



**25th International
Turkish Cooperative
Congress**

**9-10
OCTOBER
2023**

ANTALYA

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I

**25. Milletlerarası Türk Kooperatifçilik Kongresi
Özet Metin Bildiri Kitabı**

**25th International Turkish Cooperative Congress
Abstract Book**

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SUNUŞ

Türk Kooperatifçilik Kurumu 1944 yılından bugüne kadar bu kongre ile beraber 25 Milletlerarası Kooperatifçilik Kongresi düzenlemiştir. Bugüne kadar gerçekleştirilen Türk Kooperatifçilik Kurumu tarafından düzenlenen Milletlerarası Kooperatifçilik Kongrelerin ana temaları, tarihleri ve düzenlendiği yerler şöyle sıralanabilir:

1. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFLERİN MAHİYETİ VE EKONOMİDEKİ ROLÜ” 21-25 Aralık 1944, Ankara
2. Milletlerarası Türk Kooperatifçilik Kongresi: “TÜRK KOOPERATİFLERİ KANUN TASARISI”, 21-25 Aralık 1947, Ankara
3. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFLERİN KANUN TASARISI VE VERGİ MEVZUATI”, 21-25 Aralık 1950, Ankara
4. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFLER VE HAYAT PAHALILIĞI”, 21-23 Aralık 1953, Ankara
5. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFLER VE DEVLET” 11-13 Ocak 1963, Ankara
6. Milletlerarası Türk Kooperatifçilik Kongresi: “TARIMSAL KALKINMADA KOOPERATİFÇİLİK”, 21-24 Aralık 1966, Ankara
7. Milletlerarası Türk Kooperatifçilik Kongresi: “1163 SAYILI KOOPERATİFLER KANUNU”, 21-25 Aralık 1970, Ankara
8. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFLERİN EKONOMİK VE SOSYAL KALKINMADAKİ ROLÜ”, 20-23 Aralık 1966, Ankara
9. Milletlerarası Türk Kooperatifçilik Kongresi: “EKONOMİK VE SOSYAL GELİŞMELER VE KOOPERATİFÇİLİK”, 19-22 Aralık 1979, Ankara
10. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFÇİLİKTEN BEKLENEN GELİŞMELER”, 21-23 Aralık 1981, Ankara
11. Milletlerarası Türk Kooperatifçilik Kongresi: “GÜNÜMÜZ SORUNLARININ ÇÖZÜMÜNDE KOOPERATİFLER”, 19-21 Aralık 1984, Ankara
12. Milletlerarası Türk Kooperatifçilik Kongresi: “KONUT KOOPERATİFLERİ, PAZARLAMA, ORTAK PAZAR İLİŞKİLERİ”, 15-17 Aralık 1987, Ankara
13. Milletlerarası Türk Kooperatifçilik Kongresi: “DÜNYA KOOPERATİFÇİLİĞİNDE GELİŞMELER VE TÜRKİYE”, 08-10 Kasım 1990, Ankara
14. Milletlerarası Türk Kooperatifçilik Kongresi: “21. YÜZYILA DOĞRU KOOPERATİFÇİLİK”, 03-06 Kasım 1993, Ankara
15. Milletlerarası Türk Kooperatifçilik Kongresi: “DÜNYADA KOOPERATİFÇİLİĞİN YAPILANMASI VE TÜRKİYE”, 06-09 Kasım 1996, Ankara
16. Milletlerarası Türk Kooperatifçilik Kongresi: “3. SEKTÖR OLARAK 2000'Lİ YILLARDA KOOPERATİFÇİLİK”, 03-06 Kasım 1999, Ankara
17. Milletlerarası Türk Kooperatifçilik Kongresi: “21. YÜZYILDA KOOPERATİFÇİLİK”, 31 Ekim-02 Kasım 2002, Ankara
18. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFÇİLİĞİN SORUNLARI, ÇÖZÜMLER-FIRSATLAR”, 29-30 Eylül 2005, Ankara
19. Milletlerarası Türk Kooperatifçilik Kongresi: “KOOPERATİFLERDE DEĞİŞİM VE DÖNÜŞÜM İHTİYACI” 09-12 Ekim 2008, Ankara
20. Milletlerarası Türk Kooperatifçilik Kongresi: “EKONOMİK KRİZLERİN ÖNLENMESİNDE SOSYAL EKONOMİK POLİTİKALARIN ROLÜ VE ÖNEMİ”, 06-07 Ekim 2011, Ankara
21. Milletlerarası Türk Kooperatifçilik Kongresi: “KÜRESELLEŞME SÜRECİNDE EKONOMİ-SİYASET-TOPLUM VE KOOPERATİFÇİLİK”, 14-15 Mayıs 2015, Karabük
22. Milletlerarası Türk Kooperatifçilik Kongresi: “SOSYAL EKONOMİK AĞLAR: KÜRESEL DEĞİŞİM İÇİN İŞ BİRLİĞİ” 5-7 Ekim 2017, Nevşehir/Kapadokya
23. Milletlerarası Türk Kooperatifçilik Kongresi: “DİJİTAL DÖNÜŞÜM VE KOOPERATİFLER” 26-28 Eylül 2019, Kiev/UKRAYNA
24. Milletlerarası Türk Kooperatifçilik Kongresi: “YENİ EKONOMİK TRENDLER İNOVASYON YÖNETİMİ VE KOOPERATİFLER” 19-21 Ekim 2022, Girne /KKTC
25. Milletlerarası Türk Kooperatifçilik Kongresi: “CUMHURİYETİN 100. YILINDA TÜRK KOOPERATİFÇİLİĞİ” 9-10 Ekim 2023, Belek /Antalya

25. Milletlerarası Türk Kooperatifçilik Kongresi 9-10 Ekim 2023 tarihleri arasında Antalya 'da “Cumhuriyetin 100. Yılında Türk Kooperatifçiliği” ana temasıyla gerçekleştirilmiştir. Kongreye gönderilen bildirimler en az 2 hakem değerlendirilmesinden geçirilmiş ve 45 adet bildiri kongrede sunulmaya layık bulunmuştur.



Cumhuriyetimizin 100. Yılında Türk ve Dünya kooperatifçiliğın geldiđi mevcut durumun, yařanan olayların ve gelecekte meydana gelmesi muhtemel geliřmelerin tartiřıldıđı açılıř oturmaıyla bařlayan kongre 4 tanesi de paralel olan 9 adet oturumda gerçekteřtirilmiřtir. Kongreye Türkiye ile beraber 8 farklı ÷lkeden katılımcı iřtirak etmiřtir. Kongre; ABD, Kazakistan, Fas, Azerbaycan, Somali, Arnavutluk, Kırgızistan'dan gelen 20'si yabancı 56'sı Türk katılımcılarla beraber 76 katılımcı ile gerçekteřtirilmiřtir.

Açılıř konuřmalarını, Kongre Koordinatörü **Prof. Dr. Mehmet BAŐ**, Türk Kooperatifçilik Kurumu Yönetim Kurulu Bařkanı **Prof. Dr. Ali Fuat ERSOY** yapmıřtır.

Katılımcılar "Dijital Kooperatifçilik", "Ekonomik Bařarı İin Kooperatifleřmenin Önemi ", "İřtihadının Artırılması Açısından Sosyo-Ekonomik Örgütler", "Kooperatifçilik ve Eđitimi", "İřletmecilik", "Turizm", "vb. konularda 2 gün boyunca bilgi alıřveriřinde bulunmuřlardır.

Bilim ve Hakem Kurulunda bulunan ve/veya bildiri özet ve tam metinlerinin deđerlendirmesini yapan öđretim üyelerine ve Düzenleme Kurulu üyelerine, 25. Milletlerarası Türk Kooperatifçilik Kongresi'nin gerçekteřtirilmesindeki özverili çalıřmalarından dolayı teřekkür ederiz.

Ekim 2023

Prof. Dr. MEHMET BAŐ
Bař Editör



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The Evaluation of the Action for Annulment of the Decision of Dismissal from Membership in Cooperatives within the Framework of Supreme Court Decisions

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Abstract

The principles of dismissal from membership in cooperatives are regulated under Article 16 of the Cooperatives Law No. 1163. The article includes in detail the authorized body to make a decision for dismissal from membership, the procedures and principles to be followed in order to make this decision, the objection and actions that the dismissed member may file. This regulation aims to prevent arbitrary and unlawful dismissal of members from membership in cooperatives. The authorized body to make the decision of dismissal from membership in cooperatives is the General Assembly. However, The Board of Directors may be authorized on this matter under the Memorandum of Incorporation, without prejudice to the right of the dismissed member to appeal to the General Assembly. Legal remedies to be taken by a member dismissed from membership are regulated by the Article 16/4 of the Cooperatives Law. In this context, if dismissal from membership is decided upon by the board of directors, the concerned member has the right to file an objection to the general assembly or to file an action against the decision of the general assembly within a period of 3 months. If the decision of dismissal taken by the general assembly is not found to be unlawful, it will face the enforcement of annulment. In practice, there are many disputes regarding membership dismissal decisions taken by general assemblies. These disputes, which are also subject to the practice of the Supreme Court, are subject to cancellation proceedings for various reasons such as unlawful dismissal decision, failure to notify dismissal decision to the concerned member, failure to instigate a warning to the member who does not fulfil his/her pecuniary obligations, failure to duly inform the member of the dismissal decision, and issuance of a dismissal decision in violation of the principle of equality. Within the scope of this paper, the action for annulment of the decision of dismissal from membership in cooperatives will be evaluated under the framework of the decisions of the Supreme Court.

Keywords: Cooperatives, dismissal from membership, action of objection, action for annulment

Jel Codes: K, K22



Business Model in Turkish Cooperatives: A Literature Review

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Abstract

Turkey is a country with a long history and a rich tradition of cooperatives. Cooperatives are business models based on cooperation and solidarity, aimed at meeting the economic and social needs of their members. Turkish cooperativism is evident through the presence of numerous cooperatives operating in different sectors and adopting various business models.

This paper aims to provide a general overview of the business models in the context of Turkish cooperativism. The research demonstrates the existence of several studies that seek to showcase the potential and added value of the cooperative sector in Turkey. Business models are identified as important tools for enhancing the sustainability, effective management, and increased participation of cooperatives. Consequently, literature studies on Turkish cooperativism were examined, revealing that cooperatives operating in different sectors possess various business models with the potential for success.

Turkish cooperativism embraces diverse business models that aim to meet the economic and social needs of their members. These cooperatives strive to create a more sustainable and equitable economic system by uniting the strengths of their members based on the principles of cooperation and solidarity.

Overall, the "Collaborative Business Model" is proposed as a suitable business model for Turkish cooperativism. This model offers several advantages that demonstrate the potential for enhancing the sustainability, effective management, and increased participation of Turkish cooperatives. Turkish society values concepts such as solidarity, collective decision-making, and working together and the collaborative business model presents a structure that is compatible with these values. This model can potentially increase interest in and participation of cooperatives. Additionally, the collaborative business model supports a structure where members share resources, jointly bear risks, and engage in activities towards common goals, thereby consolidating their strengths. This can contribute to the long-term success and sustainability of cooperatives.

The literature review on Turkish cooperativism highlights the existence of numerous studies on business models and underscores the potential benefits that the collaborative business model can offer to Turkish cooperatives. These findings emphasize the necessity of employing business models to enhance the sustainability, effective management, and increased participation of Turkish cooperatives.

Keywords: Business, cooperative, production, business model, product

Jel Codes: Q13, J54



The Relationship Between Cooperatives And Sustainable Diets Within The International Cooperative Principles

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Abstract

Sustainable diet is defined in the final report of the International Scientific Symposium on Biodiversity and Sustainable Diet, organized by the Food and Agriculture Organization (FAO) in 2010, as “contributing to food and nutrition security and a healthy life for present and future generations, with low environmental impacts; It is defined as a way of eating that is protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable, nutritionally adequate, safe and healthy while optimizing natural and human resources. As such, the concept gathers many concepts such as food safety, food security which create confusion in the literature, under an umbrella term. Chemical pollution, climate crisis, wars and conflicts, large scale food companies’ practises to maximise their profit, genetic modified organisms and economic crises jeopardise of sustainable diets. As a solution proposal to these problems, suggestions such as local and small scale production, adoption of traditional methods instead of chemicals to tackling insects and protection of ancestral seeds are put forward. While cooperatives try to overcome the weak economic conditions of their members and other negative conditions affecting the production and marketing processes with cooperation and solidarity, they also serve social benefit. The role of cooperatives in solving problems related to “sustainable diet” is of great importance, since their members are farmers who have adapted to modernization but have not broken their ties with traditional farming methods, and who know the soil and product with all its components. The aim of this study is to discuss whether cooperatives are solutions for food related problems or not. Cooperatives, which are both economic and social organizations, support this situation with seven international principles determined by the International Cooperative Association, which was established in London in 1895. These principles are voluntary and open membership, democratic member control, member economic participation, autonomy and independence, education, training and information, cooperation among cooperatives, concern for community. In this study, the relationship between agricultural production cooperatives and food safety will be tried to be established by examining seven principles. It will also be supported by examples from practice and literature.

Keywords. Sustainable diet, agricultural cooperatives, principles of cooperatives, FAO

Jel Codes: Q01, Q13, Q18, Q34, Q53, Q54, Q56, Q57, R11, R12, R14



Scaling of Hospitality Business Criteria with Thurstone's Binary Comparisons Based Scaling Technique

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Abstract

Hospitality businesses have to meet consumer expectations to ensure customer satisfaction and increase loyalty. It is important to determine and measure the criteria that determine the success of hospitality businesses. For this reason, within the scope of the study, various criteria were evaluated using Thurstone's scaling method. Thurstone's method gives consumers the opportunity to choose between various criteria and analyses these preferences to create a ranking of the importance of the criteria. In this study, it is aimed to scale the basic criteria based on the expectations of consumers in leisure/recreational hotel stays according to the importance level with Thurstone's scaling method based on pairwise comparisons. The research group consists of 217 consumers in the age range of 19-65 (\bar{X} year = 39,10 \pm 11,99), 125 female (57,6%) and 92 male (42,4%), 71 single (32,72%) and 146 married (67,28%), determined by maximum diversity sampling method. As a data collection tool, a personal information form and the Expectations from Hospitality Businesses Form, which was prepared by the researcher based on eight main reasons (a- cleanliness, b-food and beverage c- entertainment and activity d- green initiative efforts e- transportation f- hotel atmosphere, g- staff communication, h- service diversity) based on customer expectations from hospitality businesses in the literature, were used. There are 28 questions in the expectation form for hospitality businesses, which enable each basic criterion to be compared with other criteria in terms of importance in pairs. Scaling was carried out in the full data matrix using Thurstone's state III equation of the law of comparative judgements, one of the scaling techniques based on judgemental decisions. According to the scale values with the starting point shifted to zero, it was observed that the most important reason for consumers in terms of expectations from accommodation establishments was cleanliness ($S_c = 2.78$). This was followed by food and beverage ($S_c = 1.53$), entertainment and activities ($S_c = ,97$), variety of services ($,62$), staff communication ($S_c = 1.53$), hotel atmosphere ($,47$), transport services ($S_c = ,12$) and green initiative efforts ($S_c = 0$). When the results are evaluated according to the canoe model, it is thought that services related to cleaning, food and beverage and entertainment-activity criteria are basic needs; services related to service variety, staff communication and hotel atmosphere criteria are linear needs; services related to transport services and green initiative efforts criteria are exciting needs.

Keywords: Hospitality businesses, service marketing, service expectations, paired comparison, scaling

Jel Codes: M30, M31



The Relationship Between The Field Of Activities Of The Cooperatives And Their Legal Capacity And The Legal Effects Of Transactions Beyond Their Field Of Activities

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Abstract

In Turkish law, cooperatives are a type of commercial company with legal personality. The main results of cooperatives having legal personality are that they can acquire rights and incur debts.

The field of activities (field of operations) of cooperatives express the concrete field of activities to be carried out to achieve the purpose of the cooperatives. In order to obtain the establishment permission of the company and to be registered in the trade registry, the field of activities must be specified in the company's articles of association.

The general limits of legal persons' legal capacity are regulated by Article 48 of the Turkish Civil Code. As far as the cooperatives-specific legal regulations are concerned, Turkish law comes up with the Code of Cooperatives, the general provisions of the Turkish Commercial Code which are related to commercial companies, and lastly the provisions of the Turkish Commercial Code regarding joint-stock companies, which are applicable by reference to Article 98 of the Code of Cooperatives.

The basic regulations related to the legal capacity of cooperatives, which are regulated by the Code of Cooperatives, are as follows: (1) Article 1- the legal definition of cooperatives, (2) Regulations related to the purpose and activity of the cooperative (particularly article 3/1.2 regarding registration and announcement, and article 4.1.2 where it is specified that the purpose and the field of operations are amongst the mandatory provisions of articles of association), (3) Article 5/1.2- the procedures concerning the way the cooperative operates, (4) Article 6/1.2- the provision providing the activity of the cooperative is limited to the purpose and field of activities of the cooperatives (unless otherwise specified in articles of association), (5) Article 59 – the regulation regarding the power of board of directors to represent the cooperatives, (6) Article 38/4- non-member transactions.

Considering the regulations of the Turkish Commercial Code, article 125/2 which caused a prevailing opinion that *ultra vires theory*, once applicable for the commercial companies, was abandoned and article 371/2 on the joint-stock companies are considerable. In addition to these regulations, the articles of association of the cooperatives constitute another important legal source in this regard.

This study evaluates the above-mentioned regulations together and examines how to determine the limits of the cooperatives' legal capacity, especially in relation to their purpose and activity, taking into account the relevant case law. However, the legal consequences of the transactions beyond the company's field of activities will be explained in consideration of the principles specific to cooperatives, including whether the transaction is valid or not, as well as the legal responsibilities and risks related to whether the members of the cooperative board of directors can continue their duties and eventually the potential risk it may lead to the dissolution of the company according to article 210/3 of Turkish Commercial Code.

Keywords: Commercial companies, cooperatives, legal capacity of cooperatives, field of activities of cooperatives, ultra vires principle



Current Issues Regarding Traffic Insurance in Türkiye

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Abstract

With the globalizing world and technological developments, the number of vehicles in traffic is increasing day by day. This causes an increase in the demand for compulsory traffic insurance. Highways Motor Vehicles Compulsory Liability Insurance (Traffic Insurance) is the type of insurance that has a high share in the non-life branch in Türkiye. This causes insurance companies to avoid traffic insurance production and this causes an increase in traffic insurance costs for the insured, thus making it difficult for the insured to access traffic insurance.

Looking at the data for the 1st period of 2023, the earned premium in the traffic insurance branch is 10,864,145,707 TL, and the incurred damage is 12,929.598,291 TL. The loss ratio is 119%. It is thought that one of the biggest difficulties in front of the development of the insurance sector in Türkiye is the current situation of traffic insurance.

In this study, the place of traffic insurance in the insurance sector in Turkey, its effect on the sector and its current situation are discussed, and the measures taken by the public authority to reduce the damage caused by traffic insurance to the insurance sector and the road map to be followed are given.

When we look at the literature, it has been seen that there are studies examining the General Conditions of Traffic Insurance from various aspects. However, there is no study on current problems in the traffic insurance branch in the insurance sector. In our study, it is aimed to deal with the problems experienced in traffic insurance both in terms of supply and demanders of this product and from the point of view of the public authority, and suggestions are presented for the solution of this problem that creates a significant bottleneck in the insurance sector.

Keywords: Insurance, traffic insurance, compulsory liability insurance, non-life insurance, liability insurance

Jel Codes: G-20, G-22, G-29



The Changing Role of the Public Sector in the Turkish Health Care System and the Evolution of Health Policies: A Focus on the Health Transformation Programme

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Abstract

Turkey has started to implement important reforms in the health care system since the first years of the Republic and the balance of the public and private sectors has changed over the years. It is possible to argue that until the neoliberal policies that have gained importance since the 1980s, the public in the health care system was at the forefront with purposes such as the right to health, equity in health, and increasing efficiency in health care services. The aim of this study is to evaluate the role of public sector in the Turkish health care system in the context of the implemented health policies. Especially since the 1970s, it has been started to question the role of the state in the health care sector in many countries in terms of marketization, privatization, managerialism and commodification (Agartan, 2012). In this regard, this study examines the provision and financing dimensions of the health care sector in Turkey from the universalism perspective with a special focus on the Health Transformation Programme (HTP) which has been implemented since 2003. For this purpose, firstly, the evolution of the Turkish health care sector since the proclamation of the republic is discussed, and then the changing role of the state is questioned by using some indicators. Among these indicators, there are private health care expenditures as a percentage of Gross Domestic Product (GDP), private hospital beds as a percentage of total bed stock and the number of private and public hospitals. The formation and understanding of state has constantly changed in line with social, political, and economic requirements. In particular, the ongoing trend towards the economic state understanding instead of the protectionist state understanding has led to significant changes in the duties and responsibilities of the state (Güneş, 2022). In this context, The HTP is considered as a turning point in health care services in Turkey. With this program, the health care system has been reshaped. However, according to the indicators mentioned above, the weight of the private sector in the Turkish healthcare system is increasing very rapidly. With the liberal policies followed after 1980, the decrease in the investments made by the public sector in the health care system and the incentives given to the private health sector in the same period, it is seen that the number of private hospitals increased significantly. The number of private hospitals, which was 75 in 1980, has increased eightfold in 40 years, approaching 600 today (MoH, 2022). In a similar vein, indicators such as the number of private and public hospital beds, the amount of out-of-pocket expenditures, the regional concentration of private hospitals, the share of the Ministry of Health in the state budget have an important place in realizing the principle of equity in the provision of health care services. Therefore, this study makes an important contribution to the existing literature by analysing the changing role of the public sector in the Turkish Health Care System focusing on some of striking indicators related to it.

Keywords: Turkish health care system, health economics, health transformation programme, health policies



The Literature of Turkic-Speaking Peoples as a Memory of History

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Abstract

The labour market is an important part of the economic and social life of society. The problems of the labour market are very important and their relevance is beyond doubt. The labour environment is the key to the growth of the national economy, increasing its efficiency and competitiveness.

The analysis of the labour market is very important for the republic, because thanks to it is possible to analyze unemployment both in general and by individual professions.

The purpose of the study is to examine the labour market of professional baristas in Bishkek - the capital city of Kyrgyzstan- in order to determine the current situation in the market, the main trends and problems, as well as to identify opportunities to improve working conditions and develop professional skills.

As a result of the study it was determined that the profession of barista is in high demand in the labour market of the city, especially in the HoReCa sector.

However, there is also a shortage of highly qualified baristas in the labour market, which creates additional opportunities for professional development and career growth in the industry.

When analyzing the barista labour market in Bishkek, it was found that the demand for professional baristas is constantly growing. The demand for quality coffee and unique drinks increases the demand for professionals who are able to provide quality service and preparation of drinks. However, there is significant competition in the market, which implies that a barista must have versatile skills and in-depth knowledge to stand out amongst the competition. Education and training is also an important factor in the barista labour market. In order to assess the number of vacancies and job offers for baristas, online platforms such as Instagram, Telegram (Community Barista Skills) and www.hh.kg were analyzed.

The study also identified many courses and schools in Bishkek that teach this profession and produce qualified specialists for restaurants and coffee shops. As part of the study, a survey was conducted among baristas in Bishkek to identify the main difficulties and problems faced by representatives of this profession, as well as to determine the key skills and knowledge required to achieve success in this field.

According to the results of the study, it can be concluded that the barista profession has a future in the labour market of Bishkek, and its development can become an important factor in the development of the economy of the city.

Keywords: Barista, labour market, Bishkek, Kyrgyzstan.



The Effects of Technology Use in Disaster Management on the Insurance Sector

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Abstract

Disaster management enables to companies, financial institutions and public institutions to assess and manage the risk of natural and man-made disasters from various hazards, from earthquakes and hurricanes to floods and fires. It is a fact that uncertainty is constant and disaster is unpredictable. When the natural disasters in 2022 are examined, it is seen that 22982 disasters occurred, 91.61% of which were earthquakes. In 2023, as a result of two earthquakes with a magnitude of 7.7 and 7.6 in Pazarcık and Elbistan districts of Kahramanmaraş, a great destruction occurred in 11 provinces. These earthquakes are unprecedented in recently in terms of intensity and area covered. The total burden of earthquakes on the Turkish economy is approximately 2 trillion TL. Today, the increasing intensity and frequency of natural disasters has made it more important than ever to understand and measure the potential impact of disasters. While the world focused on disaster intervention in the 1970s and 1980s, this situation by a major transformation in the 1990s, passing from post-disaster to pre-disaster preparedness. The turning point in terms of disaster management in Turkey is the unpleasant of the especially 1999 Kocaeli and Düzce earthquakes. Afterward this experience, it has been tried to reach the standards for disaster risk reduction policies both in the national and international arena. Along with the increase in technological developments, changes have also occurred in the disaster management process. Technology, which contributes to the prediction and preparedness of possible disasters, accelerates in case of disaster and helps to reach inaccessible areas. Technology, which continues to be beneficial after the disaster, provides convenience in all areas from communication to shelter, from nutrition to health. In this study, the effects of technology use in the disaster management process on the insurance sector were examined. The increase in the use of technology in disaster management has brought with it a more accurate premium calculation, prevention of the increase in the size of the damage and the execution of a faster compensation process. In this way, all actors in the insurance sector had the opportunity to conduct the pre-disaster and post-disaster process more effectively

Keywords: Disaster management, natural disaster, climate change, insurance, technology

Jel Codes: Q54, Q55, G22



Evaluation Of Electronic Comments And Complaints About The Activities Of Ski Centres In Kyrgyzstan

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Abstract

Ski tourism has gained immense popularity in Kyrgyzstan in recent years. As a result, it has become necessary to assess the levels of customer satisfaction at ski centers. Customer feedback and complaints are vital sources of information for identifying areas that need improvement and devising feasible solutions.

However, the management of ski tourism in Kyrgyzstan is below par, and therefore, ski enterprises must develop effective marketing strategies for both local and international markets.

To determine the customer-centric approach of ski centers in Kyrgyzstan, we analyzed electronic reviews and complaints on the Trip Advisor platform for the period of 2021-2022 using qualitative research methods. We scrutinized the content and developed suggestions for resolving issues.

Our analysis revealed that 42% of the comments contained complaints, which we categorized into four main groups: product, price, physical conditions, and quality of service. Ski centers are advised to immediately address these shortcomings, pay attention to customer complaints, and improve the quality of their products and services.

In conclusion, ski centers in Kyrgyzstan must prioritize improving customer satisfaction levels by addressing the concerns raised and developing effective marketing strategies for both national and international markets.

Keywords: tourism, Kyrgyzstan, ski centers, e-complaints.



Homeland Or Blue Homeland: Theoretical Analysis

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Abstract

Considering that the Turkey's geopolitical position, it is home to highly strategic maritime areas. Being surrounded by seas on three sides and Turkey's active role in these seas in economic, military and many other aspects puts the country in a position to have a say in international politics. All of the Turkish Maritime Jurisdiction Areas declared or envisaged to be declared in line with Turkey's rights and interests arising from international law are called Blue Homeland. This concept is used to denote Turkey's maritime jurisdiction areas and its rights over all kinds of living and non-living resources in the seas surrounding Turkey. Turkey's Blue Homeland covers 462,000 km². The living and non-living beings in this huge area, which constitutes almost half of Turkey's land borders, the valuable minerals such as natural gas and oil at the bottom of the seas, and the air mass that covers this body of water all fall within the scope of Turkey's Blue Homeland. The Blue Homeland has been put forward as an alternative concept to Turkey's long-standing unsolvable problems of islands, continental shelves, the Mediterranean Sea, the Aegean Sea and the Black Sea. It was retired Rear Admiral Cem Gürdeniz who came up with the doctrine. In 1947, US President Truman introduced a concept called the continental shelf for oil exploration and extraction in the western United States, which defines the maritime jurisdiction of countries and recognizes that the seas are part of countries. In 1958, the concept of the continental shelf, formalized by the Geneva Convention on the Law of the Sea, laid the groundwork for the blue homeland doctrine. Turkey started to attach importance to the concept of Blue Homeland after the continental shelf crisis with Greece in 1973. The doctrine is based on how the economic activities in maritime areas, including energy resources, should be utilized by the Republic of Turkey. The large number of littoral states in the region and the existence of disputed maritime resources makes the Blue Homeland doctrine important for the Republic of Turkey.

Keywords: Blue homeland, maritime jurisdiction areas, geopolitics, geography



Geographical Factors Affecting The Determination Of Turkey's Borders

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Abstract

The concept of nation state, the first steps of which were taken with the French Revolution, has been tried to be explained as a form of state with defined legal borders and in which all citizens living within these borders share common language, history, culture and values. The first areas where national states encounter each other are borders. These borders formed by national states have naturally led to the concept of border security. Terrorism, irregular migrants and smuggling activities are the main topics in border security. This situation poses a danger in the areas corresponding to the routes that geography necessarily directs. Turkey, being a transit country, is located in a geography exposed to this situation. Turkey is located between continents, neighboring 8 countries, and is located in a transit zone between various raw materials and energy resources and their consumption areas. In this study, the effects of geographical factors on the determination of Turkey's borders have been tried to be revealed. The borders drawn by international agreements that determine the sovereignty areas of states may undergo changes due to the emergence of new situations between states. It is inevitable that this situation will cause mobility in Turkey's borders in the context of security.

Keywords: Borders, nation state, borders of Turkey, geographical factors.



Assessment of the Social Cooperative Movement in the Context of Social Services

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Abstract

Social cooperatives are a type of cooperative defined in Italy in the 1960s with the aim of facilitating the participation of disadvantaged groups in the workforce and meeting their needs through provided social services. Social cooperatives are evaluated as a non-profit, multi-partnered structure based on voluntarism, socially responsible, and public interest-focused social entrepreneurship model. Social cooperatives engage in activities to provide social services to the community that public institutions cannot or do not provide, serving disadvantaged groups such as individuals with special needs, immigrants, former convicts, elderly individuals, children in need of care, and women who are victims of violence. In this context, social cooperatives provide free vocational training, work towards acquiring basic skills, and offer free care services. When evaluated within the scope of literature knowledge, it can be seen that social cooperatives have various objectives intersecting with the practice-based profession and academic discipline of social work, which supports social change and development, social cohesion, and the empowerment and liberation of individuals and communities. In short, it is possible to say that both the social work profession and discipline and social cooperatives aim to provide services to individuals at the micro level, groups and communities at the meso level, and societies at the macro level. This review discusses the brief history of social work and social cooperatives, touches upon the universal principles of social cooperatives and types of social cooperatives, and highlights the interactions and commonalities between social work and social cooperatives.

Keywords: Social cooperatives, the social cooperative movement, the new cooperative movement, social services

Jel Codes: P13, J54



Evaluation of hotel managers' views on environmental awareness: A Case of Bishkek

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Abstract

In this study, we tried to determine the attitudes of managers in accommodation establishments in Kyrgyzstan towards environmental awareness and the environmental policies they implement in accommodation facilities. Conducting the research in Bishkek, an emerging city of Kyrgyzstan, is particularly important in creating sustainable tourism awareness. Since it is difficult to reach the population in the research in terms of time and cost, the sample was determined as managers of 2-3 star accommodation establishments. In this context, qualitative research method was used to collect data. Data were obtained from 6 hotel managers who agreed to join interview, using in-depth interview technique through a semi-structured interview form. According to the findings, it has been determined that the opinions of managers regarding environmental awareness in accommodation establishments are generally positive, but their knowledge levels are insufficient. However, the basis of the problems experienced by managers is that the tourism policies, tourism incentives and steps taken towards recycling in the country are not sufficient. However, the participants of the research stated that they corporately try to make environmentally friendly investments and are ready to support this. As a result, the tourism authorities in the country creating environmentally protective policies, ensuring these measures by law and supporting them with government incentives can help create a sustainable and environmentally friendly tourism concept in Kyrgyzstan.

Keywords: Tourism, environment, accommodation businesses, sustainable tourism, kyrgyzstan.



Ethno Practices of 4 and 5 Stars Hotels in Kyrgyzstan

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Abstract

Study covers the world experience and current situation of the ethno-tourism which is considered as a type of tourism, it was analyzed, and has a trial to determine the potential of Kyrgyzstan in this field. In addition, the national values of the Kyrgyz people were reviewed and tried to determine the level of their usage in activities of 4 and 5 stars hotels in Kyrgyzstan. The importance of the study is that there are limited number of studies on ethno practices in the hotels, and Kyrgyzstan is no exception. In this study interview and content analysis methods were used and 4-5 stars hotels in Kyrgyzstan are the universe of this research.

Since the hotel category is not reflected in the official statistics of the country, this study is based on materials from Booking.com, where the number of 5 stars hotels is 9 and 4 stars hotels is 26. Along with the analysis of the web sites of all 4 and 5 stars hotels in Kyrgyzstan a survey was conducted among the managers of national hotels working all year round. 3 enterprises were selected from each region, and as a result 15 hotels joined the study. Interview form included the questions about ethno design, national food and drinks offered by the hotels, and ethno events in the hotels.

According to the findings of the study 98% of 4 and 5 stars hotels in Kyrgyzstan have ethnic practices. Also 60% of the enterprises were selling units of national souvenirs, 60% hotels designed the hotel rooms in national style, 67% use ethno elements in the public area, 40% on the web pages and 20% enterprises use the national motifs on their uniforms. On the other hand 87% of the enterprises has national dishes on their menu, 73% offers the Kyrgyz food corner in the breakfasts, 27% offers complimentary traditional welcome snacks and delicacies, 67% tells to the guests the history and legends of Kyrgyz tastes, 7 enterprises offers the ethno buffets (5 of them to the requirements). So, the 40% of enterprises organize ethnic events and tours to their guests.

It is considered that the findings can help the hotel businesses in Kyrgyzstan to make right decisions and work out strategies for developing the ethno practices in the hotels.

Keywords: Hotels, Kyrgyzstan, ethno practices, national cuisine, ethno-design.



A Study on the Expectations of Tourism Faculty Students from the Tourism Industry

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Abstract

Tourism is one of the fastest growing sectors worldwide and contributes significantly to the economic growth of countries. Therefore, the tourism industry will continue to grow and develop in the future. Tourism education is vital for managing and ensuring the sustainability of this rapid growth. The tourism industry consists of many sub-sectors, not only benefiting tourists but also businesses providing tourism-related services. These include accommodation, food and beverage services, transportation, guiding, travel agencies, tour operators, event organizers, airport services, museums and historical sites, among many other areas. Effective tourism education helps individuals who want to work in the tourism industry to learn all the skills and knowledge they need. Tourism education can cover a variety of topics, from hospitality management to destination marketing and travel planning. This wide range gives students the opportunity to understand all aspects of the tourism industry and helps them to learn various skills and knowledge they need to bring innovative ideas to the industry and manage the tourism industry sustainably. A survey was conducted on 149 students from the 3rd and 4th grades of Tourism Faculty of Kyrgyz-Turkish Manas University in Bishkek region of Kyrgyzstan. A questionnaire form used to investigate the expectations of tourism students from the tourism sector. The data was analyzed using SPSS. According to the findings, it is seen that students have different opinions on whether they will be happy in the tourism sector, but tourism sector is still preferred by majority of the respondents. Students mostly tend to have a neutral or negative attitude towards pursuing an academic career. The data obtained from the survey shows that students don't have a clear attitude towards working in a different field after graduation from the tourism sector. These data reinforce the idea that students can continue to explore various job opportunities and sectors. It can be seen that students have a neutral or moderate interest in working in the tourism sector for many years, but some respondents still have a positive attitude towards continuing to work in the tourism sector. The findings can be interpreted as promising in terms of the positive opinions of students who receive tourism education towards the sector.

Keywords: Tourism, tourism industry, tourism education, university students, Bishkek.



The Traces of Medieval Turkish in Balkan Languages on the Idiomatic Level

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Abstract

The language relationships that Turkish has established with languages spoken in the Balkan Peninsula such as Albanian, Greek, Bulgarian, etc., have been a central topic of study for renowned linguists, philologists, literary scholars, and historians for centuries. Some have attempted to assess this within the domain of linguistic interaction, trying to elevate their own native language by making a distinction between the superior and inferior languages, while others have conducted topological studies within the language connection domain, trying to determine which language is older than the other. In addition to these approaches, some historians have approached language relationships with an anthropological perspective, resorting to certain historical data in their own society, and interestingly, in such studies, we see that the cultural and linguistic influence of Bektashi leaders such as Balim Sultan, Sarı Saltık, and numerous personalities from the Turkish-Oghuz world who lived alongside Albanians and came to spread the Islamic faith have been overlooked, despite the fact that the initial contacts between Turkish and Albanian are often limited to the arrival of Ottoman armies in the early 1400s. Researchers who have attempted to evaluate Turkish and Albanian language relationships (especially with approximately 5800 Turkish loanwords, including around 1800 used in standardized Albanian and an additional 4000 used in the vernacular) have taken on the task of explaining the entry path, etymology, stylistic, and folkloric values of these Turkisms. The phonological structure of these words in our language, their differences or similarities with their counterparts in the source language and neighboring languages (Turqi-Turki, Qerim-Kerim, sevap-thevab, göl-gjol, müftü-mifti, kumru-kumri), especially strengthen their etymological identification.

Particularly, proverbs, idioms, fixed expressions, and every element of folklore represent the effort and production of a single individual within a specific historical, human, and personal context, but they have been transmitted from person to person, generation to generation, and as a result, they have no known author. Each linguistic and folkloric element has existed within a society, preserved its existence, and over time, it has become the common property of that society. The purpose of our study is to examine the structure of idioms used in Balkan languages and highlight the linguistic fruits that have emerged from direct contact with the Oghuz Turks and have retained their freshness just as they were from the beginning.

Keywords: Oghuz Turkish, Albanian, Idiomaticity, Language Relationships, Balkan Languages



Personality development in Waldorf pedagogy

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Abstract

In this study, the aim is to provide a fundamental overview of the characteristics and basic principles of Waldorf pedagogy and the philosophy of its founder, Rudolf Steiner. When reviewing the existing literature, it can be observed that research related to alternative education systems and Waldorf educational philosophy is limited. In this context, it is believed that this study conducted using qualitative research techniques will contribute to the relevant field. The document analysis method-a qualitative research technique was used in this study. Waldorf pedagogy is founded on the spiritual-scientific philosophical thoughts of Austrian Rudolf Steiner. The Waldorf approach offers a holistic and creative education to students, based on principles such as the holistic development of individuals, each child's unique learning process, the importance of nature, art, balance, and rhythm. Rudolf Steiner's views on education and the characteristics of Waldorf pedagogy which he laid the foundation were examined in the research.

Keywords: Waldorf approach, Rudolf Steiner, alternative education, personality development



Turkey's Competitiveness In Service Exports And The Place Of Smes In This Process

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Abstract

The direction of global trade has begun to shift from commodity trade to services trade in the last twenty years. Likewise, this change also affected the change in foreign trade. This situation also emerges when we look at the data of the World Trade Organization. On a global basis, the growth rate of service exports is higher than the growth rate of commodity exports. While the growth rate of world service exports was 2.3%, the growth rate of world commodity exports was only 1.4%. On the other hand, the added value created by the services sector on the gross product on a global basis exceeds the added value created by the manufacturing sector (WTO, 2022).

According to the World Bank, manufacturing sectors contributed 17% to global gross product for 2021, while service sectors contributed 65.7%. In addition to the high added value it creates, the services sector also has an important supporting and facilitating role in manufacturing industry exports (Ticaret.gov.tr, 2023).

Having a net foreign trade deficit, Turkey's limited growth in export products in innovative, competitive sectors and in medium-high and high-tech export products can be compensated by the increase in exports in the services sector. Apart from this, when considered together with the services sector's diversification of foreign exchange inflow, employment creation and the added value it creates, it is clear that it is of extremely critical importance for the Turkish economy and Turkey's foreign trade.

However, selecting some service areas that can show global competitive performance in the services sector and focusing on these sectors will be more beneficial for Turkey's foreign trade policies in the medium and long term. It seems that there are some developments that are likely to show striking developments, especially in the fields of transportation, logistics, communications, insurance and telecommunications and information services.

At this point, Turkey needs to develop growth plans in these planned and selected sectors and ensure SME integration in these areas. It does not seem possible to consider the economic performance of all economies in the world, regardless of their level of development, separately from SMEs.

For this reason, the prerequisites for SMEs in the services sector to be part of a new planning with this idea and to create a new incentive system when necessary are discussed within the scope of this study.

Keywords: Services exports, SME (Small-Medium Entrepreneurship)

Jel Code: F14



The Role And Importance Of Cooperatives In Economic Development

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Abstract

This paper examines the role of cooperative societies in economic development. The aim is to investigate the ways in which cooperatives can act as agents towards sustainable community development. The paper is a descriptive survey, which involves the collection of data for the purpose of describing the role of cooperative societies in economic development. The paper posits that for over 160 years now cooperatives have been an effective way for people to exert control over their economic livelihoods as they play an increasingly important role in facilitating job creation, economic growth and social development. The paper concludes that to be effective and successful, cooperatives must continuously achieve two inter-related goals: enhance viability and improve ability to service its members; and remain an economically viable, innovative and competitive enterprise.

Keywords: Cooperative, Economic Development, Cooperative Education , Cooperative Sector, Cooperative Enterprises

Jel Codes: O10, O29, F02, P13



Social Finance and Savings-Based Interest-Free Financing System

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Abstract

The practice of Market Economy, where decisions related to investment, production, and distribution are based on supply and demand, and where prices of goods and services are determined within a free price system, is sometimes used interchangeably with Market Economy, which is based on the slogan 'Laissez Faire est Laissez Passer,' emphasizing a Free Market Economy that has various cooperative types, collective or autonomous state institutions, and thus markets are subject to intervention by the government, known as Social Market Economy. However, as a shield to disadvantaged groups that emerge in the practice of a market economy, there exists the practice of Social Economy, referred to as people's economy, solidarity economy, community development economy, and cooperative economy, alongside private and public sectors as the third sector. In this context, Social Finance encompasses institutions aiming to provide social and societal benefits by addressing shortcomings existing in the market structure, outside of the public and private sectors but often in partnership with them. Social finance activities are primarily divided into profit-oriented and non-profit-oriented activities and can be conducted by the public sector, the private sector, households, or other third-sector organizations. Social finance, also known as Collective Savings Finance and Human-Centered Finance, is considered as the collective savings of low and middle-income groups who have almost no access to existing financial resources and those who, even if they have access, do not want to bear the cost, coming together to participate in the economic system. The essence and mathematics of the concept lie in 'savings,' 'collective savings,' and 'human-centered finance' phenomena. The reason why the concept is 'human-centered' is that it is not financed by someone else but, on the contrary, individuals who want to meet their needs participate with their savings, within a certain plan. In this context, it can also be defined as individual entrepreneurship. Indeed, in the practice of social finance, the necessity of considering the concept of 'interest-free' as an important detail has led to the inclusion of the concept of social finance in the relevant literature.

In the Republic of Turkey Presidency Finance Office Participation Finance Strategy Document (2022-2025 Comprehensive Transformation), there is mention of the Participation Finance System and the concept of Participation Social Finance. 'Participation social finance,' similar to the objectives of social finance, denotes the direction of participation finance resources toward achieving the goals of religion and the efficient use of these resources. In this context, the primary goal of participation social finance is summarized as protecting fundamental rights and values, such as life, generation, mind, property, and religion. Following the fulfillment of these fundamental rights and values, activities for the development of individuals and society are carried out within the field of participation social finance.

One of the systems/institutions that can be considered as a practice of Social Finance and Participation Social Finance is the Savings-Based Interest-Free Financing System (SBIFTS). SBIFTS is a financing method based on mutual assistance, usually aimed at enabling individuals, either individually or in groups organized by a company, to accumulate savings for a predetermined period or to purchase an asset based on a draw method among group members. It is generally considered as a form of social cooperation, primarily allowing individuals with regular and fixed income to accumulate small savings over the long term, and is also evaluated as social cooperativism or social cooperativism in the context of a different model of cooperativism.

Keywords: Social finance, participation social finance, savings-based interest-free financing system



The Literature of Turkic-Speaking Peoples as a Memory of History

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Abstract

Today, businesses that want to sell their products and services often benefit from the power of social media. Social media, whose sphere of influence has become widespread, is used for many products from automobiles to travel. Influencers are used as an effective tool for businesses that aim to promote in these channels of social media. Influencers are also classified as nano, micro, mid-tier, macro and mega. Micro influencers, who can create content for the sale of a wide range of products and niche products, are trying to market agricultural products created by their cooperative partners. The aim of this study is to determine the effect size of the micro influencers who are experts in a certain field in the product promotion of the enterprises and have a list of followers in this field, in the product sales in agricultural cooperatives.

In order to collect the necessary data for the models and hypotheses created for this purpose, data were collected online through a questionnaire created via Google Form. The obtained information was analyzed with the SPSS statistical program. As a result of the Anova test and t-test, our hypotheses were tested and it was concluded that micro-influencers had an effect on the product sales of agricultural cooperatives and that education, one of the demographic factors, had priority in micro-influencers. Similar to this study, it is suggested that studies can be carried out to determine the impact status of other cooperative areas and mega and macro influencers.

Keywords: Social media, micro influencer, agricultural cooperative, product

Jel Codes: M31, J54



A Good Cooperative Practice for Solving Financial Problems: A Case Study of Somalia

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Abstract

In the past, recognizing the lack of sound financial institutions in Somali society and the necessity of financing small businesses and providing loans to individuals, a cooperative financing mechanism, also known as Hagbad or Ayuuto and called Rotating Savings And Credit Association (ROSCA: Rotating Savings And Credit Association) in the academic literature, was established. The term "hagbad" means "help" in the Somali language; this cooperative plays a critical role in providing financial support, especially to individuals with limited access to official banking services, and meeting various financial needs in society.

This study examines the importance of Hagbad as a cooperative financial practice in the Somali context and its potential solution effects on financial problems. For this purpose, a theoretical research will be carried out and the data obtained will be evaluated on the basis of literature. In addition, the study will focus on the following questions: How does Hagbad contribute to the economic empowerment of Somali society? What are the social and economic benefits of Hagbad? How does Hagbad help Somalis overcome financial difficulties? What challenges and opportunities does Hagbad face in the 21st century?

Keywords: Financial Cooperation, Hagbad, ROSCA



Empowerment of Women through Women's Cooperatives in Rural Development

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Abstract

Cooperatives aim to meet economic and social needs such as generating income, developing skills, and providing socialization, as well as solidarity and cooperation. They also have an important role in solving the problems of economically and socially disadvantaged groups. One of the most important building blocks of rural development is women's cooperatives. In addition to making a difference to the regions where women work by becoming cooperatives, they also play an important role in reducing women's poverty and empowering women.

Cooperatives established by women in rural areas stand out with the good ideas they put forward and the products they produce. Thanks to cooperatives, women; They participate in employment, gain professional and social competencies and gain economic income.

In Turkey, in recent years, it has been observed that women have tended to unite and form cooperatives, and that the interest and regulations regarding women's cooperatives have increased. This strengthens women socially and economically. The aim of this study is to reveal the effects of women's cooperatives in rural areas on the economic and social lives of women.

Keywords: Women, women's cooperatives, women in rural development

Jel Codes: J54, P13



Relationship Between Covid-19 Control Perception And Job Satisfaction *

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Abstract

People work throughout their lives to survive and realize their ideals. People started to work together under an organization especially after the industrial revolution caused employees to develop certain attitudes towards their jobs. Whether these attitudes are positive or negative affects job satisfaction. Due to the effects of job satisfaction on employee performance, managers have begun to consider the factors affecting employees' job satisfaction. Therefore, job satisfaction has become one of the most popular topics studied in the field of organizational behavior. Job satisfaction is already affected by many factors. Thanks to its dynamic structure, new factors are added to these factors day by day. Especially the environmental conditions live through affect job satisfaction. The biggest and most popular environmental condition live through today is the covid-19 pandemic. This formed the assumption that perceptions of the covid-19 pandemic were among the factors affecting job satisfaction and guided the purpose of the study. For this purpose, at first a survey was conducted with bank employees. The reason why the study was conducted specific to in the banking sector; the sector involves high interaction in the form of exchange. In addition, due to this interaction, because it will be more difficult for employees to cope with the challenges of the pandemic their job satisfaction is likely to be negatively has affected. For this reason, the relationship between bank employees' job satisfaction and covid-19 control perceptions was examined. Research data was obtained using the Minnesota Job Satisfaction Scale and the Covid-19 control perception scale. Regarding the analysis of the data obtained; Spearman correlation analysis, regression analysis, Mann-Whitney U test and Kruskal-Wallis test were performed. As a result of the analyses, a positive and moderate relationship is determined between job satisfaction and covid-19 control perception. It has been determined that employees' perceptions of whether the pandemic is under control affect their job satisfaction. Therefore, at the beginning of the study, have accepted assume that perceptions of the covid-19 pandemic would be a factor affecting job satisfaction.

Keywords: Job satisfaction, pandemic, perception of Covid-19 control

Jel Codes: J28, I10, M54, M10, M12

*This study is derived from the master's thesis of the first author under the supervision of the second author.



The Importance of Cooperatives in Local Governments and Its Role in Local Development

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Abstract

Today, cooperatives, which are organizational structures that come together to serve a common purpose together with cooperation, participation, are only associated with the period we live in. The human being, who is constantly trying to meet his needs throughout his life, tries to act together while meeting this. Local governments, which are known as the smallest level of administration in the state in people's living spaces, support cooperation in provinces that cannot be done alone in their region. This situation contributes to the emergence and development of cooperatives, which is an activity of joint action and benefit by using the traditional method of cooperation in the form of working together. It will be possible to achieve success in the primary power of development by activating local dynamics in the process of sustainable development in the economic, cultural and political fields of the society in which it is located. It is a known fact that the results will be effective both individually and socially by catching a common synergy in the economic contribution provided by the cooperatives.

With this study, it is aimed to determine the effect on the determination of the role of the local people in the development of the local government due to the cooperative activity implemented by the local government in Kalecik district of Ankara province. The survey form created for the people in Kalecik district, which was determined as the universe, was applied and the data obtained were analyzed in the SPSS statistical program. Our models and hypotheses were tested by applying AMOS and t test. As a result of the study, it was concluded that as a result of the meaningful implementation of cooperatives, the studies carried out as a result of the contribution of local governments in line with your hypotheses will also be seen in development. It is suggested that this study should be carried out in local governments belonging to different cultural lifestyles in other different provinces of Turkey

Keywords: Cooperative, local administrations, development, cooperatives



The Importance of Agricultural Cooperatives in the Framework of the Global Food Crisis and International Food Security

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Abstract

Throughout human history, there have been frequent regional or global food crises throughout the world. Supply chain disruptions caused by the Covid-19 epidemic, especially wheat shortages due to the Russia-Ukraine conflict, serious price increases due to the energy crisis, and global droughts led to a global food crisis that increased its severity in 2021-2023. This has created significant humanitarian, socio-economic, development, political and security challenges. The food crisis, the spiral of inflation, and the restrictions of the Covid-19 outbreak have sparked protests around the world, revealing events that threaten the lives of people in developing countries who already have problems in accessing food. As a reflection of this, ensuring and maintaining international food security has gained great importance. High food prices, famines, declining food consumption and worsening nutrition in connection with the crisis have far-reaching and multifaceted effects for all countries. Responding to this crisis decisively and comprehensively to promote food security for all is a fundamental task of the international community. Especially, it is necessary to increase the security of supply by firstly connecting the agro-food industry in the domestic markets of the countries and then between the countries. Agricultural cooperatives, which offer highly effective solutions for socio-economic development, food security and poverty reduction, have a great potential in strengthening the relationship between the agriculture-food industry. The aim of this study is to present alternatives that agricultural cooperatives can offer for international security, which is aimed to be provided as a result of the global food crisis or measures to be taken against crises.

Keywords: global food crisis, food security, Russia-Ukraine conflict, cooperatives, importance of agricultural cooperatives.

Jel Codes: H12, Q18, Q13.



Social Workers' Perceptions Of Ethics, Ethical Principles And Ethical Dilemma: A Qualitative Study

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Abstract

The concept of ethics is a term that is often used to describe what is moral, all kinds of actions accepted in social life, everything that can be characterized as good, to visualize and express in their minds or to define the principles and rules that are right. At the same time, ethics can also be used to indicate the principles and rules of professions and to express certain traditions and customs, even if they are not written yet. Ethics in the professional sense plays a major role in today's professional life. Professionals try to abide by the general ethical principles and rules of the society in which they live, while at the same time remaining loyal to their own professional ethical principles. Professional ethics is of vital importance in some professions whose focus is on the individual and the systems that make up the individual, whose interpersonal interaction is intense, whose input and output are critical issues such as behavior, emotion, thought, welfare level, and private life of the individual and the individual.

Social work is a profession that tries to produce solutions to all the problems of individuals and social life, especially disadvantaged individuals. Social workers have to keep the issue of ethics on the agenda frequently with the critical decisions they make in sensitive working areas. In addition, the importance given to the self-determination of the individual in the basic philosophy of the profession, the observance of high client benefit and the implementation of all these in accordance with certain rules, regulations and laws can often cause professional workers to be in a dilemma. These situations, which can also be called ethical dilemmas, require labor, consultation and supervision to resolve.

This study was designed in a qualitative research phenomenological design in order to explore social workers' perceptions of ethics, professional ethics and ethical dilemmas, to describe their encounters with ethical dilemmas, to discuss cases of ethical dilemmas in depth, to reveal which solutions they resort to when faced with ethical dilemmas, and to investigate the contributions of social work education to field practices in terms of ethics. Data were collected by interviewing 13 social workers with field experience using a semi-structured interview form and interview technique. It was revealed that most of the participants' perceptions of ethics and professional ethics were formed around "confidentiality, privacy", they experienced ethical dilemmas very often, and they felt lonely and helpless during ethical dilemma resolution. Participants stated that social work education remained theoretical to analyze ethical dilemmas encountered in the field and frequently mentioned the need for more emphasis on case presentations. In addition, some of the participants stated that they had difficulties in adhering to ethical principles due to some reasons such as the structure of the organization, the approach of colleagues and supervisors, institutional rules and regulations, and political interventions.

Keywords: Social worker, ethics, ethical principle, ethical dilemma



Century-long Analysis of the Socio-Economic Evolution of Cooperatives in Turkey: "Challenges and Prospects".

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Abstract

Over the course of the past century, Turkish cooperatives have emerged as a cornerstone in the socio-economic development of the nation, playing a crucial role in various sectors ranging from agriculture to consumer goods. This article embarks on a comprehensive investigation into the intricate socio-economic fabric that constitutes these cooperative entities. A significant part of our study is dedicated to dissecting the legal framework that presides over the functioning and governance of cooperatives in Turkey.

To achieve this, we conducted an exhaustive review of the legislative texts that have been enacted over the years to regulate the cooperative sector. We also scrutinized cooperative management systems, which include governance structures, membership protocols, and financial management practices. Our intent is to pinpoint major challenges that directly or indirectly impact three pivotal aspects: profitability, expansion, and long-term sustainability of these cooperatives.

Our empirical findings unveil a dual narrative. On one hand, cooperatives have made substantial contributions to the Turkish economy by generating employment, fostering community development, and enhancing market competitiveness. On the other hand, they encounter a myriad of structural and operational challenges. These range from regulatory complexities and limited access to financial resources to issues related to scale and modernization. Such challenges necessitate the implementation of strategic measures and policy interventions aimed at reinforcing the long-term viability and effectiveness of cooperatives in Turkey.

Keywords: Socio-economic architecture, legal framework, cooperative management system, profitability, expansion, sustainability



The Role Of Sustainable And Green Finance In Combating Climate Change: The Case Of Banks In Türkiye

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Abstract

Today, climate change poses serious threats on a global scale, and the concepts of sustainability and green finance have become crucial determinants in economic decision-making processes. Türkiye has taken significant steps in this field, and the financial sector has assumed a pivotal role in the fight against climate change. Banks in Türkiye have emerged as significant stakeholders in this process. The Banks play a critical role in providing financing for green projects and sustainable investments. Through green credit products, financing is directed towards areas such as energy efficiency, renewable energy, and environmental infrastructure, enabling the implementation of projects that minimize environmental impacts. Additionally, the issuance of green bonds supports the financing of sustainable projects. The contributions of banks in the field of sustainable finance go beyond mere financing. They also make decisions based on sustainability criteria by evaluating environmental and social risks through credit assessments. This approach ensures that projects with minimal environmental impacts are prioritized, indirectly supporting the fight against climate change. The efforts of banks in Türkiye in the realm of sustainable finance play a critical role in helping the country achieve its national and international climate goals. Furthermore, this approach serves as a significant model for the financial sector to adopt sustainability principles and conduct economic growth in harmony with environmental sustainability. On the other hand, interest-free financial instruments, especially takaful (Islamic insurance) and Islamic financial products, can be utilized in various ways to manage climate change risks. These instruments aim to distribute risks, protect participants, and support sustainable projects. In light of all the information, the purpose of the study is to address the roles of banks in combating climate change, elucidate the concepts of sustainable and green finance, and evaluate the existing plans and programs in traditional and Islamic banks operating in Türkiye. The efforts of banks in Türkiye in the field of sustainable and green finance stand out as an effective tool in the fight against climate change. Continuing and expanding these efforts will be a significant step towards achieving the country's sustainable development goals. The study aims to provide recommendations by examining sustainable finance practices in line with the goals of banks, utilizing international independent audit reports in the fight against climate change.

Keywords: Sustainable finance, green finance, participation banks (Islamic banks), traditional banks, climate change, global warming, risk sharing

Jel Codes: G-21, Q-54, Q-57.



Problems Encountered by Women Cooperative Managers in Turkey in Social Media Marketing and Suggestions for Its Solutions

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Abstract

This study aims to identify the problems faced by women cooperative managers in social media marketing and to offer solutions for this. In this study, which was carried out by making use of in-depth interview technique, one of the qualitative research methods, semi-structured interview questions were asked to 5 female cooperative managers in different provinces of Turkey through purposive sampling, and the data obtained were classified and evaluated by content analysis method.

According to the results of the research, the problems faced by women cooperative managers in social media marketing; it has been determined that social media marketing is clustered around insufficient education, cost restrictions, lack of technical equipment, infrastructure problems, lack of information and being forced to work as amateurs. In addition, it is observed that they have problems in reaching the target audience due to the deficiencies in corporate identity and brand analysis studies. It has been determined that cooperative managers take care to be involved in all of the leading social media channels, but they prefer the Instagram platform more due to the age factor and because of some marketing problems, they try to reach their target audience only by publishing reels videos or stories on this platform.

Suggestions for solutions to the problems encountered within the framework of the findings; it can be listed as providing free training (especially social media marketing) in to cooperative members in the field of marketing, providing professional consultancy services at low cost or free of charge through public or public-private sector cooperation. In addition to the proposed solution proposals, suggestions should be taken into account to provide support by local governments to overcome advertising budget difficulties and to follow organic growth strategies by diversifying content marketing. For technical deficiencies, infrastructure solutions such as providing or renting basic equipment can be followed.

Keywords: Social media marketing, women executives, management, marketing, cooperatives, social media

To Be Visible or Not To Be Visible: An Analysis of Women's Cooperatives' Use of New Media

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Abstract

The women's cooperative movement in Turkey started in the early 2000s with the aims of valorising women's labour, preventing women's poverty, and empowering women, and today 442 women's cooperatives of different types have been established. In the following years, Simurg Women's Cooperatives Association (SIMURG) was established under the leadership of 7 women's cooperatives in order to increase communication and cooperation among women's co-operatives. This study aims to examine the corporate identity of SIMURG founder cooperatives (n=7) and to determine their use of new media, which has become one of the important tools of corporate communication. The research was conducted using the case study technique, one of the qualitative research methods, and the Instagram accounts, Facebook accounts and websites of the cooperatives were subjected to descriptive analysis according to the criteria determined by using the document analysis method to collect data. According to the research findings, it was found that multiple searches were required in order to identify women's cooperatives' corporate identity (where and when they were established, areas of activity, etc.). It is not possible to access the identities of cooperatives through a single website or social media account. On the other hand, it was observed that women's co-operatives use social media, one of the new media tools, mostly to promote their products and to announce the events they participate in/organise. In addition, it was found that they do not use social media actively enough, the number of posts is low, and the photos are not aesthetically pleasing. Only two of the cooperatives in the sample have corporate e-commerce websites, while the others sell their products through KEDV's social enterprise (nahil.com.tr)

Keywords: Women's cooperatives, cooperatives, social media, new media, gender

Jel Codes: M30, L82, J16, J54



An Examination of Social Studies Questions in Workbook Books According to the Revised Bloom's Taxonomy

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Abstract

Textbooks are the primary resources that students and teachers use. Although the production of teaching materials has diversified with the developments in technology, textbooks are the most used teaching materials. Textbooks are prepared taking into account the curriculum and allow the values, skills and achievements targeted in the program to be transferred regularly. For this reason, the activities and questions in the textbook; In order to realize the targeted values, skills and achievements, it is important to know the suitability and levels of these goals. Bloom argues that the goals in each field should have a taxonomy prepared to serve this field. The purpose of Bloom's taxonomy is to classify goals into steps. In 2001, Anderson et al. rearranged the Bloom Taxonomy and published a Revised Bloom Taxonomy with two different dimensions: the cognitive process dimension and the knowledge accumulation dimension. The purpose of the research is to examine the social studies course questions in the books called "Study Questions", distributed to schools at the 4th, 5th, 6th and 7th grade levels by the Ministry of National Education in the 2022-2023 academic year, according to the Revised Bloom Taxonomy. This research is a descriptive analysis study using the document review method, one of the qualitative research methods. The study group of the research consists of 741 multiple choice questions in a total of 5 books: 2 at the 4th grade level, 1 at the 5th grade level, 1 at the 6th grade level and 1 at the 7th grade level. The data sources examined in the research were accessed under the title of E-Books/Basic Education Books on the official website of the General Directorate of Measurement, Evaluation and Examination Services of the Ministry of National Education. As a result of the research, the most associations in the knowledge dimension at all grade levels were established with the knowledge of factual/specific details and elements category. In the cognitive process dimension, the most associations were established with the remembering/recognition category at all grade levels.

Keywords: Revised Bloom taxonomy, social studies, study questions books.

Challenges and Supporters Faced by Female Leaders in the Academy in Azerbaijan

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Abstract

In this study, it is aimed to determine the obstacles faced by women academics in Azerbaijan in reaching higher positions. When the literature is examined, we can see that the studies on women academics in management are limited. However, most of the research is limited to higher education in Turkey, and there is no qualitative study that also deals with women leaders in Azerbaijani universities. In this context, it is thought that this study to be carried out with qualitative research technique will add richness to the field. In the study, in-depth interviews were conducted with the participants by adhering to a semi-structured interview form, and the phenomenological approach focusing on the experiences of individuals creating their own reality and the way the individual interprets a phenomenon was used. In phenomenological studies, it is aimed to describe in depth the experiences of individuals in relation to a particular phenomenon. The phenomenon examined in this study is being in a leadership position in universities and what are the obstacles encountered. The study group of the study consists of a total of 20 women academicians working in managerial positions in two state universities in Baku. Purposeful sampling technique was used to determine the participants. The qualitative data obtained from the study were analyzed using content analysis. In the analysis of the data, objective and systematic definitions were made and the data were interpreted controlled, sub-themes were determined by dividing them into thematic codes and categories, and results were obtained from the data evaluated within the cause and effect relationship. As a result of the research, when the obstacles and supporting factors faced by women leaders in academia in Azerbaijan are examined, it is seen that there is more support with women leaders in academia.

Keywords: Women's leadership in Azerbaijan, women in academia in Azerbaijan, barriers to women's leadership, factors supporting women's leadership



Women's Economic Challenges and Women's Cooperatives Shaping Change

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Abstract

Women in Turkey face problems that limit their economic development and empowerment due to reasons such as access to the labor market, poverty, gender norms and discriminatory social norms. The support of international organizations, governments, policy makers, legislators and society is needed to solve these problems. In order to increase the welfare of women, women-oriented cooperatives supported by the government is a preferred option that can help women's economic empowerment. In this context, the evaluation of the role of women's cooperatives is important and necessary for the solution of women's economic problems.

This study aims to reveal the changes created by women's cooperatives in the economic lives of women in the Western Mediterranean region (Antalya, Isparta, Burdur) and also to evaluate whether women's cooperatives provide solutions to the problems in women's economic lives. In this context, the life experiences of women before and after joining the women's cooperative were discussed by using the qualitative research method in order to understand and interpret the problems faced by women in economic life. The sample of the research was formed from the partners of the Women's Enterprise Production and Business Cooperative operating in the Western Mediterranean Region. The collected data were coded with the MAXQDA program and content analysis technique was used.

According to the results of the research, women's cooperatives in the Western Mediterranean provided employment to women with housewife status and home-based activities, allowing unemployed women to take part in the formal economy. Women have met their needs with the income they have earned through their cooperative activities and have reduced their poverty levels. In addition, women who experience inequality due to their gender have the opportunity to access fair wages under the roof of the cooperative.

Keywords: Women's cooperative, economic life, women's issues, western mediterranean region

Jel Codes: J54, P13



Evaluation of Turkish Agricultural Cooperatives in the Context of the Needs and Functions of Civil Society

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Abstract

Although cooperatives are counted among companies in accordance with the Turkish Commercial Code No. 4721, it is obvious that cooperatives are far from the concept of company in terms of both their historical development and principles. Considering their purpose of existence, cooperatives can only achieve the expected success in places where there is a strong civil society. Therefore, it is thought that it would be more appropriate to look for the reasons for the failure of cooperatives in sociological realities rather than economic relations. When the issue is considered from the perspective of Turkey, it is seen that there are many studies in the literature that Turkish cooperatives have not developed at the desired level. Most of these studies are about agricultural cooperatives. Indeed, the agricultural sector, which is one of the three main sectors in an economy, has a high expectation from cooperatives. However, in general terms, it is seen that organizations with agricultural characteristics do not fully fulfill the duties expected from them in Turkey. The reasons for this failure are sought in the legislation, organizational structure or financing problems. But in the most general sense, "Is cooperatives suitable for Turkish society?" there is not much emphasis on the question. In this study, it is aimed to discuss the possibilities of the emergence of an effective civil society in Turkish rural society by examining the requirements and functions of civil society. Within the scope of the study, secondary data was used to determine the current situation and problems of agricultural cooperatives in Turkey. The data obtained through the literature review were evaluated and discussed according to the structural-functional approach, and various suggestions were included in the context of the principles of civil society and cooperatives.

Keywords: agricultural cooperatives, sivil society, rural sociology

Jel Codes: Q13, Z13



The Impact of Advertising Strategies of Turkish Airlines on Consumers Online Engagement

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Abstract

Today, companies try to attract and persuade their customers by conveying their messages through advertisements. Advertisements affect consumers' decisions and behaviors about products or services by sending remarkable and persuasive messages by companies (Pihl, 2013). Well-designed advertising strategies differentiate the brand from other brands and provide a source of innovation. Advertising innovations reduce consumer-related risks. In other words, the advertisements made by the companies and the applied advertising strategies by them direct behavior of the consumers. In this study, it has been tried to reveal the effect of the advertising strategies of THY brand on the online engagement of consumers. The aim of the study is to examine the effect of the functional and emotional advertising strategies of THY brand on the online consumer engagement. In this context, in order to examine the effect of functional and emotional advertising strategies on online engagement, which consists of conscious participation, enthusiasm and social interaction factors, a literature search has been conducted and hypotheses and conceptual model have been put forward. The model of the study has been tested with questionnaires applied to 453 people living in Turkey who participate in THY brand online and benefit from this brand. Regression analysis was conducted to test the hypotheses of the study. The findings of the study revealed the impact of both functional and emotional advertising strategies of THY brand on customers' online engagement. In addition, it has been determined that THY's functional advertising strategy has a greater effect on conscious participation, enthusiasm and social interaction factors than emotional advertising strategy. In other words, THY's functional advertising strategy has a greater impact on consumers' online engagement with this brand.

Keywords: Functional advertising strategy, emotional advertising strategy, online engagement, conscious participation, social interaction.



Cooperative Education in Higher Education in Turkey

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Abstract

The modern Turkish cooperatives, dating back to 1863 before the republic, went through various stages during this time. In particular, it cannot be said that Turkish cooperatives have made sufficient progress to be a part of economic and social life. Although there are various reasons for this, the deficiencies in cooperative education are the first reasons that come to mind. The lack of cooperatives in primary, secondary and high school education is reflected in higher education. The inadequacy of education in higher education on cooperatives in Turkey is demonstrated by some concrete examples. It should be accepted as a reality in Turkey that cooperative education at undergraduate, graduate and doctoral levels is not at the desired level. In this study, it is aimed to reveal the current situation, problems and solution proposals of cooperative education in higher education in Turkey. It is expected that the study will contribute to the development of the idea and education of cooperatives in higher education in a new perspective.

Keywords: Education, cooperatives, higher education

Jel Codes: A20, P13, Q1



A Training Module Proposal Regarding Criminal Liability of Cooperative Managers in the Scope of Agricultural Extension Services

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Abstract

Turkish Penal Code No. 5237, Cooperatives Law No. 1163 and Execution and Bankruptcy Law No. 2004 contain many provisions regarding the criminal liability of cooperative managers. The lack of sufficient knowledge about these penalty norms causes various problems, especially for agricultural cooperatives. In this study, it is aimed to propose a training module suitable for group and mass extension methods, which serves to transfer information about the criminal responsibilities of cooperative managers to the target audience. Within the scope of the study, first of all, the penalty norms that will be included in the content of the training module have been determined. Afterwards, judicial decisions on the subject were investigated and the problems were determined in terms of agricultural cooperatives. Within the framework of the information obtained, a training module consisting of two main parts was created. It was thought that it would be appropriate for the first part of the module to be for the training of extension personnel and the second part for the training of cooperative manager producers. It is suggested that the second part of the training module created as a result of the study should be transferred to the producers who take part in the cooperative management and are considering taking part, by using group and mass extension methods.

Keywords: Agricultural extension, adult education, legal education, criminal norms

Jel Codes: Q16, A29, K14



Analysis Of Tourism Cooperatives: The Case Of Türkiye

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Abstract

Cooperatives have emerged on the idea that people cannot do a job alone, have difficulty in doing it or do it more economically and effectively when they do it together. Cooperatives operate in many sectors such as consumption, transportation, finance, insurance, supply, agriculture, marketing and real estate. Tourism development cooperatives, which are among the cooperatives related to tourism, are among the newly established cooperatives in the field of cooperatives and their numbers have increased rapidly in recent years.

Tourism is at the top of the list of social needs of people. However, economic conditions make it difficult to meet this need day by day. Cooperatives in the field of tourism began to be established in Türkiye. in the 1970s. The development of these cooperatives took place in the Aegean and Mediterranean coasts in their early years. Organizations that enable every segment of the society to benefit from quality tourism activities at national and international level and increase social and economic efficiency are called tourism cooperatives. The aim of tourism cooperatives is to meet the holiday needs of people with weak purchasing power in the society and to enable the development of social tourism. Tourism cooperatives are called tourism development cooperatives in Türkiye and are established according to bylaws with the same name. In the sample bylaws of Tourism Development Cooperatives, the aim of the cooperative is defined as “To help the development of natural, historical, archaeological and cultural tourism values and other tourism potential and to meet the tourism-related needs of its members.”

Tourism Development Cooperatives can be established in order to organize the touristic facilities and services of the local people operating in the tourism sector, to market the facilities in the best way, to provide cheaper services to the tourists by reducing the cost of tourism services, and to increase the earnings of those engaged in tourism. tourism development cooperatives can also be established to supply with the housing/villas needs of their members. In this study, the contribution of tourism development cooperatives to tourism is discussed by providing information about the establishment legislation, upper union structure and numbers of tourism development cooperatives operating in Türkiye.

Keywords: Tourism, cooperatives, organization, bylaws, legislation

Jel Codes: JEL: L83, JEL: P13



Effective Factor in Public Benefit: Social Cooperatives

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Abstract

Cooperatives are businesses where volunteers work together to meet their cultural, social and economic needs. When we add the word “social” to the beginning of the cooperative, the meaning is the organizations that operate in a way that is completely for the benefit of the public in order to meet or reduce the needs of education, health, employment, which the private sector and the public cannot come to a conclusion on their own. The development of the Akhism culture, which formed the basis of cooperatives, emerged in Anatolia in the 12th century, and was born of unity, solidarity, cooperation and solidarity, has been faster in European countries. The concept of social cooperatives first emerged in Italy in 1963 as two types. Type A are social cooperatives established for public benefit. Type B is social cooperatives established to bring disadvantaged groups isolated from both business and social life into society. Social cooperatives, which are no different from normal cooperatives during their establishment, aim to create social benefits by taking advantage of the entrepreneurial spirit of the enterprises. This study was prepared as a result of literature review in order to explain the benefits of social cooperatives in the public. According to the results of the survey conducted in the studies examined, it has been observed that the organizational commitment of the subjects with high internal motivation is higher, the social cooperatives established contribute significantly to sustainability, the deficiencies in the public sector are reduced with the help of social cooperatives, and there is a significant increase in the employment rate of disadvantaged individuals. It is foreseen that if the support and awareness given to social cooperatives are increased, more benefits will be provided to the public.

Keywords: Social cooperative, disadvantaged individual, organization, public benefit, employment

Jel Codes: J54, P13, Q13



The Role of Women's Cooperatives in Digital Marketing: The Case of Samsun Province

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Abstract

Although the male and female population in Turkey is almost equal, there is a large difference in employment rates. In addition, the rate of women working as unpaid family workers in the agricultural sector in Turkey is 74%. Women's cooperatives are seen as the most effective tool in solving the problem of gender inequality in working life. Marketing activities play an important role in ensuring the sustainability of cooperatives. Developments in technology have affected marketing activities as well as all fields, and digital marketing has been implemented. Since the marketing sector is changing day by day with the increase in digital technologies and application areas, businesses that want to gain an edge over their competitors need to market by using digital marketing channels in the most effective way. The purpose of this research is to determine the use of digital marketing channels in women's cooperatives operating in Samsun. The data of the research were obtained through a survey from the executive board of 15 women's initiative production and business cooperative operating in Samsun. Research results show that Nerik Women's Initiative Production and Business Cooperative is a cooperative with a strong and growing digital market. However, it has been determined that the role of women's cooperatives in digital marketing, their use of digital marketing channels and the budget allocated to digital marketing throughout the province of Samsun are very low, they do not give importance to search engine optimization, and the most used digital marketing channel (80%) is Instagram. In order for women's cooperatives to be sustainable, they need to use digital marketing channels correctly and effectively. In order to increase the role of women's cooperatives in digital marketing, the creation and active use of their own websites is of great importance.

Keywords: women cooperatives, digital marketing, Samsun.

Jel Codes: Q1, Q13



Cooperative Awareness of Cooperative Managers: A Study on Agricultural Development Cooperatives

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Abstract

The importance of cooperatives has been increasingly recognized in recent years. In almost every sector, the common idea for solving problems is to carry out activities through cooperatives. In Turkey, as in other countries, cooperatives continue to be established in various fields due to both the increasing interest of the public in cooperatives and the policies directed towards cooperatives. However, although there is an increasing trend in the number of cooperatives and cooperative memberships in Turkey, it is impossible to talk about a cooperative structure that will significantly contribute to indicators such as production, employment, and foreign trade in the national economy, especially in the agricultural sector. Therefore, examining why agricultural cooperatives are not successful enough to contribute to these macroeconomic indicators is important. To have successful cooperatives, it is essential to have a high level of cooperative awareness. For this purpose, this study investigated the understanding of agricultural development cooperative managers about universal cooperative principles in Çanakkale province. According to the results, cooperative managers are least knowledgeable about "the principle of economic participation of members, the principle of education, training, and information, and the principle of cooperation among cooperatives." It is thought that the results obtained will be helpful in the development of cooperatives.

Keywords: Cooperative principle, cooperative manager, agricultural cooperatives, awareness, Çanakkale.

Jel Codes: J54, P13, Q13



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