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

Ana Tema: Sosyal Bilimler ve Sağlık Bilimlerinde Yapay Zeka Uygulamaları

21-23 KASIM 2025 - Elazığ / TÜRKİYE

ÖZET BİLDİRİ KİTABI

BOOK OF ABSTRACT



## 4<sup>st</sup> International WRITETEC Congress on Social and Health Sciences in the Age of Artificial Intelligence

Main Theme: Artificial Intelligence Applications in Social and Health Sciences

November 21-23, 2025

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4. Uluslararası Writetec Yapay Zeka Çağında Sosyal Bilimler  
ve Sağlık Bilimleri Kongresi Özet Bildiri Kitabı

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**4. Uluslararası Writetec Yapay  
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Bildiri Kitabı**

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24.11.2025

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**İlgi** : Dr. Öğr. Üyesi Arzu SERT ÖZEN'in 22.10.2025 tarihli ve 112927 kurum sayılı yazısı.

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

21 - 23 Kasım / Nov. 2025 - Elazığ

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## KONGRE PROGRAMI / CONGRESS PROGRAM

### 4. ULUSLARARASI WRITETEC YAPAY ZEKA ÇAĞINDA SOSYAL BİLİMLER VE SAĞLIK BİLİMLERİ KONGRESİ AÇILIŞ PROGRAMI

22 KASIM 2025 – BİRİNCİ GÜN – 22 NOVEMBER 2025 – FIRST DAY

08.30 - 09.00

Kongre Kayıt

09.00 - 09.30

Saygı Duruşu ve İstiklal Marşı  
Açılış Konuşmaları

**Doç. Dr. Nihat ALTUNTEPE**  
Kongre Düzenleme Kurulu Başkanı  
Isparta Uygulamalı Bilimler Üniversitesi

**Doç. Dr. İlknur KARAASLAN**  
Düzenleme ve Bilim Kurulu Adına  
Çanakkale Onsekiz Mart Üniversitesi

09.30-10.45

Açılış Oturumu

<https://meet.google.com/jij-ykrn-zmm>

**Oturum Başkanı:** Doç. Dr. İlknur KARAASLAN

**Prof. Dr. Norita Md NORWAWI**  
Universiti Sains Islam Malaysia

**Keeping Humanity in the Loop: Building AI We Can Trust**

**Prof. Dr. Niaz ASADULLAH**  
Professor of Development Economics, GLO SE Asia Lead & Project Syndicate  
Columnist

**Lab without Learning: Bangladesh's Digitalization Drive in Education and the  
School of Future**

10.45-11.00 ARA

**KONGRE PROGRAMI / CONGRESS PROGRAM**

**22 Kasım Cumartesi / Nov. 2025 Saturday**

Salon Linki: Saat: 11.00-12.30	Oturum Başkanı: <b>Doç. Dr. İlknur KARAASLAN</b>	İKT1
Prof. Dr. Berna BALCI İZGİ Prof. Dr. Emine FIRAT	Beceri Uyumsuzluğu ve Diplomalı İşsizlik: Türkiye ve Uluslararası Literatürün Tematik Bir Derlemesi	
Prof. Dr. A. İnci Sökmen ALACA	Üretken Yapay Zekânın Sosyal Bilimlerdeki Etkileri: Beş Disiplin Üzerinden Teorik ve Vaka Analizi	
Öğr. Gör. Dr. Ahmet KADİROĞLU	Türkiye’de Sermaye Oluşumunun Karbon Emisyonu Üzerine Etkisi: ARDL, FMOLS, DOLS ve CCR Yaklaşımları	
Prof. Dr. Arzu KARACA Esra EMÜL	İmpulsif Satın Alma Davranışı Yeni Bir Pazarlama Stratejisi Olabilir mi?	
Zuhal MADEN Doç. Dr. İlknur KARAASLAN	Yapay Zekânın Çalışma Hayatına Etkileri	

**12.30 - 13.30 Öğlen Yemeği**

Saat: 13.30-15.00	Oturum Başkanı: <b>Prof. Dr. Berna BALCI İZGİ</b>	SĞL1
Dr. Meltem ÇAPAR ÇİFTÇİ	Hemşirelikten Dijital Hemşireliğe: Psikiyatri Hemşireliğinde Yapay Zeka Entegrasyonu	
Dr. Mehtap ETER Öğr. Gör. Dr. Ayşegül AYDIN Dr. Selçuk AVDEREN	Yaşlılarda Akılcı İlaç Kullanımı Üzerine Küresel Eğilimler: 2000–2025 Dönemi Bibliyometrik Analizi	
Betül YILDIRIM Prof. Dr. Fatih ARSLAN	Sabahattin Kudret Aksal’ın Soyut Oda Adlı Öyküsünde Estetik Bir Haz: Trajik Vizyon	
Fikriye Ceren DEMİR	Yapay Zekânın Turizm Sektörü Üzerindeki Etkilerine Sosyolojik Bir Bakış	

**15.00 - 15.15 ARA**

Saat: 15.15-16.30	<b>SCOPUS, Q1 VE SSCI ENDEKSLİ DERGİLER ÖZEL OTURUMU</b>
Prof. Dr. Niaz ASADULLAH Professor of Development Economics, GLO SE Asia Lead & Project Syndicate Columnist	<ul style="list-style-type: none"><li>➤ Makale Konusu seçimi,</li><li>➤ Makale içeriği,</li><li>➤ Değerlendirmede dikkat edilen hususlar,</li><li>➤ Makale yazımında sık yapılan hatalar,</li><li>➤ Başvuru süreci,</li><li>➤ Başvuruların sonuçlanma süresi,</li><li>➤ Tavsiyeler.</li></ul>

**KONGRE PROGRAMI / CONGRESS PROGRAM (ONLINE)**  
**22 Kasım Cumartesi / Nov. 2025 Saturday**

Salon Linki: <a href="https://meet.google.com/jii-ykrn-zmm">https://meet.google.com/jii-ykrn-zmm</a> Saat: 11.00 - 12.30	Oturum Başkanı: <b>Doç. Dr. Mesut BALİBEY</b>	<b>İKT2</b>
Rizwana Rasheed Bilal Afzal Zulfiqar Hameed Abdul Rehman	AI Chatbots as Teammates	
Aisun ALAZOVA	Safety and Risk Management in The Transportation of Special Cargo: The Case of Hazardous Products	
Dr. Öğr. Üyesi Gökhan GÜNEY Ersin ERİŞMİŞ	Mesleki Yönelim Test Bataryasının Emek Piyasasındaki Beceri Uyumuna Katkısı: İşkur Örneği	
Mengdie RUAN Dr. M. Niaz ASADULLAH Dr. Elya Nabila ABDUL BAHRİ Dr. Santha CHENAYAH	Who Bears the Greatest Burden? The Unequal Effects of Air Pollution NN Subjective Well-Being in China	
Salon Linki: <a href="https://meet.google.com/ovq-mvny-grh">https://meet.google.com/ovq-mvny-grh</a> Saat: 11.00 - 12.30	Oturum Başkanı: <b>Doç. Dr. Polat YÜCELKAYA</b>	<b>İŞLT3</b>
Vəcihə MİRZƏYEVA	Industry 4.0 and the Changes Brought by Artificial Intelligence Management: A Study on Bank Employees in Azerbaijan	
Lama Albussaily Chourouk Bedoui Nabiha Shahid	Algorithmic Management	
Abdülhey VAHAP Asel ATAĞLU Abdulmalek Hasan Mohammed Ghaleb Ismoil KHUSANOV	Change Fatigue in Continuous Digital Transformation	
Arş. Gör. Tuğçe TOPÇU Arş. Gör. Zehra MAKAR	Yapay Zekâ ve Liderlik Üzerine Güncel Eğilimler: Bibliyometrik Bir Analiz	
Salon Linki: <a href="https://meet.google.com/sqo-zwnm-qpq">https://meet.google.com/sqo-zwnm-qpq</a> Saat: 11.00 - 12.30	Oturum Başkanı: <b>Doç. Dr. Mustafa KIRCA</b>	<b>İKT4</b>
Dr. Öğretim Üyesi Abdulaziz GÜLAY	Sigortacılık Sektöründe Yapay Zekanın Rolü ve Önemi	
Öğr. Gör. Atakan BÜYÜKBOSTANCI Öğr. Gör. Hüseyin KOÇAK	Türkiye’de Katılım Bankalarına Yönelik E-Şikayetlerin Metin Madenciliği ve Duygu Analizi Yöntemiyle İncelenmesi	
Doç. Dr. Süha ÇELİKKAYA	Dijital Platform Verileriyle Türkiye-AB Arası Yüksek Nitelikli İşgücü Göçünün ‘Trend’ Analizi	

KONGRE PROGRAMI / CONGRESS PROGRAM (ONLINE)

22 Kasım Cumartesi / Nov. 2025 Saturday

Salon Linki: <a href="https://meet.google.com/uji-ancr-ucu">https://meet.google.com/uji-ancr-ucu</a> Saat: 11.00 - 12.30	Oturum Başkanı: <b>Doç. Dr. Ali ÖZCAN</b>	SĞLK2
Lale ÜNVER AYDIN	Kadın Şizofreni Hastalarında Toplumsal Cinsiyet Eşitliği ile İçselleştirilmiş Damgalanma Arasındaki İlişki	
Ayşe ÖZYURT	Yapay Zeka Destekli Evde Sağlık Hizmetlerinde Aile Hekimliği Entegrasyonu: Özgün Model Önerisi	
Dr.Öğr. Üyesi İlknur SAYAN Uzman Bedri ARALI	Sağlık Sektöründe Dönüşümcü Liderliğin İş Yaşam Kalitesine Etkisinin Değerlendirilmesi	
Ömer BULUT	Birey ve Yapay Zeka Arasındaki Duygusal Bağ: Yakın İlişki Algısının Fenomenolojik Analizi	
Doç. Dr. Özcan DEMİR Sevda KAYA	Sağlık Çalışanlarında Duygusal Tükenmişlik, SWOT Analizli Bir Değerlendirme	
Salon Linki: <a href="https://meet.google.com/jij-ykrn-zmm">https://meet.google.com/jij-ykrn-zmm</a> Saat: 13.00-14.30	Oturum Başkanı: <b>Prof. Dr. Kemal YAMAN</b>	SBKY1
PhD. Ulviyye İSGENDEROVA	Possibilities of Applying Artificial Intelligence to The Ecological Environment	
Dr. Öğr. Gör. Mehmet ÖLMEZ Dr. Öğr. Gör. Özge ÖZTÜRK Dr. Bülent BAYRAK	İklim Değişikliğine Uyum Sürecinde Akıllı Kent Yönetimi İçin Dijital İkiz Teknolojisi	
Doç. Dr. Meryem ARSLAN	Belediyelerde Dijital Vatandaş Katilimi	
Prof. Ronika YOUSUF Angeleen ZEHRA	The AI Ornithologist: A Review of Machine Learning For Species Identification, Migration Forecasting, And Ecological Conservation	
Salon Linki: <a href="https://meet.google.com/oyq-mvny-grh">https://meet.google.com/oyq-mvny-grh</a> Saat: 13.00-14.30	Oturum Başkanı: <b>Dr. Öğr. Üyesi Kadir MERSİN</b>	İŞLT1
Səriyyə NAĞIZADƏ	Sürdürülebilir Yeşil Liderlik Uygulamaları ile Çalışan Memnuniyeti İlişkisi	
Dr. Öğr. Üyesi Aslıhan ÜNAL Dr. Öğr. Üyesi Arzu SERT ÖZEN	Dijital Dönüşüm Bağlamında Çalışanlar Arasında Sanal Liderliğe Olan Güven ve Örgütsel Değişime Karşı Direnç	
Berna TURAK KAPLAN	İnsan Kaynakları Yönetiminde Önc Çıkan Kavramlar, Yöntemler ve Gelişmeler	
Junior Grace Kevine Doumbou De Barro	AI Augmented Decision Making and Psychological Safety	

**KONGRE PROGRAMI / CONGRESS PROGRAM (ONLINE)**

**22 Kasım Cumartesi / Nov. 2025 Saturday**

Salon Linki: <a href="https://meet.google.com/sqo-zwnm-gpq">https://meet.google.com/sqo-zwnm-gpq</a> Saat: 13.00-14.30	Oturum Başkanı: <b>Doç. Dr. Ahmet YAZAR</b>	<b>SBKY2</b>
Öğr. Gör. Eda AKGÜL ARSLAN Dr. Öznur KÜÇÜKKELEPÇE Dr. Cihan ARSLAN	Türkiye’de Siyaset Bilimi ve Kamu Yönetimi Alanında Yapay Zeka Konulu Lisansüstü Tez Çalışmalarının Doküman Analizi Yöntemi İle İncelenmesi	
Öğr. Gör. Ali İhsan TEMURÇİN Doç. Dr. Ahmet YILDIRIM	Yapay Zekâ Çağında Akademik Örgütlerde İnförmel Gücün Dönüşümü: Dijital Gözetim, Algoritmik Otorite ve Sembolik Sermaye	
Dr. Öğr. Gör. Mehmet ÖLMEZ Dr. Öğr. Gör. Özge ÖZTÜRK Dr. Bülent BAYRAK	Nizamülmülk Siyasetnamesinden Dijital Çağ Kamu Yönetimine: Dijital İkiz Teknolojisinin Dönüşüm Sürecindeki Stratejik Önemi	
Salon Linki: <a href="https://meet.google.com/ujj-ancr-ucu">https://meet.google.com/ujj-ancr-ucu</a> Saat: 13.00-14.30	Oturum Başkanı: <b>Doç. Dr. Süheyla ERİKLİ SELEK</b>	<b>THR1</b>
İzem Nur HOŞDİL	Değerler Eğitimi Aracı Olarak Geleneksel Anlatılar: Millî Eğitim Bakanlığı Kök Değerleri Açısından Elazığ Masalları	
BABAYEVA KEMALE ŞAKİR KIZI	Applications of Artificial Intelligence in Education and The Impact of The New Pedagogical Model on Achievement	
Selin Gizem BAHÇECİ	Dijital Çağda Tarihinin Dönüşümü: Metodolojik Bir Ortak Olarak Yapay Zekâ	
Balakişiyeva Dilşad Romeş Kızı	Digitalization Of Public Administration and Its Social Impacts in Azerbaijan During the Period of Independence	
Salon Linki: <a href="https://meet.google.com/ijj-ykrn-zmm">https://meet.google.com/ijj-ykrn-zmm</a> Saat: 15.00-16.30	Oturum Başkanı: <b>Doç. Dr. Mesut BALIBEY</b>	<b>GSF</b>
Dr. Öğr. Üyesi. Pınar Tuğçe YELKİ	Bilgilendirme Mekânı Olarak Sergi Tasarımı: Grafik Tasarımda Mekânsal İletişim ve Görsel Stratejiler	
Mehmet DEMİRTAŞ	Yapay Zekâ'nın Yayıncılık Pazarına Etkisi ve Türkiye'deki Durum	
Dilshad Romesh Gizi BALAKİŞİYEVA	Digitalization of Public Administration and Its Social Impacts In Azerbaijan During the Period of Independence	

**KONGRE PROGRAMI / CONGRESS PROGRAM (ONLINE)**

**22 Kasım Cumartesi / Nov. 2025 Saturday**

Salon Linki: <a href="https://meet.google.com/oyq-mvny-grh">https://meet.google.com/oyq-mvny-grh</a>	Oturum Başkanı: <b>Dr. Öğr. Üyesi Pınar MEHEL TUTUK</b>	<b>İŞLT2</b>
Saat: 15.00 - 16.30		
Dr. Öğr Üyesi Özlem AKBULUT DURDUN Arş. Gör. Beyza ETİZ BAYHAN	YOLO ve HEDONİK Tüketim	
Najam IMRAN Jasmine Putri ARIRYA	Well-Being By Design: AI Workload Rebalancing and Recovery: Literature Review	
Doç. Dr. Çağla TUĞBERK ARIKER	Artificial Intelligence and Theories	
Sanaz Soltani Shiva Sadat Movahed Mohammadi Mahya Yazdaniyeh Zehra Makar	Organizational Change & Remote Work	
Salon Linki: <a href="https://meet.google.com/sqo-zwnm-qpc">https://meet.google.com/sqo-zwnm-qpc</a>	Oturum Başkanı: <b>Prof. Dr. Hamza ÇEŞTEPE</b>	<b>İKT3</b>
Saat: 15.00 - 16.30		
Nazlım Elif TAÇKIN	Yatırım Kararlarında Yapay Zeka Teknolojilerinin Rolü	
Doç. Dr. Aykut SEZGİN	Ekonomi ve Bölgesel Planlama Disiplinlerinde Yeşil Büyüme ile Yapay Zeka İlişkisi: Bir Ağ Analizi	
Erdem YÜREKLİ	Yapay Zeka Destekli Örgütsel Bağışıklık Sistemi: Mobbingin Proaktif Teşhisi ve Önlenmesinde Yeni Bir Yaklaşım	
Farhana Schreen Dr. M. Niaz Asadullah Dr. Sharifah Muhairah Shahabudin	Migration And Life Satisfaction Among Left-Behind Household Members in Bangladesh	
Salon Linki: <a href="https://meet.google.com/uji-ancr-ucu">https://meet.google.com/uji-ancr-ucu</a>	Oturum Başkanı: <b>Dr. Öğr. Üyesi Osman AKARSU</b>	<b>İŞLT4</b>
Saat: 15.00 – 16.30		
Dr. Öğr. Üyesi. Ali Korhan ÖZEN	Finans Fonksiyonunda Otomasyon ve Analitiğin Finansal Karar Kalitesine Etkisi	
Mahshid Ebad Soad Saleh Hadi Al-dhubaibi Sara Walid Abu Rabie Res. Ass. Tuğçe TOPÇU	Creative Confidence and Human AI-Co-Creation	
Noveen Raza MIR	Micro-Upskilling and Learning Agility for AI Adoption	

**KONGRE PROGRAMI / CONGRESS PROGRAM (ONLINE)**  
**22 Kasım Cumartesi / Nov. 2025 Saturday**

Salon Linki: <a href="https://meet.google.com/jij-ykrn-zmm">https://meet.google.com/jij-ykrn-zmm</a> Saat: 17.00 – 18.30	Oturum Başkanı: <b>Doç Dr. Yusuf KEHRAMAN</b>	İŞLT5
Arş. Gör. Zehra MAKAR Arş. Gör. Tuğçe TOPÇU	Yapay Zekâ Çağında Liderliğin Dönüşümü: İnsan Odaklı ve Veri Odaklı Yaklaşımların Pazarlama Perspektifinden Değerlendirilmesi	
Arş. Gör. Ethem Sefa KÜÇÜKYILMAZ Ceren BAKAL Prof. Dr. Bilal SOLAK	RFM ve K-MEANS Tabanlı Veri Odaklı Müşteri Segmentasyonu: Sadakat Analizi Üzerine Bir Uygulama	
Portia Selorm ALLORDEY Emmanuel Itual KUOKO Meryam RAHMANI	Fairness of HR Analytics and Employee Trust	
Alechou Marlette Taye OLOUFEMI Joycelyn Osei BONSU Temi Joseph TUOYO Masaraure CALVIN	Artificial Intelligence: Shaping the Future of Work, Life, and Society	
Öğr. Gör. Ayten Nahide KORKMAZ Doç. Dr. Mustafa ÖZYEŞİL	Türk İktisadının Karşı Karşıya Olduğu Zorluklar ve Gelecek Beklentileri Üzerine Sürdürülebilir Anlayış	
Berna TURAK KAPLAN	İnsan Kaynakları Yönetiminde Öne Çıkan Kavramlar, Yöntemler ve Gelişmeler	
Salon Linki: <a href="https://meet.google.com/oyq-mvny-grh">https://meet.google.com/oyq-mvny-grh</a> Saat: 17.00 – 18.30	Oturum Başkanı: <b>Dr. Öğr. Üyesi Adem YURDUNKULU</b>	EĞTM
Lamiya AZİMOVA	Enriched Biology Teaching with Artificial Intelligence	
Kübra ÖNGENLİ Başöğretmen Osman METİN	Eğitimde Yapay Zekâ Kullanımının Öğrenme Motivasyonuna Etkisi: Kuramsal Bir Değerlendirme	
İbrahim YARDIMCI	Nabi'nin Divanı'ndaki Tasavvuf Mekânlarının Semantik ve Retorik Analizi	
Mehmet DEMİRTAŞ Dr. Öğr. Üyesi Erkan ÇİÇEK	Dede Korkut Hikâyelerinin Aktarılmasında Müziğin Etkisi ve Sonat Formu ile Yapısal Benzerliği	
Shagufta Gul	Exploring The Conflict of Language in African Post Colonial Literature	

4. ULUSLARARASI WRITETEC  
YAPAY ZEKA ÇAĞINDA  
SOSYAL BİLİMLER VE  
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4<sup>ST</sup> INTERNATIONAL WRITETEC  
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**KONGRE PROGRAMI / CONGRESS PROGRAM (ONLINE)**  
**23 Kasım Pazar / Nov. 2025 Sunday**

Salon Linki: <a href="https://meet.google.com/jij-ykrn-zmm">https://meet.google.com/jij-ykrn-zmm</a> Saat: 11.00 - 12.30	Oturum Başkanı: <b>Prof. Dr. Berna BALCI</b>	<b>İŞLT6</b>
Mehmet Kerim SARISAKAL Doç. Dr. Ali ÖZCAN	Örgütsel Vatandaşlık Davranışı ve İş Tatmini Arasındaki İlişkide Yapay Zeka Algısının Aracılık Rolü Üzerine Bir Araştırma: Otomotiv Sektörü Örneği	
Salih Serkan ERDİL Dr. Öğr. Üyesi Ali ÖZKURT	Otonom Sürüşte İnsan Seviyesinde Karar Alma: Videorag ve Nörosimbolik AI Hibrit Modeli ile Gerçek Zamanlı Dinamik Çevre Adaptasyonu	
Tayfun SALGIN Doç. Dr. Ali ÖZCAN	Örgütsel Bağlılık ve İş Performansı Arasındaki İlişkide Yeşil İnsan Kaynakları Uygulamalarının Aracılık Rolü: Ambalaj Sektörü Örneği	
Kubilay ÖZDEMİR	Pazarlama Çevikliği ve İşletme Performansı Arasındaki İlişkide Kültürel Farklılıkların Aracılık Rolü Üzerine Bir Araştırma: Otomotiv Sektörü Örneği	
Halil İbrahim TANRIVERDİ Prof. Dr. Hasan Alpay HEPERKAN	Karmaşık Akışkan Sistemlerinde İleri Fizik Bilgisi Derin Öğrenme Mimarileri: PINN, XPINN ve NTK-Yaklaşımlarının Yöntemsel Analizi	

PHOTO GALLERY

# 4. ULUSLARARASI WRITETEC YAPAY ZEKA ÇAĞINDA SOSYAL BİLİMLER VE SAĞLIK BİLİMLERİ KONGRESİ 21 - 23 KASIM 2025 ELAZIĞ [www.congress.writetecbt.com](http://www.congress.writetecbt.com)



## ÖNEMLİ TARİHLER

Özet Gönderim Son Tarih: **19 Kasım 2025**

Erken Kayıt: **17 Kasım 2025**

Geç Kayıt: **19 Kasım 2025**

Tam Metin Gönderim Tarihi: **28 Kasım 2025**

## YAYIN İMKANLARI

Dergilerde Makale Olarak Yayın

**TR Dizinli Dergide Yayın**

Diğer Dergilerde Yayın

Kitap Bölümü Olarak Yayın

**(BKCI KapsamındaYayınevi Dahil)**

**Sosyal Etkinlik: Yöresel Kürsübaşı Eğlencesi - Harput ve Sivrice Gezisi**

Kongre İletişim:  
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[writetecbt@gmail.com](mailto:writetecbt@gmail.com)



Konaklama İletişim:  
Gülнар Seyahat  
0 501 341 23 47





Gökhan G. (Medya gösterme kontrolleri)

## ARAŞTIRMANIN SORULARI

- MYTB bireylerin becerilerini hangi ölçütlerle değerlendiriyor?
- Batarya sonuçları işgücü piyasasının güncel ihtiyaçlarıyla ne ölçüde örtüşüyor?
- İş ve Meslek Danışmanları MYTB sonuçlarını bireyin meslek seçimi sürecinde nasıl kullanıyor?
- MYTB katılımcıları süreci nasıl değerlendiriyor?
- MYTB' nin beceri uyumuna katkısını artırmak için hangi politika veya uygulama önerileri geliştirilebilir?

Görüşme kalitenizi etkileyebilecek uzantılar yüklü Daha fazla bilgi Kapat

süha çelikkaya (Medya gösterme kontrolleri)

### Araştırmanın Amacı

- Türkiye'den AB ülkelerine yönelik yüksek nitelikli işgücü göçünü dijital platform verileri üzerinden analiz etmek
- Google Trends aracılığıyla göç niyetlerinin gerçek zamanlı izlenebilirliğini değerlendirmek
- Dijital arama davranışlarının makroekonomik belirsizlikler ve göç hareketliliği arasındaki ilişkileri ortaya koymak
- Geleneksel istatistiklere kıyasla dijital verilerin erken uyarı sistemi potansiyelini göstermek

sevda kaya (Medya gösterme kontrolleri)

### Tehditler (Threats)

**Pandemi ve Sağlık Krizleri:** COVID-19 pandemisi, sağlık çalışanlarında tükenmişlik oranlarını dramatik şekilde artırmıştır. Lai ve arkadaşları (2020) pandeminin ilk dalgasında Çin'deki sağlık çalışanlarının yarısından fazlasında depresyon ve anksiyete belirtileri olduğunu saptamıştır. Gelecekteki olası salgınlar benzer riskleri taşımaktadır.

**Şiddet ve Saldırganlık:** Sağlık çalışanlarına yönelik fiziksel ve sözel şiddet artan bir tehdittir. Ramacciati ve arkadaşları (2018) sistematik derlemelerinde, acil servislerde çalışan personelin en yüksek şiddet riskine maruz kaldığını göstermiştir. Bu durum, güvenlik kaygılarını artırarak tükenmişliği şiddetlendirmektedir.

**Ekonomik Kısıtlamalar:** Sağlık sistemlerindeki bütçe kısıtlamaları, personel alımını sınırlandırmakta ve mevcut çalışanların iş yükünü artırmaktadır. Lasater ve arkadaşları (2021) mali kısıtlamaların hemşire personel oranlarını olumsuz etkilediğini ve bunun tükenmişliğe yol açtığını göstermiştir.

**Hukuki ve Bürokratik Yükler:** Artan maloraktis davaları ve kapsamlı dokümantasyon gereksinimleri, sağlık çalışanlarının stres düzeyini yükseltmektedir. Balch ve arkadaşları (2011) cerrahlar arasında yaptıkları çalışmada, hukuki kaygıların tükenmişlikle güçlü bir ilişkisi olduğunu bulmuşlardır.

liminal space (Medya gösterme kontrolleri)

# Change Fatigue in Continuous Digital Transformation

By: Abdülhey Vahap, Ismoil Khusanov, Abdulmalek Ghaleb  
Res. Asst. Asel Ataoğlu,

Harun ÇAKIR  
Oturum Başkanı  
liminal space

A Aisun Alazova (Medya gösterme kontrolleri)

Modern Tehlikeli Madde Slayd - PowerPoint (Свой активация продукта)

Özel Yüklerin Taşımacılığında Güvenlik ve Risk Yönetimi

Tehlikeli Madde Taşımacılığı  
Aisun Alazova

Doç. Dr...  
Aisun Alazova  
Gökhan G.  
Ersin Erismis  
Zulfiqar ham...  
Meng  
Oturum Başkanı  
Harun

ilknur sayan (Medya gösterme kontrolleri)

Tablo 2. Öğe puanlarına ait betimsel istatistikler

Ölçek ve Boyut	N	Min.	Maks.	$\bar{X}$	SS	Carpışıklık	Besitlik
İnsel Etki	140	1,00	5,00	3,44	0,97	-0,98	0,75
Zihinsel Teşvik	140	1,00	5,00	3,60	1,00	-0,94	0,81
İlham Yeteri Motivasyon	140	1,00	5,00	3,46	0,91	-0,43	0,49
Beynel İliş	140	1,00	5,00	3,49	0,98	-0,65	0,51
<b>DÖNÜŞÜMCÜ LİDERLİK</b>	140	1,00	5,00	3,50	0,89	-0,44	0,51
İş Kariyer Memnuniyeti	140	1,00	5,00	3,46	0,77	-0,12	0,70
Genel İş Olma	140	1,33	5,00	3,29	0,73	-0,14	0,25
İş Kontrol Edebilme	140	1,00	5,00	3,33	0,94	-0,71	0,42
İş Yaşamda Stres	140	1,00	5,00	3,25	0,97	-0,24	-0,59
Çalışma Koşulları	140	1,00	5,00	3,26	0,99	-0,54	-0,34
Alde İş Yaşamı Değeri	140	1,00	5,00	3,31	0,96	-0,55	0,06
<b>İŞ YAŞAM KALİTESİ</b>	140	1,18	4,92	3,23	0,67	-0,37	0,99

Ölçek puanı hesaplamada ters kodlanmıştır.

Araştırmada dönüşümcü liderlik algısı ortalama 3,50±0,89 olarak belirlenmiş, bu da katılımcuların yüksek düzeyde dönüşümcü liderlik algısına sahip olduklarını göstermektedir. En yüksek algılanan alt boyut "zihinsel teşvik"tir (3,60±1,00). İş yaşam kalitesi puanı ise 3,23±0,67 ile orta düzeydedir. En yüksek puan alan alt boyut "iş kariyer memnuniyeti"dir (3,46±0,77). Bu bulgular, sağlık çalışanlarının dönüşümcü liderlik davranışlarını olumlu değerlendirdiklerini ve iş yaşam kalitelerini orta düzeyde algıladıklarını ortaya koymaktadır.

sevda kaya  
ilknur sayan  
Oturum Başkanı  
Ömer Bulut  
Harun

Ülviyye İsgenderova (Medya gösterme kontrolleri)

YAPAY ZEKANIN EKOLOJİK ORTAMA UYGULANMA İMKANLARI

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2 kişi daha

Oturum Başkanı

ASLIHAN ÜNAL (Medya gösterme kontrolleri)

YÖNTEM

İstanbul'da üretim ve hizmet sektörlerinde faaliyet gösteren firmalarda çalışan 90 katılımcı

Kısmi En Küçük Kareler Yaklaşımı

Yapısal Eşitlik Modellemesi (PLS-YEM)

Smart-PLS

Ölçekler:

- Skornog (2024) «Virtual Leader Ölçeği»
- Oreg (2006) tarafından geliştirilen «Örgütsel Değişime Karşı Direnç Ölçeği» kullanılmıştır.

Özellikler	Kategori	N	%
Cinsiyet	Kadın	48	53,3
	Erkek	42	46,7
Yaş	18-24	8	8,9
	25-34	32	35,6
	35-44	29	32,2
	45-54	18	20,0
	55+	3	3,3
Medeni Durum	Evlü	39	43,3
	Bekar	51	56,7
Eğitim	Ortaokul	8	8,9
	Üniversite	56	62,2
Mesnet İyirindeli	Kadın	24	26,7
	Erkek	26	28,9
Toplam Katılım	0-5	12	13,3
	6-10	32	35,6
	11-15	15	17,8
	16-20	9	10
	21-25	17	18,9
Sektör	0-10 yıl	10	11,1
	11-15 yıl	14	15,6
	16-20 yıl	34	37,8
	21-25 yıl	68	75,6
	Üstüml	22	24,4
Kurumun Sahiplik Yapısı	Kamu	30	33,3
	Özel	60	66,7
Kurumda Çalışan Kişi Sayısı	1-49	33	36,7
	50-99	17	18,9
	100-999	7	7,8
	1000-4999	17	18,9
	5000+	16	17,8

3 kişi daha





The screenshot shows a Microsoft Teams meeting interface. At the top, there are five participant tiles: Oturum Başkanı (a man), Farhana Sehreen (a woman), Aykut (a green tile with 'A'), ATAKAN BÜYÜKBO... (a blue tile with 'A'), 3 kişi daha (a grey tile with 'n' and 'A'), and Harun ÇAKIR (a green tile with 'H'). The main content is a presentation slide from Wondershare PDFElement. The slide features a blue ribbon graphic with the text 'THANK YOU' in white, and a blue button below it with the text 'Any Questions?'. The slide is part of a presentation titled 'Migration and Life Satisfaction'. The bottom status bar shows 'Slide 23 / 25', 'Office 2013 - 2022 Theme', and 'Font Missing'.

The screenshot shows a Microsoft Teams meeting interface. The main content is a presentation slide titled 'Vaka Analizleri'. The slide contains three bullet points: 

- İlk olarak Lawrence Lek'in "2065" adlı yapay zekâ destekli dijital sergisi incelenmiştir.
- Serginin temel yapısı, ziyaretçinin mekânı keşfetmesine bağlı olarak içerik sunan bir açık dünya oyun formatına dayanır. Ziyaretçi mekânda ilerledikçe, yapay zekâ algoritmaları tarafından belirlenen bilgi bloklarına ulaşır; bu bloklar, ziyaretçinin davranışları ve seçimleri doğrultusunda kişiselleştirilmiş bir deneyim sunar.
- Tipografik hiyerarşi, renk kontrastları ve mekânsal yönlendirme öğeleri, ziyaretçinin bilgiye erişimini optimize etmek amacıyla bilinçli bir şekilde tasarlanmıştır.
- 2065, yapay zekâ destekli dijital sergilerin ziyaretçi deneyimini nasıl dönüştürdüğünü ortaya koyan özgün bir örnek olarak değerlendirilir.

 A photograph of a gallery with a red carpet and digital displays is shown on the right side of the slide. The bottom status bar shows 'meet.google.com/ekararar-pyqkayyq' and 'Faylıyışaylı Sıvıdır Güçlü'. The meeting participants are visible in a grid on the right: Dr. Pınar Tuğçe Yelki (a woman), Doç. Dr. Mesut... (a man), Mehmet Demirtaş (a man), and Oturum Başkanı (a man).

## **CONGRESS PROGRAM**

### **Online**

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

### **TECHNICAL INFORMATION**

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

# CHANGE FATIGUE IN CONTINUOUS DIGITAL TRANSFORMATION

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## ABSTRACT

The digital transformation has paved the way modern businesses work by incorporating technology into all areas of management, communication, and processes. This study examines the phenomenon of change fatigue within continuous digital transformation and explores strategies for managing it through a human-centered approach. The study describes how stress and exhaustion arise when digital demands surpass employees' coping resources, drawing on well-known ideas including Hobfoll's Conservation of Resources Theory, Lazarus and Folkman's Transactional Model of Stress and Coping, and the Job Demands–Resources Model. The report highlights that employee engagement, adaptability, and well-being are just as important as technology advancement in ensuring effective transition. To address this issue, the paper introduces the Human-Centered Digital Transformation (HCDDT) framework, which centers organizational development around communication, empathy, and psychological sustainability. The framework describes five crucial phases that help organizations manage change while maintaining human resilience: Observe, Understand, Launch, Lift, and Recover. Findings indicate that although fatigue and uncertainty are inherent to change, their impact can be greatly minimized by means of supportive leadership, ongoing learning, and reflective recovery. Eventually, sustainable digital transformation relies on harmonizing technological advancement with human capability. Organizations that prioritize people alongside technology will not only reduce change fatigue but also foster cultures of trust, creativity, and prolonged adaptability.

**Keywords:** Digital Transformation, Business work, Digital Business, Organizational Development, Sustainability

**Jel Codes:** Q01, M10, M21

# THE IMPACT OF CAPITAL FORMATION ON CARBON EMISSIONS IN TÜRKİYE: ARDL, FMOLS, DOLS AND CCR APPROACHES

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## ABSTRACT

This study examines the relationship between gross fixed capital formation (GFCF) and carbon dioxide emissions (CO<sub>2</sub>) for the Turkish economy over the period 1987-2023, controlling for real GDP and urban population variables as potential determinants of CO<sub>2</sub> emissions. An autoregressive distributed lag (ARDL) model is used to reveal the environmental impact of changes in capital accumulation for Türkiye, one of the European countries contributing to CO<sub>2</sub> emissions. To enhance the robustness of the findings, additional analyses are conducted using Fully Modified Least Squares (FMOLS), Dynamic Least Squares (DOLS), and Canonical Cointegration Regression (CCR) estimators. The results reveal that capital formation has a positive and statistically significant effect on CO<sub>2</sub> emissions in the long run, meaning that capital accumulation increases carbon emissions. Furthermore, the increase in urban population is also found to significantly increase CO<sub>2</sub> emissions in the long run. Conversely, progress in economic growth has been shown to have a reducing effect on CO<sub>2</sub> emissions in Türkiye. Consequently, supporting capital accumulation with clean energy sources and environmentally friendly technologies during economic growth stands out as a vital policy area for controlling environmental pollution in Türkiye.

**Keywords:** Capital Formation, CO<sub>2</sub> Emissions, Economic Growth, Urban Population, Türkiye

# **SAFETY AND RISK MANAGEMENT IN SPECIAL CARGO TRANSPORTATION: TRANSPORTATION OF HAZARDOUS GOODS**

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## **ABSTRACT**

Today, the rapid development of globalization and international trade has transformed transportation from a mere economic activity into a strategic necessity. In this context, the transportation of dangerous goods represents one of the most sensitive areas in terms of safety, environment, and human health. This study examines the fundamental rules, international regulations, and various modes of transport applied in the carriage of dangerous goods. The differences, risks, advantages, and implementation methods of road, air, sea, and pipeline transport are compared. The study also explains why the standards established by institutions such as IATA, IMO, and UNECE are crucial in this process. Additionally, the effects of packaging, labeling, documentation, and personnel training on transport safety are evaluated. The findings reveal that a safe transportation system is achievable not only through proper classification and technical regulations but also through a well-informed workforce and effective supervision. (IATA, 2024; IMO, 2023; UNECE, 2023; API and CEN, 2022)

**Keywords:** Freight Transportation, Transportation Risks, Special Goods, General Goods, Dangerous Goods  
Transportation

# THE EFFECT OF AUTOMATION AND ANALYTIC IN THE FINANCE FUNCTION ON QUALITY OF FINANCIAL DECISION

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## **ABSTRACT**

This study examines the relationship between automation and analytics in the finance function and the perceived quality of financial decisions. Automation is defined as the use of tools that reduce manual work, standardize routine processes, and increase process consistency. Analytics refers to the use of cognitive computing applications such as data visualization and business intelligence, advanced analytical techniques, statistical models, big data analysis, and artificial intelligence/machine learning. The study was conducted using a cross-sectional survey of corporate finance functions. The sample consisted of 121 finance and accounting professionals working in businesses operating in the service and manufacturing sectors in Istanbul. Measurement and structural models were estimated using partial least squares structural equation modeling (PLS-SEM). The findings from the PLS-SEM reveal that both automation and analytics exhibit positive and statistically significant relationships with perceived financial decision quality. The results indicate that investments that automate repetitive tasks and improve evaluation and forecasting processes are positively associated with financial decisions. These investments increase the clarity and consistency of decisions and support decision performance. The study contributes to literature by considering two core digital capabilities within the finance function.

**Keywords:** Finance function, Automation, Analytics, Decision quality, Artificial intelligence

**Jel Codes:** G10, M15, M41

# THE RELATIONSHIP BETWEEN GREEN GROWTH AND ARTIFICIAL INTELLIGENCE IN THE DISCIPLINES OF ECONOMICS AND REGIONAL PLANNING: A NETWORK ANALYSIS

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## ABSTRACT

Since the industrial revolution, the primary macroeconomic goal for countries has been to create more value-added and continuously increase income levels. However, by the twenty-first century, it has emerged within the context of climate change discussions that continuous economic growth is no longer sustainable at the expense of environmental degradation. The sustainable development goals highlight the social, economic, cultural, and other variables that countries must not overlook while pursuing economic development. The concept of green growth has also emerged as a critical strategy that decouples economic prosperity from environmental degradation. Artificial intelligence (AI), the driving force of the fourth industrial revolution or the latest innovation cycle, is a key technology with the potential to accelerate this green transition and help countries align with sustainable development goals through data analysis, optimization, and increased efficiency. Examining the scientific studies on the intersection of these dynamic fields from a social sciences perspective is of great importance for shaping policies in these areas.

This study aims to map the intersection of the green growth and artificial intelligence fields using bibliometric analysis methods. The research data was obtained from the Web of Science (WoS) Core Collection database through a systematic query. To capture the current dynamics of the topic, the scope of the study is limited to publications from the 2017-2024 period. To maintain a social sciences-regional economy focus, the data is further restricted to the WoS categories of "Economics", "Regional Planning" and " Interdisciplinary Social Sciences". The findings obtained using the VOSviewer software reveal that two main axes stand out in the green growth–artificial intelligence literature. These are studies focusing on technological tools such as artificial intelligence and big data, and research that centres on sustainable development goals, climate change and green growth policies. In this research field, where networks dominated by the People’s Republic of China come to the fore, it is observed that knowledge transfer between studies offering applied and theoretical frameworks has an asymmetric structure, and therefore strengthening international cooperation is of critical importance for enhancing the theoretical and policy depth of the field.

**Keywords:** Green growth, sustainable growth, artificial intelligence, VOSviewer, economics, regional planning

**Jel Codes:** R11, Q01, Q56

# HUMANS EMOTIONAL BOND WITH ARTIFICIAL INTELLIGENCE: A PHENOMENOLOGICAL ANALYSIS OF THE PERCEPTION OF CLOSE RELATIONSHIP

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## ABSTRACT

The rapid increase in the use of artificial intelligence (AI) chatbots has transformed AI from a tool that merely facilitates daily life into a phenomenon that increasingly begins to replace human relationships. The emotional bonds individuals form with these bots serve as an important indicator of this shift. The aim of this study is to examine how individuals perceive the close relationships they establish with AI chatbots. A phenomenological design, one of the qualitative research methods, was employed. Semi-structured interviews were conducted with 16 volunteers (9 women and 7 men) living in a medium-sized city in Türkiye, with a mean age of 29. The data were analyzed through content analysis. Findings indicate that most participants approach the idea of developing a romantic relationship with an AI chatbot with caution. Conversely, friendly and supportive interactions with chatbots were generally viewed positively, as many participants noted that such interactions could help meet certain emotional needs. A smaller group reported using AI chatbots for temporary emotional relief, while some participants expressed positive attitudes toward engaging in sexually oriented interactions. Attitudes varied across age groups; individuals over the age of 30 tended to take a more critical stance, whereas younger participants who grew up with digital technologies exhibited more flexible and open attitudes toward these relationship forms. Overall, AI chatbots were perceived as functional tools for coping with loneliness, lack of social support, emotional emptiness, and social anxiety. Additionally, AI-human interactions were understood as opening the door to emerging forms of close relationships. Participants also reflected on potential ethical issues and future risks associated with the growing role of AI.

**Keywords:** Artificial intelligence, chatbot, close relationships, qualitative method, phenomenological approach.

# A TREND ANALYSIS OF HIGH-SKILLED LABOR MIGRATION BETWEEN TURKEY AND THE EUROPEAN UNION BASED ON DIGITAL PLATFORM DATA

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## ABSTRACT

This study aims to conduct a trend analysis of high-skilled labor migration from Turkey to European Union (EU) countries using digital platform data. By employing Google Trends data, the search trends of keywords such as “brain drain,” “high-skilled migration,” “work visa EU,” “digital migration,” and “overseas job opportunities” were examined through time series analysis in the R Studio environment for the period 2021–2025. The data were systematically analyzed under the categories of “Visa and Immigration,” “Jobs,” and “People and Society.” The findings reveal that the terms “brain drain” and “high-skilled migration” exhibited high volatility during 2021–2022, closely aligning with periods of macroeconomic uncertainty. Temporal increases were associated with economic crises and political developments, indicating that digital platform data may offer early signals ahead of traditional migration statistics. The study demonstrates that Google Trends data can serve as a potential early warning system for forecasting high-skilled labor migration between Turkey and the EU, providing reliable indicators for trend analysis. Moreover, digital search behaviors reflect different stages of the migration process, ranging from conceptual awareness to operational planning.

**Keywords:** Brain Drain, Trend Analysis, Digital Platform Datas.

**Jel Codes:** J61, C82, J24.

# ARTIFICIAL INTELLIGENCE: SHAPING THE FUTURE OF WORK, LIFE, AND SOCIETY

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## ABSTRACT

This study explores the pervasive and rapidly accelerating influence of Artificial Intelligence (AI) across three critical domains: work, daily life, and society. AI, defined by the ability of machines to perform tasks requiring human intelligence (e.g., learning, problem-solving), exists today primarily as Weak AI (task-specific applications like Siri and chatbots) while Strong AI (human-level cognition) remains a frontier of research.

In the future of work, AI is driving a profound transformation by automating repetitive tasks, leading to the displacement of some jobs while simultaneously creating new roles (e.g., data scientists and AI designers). This shift mandates a redefinition of essential skills, emphasizing uniquely human contributions such as creativity, critical thinking, and emotional intelligence. In daily life, AI operates seamlessly through personalized systems like streaming recommendations, facial recognition, and faster healthcare diagnostics, but this convenience is balanced by rising concerns over data privacy and potential algorithmic bias.

Societally, AI's impact is visible in smart governance and improved security, yet it risks widening the digital divide and amplifying misinformation through algorithmic filtering. This necessitates a critical discussion on ethical and political governance to address issues of accountability and liability, ensuring that AI development is guided by human values. The study concludes that AI is an indispensable tool whose ultimate impact is determined by human intent. Education, awareness, and regulation are key to ensuring that AI serves humanity, thereby helping us build a smarter, safer, and more equitable future.

**Keywords:** AI, Artificial intelligence, Society, Future of work

**Jel Codes:** M10, M15, O32

# INFORMAL POWER IN ACADEMIC ORGANIZATIONS IN THE AGE OF ARTIFICIAL INTELLIGENCE: DIGITAL SURVEILLANCE, ALGORITHMIC AUTHORITY, AND THE RECONFIGURATION OF SYMBOLIC CAPITAL

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## ABSTRACT

The widespread integration of artificial intelligence technologies is reshaping traditional power relations within academic organizations. This paper conceptually examines how informal power dynamics in academia are being transformed through digital surveillance mechanisms and algorithmic evaluation systems. Drawing on Pierre Bourdieu's notions of field, symbolic capital, and habitus; Michel Foucault's analyses of surveillance, discipline, and the power-knowledge nexus; and Jeffrey Pfeffer's framework of organizational power sources, the study constructs a theoretical model for understanding the reproduction of informal power in the age of AI. Although academic metrics such as citation analyses and digital monitoring tools appear formal, they reinforce invisible authority structures within the academic field. Meanwhile, academics develop new strategies—knowledge-sharing networks, solidarity circles, and digital resistance practices—that redefine informal power relations. Consequently, the study reveals that informal power is now mediated not only by interpersonal interactions but also by algorithmic norms and systemic digital governance.

**Keywords:** Informal power, Artificial intelligence, Academic field, Digital surveillance, Symbolic capital

# THE EFFECT OF PERCIEVED TRUST IN VIRTUAL LEADER ON RESISTANCE TO ORGANIZATIONAL CHANGE IN THE CONTEXT OF DIGITAL TRANSFORMATION

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## ABSTRACT

Recent advances in information technologies, particularly artificial intelligence, are reshaping business models, job design, business processes, and leadership practices. While AI offers performance gains, it also poses new challenges and reframes ongoing discussions on leadership. While much of the literature emphasizes that AI cannot fully assume human-specific soft skills such as emotional intelligence, empathy, humor, and team building, emphasizing human-centered approaches, a smaller but growing movement argues that AI can play a role in certain leadership functions. In this context, the level of trust employees will place in such leaders if virtual leadership becomes widespread in organizations and the resistance to organizational change that may arise during digitalization are positioned as key dimensions to be examined. This study examines the relationship between perceived trust in an AI-based leadership system (virtual leadership) and employee resistance to organizational change when AI supports or simulates specific leadership functions in the context of digital transformation. Data for the study were collected from 90 participants working in companies operating in the manufacturing and service sectors in Istanbul. Relationships were tested using Structural Equation Modeling with a Partial Least Squares approach (PLS-SEM). Findings indicate that perceived trust in the virtual leader is negatively related to three dimensions of resistance to change (emotional, behavioral, and cognitive resistance). The results suggest that designing trust into virtual leadership scenarios can contribute to reducing resistance under appropriate circumstances and offer concrete implications for change governance in practice.

**Keywords:** Artificial Intelligence, Virtual Leadership, AI Leadership, Perceived Trust, Resistance to Organizational Change, Digital Transformation

**Jel Codes:** O32, O33, M10, M12, M15

# AI AUGMENTED DECISION MAKING AND PSYCHOLOGICAL SAFETY

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## ABSTRACT

This article explores the intersection between artificial intelligence (AI) and psychological safety in organizational decision-making. It examines how AI-augmented decision processes improve human judgment by improving speed, accuracy, and data-driven insights while reducing cognitive biases. The study distinguishes between AI-based and enhanced decision-making, emphasizing that the mission of AI is to augment rather than replace human reasoning. Practical applications in healthcare, finance and human resources illustrate the transformative potential of AI to facilitate effective and ethical choices.

The second part of the article studies the human factors and psychological implications of integrating AI into the workplace. Drawing on Amy Edmondson's concept of psychological safety, the article argues that fostering a culture in which individuals can express concerns about AI systems without fear of being judged is essential for effective human-AI collaboration. The research also addresses challenges such as AI anxiety, moral disengagement and the risk of over-reliance on algorithmic decisions, proposing strategies such as explainable AI (XAI), transparent governance and human-machine collaboration training to mitigate these risks.

Ultimately, the article highlights that successful adoption of AI depends not only on technological innovation, but also on maintaining ethical standards, human action and trust. The findings underscore that AI should amplify human intelligence and moral responsibility, not replace them.

**Keywords:** Artificial intelligence, decision-making, psychological safety, organizational behavior, ethics, human-AI collaboration, innovation management

**Jel Codes:** M10, M12, M15

# THE EFFECT OF ARTIFICIAL INTELLIGENCE USE IN EDUCATION ON LEARNING MOTIVATION: A THEORETICAL EVALUATION

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## ABSTRACT

This study aims to examine the effects of artificial intelligence (AI)-based educational applications on students' learning motivation within a theoretical framework. The research was conducted using the literature review method, and the potential effects of AI on motivation were evaluated based on self-determination theory, intrinsic–extrinsic motivation, flow experience, and cognitive load theory. The findings of national and international studies were comparatively analyzed.

The literature indicates that AI-supported learning environments provide significant improvements in motivational indicators. For instance, studies using personalized learning platforms reported increases of 18–32% in students' intrinsic motivation scores, while environments incorporating instant feedback systems showed an average rise of approximately 25% in performance expectancy. Additionally, notable enhancements in self-regulation skills and strengthened perceptions of autonomy in the learning process have been documented. These findings suggest that AI's ability to optimize learning pace and adapt to individual differences supports the overall motivation cycle. However, some studies emphasize that excessive use of AI may weaken teacher-student interaction, shift students toward external motivational sources, and potentially create tendencies toward technology dependence. Therefore, integrating AI into education requires careful alignment with pedagogical principles, ensuring a balanced design that supports human interaction. In conclusion, the evaluation reveals that AI holds substantial potential to enhance learning motivation in educational settings; nevertheless, this impact becomes sustainable only through appropriate pedagogical design, ethical implementation, and teacher guidance.

**Keywords:** Artificial Intelligence, Motivation, Self-Determination Theory, Educational Technologies, Learning Analytics.

**JEL Codes:** I21, I23, O32, D83.

# THE ROLE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN INVESTMENT DECISIONS

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## ABSTRACT

This study examines the role and potential contributions of artificial intelligence (AI) technologies in the development of investment strategies within the field of finance. Effective saving and investment choices depend on investors' ability to select financial instruments that both preserve real income against inflation and generate returns. Analyzing market trends and monitoring economic developments require advanced knowledge and analytical skills. While investment funds managed by professional portfolio managers offer alternative solutions for individuals, the responsibility of determining how well these funds align with personal investment goals ultimately lies with the investor. At this point, large language models (LLMs), Natural Language Processing (NLP), and AI technologies emerge as supportive tools in investment decision-making processes. With billions of users today and projections suggesting a doubling of users within the next decade, AI is already widely and effectively utilized in critical areas of the financial sector, such as risk analysis, financial advisory, and fraud detection. In this context, platforms based on big data analytics and decision support systems are also becoming increasingly common among both individuals and institutions. This study investigates selected AI technologies, evaluates their impact on investment decision-making processes, and offers insights into potential future applications.

**Keywords:** financial literacy, artificial intelligence, investment decisions, large language models, market analysis, decision support systems

# ARTIFICIAL INTELLIGENCE–SUPPORTED INTEGRATION OF FAMILY MEDICINE INTO HOME HEALTHCARE SERVICES: AN ORIGINAL MODEL PROPOSAL

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## ABSTRACT

This study proposes a new artificial intelligence–supported model designed to systematically integrate Family Medicine (ASM) units into home healthcare processes. In Turkey, limitations in data sharing, uncertainties in appointment scheduling, and the lack of standardized follow-up procedures within home healthcare practices lead to disruptions in continuity of care. The “Predictive Home Care Planning Module” developed within this framework processes patient data regularly, prioritizes follow-up needs, automatically generates weekly home-visit schedules, balances team workload, and updates care procedures based on risk levels. In addition, portable connectivity solutions are introduced to reduce digital access inequality among patients with limited internet access. With the implementation of this model, improvements in care continuity, time management, and more efficient use of healthcare resources are expected. This original model aims to strengthen coordination between ASM units and home healthcare services and to provide an integrated and sustainable service structure.

The proposed model is based on establishing a shared data infrastructure between ASM and home healthcare teams and balancing team workload through risk-based algorithms. This structure preserves the decision-making authority of healthcare professionals while supporting standardization in service flow and the improvement of operational processes.

**Keywords:** Home health services, family medicine integration, artificial intelligence, predictive care planning, shared data infrastructure

**Jel Codes:** I18, I10, C55

# THE GREEN APPROACH TO CHALLENGES AND PROSPECTS OF ECONOMY IN TÜRKİYE

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## ABSTRACT

The Turkish economy has been a subject of numerous complexities and challenges throughout its history and continues to be so today. Turkey's geopolitical uncertainty has diversified regions such as the Middle East, Europe, and Asia exposes it to geopolitical uncertainties. This poses significant challenges in terms of foreign trade, security, and stability. The Turkish economy has historically grappled with high inflation and economic fluctuations. This inflation and economic instability can erode investor confidence and impede long-term economic growth. Also, Turkey's levels of public debt have risen significantly, potentially endangering future economic sustainability and leading to constraints in resource allocation. While the Turkish economy faces numerous challenges, it is also repleted with potential opportunities. Firstly, Turkey has a young and educated population. Efficient utilization of human resources and reforms in the education sector can bolster economic development. The other vital opportunity may have seen in the country is innovation and technological advancements. Turkey possesses significant potential for enhancing its technological infrastructure. Innovative projects and investments present vital opportunities for competitiveness and sustainable growth. Turkey's strategic geographic location offers a competitive advantage in global trade. Increasing foreign trade and exploring new markets can support economic growth. This study highlights the complexity of understanding the Turkish economy and underscores strategic solutions while offering a forward-looking perspective. Turkey can overcome these challenges and enhance its economic sustainability and competitiveness by taking into account both internal and external factors. The aim of this study is to identify the difficulties encountered in the process of sustainable understanding the Turkish economy and the opportunities presented to overcome these challenges. Turkey's geopolitical location, diversified industries, and rapid economic changes make comprehending its economy both intriguing and challenging. Finally this study provides to comprehend these challenges faced by the Turkish economy and offer a forward-looking perspective and sustainability in this field.

**Keywords:** Turkish Economy, Sustainability, Challenges, Prospects, Geopolitical Uncertainties, Economic Instability.

**Jel Codes:** A1, A11.

# **SKILLS MISMATCH AND GRADUATE UNEMPLOYMENT: A THEMATIC REVIEW OF TURKISH AND INTERNATIONAL LITERATURE**

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## **ABSTRACT**

With the rapid transformation in information and communication technologies, the structure of labour markets is changing, and the education-employment relationship is being reshaped. This process, addressed in the literature with the Skill-Biased Technological Change (SBTC) hypothesis, suggests that technological advancement increases the demand for high-skilled labour while decreasing the share of low- and medium-skilled jobs in employment. However, a problem called graduate unemployment arises in developing countries. While classical human capital theory is based on the assumption that education will increase employment, the SBTC hypothesis argues that the fit between the quality of education and technological skills is more decisive.

The rapid massification of higher education in Turkey has not progressed in coordination with the pace of transformation in the economic structure. Consequently, an education-employment mismatch has emerged. According to OECD (2021) and ILO (2022) data, the unemployment rate of university graduates in Turkey is approximately twice the OECD average. This study aims to explain the causes of graduate unemployment within the framework of the SBTC hypothesis and to analyse international and national literature through a thematic synthesis. The results reveal that the lack of institutional coordination between the supply of highly educated labour and the demand for technology-based employment is the primary cause of graduate unemployment. In Turkey, graduate unemployment appears to be not only an economic problem but also a structural consequence of the failure to adapt to technological transformation. The study also develops policy recommendations to strengthen the education-employment fit.

# KEY CONCEPTS, METHODS AND DEVELOPMENTS IN HUMAN RESOURCES MANAGEMENT

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## ABSTRACT

Human resources management is a field that is open to development and holds a significant place in the world of business and management, with its constantly evolving concepts, topics, and relationships. The redefinition of the human within the organization, particularly after the pandemic, has led to various research topics, concepts, methods, and developments. The aim of this study is to examine these developments through the lens of the "National Management and Organization Congresses," one of the field's most important congresses. During this review, the papers presented at the congresses were evaluated for their concepts and topics, relationships, authors, universities, methods, techniques, and analyses focused on human resources management. This evaluation yielded various findings. The findings and conclusions are consistent with similar studies and offer originality. It can be stated that the current situation will inform future studies and provide theoretical and practical recommendations for researchers and practitioners.

**Keywords:** Human, Human Resources Management, Concepts, Methods, and Developments.

**Jel Codes:** M1, J5.

# AN AESTHETIC PLEASURE IN SABAHATTİN KUDRET AKSAL'S STORY NAMED ABSTRACT ROOM: TRAGIC VISION\*

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## ABSTRACT

Sabahattin Kudret Aksal, known as a poet, is one of our exceptional writers who has equally developed his writing. His affinity with philosophy has enabled him to explore ontological questions. In many of his stories, the artist utilizes the tragic, a concept among aesthetic values. Tragedy/tragic narratives are the element of aesthetic pleasure that Aristotle referred to as catharsis (purification). The attempts of an individual forced to live with the reality of death to escape their tragedy find a life as literary art. This perception, which the artist conveys in his stories, is related to the reflection of his thoughts on the duality of existence and non-existence. The name of the wall that the inextricable reality hits will undoubtedly be tragic. The tragic vision in the story "Abstract Room" is conveyed by the protagonist, Ali Numan Bey, isolating himself from the outside world and remaining in his room, and how this situation affects the household in the same way. The story's quest for abstraction illuminates the protagonist's predicament/tragic through the thoughts he enters in his isolated room. Under the dominance of concrete and abstract concepts, Ali Numan Bey has sought refuge in a space he calls the abstract room. His effort to concretize abstraction, to access and give meaning to the abstract through the concrete, is emphasized by his desire to purchase a skull. The concrete appearance of the skull represents Ali Numan Bey's futile struggle to hold on to the unknown of death. Indeed, at the end of the story, he passes away in the abstract room where he has sought refuge. Tragic reflections can be detected throughout the story. The narrator, interspersing sublime and tragic concepts of aesthetics between the lines, connects philosophical acts with the literary field and establishes a therapeutic exchange with the subject (the reader).

**Keywords:** Sabahattin Kudret Aksal, abstract room, tragic, aesthetic, skull.

# A SOCIOLOGICAL PERSPECTIVE ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE TOURISM SECTOR

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## ABSTRACT

Artificial intelligence technologies, which have been experiencing rapid development in recent years, are showing their effects in all dimensions of social life. These effects are also reflected in the tourism sector, which is a symbol of cultural interaction. Artificial intelligence technologies provide the opportunity to provide personalized service in the tourism sector, especially as individual-focused studies increase. Through the filtering offered by artificial intelligence technologies, the options that best suit individuals' preferences are conveyed quickly and effectively. However, it provides fast responses to customers' demands with its artificial intelligence supported live chat systems. Artificial intelligence technologies, which have been experiencing rapid development in recent years, are showing their effects in all dimensions of social life. These effects are also reflected in the tourism sector, which is a symbol of cultural interaction. Artificial intelligence technologies provide the opportunity to provide personalized service in the tourism sector, especially with the increase in individual-focused studies. Through the filtering offered by artificial intelligence technologies, the options that best suit individuals' preferences are conveyed quickly and effectively. However, it provides fast responses to customers' demands with its artificial intelligence supported live chat systems. In this case, in order to meet the demands of the consumer group, by making a choice in accordance with their values, they offer a strategic benefit in increasing their satisfaction and effective use of time. Therefore, the importance of technology-based developments and digital service approaches in the tourism sector in the context of cultural interaction is increasing day by day. Therefore, the importance of technology-based developments and digital service approaches in the tourism sector in the context of cultural interaction is increasing day by day.

Literature reviews show that studies on the effects of artificial intelligence on the tourism sector mostly focus on economic and technological dimensions. This situation reveals that the subject is limited in terms of being addressed from a sociological perspective. In order to fill this gap in the existing literature, the study examined the sociological transformation created by artificial intelligence in tourism using the descriptive literature review method. This transformation is evident in areas such as the digitalization of social relations, new forms of cultural transmission, individualized service understanding and the effective use of time. In conclusion, the study reveals that artificial intelligence is not only a tool that increases service efficiency in tourism; it is also a social phenomenon that transforms social relations and cultural dynamics.

**Keywords:** Artificial Intelligence Technologies, Digitalization, Tourism, Sociology

# ARTIFICIAL INTELLIGENCE AND THEORIES

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## ABSTRACT

The rise of artificial intelligence (AI) has undoubtedly shifted the focus of academic studies to the concept. As is known, a scholarly study is mostly structured on theoretical foundations. On the other hand, rapid advances in technology result in the emergence of a technological phenomenon, and then, the development of new theories at the center of this phenomenon or the adaptation of existing theories within the framework of the new phenomenon. When technologies with profound effects, such as AI, are first discussed, it can be difficult to associate the subject with a specific theory. Therefore, while producing scientific work within the framework of a new technology, the relevant theoretical basis must also be established simultaneously.

Retailing is one of the sectors that is widely affected by AI technology. Therefore, the current study aims to examine theories underpinning the selected academic articles that address the use and impact of AI in retailing. For this purpose, a search was conducted within Business, Management, and Accounting journals indexed in Scopus. The search query was implemented using the keywords of "artificial intelligence", "AI", "ai", "retailing", "retail", "retailer", "retailers" and Boolean operators such as AND/OR. The search was limited to the articles written in English and published in retailing related journals.

The search query yielded 63 articles, which were then analyzed based on the theories used. Although the findings of the research show that many existing theories have been adapted to the studies, there is no consensus on which theories are dominant or which other theories can be used as the roots of research. The study results are expected to guide future publications related to AI and retailing.

**Keywords:** Artificial Intelligence, AI, retailing, technology, theory

**Jel Codes:** M31, M39, M19

## COULD IMPULSIVE BUYING BEHAVIOR BE A NEW MARKETING STRATEGY?

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### ABSTRACT

Rapid advances in internet technologies have led to changes in marketing, as in every field. With the proliferation of smartphones and the ubiquitous accessibility of social media platforms, the traditional marketing approach has been replaced by social media marketing. In fact, 89% of global marketers utilize social media platforms to promote their brands to their customers. Social media marketing allows businesses to interact with their target audiences and increase brand awareness. It also significantly accelerates consumers' impulsive buying behavior by creating a distracting and emotionally stimulating environment. Impulsive buying is a behavior that consumers engage in impulsively, without much thought, even though they don't intend to purchase a product before entering the shopping area. This study provides critical insight for business and marketing managers, clearly demonstrating the decisive and powerful impact of social media marketing on consumers' impulsive buying tendencies. From a consumer perspective, impulsive buying behavior triggered by social media marketing can lead to numerous negative consequences, including post-purchase regret, financial instability, and deviation from savings goals. On the other hand, for businesses, impulse buying can lead to a sudden increase in sales volume, increasing profitability. In particular, the use of techniques that psychologically influence consumers, such as limited-time offers, flash sales, virtual store atmospheres, live broadcasts, and shopping cart threshold incentives, significantly increases sales and revenue. Therefore, marketers are advised to thoroughly analyze and develop new and effective marketing strategies and tactics that will stimulate consumers' impulsive buying impulses.

**Keywords:** Social Media, Social Media Marketing, Impulsive Buying Behavior

# DATA-DRIVEN CUSTOMER SEGMENTATION BASED ON RFM AND K-MEANS: AN APPLICATION ON LOYALTY ANALYSIS

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## ABSTRACT

In this study, customer segmentation was performed by integrating the RFM (Recency, Frequency, Monetary) model with the K-Means clustering algorithm to support data-driven decision-making processes in customer relationship management. The main objective of the study is to measure customer loyalty, identify behavioral patterns, and enable businesses to optimize their marketing strategies according to different customer groups. During the modeling process, outlier removal, logarithmic transformation, and standardization were applied to the Recency, Frequency, and Monetary variables. The optimal number of clusters was determined using the Elbow and Silhouette methods and set to  $k = 4$ . Within the scope of the final model parameters, the K-Means++ initialization method and an  $n_{init}$  value of 10 were used. The obtained Silhouette score of 0.329 indicates that the clusters are meaningfully and consistently separated. According to the findings, four main customer groups were identified: (i) "Opportunity Customers" with high spending but low frequency, (ii) "Lost/Recoverable Customers" who have not made transactions for a long time, (iii) "Loyal/Elite Customers" with high frequency and high spending levels, and (iv) "New/Developing Customers" who have recently interacted with the business. The heatmap and PCA 2D scatter plot used in the visualization step demonstrate that the clusters are structurally distinct and confirm the explainability of the model. Consequently, the developed model provides businesses with the ability to design targeted marketing strategies by numerically analyzing customer behaviors. This study offers a machine learning-based perspective to traditional RFM analysis and proposes a data mining-supported approach for measuring customer loyalty.

**Keywords:** RFM Analysis, K-Means, Customer Segmentation, Customer Loyalty, Machine Learning, Data Mining

**Jel Codes:** C38,M31,C81,D12

# THE CONTRIBUTION OF THE VOCATIONAL ORIENTATION TEST BATTERY TO SKILL MATCHING IN THE LABOR MARKET: THE EXAMPLE OF İŞKUR

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## ABSTRACT

Career choice is considered a process that directly affects individuals' life satisfaction, psychological well-being, and social functioning. This process is seen as important not only in ensuring that interests and abilities are compatible with a career, but also in structuring a career path that is compatible with the economic, social, and cultural context. For this reason, career choice should be approached strategically at both the individual and societal levels and guided by a comprehensive evaluation process supported by scientific methods. Grounding career choice in scientific principles strengthens individual environment harmony while increasing job satisfaction; it significantly reduces the psychological, academic, and economic costs that may arise from incorrect or unconscious choices.

One of the most commonly used methods for measuring vocational interest is the use of test batteries. Test batteries are particularly important because they enable the systematic assessment of an individual's interests, abilities, and personality traits using measurement tools with high scientific validity and reliability. The focus of this study is the Vocational Orientation Test Battery (MYTB) used by the Turkish Employment Agency (İŞKUR) to determine individuals' vocational tendencies and analyze their abilities and areas of interest.

The purpose of this study is to examine the process of directing individuals to occupations suited to their skills through the MYTB and to reveal the extent to which these placements correspond to the needs of the labor market.

The study will employ qualitative methods, and in-depth interviews will be conducted with participants using a semi-structured form. One part of the study group will consist of Employment and Career Counselors working at the İŞKUR Bolu Provincial Directorate. The other group will consist of individuals who have previously experienced MYTB. Interview findings will be analyzed using the MAXQDA program.

This study, which highlights the experiences of Career Counselors who are MYTB practitioners and individuals who use the application as participants, is believed to contribute to practitioners, potential participants, and the academic literature.

**Keywords:** Labor Market, Career Guidance, Test Battery, İŞKUR

**JEL Codes:** J21, J 24, J44

# SEMANTIC AND RHETORICAL ANALYSIS OF SUFI SPACES IN NABI'S DIVAN

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## **ABSTRACT**

Sufism is one of the most important sources of Classical Turkish Literature. Over time, it has created a unique world of concepts and terminology. These words, also known as Sufi terms, have deepened and enriched the semantic world of Classical Turkish literature and poetry. The emergence of a unique linguistic world in Sufism has also increased the number of studies in this field. Nabi's Divan was chosen as a sample for this study because it is particularly important to understand how the Sufi language that emerged during the classical period was addressed over time in the Divan of Nabi, a 17th-century poet, and to identify the semantic shifts that occurred during this process.

Sufi metaphors can be classified under various headings. This study focuses on the perception of "space," a subheading of Sufi terms. Sufi spaces and structures attributed to holiness are examined semantically and rhetorically. The terms for Sufi spaces in Nâbî's Divan, namely asitâne (doorstep), dervish lodge, tekke, and tavern, are examined in light of sample couplets. The analysis, using semantic and rhetorical methods, aims to unravel the meanings of these terms in linguistics, literature, and religious-Sufi fields. The semantic and rhetorical analysis of the identified terms aims to reveal the depth of meaning and hidden connotations of the text. The spaces and structures attributed to sanctity are grouped around 10 couplets in the study: Asitane (1), dervish lodge (3), tekke (4), and tavern (2). Thus, in light of the findings obtained, the perception of Sufi space will be revealed based on the poet Nâbî's divan.

**Keywords:** Sufism, Place, Nabi, Semantics, Rhetoric.

**Jel Codes:** Z

# EVALUATION OF THE EFFECT OF TRANSFORMATIONAL LEADERSHIP ON QUALITY OF WORK LIFE IN HEALTH SECTOR

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## **ABSTRACT**

Transformational leadership is one of the most widely accepted approaches among contemporary leadership theories and plays an important role in increasing employee motivation, job satisfaction and overall quality of work life. The purpose of this study is to evaluate the effect of transformational leadership behaviours on the quality of work life of individuals working in the health sector. The study was conducted using a descriptive design and quantitative research method was adopted. In the study, questionnaire technique was used as a data collection tool and 140 healthcare professionals working in a public and a private hospital operating in Beyoğlu district of Istanbul were included in the study. Socio-Demographic Information Form, Transformational Leadership Scale and Quality of Work Life Scale were used in the data collection process. The data obtained were analysed with SPSS-23 and AMOS-18 statistical programs. According to the results of the study, the mean total score of the Transformational Leadership Scale was  $3.50 \pm 0.89$  and the mean total score of the Quality of Work Life Scale was  $3.23 \pm 0.67$ . The highest perceived transformational leadership component was found to be 'mental stimulation' ( $3,60 \pm 1,00$ ), and the highest evaluated dimension in quality of work life was found to be 'work career satisfaction' ( $3,46 \pm 0,77$ ). In addition, it was determined that transformational leadership perception had a positive and significant effect on quality of work life ( $p < 0.05$ ). The findings reveal that the importance given by transformational leaders to the development of employees and their sensitivity towards their individual needs is a critical factor in increasing the quality of work life. Especially in the health sector, leaders' having a vision for the future, encouraging change and adopting a management approach that supports the personal development of employees will play an important role in improving the quality of work life.

**Keywords:** Transformational Leadership, quality of work life, health workers

**Jel Codes:** I12, L84, M54

# THE IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON THE SOCIAL SCIENCES: A THEORETICAL AND CASE-BASED ANALYSIS ACROSS FIVE DISCIPLINES

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## ABSTRACT

This study investigates the role of Artificial Intelligence particularly Generative Artificial Intelligence—in the Social Sciences, with a focus on sociology, economics, psychology, political science, and communication/media studies. The central research question is: “How does Generative AI transform research processes, data analysis, and the understanding of social phenomena across different social science disciplines?” The study employs three theoretical perspectives: the Technology Acceptance Model (TAM), Systems Theory, and the Diffusion of Innovations (DOI). The Technology Acceptance Model is used to explain researchers’ motivational factors and usage behavior regarding the adoption of generative AI tools, while Systems Theory aims to illustrate how complex interdisciplinary social systems can be remapped through generative AI-supported modeling. According to the Diffusion of Innovations framework, the study seeks to explain the pathways and speed of generative AI adoption within the social sciences, as well as its methodological innovations across various fields.

The study presents case analyses from five disciplines: modeling online social movements in sociology using synthetic social media data; simulating financial market scenarios in economics using generative modeling techniques; generating synthetic emotional and behavioral user profiles for psychological analysis; supporting election forecasting in political science through generative AI-enhanced scenario simulations; and examining communication/media studies through the generation and detection of fabricated news content. Collectively, these cases demonstrate that generative AI enhances the potential of research processes involving data generation, simulation, content modeling, and analytical capacity. Focusing on its applications in the social sciences, the study evaluates the scope and implications of generative AI using a SWOT analysis grounded in defined analytical criteria.

**Keywords:** Generative Artificial Intelligence, Social Science Research, Data-Driven Analysis, Methodological Impact, Innovation Diffusion

**Jel Codes:** C55, O33, C63, D83, Y80.

# TRADITIONAL NARRATIVES AS A TOOL FOR VALUES EDUCATION: AN ANALYSIS OF ELAZIĞ FOLK TALES IN TERMS OF THE MINISTRY OF NATIONAL EDUCATION'S CORE VALUES

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## ABSTRACT

This study aims to deeply analyze Elazığ folk tales, which are among the most important vehicles of cultural heritage, in terms of the pedagogical and social values they contain.

The 10 Core Values of the Ministry of National Education (MoNE) (Justice, Friendship, Honesty, Self-Control, Patience, Respect, Love, Responsibility, Patriotism, Helpfulness), which are central to values education in the contemporary education system, constitute the basic theoretical framework of this research.

The samples of the research consist of Elazığ folk tales collected from various sources. In the analysis, the plot of the tale texts, the motivations and emotions of the characters, and the concluding sections of the tales were examined using content analysis, one of the qualitative research methods. Every character action and moral message was coded by relating it to the 10 Core Values mentioned above.

The findings have revealed that Helpfulness (unconditional assistance to those in need) and Love (family and community commitment) dominate the values profile of Elazığ folk tales with high energy. Justice and Honesty, which are universal themes in these tales, are strongly reinforced through symbols of the ultimate rewarding of the wronged and the triumph of honesty. Furthermore, the will and resilience of the tale characters against the difficulties they face indirectly process the values of Patience and Self-Control, while their loyalty shown to elders and social norms reflects the values of Respect and Responsibility.

In conclusion, the study shows that Elazığ folk tales contain the fundamental human and social values that MoNE aims to instill through the curriculum, enriched with local cultural codes. These findings support the potential for traditional narratives to be used as a powerful and culturally meaningful pedagogical material for the transmission of ethical, moral, and social values, even in the age of artificial intelligence. The study and analysis make a significant contribution to the integration of cultural heritage with educational philosophy.

**Keywords:** Folk Tales, Values Education, Artificial Intelligence

# WELL-BEING BY DESIGN: AI WORKLOAD REBALANCING AND RECOVERY: LITERATURE REVIEW

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## ABSTRACT

Artificial intelligence-driven workload management systems present significant potential to reduce employee burnout and improve work-family balance, yet their effectiveness depends critically on human-centered design that balances organizational efficiency with worker autonomy, recovery needs, and ethical governance. This literature review synthesizes evidence from organizational psychology, human resources management, and technology adoption research spanning 400+ peer-reviewed studies and practitioner case studies to examine how algorithmic task allocation and intelligent scheduling systems impact work-family conflict, psychological recovery, and employee well-being.

Key findings indicate that organizations achieving optimal outcomes employ participatory design approaches, prioritize psychological detachment and boundary management, maintain algorithmic transparency enabling worker competencies, and implement comprehensive governance structures preventing discrimination and privacy violations. Conversely, implementations lacking these safeguards intensify surveillance, extend work into personal time despite flexibility promises, and paradoxically increase burnout despite efficiency gains. The research reveals a critical dual mechanism: identical technologies simultaneously restrain and enable worker autonomy depending on implementation approach, making organizational choices more consequential than technological capabilities.

This review identifies implementation frameworks integrating technology acceptance, change management, and ethics governance while proposing that success requires measuring holistic well-being across multiple dimensions rather than narrow productivity metrics. We conclude that realizing AI's potential for supporting rather than undermining employee flourishing requires organizational commitment to principles prioritizing human values alongside efficiency optimization.

**Keywords:** algorithmic management, work-family conflict, employee well-being, AI workload scheduling, organizational behavior, implementation frameworks, recovery science

**Jel Codes:** M57, M24, J28

# THE RELATIONSHIP BETWEEN GENDER EQUALITY AND INTERNALIZED STIGMA IN FEMALE SCHIZOPHRENIA PATIENTS

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## ABSTRACT

**Objective:** Schizophrenia is a chronic and severe mental illness that can occur at any age, causing disruptions in emotions, thoughts, and behaviors, and affecting brain structure. This insidious and persistent disease is recognized as a significant public health issue at both individual and societal levels. In Turkey, women face disadvantages in economic, social, political, and cultural domains, and women with schizophrenia experience these disadvantages even more profoundly. Female patients face dual stigmatization due to both their mental illness and gender, leading to social isolation, disconnection from society, and reluctance toward treatment. This study aims to investigate the relationship between gender equality and internalized stigma in female schizophrenia patients.

**Materials and Methods:** This descriptive and correlational study was conducted in the women's wards of Elazığ Mental Health and Diseases Hospital between July 2025 and July 2025. The study population consisted of 50 female schizophrenia patients receiving inpatient treatment. Data were collected using the Demographic Characteristics Form, the Internalized Stigma of Mental Illness Scale, and the Gender Perception Scale. Parametric tests (independent samples t-test, analysis of variance, Pearson correlation analysis, and simple linear regression analysis) were used for data analysis.

**Findings:** The mean total score on the stigma scale was  $92.04 \pm 18.68$ , and the mean total score on the gender perception scale was  $45.67 \pm 12.34$ . A statistically significant strong negative correlation was found between the stigma scale scores and the gender perception scale scores of female schizophrenia patients ( $p < 0.05$ ).

**Conclusion:** The findings indicate that female schizophrenia patients experience high levels of stigma and have negative gender perceptions. As the level of stigmatization increases, gender perception tends to become more negative.

**Keywords:** Women, schizophrenia, patient, gender equality, internalized stigma

# ALGORITHMIC MANAGEMENT

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## ABSTRACT

Algorithmic management has recently emerged as a prominent feature of modern work environments, reshaping how managerial authority is applied in different industries. Companies are increasingly relying on algorithms to organize, monitor, and evaluate work, which raises many questions regarding: autonomy, control, and human oversight. This paper seeks to analyze the relationship of algorithmic management with worker autonomy and how automated systems influence the employees' independence, decision-making processes, and control over their work. It examines research findings from organizational, social, and labor perspectives over the last decade, and integrates findings from multiple sectors; such as freelance work, warehouse labor, and knowledge-based professions. Such duality of algorithmic management is analyzed; while efficiency, fairness, and data-driven decision-making have been enhanced, it also creates new types of digital monitoring and control. The most prominent concept that appears from this analysis is the issue of "bounded autonomy," illustrating the redefinition of freedom at work within an algorithmic framework. Thus, this paper suggests that the issue is not in rejecting algorithmic systems but in integrating them with careful consideration to maintain human control, trust, and creativity within an increasingly automated workplace.

**Keywords:** Algorithmic management, Autonomy, Control, Digital monitoring, Workplace

**JEL Codes:** M12, M54, O33

# IMPACT OF THE ARTIFICIAL INTELLIGENCE ON THE PUBLISHING MARKET AND SITUATION IN TURKEY

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## **ABSTRACT**

It would not be wrong to think that the person who first imagined the idea of an artificial intelligence was an artist or a writer. We all remember Pinocchio's dream of turning into a real child.

Human progress is undoubtedly paramount in the use of artificial intelligence. However, when comparing the capabilities of AI to those of humans, it becomes clear that the biggest challenge it has is proving its efficacy through artistic creativity.

Writing and publishing have been, and continue to be, the most important tasks for the advancement of humanity, recording and preserving information.

Publishing, as a part of creative industry, has become one of the most important target industries, addressing AI's fastest and broadest range of capabilities and utilizing the entire internet archive for accessing information and knowledge.

This situation creates a problematic for artists and professionals in these industries.

Initially, it was believed that programs, functions, and applications were all helpful and complimentary elements in the creation of artificial productive intelligence. These factors, however, are now direct rivals of the publishing sector and are raising financial issues.

As artificial intelligence advances, the publishing market has begun to adopt positions that restrict the use of its own products. It looks like things are just going to get worse. It is likely that this issue will lead to significant copyright-related problems in the near future.

Turkish publishing sector is monitoring developments, but is it making adequate preparations?

**Keywords:** Publishing, copyright, Artificial Intelligence (AI) ,Turkey, creative industries

**Jel Codes:** Z110, O34

# THE IMPACT OF MUSIC IN TRANSMITTING THE DEDE KORKUT STORIES AND THE STRUCTURAL SIMILARITY TO SONATA FORM

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## ABSTRACT

“The Book of Dede Korkut” is among the most significant pieces of Turkish literature and language. The twelve-story work, which has survived the centuries since its transcription into written form, is thanks to the story told by bards accompanied by music and kopuz. The book's primary sage, Dede Korkut, usually shares the moral of the stories at the conclusion of each one.

The book's events, which describe the Oghuz Beys' experiences, can be summed up as the start and progression of events, overcoming obstacles, and carrying on with a life of happiness and tranquility.

One of the most special forms of classical musical composition is the sonata. While the sonata, first used in the Baroque period, did not directly express a structure, it developed to express the treatment of a melody and the presentation of the composition in a musical form according to its structural rules. The fluidity of the sonata form, and the emotional power it adds to the expression of an idea through music, are very similar to the plots of literary narratives.

The region where the kopuz musical instrument was used and its relevance to the geography where the Dede Korkut stories take place will be discussed followed by a general outline of the stories' structure and a comparison of this structure with the sonata form in classical music.

**Keywords:** Dede Korkut, kopuz, sonata form, plot, Classical Music, interdisciplinary

**Jel Codes:** Z110 ,Y30

# **A STUDY ON THE MEDIATING ROLE OF CULTURAL DIFFERENCES IN THE RELATIONSHIP BETWEEN MARKETING AGILITY AND BUSINESS PERFORMANCE: THE CASE OF THE AUTOMOTIVE INDUSTRY**

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## **ABSTRACT**

The aim of this study is to examine the mediating role of cultural differences in the relationship between marketing agility and business performance, and to evaluate this interaction within the context of the Turkish automotive industry. In today's competitive market environment, marketing agility has become a critical capability that enables firms to rapidly adapt to changing customer needs, seize market opportunities in a timely manner, and gain flexibility in strategic decision-making processes. However, it is assumed that the effects of marketing agility on business performance may be shaped by cultural differences within organizations and the structure of cultural subunits.

The study intends to reveal the relationships among marketing agility, business performance, and cultural differences. Accordingly, a survey will be administered to managers and specialist-level employees working in automotive manufacturers and supplier firms in Türkiye. The data to be collected are planned to be analyzed through structural equation modeling (SEM) and relevant statistical techniques.

This research aims to make a theoretical contribution to the literature by addressing the impact of marketing agility on performance within a cultural framework, and to provide practical insights for companies operating in the automotive sector on aligning cultural dynamics with marketing strategies.

**Keywords:** Marketing Agility, Business Performance, Cultural Differences, Mediating Role

# **A STUDY ON THE MEDIATING ROLE OF ARTIFICIAL INTELLIGENCE PERCEPTION IN THE RELATIONSHIP BETWEEN ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND JOB SATISFACTION: THE CASE OF THE AUTOMOTIVE INDUSTRY**

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## **ABSTRACT**

The aim of this study is to examine the mediating role of the perception of artificial intelligence in the relationship between organizational citizenship behavior and job satisfaction, and to evaluate this interaction within the context of the Turkish automotive industry. With the increasing integration of artificial intelligence technologies into business processes, employees' perceptions of these technologies have begun to significantly influence organizational attitudes and behaviors. In this context, it is assumed that employees' perceptions of artificial intelligence may shape the relationship between organizational citizenship behavior—defined as voluntary and extra-role behaviors—and job satisfaction.

A survey is planned to be conducted with managers and specialist-level employees working in automotive manufacturing and supplier companies in Türkiye. Data obtained from scales measuring organizational citizenship behavior, job satisfaction, and AI perception will be analyzed using structural equation modeling (SEM) and relevant statistical techniques.

This study aims to contribute theoretically to the organizational behavior literature by exploring the effects of AI-related perceptions, and to offer practical recommendations for automotive sector companies regarding the influence of AI implementation on employee satisfaction and voluntary behaviors.

**Keywords:** Organizational Citizenship Behavior, Job Satisfaction, Perception of Artificial Intelligence, Mediating Role

# THE MEDIATING ROLE OF GREEN HUMAN RESOURCES PRACTICES IN THE RELATIONSHIP BETWEEN ORGANIZATIONAL COMMITMENT AND JOB PERFORMANCE: THE CASE OF THE PACKAGING INDUSTRY

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## ABSTRACT

The purpose of this study is to examine the mediating role of green human resources practices in the relationship between organizational commitment and job performance, and to evaluate this interaction within the context of the packaging industry. Today, environmental sustainability has become one of the strategic priorities of businesses, and in this regard, green human resources practices have emerged as an important management tool that can influence employee behavior, organizational attitudes, and performance outcomes. This study aims to investigate how environmentally oriented HR practices affect employees' levels of organizational commitment and job performance, as well as whether these practices function as a mediating mechanism in the relationship between the two variables.

A survey is planned to be conducted with employees working in companies operating in the packaging sector. The data obtained from scales measuring organizational commitment, job performance, and green human resources practices will be analyzed using structural equation modeling (SEM) and relevant statistical techniques.

This research aims to make a theoretical contribution to the literature by revealing the effects of sustainability-oriented HR practices within the field of organizational behavior, and to provide practical recommendations for companies in the packaging sector regarding the role of green HR policies in enhancing employee commitment and performance.

**Keywords** Organizational Commitment, Job Performance, Green Human Resources Practices, Mediating Role

# ENRICHED BIOLOGY TEACHING WITH ARTIFICIAL INTELLIGENCE

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## ABSTRACT

Today, artificial intelligence and digital technologies are driving profound changes in educational processes, fostering the development of new pedagogical approaches in biology instruction. Since biology inherently requires experimentation, observation, and analytical thinking, integrating modern technologies is of great importance both technically and pedagogically. Instructional models enhanced with artificial intelligence make the learning process flexible, adaptive, and student-centered, improving the efficiency of knowledge acquisition, organization, and application.

Virtual laboratories facilitate the safe and cost-effective teaching of fundamental laboratory techniques, strengthening students' preparedness for real experimental settings. 3D and virtual reality (VR)-based simulations enhance students' skills in experiment planning, decision-making, error analysis, and critical thinking, while interactive and gamified elements increase motivation. These systems also play a significant role in developing digital literacy and analytical skills. Problem-based and project-based learning approaches (PBL/PjBL) are active learning models that foster students' creative, analytical, and practical competencies. PBL supports problem-solving through real-life scenarios, whereas PjBL encourages the application of knowledge via long-term projects. When integrated with artificial intelligence and virtual laboratories, these approaches make the learning process more effective and personalized. Adaptive learning systems analyze students' skill levels and learning pace to provide individualized instruction, enhance motivation, and reduce teacher workload. Digital presentation and visualization tools facilitate the understanding of complex biological concepts and strengthen students' cognitive and analytical abilities. In conclusion, biology education enriched with artificial intelligence, virtual laboratories, adaptive systems, PBL/PjBL approaches, and digital visualization tools offers a modern pedagogical model that holistically develops students' conceptual, practical, and analytical skills. This integrated approach stands out as an effective method to increase learning motivation and optimize educational outcomes in biology instruction.

**Keywords:** Artificial Intelligence, Virtual Laboratories, Adaptive Learning Systems, Problem-Based Learning (PBL), Project-Based Learning (PjBL), Digital Visualization

# ADVANCED PHYSICS-INFORMED DEEP LEARNING ARCHITECTURES FOR COMPLEX FLUID SYSTEMS: A METHODOLOGICAL ANALYSIS OF PINN, XPINN, GPINN, B-PINN, AND NTK APPROACHES

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## ABSTRACT

Conventional numerical methods such as the Finite Element Method (FEM) and the Finite Volume Method (FVM) are widely used for solving fluid dynamics problems. However, in complex geometries they can be limited especially in inverse problems based on noisy measurements due to mesh-generation bottlenecks and high computational cost. Physics-Informed Neural Networks (PINNs), which embed governing physical laws directly into the learning process, provide an alternative framework that can alleviate these constraints. The objective of this study is to methodologically compare the baseline PINN formulation with performance-oriented variants, including Extended PINN (XPINN), Neural Tangent Kernel (NTK)-guided optimization, Gradient-Enhanced PINN (gPINN), and Bayesian PINN (B-PINN), across different flow regimes, geometric challenges, and data uncertainties.

This study reviews advanced PINN architectures proposed for fluid dynamics along four main axes. First, standard PINN is treated as a reference approach for relatively simple geometries, while gPINN is considered for regions with sharp gradients such as shock waves and boundary layers by incorporating derivatives of the PDE residual into the loss function to increase sensitivity. Second, XPINN is examined as a domain-decomposition framework that supports parallelization and improves scalability in complex geometries and multiscale settings (e.g., vascular bifurcations) by partitioning the space–time domain into subregions. Third, NTK-guided optimization strategies are discussed as adaptive training approaches that diagnose imbalances (spectral bias) between physics-residual and data-fidelity terms and aim to reduce gradient-flow instabilities through dynamic reweighting. Fourth, Bayesian PINNs are considered as probabilistic formulations that enable uncertainty quantification (UQ), particularly for handling noisy clinical data in biomedical digital-twin applications and for providing confidence intervals in model predictions.

The review underscores that no single PINN variant is universally optimal across all problem classes. Instead, method selection should be guided by the dominant characteristics of the task: XPINN is most relevant when geometric complexity and computational load motivate scalable parallelization; gPINN is well suited when high accuracy is required in high-gradient flows; NTK-guided strategies are most useful for stiff problems where training instability is a central challenge; and B-PINN approaches are especially valuable when measurement noise and predictive uncertainty must be modeled explicitly.

Accordingly, this study proposes a roadmap for selecting PINN architectures for complex fluid-system modeling based on problem characteristics, including geometry, data quality, and physical complexity. Taken together, these approaches reduce reliance on classical mesh-based discretization pipelines and provide a flexible modeling basis, with particular relevance to personalized medicine and real-time industrial simulation scenarios.

**Keywords:** Physics-Informed Neural Networks (PINN), XPINN, Neural Tangent Kernel (NTK), Bayesian PINN (B-PINN), gPINN, Inverse Problems, Digital Twin.

**JEL Codes:** C45, C63, C61, M15

# INFORMAL POWER IN ACADEMIC ORGANIZATIONS IN THE AGE OF ARTIFICIAL INTELLIGENCE: DIGITAL SURVEILLANCE, ALGORITHMIC AUTHORITY, AND THE RECONFIGURATION OF SYMBOLIC CAPITAL

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## ABSTRACT

The widespread integration of artificial intelligence technologies is reshaping traditional power relations within academic organizations.

This paper conceptually examines how informal power dynamics in academia are being transformed through digital surveillance mechanisms and algorithmic evaluation systems. Drawing on Pierre Bourdieu's notions of field, symbolic capital, and habitus; Michel Foucault's analyses of surveillance, discipline, and the power-knowledge nexus; and Jeffrey Pfeffer's framework of organizational power sources, the study constructs a theoretical model for understanding the reproduction of informal power in the age of AI. Although academic metrics such as citation analyses and digital monitoring tools appear formal, they reinforce invisible authority structures within the academic field. Meanwhile, academics develop new strategies—knowledge-sharing networks, solidarity circles, and digital resistance practices—that redefine informal power relations. Consequently, the study reveals that informal power is now mediated not only by interpersonal interactions but also by algorithmic norms and systemic digital governance.

**Keywords:** Informal power, Artificial intelligence, Academic field, Digital surveillance, Symbolic capital

# APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN EDUCATION AND THE IMPACT OF THE NEW PEDAGOGICAL MODEL ON ACHIEVEMENT

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## ABSTRACT

The application of artificial intelligence in education has become one of the most transformative components of contemporary digitalization, reshaping learning processes into more efficient, personalized, and outcome-focused systems. The emerging AI-driven pedagogical model not only modernizes traditional teaching practices but also enhances academic performance and learner engagement by providing adaptive and data-driven support.

AI-powered learning platforms enable individualized learning paths by analyzing each student's existing knowledge level, learning speed, and performance patterns. Adaptive assessment systems identify weaknesses in real time and offer immediate feedback and tailored learning resources. This approach increases students' motivation, accelerates skill acquisition, and improves long-term knowledge retention. At the same time, artificial intelligence reduces teachers' administrative load by automating grading, lesson planning, and performance analytics, allowing educators to devote more time to critical thinking, creativity, and instructional enhancement.

Another significant dimension of the new pedagogical model is the integration of hybrid and AI-supported learning environments. Virtual labs, intelligent tutoring systems, and simulation-based activities make experiential learning more accessible and interactive. These tools provide opportunities that traditional classrooms cannot always offer, enabling students to practice, experiment, and apply theoretical knowledge in real-life-like scenarios.

Artificial intelligence also contributes significantly to inclusive education. Tools such as speech-to-text, automated captioning, personalized interfaces, and assistive technologies support learners with disabilities, ensuring equal access to educational resources. Additionally, AI-supported analytics help institutions make data-based decisions, optimize curricula, and improve the quality of education at a systemic level.

In conclusion, the integration of artificial intelligence into education is not merely a technological upgrade but a strategic transformation that enhances teaching quality, strengthens learner autonomy, and builds a more flexible, equitable, and future-ready education system.

**Keywords:** artificial intelligence, educational technologies, personalized learning, adaptive assessment, digital transformation, hybrid education, learning analytics, inclusive education, intelligent learning environments.

# DIGITALIZATION OF PUBLIC ADMINISTRATION AND ITS SOCIAL IMPACTS IN AZERBAIJAN DURING THE PERIOD OF INDEPENDENCE

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## ABSTRACT

The process of digitalization in Azerbaijan's public administration during the period of independence has led to profound transformations within the country's governance system. Digital transformation represents not merely a technological innovation but also a strategic effort to enhance transparency, efficiency, citizen satisfaction, and overall governance quality. Since the late 1990s, a series of legal frameworks and state programs have been implemented to integrate information and communication technologies (ICT) into public institutions, forming the foundation for the establishment of an electronic government structure.

After 2003, the pace of digitalization increased significantly. In 2013, the Electronic Government Portal was launched, followed by the ASAN Service and myGov platforms. These initiatives allowed citizens to access official services online, such as document submission, registration, and payments. As a result, direct contact between civil servants and citizens decreased, transparency improved, and corruption risks were reduced considerably.

Digital governance has also had major social impacts. The expansion of e-services has ensured equal access to public services for citizens in remote regions, promoting social inclusion. Digital platforms have empowered women, youth, and disadvantaged groups by enabling greater participation in social and economic life. Furthermore, digitalization has reduced administrative costs, minimized time loss, and improved decision-making efficiency within public institutions.

However, challenges remain. Uneven internet infrastructure, differing levels of digital literacy among the population, and cybersecurity risks continue to pose obstacles. The Digital Azerbaijan Strategy, adopted in 2021, presents a comprehensive roadmap for addressing these challenges, promoting innovation, and ensuring sustainable development in digital governance.

In conclusion, digitalization during Azerbaijan's independence era has significantly contributed to the modernization of public administration, improved the quality of public services, and strengthened the relationship between citizens and the state. Digital transformation has become a cornerstone of the nation's modernization and social progress.

**Keywords:** digitalization, public administration, e-government, social impact, Azerbaijan

# RELATIONSHIP BETWEEN SUSTAINABLE GREEN LEADERSHIP PRACTICES AND EMPLOYEE SATISFACTION

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## **ABSTRACT**

This study aims to examine the relationship between sustainable green leadership practices and employee satisfaction. The increasing global environmental issues have pushed businesses toward management approaches that prioritize environmental sustainability. In this context, green leadership has emerged as an important leadership style, focusing on environmental sensitivity, adopting sustainability principles, and guiding employees in this direction. Existing literature shows that green leadership behaviors not only affect environmental performance but also influence employee organizational commitment, job satisfaction, and overall satisfaction levels.

The study adopts a qualitative research method, and a theoretical framework has been constructed based on national and international academic sources. The findings indicate that green leadership practices enhance employees' environmental awareness, strengthen alignment with organizational values, and support their psychological well-being. Moreover, companies led by green leadership practices show higher levels of employee satisfaction.

In conclusion, sustainable green leadership practices hold strategic significance not only in terms of environmental sustainability but also in motivating employees and enhancing workplace satisfaction. These findings highlight the necessity of integrating environmental dimensions into human resources management and leadership policies.

**Keywords:** Green leadership, sustainability, employee satisfaction, environmental management, organizational commitment.

**JEL Codes:** M12 , M14 , Q56 , J28

# POSSIBILITIES OF APPLYING ARTIFICIAL INTELLIGENCE TO THE ECOLOGICAL ENVIRONMENT

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## ABSTRACT

In modern times, along with the global development process, environmental problems are also gaining a large scale. Pollution of the atmosphere, reduction of fresh water resources, land degradation, destruction of biodiversity and climate changes pose serious threats to humanity. According to United Nations reports, most countries in the world will seriously suffer from the negative effects of climate change in the coming decades. In these conditions, environmental protection and ensuring sustainable development act as a priority. Traditional management and monitoring methods are not effective enough to solve existing environmental problems. Therefore, there was a need to introduce new technologies. Among these technologies, artificial intelligence is of particular importance. Artificial intelligence technologies are of great importance in protecting the ecological environment and ensuring its Sustainable Development. Rapid industrialization, urbanization and global climate changes exacerbate environmental problems. Artificial intelligence plays an important role in combating climate change by improving climate modeling. Climate models are important for predicting future climatic conditions, assessing the impact of various variables such as greenhouse gas emissions and deforestation. During the monitoring of Water Resources, the level of pollution of rivers and lakes, the quality of groundwater are analyzed by artificial intelligence algorithms and the sources of pollution are detected in a timely manner. Artificial intelligence technologies are widely used in the field of forest protection. So, to overcome forest fires at an early stage, changes in biodiversity are analyzed. This is of paramount importance in protecting the ecological environment. Artificial intelligence-based models in extreme weather events and climate changes help reduce possible damage by predicting events such as thunderstorms, hurricanes, floods and droughts in advance. At the same time, it develops more accurate and reliable forecasts by processing large volumes of meteorological data. In this regard, the introduction of artificial intelligence creates new opportunities in Environmental Management. It is especially important for processing big data, identifying environmental problems, managing resources, eliminating waste and improving monitoring systems. Studies have shown that artificial intelligence is important in minimizing risks in the field of Environmental Protection, more efficient use of Natural Resources and application of green technology. As a result, artificial intelligence is considered promising in ensuring environmental safety and shaping a healthy environment for future generations.

**Keywords:** artificial intelligence, ecological environment, climate change, environmental sustainability, waste management, green technologies

**Jel Codes:** Q5, Q50, Q51, Q53, Q54, Q55

# INDUSTRY 4.0 AND THE CHANGES BROUGHT BY ARTIFICIAL INTELLIGENCE MANAGEMENT: A STUDY ON BANK EMPLOYEES IN AZERBAIJAN

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## ABSTRACT

Industry 4.0 is a revolutionary concept that integrates digitalization, automation, and artificial intelligence technologies into the business world. This transformation not only affects production processes but also deeply influences support functions such as human resource management (HRM). Artificial intelligence applications are redefining human roles in areas such as recruitment, performance evaluation, employee experience, and talent management. This study examines the impact of Industry 4.0 and artificial intelligence applications on human resource management in the context of bank employees in Azerbaijan, based on a literature review. Instead of using techniques such as surveys or interviews, the research relies on academic sources and publications. The findings reveal the extent to which the Azerbaijani banking sector has adapted to digital transformation and how HRM policies have evolved accordingly.

**Keywords:** Industry 4.0, artificial intelligence, human resource management, digital transformation, Azerbaijan, banking sector

**Jel Kodları:** M12, M15, M54, O33, J24

# FROM THE NİZAMÜ'L-MÜLK POLITICS BOOK TO DIGITAL AGE PUBLIC ADMINISTRATION: THE STRATEGIC IMPORTANCE OF DIGITAL TWIN TECHNOLOGY IN THE TRANSFORMATION PROCESS

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## ABSTRACT

Today, with technological developments, every field is rapidly changing and transforming for the better. One of the areas most affected by these changes, particularly those caused by digital developments, is public administration. The aim of this research is to examine the views on state administration expressed in Nizamü'l-Mülk's Siyasatnama, written approximately a thousand years ago, to reveal its relationship with public administration in today's digital age, and to examine the strategic importance of digital twin technology within the framework of this relationship. The Siyasatnama, written in Persian by Nizamü'l-Mülk, the famous vizier of the Great Seljuk period, contains information about the structure and functioning of state institutions, their shortcomings, measures to be taken against these shortcomings, and regulations to be made to ensure the functioning of institutions. The research, supported by a literature review of Nizamü'l-Mülk's Siyasatnama and public administration in the digital age, sought to reveal how digital twin technology affects this transformation process and the importance of digital transformation in public administration. The study relates the principle of "knowledge-based management" in Nizamü'l-Mülk's Siyasatnama, written many years ago, and concepts such as justice, honesty, ethics, and merit in state administration to the use of digital twin technology in management. Thus, the study concludes that some of the concepts that formed the basis of Nizamü'l-Mülk's administrative approach, which was of great importance during his time, have retained their significance in public administration in the digital age, and that the use of digital twin technology in public administration has emerged as a strategic tool for achieving goals in various forms from the past to the present.

**Keywords:** Digital Transformation, Public Administration, Nizamü'l-Mülk's Siyasatnama, Digital Twin

**Jel Cods:** H83, Q55

# ADAPTING TO CLIMATE CHANGE DIGITAL TWIN TECHNOLOGY FOR SMART CITY MANAGEMENT

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## ABSTRACT

The subject of this study is to highlight the impact and importance of digital twin applications in terms of measures to be taken in smart cities against the threat of climate change facing a world where production and consumption habits are changing with advancing technology. The study aims to reveal the applicability of digital twin applications in efforts to control environmental problems and agricultural production quantities within the framework of smart urbanization steps to be taken against the problems that may be caused by climates that tend to deviate from their normal cycle as a result of the excessive mechanization and artificialization of production and consumption patterns and quantities.

In the study, data was collected through a literature review on climate change, smart urbanization, and digital twin concepts. In this context, a qualitative research method was used to evaluate proposals highlighting the potential positive contributions of making climate change data compatible with digital twin applications. This study will reveal how to position oneself in the face of sudden and unexpected situations caused by climate change, thanks to digital twin applications, which are new actors in the digital world.

Although the world appears to function flawlessly and within a certain system, humanity's pursuit of "excessive production" and "excessive consumption" is pushing the world's limits. The climate change resulting from these pressures can cause not only small-scale local or regional problems but also major global problems. Digital technology products, which are used to solve many of today's problems, can be used within the smart identity of cities to solve some of the environmental and agricultural problems caused by climate change and even to prevent problems before they arise and minimize their negative effects.

Production and consumption are two indispensable cycles for humanity and nature. These cycles must remain within limits that are invisible but can cause a reaction when exceeded after a certain period of time. Today, these exceeded limits are being attempted to be controlled through innovations brought by humanity, which is trying to fix what it has damaged. Digital twin technology, one of the most important of these innovations, can play a preventive role against environmental and agricultural disasters caused by climate change within the framework of smart urbanization policies.

**Keywords:** Climate Change, Smart Urbanization, Digital Twin

**Jel Codes:** H83, Q54, O18, Q55

# GLOBAL TRENDS IN RATIONAL DRUG USE IN THE ELDERLY: A BIBLIOMETRIC ANALYSIS FOR THE PERIOD 2000–2025

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## ABSTRACT

This study aims to analyze scientific research conducted on the topic of "rational drug use in the elderly" between 2000 and 2025 using bibliometric methods. The primary objective of the study is to identify international research trends related to medication management, polypharmacy, and drug safety in elderly individuals, and to examine the scientific development dynamics of the field by identifying prominent authors, institutions, and countries. Data for the study were obtained from the Web of Science (WoS) database using the keyword "rational drug use in the elderly." English and Turkish articles, reviews, editorials, and proceedings published between 2000 and 2025 were evaluated. VOSviewer (v1.6) software was used to analyze the data, and analyses were conducted for publication trends by year, co-authorship networks, co-citation relationships, bibliographic coupling, and keyword co-occurrence.

According to the findings, research on rational drug use in the elderly has intensified, particularly under the leadership of Oxford University. The terms "Elderly" and "Geriatrics" were prominent among the keywords, and the countries contributing the most were the US, UK, and Germany. The number of publications began to increase in the early 2000s, with a significant increase observed in 2012 and 2019, followed by a temporary decrease during the pandemic. The most frequently cited authors were Barton, A. and Mulley, G., while the most productive authors were Michel, Lushchak, and Vaiserman. A co-citation analysis revealed Matsubayashi K., Evans J.G., and Blagosklonny M.V. as the most frequently cited core authors. It was also concluded that the majority of the studies were conducted by research groups based in Germany, and that Krause, T., and his team, in particular, have established an influential international scientific network in the field.

**Keywords:** Rational drug use, elderly patients, polypharmacy, drug safety, bibliometric analysis, VOSviewer, geriatric pharmacotherapy

**Jel Codes:** I12

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

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## **ABSTRACT**

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

**Keywords:** Psychiatric nursing,artificial intelligence

# DIGITAL CITIZEN PARTICIPATION IN MUNICIPALITIES

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## ABSTRACT

The concept of participation has come to the fore as the traditional public administration approach, dominated by bureaucracy, has transformed over time into a movement in which citizens are valued, communication channels are wide, and a proactive perspective is adopted. With the introduction of the internet in the 1990s, the development of digital technologies, and citizens' use of the internet and digital technologies, the digitalization journey of public service delivery began. Developments in areas such as e-Municipality, smart cities, etc. have enabled citizens to use the internet, social media and digital platforms, and the digital dimension of citizenship has emerged. Developments in this area have also affected participation in management processes. Ensuring citizens' participation in information and services through digital channels, encouraging ethical behavior and secure information sharing, and taking necessary measures for correct and conscious internet use are important in terms of increasing public participation in governance and providing local services effectively and efficiently. The process of citizens' participation in management has accelerated with the spread of digitalization and the inclusion of digital technologies in the business processes of institutions. On the other hand, the adoption and establishment of the participation culture at the level of the citizenry is shaped mostly by political and sociological dynamics. From the stand point of municipalities, being institutional, being open to a culture of participation and practices that encourage participation are among the important factors. While it is important for citizens to adapt to the culture of participation and digitalization, the readiness of municipalities both in terms of management and infrastructure supports digital citizen participation. Widespread and intensive municipal services and greater expression of citizen expectations through digitalization contribute to the participation dimension. On the other hand, the adaptation of both parties to digital culture is a matter of debate. In this study, participation culture is discussed together with digitalization, the practices implemented by municipalities against citizen participation are examined, and whether digital citizen participation is encouraged or not is revealed. In this study, the concept of citizenship and the culture of participation are discussed together with digitalization, the practices implemented by metropolitan municipalities in the face of citizen participation are examined through document analysis, and it is revealed whether digital citizen participation is encouraged or not.

**Keywords:** Digitalization, Digital Citizenship, Participation, Municipalities, Culture of Participation.

# THE ROLE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN INVESTMENT DECISIONS

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## ABSTRACT

This study examines the role and potential contributions of artificial intelligence (AI) technologies in the development of investment strategies within the field of finance. Effective saving and investment choices depend on investors' ability to select financial instruments that both preserve real income against inflation and generate returns. Analyzing market trends and monitoring economic developments require advanced knowledge and analytical skills. While investment funds managed by professional portfolio managers offer alternative solutions for individuals, the responsibility of determining how well these funds align with personal investment goals ultimately lies with the investor. At this point, large language models (LLMs), Natural Language Processing (NLP), and AI technologies emerge as supportive tools in investment decision-making processes. With billions of users today and projections suggesting a doubling of users within the next decade, AI is already widely and effectively utilized in critical areas of the financial sector, such as risk analysis, financial advisory, and fraud detection. In this context, platforms based on big data analytics and decision support systems are also becoming increasingly common among both individuals and institutions. This study investigates selected AI technologies, evaluates their impact on investment decision-making processes, and offers insights into potential future applications.

**Keywords:** financial literacy, artificial intelligence, investment decisions, large language models, market analysis, decision support systems

# MICRO-UPSKILLING AND LEARNING AGILITY FOR AI ADOPTION

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## **ABSTRACT**

Artificial Intelligence (AI) is accelerating workplace transformation across industries and increasing the urgency for new tactics to workforce learning and competence development. Traditional training models—typically distributed through infrequent, extended learning sessions—are askew with the rapid and constant evolution of AI technologies. As a consequence, organizations necessitate learning frameworks that permit employees to adapt swiftly, physique relevant capabilities, and sustain exhibition in dynamic digital situations. This paper investigates two balancing constructs that simplify effective AI adoption: micro-upskilling, defined as short, beleaguered learning interventions entrenched directly within the workflow; and learning agility, unspoken as the individual capacity to obtain, apply, and transmission new knowledge in unaccustomed or evolving contexts.

Drawing from recognized research in micro-learning, administrative psychology, adult education, and leadership development, this study disseminates the MALA Framework (Micro-Upskilling + Learning Agility for AI Adoption). The agenda offers a structured and integrated approach to consolidation both distinct adaptability and organizational permeable capacity, ultimately supporting more sustainable digital transformation efforts. It proposes that micro-upskilling delivers timely, context-specific skill achievement, while learning agility equips employees to navigate uncertainty, generalize learning across conditions, and engage effectively with emergent AI tools and processes.

The analysis establishes that organizations that intentionally syndicate micro-upskilling with performs that cultivate learning agility are better situated to meet current AI-related skill demands and to proactively prepare their workforce for forthcoming technological shifts. The MALA Framework further proposes that this dual competence enhances innovation, pliability, and operational continuity in environments characterized by continuous technological disruption. Overall, the study donates a practical, evidence-informed model for emerging AI-ready talent and advancing organizational readiness for ongoing numerical conversion.

# YOLO (YOU ONLY LIVE ONCE) AND TENDENCY ON HEDONIC CONSUMPTION

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## ABSTRACT

YOLO (You Only Live Once) represents a modern lifestyle orientation in which individuals prioritize immediate experiences, avoid postponing opportunities, and make pleasure-centered decisions. This tendency, which has become increasingly visible within contemporary consumption culture, transforms consumer behavior into a more emotional, pleasure-driven, and experience-oriented structure. The aim of this study is to examine the influence of YOLO tendency on hedonic consumption behavior from both conceptual and empirical perspectives. Specifically, the study evaluates how YOLO shapes consumers' hedonic motivations such as the pursuit of pleasure, emotional gratification, self-reward, and experiential engagement. The data obtained in the research process were analyzed using the SPSS statistical package program. The findings reveal that the YOLO tendency has a significant and positive effect on hedonic consumption behavior. This outcome indicates that a stronger inclination toward living in the moment leads consumers to prefer products and services that provide greater pleasure, experiential value, and emotional stimulation. Overall, the study highlights the YOLO tendency as a critical psychological determinant in understanding modern consumer behavior and contributes theoretically to the literature on hedonic consumption.

**Keywords:** YOLO, Live the Moment, Hedonic Consumption Tendency, Consumer Behavior.

**JEL Codes:** M31, D12, D91

# AN ANALYSIS OF POSTGRADUATE THESIS STUDIES ON ARTIFICIAL INTELLIGENCE IN THE FIELDS OF POLITICAL SCIENCE AND PUBLIC ADMINISTRATION IN TURKEY USING THE DOCUMENT ANALYSIS METHOD

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## ABSTRACT

Today, the discipline of public administration is being reshaped by artificial intelligence technologies as part of the digital transformation process. Understanding the academic implications of this transformation in the field is important in terms of guiding future policies and management approaches. A review of the relevant literature reveals that while the number of studies on artificial intelligence is increasing, these studies are generally in the form of articles, with thesis studies remaining limited. At the same time, no study has been found that provides a detailed evaluation of the general trends, subject distributions, and methodologies of the thesis studies prepared within this scope. Therefore, the systematic examination of the specified trends has become an important requirement. Based on this requirement, the study aims to examine master's theses on artificial intelligence in the field of Political Science and Public Administration. Thus, the aim is to examine the specific characteristics of thesis studies on artificial intelligence in the relevant field and to present a comprehensive perspective. In line with the stated purpose and objective, document analysis, one of the qualitative research methods, was adopted in the study. The research population consists of postgraduate theses identified by searching for the term "artificial intelligence" in the Higher Education Council (YÖK) National Thesis Center database. One of the purposeful sampling methods, criterion-based sampling, was used in the study. Within the scope of the sample, a total of eleven postgraduate thesis studies, including one doctoral thesis and ten master's theses, were examined in line with the criteria determined in accordance with the purpose of the study for the period 2019-2025. The research data were processed using the Thesis Classification Form developed by the researchers with reference to the relevant literature. The data were systematically examined using descriptive analysis techniques, and the analysis process was carried out using the MAXQDA qualitative data analysis program. The information obtained within the scope of the analysis is included in the findings section of the research. The findings obtained as a result of the research are discussed in the conclusion section, which includes recommendations for future studies on artificial intelligence.

**Keywords:** Political Science and Public Administration, Artificial Intelligence, Document Analysis.

# EXHIBITION DESIGN AS AN INFORMATION SPACE: SPATIAL COMMUNICATION AND VISUAL STRATEGIES IN GRAPHIC DESIGN

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## ABSTRACT

Exhibitions are not merely spaces where art or cultural content is displayed; they are also communication environments where the flow of information is spatially designed. With digital technologies transforming the exhibition experience today, the concept of “information design” plays a critical role in terms of the perception of space and visitor interaction. In this study, exhibition spaces are considered as information environments, and the function of graphic and visual communication design in spatial communication is examined through visual strategies. The impact of information design on the spatial experience is examined through example exhibitions. The main problem addressed in this study is that graphic and visual communication design elements used in exhibitions are often approached for aesthetic purposes, while the spatial organization of information and the transfer of meaning are not designed systematically enough. This situation can prevent the formation of a coherent meaning between the visitor and the space in exhibitions. The research method was determined as case study and compilation. The sample exhibition spaces were evaluated in terms of visual language, typography, directional graphics, and digital information. The aim of the study is to emphasize that exhibition design is not only an aesthetic component of the disciplines of graphic design and visual communication design, but also an important tool in terms of information organization, direction, and meaning. Consequently, this research highlights the importance of evaluating graphic and visual communication design in exhibition spaces as a strategic design tool that goes beyond visual identity, integrates with AI-supported information systems, and manages the spatial construction of information, as well as the need to redefine spatial meaning.

**Keywords:** Exhibition, Information Design, Graphic Design, Visual Communication Design, Meaning

# FAIRNESS OF HR ANALYTICS AND EMPLOYEE TRUST

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## ABSTRACT

This article investigates the paradoxical dynamic between the increasing implementation of Human Resource Analytics (HRA) and Algorithmic Decision-Making (ADM) in organizations and its resulting impact on organizational trust. While ADM promises enhanced efficiency, objectivity, and the reduction of traditional human biases in processes like hiring and performance management, its complexity and inherent opacity introduce profound ethical and operational challenges centered on algorithmic fairness and perceived depersonalization. The analysis is firmly grounded in Organizational Justice Theory (OJT) and Social Exchange Theory (SET), arguing that the HRA-trust relationship is critically mediated by employees' perceptions of fairness across multiple dimensions.

Empirical and conceptual evidence identify two primary threats to trust. First, the use of historical training data frequently reinforces systemic biases, thereby undermining distributive justice (fair outcomes). Second, and more corrosively, the lack of transparency in ADM creates a significant procedural and ethical gap. This opacity directly challenges procedural justice (fair processes) and erodes informational justice, fuelling employee anxieties over unwarranted surveillance, lack of accountability, and the reduction of complex individuals to mere "datafied" numbers.

The paper concludes that successful mitigation requires organizations to move beyond passive legal compliance and adopt a proactive, trust-centric design strategy. This necessitates a dual approach: Explainable AI (XAI) must be utilized to provide employees with sufficient informational clarity regarding how decisions are reached; simultaneously, organizations must build mechanisms that grant employees agency and voice (e.g., controlled data input, appeal processes) to address the threat to interactional justice. By establishing these transparent and participatory governance structures, automated processes can be transformed from a trust liability into a credible source of organizational legitimacy.

**Keywords:** Fairness, HR Analytics, Employee trust

**Jel Codes:** O32, O33, M10, M12, M15

## ORGANIZATIONAL CHANGE & REMOTE WORK

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### ABSTRACT

The idea of remote work, which was introduced in 1970 and implemented in 1973, has become a transformative force in reshaping organizational structures. This paper examines the advantages and disadvantages of remote work and analyzes its impact on organizational change. The findings indicate that remote work enhances flexibility and job satisfaction, leading to improved productivity and cost reduction, while it also presents challenges such as decreased employee competitiveness, a reduced tendency for teamwork, information security risks, and blurred boundaries between work and personal life. Moreover, the emergence of the remote work concept has compelled traditional organizations to revise their management styles to ensure their survival. The results suggest that the expansion of digital infrastructure and cloud-based human resource systems provides a foundation for sustainable transformation in managerial practices and promotes data-driven decision-making in future organizations.

**Keywords:** Remote Work, Organizational Change, Digital Transformation, Cloud-Based HR Systems

**JEL Codes:** M10, O33, M12

# THE TRANSFORMATION OF THE HISTORIAN IN THE DIGITAL AGE: ARTIFICIAL INTELLIGENCE AS A METHODOLOGICAL PARTNER

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## ABSTRACT

The rise of the digital humanities and the mass digitization of archives have necessitated a radical methodological transformation in historiography. While traditional historiographical practices relied on physical document examination and the human analysis of limited data sets, processing historical sources, now characterized as "big data," requires new approaches that exceed human capacity. This paper aims to examine how Artificial Intelligence (AI) technologies are positioned not as rivals to replace historians, but as strategic "assistant" tools that optimize research processes, increase analytical depth, and minimize time costs.

This study will first examine how Handwritten Text Recognition (HTR) and Optical Character Recognition (OCR) technologies have transformed paleographic decipherment from a months-long endeavor into a data stream of seconds. Secondly, the macro-analysis opportunities offered by Natural Language Processing (NLP) and data mining techniques in identifying semantic patterns, social networks, and economic fluctuations across thousands of documents will be discussed.

The paper's central thesis is that AI frees historians from the burden of "data portorage," allowing them to focus on their core competencies: "contextualization" and "interpretation." Consequently, it is argued that AI-supported historiography transforms the researcher from a "document reader" to a "data architect" and "constructor of meaning," and that this collaboration will set the future standards of historical scholarship.

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

**Jel Codes:** N01, C88, O33

# EMOTIONAL BURNOUT AMONG HEALTHCARE WORKERS: A SWOT-BASED EVALUATION

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## ABSTRACT

**Aim:** The aim of this study is to evaluate the level of occupational burnout among healthcare workers using the SWOT analysis (Strengths–Weaknesses–Opportunities–Threats Analysis) method. The healthcare sector is considered one of the fields in which burnout syndrome is frequently observed due to its high levels of stress, heavy workload, and intensive interpersonal interactions.

**Method:** A comprehensive literature review was conducted to examine the burnout levels of healthcare workers. Based on the findings, individual and organizational risk factors were categorized within the framework of SWOT analysis. The assessment focused on the main components of burnout—emotional exhaustion, depersonalization, and reduced personal accomplishment. Variables such as age, education level, marital status, number of children, job-related stress, job satisfaction, communication skills, and relationships with supervisors were also evaluated.

**Results:** The literature indicates that burnout among healthcare workers increases primarily due to rising workload, frequent exposure to patients experiencing constant pain or death, low salary policies, and unfavorable working conditions. Studies report that approximately 40–60% of healthcare professionals experience emotional exhaustion, while depersonalization levels are generally moderate. Individual factors such as overcommitment to work, personal expectations, personality traits, and communication difficulties contribute significantly to burnout. At the organizational level, intense work pace, increasing responsibilities, and insufficient resources emerge as prominent threat factors.

**Conclusion:** The results of the SWOT analysis suggest that improving working conditions, balancing workload, and strengthening institutional support mechanisms are essential for reducing burnout among healthcare workers. Recognizing the factors that lead to burnout plays a crucial role in facilitating employees' adaptation processes and minimizing the adverse effects of burnout.

## CREATIVE CONFIDENCE AND HUMAN AI-CO-CREATION

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### ABSTRACT

This study examines the evolving relationship between creative confidence and human–AI co-creation in the modern work and learning environments. While creativity has become a central requirement for navigating contemporary challenges, the rapid integration of generative AI tools has introduced a significant tension: AI can enhance creative processes by offering ideation support, yet it simultaneously risks diminishing individuals’ belief in their own creative capacity, their creative Confidence through over-reliance or the perceived threat of replacement. The study argues that true innovation emerges not from AI alone, but from a strategic interplay between human insight and machine intelligence. Drawing on current research, it explores how unchecked reliance on AI can suppress originality and individual agency, potentially confining human output to predictable, data-driven patterns. To sustain and strengthen human creativity, the study proposes a structured approach based on the Human–AI Collaboration Framework. This framework emphasizes the critical need for AI literacy, human oversight, and organizational governance to ensure that technology serves as an augmentative tool rather than a substitute for human imagination. The ultimate goal is to cultivate environments where creative confidence thrives, positioning co-creation as a process of mutual empowerment that keeps human insight at the core of innovation.

**Key Words:** AI Co-creation, Creative Confidence, Human-Centered AI

**Jel Codes:** M15, M51, O31, O33

# CURRENT TRENDS ON ARTIFICIAL INTELLIGENCE AND LEADERSHIP: A BIBLIOMETRIC ANALYSIS

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## ABSTRACT

Artificial intelligence (AI) refers to systems that mimic human-like thinking and learning abilities, while leadership is defined as the process of influencing and guiding individuals or groups toward achieving specific goals. In today's rapidly digitalizing business world, these two concepts play a crucial role in transforming organizational structures and managerial approaches. In an era where AI is reshaping leadership roles and decision-making processes, mapping the existing body of scientific knowledge and identifying future research gaps have become critically important. The primary aim of this study is to examine the international academic literature on AI and leadership through a bibliometric analysis, revealing the current state, trends, and future research directions within the field. The study seeks to provide a comprehensive structural overview that will contribute to both researchers and the broader literature. To achieve this aim, studies indexed in the Web of Science (WoS) database using the keywords "artificial intelligence" and "leadership" will be analyzed. Descriptive analyses will be conducted on elements such as publication year, author, and keywords. The findings will identify the main research themes and sub-topic clusters in the field, highlighting the conceptual evolution and publication trends over time. Theoretically, this study aims to offer a holistic perspective and intellectual map of AI and leadership literature, thereby enriching scholarly discussions in the field. Practically, it intends to serve as a guiding framework for researchers, educators, and practitioners by mapping areas of intense scientific knowledge flow and providing a clear roadmap for future studies.

**Keywords:** Artificial Intelligence, Leadership, Bibliometric Analysis

**Jel Codes:** M12, M15, O33, C55

# THE TRANSFORMATION OF LEADERSHIP IN THE AGE OF ARTIFICIAL INTELLIGENCE: AN EVALUATION OF HUMAN-CENTRIC AND DATA-DRIVEN APPROACHES FROM A MARKETING PERSPECTIVE

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## ABSTRACT

Marketing has been in a constant state of development throughout human history. Artificial intelligence technologies are the current most significant driving force behind marketing. Artificial intelligence has become a transformative force in marketing through hyper-personalization, algorithmic advertising, and customer experience automation. In the new competitive environment created by this technological advancement, leaders are challenged to strike a balance between data analytics and ethical and human values. This study aims to conceptually examine this dilemma and address marketing. Data management is crucial for ensuring and executing marketing decisions, but due to the black-box nature of artificial intelligence, computability and biases are prioritized. Human-centered leadership, on the other hand, breaks down the cultural resistance of digital life through emotional intelligence and ethics, while preserving the human element to maintain consumer trust. Therefore, when the role of individuals is now defined as organizing the data-human transfer, these two approaches are addressed together, not separately. In this context, the study examines the "Human-Centered" and "Data-Driven" approaches under separate subheadings; a conceptual synthesis will be provided. The chemical additives of these products; It will provide a new conceptual framework that bridges the gaps between management and marketing theories. Furthermore, the study results are expected to provide actionable insights into the responsible use of AI by marketing activities, including ethical and cultural guidelines they can use when managing AI registration.

**Keywords:** AI Leadership, Marketing, Human-Centricity

**Jel Codes:** M12, M31, O33

# ARTIFICIAL INTELLIGENCE-SUPPORTED ORGANIZATIONAL IMMUNITY SYSTEM: A NEW APPROACH TO THE PROACTIVE DIAGNOSIS AND PREVENTION OF MOBBING

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## ABSTRACT

Mobbing is more than an individual act; it is a systemic problem rooted in the organization's "cultural DNA." The primary objective of this study is to take the "Culturally Sensitive Organizational Immune System" model, developed based on the inadequacy of reactive methods in combating mobbing, to the next level by integrating it with artificial intelligence (AI) technologies. In this context, the goal is to present a conceptual framework on how artificial intelligence, particularly Natural Language Processing (NLP) and machine learning algorithms, can proactively detect early signs of mobbing within an organization and how the organizational immunity system can function as a "digital early warning mechanism." The study adopts conceptual framework development and systematic literature review methods. By synthesizing interdisciplinary literature in the fields of organizational behavior, ethics, and artificial intelligence, potential AI applications capable of analyzing mobbing dynamics through anonymized corporate communication data were examined. The literature analysis shows that AI-based tools have the potential to detect aggressive or exclusionary language patterns in communication, the systematic exclusion of specific individuals from social networks, and the spread of reputation-damaging discourse. However, it has been determined that the success of these technologies depends on their sensitivity to the cultural context of the organization where they are implemented and the careful management of ethical risks such as algorithmic bias and surveillance culture. Consequently, it is argued that artificial intelligence can serve as a catalyst for creating healthier, more resilient, and ethical organizations by proactively diagnosing the cultural and organizational roots that fuel mobbing, rather than merely treating its symptoms after they have emerged.

**Keywords:** Mobbing, Artificial Intelligence, Organizational Immune System, Organizational Culture, Proactive Management, Ethics.

# THE AI ORNITHOLOGIST: A REVIEW OF MACHINE LEARNING FOR SPECIES IDENTIFICATION, MIGRATION FORECASTING, AND ECOLOGICAL CONSERVATION

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## ABSTRACT

**Background:** The field of ornithology is undergoing a quantitative revolution, driven by the integration of Artificial Intelligence (AI). This transition from descriptive observation to a predictive science necessitates a formal synthesis of the new paradigm of Computational Ornithology.

**Objective:** This systematic review critically evaluates the establishment of AI as a foundational methodology across the avian research spectrum. We aim to codify the core computational architectures and assess their efficacy in transforming ecological data into actionable conservation intelligence.

**Methods & Findings:** We delineate three foundational pillars. First, in automated biodiversity assessment, deep learning architectures—primarily Convolutional Neural Networks (CNNs)—have become the de facto standard for multi-modal (visual and acoustic) species identification. However, a critical limitation persists in the reliance on anthropocentric audio features, highlighting a need for bio-inspired acoustic frontends. Second, in behavioral and movement analytics, we document a shift from static classification to dynamic process modeling. This is evidenced by the application of optimal switching models for migratory behavior and the fusion of embedded sensor systems with ensemble forecasting algorithms (e.g., Random Forest) to predict spatiotemporal patterns under climate change scenarios. Third, and most critically, we identify the rise of explainable AI (XAI) as a translational bridge, moving from opaque "black box" predictions to interpretable ecological insights that are verifiable and actionable for conservation practitioners.

**Conclusion:** The consolidation of these approaches defines Computational Ornithology as a distinct, data-driven sub-discipline. AI no longer serves as a mere tool but constitutes a fundamental framework that is reshaping hypothesis generation, enabling high-resolution ecological forecasting, and fundamentally enhancing the scope and precision of conservation strategy. The future of avian research lies in the continued refinement of these integrative, intelligent systems.

# TÜRKİYE’DE KATILIM BANKALARINA YÖNELİK E-ŞİKAYETLERİN METİN MADENCİLİĞİ VE DUYGU ANALİZİ YÖNTEMİYLE İNCELENMESİ

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## ÖZET

1980’li yıllarda ülkemizde Özel Finans Kurumu şeklinde kurulmaya başlayan ve faizsiz finans ilkelerine dayalı bir model olarak geliştirilen katılım bankacılığı, 2005 yılında yürürlüğe giren 5411 sayılı Bankacılık Kanunu ile beraber Türk finansal sisteminde önemli bir paya ulaşmıştır. Kurumsal bankacılık ilkelerine göre hareket eden katılım bankaları diğer bankalar gibi müşteri memnuniyetine önem vererek finansal sistem içerisindeki payını artırmayı hedeflemektedir. Katılım bankaları hedeflerine ulaşabilmek için faizsiz finans sisteminin sürdürülebilirliği, müşteri memnuniyetinin izlenmesi ve şikayetlerin analitik biçimde değerlendirilmesiyle doğrudan ilişkilidir. Bu çalışmada, Türkiye’de faaliyet gösteren altı katılım bankasına (Kuveyt Türk, Türkiye Finans, Ziraat Katılım, Vakıf Katılım, Albaraka Türk ve Emlak Katılım) ait çevrimiçi müşteri şikayetleri, 01.01.2025 tarihinde şikayetvar.com platformundan web kazıma yöntemiyle toplanmıştır. R Studio ortamında yürütülen ön işlemler kapsamında yinelenen ve anlamsız kelimeler temizlenmiş, ardından metin madenciliği kapsamında frekans analizi uygulanmıştır. Elde edilen sözcük sıklıkları tematik kategoriler altında sınıflandırılarak bankalara özgü şikayet eğilimleri belirlenmiştir. Bulgulara göre, katılım bankalarına yönelik şikayetlerin büyük kısmı kredi ve kart işlemleri, dijital bankacılık hizmetleri, ATM kullanımı ve müşteri hizmetleri alanlarında yoğunlaşmaktadır. Banka bazında incelendiğinde; Kuveyt Türk’te “hesap”, “limit” ve “komisyon” kavramları öne çıkarken, Türkiye Finans’ta “kasko” ve “aidat” kelimelerinin daha sık kullanıldığı; Emlak Katılım’da ise “konut” ve “ev” terimlerinin yüksek frekans gösterdiği tespit edilmiştir. Çalışmanın ikinci aşamasında Python programlama dili aracılığıyla transformers tabanlı duygu analizi gerçekleştirilmiş ve müşteri şikayetlerinin büyük çoğunluğunun negatif duygu içerdiği görülmüştür.

**Anahtar Kelimeler:** Katılım Bankacılığı, Metin Madenciliği, Duygu Analizi, E-Şikayetler

# THE IMPACTS OF ARTIFICIAL INTELLIGENCE ON WORKING LIFE

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## ABSTRACT

Social progress and technological advancements have interacted and transformed each other throughout history. Today, artificial intelligence technologies are visibly changing both social and working life. The opportunities and benefits it offers in social life make artificial intelligence indispensable, while in working life, while productivity increases, uncertainties and concerns are raised regarding the future of work, new professions, employment, unemployment, how wages will be shaped, etc.

This study will discuss the effects of artificial intelligence on working life within the framework of positive and negative perspectives, by examining the relevant literature. While it is stated that artificial intelligence represents an industrial revolution for knowledge-based jobs and increases employee productivity, the literature also contains opinions, particularly regarding employment that on one hand new technologies will create new jobs and employment areas, on the other hand that unemployment will increase.

**Keywords:** Artificial Intelligence, Working Life, Productivity, Unemployment

**Jel Codes:** J24, J21, J64, O33