANIŞI ARASINDAKİ İLİŞKİ: KAVRAMSAL BİR ÇALIŞMA

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Tüketim olgusu insanlık tarihi kadar eskidir. Bireysel ya da örgütsel ihtiyaçların karşılanabilmesi ve yoksunluğun giderilebilmesi için tüketim gerçekleştirilmektedir. Tüketicilerin satın alma kararlarını etkileyen birçok neden bulunmaktadır. Bunların bir kısmı satın alma kararı hızlandırırken bir kısmı da satın almayı geciktirmektedir. Satın alma kararının verilmesinin veya geciktirilmesinin birçok nedeni olabilmektedir. Pazarlama biliminin birçok bilimle yakın ilişkide olmasının ana sebeplerinden biri de tüketim ve dolayısıyla satın alma davranışının birçok etmenden etkileniyor olmasıdır. Bunların en başında da psikolojik etmenler gelmektedir. Bu sebeple psikoloji ve pazarlama bilimi birçok ortak kavrama sahiptir. Bu kavramlardan biri de Zeigarnik Etkisidir. Zeigarnik etkisi, tamamlanamamış, ertelenmiş işlerin/sorumlulukların bireyleri huzursuz ettiğini ve tamamlanan işlere göre daha fazla hatırlamalarına sebep olduğunu açıklamaktadır. İnsan zihni tamamlanamamış işleri, tamamlanmış işlerden daha kolay hatırlama eğiliminde olmaktadır. Satın alma davranışının tamamlanmasında tüketicilerin etkilendiği bir faktör de yarıda kalmış durumların yarattığı huzursuzluktur. Tüketiciler rasyonel ya da duygusal sebeplerle satın alma davranışı gerçekleştirirken, yoksunluğun giderilmesi, eksikğin tamamlanması gibi amaçlarla davranışlarını yönlendirirler. Bu çalışma satın alma kararı verirken tüketicilerin etkilendiği faktörlerden birinin de Zeigarnik etkisi kavramı arasındaki ilişkinin kavramsal açıdan incelenmesi amaçlanmaktadır. Kavramsal olan bu çalışmayı gerçekleştirmek için döküman incelemesi yapılacak ve literatürdeki uygulamalar karşılaştırılarak kavramsal ilişki, kurgusal bir mantık üzerinden tartışılacaktır.

YÜKSEK BASINÇ TÜRBİNLERİ İÇİN KAYIP TERİMLERİ DOĞRULANMIŞ BİR BOYUTLU TASARIM KODUNUN GELİŞTİRİLMESİ

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Gaz türbinli motorlar, termik santrallerde elektrik üretmek amacıyla enerji dönüşümünde; kara, hava ve denizde çeşitli ulaşım türlerine güç sağlamak amacıyla yaygın olarak kullanılmaktadır. Gaz türbin motorlarının ilk gelişmelerinden günümüze kadar malzeme ve üretim teknolojilerinin gelişmesi ve ihtiyaçlarının güncellemesi sebebiyle daha kapsamlı gaz türbini motorları geliştirilmeye başlandı. Daha yüksek sıcaklık ve basınçlara dayanıklı malzemeler sayesinde, transonik türbin teknolojisi gelişti. Transonik türbinler, akış alanında mach sayısının 0.8'in üstüne çıktığı türbinlerdir. Mach sayısındaki artış verimi ve performansı daha kritik hale getirmektedir. Bununla beraber şok kayıplarına hassasiyet gibi zorluklar sebebiyle aerodinamik tasarıma ayrılması gereken zaman artmaktadır. Bu noktada tasarımın önemli aşamalarından biri olan 1 boyutlu tasarım aşamasında, detay tasarımda elde edilecek olan tasarıma en yakın aerodinamik tasarım parametreleri ve meridyonel görünüş belirlenerek, süreç önemli derecede kısaltılmış olur. 1 boyutlu tasarım, türbin kademesinin orta düzleminde, termodinamik ve aerodinamik denklemleri kullanarak türbinin her istasyonunda geometrik ve aerothermal sonuçların hesaplanabildiği tasarımdır. 1 boyutlu tasarım, akıştaki ikincil akışlar, kanat ucu akışı gibi 3 boyutlu fenomenlerin hakim olması sebebiyle kayıp mekanizmaları ilgili bağıntılar ve düzeltme katsayıları ile beslenerek daha doğru sonuçlar vermektedir. Bu çalışmada, literatürde kabul görmüş PWA-5594-92 türbini 3 boyutlu olarak modellenip, hesaplamalı akışkanlar yöntemi (HAD) ile doğrulaması yapılarak kayıp mekanizmasındaki her bir kayıp tipi için düzeltme katsayılarının belirlenmesi ve bunun sonucunda oluşturulacak 1 boyutlu tasarım kodundaki kayıp ifadelerinin minimum hatalarla hesaplaması amaçlanmaktadır.

Bu çalışma birinci sırada yer alan yazarın, İstanbul Teknik Üniversitesin Lisansüstü Eğitim Enstitüsü, Makina Mühendisliği Anabilim Dalı'nda yaptığı "Yüksek Lisans Tezi"nden üretilmiştir. ORCID Kimliği: 0009-0004-4483-7053

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BANKACILIK SEKTÖRÜ ÇALIŞANLARININ YAPAY ZEKÂ UYGULAMALARINI BENİMSEME NİYETİ ÜZERİNE BİR ARAŞTIRMA

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Yapay zekâ, 1956 yılında akıllı makinelerin yapımıyla başladı ve 2000'li yıllarda hızla gelişerek geleceğimizi yönlendirme ve değiştirme potansiyeline ulaştı. Özellikle pandemi döneminde yapay zekâ uygulamaları birçok sektörde büyük ilerlemeler kaydetti. Bu ilerlemeler, banka ve finans sektörlerinin yakından deneyimlediği ve benimsediği bir konu haline geldi. Başlangıçta, şube çalışanlarının azalmasıyla banka sektörü çalışanları, yapay zekâ ve teknolojilerin işlerini tehlikeye atacağı endişesiyle karşı karşıya kaldılar. Ancak zaman içerisinde teknolojinin ilerlemesiyle birlikte, bu endişeler yerini yapay zekâ uygulamalarını benimseme, iş süreçlerine entegre etme, zaman ve stres yönetimi kazanımları, müşteri deneyimi iyileştirmeleri ve banka ürünlerinin daha kolay satılmasına olanak sağlama gibi olumlu yaklaşımlara bırakmıştır. Bu çalışma, ilgili alanda yapılan çalışmaları literatür taraması yöntemiyle sentezleyerek bankacılık sektörü çalışanlarının yapay zekâ uygulamalarını benimseme niyeti, buna ait olumlu ve olumsuz görülen faktörlerle beraber bunu iş süreçlerine optimize etme, verimliliği artırma, yapay zekâ sayesinde daha hızlı ve doğru karar alabilme, maliyetleri minimize etme, müşteri ağı ürün ve hizmetlerini aynı zamanda da çalışanların kendini nasıl geliştireceği etmenleri üzerinde durulmuştur. Bankacılık sektörü çalışanlarının yapay zekâ (AI) uygulamalarını benimseme niyeti, yapay zekanın bankacılık, finansal hizmetler ve sigorta sektörüne artan entegrasyonu nedeniyle önemlidir. Yapılan çalışmanın sonucunda yapay zekanın bankacılık sektöründe benimsenmesinin müşteri memnuniyetinin artmasına, maliyetlerin azalmasına ve operasyonel verimliliğin artmasına yol açtığı görülmüştür. Ayrıca elde edilen bulgular finansal verimliliğin artması ve hataların azalması da dahil olmak üzere bankacılık sektöründe yapay zekanın benimsenmesinin olumlu etkisinin altını çizmektedir. Sonuç olarak çalışma, özellikle mobil bankacılık ve finansal verimlilik bağlamında bankacılık sektörü çalışanlarının yapay zekâ uygulamalarını benimseme niyetlerini araştırmanın önemi hakkında değerli bilgiler sağlamaktadır.

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FABRICATION OF MULTIPURPOSE RAIN CATCHER

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The Multipurpose Rain Catcher is an innovative solution designed to address the water and electricity needs of rural communities. This product features a split design, with one side dedicated to a filtration system using organic materials such as charcoal, sand, gravel, and rocks, while the other side houses a hydro generator. The product consists of three main parts. Firstly, the catchment, which utilizes PVC pipes, a frame, and canvas material to efficiently collect rainwater. Secondly, the body of the product, which is supported by 4 hollow bars as legs with attached tires for mobility. Lastly, the base of the product, which is constructed using plywood for stability and zinc sheet walls for durability. The primary goal of this product is to provide a clean water source for drinking and produce electricity for rural areas. By utilizing the Multipurpose Rain Catcher, individuals in rural communities can access clean drinking water and generate electricity through hydroelectricity. Additionally, the product aims to enhance the mineral content of the collected rainwater. The results of this innovation are promising. The filtration system effectively increases the mineral content in rainwater from 003 PPM to 019 PPM, while the hydro generator is capable of producing 80 V depending on the intensity of the rain. This multifunctional solution offers a sustainable and practical way to address the water and power challenges faced by rural populations.

THE TRANSITION FROM TRADITIONAL MAPS TO INTERACTIVE DIGITAL MAPPING TECHNOLOGIES IN TOURISM SECTOR

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Tourism is a temporary migration of individuals or groups away from their usual home locations to indulge in pleasurable activities at any attraction place. Travelers use maps to navigate during their travels and for preparing their routes. Maps have always served as important pieces of information for travelers but have traditionally been limited in terms of what they could display and how. Nowadays, digital maps utilized in the tourism industry and offer numerous advantages, aiding tourists in gaining a deeper understanding of the places that they are visiting. Digital map also is a tool or software facilitates the creation of visual maps displaying your business's geographical location on a computer screen. The interactive digital map offers visitors a dynamic tool for navigating the attraction place sprawling grounds, illustrating key points of interest, such as hiking trails, scenic viewpoints, accommodation options, and dining facilities. These captivating maps serve as a virtual introduction, enticing travelers to embark on their own real-life adventure towards that place. By synergizing these innovative technologies, we aim to revolutionize visitor engagement, promote tourism in Sabak Bernam and Kuala Selangor area, and foster a deeper connection between guests and the its's natural beauty. This project exemplifies how advanced technology can be harnessed to enhance tourism, making it more accessible, engaging, and memorable for all who venture to Sabak Bernam and Kuala Selangor. The interactive digital map is introduced with interesting features embedded such as pop-up animation, 360 image and video, google maps and maps quiz. The findings revealed that the respondents are highly satisfied with the product's features, functions, and design of Sabak Bernam and Kuala Selangor interactive digital map. In the current technological era, the presence of digital maps enables digital platforms to change from local tourism information into interactive formats. These maps serve as excellent tools for online exploration of geographic data, facilitating navigation, education, and encouraging user engagement through interactive features.

Keyword: Interactive Digital Map, 360-Degree Photo, Navigating, Tourism, Technology

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FABRICATION STABILIZER LINK FOR FRONT SUSPENSION ATV

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The modifications planned for the ATV include installing a front brake system, redesigning the knuckle and steering system, improving the swing arm design with a reinforced frame, adding a chain tensioner on the swing arm, and implementing a front, tail, and brake light system. The use of a modern double wishbone suspension system aims to enhance handling, ride quality, and overall performance, with added components such as knuckles, upper and lower arms, ball joints, tie rods, brakes, and absorbers. Additionally, the swing arm will be reinforced using advanced techniques and materials to increase strength and durability. Testing in Autodesk Inventor revealed that the front suspension can support up to 150 kg, and the suspension installation was successful without deviations from the initial design. The research project focuses on fabricating stabilizer links for ATV front suspension, indicating promising potential to address rider challenges. While insights and expertise have been gained, further research and refinement are essential to optimize performance and ensure user satisfaction, ultimately aiming to provide a reliable and user-friendly solution for ATV riders, improving stability, and enhancing the overall riding experience.

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GAMIFICATION ELEMENTS FOR INNOVATION IN STEM'S EDUCATION

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Education relies heavily on innovation. Teaching strategies must evolve along with technology. Innovation in education is critical in adapting the approach to the current circumstances of students. Learning will become inefficient and unproductive without adjustment to the student's environment. The goal of this research is to examine the aspects of gamification that have been used in encouraging creativity in numerous domains including computer programming languages, mathematics and science. Furthermore, this study seeks to identify variations of gamification's elements in each of these groups. These three fields are chosen from the category of Science, Technology, Engineering, and Mathematic (STEM). This was picked based on the Malaysian government's suggestions and attempts to improve STEM comprehension. Furthermore, this area was chosen based on random interviews with students where all three fields have a tendency to have poor results and frequently receive complaints of misunderstanding from students. A random sample review method was used for this study. The articles included are from several online databases including Google Scholar and IEEE Explore. The articles are extracted using the same keywords and only those published in 2019 till current year are chosen. Furthermore, text analysis using text cloud is performed on abstracts and conclusions to gain better understanding of the approach and gamification elements. According to the findings of this study, some gamification aspects are appropriate for all three areas, while others are only employed in one. Time pressure, awards, points, and performance graphs are all common aspects in all three areas. Meanwhile, the visual element of narrative is commonly used in programming languages. This study is critical in assisting new studies to take the next step in developing quality innovation. Furthermore, this study can help new researchers, particularly teachers, develop innovations that will be built based on the field, content, and goals of the invention.

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TEACHERS SKILL GAP : AN ANALYSIS OF ACTIVITY BASED LEARNING

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The use of activity based teaching method and strategy in teaching is much beneficial and have a numerous effects on students which are long lasting and the knowledge attain through this way of teaching is much effective on daily life. Activity based teaching method motivates and improve performance of students. Activity base teaching method is used to avoid the rote memorization. This study was conducted and executed in the secondary schools of Tehsil Saddar Faisalabad. There were 143 secondary schools in Tehsil Saddar Faisalabad. Out of 143 schools ten schools were selected conveniently. In these ten selected schools total 185 were appointed and all these teachers were considered as the population of this study. The sample size of the present study was 125 teachers which was taken by www.surveysystem.com by keeping confidence level 95 % and interval level 5%. The nature of this study was descriptive. A well structured questionnaire was used for the collection of data. The data were analyzed by Statistical Package for Social Sciences (SPSS). Findings of the study revealed that simply majority (50%) of the respondents were 36-40 years old. Simply majority of the respondents were from urban areas. Majority of the respondents were master. (25%). Whereas, increase active participation of teachers in class room (mean value 4.33), improve the command on content (mean value 4.28), enhance the motivation for teaching with potential (mean value 4.16) were the impact of activity based teaching which teachers performance in classroom. Similarly, increase self confidence for performing any task (mean value 4.12), flourish the self esteem for attaining command (mean value 4.09) were impact of activity based teaching which teachers used in professional performance. However, tabs (mean value 4.26), whiteboard (mean value 4.08), models (mean value 4.07) were effects that every school facilities for adoption of activity based teaching. While, encourage the negative habit of negative curiosity even in gathering (mean value 4.07), bring the less motivation to learn deeply (mean value 3.93) were demerits of activity based teaching. It was concluded that activity based learning could be employed by the teachers to encourage students to become self motivated and independent learners. As identified, teachers must give frequent positive feedback in activity based learning that supports students' beliefs and ensure opportunities for students' success by assigning tasks that are either too easy or too difficult. Activity based learning helps students to find personal meaning and value in the materialistic learning. It was suggested that Teachers should put great effort so that students can understand and attain the education. Activity based learning should directly or indirectly contributes to all learning styles. Teacher should tackle their student's interest and motivation during learning in classroom through stimulating them for activity.

Keywords : Activity Base Teaching, Materialistic Learning, Efforts, Motivation, Performance, Memorization.

VI. ASC 2023 / FALL CONGRESS

SUBSISTENCE FARMER'S PRODUCTION DIVERSITY AND MARKET ACCESS: IMPACT ON RURAL WOMEN AND CHILDREN'S DIETARY DIVERSITY

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Hunger and poverty are serious threats to the developing and under-developing nations. Rural people of a developing nation like Pakistan being facing poverty and lack of food, due to low income level, and limited access to nutritive food. Increased dietary diversity is a significant approach to improving nutrition and health. Women's diets are the most important factor for their own health as well as their child. The study was carried out in four districts of south Punjab region of Pakistan. The multistage stratified random sampling was employed to collect data from about 600 rural households by employing the well-structured and pre-tested questionnaire. The women dietary diversity score, children dietary diversity score and production diversity score was calculated. The results indicate that the women dietary diversity is concerned, production diversity score, its interaction with market access, education, family size and farming experience has positive impact of dietary diversity while age of the respondent has negative impact. The same factors also affecting children's dietary diversity score. Based on study results, it is recommended that small farmers should diversity their crops especially food crops so that they can get own balanced food and not much relied on external purchases. Farming households should also engage themselves to off-farm earning activities. Overall, the Government can play a crucial role by providing opportunities and facilities to grow non-conventional crops instead of conventional cash crops.

ÜRÜN TASARIMLARININ TÜKETİCİLERİN SATIN ALMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ

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In this study, the impact of product design on consumer purchase decisions was investigated by using the literature review method. The study aims to provide a comprehensive understanding of how various aspects of product design influence consumers' purchasing behaviour. The study also aims to explore the relationship between product designs and consumer decision-making process and to reveal the key factors that guide consumers' choices and preferences. In the study, the psychological, aesthetic and functional dimensions of product designs are addressed and how design elements such as packaging, visuality and creativity affect consumer perceptions and purchasing patterns are shed light on. Through a systematic analysis of the impact of product design on consumers' purchasing behaviour, this study contributes to the existing body of knowledge in the field of consumer psychology and marketing and provides valuable information for businesses and marketers who aim to strategically position their products in the market. As a result of the study, it was found that product design influences consumers' perceptions and evaluations of products and that design plays a decisive role not only on the functionality of the product, but also on its visuality and consumers' emotional perceptions of the product.

Keywords: Product, Product Design, Consumer, Consumer Purchasing, Purchasing Behaviour

VI. ASC 2023 / FALL CONGRESS

AN ANALYSIS OF MULTIDIMENSIONAL APPROACHES BEING USED BY THE TEACHERS AND THEIR ULTIMATE IMPACT ON STUDENTS' PERFORMANCE

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Education was crucial for the success of society. The performance of students in educational field was assessed by the cognitive, emotional and social dimensions. These three basic dimensions also enhance the quality of education in any society. The aim of present study was to analyze the educational performance of students through multidimensional approach that were used by teachers and their ultimate impact on students' performance. The present study was planned and executed in the Tehsil Mandi bahaiddin. There were total 78 high schools in the tehsil of Mandi bahaiddin. In these 78 high schools total 1429 teachers in which 299 SST teachers (as per record of SIS) were working. These 299 teachers were used as the population of present study. So the sample size of the study was 119 teachers that has been determined by using the confidence level 95% and confidence interval 7. And this sample size was determined through the online software i.e.; www.surveysystem.com. For the fulfillment of research, the quantitative data was collected through questionnaire and then the collected data was analyzed through Statistical Packages for Social Science (SPSS). One third 30% of the participants had 30-35 years of age, more than half (59%) of the respondents were belong to urban areas, great majority (100%) of the respondents were SST teachers. Results revealed that information processing (mean value 2.35), dynamic approach (Learning theory) (mean value 2.35) were the major type of learning of cognitive approach. Motivation (mean value 2.56), admiration (mean value 2.31) were emotional approaches being used by the teachers. prepare students to expect the need for change (mean value 2.45), collaboration (mean value 2.35) were social approaches being used by the teachers. Similarly, improve the habit to learn honestly (mean value 4.05), develop the habit to achieve higher degree of academic performance (mean value 3.85) were impact of relational dimension on academic performance of students. Likewise, increase habit care and welfare for attaining best performing experiences (mean value 4.10), develop inclusion for gaining respect and honor (mean value 4.05) were impact of social dimension on academic performance of students. It was concluded that the process of learning to know and understand oneself and the world of work in order to make career strong. The discipline of measurement of students' performance in the educational and professional field focuses on connection building rather than simply informing the teachers and students about the best method to pursue. It is suggested that teachers should be used implicit learning (unconscious learning). Teachers should engage the students to remove the boredom during class. It is also suggested that teachers should make class-room environment democratic.

ÜRETİM SEKTÖRÜ ÜZERİNE AMPİRİK BİR ARAŞTIRMA

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İnsanlığın var olduğu günden bu yana hayatını idame ettirmek için üretim kaçınılmaz bir unsur olarak karşımıza çıkmaktadır. Zamanla oluşan ihtiyaçlar neticesinde üretim alanında da çeşitlenmeler ve gelişmeler gözlemlenmiştir. İnsanoğlu doğadaki kıt kaynakları ihtiyaçları doğrultusunda başlangıçta geleneksel yöntemlerle yapmış olduğu üretim faaliyetini sanayi devrimi ile birlikte hızlı ve daha verimli bir şekilde gerçekleştirmeye başlamıştır. Ancak sanayi devriminden sonra da üretim bir atılım gerçekleştirerek gelişen teknoloji ile birlikte ciddi manada ilerleme kaydetmiştir. Ülkemiz de tarihteki ilk medeniyetlere ev sahipliği yaptığı ve üretim faktörünün başlangıç noktası sayılabileceği için bu araştırma Türkiye Cumhuriyeti üzerinden yapılmıştır. Yapılan bu çalışmada, üretimin ana unsurları, üretimin tarihsel gelişimi ve sektörlerle göre üretim unsuru araştırılmıştır. Veri toplama aracı olarak literatür taraması yapılmıştır. Yapılan literatür taraması neticesinde üretim ile insanoğlunun bağı, üretimin son yüzyılda ne kadar ilerlediği ve alanının genişlendiği tespit edilmiştir. Ayrıca üretim, insanın sabit(su,gıda,barınma,sağlık,vb.) ve değişken ihtiyaçları(özel tüketim ihtiyaçları) var olduğu sürece devam etmek zorunda olduğu kanaatine varılmıştır.

Anahtar kelimeler: Üretim, Üretimin Unsurları,Üretimin Tarihsel Gelişimi.

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MANAGING RISKS FOR SUSTAINABLE BANKING: THE IMPACT OF RISK MANAGEMENT PRACTICES ON BANK PERFORMANCE IN INDONESIA

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This study digs into the vital junction of risk management methods and sustainable banking, concentrating on their impact on Indonesian bank performance. The financial landscape is changing, and understanding the relationships between risk management and sustainable banking has become critical for the Indonesian financial sector in the face of rising challenges and possibilities. The banking industry operates in an environment characterised by volatility, unpredictability, and a growing awareness of the need for sustainability. In the Indonesian setting, identifying the subtle relationship between risk management techniques and long-term banking performance is a big problem. It is critical to close this knowledge gap in order to develop resilience and prudent financial behaviour. The major goal is to investigate how alternative risk management approaches influence bank performance, particularly in terms of sustainability in Indonesia. The purpose of this research is to identify significant risk variables, analyse their management practices, and quantify their impact on the overall performance indicators of Indonesian banks. A thorough research framework and quantitative approaches is used. Data is gathered through financial report analysis. Risk management practices are examined, and their statistical association with sustainability indicators and financial performance measures is determined. The methodology seeks to provide a comprehensive knowledge of the complex relationship under consideration. According to preliminary studies, there is a significant relationship between good risk management methods and improved long-term banking outcomes. Banks that use strong risk-mitigation techniques typically exhibit stronger financial stability and adherence to sustainable standards. The research throws light on certain risk factors that have a substantial impact on performance indicators in the Indonesian banking industry. Future recommendations based on the findings include improving risk management frameworks to correspond with sustainability goals, integrating environmental and social risk assessments, and cultivating a culture of responsible banking practices. Furthermore, continual study is encouraged in order to adapt methods to changing global and local financial landscapes. Finally, this study sheds light on the symbiotic relationship between risk management techniques and long-term banking success in Indonesia. Banks can improve their resilience, contribute to sustainable development goals, and effectively navigate the developing financial landscape by understanding and optimising this relationship. The study contributes to both academic discourse and practical methods for Indonesian financial institutions aiming to manage risk and sustainability.

Keywords: Sustainability, Sustainable Banking, Risk Management.

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THE RELATIONSHIP BETWEEN LEAN MANAGEMENT PRACTICE AND SUSTAINABILITY PERFORMANCE IN THE JOHOR HOTEL INDUSTRY

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Lean management has been applied in the manufacturing sector for many years now. However, lean management implementation in the hotel industry, which is in the service sector, has been somewhat slow in comparison. This study examines the relationship between lean management practices and sustainability performance in the hotel industry in Johor, Malaysia. The study was to explore the lean management practices adopted by hotels in the region and identify the key dimensions of sustainability performance that hotels aim to improve. This study has reviewed the literature on lean management practices and focuses on four factors: waste reduction, customer-supplier relationship management, top management commitment, and human resource training for lean management practices, while sustainability performance is measured by economy performance, environment performance, and social performance. By using the methodology of a quantitative approach, this study has collected 36 respondents among the members of the hotel industry in Johor who have already implemented lean management practices. This study has analysed the relationship by using descriptive analysis, regression analysis, and correlation analysis. For the descriptive analysis, the result indicated that lean management practices influenced the sustainability performance of the hotel. The result of the regression analysis for the relationship between lean management practice and sustainability performance indicated an optimistic impact on sustainability performance. The correlation analysis result shows a high relationship between lean management practice and sustainability performance. Therefore, the result shows the study supports the proposed hypotheses that there is a significant relationship between lean management practices and sustainability performance in the hotel. This study was able to help the hotel enhance sustainable performance through lean management practices.

Keywords: Customer-supplier Relationship Management, Human Resource Training, Lean Management Practices, Sustainability Performance, Waste Reduction, Top Management Commitment

STUDENT ACCEPTANCE OF IMMERSIVE VIRTUAL REALITY (IVR) TECHNOLOGY IN TECHNICAL LEARNING FOR TECHNICAL AND VOCATIONAL EDUCATION TRAINING (TVET)

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Immersive Virtual Reality (IVR) has the potential to facilitate technical learning including enhanced engagement, realistic simulations, multi-sensory experiences, mistake-friendly environments, access to remote or inaccessible environments, and cost/resource efficiency. These advantages contribute to more effective and efficient learning outcomes for technical learners. Although virtual reality (VR) has many applications, only few studies have investigated learners' acceptance of IVR use in technical learning. This research investigated the acceptance of Immersive Virtual Reality (IVR) technology among students in Technical and Vocational Education Training (TVET). The study aimed to understand students' perspectives on technical learning using IVR applications and determine the significance of user acceptance in TVET education. Technology Acceptance Model (TAM) was used to evaluate user acceptance of IVR based on four constructs which are Perceived Ease of Use (PEOU), Perceived Enjoyment (PENJ), Perceived Usefulness (PU), and Intention to Use (I). The data was collected using a validated questionnaire and distributed through online platform. A total of 65 respondents, consisting of students from Sultan Idris Shah Polytechnic and Sultan Azlan Shah Polytechnic, were included in this study. All participants had direct exposure to IVR technology within the context of their educational experiences at these respective polytechnics. The findings of this research demonstrate that students have a positive attitude toward the use of IVR technology in technical learning. The perceived ease of use of IVR applications was found to positively influence students' acceptance and intention to use the technology. Moreover, the perceived enjoyment of IVR experiences and the perceived usefulness of IVR technology in enhancing technical skills significantly contributed to the student's acceptance and intention to continue using IVR in their learning. This study provides valuable insights into the acceptance of IVR technology in technical learning among TVET students. The positive findings emphasize the potential of IVR to enhance technical education, urging educators and institutions to consider the integration of this technology.

Keywords: Virtual reality, technical learning, user acceptance, technology acceptance model, and technical and vocational education training (TVET)

DETECTION OF CHERRY GREEN RING SPOT VIRUS IN SOME CHERRY PRODUCTION AREAS BY HIGH THROUGHPUT SEQUENCING (HTS) AND RT-PCR ANALYSIS IN TURKIYE

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The ecological richness of our country allows the cultivation of many fruit species. Cherry cultivation has an important position among fruit species. Cherry (*Prunus avium* L.) belongs to the Rosaceae family and Anatolia is the oldest place where cherry cultivation takes place. Its homeland is known as the Southern Caucasus, the Caspian Sea and Northeastern Anatolia, and it spreads to large areas around the world. The most common and popular cherry variety in Türkiye is 0900 Ziraat and it is known as 'Turkish Cherry' in Europe. Although it varies from year to year, Türkiye ranks first in world cherry production and is one of the leading countries in cherry exports.

There are important diseases caused by viruses, viroids and phytoplasmas that negatively affect cherry cultivation and export. In recent years, the importance of High-Throughput Sequencing (HTS) technology in detecting viruses has been increasing. With HTS technologies, all known or unknown viruses in plants can be detected, and whole genome analyzes can be performed more quickly and easily. Recently, many new viruses have been detected in cherry trees by the HTS technologies. In the HTS Technologies of plant virology, are used approaches of total DNA or RNA, virion-associated nucleic acids (VANA), double-stranded RNA (dsRNA), and small interfering RNA (siRNA) nucleic acids isolated from virus infected plants. In this study, HTS analysis was performed using the VANA method for the first time in our country.

When 25 symptomatic cherry samples from Osmaniye province as a pool sample was subjected for HTS analysis, 1677 contigs were detected showing the presence of cherry green ring mottle virus (CGRMV). In order to validate the prevalence of this virus in important cherry growing province, 259 cherry samples were collected from Konya, Izmir, Bursa, Osmaniye, Niğde and Antalya. The average infection rate of CGRMV was found as 10.42%. The presence of CGRMV was detected for the first time in cherry samples collected from different geographical regions of our country, other than the Eastern Anatolia region.

VI. ASC 2023 / FALL CONGRESS

DEVELOPMENT OF EMOTION DETECTION USING RASPBERRY PI WITH IOT SYSTEM FOR ELDERLY

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This proposed project explores a solution to enhance the improvement of quality of life for the elderly living alone and Khumad their caregivers through the development of emotion detection using Raspberry Pi with an IoT system for elderly. The elderly living alone often face loneliness and their emotions will be distracted because feel lonely. It's also difficult for a caregiver to detect and know their elderly condition while living alone especially related to mental health and emotional. This proposed project combines the advantages of an emotion detection system and an IoT system to address these issues. The emotion detection system detects the emotions of the elderly living alone by using a camera module, PIR sensor, and Raspberry Pi with an integrated face recognition and emotion detection system. When integrated with an IoT system, this proposed project allows information to send messages and pictures of the elderly using a telegram app on the smartphone caregiver to alert them about the emotional condition of their elderly at home alone. The caregiver will be alert about the condition of the elderly while living alone at home and know if the elderly are happy or sad. In conclusion, this proposed project will contribute to improving the quality of life and reducing mental health issues among the elderly in healthcare settings while also providing peace of mind for their families and caregivers.

Keywords: Elderly, Emotion Detection, IoT System, Caregiver Alert, Emotional Condition.

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THE CUSTOMER SATISFACTION FACTORS TOWARDS COURIER SERVICE

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In today's competitive business landscape, marketers aim to satisfy customers to build and fortify connections with both existing and potential clientele. Consequently, delivery services need to elevate their offerings to uphold their competitive edge and bolster customer contentment. However, scant information exists regarding customer satisfaction levels with parcel services. This study endeavours to gauge customer satisfaction factors, specifically towards courier services in Kulai, Johor, Malaysia. Drawing from existing literature, five attributes—reliability, responsiveness, assurance, empathy, and tangibility—were identified. The research collected 200 samples of existing courier service users in Johor. Data collection involved questionnaires with a response rate of 100%. The analysis encompassed descriptive, reliability, correlation, and multiple linear regression analyses. Findings indicate that reliability, assurance, empathy, and tangibility significantly influence customer satisfaction, whereas responsiveness shows no impact. Consequently, the researcher recommends augmenting study validity and reliability through increased participant numbers, exploring additional factors in future studies, seeking company collaboration for project completion, and other suggestions detailed in the report.

Keywords: Customer Service, Customer Satisfaction, Reliability, Responsiveness, Assurance, Empathy, Tangibility.

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UNIVERSITY INITIATIVE APPROACHES TOWARDS SUSTAINABILITY: THE STUDENTS' AWARENESS

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Sustainable development is essential for protecting and preserving the current situation, as well as for a better future. Various significant studies have validated that higher education institutions also submerge in achieving sustainable development goals that were introduced by the United Nations in 2015. This study has been emphasised in four (4) objectives: to determine the relationship between curriculum and the undergraduate students' acceptance of sustainability; to determine the relationship between educational approaches and the undergraduate students' acceptance of sustainability; to determine the relationship between sustainable campus practices and the undergraduate students' acceptance of sustainability; to determine the relationship between university approaches and the undergraduate students' acceptance of sustainability; and to determine the relationship between the university approaches and the undergraduate students' acceptance of sustainability. Therefore, to promote students' acceptance of sustainability, the initial purpose of this study is to gauge the degree to which the students accept university-initiated approaches to sustainability. The three (3) components of the initiative taken by the Universiti Teknologi Malaysia concerning curriculum, educational approach, and campus activities in support of the right to sustainable development have been the focus of this study. Moreover, a deductive approach has been applied along with a convenience sampling method because questionnaires have been developed and distributed to respondents via social media messages, e-mail, and the WhatsApp group. Additionally, this study conducted quantitative methods and appealed to individuals in units of analysis that involved 375 UTM respondents, which are specific to undergraduate students. Expert validity and pilot testing have been done before the questionnaires are distributed to respondents. Ultimately, the findings of this study have demonstrated that the university's measures to promote sustainability have been successful in raising undergraduate students' acceptance. This study may be able to help the university judge whether their efforts are valued by the students and refine them if any are lacking. Along with this study, it is expected to be a reference for other universities to identify the effective approaches that can be implemented in other educational institutions beyond universities once this study's establishment is complete and a positive outcome is obtained.

Keywords: Curriculum, Sustainability, Undergraduates.

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STUDENT'S PERCEPTION OF ECOTOURISM DEVELOPMENT IN TANJUNG PIAI NATIONAL PARK, JOHOR

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Ecotourism concept considered potential strategy and a model of sustainability to support the conservation and preservation of natural ecosystems, while promoting local sustainable development. Tanjung Piai National Park, Johor established in 1997 to protect this unique site and provide important functions to the ecosystem. It was recognized by the Ramsar Convention as a Ramsar Site, or Wetland of International Importance in 2003. Also known as Cape of the Golden Leather Fern located in a very special corner of the world is the most southern end of the Asian mainland, or rather the Eurasian continent. This study examined student's perception of ecotourism development in Tanjung Piai National Park, Johor. This study also identified the important elements of ecotourism in enhancing tourist demand for improvement destination intended revisit of the study area. Specific objectives were to identify the nature and tourism assets in the study area. The study objectives to examine the relationship between tourist security and visitation and examine relationship between receptiveness of the local population and length of stay. A total of 131 students participate as respondent were sampled using a structured questionnaire. Descriptive statistics were used for data analysis in this study. The study finding revealed that all variables indicate positive result in examined the perception of ecotourism development at the study area. This study concludes that study area represents as important ecotourism and sustainable tourism destination in Johor. The study areas also provide significant and complete ecotourism destination image in term of tourist facilities and services to the visitors.

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PERCEPTIONS OF MALAYSIAN UNIVERSITIES ON THE IMPLEMENTATION OF LEAN MANUFACTURING PRACTICES IN HIGHER EDUCATION

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The emergence of lean manufacturing, originating from the manufacturing sector, has garnered attention across various industries due to its principles of waste reduction, continuous improvement, and customer-centricity. In recent years, academic institutions worldwide have explored the adoption of lean methodologies to optimise their administrative processes, enhance teaching and learning experiences, and improve overall organisational performance. Within the Malaysian higher education landscape, there is a growing need for universities to streamline operations, deliver high-quality education, and remain competitive in a dynamic global environment. However, limited literature specifically focuses on the application of lean principles in Malaysian universities, thereby necessitating a conceptual framework that amalgamates theoretical perspectives with practical considerations. The literature review encompasses studies exploring lean manufacturing concepts, their successful implementation in diverse sectors, and their relevance in higher education contexts globally. Furthermore, it highlights the distinctive characteristics of Malaysian universities, such as cultural diversity, institutional structures, and educational priorities, influencing the potential integration of lean practices. In conclusion, this conceptual paper contributes to the discourse on lean manufacturing's applicability in Malaysian higher education by synthesising existing knowledge into a comprehensive framework. It serves as a foundation for future empirical research, guiding universities to effectively embrace lean practices to enhance their operational efficiency, quality of education, and overall organisational performance.

Keywords: Higher Education, Lean Manufacturing, Universities.

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INTEGRATING SERVICE-LEARNING PEDAGOGY TO CULTIVATE 4C'S AND QUADRUPLE HELIX PARTNERSHIP

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The collaboration between the Universiti Teknologi Malaysia (UTM) and the Majlis Bandaraya Iskandar Puteri (MBIP) marks a pioneering effort in harnessing the potential of service-learning pedagogy and project management principles. This innovative approach serves as the backbone for the Digital Entrepreneur Programme, an initiative designed to equip local hawkers with essential digital skills and expertise. UTM's commitment to service-learning pedagogy ensures that students actively engage in community service while applying academic concepts in real-world scenarios. The Digital Entrepreneurship Programme serves as a platform where students actively participate in project management processes, applying theoretical knowledge in a practical setting. This hands-on experience enables them to develop and refine the 4C's skills—critical thinking, creativity, collaboration, and communication—essential for their holistic development as future professionals. The implementation of the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) provides a structured and systematic approach to the programme's development process. It ensures that the curriculum and training modules are meticulously crafted, meeting the specific needs of the hawkers and enabling effective knowledge transfer. Moreover, the Quadruple Helix Partnerships established through this initiative represent a strategic collaboration involving academia, government, industry, and the community. This multi-stakeholder engagement creates a dynamic ecosystem where diverse perspectives converge to address complex societal challenges. Academia contributes expertise and knowledge; the government provides support and resources; industry offers practical insights; and the community drives the programme's relevance and sustainability. The impact of the Digital Entrepreneurship Programme extends beyond the immediate objectives of empowering hawkers with digital expertise. Indirectly, the initiative contributes to several Sustainable Development Goals (SDGs), notably SDG 4 (Quality Education), by enhancing learning opportunities for both students and hawkers. Furthermore, by facilitating the digital transformation of local businesses, the programme aligns with SDG 8 (Decent Work and Economic Growth) by fostering entrepreneurship and economic development. Additionally, the emphasis on quadruple helix partnerships underscores the significance of SDG 17 (Partnerships for the Goals) in promoting collaborative efforts for sustainable development. This synergistic approach magnifies the programme's impact, fostering collective growth across diverse sectors. By nurturing the 4C's skills in students, enhancing local businesses' digital capabilities, and fostering collaborative partnerships, the Digital Entrepreneur

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Programme stands as a testament to the potential of innovative educational initiatives in driving sustainable development and societal progress.

Keywords: Addie Model, Pedagogy, Service Learning, Quadruple Helix Partnership, 4C's.

ARTICLE REVIEW TEACHERS' JOB SATISFACTION TOWARD STUDENT ACHIEVEMENT AND STUDENT MENTAL STRESS VIA ONLINE LEARNING

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The COVID-19 pandemic has prompted unprecedented disruptions globally, leading to profound changes in economic and social measures. Among these changes, the field of education has undergone a rapid transformation, with a shift from traditional in-person teaching to online learning across all educational levels. This transition, enforced by social distancing measures, impacted over a billion learners worldwide. The digital transformation in education, accelerated by the pandemic, has brought out both challenges and opportunities, particularly in higher education. The literature review explores key themes related to this transformation. Firstly, it investigates the impact of teachers' job satisfaction on the effectiveness of teaching and learning processes. High job satisfaction is found to positively influence the creation of a conducive and engaging learning environment, benefiting both teachers and students. Secondly, the review examines the complexities of the shift to online learning, acknowledging challenges such as technological issues and adaptability concerns. Lastly, the study explores the correlation between teachers' job satisfaction, student achievement, and student mental stress in the context of online learning. The selected approach employed in this study involved utilizing keywords such as teachers' job satisfaction, online learning, student achievement, and student mental stress on the Google Scholar platform. Additionally, articles considered for inclusion spanned from 2019 to 2023. The findings indicate that satisfied and motivated teachers contribute significantly to enhanced student achievement, leveraging advanced technologies and effective supervision. Conversely, teacher dissatisfaction may lead to challenges in adapting to online platforms, affecting the overall learning atmosphere. Moreover, the impact extends beyond academic achievements to student mental stress, emphasizing the importance of teacher support, training, and well-being in the evolving landscape of online education. In conclusion, as online learning continues to shape the education landscape, addressing factors influencing teacher job satisfaction and student mental stress becomes crucial. Policies and strategies should prioritize teacher well-being to ensure a positive impact on both teachers and students in the dynamic realm of online education.

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EXPLORING BARRIERS TO ONLINE BANKING ADOPTION AMONG THE ELDERLY: AN EMPIRICAL ANALYSIS

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Mohd Zulfabli HASAN (Universiti Teknologi Malaysia) ;

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Muhammad Izzudin Hakim RAMDZAN (Universiti Teknologi Malaysia) ;

As digital banking continues to redefine the financial landscape, this study delves into the nuanced factors that influence the online banking usage patterns of elderly individuals. Specifically, the research focuses on identifying and analyzing barriers that impede the adoption of online banking within the elderly demographic. The study employs a comprehensive framework, considering factors such as lack of digital skills and support, physical limitations, security concerns, trust issues, and resistance to change as key determinants affecting the elderly's engagement with online banking services.

To gather insights into these barriers, an online questionnaire was administered to a sample comprising both elderly individuals and students, the latter acting as proxies to provide responses on behalf of their elderly parents. A robust dataset of 104 responses was collected and subsequently subjected to meticulous analysis using SPSS version 29. The analytical approach encompassed a spectrum of statistical techniques, including demographic analysis, descriptive analysis, normality analysis, reliability analysis, correlation analysis, and multiple regression analysis.

The findings of this research shed light on the multifaceted nature of barriers faced by the elderly in adopting online banking services. Through a systematic exploration of these factors, the study not only contributes to the existing body of knowledge but also provides practical insights for financial institutions, policymakers, and educators to develop targeted strategies aimed at fostering a more inclusive digital banking environment for the elderly population. The implications of this research extend beyond academia, informing stakeholders on potential interventions to alleviate barriers and enhance the overall digital banking experience for this demographic.

DUAL CONTROL STRATEGY FOR ACTIVE FRONT WHEEL STEERING IN IMPROVING VEHICLE STABILITY

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This paper investigates the utilization of Active Front Wheel Steering (AFS) in order to counteract wind disturbances. The controller suggested in this research comprises of two feedback control loops: a PI-based yaw rate controller and a proportional gain-based side slip angle controller. To assess the effectiveness of the AFS system, a 9 DOF full vehicle model is created. The performance of the AFS system is evaluated by examining its capability to maintain the vehicle's direction when subjected to yaw disturbances. Various tests are conducted, including altering the vehicle's forward speed, the intensity of the side wind force, and the position of the side wind force in relation to the body's center of gravity. The findings of the study demonstrate the superiority of the proposed AFS controller compared to the passive system.

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DRIVING FINTECH FRONTIERS: THE IMPACT OF HUMAN CAPITAL ON INNOVATION

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Mohd Zulfabli HASAN (Universiti Teknologi Malaysia) ;

Zafara Farhana ZAKARIA (Universiti Teknologi Malaysia)

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In an era marked by rapid technological evolution, this research endeavors to unravel the intricate relationship between human capital, encompassing skills, knowledge, and experience, and the dynamic development of the Fintech industry. To comprehensively explore this nexus, a simple random sampling approach was employed, distributing a survey questionnaire among the diverse cohort of University Teknologi Malaysia (UTM) staff, students, and the general public. The questionnaire garnered responses from a total of 103 participants, providing a nuanced dataset for analysis. Utilizing SPSS version 29, the collected survey data underwent a transformative process, allowing for a robust examination of the intricate interplay between human capital attributes and Fintech industry development. The analytical framework incorporated descriptive analysis to characterize the dataset, reliability analysis to ensure the robustness of the measurements, and multiple regression analysis to scrutinize the relationships among variables. The findings of this research illuminate a positive and substantive relationship between the triad of skills, knowledge, and experience constituting human capital (Independent Variable) and the flourishing development of the Fintech industry (Dependent Variable). As the financial technology landscape continues to evolve, these insights contribute not only to academic discourse but also offer pragmatic implications for educational institutions, policymakers, and industry stakeholders. This research provides a stepping stone for informed strategies that nurture human capital, fostering an environment conducive to sustained innovation within the Fintech sector.

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FACTORS AFFECTING THE LEVEL OF JOB SATISFACTION AMONG EMPLOYEES DURING THE IMPLEMENTATION OF REMOTE WORKING IN KLUANG DISTRICT, JOHOR

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The purpose of the study is to measure the level of job satisfaction among employees during the implementation of remote working during the movement control order (MCO). This study also estimates the relationship of job satisfaction with the factors of job satisfaction among the employees during the implementation of work-from-home (WFH) in Kluang district, Johor. The Malaysian government had to make necessary decisions over a long period to prevent the pandemic from spreading by implementing MCO. Henceforth, most organisations have forced their staff to work from home due to the movement control order (MCO) restriction from the government. The implementation of MCO has impacted many businesses in dealing with the changes, resulting in many companies in Malaysia limiting or closing their operations due to social distancing, work from home, interstate border restrictions, and online learning among school students and institutions. The industry and services sector has been instructed to comply with instructions to work from home except for essential services. Since remote working practices have been implemented widely by the industry, a study must be conducted to measure job satisfaction among employees during work-from-home procedures. Therefore, an online survey was distributed through Google Forms and analysed using SPSS software.

A STUDY ON THE EFFECT OF RELIGIOUS BELIEFS ON CONSUMER BUYING BEHAVIOR

Nurhat TURGUT (Iğdır Üniversitesi);

Turhan MOÇ (Iğdır Üniversitesi);

Bariş ARMUTCU (Iğdır Üniversitesi)

Today, consumers' purchasing behavior is influenced by many factors. One of these factors is the religious beliefs of individuals. Religion is an important factor that shapes people's lives, determines their values and influences their behavior. Therefore, it is possible to say that religious beliefs have a profound impact on purchasing behavior. Religious beliefs also play an important role in consumer loyalty. When a brand or product is compatible with a consumer's religious values, it can create a loyalty to the brand for that consumer. This may lead them to prefer the same brand again and establish an emotional bond with the brand. In recent years, there has been a significant increase in the number of studies examining the effects of religious beliefs on consumers' purchasing behavior. These studies emphasize that religious factors shaping consumers' purchase decisions have become an important area in marketing and consumption research. In this context, the impact of religious beliefs on consumers' purchasing decisions constitutes an important research area in terms of understanding contemporary marketing strategies and consumers' demand for products and services sensitive to religious values. In this context, the study aims to comprehensively understand the effects of religious beliefs on consumers' purchasing behaviors through a literature review. The study synthesizes existing research to explore the complex interaction between religious beliefs and consumer decision-making processes. By reviewing a wide range of scientific studies, the study explores the psychological, sociological and cultural dimensions of how religious beliefs shape consumers' attitudes, preferences and purchasing patterns. It also covers various aspects, including the role of religious symbols in influencing purchase intentions and the relationship between religious commitments and consumer behavior. Through a systematic analysis of the literature, this study aims to provide valuable insights to businesses, marketers and researchers seeking to understand and leverage the influence of religious beliefs on consumer behavior in a variety of cultural and market contexts. The study finds that religious beliefs have a significant impact on consumers' purchasing and consumption behavior. In this context, it is important for businesses and marketers to understand religious diversity, respect consumers' values and offer products and services in line with these values. Taking religious beliefs into account can contribute to the creation of sustainable and long-term customer relationships.

Keywords: Religiosity, Consumer Behavior, Purchasing Behavior

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ASSESSING THE EFFECTIVENESS OF COMMUNICATION TECHNOLOGY ON THE ORGANIZATIONAL CHANGE FOR THE IMPLEMENTATION OF DIGITAL WORKPLACE

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Communicating information via digital technology is known as "digital communication." Digital employee communications at work increase team collaboration and speed up information flow. Concerning the COVID-19 pandemic, people worldwide have been working from home offices since March 2020, and businesses have had to adjust their formerly strict procedures and operations to protect the safety of their employees. Employees connect and cooperate in unprecedented ways as the line between work and personal life blurs and the office becomes digital. However, the key to success is successfully executing a digital workplace strategy capable of creating meaningful cultural change. Employers struggle to fulfil the various demands of a multi-generational workforce as workplace demographics change. This research is mainly focused on assessing the effectiveness of communication technology on the organisational change for the implementation of the digital workplace in a company, including the implementation of technology, use of technology toolbox and proper control of technology. The rate of change continues to accelerate as the use of the Internet and mobile devices grows. Quantitative research is the systematic analysis of phenomena by collecting measurable data and applying statistical, mathematical, or computer methods. Using sampling techniques and the distribution of online questionnaires, for instance, quantitative research gathers data from current and potential clients. Based on the hypothesis summary conducted, only two variables are relevant to this research, while one variable is not relevant to this research. It is highlighted that the companies should consider organizing the tools, figuring out which ones are efficient, which ones are time wasters and how and in what situations they should be used.

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BENEFITS OF INVOLVEMENT IN VOLUNTEERISM AMONG POLYTECHNIC STUDENTS TOWARDS SOCIAL DEVELOPMENT SKILLS

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Mohd Sufriansyah Mansoor (Politeknik Sultan Idris Shah)

One of the effective ways to develop holistic development towards the social development skills of students is through volunteerism. To form a good and positive identity of students, volunteerism is necessary. The objective of this paper is to analyze the benefit of volunteer involvement among students towards the social development skills (communication skills, build relationship skills, collaboration skills, and teamwork skills). Quantitative research method was applied in this study and a total of 133 respondents participated in this study and respondents were students from Diploma in Tourism Management at Muadzam Shah Polytechnic, Pahang. Data was analyzed using SPSS (Statistical Package for the Social Sciences). Generic skills that are strengthened through volunteering activities were identified using a descriptive study. The findings show that all dimension in social development skills indicate a high-level value impact while doing volunteerism with overall mean score ($M=4.37$). The ranking of impact on social development skills while doing volunteerism are collaboration skills ($M=4.55$) followed by teamworks skill ($M=4.44$), relationship skills ($M=4.38$) and lastly is communication skill ($M=4.11$). From the results, it shows that the most social skills impact from doing volunteerism is collaboration skills. As a conclusion, the results indicate that from volunteer activity the students gain a high impact development of their social skills development that can contribute to the student holistic development for the formation of good and positive identity.

Keywords: Social Development Skills; Volunteerism; Communication Skills; Collaboration Skills; Teamwork Skills.

TURİZM HİZMETLERİNDE AKILLI TEKNOLOJİLERİN KULLANIMI

Seda Uğur ÇİLKARA (Abant İzzet Baysal Üniversitesi)

Son yıllarda bilişim teknolojilerindeki gelişmelerle beraber tüm sektörlerde olduğu gibi turizm sektöründe de büyük değişiklikler ve gelişmeler meydana gelmiştir. Bu büyük değişim ve gelişmelerden biri de turizm hizmetlerinde akıllı teknolojilerin kullanılmaya başlanmasıdır. Büyük veri, yapay zekâ (AI), makine öğrenmesi (ML), nesnelerin interneti (IoT) gibi teknolojilerle donatılmış olan akıllı sistem ve aygıtlar turizmin farklı alanlarında çeşitli görevlerin yerine getirilmesi için kullanılmaktadır. Konaklama, seyahat, ulaşım, yeme-içme, gezi, rehberlik gibi birçok alanda kullanılmaya başlanan yapay zekâ destekli sistem ve aygıtların neler olduğu ve ne tür hizmetlerde kullanıldığı araştırma konusu kapsamındadır. Bu çerçevede çalışmanın amacı, akıllı teknolojilerin kullanımının turizm sektöründeki mevcut durumunu tespit etmektir. Bu amaç doğrultusunda Google ve Google scholar arama motorları kullanılarak anahtar kelimeler ve kelime grupları yardımı ile tarama yapılmış, konuyla ilgili yürütülmüş olan çalışmalar ve sektörel haber siteleri ve çeşitli bloglarda konuyla ilgili yayınlanmış olan bilgileri içeren doküman ve kaynaklar tespit edilmiştir. Ulaşılan kaynaklar ayrıntılı olarak incelenerek akıllı teknolojilerin turizm hizmetlerinde kullanım alanları ve uygulama örnekleri derlenmiş ve sunulmuştur. Araştırma sonucunda turizm hizmet sektöründeki birçok işletmede akıllı sohbet robotları, akıllı hizmet robotları, akıllı mobil uygulamalar, akıllı oda sistemleri, akıllı kiosk cihazları gibi akıllı teknolojiyle donatılmış çok çeşitli yapay zekâlı sistem ve aygıtların kullanıldığı tespit edilmiştir. Rutin ve otomatikleşmiş işlerde insan çalışanların yerine geçebilen yapay zekâ destekli aygıtlar ve uygulamalar müşteri sorularına her an ve hızlı biçimde yanıt verebilmek, müşterilere kişiselleştirilmiş teklif ve hizmetler sunabilmek, misafir ihtiyaçlarını hızlı olarak ve zaman fark etmeksizin karşılayabilmek gibi çeşitli görevlerde önemli role sahiptir. Akıllı teknolojiler etkin bir yönetim için işletme yöneticilerine de yardımcı olmaktadır. Sözü edilen tüm bu avantajları bakımından turizm hizmetlerinde akıllı teknolojilerin kullanımının giderek yaygınlaşacağı düşünülmektedir.

Anahtar Kelimeler: Turizm Sektörü, Akıllı Teknolojiler, Akıllı Turizm

MARKANIN SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ

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Barış ARMUTCU (Iğdır Üniversitesi)

Marka, tüketim yapan bireylerin satın alma davranışlarını olumlu bir şekilde etkilemektedir. Bu bağlamda yapılan bu çalışmanın amacı, marka ile satın davranışları üzerine yapılan çalışmaları literatür taraması ile incelemektedir. Yapılan incelemelerin sonunda, marka deneyiminin, marka ile olan ilişkinin kalitesi vasıtasıyla markaya olan sadakat ve satın alma davranışları üzerinde olumlu şekilde etki ettiği kanısına varılmıştır. Tüketicilerin marka deneyimi ve markaya olan güven arasında pozitif bir ilişkinin yanı sıra marka deneyimi ve marka sevgisinin arasında anlamlı ve pozitif ilişki olduğunu göstermiştir. Bu kapsamda sonuçlar incelendiğinde; insanların markaya olan deneyimi, markaya olan güveninin ve markaya olan sevgisinin tüketicilerin satın alma davranışı üzerinde önemli bir role sahip olduğunu anlaşılmıştır. Tüketicilerin ihtiyaç ve sınırsız arzularının sonucu ürün ve hizmetlerde farklılaşmak zorunda kalınmış, bu farklılaşma sonucu ortaya çıkan marka kavramı önemli hale gelmiştir. Artan rekabet koşullarında markaların rakiplerinden farklılaşmak ve tüketicileri satın alma davranışlarını etkileyerek onları müşterileri haline getirmek istemektedirler. Bu nedenle çalışmada, özellikle markalaşma ile tüketici satın alma davranışı arasındaki ilişkiyi araştıran ilgili çalışmaları belirlemek için hedefe yönelik bir literatür araştırması yapılmıştır. Ayrıca çalışma markalaşmanın satın alma davranışı üzerindeki etkisini doğrudan ele alan bilimsel çalışmalara odaklanılarak tüketici psikolojisinin bu önemli yönüne ilişkin kapsamlı bir anlayışa ortaya koymaktadır.

GELENEKSEL ÖRGÜTLERDEN DİJİTAL ÖRGÜTLERE DOĞRU BİR DÖNÜŞÜM YOLCULUĞU

Nida PALABIYIK (Yozgat Bozok Üniversitesi)

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Küresel rekabetin örgütler üzerinde yarattığı baskının ardından gelinen son noktada örgütler, dijital dönüşüm sürecinde var olma mücadelesi vermek zorunda kalmıştır. Özellikle yenilikçi teknolojiler; dijitalleşmeyi, örgütsel süreçlere aktarılması gereken bir değer boyutuna taşımıştır. Bu nedenle geleneksel örgütlerden dijital örgütlere doğru evrilen bir dönüşüm süreci kaçınılmaz olmuştur. Ancak bu süreçte dijital örgüt olma eğilimleri, örgüt içinde teknoloji yenileme faaliyetleriyle sınırlandırılabilir. Bu nedenle, dijital örgüt yapılarının anlaşılması ve nihai amaç doğrultusunda atılacak dönüşüm adımlarının teknoloji yenileme faaliyetlerinin ötesine geçmesi gerekmektedir. Bu çalışma, dijital örgüt yapılarını detaylı olarak incelemeyi amaçlamaktadır. Bu amaç doğrultusunda, dijital örgütleri araştıran makaleler, Scopus ve Web of Science veri tabanlarından tespit edilmiştir. Makaleler; yazar, yayın tarihi ve anahtar kelimeler itibarıyla sınıflandırılarak detaylı şekilde analiz edilmiştir. Elde edilen veriler sentezlenerek dijital örgütlerin ön plana çıkan özelliklerine ilişkin kavramsal bir çerçeve oluşturulmuştur. Çalışma bulgularının, dijital bir örgüte doğru dönüşme yolculuğunda örgütlere yol gösterici olması beklenmektedir.

Anahtar Kelimeler: Dijital Örgüt, Dijital Dönüşüm, Dönüşüm, Teknoloji

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PERCEPTIONS OF TVET STUDENTS FOR GAMIFICATION APPROACH: DIPLOMA IN INFORMATION TECHNOLOGY (DIGITAL TECHNOLOGY) AS A CASE STUDY

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TVET in Malaysia refers to Technical and Vocational Education and Training, which aims to provide individuals with the necessary skills and knowledge for specific industries or occupations. It is designed to equip students with practical skills and hands-on experience to enhance their employability and contribute to the country's economic development. Technical and Vocational Education and Training (TVET) institutions need to continue playing a role in producing a capable, skilled workforce that contributes to the country's development and meets the demands of the current job market. The challenges of the Fourth Industrial Revolution and the digital era require the younger generation to prepare themselves with new skills to compete in the global arena. These include programming and software development, data analysis and interpretation, artificial intelligence, robotics, and cybersecurity, among others. By providing training and education in these areas, TVET institutions can help bridge the skills gap and ensure that young people are prepared for the changing job market. In addition to technical skills, TVET also emphasizes the development of soft skills such as critical thinking, problem-solving, teamwork, and communication. These skills are essential for success in the digital era, as they enable individuals to adapt to rapidly changing technologies and effectively collaborate with others.

To attract the younger generation is by incorporating gamification approaches into their programs, specifically focusing on the Diploma in Information Technology (Digital Technology) student as a case study. By adopting a gamified approach in the Diploma in Information Technology program, TVET institutions can make the learning experience more interactive, immersive, and enjoyable for students. This research summarizes the perceptions of Technical and Vocational Education and Training (TVET) students towards the implementation of gamification in their learning experiences. The study explores how the integration of gamification elements into the curriculum affects student engagement, motivation, and overall learning outcomes. It investigates students' perceptions towards various gamification techniques such as game-like simulations, badges, and leaderboards, among others. Incorporating a gamification approach in the Diploma in Information Technology program can enhance the perception of TVET institutions. It can attract the younger generation by providing them with an interactive and engaging learning experience, equipping them with practical skills for the digital era, and fostering collaboration and teamwork. By embracing gamification, TVET institutions can contribute to the country's development and meet the demands of the job market more effectively. To gather data, surveys are employed among a sample of TVET students enrolled in the Diploma in Information Technology (Digital Technology) program in Politeknik Sultan Idris Shah, Selangor and Politeknik Besut, Terengganu. The analysis of the collected data provides insights into the students' attitudes,

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preferences, and satisfaction levels with the implementation of gamified elements in their courses.

Keywords: Gamification, DDT, Students, Perception, Readiness.

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ULTRAVIOLET LIGHT STERILIZATION DEVICE USING ESP32 MICROCONTROLLER

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In the new normal era, people are still facing the shadow of the Covid-19 virus, plus the number of people exposed is still increasing to this day. The spread of the virus occurs through direct and indirect contact. In the routine medical treatment, various medical instruments are used daily in direct patient contact, often several of them on the same patient. Especially against the background of the current Covid-19 pandemic, where common medical instruments are often used on potentially highly infectious patients, effective reprocessing of these medical instruments becomes even more important. The proposed project of this device is used to sterilize medical instruments that are indicated to be exposed to viruses or bacteria. Ultraviolet (UV) sterilization technology is used to aid in reduction of microorganisms that may remain on the medical instruments. UV-C is the best sterilizing and disinfectant agent, used for domestic as well as clinical purpose. Research has shown that UV-C wavelength can kill harmful fungi, protozoa, bacteria and viruses like Covid-19. This sterilization device is to exploit the germicidal effect of the UV-C radiation at 254nm to sterilize the medical instruments. To prevent transmission through touch from users through physical contact a system that can make users access sterilization device without the need to make physical contact with the device, namely by using IoT system with the help of applications that can be accessed through the user's smart device. The significant of this project is to determine the effectiveness of the UV-C light and can operate using smartphone media via Blynk application, so it can minimize the process of spreading Covid-19 that occurs through physical contact.

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ASSESSING CURRENT PRACTICES OF ISO 21001:2018 CERTIFICATION IN MALAYSIAN POLYTECHNICS

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Quality assurance in educational institutions plays a crucial role in ensuring that service delivery processes meet the needs and requirements of stakeholders. The ISO 21001 - Educational Organizations Management System (EOMS) standard was introduced in 2018 specifically for implementation in educational institutions. Previously, the ISO 9001:2015 - Quality Management System (QMS) standard was used by all organizations, but educational institutions are now transitioning to ISO 21001:2018, which is more tailored to their needs. However, not all institutions have fully transitioned to this certification or completely adapted to it. Therefore, the objective of this study is to identify the current quality management practices, particularly ISO certification, in all Malaysian polytechnics. Its primary focus is on assessing the status of ISO 21001:2018 certification in Malaysian Polytechnics. This study employs a quantitative research approach, involving the distribution of questionnaires to Quality Management Officer at Malaysian Polytechnics. This study significantly contributes insights into the current practices of ISO 21001:2018 implementation, with the aim of refining quality assurance practices at Malaysian Polytechnics. Additionally, it provides essential information necessary to sustain the high-quality standards of Malaysian Polytechnics, strengthening their position as esteemed TVET institutions in Malaysia.

WHAT IS ARTIFICIAL INTELLIGENCE? “-HUMAN IDENTIFIES PARTS, ARTIFICIAL INTELLIGENCE UNDERSTANDS THEM!...”

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Utilizing one's self-knowledge to define one's self as a whole, the deepening process of understanding and realization towards life is articulated as "wisdom" (Turgut, 2021). Wisdom is posited as a goal in the self-actualization stage, the highest level in Maslow's hierarchy of needs for individuals. Recognized as a character trait, wisdom is expressed as a prominent attribute of an individual (Seligman & Csikszentmihalyi, 2000). Kant emphasized that humans do not possess wisdom and cannot attain it, contending that one can only strive to reach wisdom and even loving wisdom is a significant achievement (Kant, 2000). Initially, it is proposed that humans operate based on the knowledge they possess when attempting to comprehend objects in their surroundings, expanding their knowledge by adapting it to objects. Over time, when individuals find their existing knowledge insufficient to comprehend objects, they feel the necessity to adapt objects to their own knowledge (Copleston, 2004). In other words, rather than adapting their knowledge to objects, they focus on objects, leading to new discoveries. It can be said that in the process of understanding objects, individuals engage in research by interpreting and understanding the whole based on data related to parts. Initially, humans produce knowledge by analyzing smaller and limited parts and relationships among them. However, with the progress of knowledge and technology, they have started to reach holistic meanings by analyzing complex and cross correlations among multidimensional parts (Hair et al., 1998). In this process, the holistic analysis, interpretation, and understanding of "big data," which encompasses a large amount of data, have become challenging, rendering traditional analysis methods inadequate. This situation has led to the emergence of the concept of artificial intelligence, which can utilize human analytical and interpretative qualities to analyze big data. Nevertheless, artificial intelligence, which excels in using big data for holistic understanding, lacks the ability to form emotional connections, interpret social ties, and understand irony, which are unique to humans. If expressed through Aristotle's two-fold classification of reason (nous), it can be said that artificial intelligence can more effectively perform the passive reason, described as the ability to "know and think," compared to humans. However, the active reason, defined as the ability to "abstract," and emphasized as the essence of reason, is considered a unique human attribute that artificial intelligence has not yet acquired (Ketenci & Topuz, 2013).

In this study, the developmental process of humanity's understanding and interpretation of objects, events, and phenomena from the past to the future is elucidated in terms of the scientific methods, techniques, and tools employed. The current state of artificial intelligence and its prospective developmental trajectory are attempted to be anticipated. Leveraging the results obtained from a research utilizing secondary sources, the aim is to discuss the roles of both humans and artificial intelligence in the "intelligent future" and provide foundational insights to future researchers.

Keywords: Artificial Intelligence, Smart, Smart Future.

ARCHITECTURAL SOLUTIONS FOR HUMAN WELL-BEING IN ZERO GRAVITY ENVIRONMENTS

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This research delves into the transformative shift required in architectural thinking for space design, where the absence of gravity and atmospheric constraints offers architects and designers a unique canvas. Focusing on the psychological aspects of human adaptation to unconventional environments in space, it explores the potential impact of zero gravity on human psychology and proposes a better understanding of zero-gravity space design for positive psychological outcomes. Targeting students, architects and educators, this paper integrates historical architectural knowledge with space design challenges, providing essential insights for sustainable and habitable environments beyond Earth.

Within the realm of space exploration, the relationship between human psychology and architecture becomes crucial, particularly in the challenges posed by zero gravity. The absence of gravity allows architects to craft environments that respond to design variables, enabling the creation of innovative and organic architectural forms. The International Space Station (ISS) serves as a case study, highlighting challenges such as disorientation and psychological distress, emphasizing the need for thoughtful architectural design.

In the microgravity environment, architectural design takes on a novel perspective, pushing the boundaries of conventional constraints. The literature review explores the interplay between human psychology, architecture, and zero gravity, focusing on how this interplay contributes to the well-being and performance of astronauts. It also emphasizes the multifaceted role of architecture in addressing the psychological challenges of space exploration.

Examining the works of Ferraris, Meade, Debnath, and D'Amico, the review underscores the profound effects of zero gravity on human psychology. The absence of gravity disrupts sensory systems, leading to changes in perception, balance, and spatial orientation. Architectural solutions are crucial in mitigating these effects, offering stability, orientation, and a sense of normalcy in the zero-gravity environment.

Virtual modeling techniques, advocated by Meade, play a crucial role in designing for zero gravity, allowing exploration beyond traditional architectural approaches. The literature review culminates in the works of D'Amico and Tornatora, emphasizing the symbiotic relationship between architecture, zero gravity, and human psychology. Architects play a pivotal role in crafting self-sufficient habitats that prioritize the needs of humans, ensuring not only survival but also psychological well-being.

AN IN-DEPTH ACADEMIC EXPLORATION OF UNITY-INFUSED AUGMENTED REALITY AND ARTIFICIAL INTELLIGENCE IN INTERIOR DESIGN CHALLENGES: A FUTURISTIC APPROACH

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In a time characterized by rapid technological advancement, Kalopsia is a cutting-edge augmented reality (AR) tool that promises to transform interior design procedures completely. An answer to homeowners' pleas, Kalopsia allows users to experiment in real time with layouts, colours, and design permutations. The project's user-centric interface and precision in 3D modelling contribute to informed design decisions, mitigating uncertainties inherent in conventional methodologies. Additionally, Kalopsia introduces a streamlined shopping experience, empowering users to make direct purchases within the application. This paper details the use of Unity 3D framework in conjunction with Blender to develop the mobile application - Kalopsia. Unlike other applications, Unity 3D framework provides robust capabilities with an ease of development that is necessary to create a seamless user experience. Blender is a versatile, open-source software that allows us to develop an accessible and cost-effective application for our end users. The combination of Unity 3D and Blender creates a cohesive and efficient system, ensuring a fluid transition between the AR environment and the 3D modelling interface. In addition to this, the marker-less tracking system enhances user engagement, allowing the virtual furniture to realistically interact with the user's environment. By developing the application, the paper seeks to define and illustrate how a combination of Unity with Blender is best suited for such mobile applications in the future and how it can be further refined according to the user's needs.

DO ARTIFICIAL INTELLIGENCE MARKETING EFFORTS AFFECT CONSUMER BEHAVIOR? A STUDY ON MOBILE SERVICE AND MOBILE VIRTUAL NETWORK OPERATOR USER

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This study investigates the impact of artificial intelligence (AI) marketing efforts on consumer behavior in the context of mobile service and Mobile Virtual Network Operator (MVNO) users. The research aims to explore the influence of AI-focused marketing strategies on consumer decision-making processes and behavioral patterns in the mobile service industry. Drawing from the theoretical framework of consumer behavior and marketing psychology, the study utilizes a literature review approach to comprehensively analyze the effects of AI marketing on consumer preferences, perceptions, and purchasing behaviors. The research findings contribute to a deeper understanding of the role of AI in shaping consumer behavior in the mobile service and MVNO sectors, providing valuable insights for marketers, industry practitioners, and policymakers. The results of the study highlight the importance of developing targeted AI marketing strategies that align with consumer preferences and ethical considerations, encouraging a more informed and consumer-centric approach to AI-focused marketing initiatives. Furthermore, based on the literature review conducted, it can be stated that AI-focused marketing efforts have a meaningful and significant impact on consumers' behavioral intentions.

Keywords: Product, Product Design, Consumer, Consumer Purchasing, Purchasing Behaviour

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SMALL RIVER CLEANER (SRC-X01)

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Rivers plays a major role in economic activity in the state of Sarawak mainly. In addition, the river is also, a source of clean water for drinking, leisure, and industrial use. The unnecessary waste such as garbage, dirt, or pest plants will block all these activities. The Small River Cleaner (SRC-X01) helps the river cleaner workers by increasing their working speed and save their time. Hence, this project involve the fabrication of a small river cleaner insist of three main parts which are moving mechanism, body design and control system. This project demonstrated the feasibility of the SRC-X01 in collecting floating rubbish from polluted rivers, with certain limitations and design considerations. The existence of SRC-X01 that does not require a lot of human manpower and the use of fossil energy can be avoided because it is controlled by a transmission device which is a model Bluetooth that can be organized with a distance of not more than 10 meters. The conveyor belt had a weight limit of 600g and could create drag force when set down. However, the paddle wheel had difficulty overcoming large drag forces or waves due to boat weight, and paddle wheel size. The maximum weight the boat could carry while remaining it to float was approximately 5 kilograms with the waste weight included. From the stress analysis result shows that the weight of the rubbish could give a significant effect to the conveyer belt. As a conclusion, the Small River Cleaner (SRC-X01) is an alternative equipment to repair or change the cleaning operation of garbage floating in Sarawak's small rivers respectively.

Keywords: River, Small River Cleaner, Fabrication, Bluetooth, Transportation

DİNİ İNANÇLARIN İNANÇ TURİZMİ ÜZERİNE ETKİSİ

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Dini inançların inanç turizmi üzerindeki etkisi, seyahat davranışının, turistik çekiciliklerin ve bireysel ve kolektif değerlerin gelişiminin çeşitli yönlerini kapsayan karmaşık ve çok yönlü bir olgudur. Dini ve manevi turizm, özellikle inanç turizmi bağlamında seyahat kalıpları, ulaşım seçenekleri, mevsimsel talep ve sosyalleşme süreçleri dahil olmak üzere seyahat davranışlarını önemli ölçüde etkilemektedir. Bu çalışmanın amacı dini inançların turizm talebi davranışları üzerindeki etkisini çeşitli bağlamlarda araştırmayı amaçlamaktadır. Turizm, kişilerin bir takım ihtiyaçlarını karşılaması yönüyle önemi her geçen gün artmaktadır. Çalışma dini inanç çeşitliliğinin enternasyonal düzeyde kültürler arası etkileşimi arttırdığı bilinmektedir. Bu etkileşimin artırılmasında etkili olan faktörlerden birisi de inanç turizmidir. İnanç Turizmi, çeşitli dinlere mensup insanların inançları gereği kutsal yerleri görmek istemelerinden kaynaklanmaktadır. Türkiye'nin coğrafi konumu ve tarihsel geçmişi göz önünde bulundurulduğunda inanç turizmi açısından önemli bir yere sahiptir. Bölgenin geçmişten günümüze farklı inanç gruplarına ev sahipliği yaptığı Türkiye'deki dini temelli birçok eserden anlaşılmaktadır. Geçmişten günümüze kişilerin dini Saiklerle turizm faaliyetleri içerisinde bulundukları bilinmektedir. İnanç turizminin farklı kültürlerin bir araya gelmesine imkân sağladığı aynı zamanda ülke ekonomisine gelir sağlayıcılığı yönüyle önemli bir yere sahiptir. Ek olarak, bazı dini mekanların yılda birkaç kez ziyaret edilebilmesine rağmen, inanç turizmi genellikle belirli mevsimselliklerden etkilenmektedir; bu da turizm bağlamında dini inançlar ile zamansal kalıplar arasındaki dinamik etkileşimi göstermektedir. Bu, dini inançların turistik destinasyonlar ve faaliyetlerin seçimi üzerindeki etkisinin altını çizmekte ve inancın seyahat için motive edici bir faktör olarak önemini vurgulamaktadır. Özetle yapılan literatür taraması sonucunda, dini inançların inanç turizmi üzerindeki etkisi, inançların seyahat davranışı ve turistik çekicilikler üzerindeki etkisi açıkça görülmektedir. Ayrıca bu bulgular, dini inançların inanç turizmi üzerindeki bireysel, kolektif ve toplumsal boyutları kapsayan çok yönlü etkisinin altını çizmektedir.

Anahtar Kelimeler: Din, Dini İnanç, Turizm, İnanç Turizmi, Turist Davranışı

DİJİTALLEŞEN ÖRGÜTLERDE ETİK KÖRLÜK

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Etik körlük; zamanın ve içinde bulunulan bağlamın baskısı altında kişilerin, yaptıkları şeyin yanlış olduğunu görme yetilerini kaybetmeleridir. Farkında olmadan etik dışı davranışlara yönelmek, iş yaşamında karşılaşılan büyük skandalların itici gücü olabilmektedir. Bununla birlikte belli koşullar altında herkesin, etik körlüğün tesiriyle etik dışı kararlar verme olasılığı bulunmaktadır. Bu nedenle, etik körlüğü önlemeye yardımcı olan durumların ve unsurların belirlenmesi önem taşımaktadır. Bu çalışmada, örgütlerin dijitalleşme baskısı karşısında karar vericilerin etik körlüğe yönelme durumları araştırılmıştır. Bu kapsamda, etik körlük üzerine yapılan araştırmalar dijital dönüşüm sürecinin temel unsurlarına ilişkin bulgularla sentezlenmiş ve dijitalleşmenin, etik körlük üzerindeki etkilerine ilişkin çıkarımlarda bulunulmuştur. Yenilikçi teknolojiler karşısında dijital dönüşümün kaçınılmaz bir süreç olduğu düşünüldüğünde bu sürecin, etik körlük üzerindeki rolünün anlaşılması, teorik ve pratik açıdan önem taşımaktadır. Çalışma bulgularının, etik körlüğe zemin hazırlama ve etik körlüğü önleme potansiyellerini birlikte taşıyan dijital dönüşüme odaklanarak alan yazına katkı sağlaması beklenmektedir. Ayrıca, örgütlerin dijital dönüşüm süreçlerinde kararların ve davranışların etik açıdan gözden geçirilmesi konusunda farkındalık yaratacaktır.

Anahtar Kelimeler: Dijitalleşme, Dijital Dönüşüm, Etik, Etik Körlük, Etik Örgütsel Davranış

YEŞİL TÜKETİM DAVRANIŞININ ANA ÖNCÜLERİNİN BELİRLENMESİ

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Günümüzde tüketici davranışları çevre bilincinin artmasına ve sürdürülebilir tüketim şeklinin oluşmasına zemin hazırlamaktadır. Toplumun içinde yaşamış olduğu çevresel kaygıların artması çevre sorunlarının giderek daha ciddi boyutlara ulaşmasından dolayı insanların sorumluluk duygusunun artmasına, bilinçlenmesine ve öz saygı gibi etkiler yeşil tüketim olgusunun oluşmasına katkı sağlamıştır. Yeşil tüketimin amacı; Topluma zarar vermeyen, geri dönüşümü mümkün olan ürünlerin tüketimini ifade etmektedir. Bu anlamda tüketicilerin yeşil tüketim hizmetlerini satın alma davranışlarını etkileyen bu faktörler pazarlamada büyük başarılar elde etmelerini sağlamalarında önemli bir yer arz etmektedir. Birçok işletme müşterilerini memnun etmek için müşteri isteklerini en üst seviyeye taşımak ve sundukları hizmetle yeşil ürün satışını arttırmayı hedefler. Yeşil tüketim davranışının ana öncülerini belirleyen etkenler; Çevre kirliliği, hava kirliliği, su kirliliği, küresel ısınma ve iklim değişiklikleridir. Bu faktörlerin zamanla kötüleşmesi insanların kaygılarının artmasına neden olup yeşil tüketim alanında sürdürülebilirliği etkin hale getirmeyi hedef kılmıştır. Bu sorunlar geleceği etkilemeye sebebiyet vermesinden dolayı ulusal ve uluslar arası alanda toplumları çözüm bulmaya yöneltmiştir. Araştırmalar, çevresel endişeler, sorumluluk duygusu, ve yeşil ürünlerle ilgili tutumların bu trendin gelişiminde kilit faktörler olduğunu gösteriyor. Bu çalışmalar aynı zamanda işletmeler için yeşil tüketimi pazarlama stratejilerinde değerlendirmenin, müşteri memnuniyetini artırmanın ve rekabet avantajı elde etmenin bir yolu olarak gördüklerini vurguluyor. Sonuçlar, tüketicilerin çevresel hassasiyetlerini anlamanın ve sürdürülebilir tüketim pratiklerini desteklemenin önemine işaret ediyor.

E TİCARET VE SATIN ALMA

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Bu çalışmada, e-ticaret ve tüketici ilişkisi konusunda kapsamlı bir literatür taraması yapılarak e-ticaretin tüketici satın alma eylemleri üzerindeki etkileri incelenmektedir. Çalışma, e-ticaretin hızla büyümesi, insan yaşamına dahil olması ve teknolojinin sürekli gelişimi ile birlikte, tüketicilerin alışveriş alışkanlıklarının hangi yönde değiştirdiğini ortaya koymaktadır. Araştırma, e-ticaret platformlarının tüketici seçimleri, satın alma kararlarına etkilerini ele alırken, aynı zamanda e-ticaret ve sosyal medya gibi modern pazarlama araçlarının rolünü de değerlendirir. Güvenlik, gizlilik ve kullanıcı deneyimi gibi konuların tüketici güveni ve satın alma kararları üzerindeki etkileri de incelenmiştir. Çalışma, COVID-19 sonrası e-ticaret üzerindeki etkilerine de değinerek, bu süreçte tüketici davranışlarında gözlemlenen değişiklikleri ve e-ticaret sektöründeki büyümeyi analiz eder. Son olarak, e-ticaret uygulamalarının ve teknolojilerin tüketici satın alma davranışları üzerinde nasıl bir etki yaratabileceği hakkında öngörülerde bulunur. Bu literatür taraması, akademik araştırmacılara ve e-ticaret sektöründeki uygulayıcılara, tüketici davranışlarını anlama ve bu bilgiler doğrultusunda stratejik karar alma süreçlerine entegre etme konusunda değerli bilgiler sunmaktadır. Yapılan bu çalışmanın sonucunda, e-ticaretin tüketici davranışları üzerindeki etkisi, modern tüketim kültürünü etkilemektedir. Bu etki, alışverişin kolaylığı ve rahatlığından, geniş ürün yelpazesine ve kişiselleştirilmiş alışveriş deneyimlerine kadar uzanmaktadır. E-ticaret bilgiye kolay erişim sağlayarak daha bilinçli satın alma kararlarına olanak tanımaktadır. Bununla birlikte, güvenlik ve gizlilik endişeleri, e-ticaretin genişlemesiyle paralel olarak artmaktadır. Bu güveni sağlamadaki potansiyel hedef ise sosyal medya ve influencer pazarlamasıdır. Influencer pazarlaması tüketici tercihlerini şekillendirmede önemli bir rol oynamaktadır. Çevrimiçi ürün yorumları ve değerlendirmeler, tüketici satın alma kararlarında giderek daha fazla etkiye sahip olmaktadır. Bu yorumlar, diğer tüketicilerin deneyimlerini paylaşarak, potansiyel müşterilere ürünler hakkında değerli fikirler sağlar. E-ticaretin bu geniş ve çeşitlilik gösteren etkileri, hem tüketici davranışlarını hem de perakende sektörünün geleceğini şekillendirmede devam edecek önemli faktörlerdir. Bu etkilerin anlaşılması, işletmelerin ve pazarlamacıların stratejik kararlarını bilgilendirmede kritik öneme sahiptir.

Anahtar Kelimeler: Satın Alma, E-Ticaret, Dijitalizm, Ticaret, İşletme, Tüketici, Sosyal Medya

BOYKOTUN KOZMETİK ÜRÜNLER ÜZERİNDEKİ ETKİSİ

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Duygu ASLANTÜRK ÇÜLLÜ (Iğdır Üniversitesi)

Smith 1990 yılında tüketici boykotunu “bir ürünün satın alınmasının hem alıcılar hem de soruna neden olan şirketler için bir sorun yaratmasını önlemek amacıyla tüketici hakimiyetinin kolektif olarak uygulanması” olarak tanımlamaktadır. Boykot, tüketicilerin piyasadaki kolektif eylemlerini, davranışlarını veya kararlarını da anlatan, tüketici davranışına dayalı yeni bir toplumsal harekettir; tüketici hakimiyetinin kapitalizmin ve Batılı siyasi ve ekonomik yapıların bir sonucu olduğu söylenebilmektedir. Tüketici boykotları araçsal boykotlar, dışavurumcu boykotlar, cezalandırıcı boykot ve pozitif satın alma boykotları şeklinde sınıflandırılmaktadır. "Pozitif satın alma" Tüketicilerin, belirli bir markayı, ürünü veya hizmeti desteklemek ve teşvik etmek amacıyla bir şekilde satın almalarını sağlamalarını ifade eder. Boykot kararı şahısların derin mekanizma olgusunu amaçlarını şahıs yada şahısların olumsuz bir edayı gerçekleştirmemesi münasebeti hak ettiği düşüncesidir. Boykot çağrılarının birden fazla nedeni olabilmektedir. Boykot çağrısında bulunanların vesileleri sahici ve hakiki olabileceği gibi bet düşüncede olabilmektedir.

Boykotlar şirketler ile toplum arasındaki ilişkiyi, özellikle şirketlerin sosyal kontrolünün önemini göstermektedir. Mevcut çalışmada boykotun tanımı yapılarak kozmetik ürünler üzerindeki etkileri açıklanmaktadır. Boykotun Kozmetik ürünlerin üzerinde ki etkisi oldukça fazla olup tüketici marka tercihini önemli ölçüde etkilediğini görülmektedir. Kozmetik ürünlerde satılan ürünler genellikle çeşitli koşullara dayanabilir ve markaların iş uygulamaları, içerik politikaları, hayvan testi uygulamaları insan sağlığı ve siyasi veya büyüme politikaları gibi faktörlere tepki olarak ortaya çıkabilir. Kozmetik sektörü, etik tüketicilerin oldukça hassas olduğu ve satın alma kararlarında önemli etkiye sahip olduğu bir sektördür. Bu zor sektörlerden biri olan Kozmetik sektöründeki pazarlama çalışmalarının kadınlara daha fazla odaklanması gerekiyor. Her ne kadar bu durumun tüketicinin satın alma kararlarını etkilemek amacıyla yapıldığına inanılsa da sektörün kadın makyaj malzemelerinden ibaret olmadığı düşünülmesi gerekiyor. Sonuç olarak boykotun kozmetik ürünler üzerinde etkisinin olduğu açıklanmaktadır.

Anahtar Kelimeler: Boykot, Araçsal Boykot, Dışavurumcu Boykot, Cezalandırıcı Boykot, Kozmetik Ürünler

BOYKOTUN HAZIR GIDALAR ÜZERİNE ETKİSİ

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Duygu ASLANTÜRK ÇÜLLÜ (Iğdır Üniversitesi)

Tüketici boykotu kavramı, tüketiciyi etkileyen herhangi bir probleme atıfta bulunarak, bu problemin ortaya çıkmasına neden olan işletmeyi etkileme çabaları olarak tanımlanmaktadır. Söz konusu bu çabalar ise ilgili işletme ürününün satın alınmasına engel teşkil eden tüketici hâkimiyetinin toplu bir uygulaması olarak tezahür etmektedir. Ülkemizde boykot belli bir eyleme dayalı olarak gelişmektedir. Özellikle boykotu etkileyen araç medya ve sosyal platformlar olmaktadır. Son yıllarda yaşanan boykottara bakıldığında, çoğu boykotun ekonomik nedenlerden ziyade yüksek ürün fiyatları nedeniyle sosyal ve politik nedenlerle gerçekleştiği görülmüyor. Üstelik boykot düzenleyen grupların asıl amacının kurumları utandırmak değil, gündeme getirmek istedikleri konu veya olaylara dikkat çekmek olduğu görülmüyor. Boykot bir markaya uygulanabileceği gibi örgüt/işletmeyi de kapsayabilmektedir. Hazır gıda sektöründe gerçekleşen bir boykot, tüketicinin belirlediği bir markayı, ürün veya hizmeti gören bir şekilde tercih etmeme veya satın almanın gerçekleştiği bir durumu ifade eder. Bu boykotlar genellikle bir markanın iş uygulamalarına, ürün içeriğine, sağlık veya çevre konularına ilişkin endişelere tepki olarak ortaya çıkabilir. Boykot sonuçları her zaman olumlu olmasa da etkili olduğu gözlemlenmektedir. Bu çalışmada boykot kavramı tanımlanarak boykot tipleri açıklanmıştır. Kapsamına göre boykotlar sınıflandırılmıştır. Boykotun hazır gıda üzerine etkileri incelenecektir.

Anahtar Kelimeler: Boykot, Marka Boykotu, Örgüt/işletme/ Ülke Boykot, Hazır Gıdalar

AB YAPAY ZEKA YASASI: YAPAY ZEKAYA İLİŞKİN YASAL DÜZENLEMELER

Bediha ŞAHİN

Yapay zeka teknolojisi özellikle son yıllarda hızla gelişirken günlük hayatımızı değiştirmekte ve yaşamın pek çok alanında dönüşümlere yol açmaktadır. Yapay zeka, eğitim, sağlık, ulaşım gibi oldukça çok fazla sektörde akıllıca ve yaygın olarak kullanıldığında ekonomik ve toplumsal bakımdan önemli faydalar sağlamaktadır. Ancak kimi uzmanlar, bu teknolojinin kötü amaçlarla kullanılabileceği ve insan yaşamına tehdit oluşturabileceğine yönelik endişeleri dile getirmektedir. Yapay zekaya dayalı riskler hakkında derin öğrenme ve yapay sinir ağlarına dayanan araştırmalarıyla, günümüzdeki yapay zeka gelişimine önemli katkılarda bulunan Geoffrey Hinton , New York Times gazetesindeki makalesinde, ChatGPT gibi gelişmiş sistemlerin yakında insan beyninin bilgi kapasitesini aşabileceğini ve ilerleme hızlarının endişe yaratması gerektiğini ifade ederek bu alandaki endişelere katıldığını belirtmektedir. Yine birçok Avrupa Parlamentosu üyesi de, yapay zeka konusunda net kurallar konulmazsa gelecekte büyük sorunlar çıkabileceğinden kaygı duyduklarını belirtmekte ve bu alana sınırlamalar getirilmesi konusunda gerekliliğe dikkat çekmektedirler.

Yapay zeka teknolojilerinin oluşturacağı büyük risklere karşı, AB Komisyonu tarafından 2021 yılında hazırlanan yapay zeka yasa tasarısı, topluma zarar verme derecesine göre “risk temelli” bir yaklaşımla düzenlenmiştir. Kesinlikle kabul edilemez risk kategorisinde, insan hakları konusunda tehlike oluşturabilecek yapay zeka sistemlerinin yasaklanması öngörülmüştür. Yüksek risk kapsamında, yaşamsal alanlarda kullanılan yapay zeka sistemlerine getirilen sert uygulamalar bulunurken; Spesifik şeffaflık riski oluşturan bölümde ise, kullanıcıların, yapay zeka sistemlerine yönelik farkındalıklarının oluşturulmasının sağlanması yer almaktadır. Düşük risk kapsamında ise, insan hakları ve güvenliği açısından daha az risk oluşturan sistemlerin, diğerlerine göre daha esnek kurallar içereceği ifade edilmiştir.

Bu tasarının ardından bu alandaki en önemli adım olan Yapay Zeka Yasası, Avrupa Parlamentosu ve Avrupa Konseyi’nin resmi onayı ile yürürlüğe girmesinden sonra, bazı özel maddeler dışında, 2025’te yürürlüğe gireceği ve çeşitli alanlarda yapay zeka uygulamalarını denetleme yetkisine sahip olacağı belirtilmiştir. Avrupa Birliği’nin Yapay Zeka Yasası dünya genelinde Yapay Zeka alanında ilk geniş kapsamlı yasal çerçeve niteliğini taşımaktadır. Yapay Zeka Yasası’nın temelini ve uygulanma aşamalarının belirlenmesi, Ortak Araştırma Merkezi(JRC) tarafından bağımsız ve kanıta dayalı olarak gerçekleştirilen araştırmalarla yapılmıştır. JRC yaptığı araştırma ve analizler aracılığıyla, yapay zeka terminolojisi, riske dayalı sınıflandırma, teknik gereksinimlerin bilgilendirmesi ve uyumlaştırılan standartların gelişiminin sürekliliğine katkıda bulunan yapay zeka yasasını desteklediğini ifade etmektedir. AB, bu yasa ile insanların ve işletmelerin güvenliğini ve temel haklarını güvence altına almayı hedeflemektedir. Dolayısıyla, AB’de güvenilirliği oluşturulan yapay zekanın geliştirilmesi ve benimsenmesini desteklerken, aynı zamanda yapay zeka yasası ile küresel düzeyde insanı merkeze alan yapay zekaya dair kuralların ve ilkelerin geliştirilmesine yönelik önemli katkı sağlayacağı da belirtilmektedir. Söz konusu yasanın risk ve inovasyon odaklı olması dijital çağda insanların temel haklarının korunması yönündeki uygulamaların sadece yasalarla değil, teknoloji geliştiricilerle birlikte çalışarak, onlara değer vererek gerçekleştirilebileceği

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vurgulanmaktadır. Böylece yapay zeka teknolojilerinin tasarlanması ve uygulanmasında insanı merkeze alan bir yaklaşıma sahip olunabileceği öngörülmektedir. Yapay zekaya ilişkin tüm bu gelişmeler, AB'nin Avrupa'yı yapay zeka alanında dünya lideri yapma hedefinde olduğunu da göstermektedir.

Anahtar kelimeler: Yapay Zeka Yasası, Avrupa Parlamentosu, Yapay Zeka Teknolojileri ve Riskler, Avrupa Birliği, Ortak Araştırma Merkezi (JRP)

CUMHURİYET'İN 100. YILINDA TÜRKİYE'DE İSTATİSTİK BİLİMİ

Sinem SÖNMEZ (Bingöl Üniversitesi)

Hazırlanan bu çalışma temel olarak ilki nesnel ve ikincisi öznel olmak üzere iki temel amaçla oluşturulmuştur. Bunların ilki olan nesnel amaç, bilimin evrensel ve kapsayıcılığı ışığında gelişiminin istatistik alanının gelişimi esas alınarak ele alınmasıdır. Öznel amaca gelindiğinde bilimin ve bilimselliğin öneminin içinde bulunduğumuz cumhuriyetin 100. Yılı çerçevesinde ele alınmasıdır. Çalışmanın bu noktadaki amacı her eserin gelecek için kurgulanması gibi yaşanan bu sürecin de kendisine uygun bir eser ile geleceğe, dolayısıyla sonraki çalışmalara örnek olarak kalabilmesidir.

Bu amaçla hazırlanan çalışmada derleme yönteminden faydalanılmış, önce tüm kaynaklar incelenmiş ve ardından konunun içeriğine uygun olanlar tasnif edilerek en doğru ve tarafsız bir şekilde ele alınmak istenmiştir. Hazırlanan çalışma gelinen süreçte cumhuriyetin ikinci yüzyılında bilimin öneminin vurgulanması ve ülkemizde istatistik alanının gelişimi ele alması bakımından oldukça önemli görülmektedir. Bu sayede sonraki çalışmalara da bazı kavramların birlikte değerlendirilebileceğini göstermesi bakımından önemlidir.

Sonuçta hazırlanan bu çalışma ile Cumhuriyet'in 100. Yılında ülkemizde İstatistik Bilim dalındaki gelişmeler ele alınmıştır.

DÜN VE BUGÜNDEN SONRA TEKNOLOJİ VE ÜRETİM

Mustafa GELİTEKİN (Bingöl Üniversitesi)

Hazırlanan bu çalışma ile amaçlanan teknoloji ve üretimin zaman içerisinde nasıl bir değişim gösterdiğinin görsel olarak sunulmasıdır. Bu sayede kavramların öneminin anlaşılması istenmektedir. Bu amaçla hazırlanan çalışma bir lisans öğrencisi gözü ile ele alınmıştır. Literatürde yer alan kavramlarla ilgili çalışmaların incelenmesi sonucu oluşturulan bir derleme şeklinde oluşturulan çalışmanın, yazarın kendi gibi bu alanda ilerlemek isteyen gençleri de bilimsellik yolunda teşvik etmesi beklenmektedir. Bu şekilde gerekli bilimsel özenin gösterilmesiyle oluşturulan çalışmada dün ve bugünden sonra teknoloji ve üretim kavramları ele alınmıştır. Devamında kavramların gelişimine değinilerek bunların günümüzde geldiği nokta anlatılmıştır. Sonrasında da geleceğe dair varsayımlarda bulunarak çalışma sonlandırılmıştır.

Anahtar Kelimeler: Teknoloji, Üretim, Bilim

EKONOMİK ÖZGÜRLÜKLERİN EKONOMİK KALKINMADAKİ ROLÜ: YENİ SANAYİLEŞEN ÜLKELER ÖRNEĞİ

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Mücahit ÇAYIN (Batman Üniversitesi)

Ekonomik özgürlüklerin ekonomik kalkınmadaki rolü literatürde uzun zamandır tartışılmaktadır. 1990'lı yıllarda ekonomik özgürlüklerin daha somut olarak ölçülmesi ile birlikte konuya ilişkin çalışmalar hızla artmıştır. Bu çalışmada da ekonomik özgürlüklerin ekonomik kalkınmadaki rolü Arjantin, Brezilya, Çin, Filipinler, Güney Afrika, Hindistan, Malezya, Meksika, Tayland ve Türkiye'yi kapsayan yeni sanayileşen ülkeler (YSÜ) örneğinde ampirik olarak incelenmiştir. Araştırmada ekonomik özgürlükleri temsilen ekonomik özgürlük endeksi ve ekonomik kalkınmayı temsilen de insani gelişme endeksi (İGE) kullanılmıştır. Konya (2006) nedensellik testinin kullanıldığı çalışma sonucunda bazı ülkeler için İGE'den EÖE'ye doğru tek yönlü nedensellik bulunurken bazı ülkeler için iki değişken arasında çift yönlü nedensellik tespit edilmiştir. Kimi ülkeler için ise herhangi bir nedensellik ilişkisi bulunamamıştır. Çalışmada ayrıca ekonomik özgürlük endeksin alt değişkenleri ile ekonomik kalkınma ilişkisi test edilmiş ve alt endeksler bağlamında da ülkelere göre farklı sonuçlar elde edilmiştir.

Bu çalışma, Doç. Dr. Mücahit ÇAYIN danışmanlığında hazırlanan Tuğba OKUYAN'ın "Ekonomik Özgürlükler ve Ekonomik Kalkınma İlişkisi: Yeni Sanayileşen Ülkeler Üzerine Uygulama" başlıklı yüksek lisans tezinden üretilmiştir.

ARAP BAHARI SONRASINDA İSLAM DÜNYASI: ÇOK BOYUTLU BİR ANALİZ

Murat CİHANGİR (Batman Üniversitesi)

Sınırları belli, bileşenleri tahlil edilebilen ve üzerinde oydaşılan bir İslam Dünyasının mevcudiyeti tartışmalıdır. Bu boyutuna rağmen demografik ve kültürel açılardan bir kategorizasyon zemini üzerinden analiz yapılmaya çalışılmasının önünde düşünsel veya bilimsel bir bariyer bulunmamaktadır. İslam Dünyası tartışmaları özellikle Batı Medeniyetinin 'üstünlüğü' bağlamında ve bir karşılaştırma parametresi olarak önem kazanmaktadır. 'Üçüncü Dünya' tartışmaları, 'Kuzey-Güney' çelişkisi, 'Doğu-Batı' tezatlığı gibi sorunsallarla ilişkili bir formda tahlil edildiğinde İslam Dünyası kavramının ontolojik ve epistemeolojik çerçevede çok boyutlu bir yöntemle irdelenmesi gerekmektedir. Köklü transfomasyonların deneyimlendiği bir vetirede tarihsel arka plana sahip konu ve sorunların çözümü yeni paradigmatic yaklaşımları ve metodolojik hassasiyetleri gerektirmektedir. Yeni kimlikselliklerin ortaya çıkarmış olduğu sosyo-politik yapı ve boşlukların İslam Dünyasına yansımaları kaçınılmazdır. Bu durum beraberinde krizleri de tetiklemektedir. Bu karmaşık krizlere salt retrospektif bir noktadan yaklaşım anakronik yanılgılara neden olmaktadır. Bu çalışmanın temel amacı, Arap Baharı sonrasında İslam Dünyası'nı kavramsal ve ekonomi-politik açılardan analiz etmektir. Bu temel amaç çerçevesinde ilk olarak, Arap Baharı kısa ve genel hatlarıyla incelenmektedir. İkinci olarak 'İslam Dünyası' kavramı çok boyutlu bir formda irdelenmektedir. Son olarak, Arap Baharı sonrasında İslam Dünyası'nın ekonomi-politik bir değerlendirmesi yapılacaktır.

Anahtar Kelimeler: Arap Baharı, İslam Dünyası, Ortadoğu

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EMPOWERING RETIRED EMPLOYEES THROUGH RESKILLING: EXPLORING FASHION SKILLS TRAINING FOR CONTINUED ENGAGEMENT AND PERSONAL FULFILLMENT

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Liew Foong CHING (Kolej Komuniti Kuching);

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In this extensive study project, we investigate the revolutionary possibilities of providing retired workers with training in fashion skills. With the dynamic changes in the global workforce, this study focuses on a group of people that skill development initiatives sometimes overlook: retirees. Our study explores the reasons for retired people's participation in fashion skill development programs, looking at the fundamental elements that pique their interest in learning after retirement.

The study takes a multimodal approach, integrating participant observations, post-training evaluations, and qualitative interviews. By means of in-depth interviews with retired adults who have received instruction in fashion skills, our objective is to reveal the subtleties of their educational experiences, delving into the obstacles they encountered and the successes they attained. A comprehensive picture of the learning environment is provided by participant observations, which offer insightful information about the dynamics of the training programs.

Through the analysis of post-training evaluations, the study assesses the concrete results of reskilling initiatives, closely assessing the influence on participants' skill development, self-assurance, and general well-being. In the end, this research aims to shed light on the potential benefits of reskilling programs for retired people. These benefits include giving them useful fashion skills, improving their post-retirement years, encouraging personal development, and assisting in leading a more purposeful and happy life after formal employment. Understanding the advantages and difficulties of reskilling retirees is crucial for developing inclusive and successful skill development plans as the global workforce continues to change.

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DECONSTRUCTION FASHION: EXPLORING THE CREATIVE RE-ASSEMBLY OF RECYCLED GARMENTS

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Nur Hakim Bin RAIFLI (Kolej Komuniti Kuching);

This study adds to the conversation on deconstruction fashion, a cutting-edge approach that is redefining the fashion industry by disassembling and reassembling discarded apparel. Positioned at the confluence of aesthetics, environmental awareness, and socio-cultural dynamics, the research methodically examines the diverse aspects of deconstruction fashion. Through the use of an extensive research framework, the investigation is carried out through careful case studies, in-depth material analyses, and perceptive interviews with top designers in the industry.

The study examines the aesthetic effects of deconstruction fashion, assessing how the breaking down and recycling of pre-existing clothing results in creative and unusual visual expressions. Concurrently, the study explores the implications for the environment, evaluating the sustainability of deconstructive processes relative to traditional fashion production techniques. Through dissecting the socio-cultural aspects, the research clarifies how deconstruction fashion interacts with wider cultural settings, questioning conventions and promoting a story of uniqueness and sustainability.

The research reveals the complexities of deconstructive garment design through in-depth case studies, illuminating the creative approaches and strategies used by designers to give abandoned apparel a second chance at life. Through a scientific viewpoint, material evaluations assess the durability and ecological impact of disassembled clothing. By combining these viewpoints, this research deepens our knowledge of how deconstruction fashion can reinvent sustainable design methods, add to the conversation about artistic expression, and reshape the fashion industry's future to follow a more inventive and responsible path.

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SEAMLESSLY STITCHED: REVEALING THE REVOLUTIONARY POTENTIAL OF IMMERSION EDUCATION IN A FASHION CURRICULUM FOR CREATIVE PROFICIENCY

Nur Hakim Bin RAIFLI (Kolej Komuniti Kuching);

Liew Foong CHING (Kolej Komuniti Kuching);

Nuraini Binti MAHMUD (Kolej Komuniti Kuching);

Jerryson Adam Anak Henry ADAM (Kolej Komuniti Kuching)

Within the framework of a fashion program intended to foster creative mastery, this study explores the transformative potential of experiential learning. With the working title "Seamlessly Stitched," the study explores how participants' learning journeys are shaped by immersive and practical experiences, revealing the complex effects on professional development, skill acquisition, and creative expression in the fashion industry.

To capture the complex facets of experience learning, the study takes a qualitative method, combining participant observations, interviews, and reflective analyses. Through a detailed analysis of the fashion program's pedagogical design, the study clarifies the ways in which participants' growth of technical competency and creative dexterity is facilitated by experiential learning opportunities like workshops, internships, and group projects.

Through the lens of skill acquisition, the transforming power of experiential learning is investigated, looking at how participants interact with real-world problems and apply theoretical knowledge to practical settings. The study also assesses how experiential learning influences creative expression, with a focus on how it fosters creativity, adaptability, and a profound comprehension of the creative process.

Beyond personal growth, the study looks into participants' professional results, evaluating how the fashion program's experiential learning opportunities affect students' industry relevance and job readiness. In addition to presenting implications for curriculum design, pedagogical methods, and the larger conversation on transformational learning experiences, the findings are intended to offer insightful information about the effectiveness of experiential learning in promoting creative mastery within the field of fashion education.

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ENTREPRENEURIAL EMPOWERMENT: UNVEILING THE IMPACT OF EXPERIENTIAL LEARNING AND COMMUNITY ENGAGEMENT ON STUDENT-LED VENTURES

Liew Foong CHING (Kolej Komuniti Kuching);

Nuraini Binti MAHMUD (Kolej Komuniti Kuching);

Nur Hakim Bin RAIFLI (Kolej Komuniti Kuching);

Jerryson Adam Anak Henry ADAM (Kolej Komuniti Kuching)

This scholarly investigation explores the effectiveness of experiential learning in developing students' entrepreneurship skills, highlighting the transforming power of firsthand experience and community involvement. The study focuses on how community connections, practical exposure, and experiential learning interact dynamically to promote entrepreneurship education.

Using a qualitative research methodology, the study explores the perspectives of students who actively participate in entrepreneurship-focused experiential learning programs. The research investigates the subtleties of how students pick up and use entrepreneurial skills through practical experiences and interactions with the community using in-depth interviews, participant observations, and reflective analyses.

The results highlight the value of experience learning as a teaching strategy that goes beyond conventional classroom confines. Through the use of authentic business scenarios and the promotion of community involvement, the research reveals the complex interplay between skill development, problem-solving, and flexibility in an entrepreneurial setting.

Additionally, the study looks at how community involvement might improve the educational process. It explores how students learn about entrepreneurship practically and obtain a better knowledge of the socio-economic forces influencing entrepreneurial endeavors through their contacts with mentors, community leaders, and local firms.

This study adds to the continuing conversation about entrepreneurship education by emphasizing the value of community involvement and experiential learning in giving students real-world experience and developing a sense of social responsibility. The results are anticipated to provide valuable insights for educators, policymakers, and organizations who aim to improve entrepreneurial education through the incorporation of experiential learning and community participation into curricula.

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THE IMPACT OF COLLABORATIVE PROJECTS ON ACADEMICIANS' EXPERTISE IN ACADEMIC AND EXPERIENTIAL LEARNING FOR STUDENT ENRICHMENT

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Nuraini Binti MAHMUD (Kolej Komuniti Kuching);

Jerryson Adam Anak Henry ADAM (Kolej Komuniti Kuching)

Nur Hakim Bin RAIFLI (Kolej Komuniti Kuching);

This scholarly investigation delves into the transformational potential of cooperative initiatives designed to augment the experience and proficiency of academics in the realms of academic and experiential learning. The study focuses on the cooperative efforts of educators taking part in joint projects to improve their teaching methods and provide students with a more engaging learning environment.

The study looks into the several aspects of collaboration, such as collaborative curriculum development, multidisciplinary teamwork, and shared experiential learning programs. Through an analysis of academicians' experiences and viewpoints, the research reveals the complexities of collaborative processes and pinpoints practical methods for exchanging knowledge and improving skills.

The study also investigates how group projects affect students' overall educational experiences. The research evaluates the impact of academics' increased knowledge on the caliber of academic and experiential learning provided to students through thorough evaluations of student outcomes.

The objective of this study's findings is to offer insightful information on the mutually beneficial relationship between academics' collaborative endeavors and the holistic enrichment of academic and experiential learning environments. This research adds to the continuing conversation about cutting-edge methods for curriculum design, faculty development, and improving education as a whole by illuminating successful collaborative practices.

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HARMONIZING RUNWAY AND REALITY: ENHANCING STUDENT LEARNING IN FASHION THROUGH COLLABORATIVE ASSESSMENTS WITH DESIGNERS AND INDUSTRY PROFESSIONALS IN FASHION SHOWS

Nur Hakim Bin RAIFLI (Kolej Komuniti Kuching);

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Nuraini Binti MAHMUD (Kolej Komuniti Kuching);

Jerryson Adam Anak Henry ADAM (Kolej Komuniti Kuching)

This study investigates the beneficial effects on student learning in the field of fashion education with collaborative fashion show assessments including fashion designers and industry professionals. The research looks at how this multifaceted assessment method improves students' understanding of industry norms, their ability to express themselves creatively, and their ability to apply theoretical ideas in real-world settings.

The study uses reflective analyses, observations, and interviews in addition to a qualitative research design to capture the complex dynamics of the collaborative assessment process. As assessors, fashion designers and business executives offer a variety of viewpoints that help close the gap between academia and business.

The study explores the many advantages of this assessment technique. First, it looks at how students' creative work can be influenced by direct feedback from fashion designers, who can help them connect their designs with current trends and consumer expectations. Second, the practical issues are discussed by industry experts who assess the production considerations, practicality, and suitability of the clothes on display.

The study also looks into how these tests affect the learning outcomes of the pupils. The research attempts to determine how exposure to real-world evaluation criteria affects students' skill development, professional preparation, and general comprehension of the intricacies inherent in the fashion business by measuring their reactions, perceptions, and subsequent performance.

This study adds to the changing field of fashion education by emphasizing the mutually beneficial effects of industry and academic cooperation during the evaluation process. It is anticipated that the results will provide valuable insights for instructors, curriculum designers, and industry participants who aim to improve the efficacy and significance of fashion education by utilizing inventive evaluation techniques.

VI. ASC 2023 / FALL CONGRESS

BEADED THREADS OF HERITAGE: INTEGRATING SARAWAK CULTURAL FASHION ACCESSORIES INTO STUDENT LEARNING FOR ENHANCED CULTURAL KNOWLEDGE AND VALUES

Jerryson Adam Anak Henry ADAM (Kolej Komuniti Kuching)

Liew Foong CHING (Kolej Komuniti Kuching);

Nuraini Binti MAHMUD (Kolej Komuniti Kuching);

Nur Hakim Bin RAIFLI (Kolej Komuniti Kuching);

This scholarly investigation explores how Sarawakian cultural history is incorporated into the fashion industry through the design and marketing of beaded fashion accessories. The study explores the relationship between bead-centric accessories and educational development, with a particular focus on how integrating them into student learning experiences can lead to a more profound comprehension of Sarawak's diverse cultural heritage.

Through the application of a qualitative research approach, the study delves into the educational consequences of exposing students to fashion accessories founded in Sarawakian beading traditions. It does this by means of participant observations, interviews, and educational assessments. The focus of the study is on how these kinds of hands-on learning experiences broaden students' understanding and help them appreciate the cultural value that is woven into each bead and design.

This study investigates the effects of include Sarawakian beadwork in the curriculum, highlighting the craft's ability to uphold traditional craftsmanship and foster cultural values. The research attempts to clarify the ways in which this method improves knowledge acquisition and appreciation for diversity within the fashion business by evaluating student views, learning outcomes, and cultural awareness.

Additionally, the study looks into the possibility of student participation in cooperative projects with regional designers and craftspeople. The study evaluates the effectiveness of bead-centric fashion accessory creation programs in promoting cultural responsibility, creativity, and entrepreneurship among students by giving them practical experience.

By offering insights for educators and policymakers looking to improve students' knowledge and cultural values through creative approaches to curriculum design and experiential learning in the field of fashion, this study adds to the nexus of education, cultural promotion, and fashion.

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CATALYSTS OF EMPOWERMENT: LIFELONG LEARNING INITIATIVES FOR SINGLE MOTHERS AND LOW-INCOME EARNERS—A PATH TO ENTREPRENEURSHIP AND ENHANCED QUALITY OF LIFE

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This investigation explores the transformative potential of lifelong learning initiatives that are intended to transmit practical skills in order to improve entrepreneurship and the standard of living for low-income and single moms. This research explores the relationship between education, skill development, and socioeconomic empowerment, and how customized programs can act as drivers of higher living standards and financial independence.

The study used a mixed-methods research methodology, integrating qualitative interviews and quantitative surveys to provide a thorough evaluation of the effects of lifelong learning initiatives. Surveys assess how well these programs prepare participants with real-world skills, but interviews offer a more in-depth look at the emotional and financial transformations faced by low-income workers and single mothers.

Examining these programs' structure and content in detail, the research assesses the value of practical skills in promoting entrepreneurship. The study intends to determine how acquired skills convert into feasible business prospects, revenue production, and overall economic empowerment by looking at the experiences of the participants.

The study also looks at the programs' wider effects on participants' quality of life, highlighting how they can end the cycle of poverty and improve the general wellbeing of those who are struggling financially. The research's insights are intended to guide the creation and improvement of lifelong learning programs, guaranteeing that they are successful in meeting the unique requirements of low-income workers and single moms, thereby promoting the welfare of society as a whole.

ŞANLIURFA İLİ ANTEPFISTIĞI BAHÇELERİNDE ANTEPFISTIĞI KARAGÖZKURDU, HYLESINUS (=CHAETOPTELIUS) VESTITUS (MULSANT & REY, 1860) (COLEOPTERA: SCOLYTIDAE)'UN BULAŞIKLIK ORANI, YÖNEY TERCİHİ VE BULAŞIKLIĞININ ZAMANA BAĞLI DEĞİŞİMİ

Ceyhan SÖNMEZ (Bingöl Üniversitesi)

Mehmet MAMAY (Harran Üniversitesi)

Dünya antepfistığı yetiştiriciliğinde Türkiye üçüncü sırada yer almaktadır. Antepfistığı zararlıları arasında bulunan Karagözkurdu, Hylesinus (Chaetoptelius) vestitus (Mulsant & Rey, 1860) (Coleoptera: Scolytidae) antepfistığında ürün kayıplarına neden olan önemli bir zararlıdır. Bu çalışma, Şanlıurfa ili antepfistığı bahçelerinde H. vestitus'un bulaşıklık oranını, yöney tercihinin ve bulaşıklığının zamana bağlı değişimini belirlemek amacıyla 2019-2020 yıllarında Şanlıurfa'nın Birecik, Bozova, Ceylanpınar, Eyyübiye, Halfeti, Haliliye, Hilvan ve Karaköprü ilçelerinde yürütülmüştür. Bu amaçla, her ilçede en az üçer lokasyonda seçilmiş birer bahçede sürvey çalışmaları gerçekleştirilmiştir. Her bahçede rastgele seçilen 10 adet ağacın dört farklı yönünden birer adet karagözlü yıllık sürgün kontrol edilerek bulaşıklık oranı ve yöney tercihi belirlenmiştir. Bulaşıklığının zamana bağlı değişimini belirlemek için Şanlıurfa ili Haliliye ilçesine bağlı Çiçektepesi köyündeki 10 da büyüklüğünde bir bahçede, Hylesinus vestitus, yıllık sürgünlerdeki bulaşıklığın zamana bağlı değişimini Nisan ayı itibarıyla bahçeyi temsil edecek şekilde farklı ağaçlardan rastgele toplamda 100 adet yıllık sürgün seçilmiş olup, belirlenen sürgünler renkli kurdele ile işaretlenmiştir. Kontroller iki haftada bir yapılmış ve kaydedilmiştir. Çalışma sonucunda, 2019-2020 yıllarında bahçe başına en fazla bulaşıklık oranının Akçamescit köyünde sırasıyla % 61,22 ve %30,35 iken en düşük bulaşıklık oranının ise Mağaracak, Kesmetaş ve Geçittepe köylerinde olduğu belirlenmiştir. Her iki yılda da ilçe bazında en yüksek bulaşıklık oranı Eyyübiye ilçesinde sırasıyla %25,9 ve %22,2 olduğu en düşük bulaşıklık oranının 2019 yılında % 3,43 ile Haliliye ilçesinde ve 2020 yılında ise %1,25 ile Halfeti ilçesinde gerçekleştiği belirlenmiştir. Hylesinus vestitus'un antepfistığı bahçelerinde özellikle tercih ettiği bir yöneyin olmadığı, sürgün ve gözlere rastgele dağılım gösterdiği belirlenmiştir. Zararlının antepfistığı yıllık sürgünlerindeki sürgün ve meyve gözlerindeki zararının zamana bağlı değişimi incelendiğinde, yeni nesil erginlerin Nisan sonu mayıs başında sürgün ve meyve gözlerinde beslenmek amacıyla ortaya çıktığı ve en fazla bulaşıklığın Haziran ayında gerçekleştiği belirlenmiştir. Bu nedenle zararlı ile mücadelenin Haziran ortalarına kadar yapılmış olması gerektiği aksi halde Haziran ayı sonrasında yapılan mücadelenin başarılı olma olasılığının düşük olacağı anlaşılmıştır.

Anahtar Kelimeler: Hylesinus Vestitus, Bulaşıklık Oranı, Antepfistığı, Şanlıurfa

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WOMEN EMPOWERMENT THROUGH VALUE CHAIN INTERVENTIONS OF PULSES IN PAKISTAN

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Pulses are important in terms of food and nutritional security in developing countries. It has a significant nutritional and economic value in food value chain of Pakistan. It is an important source of protein, fiber, vitamins, minerals, folate, iron, and potassium that can contribute in nutritional security in developing country like Pakistan. Their consumption contributes to a balanced diet and helps fulfill the nutritional requirements of the population. Women play a major role in growing and storage of pulses. Almost 80 percent of the pulses are cultivated from saved seed at home. The seed is often adulterated and is not much suitable for cultivation. The use of improved seed of pulses is below the target. Females know little that how to manage the seed at home. Therefore, most of the post-harvest losses are during the storage stage. Being its importance and the future potential of chickpea, a training of female farm families was conducted at Tehsil Mankera of District Bhakkar, Pakistan. The objective of the training was to provide research-based demonstration to women farmers on the harvest and postharvest management practices for mung beans and chickpeas. Female was trained on the safe storage of their own seed by maintaining moisture and temperature, types and percentage of losses, storing them in an airtight container and hermetic bags in a dark place, adding a food-safe desiccant packet to the container for reducing moisture, length of storage time, regular monitoring of stored pulses for hot spots and other changes in moisture and temperature and finally demonstration on the cleaning, loosening of husk, grading, packaging and storage. Outcome of the training was compared by recording information of the respondents through filling of questionnaires before and after training.

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THE POLICY OF THE SOVIET GOVERNMENT IN 1920-1930 REGARDING RELIGIOUS SCHOLARS IN UZBEKISTAN

Mr. Soib Soibjon XOSHIMOV (Andizhan State University)

The article reveals, based on the primary sources, the policy of restrictions, persecution and oppression of the religious authorities and religious people conducted by the Bolshevik government during the establishment and strengthening of the Soviet power in Uzbekistan. Also, in the research, the essence of the atheistic and religious policy carried out by the Soviet government, the political and economic persecutions applied to religious people, the issues of depriving them of their voting rights, and the process of repressing religious scholars, were covered based on archival data.

GOLD RESERVES AND FUTURE OF GOLD MINING IN TÜRKİYE

Serkan NURAL (Kardemir Karabük Demir Çelik San.ve Tic.A.Ş.)

If we briefly summarize contributions of minerals mined in our country to economy; Lignite coal ranks first with a production value of approximately \$4.6 billion, and 70% of lignite produced is used in thermal power plants. After losses that occur during cutting and processing of 18 million tons of natural stone, 7.7 million tons of natural stone are exported and approximately 5.3 million tons of natural stone are evaluated in domestic market, reaching a production value of approximately 2.6 billion dollars. In this context, 39.5 tons of gold produced annually contributes to economy with a value of approximately \$2.3 billion, and total amount of gold production in 23 years between 2000 and 2022 reaches level of 453 tons. However, if we look at our country's gold import values, 265 tons of gold were imported only in 2022, and amount of gold imports between 1995 and 2022 reached 4,761 tons. Especially if we analyse average amounts in recent years, Türkiye's annual gold demand is roughly 200 tons, and considering that approximately 40 tons of gold production can be achieved every year, there is a gold deficit of around 160 tons annually due to supply-demand difference, resulting from difference between production and consumption. Gold deficit in question is being tried to be filled through imports. In this context, considering amount needed to meet gold demand in our country, production of gold mines becomes even more important. There are 20 active gold mines producing in our country, and new gold mines are coming into operation, especially with steps taken towards gold mining in recent years. With gold mines planned to be put into production in Ağrı, Artvin, Bilecik, Balıkesir and Kütahya in the first stage, it is aimed to increase annual gold production amount of our country to 50 tons, in medium and long term, to first reach 80 tons and then 100 tons annually.

STRATEJİK İŞBİRLİKLERİNDE İŞBİRLİKÇİ SEÇİMİ

Yavuz ELİTOK (Batman Üniversitesi)

Günümüz rekabet şartları altında boyutu ne olursa olsun işletmeler, gelişen ve değişen şartlara uyum sağlamanın yanı sıra kendilerini de yenilemek ve büyümek mecburiyeti hissetmekteler. Sektörlerin ve üretim yöntemlerinin karmaşıklaşması işletmeleri baskılarken işletmeler de kendilerine göre çözüm yolları aramaktalar. Küreselleşme neticesinde stratejik iş birlikleri pek çok sektörde sıkça karşılaşılan bir rekabet enstrümanı halini almakta. Ancak riskleri azaltmak ve başarı için gerçekleştirilen stratejik işbirliklerinin beraberinde getirdiği risklerin ve başarısızlık oranlarının azımsanmayacak derecede olduğu göz önünde bulundurulması gereken bir konu. Bu bağlamda işletmeler işbirliği sürecinin sağlıklı işlemesi açısından ortaklık öncesi ve sonrasında dikkatli ve itidalli olmak zorundalar.

Stratejik işbirliklerinde partner seçiminde örgütsel açıdan benzerliklerin, operasyonel açıdan ise farklılıkların olmasına daha olumlu bakılabilir. Bunların belirlenmesi için ise öncelikle işletmenin kendini tanıması, güçlü ve zayıf yanlarının farkında olması gerekmektedir. İhtiyaçlarının ve gücünün farkında bir işletme ortak ararken hedefine daha rahat odaklanacaktır. İkinci önemli nokta stratejinin belirlenmesidir. Belirlenen strateji aynı zamanda potansiyel işbirlikçide aranacak özelliklerin belirlenmesi için de bir gereklilik arz etmektedir. Üçüncü adım güçlü/zayıf yönlerini ve stratejisinin belirlemiş işletmenin, aradığı stratejik ortağı ve sahip gereken özellikleri tanımlama. Dördüncü ve son adım ise aranan özelliklere sahip potansiyel ortağı bulup ikna etme sürecidir. Bu sürecin açık yüreklilik ve güven temelli olmasının ortaklığın başarısını önemli ölçüde etkileyeceği söylenebilir.

SANAL GERÇEKLIK VE MÜZİĞİN KULLANIMI

Hakan Emre ZİYAGİL (Niğde Ömer Halisdemir University)

Sanal gerçeklik, "sanal" ve "gerçeklik" kelimelerinin birleşiminden oluşur. "Sanal" kelimesi, gerçek olmayan, var olmayan anlamına gelir. "Gerçeklik" kelimesi ise, var olan, gerçek olan anlamına gelir. "Virtual Reality" olarak ifade edilen İngilizce ifadenin baş harfleri alınarak "Sanal Gerçeklik" anlamında günümüz teknolojisinde kullanılmaktadır. Gerçek hayatın içinden mekanları ve görselleri bir şekilde kopyalayarak, "VR" başlıklarına görüntüyü aktararak bizlere o simülasyonu yaşatan bir yazılım devrimi demek yanlış olmayacaktır. Bu yazılım sayesinde gerçek hayatı bizlere üç boyutlu olarak sunmaktadır. Tamamen sanal olan "VR" teknolojisi aynı zamanda yapay sesler yapay görselleri de kullanıcıya aktarmaktadır.

Sanal gerçeklik (VR), kullanıcıları tamamen sanal bir dünyaya yerleştiren bir teknolojidir. VR kulaklıkları ve kontrolörleri kullanarak, kullanıcılar sanal dünyayı gözleriyle görebilir, başlarıyla hareket ettirebilir ve elleriyle etkileşime girebilir. Müzik, VR ile birlikte kullanıldığında, kullanıcılara müziği daha sürükleyici ve gerçekçi bir deneyim olarak sunabilir. VR, kullanıcıların müziği her yönden duymasına ve hissetmesine izin vererek, müziğin duygusal etkisini artırabilir. VR teknolojisi sayesinde müziğin kullanımı, müzik endüstrisi için yeni fırsatlar sunuyor. VR, müzik endüstrisini daha küresel ve erişilebilir hale getirebilir. Ayrıca, VR, müzik dinleme ve oluşturma biçimlerimizi de değiştirebileceği düşünülmektedir. Sanal Gerçeklik (VR)'ın kullanılması ve yaygınlaşmasıyla birlikte müziğin gelecekte nasıl gelişeceği henüz belli değil. Ancak, VR'nin müzik deneyimini önemli ölçüde iyileştirme potansiyeline ve kullanımın artması yönünde kendini iyiden iyiye kullanıcılar arasında göstermektedir.

Anahtar Kelimeler: Sanal Gerçeklik, Müzik ve VR, Müzik ve Sanal Gerçeklik

DETERMINATION OF INFESTATION RATIO OF LOBESIA BOTRANA DEN. & SCHIFF. (LEPIDOPTERA: TORTRICIDAE) IN THE TWO TRELLIS SYSTEM IN ELAZIĞ PROVINCE

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Çalışma; 2022 ve 2023 yılında Elazığ ili Hoş ve Kırac köyleri bağ alanlarında yürütülmüştür. Çalışma, Öküzgözü ve Boğazkere üzüm çeşitlerinde yapılmıştır. Çalışmada; yüksek terbiye ve yer bağlarında, Lobesia botrana (Denis & Schiffermüller) (Lepidoptera: Tortricidae)'nın salkım bulaşıklık oranları (%) tespit edilmiştir. Zararının 2022-2023 yıllarında hasada yakın döneminde her bağda 100 salkım olmak üzere 8 bağda (4 yer, 4 yüksek terbiye), rastgele seçilen omca ve salkımlarda zararının yumurta, larva, pupa ve zarar gözlemleri yapılarak salkım bulaşıklık oranı (%) çıkarılmıştır. Zararının; yer bağlarında yüksek terbiye bağlarına, Boğazkere çeşitlerinin, Öküzgözü çeşitlerine, Hoş Köyü lokasyonunun Kırac köyü lokasyonuna göre daha fazla bulaşık olduğu tespit edilmiştir. Bulaşıklığın fazla olmasının sebebinin yer bağlarında kültürel mücadele yöntemlerinin, yüksek terbiye sistemi bağlarına göre daha az yapılması, omcaların sık bir habitusta kalarak sıcaklık ve nemden daha fazla etkilenmesi, bu bağlarda toprak sürümü işlemlerinin yüksek terbiye sistemi bağlarına göre az veya hiç yapılmamasıdır. Ayrıca, şaraplık üzüm çeşitlerinden Boğazkere çeşidinde daha zararının daha fazla bulaşıklık oluşturmalarının çeşidin tat, aroma, biyokimyasal yönden farklı metabolitlere sahip olmasından kaynaklandığı düşünülmektedir. Çalışma sonuçları, bağ entegre mücadele çalışmaları için önemlidir.

Anahtar Kelimeler: Salkım güvesi, Bağ, Lobesia botrana, Terbiye Sistemi, Salkım Bulaşıklılığı (%), Elazığ,

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