ИНТЕЛЕКТУАЛЬНЫЕ РЕСУРСЫ – РЕГИОНАЛЬНОМУ РАЗВИТИЮ

Спецвыпуск

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В настоящем сборнике представлены результаты научно – исследовательской деятельности участников Международного социально-экономического Форума – преподавателей, аспирантов, студентов, специалистов вузов и других образовательных учреждений, практических работников государственных и негосударственных организаций.

Материалы сборника отражают основные проблемы формирования адаптивной экономики такие как: адаптивная экономика как новая модель развития региона; управление адаптивными системами в современных условиях: международный опыт; роль человеческого потенциала в формировании адаптивной экономики региона; как использовать энергию креативных ресурсов при переходе к новой экономике, оптимальные механизмы взаимодействия вузов, предприятий и государственных институтов в целях развития адаптивной экономики региона.

ОГЛАВЛЕНИЕ

THE NECESSITY OF FAMILY PLANNING FOR HAPPY AND HEALTHY LIFE

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ABSTRACT

The concept of the Family planning can be expresses as; providing knowledge to the couple, pregnancy monitoring and to make them able to have their children when and at the number they want according to their desire. Nurses offering consultancy services, play an important role in solving individual problems of individuals by their training, experience and knowledge they have. Guidance, training, motivation and consultancy are the most important tasks of the nurses, and are providing in teamwork approach during the family planning practices.

Key Words: Family, Consultancy, Family Planning, Health

INTRODUCTION

Primarily, family planning should be handled by the social aspects, and should be supported by the training, conferences, seminars and etc., and people should be clarified. Family planning is an important application producing positive results if applied in correct and timely manner. Giving information to the individuals or couples about the family planning methods and guiding them to make choices on their preferences are necessary. Nurses are involved in the researching, educational and the application roles in the family planning services in conjunction with the other staff. Consulting services is among the most important tasks of family planning. Staff should be dedicated to the task and should allocate time to each individual separately and should provide information carefully in consideration while fulfilling the tasks.

HEALTH RELATED ACTIONS NEED TO BE DONE BEFORE MARRIAGE

According to, MEB (2014),When the couple is decided for marriage, before the marriage they need to learn that if they are having a healthy sex life. If there is any problem, they need to be ready for marriage after treatment and solving the problem.

Individuals having infectious diseases (such as AIDS, sexually transmitted diseases, hepatitis), should be - if possible - medically treated. Couples are required to identify their medical problems (hormonal disorders, heart diseases, hidden sugar etc.) after having medical check-up and if any should be treated accordingly. Women should have tests to detect any anomalies in ovaries and hormonal status, and the obstacles having a baby should be eliminated.

SOCIAL SERVICES IN THE FIELD OF THE FAMILY PLANNING

Too many pregnancies are adversely affecting the health of mothers and causing to the birth of unhealthy babies (Bulut 1979, 1).We see that the families having social disorders are also facing the problems within the family. What can be done as a precaution? The answer to the question is the monitoring the births by a social and central volition. Family planning is widely raised after the 60s all over the world, later in time; health has risen to the forefront of the social issues. Indeed, the "Announcement on Family Planning" which was adopted in 21st World Physician Convention held in Madrid in September 1967, 23rd World Physician Convention held in Paris in June of 1969; and developed in 35th World Physician Convention held in Venice in October 1983; have caused the attention of the whole world into the issue. And the "Announcement" has invited all Countries to have responsibility in this regard.

(Fidaner 1987,29).

Therefore; if we accept the family planning, as a mean of showing the changes in social norms according to the family size in a society; this should be considered as a whole in the social structure of society; beyond the boundaries of mechanical way of taking measures for such application.(Kut 1985 5, 68).

In this specific context; the most important function of social services in the community, to raise the public awareness about the necessity of family planning and generate projects highlighting the necessities of the family planning in the society.

The behavioral attitudes to family structure size in individuals or in society are interrelated with behavior towards the education. These two attitudes have common norms in society. The resistance shown towards education and to have bigger or smaller family size is similar.(Tomanbay,1992, pp.252-253)

ROLE OF NURSES IN FAMILY PLANNING SERVICES

According to, MEB (2012), Nurses are needed to fulfill the following vital responsibilities while performing the family planning services: To make comprehensive assessment by interviewing family that is accountable; to identify needs and tasks related to maternal and child health of the individuals and families; to evaluate all records for completeness and accuracy of individuals and families; to communicate with other health care professionals within the organization as well as other service units and develop the communication to achieve the continuity of services provided; to implement the family planning services; to participate in the most important women's health programs such as relating to the screening of rap smear, BSE (breast self-exam). Keeping track on the children's services. Monitoring closely the control of chronic diseases and the treatment recommended by the Physician and apply the medication for the children and their mothers. To participate in the programs such as professional seminars, researches, conferences, in-service trainings, related to maternal and child health and obtain information to improve their knowledges. Apply the techniques to the disinfection, ASPs, sterilization which are important in terms of profession of Nurses. Apply all applications in accordance with the ethics to be helpful to the people/groups. Providing consultancy services in improving health, preventing diseases, and treatment of diseases, and the rehabilitation issues.

FAMILY PLANNING CONSULTATION

Whatever the method chosen by the informed couples on fertility, a key element of the consultation to be provided to the couples applying for the family planning should be the information about the fertility. The counseling units are very important for the decision-making by the natural family planning related individuals whether to use this method or not and the correct and appropriate using of the method.(Ulusal Aile Planlaması Hizmet Rehberi, 1994, pp.13-1)

Health Personnel, Nurses on the basis of the No. 2827 law on family planning and provide services under regulations issued based on this law to the man or woman wishing to benefit from the Family planning services. The citizens applying to the Healthcare Institutions to receive family planning services are required to be encountered friendly and mellifluent. Services should be provided to the individuals wishing to express themselves an easy and friendly environment. The family planning methods should be explained in soft voice and in an understandable manner.(Şaybak,2011)

Services are evaluated and presented according to the needs and desires of the individuals. In other words, effective counseling services in all stages of the family planning steps are provided. If we briefly answer to the question of "What is the role of counseling in family planning?; it is a process of education, information and motivation that took place during a face to face conversation in a manner that are complementing each other.

WHAT ARE THE BENEFITS OF CONSULTANCY SERVICING?

- It provides a complete and correct usage of the method selected. Thus, pregnancy and other complications occurring from the improper usage shall be prevented.
- The individual prefer the most appropriate family planning methods in the light of information provided by his/her own volition.
- The preferred method will have been utilized for the extended periods
- By the counseling the satisfaction and confidence of the people are provided
- Consulting provides an efficient time assessment for the employee.
- Applicants of the Consultancy Services, provide saving for the Health Organizations and the Country; by longer periods of utilization of the Family planning methods applications; by preventing the unnecessary changes in the methods and reduction of expenses due to the improper use of birth control devices causing additional health risks and abortion risks and hence the Health Organization and the Country would have achieved economic savings.

7- The number of users will be increased by using of the modern family planning methods.

COUNSELING OBJECTIVES

While giving counseling services to the individuals or couples; their knowledge on the method they have chosen; their acceptance of contraceptive methods on their own volition and in deciding whether the contraceptive method was a need for them; in relieving their anxieties and helping for them in making appropriate decisions on the problems arousing; in correctly and completely application of the method they have chosen; exchanging the ideas with couples or individuals taking the services freely and loving of these counseling services by the consultant are important in terms of the quality of the services.

CONCLUSION

For achieving success in Family planning; at first the educational, managerial and servicing and controlling requirements should be fully carried out. All of the facilities in urban areas, rural areas and slum areas should be evaluated. Besides, the counseling service is one of the most important tasks of family planning and by this servicing the mistaken beliefs in hearsay about family planning shall be avoided. By conscious implementation of the family planning a happy society consisting of happy children would be encountered.

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TURKEY'S E-GOVERNMENT EXPERIENCE, SITUATION AND PROSPECTS

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ABSTRACT

Information society to produce enough of the information society strategy can be considered one of the disadvantages of mania and strategy it has been exceeded by said Turkey would import status. E-government is the most important information society strategy being able to count. Turkish people indulging technology and advanced technology of our country desire to use the latest technologies and modern management techniques in the world is caused to be transferred soon. In this study, the electronic government applications to be defined, the utilization rate of e-government applications by measuring will provide information on the development process in Turkey and knowledge on e-government employee working in a city have been identified. As a result, the heaviest users of e-government among those surveyed and the most widely used project will be studied to determine. In addition, the participants for the use of e-government applications will be revealed changes related to demographics and attitudes.

Keywords: Public Administration, Electronic Government, Information Technology, Public Services

INTRODUCTION

Considering that the daily use of social networks increases day by day, this virtual world of civil society organizations and political parties brings a different aspect to the use of effective political participation. Previously kept its distance from the selected social networks are no longer observed that an increase in the number of social media use. Social networks, especially in election period, political parties and candidates to introduce themselves to effective use to be more successful is overlooked. When we look at the social media emerged in the US In this respect, there are many social media application of the White House. On a daily basis on social networks made by the US president talks, the United States considered the implementation of public policy briefings and images about the civil life of the president are also included. Shared the views of the citizens of this information has the freedom to express a positive or negative way. In this context, social networks, partly with individual citizens can ensure that there is political interference. In this regard, the Republic of Turkey is very important to use social media tools to the President.

Consequently, public policy-making and the planning of the different models in the implementation of the application process for the concept of e-participation in this study different aspects of e-government, focuses on design and functionality.

E-GOVERNMENT APPLICATIONS IN TURKEY

Globalization has become an opportunity for all countries and disadvantages. Countries that have the necessary infrastructure and foresight, the process of managing and healthy means enjoying the opportunities that many other countries are faced with the disadvantage of being unprepared for developments. Although Turkey is located in a relatively obvious point, one way is to take the lead with considerable infrastructure and applications in the last decade. The desire to benefit from information technology to the public, but not in terms of e-government in Turkey is based on very old. Mass population

management information which has functioning institutions decided to launch a project in order to be transferred to electronic media operations in 1972. The Internet is not yet considered to be a time and in such a project is available from corporate computers, but can be quite interesting. However, this application stack to store information intended only as an e-government project is aimed automation and easy to handle in terms of (Karakılçık, 2013: 2).

One of the first major project to be considered in Turkey, which was developed in 1993 with World Bank support, "Turkey Informatics and Economic Modernization" project. In 1993, Turkey was introduced to the Internet via ODTÜ (Çarıkçı, 2009: 55).

Premiership

Turkey's Prime Minister carried out under the coordination of e-work and public-Net Technical Committee work, one of the first studies in Turkey. Turkey held June 15-16 summit of European Union leaders in the e-Europe + project after the signing of the e-Turkey Prime coordination work has started. However, regarding the generated site's name, (www.bybs.gov.tr).

Information systems

Law will be published in the Official Gazette, the Decree Law, Regulation, Council of Ministers decree, promulgated the Regulations, the Official Gazette and after published from the date of entry into force of Legislative Information System (MBS), which can be seen up to date with changes in and improving access to legislation (Celikkol, 2008 : 76).

Official Journal of Information Systems

To accelerate access to newspapers to be presented in the Official Gazette of the electronic media and can be followed on a daily basis. All information required for official papers will be obtained from the Internet. Newspaper archives can be accessed or generated on questioning criteria (Eroğlu, 2013: 21)

Prime Minister's Communication Center (BIMER)

BİMER scope of application; No. 4982 Right to Information Act, 3071 Right to Petition Act, 5176, the Ethics Committee Establishment and Some Amendments to the Law on Human Rights and the Law on Administrative Districts for the application related to violations in all of the Governorate and the Ministry of "Public Relations Application Offices" were established. At the same time, "Alo 150" line are located only in the governor's office to answer the call centers. "Alo 150" If the application concerns any Ministry or the Prime Minister had again made governor and sent to the Prime Minister's public relations through the system using a web page through the Prime Minister's officials. Authorized by the Ministry of application of interest here during the evaluation unit sent over the system to the Ministry again, recourse will be answered through the relevant departments and citizens are given the answer. When details of the responses recorded in the system and save money. BİMER application, even actions taken on the applications made from the remotest corners of our country to the software via the web with the Prime Minister and can be coordinated easily follow (Tarhan, 2010: 174).

Customs and Trade Ministry

Modernization Project of Customs Administration (GIMOP)

GIMOP, while providing information about the institution over the site to the relevant Ministry, the Customs process, late payment penalties and interest of the products can be calculated. A summary declaration can be made on site and detailed statement of the e-customs registration, it can be registered in the output of return. Without coming to the customs authorities of the incumbents with the application of electronic signatures and take the opportunity has arisen to perform operations without establishing relationships with customs staff (Metin, 2012: 29).

Customs Door Security Systems Project (GÜMSİS)

With this project, the customs gate, be equipped with possibilities of technology and the creation of a strong infrastructure, as well as in terms of our national security is important significance in terms of economic and geopolitical factors(Eroğlu, 2013: 22)

Customs Data Warehouse System

Gouache Project Data Warehouse created by our Ministry through efficient decisions can receive and customs administration in a complex structure to achieve effectively the right information is a Decision Support System has been established (administrative activities report, 2011: 17).

Ministry of Finance

In our country, the Ministry of e-government projects and projects starting first among the agencies that operate effectively.

Central Access Rural Automation Project (Metop)

Providing a connection between the Metop project centered in rural and to strengthen the rapid electronic communications, the treasure is to conduct a trial involving more quickly with the center-provincial link. Also cry business processes and documents to be in uniform, to ensure total quality management, make the center of the control faster is to keep the case of the treasury daily statistics in a detailed manner (Eroğlu, 2013: 23).

National Real Estate Automation Project (MEOP)

National Real Estate Automation Project, the general manager of the central and provincial organizations of the system analysis prepared by an increasing corporate employees in 1996 to alleviate the workload of the initiating organization's human resources and the design work is completed in 2001. 81 provinces and 923 districts of the hardware, software, and it works by making the purchase has been made communication peripherals. Thirty composed of two sub-systems and all transactions are conducted via computer with software implemented in the entire organization (DPT, 2013: 77).

Accounting Office Automation System (SAY2000 a)

Ministry of Finance, General Directorate of Turkey throughout the 1457's the accountancy including daily stolen present throughout the 1536 unit, the state canceled the accounts of the computer tapping and all data say2000i to monitor on a daily basis maintaining a database on the central web-based brought the accountancy automation project to life. Then comes across Turkey in 1668 by accountancy configured project was completed in 2001 (Metin, 2012: 30).

Tax Office Full Automation Project (VEDOP II)

Starting from the entrance to the project documentation, assessment, collection, debt inquiries accounting is monitored on computer operations such as confiscation of all tax offices (Directorate General of Income, 2004: 74).

VEDOP-II

Which began in 2004 VEDOP II project, increasing the number of automated tax office, taking over the internet of declarations Turkey Tax Office, Audit Automation, data warehouse creation, which comprises the creation of applications for the infrastructure that enables the sharing of data with other institutions and organizations (DPT, 2013: 78).

VEDOP III

VEDOP II is a continuation of the practice which began in 2007 VEDOP III. E-VDO with the realization of the project (Internet Based Tax Office Automation) application has reached the 301 tax offices and property directorates of revenue service 585. Likewise, if taken in the automation of the commission, the tax office of presidency, transports tax authorities, discontinuous obligations the tax authorities and to meet the additional hardware requirements of revenues directorate, strengthening the infrastructure for increased capacity in line with the server has been completed (Bilginli 2011: 175).

Ministry of Interior
General Directorate of Security
      Said general manager, the website provides information on the task force and various matters within the jurisdiction of the police with information regarding the next contact info. For example, the fight against terrorism and drug on the website, ways and methods to be followed in criminal cases against children for sexual purposes, exploitation, extortion and protection against robbery, contains information about the measures to be taken in the fight against theft. In addition, asylum, immigration and citizenship processes, measures for the residential security, payment card fraud, are also included information about precautions against car theft (DPT, 2013: 67).

POLNET Project
      Since the beginning of 2002 as part of an POLNET 39 main applications for the use of safety organizations, 51 queries program, 20 local implementation and has introduced a number of statistical software applications nowadays.

General Directorate of Population and Citizenship Affairs
      The project was prepared in 1976 by the DPT. This project is one of the first e-government projects implemented in the world. Services on the website of the directorate general population, citizenship services and provides information about the organization. In addition, legislation and statistics can be accessed. Contacts in the space provided on page TC ID query can be made (Çarıkçı, 2009: 65).

Central Population Management System Project (CCMS)
      With the completion of this project it has been a number of every citizen. Thus, facilitated access is eliminated problems arising from the similarity in names. At the same time the process from anywhere in the country has been planned for the citizens quickly and efficiently (Koçel, 2013: 87).

Identity Sharing Project
      Sharing Project MERNIS identity 'is a continuation character. With this system, institutions and citizens in the information they want to reach quickly if desired. This way, the institutions, the Internet network will provide access to the MERNIS database. Institutions and organizations, the results of the query in the database will be able to transfer them to their own side. This information will be determined by legislation and institutions with how to use the principles to be determined by the contract, so the information in the database will not MERNIS reproduced by different institutions (DPT, 2013: 66)

Ministry of Education
      Information is given in place on the website of the ministry organization and duties of the Authority. Located on the banks of the legislation, the information can be accessed on a variety of statistics and outdoor education institutions, the project can be accessed through a variety of training software (DPT, 2013: 83).

Ministry of Education Integrated Management Information System (MEBSİS)
      The National Education Development Project, the implementation of e-government and one of the most important steps to achieve "the Ministry of Education Integrated Management Information System (MEBBİS). PERSISrealizing MEBBİS in 1987 (Personnel System) began with. Thus it was created the service of the various subsystems and ministerial departments. The most important of these subsystems "Provincial and District Directorate of National Education Management Information System" project. All of the programs they use to carry out operations of the unit under the ministry moved to electronic media, more user-friendly, there is provided a fast and reliable way to perform tasks. (http://www.meb.gov.tr The DPT, 2013: 84).

E-school

Designed in 2005, and with the approval of the relevant ministry started work on the project has been implemented to school in the 2007-2008 academic year. The purpose of the internet made this project student enrollment; continued absence of parents for their children, while data such as grades in viewing possibilities, providing the school with our business and operations to be performed more quickly away from state bureaucracy. This project with elementary school students before school with the introduction made electronically to all business and operations, related to students (identity, address, parents, notes, score, continuity, books he had read, weekly courses, such as an announcement and the received document information) all information functional led to the emergence of instant and real data. E-creating a standard structure for all elementary schools in the school system with application error occurred largely eliminated (http://mevzuat.meb.gov.tr/, 2008)

The Ministry of Labor and Social Security

Each individual has its own web page on the social security institutions and serves a large segment of society. Thus, institutions and services of the requested information has to be accessible to the person next to it are also utilized certain services. Social security and health insurance system in Turkey has been subject to reforms in 2003 (Çakıroğlu, 2005: 75).

Retirement Fund Health Project

Retirement Fund General Directorate of the nude's health by checking the commissioning process automation and expenses, people walked the health project to provide the level of monitoring is emerging as an important e-government applications. Retirement Fund structure, pharmacies, opticians, hospitals, and 14 thousand pharmacies in the project that created the process with the institution using the online environment of public organizations, 1700 has been optics company and 333 hospital procedures related to Retirement Fund records (Saraçbaşı, 2010: 71).

Social Security Institution

Institutions, about 65-70% of the total population in Turkey 'offers of services. This ratio is large enough not to be underestimated. The effectiveness of the services provided by the Authority, to get to the top level of productivity on 1 May 2004 te "Social Security E-Statement" has opened its portals. In this connection the creation, Ebildirg project and employers of the workers they employ to provide insurance declarations and notifications will be possible over the Internet and pay the fees incurred by internet banking. This project organization will provide benefits to all workers and employers and the short side is an application to facilitate the work (Çarıkçı, 2009: 77).

E-Insurance Project

E-Insurance Project, insurance offices held by all kinds of information on the latest situation of the centers, which provide access to the general Turkey. SSI is not limited only to this feature, in particular the Ministry of Finance, SIS, Ministry of Labour and Social Security, Directorate General of Labour, the General Directorate of Turkey Business Association employers etc. employers, including public procurement authorities. is a comprehensive management information into the required fields in institutions such as the automation project. This project is covered by provincial insurance and 85 insurance offices dealt with over the hardware infrastructure and equipment were handed over new programs began operating centers in developing legislation compatible (DPT, 2013: 104).

Bag Kur Pharmacy Automation System (BeOS)

Bag Kur; Pharmacy Automation System; between online pharmacies has established a prescription. Control while patients insured with information regarding whether these practices; Entering the prescribing information and billing procedures are performed. The purpose of this system is to raise the quality of services, saving time and

labor, prescriptions, check patient records and expenses, are targets as to store the data for later use. (DPT, 2013: 105).

Ministry of Justice, the National Judicial Network Project

UYAP with the Ministry of Justice Ministry's Central Organization with all the court together, the Republican Attorney General of Forensic Medicine, criminal, and to cover the Detention Executive Office of the houses, carrying computer network by establishing the Ministry of the Central and Provincial Units exchange of information between the electronic media, citizens are provided services through the Internet (DPT, 2013: 57).

Land Registry and Cadastre Information System (TAKBİS)

One of the projects that provide the greatest benefit of e-government applications over the network is made of the land legalization process. Accordingly, not only the land registry offices of the files in the registry of the land registry information is accessible in a computer network environment (Koçel, 2013: 101).

Ministry of Foreign Affairs Project

To provide for general information and contact details on the ministry organization and duties from the website of the Ministry, development and reports on foreign policy is published on the website, publications related to foreign policy through the library title can also be accessed (Eroğlu, 2013: 26).

Industry Net

Industry-net automation projects within the framework of the organization's business processes have been implemented by the Ministry of Trade and Industry. This project consists of many systems. In some of these systems; Clerk Information System, Data Processing Center Information System, Supervisory Board Information System, Library Information System, Small Industrial Sites and Organized Industrial Zone Information System, consists of systems such as the General Documentation Information System (DPT, 2013: 107).

In Local Government E-Government Applications

Presented in electronic platforms by local governments, the development of services, the creation of their associated standards and ensuring sharing of data will reveal synergy opportunities in the provision of these services, BIT in benefiting from the opportunities provided will allow public administration effective participation (Local Government Headquarters, 2011: 2).

MATERIALS AND METHODS

Subject of Research, Purpose and Importance

The subject of this research is to investigate the development of an overall e-government applications in Turkey in a city which is an important indicator of the public service transformation in Turkey. The main purpose of the research; the city also found that public institutions in electronic government applications and projects in what level of recognition rate, the implementation of projects and the extent to which use interest attitude with applications and projects, the differences between certain attitudes, used by the employee to investigate the relationship between electronic government applications and projects. At the same time the relationship between the public servants in the city's districts work computer and internet usage rates of e-government utilization of electronic government applications and the relationship between demographic characteristics and utilization of the project, which implementation and the project is less used, and this is because such questions in the field of research It enters. The success of this operation is very important also in terms of increasing the efficiency and effectiveness of public services. Turkey's application to be adopted to be effective and must be spread all over every place.

Method of Study

This section selected for the study population, sample and sampling, utilizing the techniques used to analyze the scale and transferred.

Universe Research

The study population are public institutions in the district of a city in Turkey.

The Sample

The sample of the study is the relationship between public servants is one of the fundamental objectives of e-government research preferences and frequency of use.

Data Collection Tools Used in Research

A questionnaire consisting of 3 parts and a total of 36 questions were prepared for research.

Statistical Methods Used in Research

SPSS 19.0 software package was used for data analysis. Besides frequency distributions and descriptive statistical methods were used. The relationship between various demographic variables and e-government applications and the utilization rate of the project was used to determine comparative tables.

RESULTS

Table 1. Distribution of the demographic situation of the people surveyed

	Groups	Frequence	Percent	Cumulative percent
Gender	Woman	72	60,0	60,0
	Male	48	40,0	100,0
	Tota.	120	100,0	
Age	21-25	3	2,5	2,5
	26-32	39	32,5	35,0
	33-40	40	33,3	68,3
	40 and over	38	31,7	100,0
	Total	120	100,0	
Educational status	Elementary school	14	11,7	11,7
	Middle School	44	36,7	48,3
	High School	40	33,3	81,7
	University	22	18,3	100,0
	Total	120	100,0	
Monthly income	1000-1500 TL	8	6,7	6,7
	1501-2000 TL	17	14,2	20,8
	2001-2500 TL	57	47,5	68,3
	2501-3000 TL	21	22,5	90,8
	3000 TL and over	11	9,2	100,0
	Total	120	100,0	
Working sectors	Special	21	17,5	17,5
	Public	99	82,5	100,0
	Total	120	100,0	

	Provincial	31	25,8	25,8
Positions	Central	89	74,2	100,0
	Total	120	100,0	

Of those surveyed (n=72) 60% of women (n = 48) is composed of men and 40%. The employment rate of women to be seen in the table are understood to be very high.

Among the participants in this study is the largest group 33-40 age group. When this age group 26-32 and included over 40 years shows that take place in the working life of the active form 97,5'n%. According to the age distribution of respondents to the survey are given in Table 1.

The participants (n = 44), 36.7% of secondary schools, 48.4 percent of total primary and secondary types of graduates. (n = 40), 33.3% of high school graduates (n = 22), while 18.3% are college graduates.

The participants (n = 57), 47.5% stated that they had come between 2000-2500 TL. (n = 8), 6.7% stated that they have achieved a monthly income between 1000-1500 TL, the participants in the study (n = 11), while 9.2% said that they have a monthly income of 3000 TL and over. Overall experience high monthly income of those surveyed.

The participants (n = 99) were working in the public area of 82.5% (n = 21) stated that they worked in the private sector is 17.5%. Overall it serves in most public areas of research participants.

The participants (n = 89) were working in the center of 74.2% (n = 31) makes

Table 2. Use of the person surveyed has their own computer / distribution related to that

	Groups	Frequence	Percent	Cumulative percent
	Acquisition news	100	0,4	20,4
	Communication	72	4,7	35,1
	Entertainment	33	6,7	41,8
	Commercial activities	8	1,6	43,5
Computer and community purpose	Government (e-government services) to use the service	88	18,0	61,4
	Information search / academic research	78	5,9	77,3
	Banking	55	1,2	88,6
	Shopping	26	5,3	93,9
	All of them	30	6,1	100,0
	Total	490	100,0	

25,8% of the provincial organization.

Table 3. Breakdown of internet usage according to people who participated in the research purpose

	Groups	Frequnce	Percent	Cumulative percent
	There home	69	57,5	57,5
Computer ownership	There workplace	4	3,3	60,8
	There in the workplace and at home	47	39,2	100,0

	Total	120	100,0	

The participants (n = 69) using a computer at home and 57.5% (n = 47) and 39.2% stated that the computer uses both at home and in the workplace. That there is a computer used by all participants have the opportunity to research and access to e-government applications.

The participants (n = 100) to obtain news of 20.4% (n = 88), 18% intended to take advantage of public services, and then respectively information search / academic research that they had banking purposes connected to the Internet. Of those surveyed it increased the number of frequencies due to the multiple marking options.

CONCLUSIONS

Information technology has marked the last few years, the people's daily life, working life, as their relationship with the state of family relationships has an impact in many areas. This situation has led to faster and higher quality services to fulfilling the role of the public sector. Turkey has faced a number of problems in the transition to e-government. Internet and the low use of computers, e-government related to lack of education, while the use of internet and computer security concerns, the functionality of the corporate website and be away from actuality, in other words, is not completed, the e-government infrastructure, the problems have been encountered in the transition to e-government. Today, thanks to the national need internet and computer use, as well as reduced costs of local government, improving the quality of services and the development of citizenship, the results showed improvements in effective e-government applications. Thanks to the fact that the trust felt towards society's e-government eliminated the loss of doubt and faith that can occur against the activities of public institutions and public institutions.

Findings of this study surveyed and 60% of women of public servants, 65% of the 33 years and older, 88.3% 'are secondary and higher school graduates, 79.2%' of TL 2000 and above the monthly income, 82% 5 'the public agency employees, 74.2%' s head office is understood that they served in public institutions. 57.5% were identified where the computer at home. 20.4% of employees in public institutions are computer purpose of news acquisition, 17.9%'s government (e-government services) to benefit from services, 15.9% the search for information and to make academic research, 14.7% the communications, 11.2% 's banking services, 6.7%' s entertainment, 6.1% 's more, 5.3%' are shopping, commercial activities were found to be the 1,6%'s.

In 100% of the employees in public institutions surveyed, the Internet and know the use of computers has shown that the state of e-government awareness about the applications demonstrated that full and found the personal computer to the internet connection in proportion with higher income levels.

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OCCUPATIONAL HEALTH AND SAFETY APPLICATIONS AND ORGANIZATIONAL CULTURE

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ABSTRACT

Costburdenbroughtbytheexperiencedwork-relatedaccidentsandsocialcosts, healthinstitutions, government, health professionalsandhealthorganizations has ledto a focus on safetyissues. Inpracticegenerallyeliminatethe risk of dangerand risk analysis carried outbytheback of risk management is seenapplicationsto transfer andkeep it undercontrol. However, it still can not fully participate in theworkplacesafetypractices in the health business. Stemmingfromthelack of governmentcontrol of healthenterprisesarethinkingmorethanjust a necessitybecause of thelaw. Therefore, a safetyculturemust be establishedwithsafetypractices. Organizationalculture in health business prioritiesfor an effectivesafetycultureshould be defined. Thecreation of thebasisfortheefficientoperation of allandthereareorganizationalvalues. Health workers in accordance with the value of theapplicationand set of rules, whichensurefasteradoptionandapplication of theseries. Analysis of the survey applied to healthbusinesssandemploy 50 employeesand health workers in thecityaredescribed. Research on the link betweenjobsecurityapplications in theirpact of organizationalculture on organizational values and healthbusiness has triedtoexplain.
Keywords: Health, Healthemployees, Organizationalculture, OccupationalHealth and Safety.

1.INTRODUCTION

Organizationalculture is thesum of thebehaviordisplayedwhilethejob. Business, wagepolicy, occupationalhealthhandsafetypractices, humanresourcespolicies, etc. applicationformscrapersentall management functions. Occupationalsafetyculture of organizationalculture of thepoliciesandpracticesused to minimize work-related accidents can be expressed as a subset of the total. Inthiscontext, hazardanalysis, noise, sound, vibrationandlightmeansurementsuchactivitiessandmeasurestakenwithinthescope of the risk assessment as a result of theirapplicationforsafetyapplications. Intheoverallpolicyframework of thisapplication, and in particularstableandsustainedimplementationornon-implementationapproachmight be called a safetyculture. Operating as a result of thevalues andassumptions of working as a securityculture is a security behavior. The behavior of the workers it is a reflection of thecompany'ssafetyculture. Organizationalculture of the value of working in theorganization, constitutestheintersection set of beliefsandattitudes. Inthiscontext, theaim of thisstudyexaminestheimpact of organizationalculture on organizationalvalues, organizationalculture of thecompany is toniestgatetheeffect of jobsecurityapplications.

2. ORGANIZATIONAL CULTURE

Organizationdefinesaboutthentheculturewecomeacross a verydiverseanddifferent. Nystrom (1990) organizationalculture, includingall of theorganizationsworkingprinciples, rules, normsandtraditionsareexpressed as. Oden (1997) Theculture of theorganization, definingtherelationshipbetweenemployeesanddefinesthe form of writtennon-statenorms. Deshpandevet Webster (1989), constitute a norm for behavior within theorganization, whichhelpindividualsunderstandanddescribetheorganizationalfunction as individuals but alsobysharedbeliefsandvaluessystem. Peter andWatermanrulesprevailingsituation in thestateinstitutionsaredefined as a set of internalized (Özkalp ve Kırel, 2011: 158).

3. RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND SAFETY CULTURE

In studies of thesafetyculture, prioritiesaregiventotheconcept of organizationalcultureandorganizationalculturearediscussed in relationtothesafetyculture. Thereasonforthis is that a culture of safetyissues examined as part of thecorporateculture. Safetyculture is a subset of theorganization'sculture. At thispoint, whether it is a conceptthat has thesamecontentandmeaningforeveryone in thesafetyculture of an organization it is important, orwhethertherearedifferentsub-cultureswithintheorganization (Harvey, 1989: 3). SharonClarke (1999) survey, despite a positive attitude about the safety of members of theorganization, allthehierarchicallevels that were foundto be equallycommoninterest. Consideringthataccidentsarequalifiedsocio-technical, organizationalculture, health, safetyandenvironmentalprogramsdeterminethelikelihood of thepresssituationcomes. Itshould be emphasized here, withtheoverallsafetyculture of the organization model is ableto model theirorganizationalculturemodelsincluded in thescope (Hurst, 1997: 63).

4. MATERIALS AND METHODS

4.1. Purpose of the Study

This research values of health workersanditsimpact on jobsecurityorganization of culture alpracticeswereexamined at thesame time measuringthereelationshipbetween them.

4.2. Methodology

Survey conductedresearchandanalyzed in SPSS 23.0 software. Preparedfirstquestionnaïveconsists of threechaptersandfifty-nine questions. the questions in the first section of thepart ici pantsalready as an elective, ifthequestions in thesecondandthirdparts 5s wereaskedtoanswer a Likert scale.

4.3. UniverseandSample of Research

The number of healthworkplace is 102, but it has beenreachendtoreturnallhealtheestablishment'sfrom 31 health business.

5. RESULTS

Table: Indetritalaccidentsand Risk Analysis Comparison Chart

			Risk analysis		Total
			Yes	No	
Accidents at work	0-19	% Accident	80,0%	20,0%	100%
		% Risk analysis	88,9%	66,7%	83,3%
		% Total	66,7%	16,7%	83,3%
	49 employeesandover	% Accident	50,0%	50,0%	100,0%
		% Risk analysis	11,1%	33,3%	16,7%
		% Total	8,3%	8,3%	16,7%
	Toplam	% Accident	75,0%	25,0%	100,0%
		% Risk analysis	100,0%	100,0%	100,0%
		% Total	75,0%	25,0%	100,0%

Risk analysis is made of the health of businessesthatexperiencedoccupationalaccidentsbetween 0-19% in 80, 49 and observed that the risk analysis is performed in 50% of accidents that occur on the health business. A total of 75% of theapplicationsmadebythecompany at 54.6% health when applying risk analysis on theeffectivenessandtimeliness of the risk analysisusedtoreportnearmissesconstitutesquestionmarks. Ifthejobsecurity of their porter mainsto be saidthat R verycaringandimplementation of health businessthat can make an organizationalbehavior is not wrong. Working in over 50 provincesstudiedandrunningover 102 healthworkers have been made in the health business. Tosomehealthbusinessesthatacceptthesurveyapplicationtoknowtheconcept of organizationalculture of managers, especiallyshowsthat the health of manyhealthcompanies in

thehealthcareindustryandsecurityexpertstoreAlthoughtheinterior of some of the legal obligations of thelack of safetycultureawaremacrolevelthemassignermains.

6. CONCLUSIONS AND RECOMMENDATIONS

There is the relationship between social organizationbetweenthecultures. How changes in environmental conditions hard time healthadministratorpoliciesandpracticesconsistoriesstance at thepoint of conflictwith social values. Therefore, consistentand be shrewd about the change of the business is very important. Stoppreventaccidentssuch as risk analysisandevaluation of theenvironmentalconditionsundercontrolwiththe behavior of employees is keptupsecuritypolicies is alsoimportanttodraw a general framework. employees of healthinstitutionsarerequiredtoinfluenceattitudesandvalues todirecttobehavesafely.

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JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT IN CUSTOMS EMPLOYEE RELATIONS

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ABSTRACT

The purpose of this study, the Customs and Trade Ministry organizational commitment of personnel at Istanbul Regional Directorate is to investigate the interaction of job satisfaction and demographics. In this study, organizational commitment; emotionally, continuous and normative commitment, and job satisfaction; It is considered as internal and external satisfaction. This study was aimed to determine the extent of the relationship between the size and demographic characteristics with each other. According to the survey, carried out literature studies and the implementation process of these institutions working personnel survey was carried out. This survey will determine the demographic characteristics of the employees as well as the questions were posed. the highest average was found to be working in the institution's staff commitment to keep the dimensions of organizational commitment.
Keywords: Customs, Customs Law, Import Regime, Export Regime

1. INTRODUCTION

In the information age we live in conditions of competition and management paradigm is changing rapidly. These existing relationships with those employees to keep pace with the rapid changes in the organization to keep employees in those organizations need restructuring. organizational commitment as a result of organization-employee relations, represents the strength of the bond he felt to work against the organization's employees. Therefore, their work and ensure that they are satisfied with the employees' organizations are working longer and goods by organizations / or seen as important as the service. Because of organizational commitment are believed to sense a positive impact on organizational performance. In this context, arrive late for work, organizational commitment, attendance and reduce undesirable consequences, such as redundancy, also argued that contributed positively to the quality of products or services and also increase the level of job satisfaction. Likewise, organizational commitment will determine the level of job satisfaction also working against the organization owned by the employees, there will be positive or negative effects. If an employee's stay in organizations with high performance and significantly increases job satisfaction, organizational productivity. Organizational commitment with high levels of employees who are already thinking of leaving to spend the extra effort to reach organizational goals.

2. ORGANIZATIONAL COMMITMENT

One of the organizational commitment and work-related attitudes of employees, by Mowday and friends; "Employees believe their organization goals and values at a high level and acceptance, willingness to striving for the goals of the organization; and they need to maintain a strong desire to stay and organization membership organization "(Mowday et al., 1979: 311), respectively.

Understanding and commitment as a concept form, is there anywhere that sense of community is an emotional narration of the social instincts. "Slaves to the master, the officer's duty, loyalty to the country in terms of military loyalty, loyalty to the old way of pronunciation, describes the state of being faithful. Overall commitment is a feeling in the highest degree "(Çöl, 2004: 5).

commitment is a psychological concept, is emerging as a defining event of organizational behavior and organizational processes. Commitment to the organization and its applicability

in organizations has revealed the concept of organizational commitment. Therefore, there are many researches and studies related to organizational commitment (Koç, 2009: 201).

3. THE CONCEPT OF JOB SATISFACTION

Many definitions have been used to describe the job satisfaction as well as the many concepts. But when he heard about the work of the employee job satisfaction, we look in general terms we can express happiness or pleasure. A result obtained by a workplace agreement with the employee's expectation of job attributes refers can say (Akıncı, 2002: 2-3).

The following is an exact spot to be said for it is that the dynamics of job satisfaction on job satisfaction. For example; job satisfaction for the manager because they have not confer permeability overlooked in later years once the employee airports; job satisfaction too quickly may also obtain the same speed as can be obtained in other words, may turn dissatisfaction. The biggest source of job satisfaction and lack of corruption in the organization is also sourced from occurring. Job dissatisfaction is more hidden way, work slow-down, low productivity, causes organization corrosive elements such as organizational problems (Akıncı, 2002: 3).

role in determining the satisfaction of the work attitude taken against the employee's job is pretty much fed. If the employee's job satisfaction if this attitude does not happen that make up the employee to come to work late, to adopt the work will inevitably give reactions such as employment (Okumuş, 2011: 41).

4. MATERIALS AND METHODS

4.1. Purpose and Importance of Research

The purpose of this study, organizational commitment of the employees of Customs and Trade Directorate is to investigate the interaction of job satisfaction and demographics. Yet job satisfaction of employees in the purpose and demonstrate the relationship between organizational commitment was investigated as well as their relationship with demographic results obtained with this concept.

4.2. Universe and Sample of Research

The population of the study consisted of employees of the Customs Directorate. The sample size n = 186 is calculated.

4.3. Model Research

In this study, an organizational commitment of the staff working in the Directorate of Customs, job satisfaction, and has been identified as a descriptive study to investigate the interaction of demographics.

4.4. Data of the vehicle

According to the survey questionnaire as data collection technique was used. Demographic questionnaire consists of a scale of organizational commitment and job satisfaction scale. This literature review conducted surveys and have been used to implement similar work performed previously.

4.5. Statistical Analysis of Data

The data obtained in this study using SPSS (Statistical Package for the Social Sciences) were analyzed using 19.0 for Windows program. Data were analyzed using descriptive statistical methods (Number, Percentage, mean, standard deviation) was used.

5. RESULTS

Table 1: Effect of Job Satisfaction Levels of Emotional Commitment

Dependent Variable	Independent Variables	β	t	p	F	Model (p)	R^2
Emotional Loyalty	Constant	3,066	31,973	0,000	4,860	0,009	0,040
	Welded Internal Job Satisfaction	0,120	3,095	0,002			

	External Job Satisfaction	0,092	2,427	0,016			

Intrinsic job satisfaction, regression analysis was performed to determine the relationship between job satisfaction with outsourced emotional commitment was statistically significant (F = 4.860, p = 0.009 <0.05). As a marker of endogenous levels of job satisfaction and emotional commitment, job satisfaction and the relationship with external variables (explanatory power) it was found to be weak (R2 = 0.040). intrinsic job satisfaction level of customs employees increases the level of emotional commitment. (ß = 0.120). outsourced job satisfaction level of customs employees increases the level of emotional commitment (ß = 0.092).

6. CONCLUSION

Finally, the level of job satisfaction was investigated whether there is an effect on organizational commitment levels. The result of intrinsic job satisfaction and job satisfaction of outsourced a significant association was found statistically significant emotional commitment and normative commitment, but commitment to continue with this study there was no significant statistical difference. Intrinsic job satisfaction and the satisfaction of the outsourced work is directly proportional to the emotional commitment and normative commitment and were found to be in a positive relationship.

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TOOLS USED IN MOTIVATIONAL STRATEGIES

Ayşe Hatinoğlu

ABSTRACT

Money can fulfill most of an individual's needs and it is also known as a motivational tool; so a high income rate is considered as an important indicator for success and professional competence. Managers' and workers' levels of productivity increase gradually day by day and it raise the organization's level of income; so that case leads that laboring factor is as important as capital factor. Communication, performance measure and evaluation, rewarding systems, culture and climate of the organization, group or team works are some of the subsidiary factors. The existence of a link between performance and wage rise is one of the forthcoming elements that bind the workers to the business. Some enterprises pay high salaries; and then the numbers of applications to such enterprises increases; and that case gives the enterprise an opportunity to behave more selective while employing the people. Throughout such enterprises, the workers don't want to transfer to any other company, and by the way their internal motivation increases. Formed groups or teams must be made to work in accordance with previously stated goals, not in an aimless way; and such a case is considered as the first golden rule for the workers' internal motivation and productivity which is created by the existence of other groups. Motivating the workers as groups is easier than motivating them in an individualized way.

Key Words: Organization, Motivational Strategies, Productivity

Introduction

Humans spend most of their lives and satisfy their emotional, social and financial needs at business. The workers' opportunity to express their ideas freely is considered as important in order to improve their interaction with the managers. Different goals must be specified for each different departments; all the workers must made to know what they are required to do and the rewards must be planned accordingly to the levels of reaching the goals.

Motivating Factors

Financial Motivators

Wage Increase: Money can fulfill most of an individual's needs and it is also known as a motivational tool; so a high income rate is considered as an important indicator for success and professional competence. A high salary confronts us as an important factor but throughout the workers, the expectation for a high salary is not always at the first rank. Enterprises consider productivity, performance and motivating factors as attractive factors in terms of making the wage and salary systems more effective.

Rate of Premium: Estimates which were based on time concept and piecework have led various premium systems to arise. Within success evaluations on minimum performance, different kinds of incentive charging models between different enterprises are being used. It increases the individual performance in short terms; however it is also suggested that such models may cause the workers feel anxious; and it may causehostility between the workers or it may decrease the levels of quality in long terms.

Participation in the Profits: managers or workers may participate in the profits of the enterprise because of their productivity; and that case makes the labour factor as important as the capital factor. However, it is also taken into consideration that in some cases such as enhancing some of the workers to participate and preventing the remaining workers to participate in the profits, it may cause the motivation decrease.

Financial Rewards: The importance of financial rewards in terms of increasing the workers' motivational levels is indisputable; however giving too wide coverage of financial

rewards is not considered as a right application. Instead, some kinds of incentive tools which are suitable for the workers' needs must be applied.

Social Insurance and Retirement Plans: Workers become dependent to the organizations in terms of satisfying some of their needs. Such a dependency constitutes anxiety especially for private sector workers. Some factors such as retirement plans under qualified circumstances, health insurance, paid and unpaid vacation plans and child allowance make contribution to the workers' job satisfaction and make them feel secure.

Psycho-social Motivators

Independent working Opportunities: An independent working environment and the opportunity to take initiatives increases the individuals' self-improvement power; and additionally, it makes them to feel belong to their groups and precious for the organization. In working places that governed by a centralized management understanding, the workers are generally in search of other working places. Providing job satisfaction leads increase in productivity and it also leads the workers feel secure in terms of continuity of their job.

Value and Status: Status is the volume that an individual occupies within the structure. Higher status is one of the methods directing the individuals to work; but on the other hand, managers must value the workers' personalities, ideas or advices, and the works which were performed by the workers, too. If the individual feels himself/herself belong to his/her business, then he/she can feel happy with the success of the business.

Having Respect to Private Life: Managers need to deal with the workers' problems insightfully. They should help their workers to organize their private lives; by the way the workers can focalize most of their attention and efforts into their jobs.

Appreciation and Giving Responsibilities: Sympathy and relevance constitute the desire for the job. Being appreciated in front of the friends, rewards and gifts are mostly more important than the wage in terms of social status. However, it is considered as having much more importance for low level workers than that case especially in the countries having under-developed incentive tools and using low-tech.

Social Interests: Professional managers think that it is always beneficial to make the job enjoyable by sports activities, travels, trips or picnics. They think that those kinds of social activities can increase the workers' productivity levels and decrease the monotony of the job.

Adaptability to Environment: Workers are expected to adapt themselves to new working environments, rules and traditions soon. Sometimes the newcomers can be put pressure and they may not be accepted to the group at once. For such manners, the managers must plan and apply the necessary precautions consciously.

Suggestion System: The workers' confidence towards the enterprise will increase when their suggestions are examined and taken into account.

Punishment: It is a negative approach used for preventing some undesirable behaviors; and it may have some negative effects such as offense, hostility or decrease of performance. In order to prevent those kinds of negative effects, positive reinforcements must be preferred.

Organizational and Managerial Motivators

Goal Setting: It is considered that motivational tools do not have much importance without goal setting.

Authorization and Responsibility Equivalence: It means taking initiatives all over the departments, giving authority for problem solving and enhancing the individuals to use their knowledge and skills against the authority.

In other words, it is the process in which delegation managers train the personnel in their fields, and then give the personnel authority and responsibility.

Participation in Decision Making: If the workers have opportunity to be effective in decision making, related to their fields, of if they have opportunity to participate in decision making processes, their levels of motivation will increase.

Opportunities to Promote: As the workers gain experience in their jobs, some of them for financial reasons and some of them for status, they will need some higher positions; however it is impossible to promote all of them at the same time. In spite of the blockages, some of the workers display higher levels of performance while some of them are working with poor levels of performance.

Educational Opportunities: Educational programs must be given place in parallelized way to motivational programs.The individual must know what the best is for both himself/herself and his /her business. Some kinds of courses and seminars, symposiums and conferences are accepted as having positive effects on increasing the workers' motivation.

Flexibility in Management: The workers must be able feel in secure in terms of their children, illnesses or holiday leaves even if the management changes. If a well determined flexibility becomes a company policy and if different alternatives such as working at home are provided, then the workers will feel themselves as precious.

Improving Physical Circumstances: Improving the working environment will be a positive factor in terms of performance level of the organization.

Positive Management Approach: If the manager of the company believes for the success, the possibility of reaching the success increases. In such a management approach, the manager must believe that he/she will motivate and direct the workers positively to perform their jobs.

Open Bargaining Method: That method means to give the workers more factors which are desired by them; and to give the workers less factors which are not desired by them.

What is Productivity?

Productivity is the common name of the techniques that improve the workers' performances and working conditions. Those techniques encourage the workers to perform their jobs better.

What is Motivation?

Motivation is the power encouraging moving.

What is Organization?

Organization is the unity in which foundations or people come together with the aim of accomplishing some certain or common goals or actions.

Subsidiary Items for Motivation

Communication: Throughout the organization, it provides a basis for some mechanism such as coordination, information flow, evaluation, education, supervision and decision making. In manners that there aren't enough amounts of open communication and reciprocal feedback, amounts of uncertainty increases.

Measuring and Evaluation of Performance: It is defined as the workers' habits, skills and behaviors; and measuring their performance levels systematically by comparing their similar features. In order to prevent the motivation programs' become undisciplined, irregular and complex; performance evaluation is one of the main baselines.

Rewarding Systems: The essential objective of giving rewards is to affect the worker's behaviors. The first stage in rewarding system is to be aware of what type of rewards will be more effective for the workers to reach their goals.

Culture and Climate of the Organization: It is stated as the whole of the norms, believes and values that direct the workers' ways of thinking and how they should behave. Another definition for that term is the overall atmosphere which is created by the thoughts relating to the amount of how much of the workers' expectations are fulfilled by the organization. At the same time, it is one of the important items having effect on the process of motivation.

Group Work and Team Work: The term is defined as the field of activity bringing joint solutions regarding to common work success in a relatively and cooperatively functioning way

with the aim of accomplishing the organization's strategic goal by two or more workers. It is considered that works which were performed by a group work have higher levels of performance.

Quality Circle: It is defined as the small and voluntary teams which are consisted by workers and their seniors who take part in the process of production. All the problems are tried to be detected in routine meetings and then the problems are tried to be solved. Quality circle is stated as highly effective in terms of giving responsibility to the workers, reproductivity, prestige, authorization sharing, managerial investigation, increase of the numbers of problem solvers and providing job satisfaction.

Problem of the Research

What are the tools used in Motivational Strategies?

Method

During that research, a document review has been performed. Documents are important sources for qualitative researches. The problem of the research will back up the researcher what kind of sources he/she will need. It is a descriptively prepared qualitative research; and document analysis was applied on that research.

Results

It is considered that labor productivity has a direct impact on business productivity. Although the workers' expectation towards high wage is not at the first rank, nevertheless it confronts us as an important factor. Maximizing the labor productivity to higher levels can only be achieved by higher levels of motivation and different motivational strategies. If the manager of the business believes that he/she will succeed, then the possibility of his/her success will increase, too. It must be remembered that the rates of productivity will be different while comparing after and before the motivational situations. Workers with higher levels of motivation will do their job with higher capacity, so their benefits for the business will increase, too. On the other hand, motivated workers will provide higher levels of productivity in accordance with an understanding of strategic management.

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THE IMPACTS OF MANAGERS' BEHAVIORS ON MOTIVATION OF PUBLIC AND PRIVATE SECTOR TEACHERS

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ABSTRACT

In this article, the impacts of managers' behaviors on motivations and team efficiency of public and private sector teachers in aviation sector in Turkey are studied. It is aimed to evaluate in academic framework taking the views of the motivation, neurotic managers' behaviors and organizational justice in public and private sector teachers. The article is composed of five main sections that are introduction, problem of study, method, findings and the conclusion. In introduction section it is explained in subheadings,Motivation, employee motivation, work motivation, job satisfaction and team efficiency, behaviors of managers, neurotic manager behaviors, expectations of public and private sector teachers from their managers, and effects of managers' behaviors on teachers' motivation. As a result, the importance of determining the attitudes of managers towards teachers by taking care of distribution, procedural and interactional organizational justice has been revealed.

Key Words: Neurotic behavior, motivation, organizational justice

1.   Introduction: In this article, anacademic research was conducted about the effects of managers' behaviors on motivations of teachers in training private and public aviation institutions and organizations in Turkey.First of all the meaning of the motivation has been explained in subtitles motivation, employee motivation and job satisfaction. Seven neurotic behaviors of the managers have been mentioned, following that, the organization justice among public and private sector teachers in the aviation sector.

1.1.   Motivation: It is a theoretical construct used to explain behavior. It represents the reasons for people's actions, desires, and needs. Motivation can also be defined as one's direction to behavior, or what causes a person to want to repeat a behavior and vice versa. A motive is what prompts the person to act in a certain way, or at least develop an inclination for specific behavior. According to Maehr and Meyer, "Motivation is a word that is part of the popular culture as few other psychological concepts are." (Maehr and Meyer, 1997).

1.2. Employee Motivation: The Job Characteristics Model (JCM),as designed by Hackman and Oldhamattempts to use job design to improve employee motivation. They show that any job can be described in terms of five key job characteristics (Hackman and Oldham, 1974):

Skill Variety - the degree to which the job requires the use of different skills and talents

Task Identity - the degree to which the job has contributed to a clearly identifiable larger project

Task Significance - the degree to which the job has an impact on the lives or work of other people

Autonomy - the degree to which the worker has independence, freedom and discretion in carrying out the job

Task Feedback - the degree to which the worker is provided with clear, specific, detailed, actionable information about the effectiveness of his or her job performance.

The JCM links the core job dimensions listed above to critical psychological states, which result in desired personal and work outcomes. This forms the basis of this "employee growth-need strength." The core dimensions listed above can be combined into a single predictive index, called the Motivating Potential Score.

1.3.   Work Motivation, Job Satisfaction and Team Efficiency: The motivating potential score (MPS)can be calculated, using the core dimensions discussed above, as follows (Hinton and Biderman, 1995):

$$MPS = Autonomy \times Feedback \times \frac{Skill\ Variety + Task\ Identity + Task\ Significance}{3}$$

Jobs high in motivating potential must be high on at least one of the three factors that lead to experienced meaningfulness, and also must be high on both Autonomy and Feedback. If a job has a high MPS, the job characteristics model predicts motivation, performance and job satisfaction will be positively affected and the likelihood of negative outcomes, such as absenteeism and turnover, will be reduced. On the other hand, the rule of managers has very important effect on the entrepreneur soul teachers for motivate them in the team. Sometimes these kinds of teachers have to be thrown out of team and motivation of them has decreased. That is why it is true for a leader to take care of the entrepreneurship and entrepreneur soul of teachers to win and win among the team.So, it is possible to provide corporate identity organizational change.

1.4.   Behaviors of Managers: According to the researches conducted in this field, the number of those satisfied with the managers is higher than the number of those dissatisfied. If you have never worked with a successful manager in your life, your learning chance will be limited to the answers of a "what should not be done" question. On the other hand, working most of time with successful managers, when you encounter a one who ruins your motivation, it is for sure that you will have difficulty in adaptation

1.5.   Neurotic Manager Behaviors that kills the motivation: Manager with neurotic behaviors causes you to make mistakes because of his long time inconsistencies. Such managers can even drag the workers to depression by creating anger, despair, insecurity feelings on them, and they negatively influence the corporate culture. The underlying causes of these behaviors are power, potency and will of gaining independence. These types of mangers usually show anxiety, obsessive thoughts and compulsive acts. These people have difficulties understanding emotions and they cannot govern motivate people with high emotional intelligence due to fact that they cannot realize their own feelings and fears.Seven common work place neurotic styles explained (Levinson, 2006) as follows:

1.5.1. The Explosive: Managers with explosive styles are easily dominated by their feelings of frustration.They become unable to solve problems effectively and instead personalize problems and become aggressive in pushing others for solutions. Explosives are neither effective problem solvers nor strategists.

1.5.2. The Implosive: These types exhibit an obverse style similar to that of the explosive. The style is also known as passive-aggressive.

1.5.3. The Abrasive: Abrasive managers often view themselves as high achievers, knowledgeable, analytical, and professionally competent. They want to do the job by themselves, finding it difficult to lean on others who they feel will not meet their standards.

1.5.4. The Narcissistic: Narcissistic leaders can be charming to others, but they privately have little genuine interest in other people except with regard to how others can be used.

1.5.5. The Apprehensive: The apprehensive style is secretive, self protective, and cautious. They have low trust in others and believe that even words spoken in confidence may be revealed, thereby compromising themselves and causing trouble.

1.5.6. The Compulsive: Compulsives are often preoccupied with the details of a given activity and may disregard other important aspects of their job.

1.5.7. The Impulsive: Impulsive managers take abrupt actions that are often unplanned and unanticipated, creating distractions, unpredictability and confusion.

1.6. Public and Private Sector Teachers' Expectations From Their Managements: Common expectations of teachers in both sectors are organizational justice. The perception of organizational justice is defined with a classification of distributive justice, procedural justice and interactional justice. The basis of studies on the concept of organizational justice was launched with Stouffer's "Relative Deprivation", Homans's "Distribution of Justice" and Adams' Equity Theory" (Özmen et al., 2007: 20). The framework of The Equality Theory developed by Adams in 1965 is that the individuals benefit from the organization's output as much as they contribute to the organization with their education, training ad efforts (Barsky and Kaplan, 2007: 286). According to Adams' Theory of Justice, individuals compare what they get from the organization with what they give to, and compare the results with that of others.

The individual gives the organization his time, labor, etc. and gets wages and status in return. Comparing the wages they get to that of others, they decide whether the organization is fair. If they decide that the organization is unjust, they will choose harming the organization and its interests.

Some social alteration and procedural justice theorists finally associated the perception of procedural justice with organizational citizenship behavior (Konovsky and Pugh, 1994: 657). It is claimed that in workplaces, in order to have and maintain a healthy development, justice and managerial skills in decision-making are two important factors (Elovainio et al., 2006: 273).

It is the dependency of the formation of organizational citizenship awareness in an organization on the establishment of organizational justice in that organization.In fact, individuals in organizations expect organizational justice more than individual justice. Employee's point of view can be a process in which justice functions in organization's continuity, but the main thing is the interpersonal justice. Because the managers' behaviors towards the individuals are signs showing that justice serves and individuals are important and valued.

In organizational citizenship behavior, when the role of the employees' identity is defined in the organization, they feel the responsibility to improve the organizational citizenship behavior. Accordingly, the adoption of a role gets the individual to display the behavior of role identity. Thus, the individual's role identity is transformed into organizational citizenship identification (Moorman, 1991: 845; Kamdar et al.2006: 842).Distributive justice accounts for sharing the organizational outcomes fairly (Lambert et al., 2007: 645). Distributive justice relates to the result while procedural justice is related to the way or the method followed in the organization (Lambert 2003: 157). What is implied with this sharing is that the perception of "just or unjust" the employees infer about the organization after comparing the rights they obtained such as salary, premium, promotion, social rights etc. to those of other employees' gains (Özdevecioğlu, 2003: 78; Barsky and Kaplan, 2007 286). Procedures are evaluated by their level of consistency, bias suppression, accuracy, correctability, ethicality, and the degree to which they

allow voice and input (Leventhal, 1980). The concept of procedural justice is based on the opinions regarding to procedures or the methods used being either right or wrong for the individual at the process of decision taking by the management for him or for the other employees.

The meaning of procedural justice is to apply the same procedure for everyone in the organization, to provide him or her with the opportunity to participate in decisions and create an information system.The procedures to be applied are expected to be in accordance with the culture of the organization and be away from individual biases and the biased behavior. Moreover, employees' justice perception during the decision making of themselves and others' in the organization is also explained with procedural justice (Barsky and Kaplan, 2007: 287).

1.7. The Effects of Managers' Behaviors On Motivations of Public and Private Sector Teachers: In this section it should be mentioned that the behaviors of managers manage the effects of relation between him or her and the teachers. That is why the main principle of a manager should be to care of the attention on procedures, distribution and interaction among the teachers. There are some rules in the aviation sector determined by General Civil Aviation Management in which the profile of managers and teachers sufficiency mentioned. So, managers should care about the skills, independence, procedures, tasks and task feedbacks. They must take attention about the organizational justice according to procedures and tasks.

2. Problem of the Study: In this article, answers to following questions have been sought: What is the motivation? What is the organization justice among public and private sector teachers? What is the neurotic behavior of managers' effects on teachers?

3. Method: Literature research has been conducted. Academic articles, journals, and books studied, and topics related the problem of study have been compiled and analyzed.

4. Findings: An academic research has been conducted to define and assess how their mangers affect teachers' motivations. There are seven neurotic behaviors of managers. Attitudes of managers toward teachers caring about the determination of tasks, procedures, independence rules, distribution and interactions play crucial roles.Entrepreneurteachers should be used to make new training designs and innovations.

5. Conclusion: It was determined that behaviors of managers towards teachers in aviation sector are very important to care about the motivation to ensure the security training. Motivated teachers can give the security training ina positive manner. They care about the rules and procedures and explain them to new comers because the procedures are very important in the aviation sector for planning, programming, budgeting, controlling, and providingsecurity and quality professional. It will also be possible to manage time and global innovation improvement. Managers should act as professional leadersin aviation training organizations to motivate the teachers by applying distribution, procedural and interactional for ensuring the organization justice. Then, to provide corporate identity organizational change, entrepreneur teachers should be found and put in the teams.

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MERSİN FREE ZONE BUSINESS FACTORS AFFECTING

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ABSTRACT

In free zones in Turkey it has been many studies over the last decade. However, the factors affecting the businesses in these study subjects were studied very little. In this study, the "free zone" and "influencing factors" were studied business in Mersin Free Zone in order to reveal the connection. The success of the free zone, businesses operating in the region is associated with success. Therefore, businesses operating in the region can demonstrate long-term presence and its activities in this process depends on keeping under control the factors that influence be effective. Knowing the importance to business of keeping under control the internal and external factors that impact the business, with the view of modern business, trained in issues that require expertise, benefiting from experienced and well trained personnel, who are aware that management is a process and free zone enterprises who are working to customer-centric restructuring in this process gives high importance to keep under control the internal and external factors.

Keywords: Relationship Marketing, Free Zones, Mersin Free Zone.

1. INTRODUCTION

In this study, the importance of the rapidly growing business internal and external factors; The implementation of international marketing, trade and investment opportunities to benefit from more effective and to create additional employment opportunities for the creation of new, effective as commercial centers are dealt with free of undertaking logistics functions. "Free zone" and "internal and external factors affecting the company are" concepts, as distinct from each other so far has been the subject of several investigations. The purpose of the study, those with the need to consider a combination of the two concepts "Mersin Free Zone in the overview of the internal and external factors affecting their businesses examining is to the activities of internal and external factors affecting the business of determining the importance of businesses.

2. ECONOMY ON THE POSITIVE AND NEGATIVE EFFECTS of the FREE ZONE

Free zones to increase the international market share of the countries in which they labor without intervening in the market to take advantage of the relative cheapness of production factors like land and foreign investment needed in the world costs with the help es are established even in order to enter into foreign markets by producing well under the world cost (DPT, 2014: 4) . The success of free zones exports and employment generally positive, the creation of new business opportunities, is measured by the realization of industrial modernization and technology transfer (Gürsoy, 2000: 2). Besides the positive impact that free of a number of negative effects it is also in question. If administratively and provide effective management and control in terms of management it is possible to minimize these negative effects.

3. MATERIALS AND METHODS

3.1. Purpose of the Study

In this study, we aimed to determine the factors affecting the businesses in Mersin Free Zone.

3.2. Scope and Methodology Research

In the study; Mersin businesses operating in the Free Zone has tried to determine how they are affected by internal and external factors. Screening model used in the study. In this regard, active in the research is the target audience is composed of Turkish Mersin Free Zone business.

3.3. The research Limitations

Mersin Free Zone can not be found in over 11 of the 53 businesses, 12 are due to expire on the date of the license period in which the research was carried out on a limited number of 30 business research.

3.4. Collection and Evaluation of Data

The data required in this study were collected through a questionnaire developed by the researchers. Scale, the most competent person in the business, the business owner, manager or filled by the responsible marketing.

6. RESULTS

In this section, in accordance with the data obtained from the scale of people surveyed and the defining characteristics of business represented by these people "Production and Customer Centric Structure Sales" and "Maintaining and Tracking Customer Laski After Sales" said implementation level in the company of factors were analyzed using descriptive statistics .

Table 1. Distribution of the Statute of the sample group

	Frequency	%
Business owner	7	23,3
Manager	11	36,7
Marketing manager	5	16,7
Other	7	23,3
Total	30	100,0

Business owner's 23'n% of the sample data in the table, 37% of managers, 17% charge of marketing, it is understood that other status 23'n%.

Table 2. ANOVA results by Person in Charge of Marketing Activities

Factor	Source of variance	Sum of Squares	sd	Squares Mean	F	p	Significant Difference
Factor 1: Production and Sales Customer-Centric Structure	Between Groups	182,374	2	91,87	2,120	,140	-
	Intragroup	1161,126	27	43,005			
	Total	1343,50	29	-			
Factor 2: Sustainable and Tracking Customer Relationship After Sales	Between Groups	10,444	2	5,222	,898	,419	-
	Intragroup	156,923	27	5,812			
	Total	167,367	29	-			

When the table is examined, the average in terms of both the first and second factors responsible for the marketing activities of the business seems to be a significant difference between the scores [F (2-27) = 2.120 p> .05; F (2-27) =, 898 p>, 05]. In other words, the participants of the "Production and Sales Customer-Centric Structure" or and "Maintaining and Tracking Customer Relationship After Sales" what they give importance level marketing activities in the enterprise is not significantly different compared to blame.

RESULT

The success of the free zone, businesses operating in the region is associated with success. Therefore, businesses operating in the region can show the presence of long-term and be effective in its operations in this process depends on the marketing strategy they use.

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IMPROVING PERSONNEL POTENTIAL IMPORTANCE OF MOTIVATION AND JOB SATISFACTION

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ABSTRACT

Motivation is a phenomenon which leads employees to a certain goal and tries to have these goals achieved. Therefore, motivation creates a difference in the behaviours of the persons. Motivation is researching and creating the conditions which are necessary for the employees to willingly work in line with the organizational goals and be efficient. Motivation is a force which starts the behaviours which are necessary to eliminate a need. Motivation is a quite far-reaching concept in developing personnel potential.

Keywords: Job Performance, Motivation, Personnel Potential, Human Resource

Motivation is the "desire to do the things" in the simplest meaning. It is a process which initiates, guides and sustains target based behaviours. Motivation is the thing which makes us act. Taking water when you are thirsty, giving presents to your beloved to make him/her happy, buying nice clothes to be good looking, and reading books to get information happen thanks to motivation. A good motivation brings Performance together with it. **(Uyargil p.2-15)**

Immanent Motivation : Money is kept outside key transactions. There is a high level of motivation. If you are doing something to give it to the world, you will be giving something which will represent your own data processing philosophy to millions of users, and then you will always have to do your best. Working autonomously, doing independent work is indispensable for motivation. **(Yamak p.112-113)**

Importance of Motivation in Creativity
Creative Thinking Skill
Creative Thinking Skill
It will be more effective to increase the internal motivations of the employed personnel. To give an example, let's take the freedom concept, if the managers allow people to decide how they will achieve their goals instead of which goals they will be achieving, internal motivation will increase significantly accordingly.

Internal Motivation Chart

Uzmanlık:	**Specialization**
Yaratıcı Düşünce Becerisi:	**Creative Thinking Skill**
Yaratıcılık:	**Creativity**
Motivasyon:	**Motivation**

Creative thinking skills determine how flexible people approach their problems by using their imagination. Every motivation is not the same. An internal passion to solve the problem in hand takes the person to much more creative solutions when compared to external rewards like money. This element which is called internal motivation is an element which can be most directly affected by means of the job environment.

Specialization and creative thinking are the raw materials of an individual. As the phrase is, it is his natural sources. But a third factor determines what people will really do: Motivation. A scientist might have an extraordinary educational background and a great comfort in bringing new perspectives to old problems. But if he does not have the motivation to do a certain thing, he will not do that thing; he will either not take advantage of his specialization and way of creative thinking or use them in another field. However, researches show that every kind of motivation does not have the same effect on creativity. Researches show that there are two kinds of motivation: **(Gürsel p. 11- 12- 14)**

External Motivation

It is the motivation coming externally to the person. The means of the external motivation which is commonly used by the managers is undoubtedly money. Money does not withhold people from being creative but it does not work in many situations.

Internal Motivation

It is based on the person's internal desire for passion, interest and the desire to do something. The person will be internally motivated if it is the desire to achieve an extremely difficult goal or resolving a problem which cannot be solved by anybody else. When people are internally motivated, they do their works for the sake of the challenges of that work and for pleasure. The work itself is motivating. People become creative at the maximum level primarily when they feel they are motivated by the interest, satisfaction and challenge brought by that work rather than the external pressures.

The Difference between Internal Motivation and External Motivation

An approach which is based on external motivation will be lacking imagination. It will not bring about new insights about the quality of the problem or it will not bring new perspectives for the problem. Solution in rote fashion will probably not take the work further. But internal motivation will allow the person to find different ways of solution for the problem he is facing. He will be more creative. What is commonly accepted is that there are a great number of evidences that creative people have a strong internal motivation. **(Gürsel p. – 14-16-17 – 34-35)**

Having One's Heart Set on Being Motivated

People can improve their emotional intelligence if they like. However, many managers have the idea that all of their emotional intelligence is predetermined. They think it will not change. The main point is not the fact that he does not have the skill to change; it is rather the fact that there is no motivation to change. For change, there should be desire. More deliberately, there is a need for positive motivation rather than negativity. You should desire to change. **(Gülfidan p. 135-136)**

The Effect of Motivation on the Personnel Potential

If the managers have high expectations from the personnel, productivity will probably be perfect. If the expectations are low, productivity will probably remain insufficient. There is a law which leads to rise or fall in the performance of the subordinates based on the expectations of the

managers as if both enthusiasm and indifference are contagious. The expectations of the management should pass the exam of reality before being transformed into performance.

The staff in the lower layers will not be motivated in terms of accessing high level of productivity unless they find the expectations of the manager realistic and accessible. If they are to be encouraged to make efforts for unachievable goals, they will give up making efforts and consent to the results in a lower level than they can achieve. Let's concretize that with a success probability chart.

Motivasyon Başarı Olasılık Grafiği

Motivation Success Probability Chart
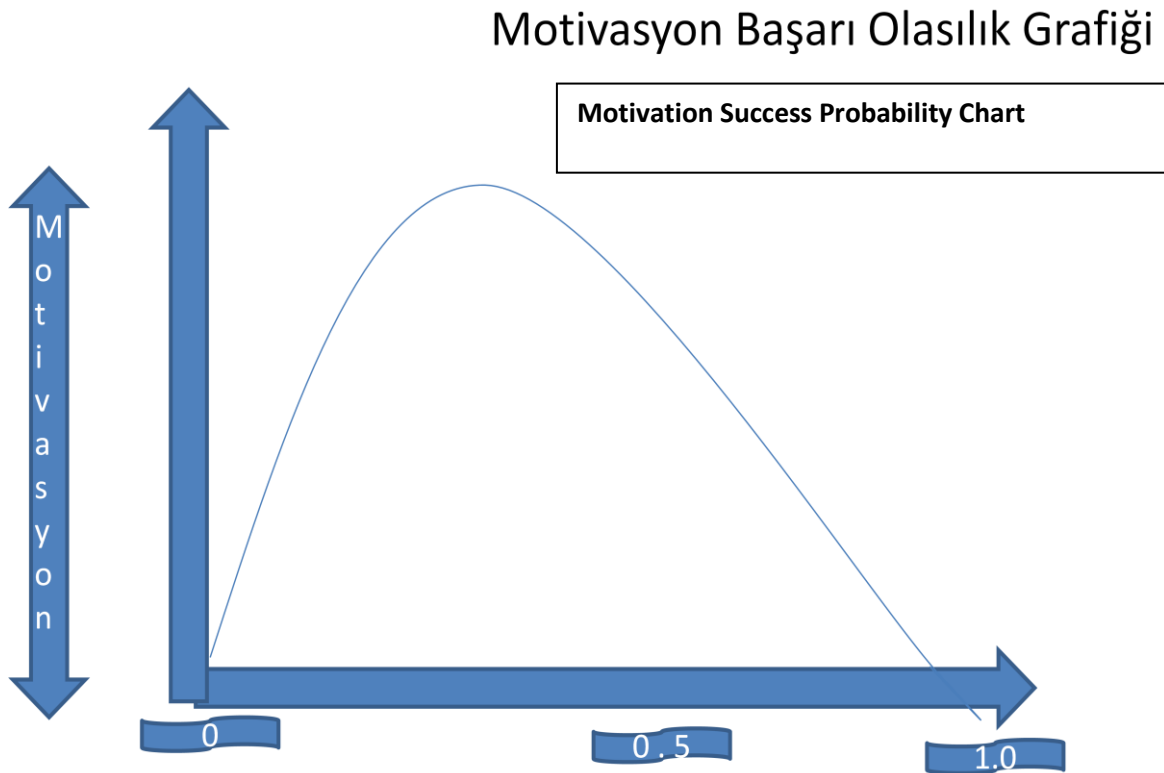
(Bulut p. 61-62)

The scientific research made by John W. Atkinson showed that the relationship between motivation and expectation changed in the form of a bell curve. While choosing personnel for the business, the key point is that managers can determine the subordinates with whom they can proactively work, the persons with whom they can have harmony and physical chemistry.

The grade of motivation and effort increases until the expectation for success reaches 50%, and then it starts to decrease even if the expectation for success keeps increasing. No motivation or reaction arouses when it is seen that reaching the target is almost certain or almost impossible. Therefore, it is not surprising that the failure of the employees who are working at a lower layer to meet the high expectations of the managers which are unrealistic will lead to excessive wear-out. **(Bulut p. 61-62)**

Complex Motivating

A person's level of motivation is much more important than the pureness of the factors that motivate him. This is because real leaders consciously or unconsciously receive strength from strong and weak motivators which observe the benefit of the majority or their own interests, rather than many motivating elements. The challenge is not in pushing aside their own interests or the weak motivators but in taking them under control, canalizing and directing them.

The reason why quiet leaders can be successful is not despite their complex motivators but because of those motivators. (**Engin p. 24-25**)

Motivation for Enabling Performance

Motivation is a psychological process which directs the behaviours which are aiming the goal and brings about desire for these behaviours. A manager also wants to motivate his employees by doing works in favour of the enterprise. Several theorems have been developed to explain the motivation of the employees at the workplaces. One of them is the hierarchy of needs which was developed by Maslow. According this hierarchy, people primarily want to satisfy their needs of physiological security and attracting attention. (**Eraksoy p. 69**)

Handling Motivation in terms of Job Design

The purpose of job design is to increase job satisfaction and performance by distributing the jobs of the workplace among the employees and applying motivation theories to the jobs. Five job characteristics should be examined in order to analyse if the job is motivating or not.

1- **Skill Diversity**
2- **Task diversity**
3- **Importance of Tasks**
4- **Autonomy**
5- **Feedback**

One of the most important factors which increase motivation is the method of reinforcing the desired behaviours by rewarding them. External communication is the information flow between the customers, suppliers outside the business and the employees in the business. (**Eraksoy p. 70-71**)

External Environmental Factors in Labour Satisfaction

The market from where a business supplies the labour that it needs is called labour market. Businesses take advantage of not only local markets but also international markets due to the technological developments in this labour market. The human resources operations of the business have to evaluate not only the local labour market status but also the international labour market conditions.

The labour structure constantly changes and such changes also undoubtedly lead to changes in the qualities of the labour of an organization, a business. The changes in the individuals in a business influence the management's policies and approaches about labour.

Therefore, human resources specialist and the staff that is responsible for forwarding and administering the personnel have to monitor and analyze the changes in the labour structure. In this regard, one should consider in particular the changes which can occur in the labour structure in terms of personal characteristics such as age, sex, religion, race etc. and skills so that human resources and human resources functions such as enterprise personnel planning, personnel procurement and election can be successfully performed.

LABOR SUPPLY GRAPHIC (EXTERNAL ENVIRONMENT)

INTERNATIONAL EVENTS

LEGAL REGULATIONS

JOB HABITS FACTOR
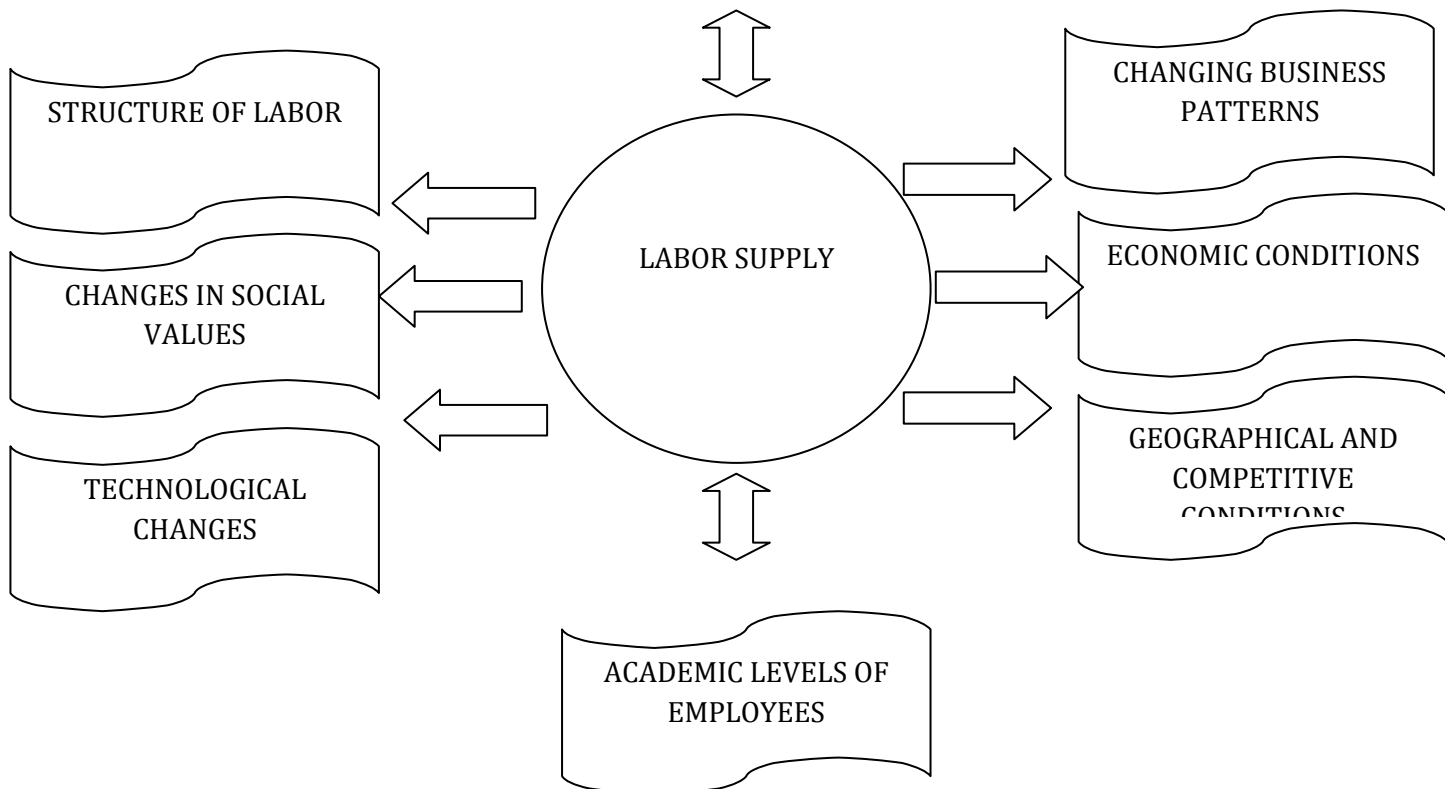
(Bingöl p. 53-54)

Legal Regulations

Another external environmental factor that affects the human resources is laws that are within the framework of labor law and the relevant legislations, regulations and the judicial opinions that interpret them, collective labor agreements, internal regulations, work place implementations and international labor law resources. When business managers are establishing personnel potential, they encounter wide range of legal regulations and restrictions that have very great effect on the business organization. When personnel planning and system are being created, the legal regulations have to be taken into consideration and the business organizations has to even take the legal regulations and policies into consideration of the countries where the business organization operates in the globalized world.

Legal regulations, society and culture, unions, shareholders, customers, competition, technology, economic conditions and geographical conditions mostly have determining role on job satisfaction of the business organization. **(Bingöl p. 55-56-58-58)**

Internal Environmental Factors on Labor Satisfaction

The factors that are under the control of a business organization and that affect the personnel potential and human resources can be called internal environmental factors. The mission that expresses the purpose and reasons of an organization's existence, the objectives that express the outcomes that are desired and expected to be achieved within a certain period of time, the policies that express the pre-determined political, operational series and methods that guide decision-making with regard to labor, the values, beliefs and habits that are shared within the organization are the internal environmental factors that significantly affect the job satisfaction policies and implementations in development of personnel potential of the business organization. This factor has great effect on development of personnel system, motivation and achieving job satisfaction. **(Bingöl p. 63-64-65)**

Definition and Importance of Job Analysis

The technique that examines quality, amount, requirements, responsibilities and working conditions of each job included in the business organization in order to evaluate the jobs accurately, effectively and efficiently by using the scientific methods is called the job analysis. This technique requires information about the jobs as a result of job analysis so that human resources and personnel system management operations and applications can be effectively fulfilled. The need for this analysis is of great importance as it constitutes the backbone of the personnel system.

Job analysis provides information about what jobs are and which qualities are needed to execute these jobs. Such information turns into documents. Such documents are used to fulfill functions such as performance appraisal, job appraisal and determining supply and selection training needs. And this increases the efficiency of the business organization. Utilization of such information and documents with regard to personnel system and job analysis will ensure job satisfaction. **(Bingöl p. 77-112)**

Intended Purposes of Job Analysis

Collecting information about how a job is done, the content of the job; analyzing such information and the data that is obtained as a result of the job analyses that are carried out to express several human resources activities effectively help appraisal of personnel of the business organization and human resources behaviors significantly. The information that is obtained from job analysis is also used in execution of certain activities. Such fields of operations are described below briefly;

1. Job appraisal operations: job descriptions that are drawn up as a result of job analysis operations are evaluated in terms of contributions of jobs to the business organization.
2. Personnel Selection: The business organization selects staff according to the main personnel.
3. Determination of Training and Development Needs: The data that is obtained from job analysis helps to define who needs which training to what degree.
4. Performance Evaluation: Standards are determined and included in job descriptions.
5. Occupational Health and Safety: The job analyses are conducted to determine which jobs are dangerous to what degree, whether the occupational environmental contain conditions that are harmful and dangerous for health. **(Bingöl p. 78-79-80)**

Job Analysis Process

Job analysis process comprises 2 stages.

a. **Data collection**
b. **Job descriptions, job specifications,** job standards. Job analyst collects information about jobs, lists the qualifications required for the person who will do such job and draw up the job standards based on the information obtained.

JOB ANALYSIS PROCESS GRAPHIC

Preparation for Job Analysis

COLLECTING JOB ANALYSIS DATA

Survey Development

Data Collection
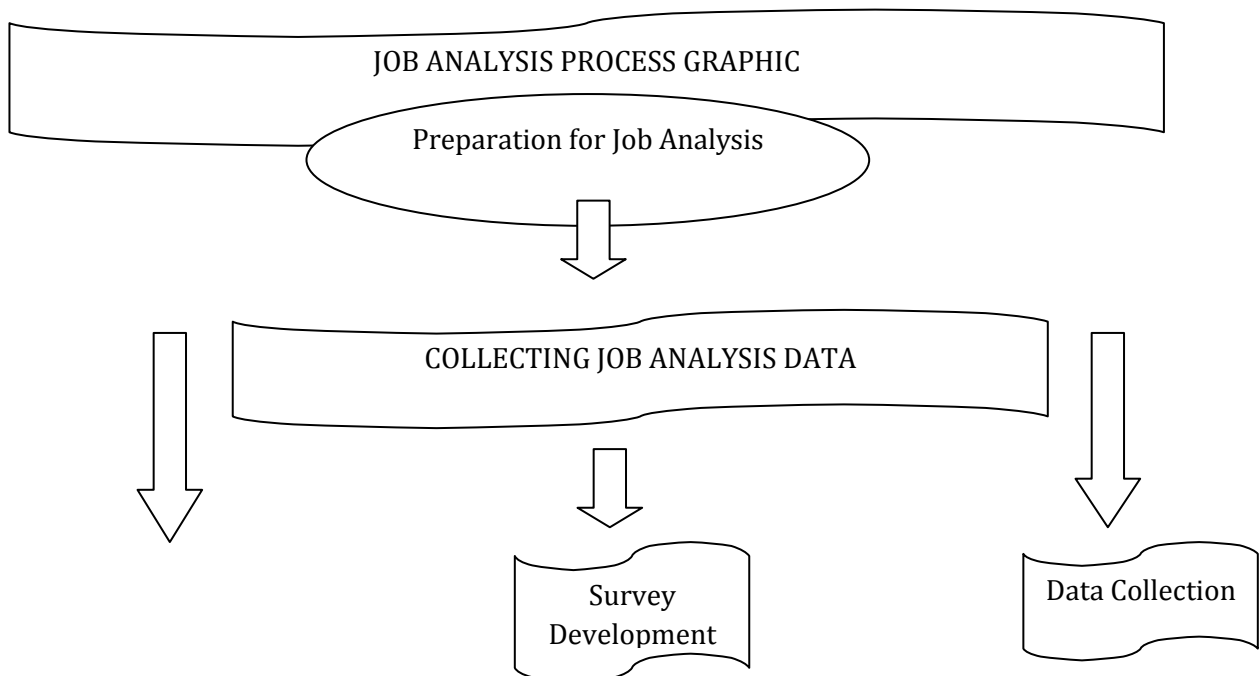
(Bingöl p. 80-81)

All the documents that are related to job analysis works are reviewed. The first job of the analysts is to identify the jobs that are exactly the same and decide which jobs will be analyzed.

Job Analysis techniques

Data is collected and such data is analyzed. Job descriptions and job specifications are drawn up. The techniques that have been developed are described below.

a. Functional Job Analysis: It is the analysis used to tell the difference between the operations that are carried out as a result of a job and the operations that are carried out by employees to fulfill a job. This technique focuses on the job that is done by the personnel and measures the levels of efficiency by assuming that a job is composed of duties. All the jobs require involvement with people, data and tools to a certain extent. The duties of an employee can be measured by using the grading scales. Functional job analysis constitutes the bases of many human resources and personnel systems.

b. Critical Event Technique: This technique focuses on the specific behaviors that are regarded as critical in terms of high job performance. The purpose is to identify the critical job duties. **(Bingöl p. 93-99)**

The relationship between the personnel working in a business organization and the job to be done can be managed effectively through comprehensive knowledge of job design. Today, job design is a vital path through which the business organization can employ and motivate a labor force that is so much different from the past.

The importance is attached also to designing motivating jobs in order to ensure consistency of today's different labor force and to motivate it besides the purpose of designing in a way to increase efficiency of jobs.

Therefore; the jobs must be re-designed in order to ensure that the employees are not fed up with monotony and have higher motivation. Job characteristics model is also used besides techniques such as job simplification, job expansion and job enrichment in order to achieve this aim.

Alternative working programs are also presented by the business organization to the employee in terms of job design so that the employee is more motivated and cooperative. Working together through cooperation in harmony brings about effective and efficient results. **(Bingöl p. 112-113)**

The Basic Business Processes in the Organizational Personnel System

The below graphic is intended to examine basic business processes.

GENERAL WORK FLOW EXAMPLE OF A BUSINESS ORGANIZATION

Preparing auxiliary tools and information sources

Selecting, placing and evaluating Human Resources

Law Firm General Work Flow

Billing and Collecting

Data Processing

Human Resources

Administrative and information processing

Finance
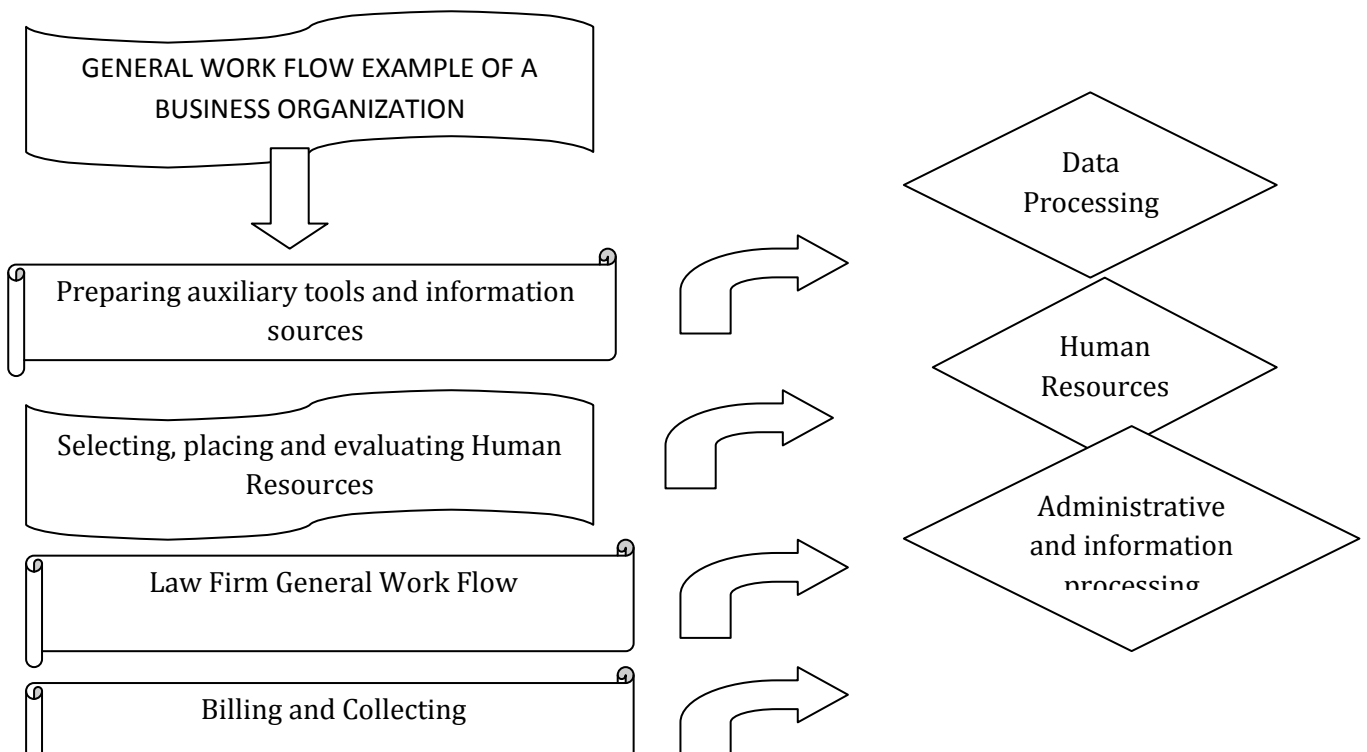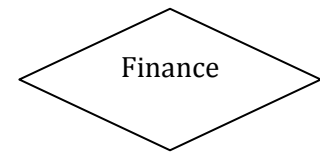
The work flow is of great importance in provision of regulating and facilitative services and billing the service provided as a result of the work flow. **(Eraksoy p. 113-114)**

It is the series of business operations through which the input is processed and outputs are produced. These processes are analyzed below.

a. **Business Development:** The method to be used for business development and the target audience are determined through evaluation meetings held periodically.

b. **Acceptance of a New Business** (Working in a New Project): It is obvious that the business organization cannot accept a new business without promotional and business development operations.

c. **Distribution of Works:** The related works are distributed and assigned to the personnel based on the qualifications.

d. **Operation of Working Teams:** After the works are distributed, the works are carried out in line with the rules defined by the project groups created inside the working teams.

e. **Evaluation/Improvement:** All of these operational results are evaluated and checked at different stages. The results of the evaluations inform the strategy and business development activities.

The information that will be communicated by the management to the personnel is of great importance for the personnel in terms of personnel management of the business organization. The employees of the business organization who are well-informed will carry out the work faster consciously and more professionally. This will contribute to the job satisfaction and business development.**(Kardam p. 122-123)**

CONCLUSION

Employees achieve job satisfaction when their desires and expectations are met and when they are adequately motivated. The business organizations that desire to increase job satisfaction of their employees must be, first of all, able to identify the needs of their employees accurately. Employees give importance not only to the expectations that are met but also the expectations that are met fairly.

Accordingly, the business organizations must take performance appraisal applications into consideration in order to ensure fairness and use performance results to inform their decisions regarding salary, award and promotion. It must be ensured that employees who observe that they are being rewarded for their performance achieve higher performance and job satisfaction. As a result, motivation and job satisfaction play a great role in developing personnel potential.

The tools that are used for motivation differ from person to person as people have different needs and psychological structures and therefore the factors that motivate people also differ from person to person. Not only the employee but also people in charge should also take responsibility for employees' motivation.

Job satisfaction is frequently emphasized in terms of both individual and organizational performance. There are a lot of factors that affect job satisfaction. Performance and satisfaction of the employees are two important concepts that affect the organizational performance. Job

satisfaction is related to concepts such as life satisfaction, organizational loyalty, commitment, efficiency and performance.

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ADVENTURE OF DEVELOPMENT OF E-COMMERCE IN TURKEYANNUAL COMPARISON

Mehmet Demirdogmez

SUMMARY

With the development of technology, the information technology has also showed rapid development. After the network got into our lives in, e-commerce has also share its part and grew rapidly. It grew so fast even it became one of the main sectors in some countries. E-commerce market is growing rapidly in our country as well as around the world. Among the reasons for this growth in our country, the increase the purchasing power and reach to the level of European in Turkey and depending that the increase in personal expends. Therefore, it can be said that one of the most important reasons for the growth of e-commerce market is widespread network use. On the other hand, 45% of Turkey's population, ie approximately 39 million network users of a large portion have credit card, that contribute to the growth of e-commerce can be regarded as an another important factor.

The aim of this study is to unfold the development of e-commerce over the years for Turkey that the momentum gained especially in the last decade. The sources of our study will be secondary data, held and released as the years both public and private reports. In particular TÜİK, TÜBİSAD, DELOİTTE, EUROMONİTOR and BKM(ICC) data will contribute significantly.

That the basis of the study basis on figures, in the content there will be used many tables and graphics.

KEY WORDS: E-commerce, Internet, shopping, trade, sales

1. INTRODUCTION

E-commerce is one of the fastest growing sectors in Turkey but this actually applies to the whole world. Research shows that global e-commerce for the first time in history passed $ 1 trillion. In this, as the growing habits of customers making a purchase via the Internet, as e-commerce site owners of the businesses to be increasingly better tools and better ways of doing it has a big share. The two regions where the volume of e-commerce is the highest in the world are North America and the Asia-Pacific region. The main reason why these regions come to the front is they have the strongest economies. So these regions have not only in e-commerce and traditional commerce and also with a larger volume than the rest of the world. But the interesting thing is e-commerce is growing faster in the world everywhere else than in these regions. Some regions including Turkey can be seen as where e-commerce gained most momentum for the last years. The fast-growing economies such as especially Turkey, e-commerce stands out because of the advantages that it offers. (IDEASOFT, www.eticaretmag.com)

Many factors are affecting the growth and the development of e-commerce. While at the beginning of this population size coming, also network use, payment systems, logistic development shows itself as outstanding points to stand out in this subject. And having huge and young population allows us to adapt quickly to the new technology very quickly and this also initiate the development of e-commerce and other information technologies very quickly. In addition, e-logistics and banking sector which have the essential importance for the development of e-commerce comparing to many countries, make our country one step forward to be more advanced. Today, many cargo companies take the position to deliver our cargos within 48 hours to us. We also have a sophisticated banking system and as a society we love the credit card. Approximately 2 cards per capita. (www.melihguney.com)

2. STUDIES IN THE IT FIELD

As Annual Historical Development of Information Society Policy and Strategy Studies in Turkey:

1993 cooperation with the World Bank, the report that also includes the more efficient use of information technology in the public sector, IT and the Economic Modernization Report was prepared.

1996 Preparation of studies for Turkey National Information Infrastructure Master Plan have been initiated by Ministry of Communications. As a result of these studies, Turkey National Information Infrastructure Master Plan Final Report (TUENA) was published in 1999.

In 1998 with the number of 1998/13 Prime Ministry Circular, for the implementation of the public computer network Public Sector Net Technical Committee was formed. By committee in 2001with the direction of e-Europe+, e-Turkey and e-Government Action Plan has been prepared and e-Turkey initiative has been launched. In this context, in 2002 the e-Turkey Initiative Action Plan was published.

2003 with the number of 2003/12 Prime Ministry Circular was published. Within this scope, at first e-Transformation Turkey Project Short-Term Action Plan (2003-2004) has been prepared and brought to life.

2005 e-Transformation Turkey Project (2005) Action Plan has been prepared and is brought in to force.

2006 For the scope of the information society, e-Transformation Turkey Project 2006-2010 Information Society Strategy and Action Plan prepared and put into practice.

2011 With the number of 655 Decree (KHK) for the scope of responsibility and task for e-Government policy on Maritime Transport and Communications Ministry (UDHB) are given. To perform e-Government Services works under the content of the Communication General Directorate, e-Government Communications Department was established.

2014 Tenth Development Plan (2014-2018) which supplies at the highest level that direction for public policy was published.

2014 2015-2018 Information Society Strategy and Action Plan (BTS) has been prepared and is brought into force.

2015 Transportation Maritime and Communications Ministry, within the framework of the mentioned information about information society strategy and policy for 2016-2019 of the National e-Government Strategy and prepared a draft Action Plan, and presented It to the views of the public in November. (The www.ekonomi.gov.t)

3. THE FACTORS WHICH CAN EFFECT E-COMMERCE VOLUME AND THE PROBLEMS EXPERIENCED IN SECTOR

E-commerce could affect many different factors; these factors are known to differ for each country. Especially economic variables and the developments in network infrastructure in country are considered to affect directly the volume of transaction of e-commerce. On the other hand, e-commerce will support a robust legal regulation created the e-commerce while increasing the volume, the economic crisis which the country is in can lower the volume of e-commerce transaction in a specific period is considered. (türen, gökmen,tokmak)

Per Capita Gross Domestic Product (GDP): The total monetary value of all final goods and services produced within a country's borders in a specific time period is called the Gross Domestic Product. (Dinler, 2007: 322). Number of network users, legal regulations (türen, gökmen, tokmak), Technology integration, Human Resources, Technological factors, environmental factors, cultural (Utkan, Eriş)
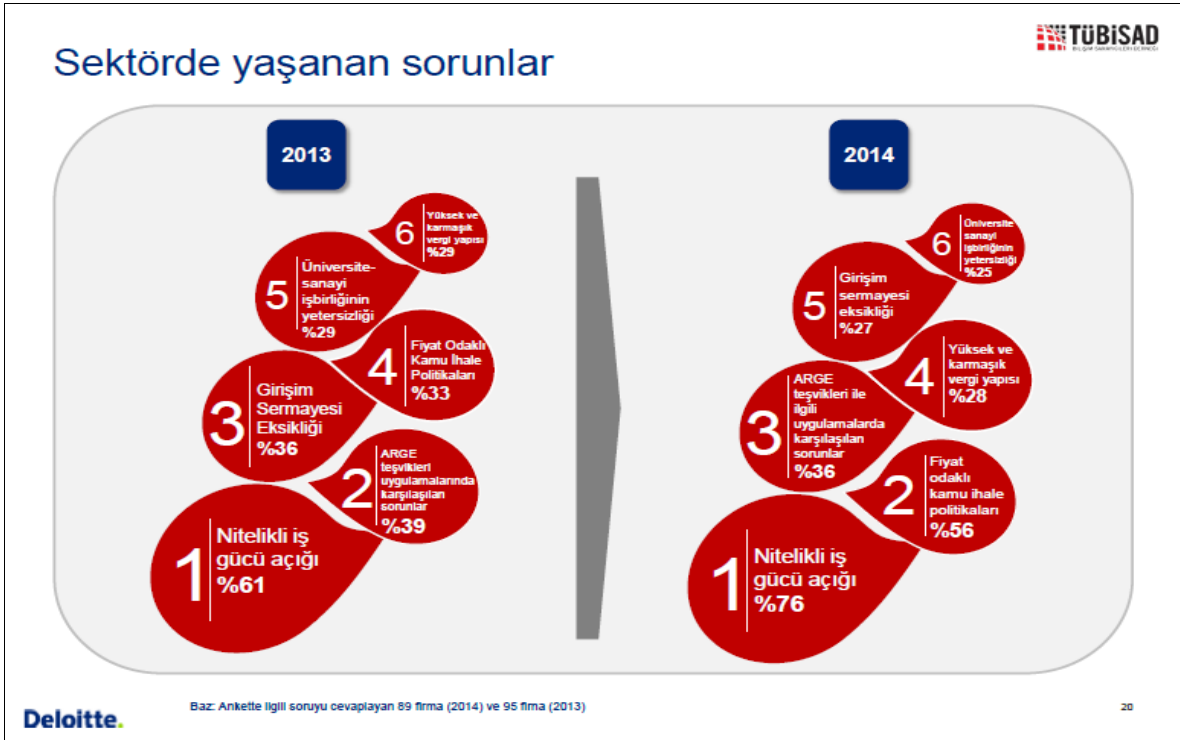
Source: TUBISAD Information and Communication Technologies Sector Market Data 2014-May 2015

Problems faced in sectoral basis can be seen from the table above are as follows:

1. Skilled labor deficits continue to increase.

2. Research and development incentives applications problems still continue although they have a slight decrease.

3. The price varies depending on the political structure oriented unfortunately been growing problems in public procurement policy.

4. Lack of capital reduction initiative shows that good progress but not enough.

5. Lack of cooperation between universities and industry are still not enough can be seen. Finally,

6. Height in the tax structure of our country and complexity increase the problems in the sector.

4.E-COMMERCE RETAIL MARKET SIZE of TURKEY

E-Ticaret Pazar Büyüklüğü - Kategoriler
Milyar TL (2014)

Kategori	Milyar TL	Kategori Büyüme Hızı
Çok Kanallı – Tatil & Seyahat	5,9	%35
Online - Pazaryeri	2,7	%62
Online - Bahis	2,1	%30
Online – Çok Kategorili	1,8	%25
Online – Özel Alışveriş	1,5	%10
Çok Kanallı – Elektronik	1,4	%48
Online – Tatil & Seyahat	1,0	%30
Çok Kanallı – Giyim & Ayakkabı	0,7	%48
Online – Dikey	0,6	%15
Çok Kanallı – Ev & Dekorasyon	0,4	%40
Çok Kanallı – Eğlence & Kültür	0,2	%59
Çok Kanallı – Diğer	0,9	%45

SOURCE: TÜBİSAD, ETİD, DELOİTTE COLLABORATION STUDY: TURKEY E-COMMERCE MARKET SIZE OF JUNE 2015

45% OF THE POPULATON OF Turkey, ie approximately 39 million people using network and that number growing rapidly that allows the growth of e-commerce market day by day. So what is the e-commerce market size in Turkey in 2015? Saleduck who serves in 7 countries including Turkey, made a research in Turkey about e-commerce retail market size from marker chart to shipping tracking number, from online store to virtual market and summarized the results in infographic segments. (www.eticaretmag.com)

In Turkey, e-commerce is just growing and e-commerce sites need to focus on magnification the market rather than competing each other. The share of online sales in total retail sales in Turkey are less than the world average. 4.5% in developing countries; 6.5% in developed countries, the rate is 1.6% in our country. So no matter how fast we grow, we are not at the desired level yet. Our biggest advantage is the lack of a reason to slow down our growth (eticaretmag.com)

The factors which can help the growth of e-commerce market in Turkey can be listed as follows: In R & D subject, to accelerate the work of innovation, to increase investments in the proliferation of alliances between enterprises, increase in the rate of purchase, will bring in the momentum to growth. Institutional arrangements, legal developments, the increase in public procurement will accelerate growth. Also, the decline in tax rates will increase this trend. In this context, governmental incentive and increased export rate in our country will contribute the volume of e-commerce. (TUBISAD, May 2015)

When we look at the categories, the head of network retailing is electronics takes attention with 40%. Apparel sector is second with 16%.
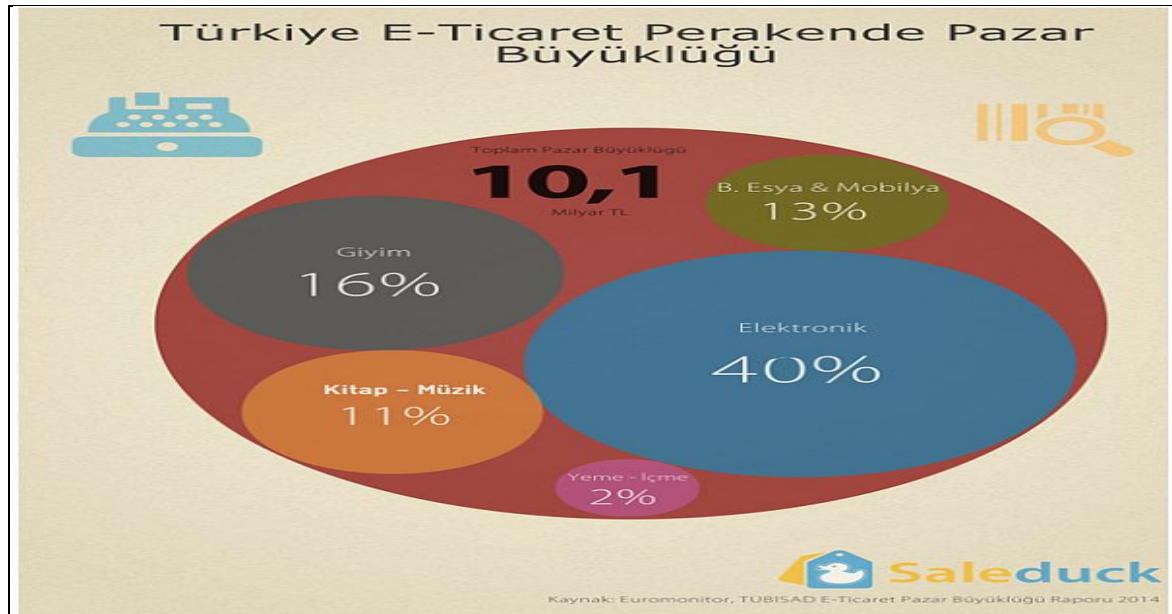
SOURCE: Euromonitor, TUBISAD E-Commerce Market Size Report 2014
Total Market Size: 10,1 billion TL
Giyim: Apparel(clothing)-Kitap-müzik: Book-Music-Yeme-içme: Food-Beverage-Elektronik: Electronics-B.Eşya&Mobilya: White appliances & furniture

Turkey's economy grew 3.1% in the first half of 2015. On the other hand, in the first nine months of the previous year by the consumer price index increased 7.95% compared to the same month. Dollar rate of 3.04 by the end of September, Euro exchange rate stood at 3.42. Purchases made with these macroeconomic environment in the first nine months of the year on purchases made with credit cards increased by 14% £ 360 billion was 26%, while debit cards rose by 27 billion. In cash withdrawals and debit card cash withdrawals increased by 14% amounting to £ 329 billion, while cash amount withdrawn with the credit card was a 25% increased by 40 billion.

The number of credit cards reached 58 million, while the number of debit cards was 113 million. The number of POS is 2.2 million, while the numbers of ATMs are 48 thousand levels. The share of contactless credit card payments which is very critical for micro-payments is 24% and whereas the proportion of posture that accepts contactless payments rate is 8%. Share in the total of card payments over the network has reached 10%.

Share in total household spending, one of the most important indicators of payments with card that can be followed towards cashless payments amounted to 39% in the first half of 2015. In 2014, this ratio was at 38%. (ICC 2015 interim report)

Count of Credit Card	58 billion	Count of POS	2,2 billion
Contactless rate	74%	Contactless POS rate	8%

Count of Debit Card	113 billion	Count of ATM	48 thousand
Contactless rate	6%	Contactless ATM rate	15%

Transaction Amount	Credit card	Debit Card	Growing Rate	Credit Card	Debit card
Total cost	360	27	Total Cost	14%	26%
Total cash withdrawal	40	329	Total cash withdrawal	25%	14%

Payments via card from network	41	Instalment	87
Share of Payments via card from network	10%	Share of instalment	24%

Source: Interbank Card Center A.Ş.1 JANUARY - 30 SEPTEMBER 2015 INTERIM REPORT
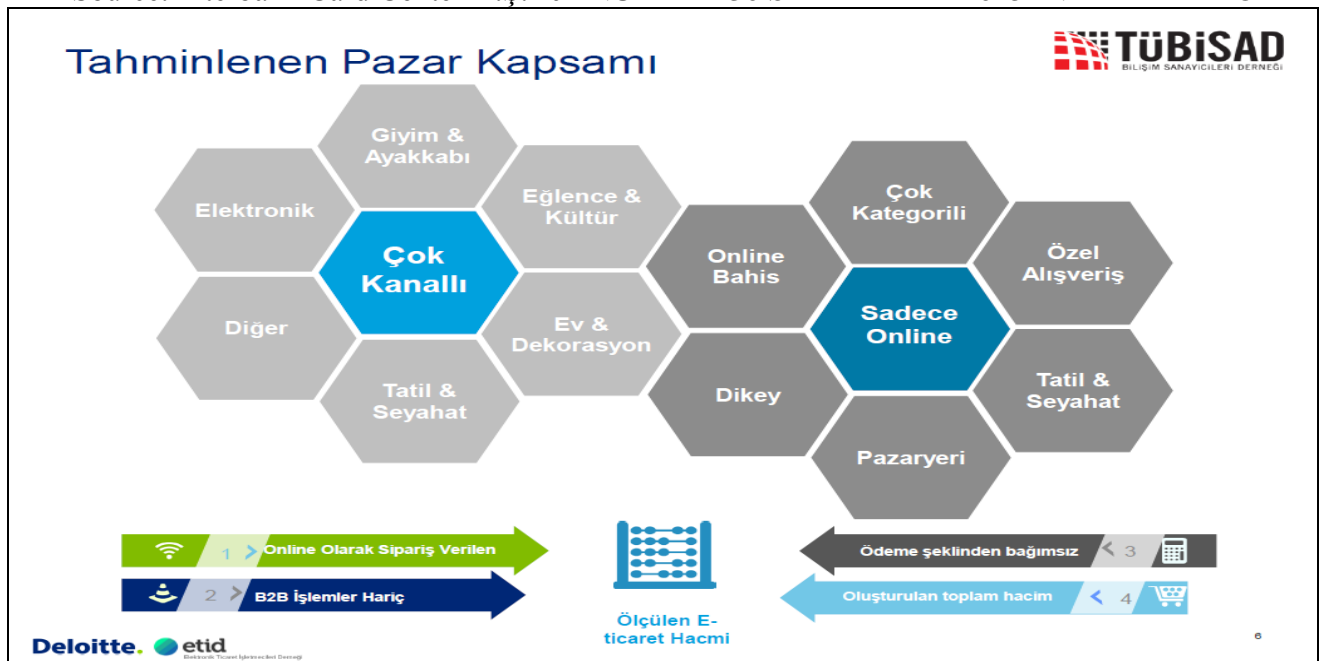
SOURCE: TÜBİSAD, ETİD, DELOİTTE COLLABORATION STUDY: TURKEY E-COMMERCE MARKET SIZE OF JUNE 2015

Turkey Statistical Institute (TSI), completed that it carried out for the Household Information Technology Usage Survey for 2016 and were published the results on the website. In the report that released contains important and up to date data so much about the internet use to e-commerce in Turkey.

INFORMATION TECHNOLOGY INITIATIVE IN 2005-2015 ACCORDING TO TURKSTAT DATA USE; (ICT Usage in Enterprises Survey, 2015)

Nine out of ten use network access

According to the survey on enterprises with 10 or more employees with Internet access rate is 92.5% in 2015. This rate was 89.9% in 2014. Internet access rates based on the number of employees in size group; enterprises with 10-49 employees is 91.1%, while employees in enterprises with 50-249 employees is 98.250% and above is 99.5%. Computer usage rate for enterprises with 10 and more employees in 2015 is 94.4%, while it was 95.2% in 2014.

The proportion of enterprises with a Web page is 65.5%

The rate of enterprises with web pages is 65.5% in 2015; this rate was 56.6% was in the previous year. Web page ownership rate is 90.9% and belongs to the highest in enterprises with 250 and more employees; it is followed by 79.7% for enterprises with 50-249 employees and followed by 61.6% the enterprises with 10-49 employees.

92.4% of enterprises used broadband connection

92.4% of enterprises had a broadband connection and used to access the Network in 2015. DSL connection (ADSL, VDSL etc.) was the most used type of broadband connection to access the network by 88.1%

The mobile broadband connection was used by 66.9% of the enterprises

Considering Internet connection speeds that subscribers of enterprises using the Network, 44.1% of consumers used under 10 Mbit/s , 40.3% of them used 10-99 Mbit/s speed range and 15,6% of

them used 100 Mbit/s and above. Internet connection speeds are increasing with the size of the enterprise.

The use of computers in the enterprise, Network access and web page hosting, 2005-2015 (1)
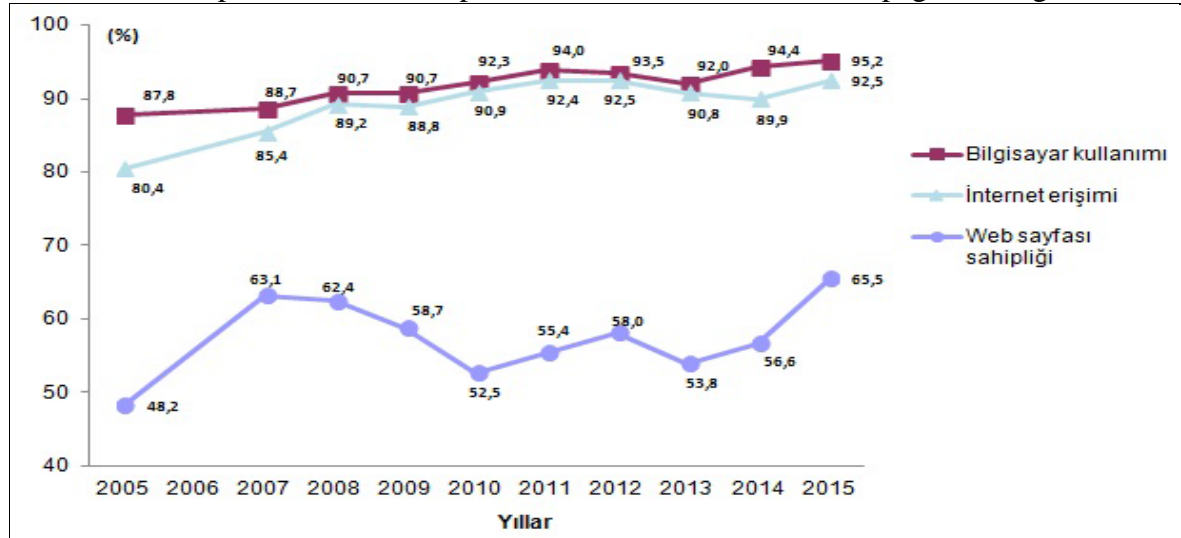
(1) There is no research in 2006.

Yıllar:Years   Bilgisayar kullanımı: computer usage   Intenet erişimi: network access   Web sayfası sahiplği: web page hosting

12.4% of enterprises made online sales

12.4% of enterprises in 2014; goods / services received orders / sales are made over the Internet (web sites, online stores and mobile applications) and/ or Electronic Data Interchange (EDI). By the group sizes of enterprises ratio is; while with employees with 250 or above the ratio is 20.4%, with 50-249 employees is 15.1% and in the enterprise with 10-49 employees is 11.5% .

38.8% of enterprises used social media

According to the survey results, 38,8% of enterprises with 10 or above employees used social media applications in 2015. This rate was 27.7% in 2014. Social networks with the ratio of 85,7% of enterprises using social media applications was most preferred social media applications.

The ratio of using the network to communicate with public institutions and organizations was 81.4%.

The network usage rate of communicating with public institutions and organizations was 81.4% in 2014. Enterprises that used the network to communicate with public institutions and organizations to get information from the web pages of public institutions with 88.4%, with 69.1% of the public institutions take the form of web pages / download, to fill in official forms via the web by 67.3% TAV return with 56.1% and use the Internet to statements with 58.9% for SSI.

2005-2015 According to the TurkStat Household Information Technology Usage data; (Household Information Technology Usage Survey, 2015)

The ratio of individuals using the Network was 55.9%

Computer and network usage rates were respectively 54.8% and 55.9%, in subjects in the 16-74 age group in April 2015. While these rates are 64% and 65.8% among men calculated for woman as 45.6% and 46,1%. Computer and internet usage rates were 53.5% and 53.8% in 2014.

Seven of ten households have Network access

The rate of households with network access in general of Turkey was 69.5% in April 2015. For the 59.5% of households that don't have access to network from home explained their reason as they do not need to use the internet. It is followed by 44,7% with not knowing properly and

followed by 38.5% of the height of the connection fee. The ratio of households with broadband network access was 67.8%. According to this information, 37.4% of households with fixed broadband connections (DSL, cable network, fiber, etc.) by providing access to the Internet, 58.7% gained access to the network via mobile broadband connection. Narrowband connection used for internet access by 2.7% of households.

In 96.8% of households have mobile phones

While 96.8% of households having mobile phone or smartphone, the rate of the fixed telephone was 29.6% in April 2015. In the same period, 25.2% of households have desktop computers, but 20,9% have laptop and 43,2% have TV that can connect to the network.

Social media took the first place among the purpose of network usage

When it is in view of purpose of network usage, in the first quarter of 2015, 80,9% of the individual users of network, creating profiles on social media, sending text messages or photos etc, it is followed by the rate of 70,2% with online news, reading newspaper or magazine, by 66,3% information on health related search, by 62,1% sharing original self-prepared text, images, photos, videos, music or anything else on websites, by 59,4% search for information about goods and services.

Key indicators, 2007-2015
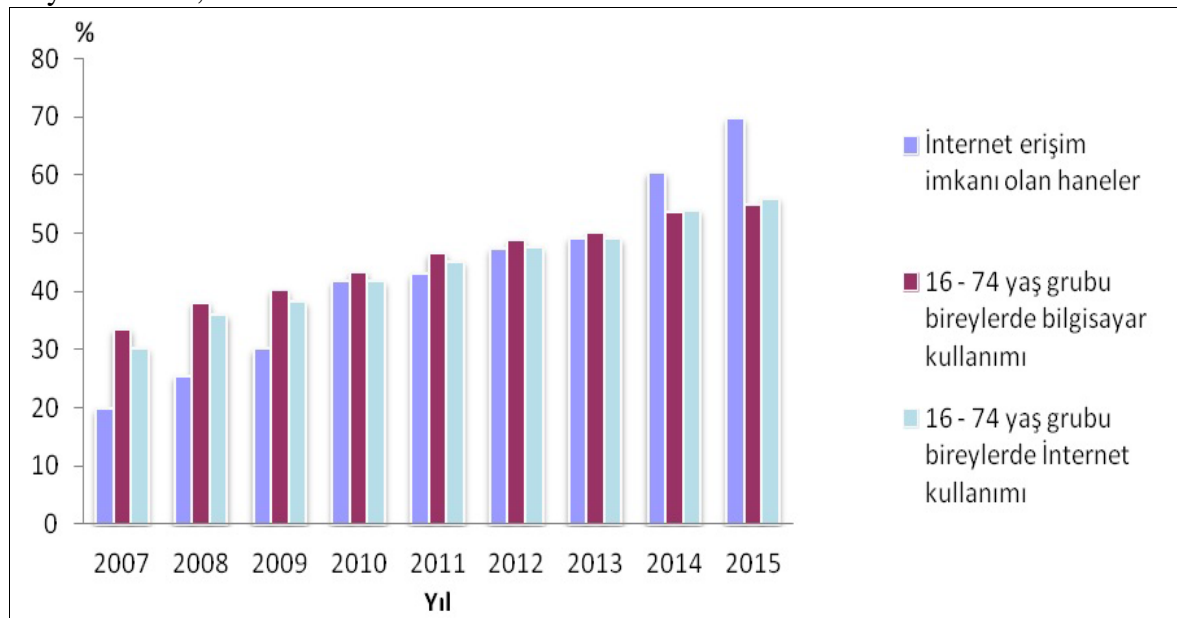
İnternet erişimi olan haneler: Households with network access

16-74 yaş grubu bireylerde bilgisayar kullanımı: computer usage of 16-74 age group

16-74 yaş grubu bireylerde internet kullanımı: network usage of 16-74 age group

Network is mostly used at home

16-74 age group who use network in the first quarter of 2015, 87.1% of individuals used at home. It is followed by 42,5% at work, 37.7% at relatives, friends houses, by 29.2% shopping center, airport, etc. where wireless connection can be made, internet cafe utilization rate was 10.6%.

Use of mobile devices for network outside of home and workplace is increased

74.4% of individuals using the Internet for the first three months of 2015 used wireless network to connect network outside of home and workplace using a mobile phone or smart phone, % 28.9 of individuals used portable computer (laptop, netbook, tablet, etc.). For the same period of 2014 the rate was respectively 58% and 28.5%.

53.2% of individuals used network for e-government services

Including April 2014 and March 2015, the rate of the period for twelve months the individual network users with personal purposes used to contact with public institutions/organizations or

benefit from public services is 53,2%. The rate for the same period of the previous year (April 2013-March 2014) was 53,3't%. The purpose of obtaining information from websites of public organizations took the first place with 50,5%.

Online shopping increased

Ordering goods or services over network for personal use for individual network users rate was 33,1%. The previous year online shoppers percentage was 30,8%. Individual network users who purchase over network, including April 2014 and March 2015, for the period of twelve months the rate for clothing and sports equipment was 57,4%, travel tickets and car rentals etc. was 27%, household goods (furniture , toys, appliances etc.) was 25,5%, electronics (Mobile phone, camera, radio, TV, DVD player, etc.) 22,4%, books, magazines, newspapers (including e-books) was 18,4%. Including April 2014 and March 2015, the twelve month period, 23.2% of online shoppers who purchase or order over network experienced problems. The most common types of problems were 47% for slower delivery than expressed and wrong or incorrect or defective goods for 45,4%.

The number of regular network users has increased

In the last 3 months of 2015, from the regular users of network who uses network almost every day or at least once a week's regular network users rate was 94,2% in the first quarter of 2015.

5. WHAT IS EXPECTED AT E-COMMERCE INDUSTRY IN 2016?

With the new year coming, e-commerce companies are re-organizing their marketing and advertising strategies, preparing plans for 2016. Based on the estimations, e-commerce companies are expected to act in a user oriented way. (www.eticaret.com)

 On the other hand, there are presumptions that the generation Z(people born after 2000) will be more active on consumer basis at online shopping in 2016. It can be said that lots of time spent in the internet, especially in social media, by this generation, may effect their purchasing decisions and lead them to online shopping much more.

It is estimated that with the rise in their purchasing power, generation Z will shop more from the e-commerce sites. Since there are too many options, consumers prefer e-commerce sites where they can shop easily. One of the reasons of it that consumers are more conscious about e-commerce now. This topic can change depending on the ease of shopping in the sites. The easier this process is; factors such as payment, site navigation, site design, the more loyalty consumers show to the brands.

The interest shown to advertisements by consumers is decreasing and they don't trust advertorial contents any more. The companies publishing unique and quality content are both getting interaction with the consumers while gaining loyalty for their brands.

It is among the predictions that since consumers are coming across advertisements constantly in the internet, they will tend to use more ad-blocking softwares with their internet browsers. Producing content that will draw interest from the consumers while also benefitting them will pay off much more than direct advertising.

E-commerce and mobile compatibility are no more concepts that should be considered separately. Because mobile compatibility is essential for e-commerce in these days.

The rise in usage of smart phones are reflected directly to e-commerce. Even if the volume of purchase by mobile devices is still not large in Turkey, consumers are searching and comparing products by their mobile devices and this raises the importance of mobile compatible sites both for the consumers and companies.

Part of the people participated in the research by TÜİK indicated that they are having problems in online shopping. Most of the problems experienced are about logistics. A large part of users complained about wrong or damaged product and late delivery. By fixing these problems, or at least minimizing them, the e-commerce industry will rear up and maintain its progress in 2016 and coming years.

6. EVALUATIONS AND RESULTS

According to Deloitte's research, the leading online 25 retailers of Turkey almost 60% of them are providing service only by e-commerce. These providers are called as "Pure Player" and they generally try to create their own brand. On the other hand, the activities of online retailers are divided into two groups as horizontal and vertical commerce in domestic market. The websites that adapted only to one area are called vertical; the websites that offer a huge range of different product in different sectors are trading horizontal e-commerce. (ekonomi.isbank.com.tr) The total population in 2014 compared to fixed line penetration and decreased the number of subscribers but the mobile penetration has continued to increase. As of the 3rd quarter of 2014 mobile penetration of 93.8%, the number of mobile subscribers rose to 71.9 million with an increase of 4.4%.The share of revenues of mobile operators' data usage is increasing.

In 3rd quarter of 2014 broadband (network) rose by 7.6% when it is compared to the previous quarter the number of subscribers and increased 28% compared to the same period of the previous year. During this period, the number of subscribers in the mobile computer and network access via mobile phone, in 2014 in 3rd quarter increased approximately 9.3% when it is compared to the previous quarter and reached 31 billion. At the end of 2014, the number of broadband network subscribers reached 40 billion is stated.

According to the Population, fixed broadband penetration rate is 26.7% in OECD countries, but this ratio is at 11.4% in Turkey. With rate of 40.6% mobile broadband penetration of Turkey still remains well behind the OECD with average of 72.4%. This data indicates a high growth potential in the domestic market.

In particularly, the widespread usage of smart phones provides an important contribution to the growth of the broadband market. (ekonomi.isbank.com.t)

The report of TÜİK (TSI) shows that the usage of network is increasing rapidly. According to the research, the rate of network users as individuals rose 55,9%.Other important information is regarding network usage rates of women and men users, the difference of rate of usage is decreasing. Nevertheless, men are slightly ahead. Social media is taking the first position in network usage tools. It is important that the 67,8% of household using broadband network. On the other hand, mobile usage is increasing rapidly. In Turkey, the rate of having a mobile or smart phone in household is 96,8%.

In 2015,the users rate who prefer e-commerce is around 33 percent. This rate shows that every three of one person at least for once made shopping over the network.

According to BKM(ICC) reports, there are 58 million credit cards and 113 million debit cards in use. The number of POS devices are now 2,2 million and the number of ATM's have reached the number of 48 thousand.

The size of electronic commerce market in Turkey is now in very good standards. 2/5 of this market consists of electronic products. Clothing comes after with %16 and following it are white goods, furniture,books&music and food&beverage. Based on the estimations, books&music and food&beverage will be the categories with biggest sales increase until 2019.

In spite of these developments, there are concerns voiced by the consumers. Researches indicate that online shopping customers are avoiding from shopping due to certain reasons. Main reasons for this are;having a doubt about personal data security, not being able to see, touch or try the product although they want to, trust issues about online payment methods.

The law that will resolve these issues ,or at least minimize them, has became effective by being published in the official journal in November 2014. This law includes; commercial communication, responsibilities of service providers and their agencies, agreements made by electronic communication devices, obligations to give information about e-commerce and sanctions to be applied.

As a result, the internet usage is growing in Turkey and this growth is expected to continue for a long time. And this generates very suitable conditions for online shopping.

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EFFECT OF SCHOOL EFFICIENCY HUMAN RESOURCES

Zuhal Ince

ABSTRACT

All systems to make plans for the future in order to maintain the continuity. States will realize their future plans are grown in individual schools. Therefore, schools and other applications for each country there is very important. It is not easy to achieve efficiency in schools where the investment of the future. Because services and service areas that are human. train people and is difficult to manage. The aim of this study schools increase staff productivity and reduce behavior in school is to ascertain what is going on. For qualitative analysis it is made. Was discussed with school administrators, teachers, school administrators and their effects on productivity have been investigated. According to the survey results it is clear that educational administrators and teachers are positive and negative behavior for efficiency.

Keywords: Training Manager, human resources, productivity.

Introduction

Training management, training organization providing human and material resources in order to reach the goal and is determined to use effectively. It is also specified policies and implement the decisions taken. Training managers is responsible for managing the objectives and basic principles of the organization (Taymaz, 1986).Tolerant, motivating, professional and personal training with managers, employees and are considered to have a more healthy communication (Bursalıoğlu, 2010, p.23).

Because of the importance of human resource management truly known, some human resources managers machine, they see as money or material. This is an administrative error. The most important task for the training manager, human development, which is a clear asset, should be to train to prepare an appropriate organizational environment in accordance with their wishes (Çelik, 2000). The unhealthy communication between school members, it is difficult to achieve the educational goals of the school and be successful. If a communication or coordination between healthy employees who achieved at school and the school's layout is broken. The effectiveness and success of the school as a result of decreases (Şaşı, 2008, p.41).

Quality education, first of all to find the location of exerted effort and money for the sake of quality education and the employment of manager training arises the need to become national policy. To achieve this primarily a national will to implement this and will need a strong organizational structure (Gümüşeli, 2006). School funding how strong, how qualified teachers and students, no matter how supportive environment; Without their leader managers to effectively manage the quality, the quality of education does not reflect anything from these sources (Coşkun, 2006).

School administrators to increase the success should create a positive teaching and learning environment at school. To do this, managers must perform an effective communication in cooperation with school members (Özdemir ve Sezgin, 2000, p.271-272). To be effective the school is dependent upon the effectiveness of managers who are responsible for executing a large extent the effectiveness of teaching and learning in the school perform predetermined objectives (Balci, 1993).

Canlıer (1997), he tried to demonstrate the effect of the success of organizational communication. aim for success in research management, identification of policies and objectives, planning is made, the need to work in cooperation and stressed that all these activities are fulfilled through communication. Ozdemir (2002), respecting the rights of the employee, managers engage in dialogue with the students to increase their success as well as the formation of a healthy school climate also stated contribute.

Method

The science of cases of qualitative research methods in the study design was used. Research in Turkey have also been made. Data collection purpose open-ended questions were asked by school administrators. The data obtained in this study were collected using a qualitative codes. The data is divided into categories evaluated. The objective of the qualitative research; deep and qualified to work with small sample findings are to achieve.

Our research working groups; In 2015-2016; It consists of 12 school administrators who work in public schools. Research volunteers 7 men, 5 women managers has provided participation.

The questions in terms of data collection are as follows;

1. What are the positive and negative school behaviors that affect the efficiency of school managers?

2- What are the positive and negative behaviors that affect the efficiency of school teachers?

Fındıngs and Comments

volunteers participated in the study by analyzing the positive and negative opinions for twelve managers of the school productivity are described below.

Table 4. The efficiency of positive behavior in schools affecting school principals

Opinion	Female Managers	Male Managers
Fair exhibit behaviors and are not reliable	5	4
Contact Openness	5	6
Students, teachers and educational activities to complete the necessary inspections	3	4
Participate in any political activities	3	2
Continuous improvement of the physical conditions of the school, the missing tools to troubleshoot	5	6
Costume-dress, to show that the leading lifestyle and energy,	4	4
To follow the technology at the highest level and to use	5	6
Updating the participation and information on in-service training courses	3	4
To know good training program	4	5
Deal with the problems of workers	5	7

School principals seem to affect the efficiency of the exhibition fair behavior. Contact openness, development and renovation of the information themselves, deal with the problems of the employees it is also positively affect productivity.

Director of professional knowledge is also beneficial to productivity. Participants; director of students, teachers and training activities when they say that the increase in yield good control. When they participate in any political activities they rely more managers running schools. Principals are well use technology to follow the school's benefit.

School principals; continuously improve the physical conditions of the school, the lack of tools for troubleshooting, training programs, it is important to know the best efficiency. Costume-outfit, if a school leader with a good lifestyle and energy impact for the better.

Table 5. Productivity adversely affect the behavior of school principals in schools

Opinion	Female Managers	Male Managers
The instrument is a specific union	2	3
The decision not to listen to employees	3	4
Making a distinction between employees	2	1
Keep track of their missing Course tools	5	4

The best course of audit failure	3	4
Information renew their	4	4

Some school principals behavior negatively affects school efficiency. This behavior is as follows. The members of a particular union is having its effect. The school is trying to take decisions alone. Employees of the course and no distinction is negative controls do well. to correct the deficiencies of the study materials the school can adversely affect school. The self-development of directors is reflected in poor school.

School principals must create a positive climate in the school organization. The aim must start facing activities, highlighting the success of students in school, should coordinate education programs. The quality of the school contributes to student success and efficiency of these activities will increase. Contemporary school principal, a school teacher, cares about students and other employees to be happy. educational concept with a happy organization administrator must accept the duty to create happiness in the organization itself. "There is no school of Management" should get rid of the mentality. two periods to get an education, including pre-service and in the service of managers, increases the efficiency of the school. This approach must be prepared to work. Thus, in terms of education management will be positive developments.

Behavior of political administration appointed by the school principal of the school can not enjoy the desired productivity levels. teachers and students at the school are assigned to respect them because they know that the politics of school administrators. respect for the exam assigned and trained school principals and trust more. Today's school administrator, "contemporary managers" must eventually become. School principals must take the exam. Information must be checked. Because school administrators; have reached a comprehensive human knowledge, have effective communication skills, with leadership qualities, eloquent, philosophy, logic, read the history of civilization, the dominant communication technology should consist of healthy body and soul manager's direction. These features should be a certain education in order to win.

Table 6. Efficiency positively affect the behavior of teachers in schools

Opinion	Female Managers	Male Managers
Their students, and administrators to communicate effectively with colleagues,	5	7
The dressing and set an example for the quality of life and energy,	4	5
Association with life course and other related courses	3	2
Lectures about its production method and its application,	5	5
To follow the technology at the highest level and to use	4	6
The move to any political party or trade union work,	2	3
Good use of the mother tongue	4	3
Learning styles and intelligence types, to recognize the characteristics of student development,	4	3
Continuous updating of information on in-service training courses,	4	3
Proper functioning of the plan and program of the course	5	6
Adapt to teamwork	3	4
The pre-course preparation,	5	6
The correct evaluation of the teaching-learning process,	5	5
Work together to solve problems with the school administrator.	4	6

Efficiency in schools, teachers are positively influence behavior. These behaviors, which originated from the people and is divided as professional.

Personality characteristics are coming from. his disciples, they establish good communication with friends and administrators. Costume-wear, are examples of quality of life and energy. do not act according to any political party. good use of the mother tongue and are working to solve the problems of the school. Teachers will improve the efficiency of school this behavior.

Professional features include behavior from. They are told to live with the course and other courses. Lectures are well aware of methods and practices. Technology is good to know and use efficiency is beneficial. Learning styles and intelligence types, recognizing students' development of the properties will benefit the school and the students.

renewal of participation and information to professional courses, courses planned and scheduled work, to do pre-course preparation, accurate assessment of the teaching-learning process enables productivity to school. The study also provides cooperation to adapt to the team at school. It is also useful for anyone working in the affirmative.

Table 7. Teachers efficiency positively affect behavior in schools

Opinion	Female Managers	Male Managers
Communication disorders	5	7
Making the wrong behavior in the face of the students (costume-wear, quality of life)	5	6
Not associate with other courses Course	4	3
The familiar methods of lecturing,	4	6
Technology does not recognize,	5	6
Not to make preparations before the course, to be unplanned,	5	7
The use of study materials,	4	6
Learning styles, developmental characteristics of students to recognize,	4	3
Failure to follow the latest developments,	3	4
Inability to determine the level of student learning	4	4
Solve problems that escape from the school.	5	5

The negative attitude to school teachers are. Have communication disorders, failure to follow the innovations, making the wrong behavior in the face of students to solve problems to escape from the school, which is damaging to the school.In professional terms; lesson to connect with other course, good to know the methods of lecturing, not to make preparations before the course, negatively affects the school to be unplanned. Technology does not recognize, of course use the tools, the know the students development properties, not to follow the innovations is to the detriment of the school. This view accepts most of the principal participants.

The teacher in the classroom to be effective and efficient for their own learning styles, the kind of intelligence, must recognize their feelings. the activities related to learning in all students should learn she should plan permanent.

The teaching profession should be made practical training. Teachers are knowledgeable in their fields before entering the education system must be improved himself. Teachers should be given the information it needs to. Teaching is a profession that can change a child's world. All teachers should understand it. So teachers should have a vote before people recognize themselves. Personality characteristics should be checked.

Teaching is not a job to be carried out individually. teaching in the modern world requires good teamwork. Math teacher or science teacher, the picture should contact course. Lessons must be connected with each other. Just like other things in the world as it should be.

Teacher, teacher lesson in itself that should not be tired, but that can not be taught anything. Fatigue teacher is not in class, you must have before class. planning should be done before the

course must complete the preparation according to all learning styles. Exams should be based study. Teachers should know their own abilities. That teachers themselves will have to realize that there is enough space in the professional and personal development.

The school is the secret of success in education, students, the learning environment is based on the well known environment. Thus we ensure the efficiency of course we wish for. Teachers; school management, student administration and succeed is found in the continuous exchange of opinions with the parents. They need to collaborate with other teachers about school assessment.

Result

In this study, the effect on the efficiency of the human resources of the schools in the school were examined. According to the results of the school administrators and teachers it has the effect to be efficient school. Their negative behavior and decreases the efficiency of the school. School positive and negative behaviors of human resources and findings were discussed in the comments section.

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TOTAL QUALITY MANAGEMENT AND INNOVATION IN HEALTH SECTOR

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ABSTRACT

Today, healthcare companies, is to compete with its rivals in only one point. now with changing health enterprises must follow the wishes of patients and their relatives, in accordance with the wishes of patients and their relatives, and make high quality production. In doing so it should preventerrors and should also take measures to preventrecurrence. Thus, the damage will be spent on health service delivery will minimize incorrect. It should benefit from the innovations of technology while also should keeppace with the era of self-renewing and processes. All of them including health enterprises to take place, there is a need for total quality management and innovation practices. Total quality management is an important strategic decision and decide on innovation practices. Health businesses must learn the features of both applications before making this decision very well. The purpose of this study; It is to determine the relationship between total quality management and innovation management. In other words, total quality management, implement health enterprises, to determine whether the easier the transition to innovation practices. According to data obtained by literature review it prepared as a result of the survey results were analyzed. According to the results to be positive and significant relationship between total quality management and innovation has been removed.
Keywords: Health, Health Management, Innovation, Total Quality Management

1.INTRODUCTION

Today, in order to gain a competitive advantage constantly evolving market conditions across health enterprises have tried many ways, they tried to develop different forms of government. All these activities have emerged as a result of the quality concept. Health authorities have started to focus on the quality of the company to provide competitive advantage. The concept of quality from the 1900s to the present has been applied in many sectors today under the name of Total Quality Management, showing the various changes. After the Second World War, Japan began its Total Quality Management implementation, recognizing the need to follow a path other than the current system in order to recover the economy seriouslywounded. The results were in confirmation of expectations. Japan's economy has begun to recover quickly. Total Quality Management in the United States when it comes to the 1980 goals; Japanesecame to the fore in competition with the company. Today, Total Quality Management, especially among Western countries in the world in the competition is a management philosophy that providesgreatadvantages. Another concept gaining importance today is innovation. Company sees innovation as a way out of the difficult competitive environment; but when the innovation work is required to pay attention to their internal and external situation. They should make efforts to create a positive short and long-term competitiveness. For this, the current state of the market and competitors are very good analyzing the customers and the market that are required to accuratelyidentify what was needed. the two concepts are often used in this study; Total Quality Management and whether the relationship between innovation, if it will be examined what kind of a relationship.

2. TOTAL QUALITY MANAGEMENT

From past to present it reachesup to Total Quality Management, in parallel to the change of the society they live in and has progressed. Total Quality Management philosophynever intended not lost its popularity over time because the continuous improvement; on the contrary it has increased further in importance over time. TQM is an approach which should act together so that

all employees from top management to the lowest level in the company philosophy. The authors do a lot of different definitions related to Total Quality Management. Mc Adam (2005), according to Total Quality Management in 1980 and since 1920 despite the emergence of Total Quality Management principles were used in science (Trivellas and Santouridis, 2009); but at that time it was used as Total Quality Management narrower and more mechanicalapproach (Hermel, 1997; Mc Adam, 2000). Kanji (2002) in accordance with Total Quality Management is a management philosophy based on continuous improvement and customer satisfaction (Kanji, 1996). Kanji is based on Total Quality Management distinguishes them from other applications, is that it is not too fast at a time of constant change. Spencer (1994), according to Total Quality Management, not to create an entirelynewparadigm; existingmodels of mechanical or cultural companies to develop more useful methodologies.

3. INNOVATION

Innovation is a matter of long debatecontinued over the decades. Several authors have found various definitions related to the concept. In its most general definition of innovation; The product or service, in organizational processes, management software, technology, policy or system changes made on (Abrunhosa and E SE, 2008: 4).

4. MATERIALS AND METHODS

4.1. Purpose of the Study

The two concepts are often used in this study; Total Quality Management and whether the relationship between innovation, if it will be examined what kind of a relationship.

4.2. Method of Study

This study defined the principles of Total Quality Management and innovation has begun. Polls in line with the principlesdefined questions are prepared. The survey was distributed to the participants in the study.

4.3. The Importance of Research

The obstacles that stand between countries, competition intensified in the national and international level; the business communitygainedstrategic importance of the human factor, what customers want is more well known and the number of customers of the further increase in current environment of health enterprisesexisting management systems, to make passing the necessary changes, to review their relationship with technology and the environment remain.

4.4. Universe and Sample of Research

The survey Without being tied to a specific health business, is distributedvia the internet and normally 300 health care workers. Out of the 131 questionnaires sent were answered.

4.5. Statistical Methods Used in Research

During the analyzed using SPSS 23.0 software package obtained survey results are used non-parametric statistical analysis. Spearman's correlation coefficients were used for non-parametric data to determine the strength of the relationship.

5. RESULTS

Table 8: Innovation Working with TQM Working Relationship Between

			Innovation			Total
			disagree	I am not sure	agree	
TQM	Is unavailable	Total	28	1	2	31
		expected Value	14,0	7,6	9,5	31,0
		Total %	21,4%	,8%	1,5%	23,7%
	Not enough	Total	9	18	3	30
		expected Value	13,5	7,3	9,2	30,0
		Total %	6,9%	13,7%	2,3%	22,9%

		Total	22	13	35	70
	Enough	expected Value	22,0	13,0	35,0	70,0
		Total %	16,8%	9,9%	26,7%	53,4%
Total		Total	59	32	40	131
		expected Value	59,0	32,0	40,0	131,0
		Total %	45,0%	24,4%	30,5%	100 %
Value = 59.446 Degrees of Freedom Significance Level = 0.000 = 4						

With this innovation practices are a significant relationship between TQM and innovation and encourage employees to practice. The Spearman's correlation coefficientcalculated to test the strength of this relationship was found to be 0.385. This shows that there is a normal relationship in the positive direction of the relationship between. innovation from business application that participated in the survey, in support of the implementation of TQM and innovation, and employees are encouraged about it.

6. CONCLUSIONS AND RECOMMENDATIONS

TQM principles of innovation application of customer satisfaction, teamwork, training, leadership and effective communication between units and individual relationships were examined. According to the results of a positive innovation has a significant relationship with all these principles. These results also support the meaningful relationship between TQM and innovation. In other words, between TQM and innovation it shows that there is a significant positive correlation.

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IN TERMS OF SOME VARIANCES EXAMINATION OF THE LONELINESS OF FAMILIES WHO HAVE DISABLED CHILDREN

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ABSTRACT

Purpose of this study is to make an examination on loneliness of families with disabled child in terms of gender, income level and age variances. There were 131 parents, who have disabled children, participated to this research which is processed in the relational survey model. In the research the random sampling method was used. For the determining of the variances related to the people who participated to research the personal information form and for the measurement of loneliness the SELSA-S social and emotional loneliness scale was used. In the analysis of datum the t test, F test and Tukey test were used. In the analysis of acquired datum it was determined that parents' genders did not create a difference but not being in the sub dimension of loneliness their ages and income levels showed difference in the loneliness sub dimension

Key Words: Loneliness, disabled children, family/parent.

INTRODUCTION

Family defined as ` a legal, social and economic institution that live in the same house, share its income, connected to each other with marriage and relativity, and affect each other with different roles` (Özgüven, 2001).

Having a disabled child in the family; leads to excessive anxiety, escaping from problems and emotions such as hopelessness. With these experienced emotions disconnections of family members with each other is a most coincided situation. In result of disconnections there will be loneliness started on family members. Hoglund&Collison (1989), found that there were meaningful and positive relationships between five dimensions of the unwise beliefs scale; great expectations, being prevented, excessive anxiety, escaping from problem, hopelessness and loneliness.

Definition of the loneliness is difficult because of the complexity of the term. Loneliness is an emotion that quite hurts people. Therefore people avoid from facing with their loneliness. Furthermore, it can be said that psychiatrists also avoid from making research on lonelinessy. Even though the term lonelinesss is considered as complex and avoid from facing with loneliness when the literature is examined there are various definition made by different author and theorists (Körler, 2011). Zilborg (1938) who is the person that first published the psychological analysis of loneliness, he separated the term being alone from each other. While being alone is a temporary spiritual situation that is derived from losing a normal and a specific person; loneliness is more stubborn and dominant situation in life (Peplau and Perlman, 1982). Loneliness is an indicator that suggest individual have important absencies in his/her social relations, in other words, is a clue that something go wrong (Batıgün, 2008).

Making an expanded definition of loneliness Rook (1984) defined the loneliness as a situation that person is being got wrong by other people, feeling rejected or stayed away or an emotional disorder when he/she cannot find a suitable partner for desired activities and emotional sincerity. Loneliness does not mean to be alone and but also being with many people around you also not means to be avoided from loneliness.

An individual who is in communication with the community wants to continue this communication cycle from his/ daily life to working life (Kaplan, 2011). However because of some problems coincided in life time individuals may be caught up to loneliness emotion and

they may feel lonely (Kızıldağ, 2009). Being in insufficient and individually not satisfying relationships may affect individuals' life at different ways. This situation may cause for individuals to isolate themselves from society and feel lonely (Buluş, 1997).

In the loneliness social support is an important factor. Social support can be defined as individual's communication with other people, taking emotional and objective help or utilizing from other opportunities such as information (Corse, Schmid and Trickett,1990). And the social isolation occurs when a person isolate himself from society. Families that live in this way their relationship with environment is limited and they have characteristic of utilizing from social communication resources (Polat, 2001). Research results of Duru (2008) indicate; friend support, family support, private person support and social loyalty have negative relationship with loneliness. Many study conducted on loneliness-social relationship variances indicate that in loneliness experience social connections created with other person and groups is important.

In the forming of loneliness both personal and environmental factors are effective (Erözkan 2009). However these factors may not create loneliness feeling on every individual. It is because loneliness feeling that an individual experience depends on his phsyological, psychological, sociocultural structure and its time and level also depend on the experiencing stress (Ünal and Bilge 2005, Öz 2010). Jones is also one of the researchers (1987) who defended that loneliness has different dimensions. According to Jones there are two types of loneliness; situational loneliness and permanent loneliness. While situational loneliness is a loneliness dimension that is derived from absency about intrapersonal relations, the permanent loneliness is derived from quite determined personality characteristic of individual's fails and negativities on intrapersonal relations. And the proabale interventions should be different; for the situational loneliness there are short term, crisis centered or therapies that aim to develop social network, for the permanent loneliness there are approaches that deal with social and intrapersonal skills suggested (Akt: Duy, 2003). In his theory named `Emotional and Social Isolation` Weiss (1973), suggested that occurring of the loneliness the effective thing is the absence of one or more than one of the six type relation. These are; loyalty (relations that person can feel himself in secure and reliablity); social entegration (creating a social relations connection with the people around him); living opportunity (relations that person feel himself responsible for the goodness and health of other); dignification (relations that individual's skills, talents are being realized and cared); reliable harmony (relations that individual can take help) and guiding (relations that individual can take suggestions, support) (Akt. Buluş, 1997). According to Jones and Hebb (2003) studies that are conducted for loneliness for the explaining of loneliness not only studies done in social area also personality characteristics, gender, age, family and friend relations, marital status also effective for the creating of loneliness experience.

Young (1982), defined loneliness under three classes;

1. Temporary loneliness; It is defined as temporary loneliness that most of the individual occasionally experience.

2. Situational loneliness; It is defined as individual's feeling of loneliness in his later relations when it is compared to previous relationships.

3. Chronical loneliness; It is defined as individual's feeling himself lonely for two or more than two years (Akt., Özdemir, 2011).

Another classification of loneliness was done like this;

Deep loneliness:

It is the loneliness that person cut his connect with environment and accompanying of depression (Danış 2009).

Social situation loneliness:

It is the situation that individual cannot feel himself to belong the society he lives in (Danış 2009).

Emotional loneliness:

It is the loneliness type; people who are away from close private relations, and cannot find response to spiritual expectations (Danış 2009).

Secret loneliness:

It is the loneliness type that is derived from inner world sadness and individual cannot reflect it to outside (Danış 2009).

Triad loneliness:

It is a loneliness type that is seen with symptoms such as depression and fear (Danış 2009).

Findings that are acquired from studies about loneliness show that loneliness emotion affects individuals' mental health negatively (Hamamcı and Duy, 2005). People who experience loneliness feeling have this emotion's expression. They look at one point thoughtfully. They are nonreactive to events. They are in a psychological depression and in tending of escaping from everything, and they isolate themselves (Danış 2009). Lonely people are in a mood of escaping from social contact and isolated. They are donated with negative characteristics such as being alienated, refused, not being loved, insignificance, aggressiveness, low self respect. With these negative characteristics they are away from environment and stayed alone. Also their environments in tending of behaving warm and sincere to them and because of this they also want to stay away from them (Yaşar 2007). Lonely people think that they are being evaluated negatively from people around them (Schmitt & Lawrence 1985).

If loneliness is not being handled then the problem may be permanent and for this reason there should be required steps taken for escaping from loneliness.

When a person stay long in a negative social environment or expose to be in connection with negative people then the loneliness and isolation emotion gets bigger (Ernst &Cacioppo, 1998). Even though loneliness experience has some common characteristics it is experiences in different way from each individual. For this reason psychological interventions to lower the loneliness show difference depend on expression of loneliness. In the literature, there are three main approaches mentioned in dealing with loneliness. These are social skill education, social support groups and cognitive-behaviorist approach applications (Hamamcı&Duy, 2005).

In this research loneliness on families with disabled children was examined that if it changes or not depends on demographical characteristics, ages of parents and family income. In accordance with this examination following questions' responses are sought.

1. Are there meaningful difference between genders of families with disabled children and their loneliness?

2. Are there a meaningful difference between ages of families with disabled children and their loneliness?

3. Are there a meaningful difference between income levels of families with disabled children and their loneliness?

METHOD

Research's Model

In this research, the loneliness of families with disabled children was examined. In the research the relational survey model was used. Relational survey models are models that aim determining of the degree of two or more than two variances' changing existence (Karasar, 2007).

Population and Sample

Population of the sample consisted of families with disabled children from Kayseri province. Scale of the research was applied to 131 parents who were chosen with random sampling method.

Data Collecting Tools
1- Personal Information Form:
The personal information from was used in the study. In the research parents' ages got utilized classification was done depend on family income levels, minimal wage.

2-Selsa-S Social and Emotional Loneliness Scale

The original version of the scale was developed by DiTommaso, Brannen and Best (2004), its Turkish adaptation was done by Çeçen (2007). Scale is consisted of 15 articles and

Dimensions	Gender	N	X	Ss	t	P

changes from, "it totally does not suitable for me" (1) to "it is totally suitable for me" (7) and Likert type self evaluation scale. Scale is consisted of three sub dimensions. Emotional loneliness is measured in the sub dimension of family and romantic relationship loneliness, social loneliness is measured with social relationship loneliness sub dimension. In the context of social relations social loneliness sub dimension of the scale is measured by 2, 5, 7, 9 and 13. Articles; in the context of romantic relations emotional loneliness sub dimension of the scale is measured by 3, 6, 10, 14, and 15. Articles andin the context of family relations these articles measure 1, 4, 8, 11 and 12. (Çeçen, 2007).

In his studies Çeçen (2007), about validity (factor analysis, confirmatory factor analysis, similar and different scales validity, test-repeat test reliability) and reported that it is just as similar as the original structure of Turkish culture. According to conducted exploratory factor analysis range of the total of the three groups is %55. 13. It was determined for the first sub scale (romantic relations) %27.41, for the second (family relations) %17.38 and for the third one (social relations) %10.34. In the confirmatory factor analysis results it is indicated that the most suitable solution for the acquired data base is a three factor structure [X2= 385.92; df= 86; CFI=.92; GFI=.91; IFI=.92; RMSEA= .0.2; p< 0.5] .And this result support the structure which consist of three sub dimensions in the SELSA-S' exploratory factor analysis (Çeçen, 2007).

According to test-repeat test reliability scales social relations, family relations and romantic relations sub scales the test-repeat test reliabilities were found; .88, .83 and .91. Thus when the reliability and validity studies of the short version of Social and Emotional Loneliness Scale (SELSA-S) are taken into consideration it can be said that SELSA-S have the values just similar to its original (Çeçen, 2007).

Analysis of the Datum
In the analysis of research datum for the determination of demographical characteristics of the families with disabled children the t test, in occurring of loneliness if it shows difference or not the F test and for the determination of the difference that from which group it was derived the Tukey test were used.

FINDINGS
Table 9. Test Results According to Genders of the Family with disabled Children if there is a
        Difference or not In Social and Emotional Loneliness Scale Sub Dimensions

Emotional Loneliness	Male	49	21,75	5,44	1,467	,145
	Female	82	20,18	6,21		
Social Loneliness	Male	49	20,04	3,88	,809	,420
	Female	82	19,35	5,12		
Loneliness in Family Relationships	Male	49	12,00	7,94	,725	,470
	Female	82	11,06	6,67		

When social loneliness scale of the families with disabled children is examined:In the emotional loneliness sub dimension; average of the male participants was (X=21,75), female participants' arithmetical average was found as (X=20,18). Between averages (t= 1,467 p>.05) there was not a meaningful difference found. In the social loneliness sub dimension; arithmetical average of male participants was (X=20,04), female participants' arithmetical average was found (X=19,35). Between averages (t= ,809 p>.05) there was not a meaningful difference found. In the sub dimension of family relations; arithmetical average of the male participants was (X=12,00), female participants' arithmetical average was found as (X=11,06). Between averages (t= ,725 p>.05) there was not a meaningful difference found. In the Table 2 findings about if there is a difference or not according to ages of the families with disabled children.

Table 10. Test Results According to Ages of the Family with disabled Children if there is a Difference or not In Social and Emotional Loneliness Scale Sub Dimensions

When sub dimensions of social loneliness scale dimension of the families with disabled children according to their ages: There was not a meaningful difference found in the sub dimensions of emotional loneliness and social loneliness. In the family relationships loneliness sub dimension there was a meaningful difference determined. For the determination of the difference that from which group it is derived according to ages of the families with disabled children the meaningfulness analysis was done. In the Table3 for the determination of difference that from which groups it was derived the Tukey test findings were included in the study.

Table 11. Multiple ComparisonResults According to Ages of the Family with disabled Children if there is a Difference or not In Social and Emotional Loneliness Scale Sub Dimensions

Dimensions	Age	N	X	Ss	F	P
Emotional Loneliness	19-29	51	20,80	5,35	,115	,892
	30-40	21	21,28	6,40		
	41and over	59	20,55	6,37		
Social Loneliness	19-29	51	19,94	5,22	,223	,800
	30-40	21	19,57	4,53		
	41and over	59	19,33	4,31		
Loneliness in Family Relationships	19-29	51	13,35	10,15	4,083	**,019**
	30-40	21	11,90	5,24		
	41and over	59	9,55	3,10		

When sub dimensions of social loneliness scale of the families with disabled children is examined according to their ages, when families at 19-29 ages and ages between 30-40 families, families in their 41sand over ages were taken into consideration; there was not a meaningful difference found in emotional loneliness and social loneliness dimensions. However there was a

Dimensions	Income Level	N	X	Ss	F	P
Emotional Loneliness	0-1300tl		20,41	6,51		
	62		21,40	5,56		
	1301-2600tl				,287	,751
	32		20,81	5,41		
	2601tl and over					
	37					

Dimensions	(I) Age	(J) Age	Difference between averages (I-J)	SH	Sig.
Emotional Loneliness	19-29	30-40	-,48179	1,55685	,949
		41 and over	,24460	1,14805	,975
Social Loneliness	19-29	30-40	,36975	1,22500	,951
		41 and over	,60219	,90334	,783
Loneliness in Family Relationships	19-29	30-40	1,44818	1,81410	,705
		41 and over	3,79362[*]	1,33775	**,015**

meaningful difference determined on families age of 41 and over in the family relationships loneliness sub dimension. In the Table4 findings about if there is difference or not on income levels of the families with disabled children.

Table 12 TestResults According to Income Levels of the Family with disabled Children if there is a Difference or not In Social and Emotional Loneliness Scale Sub Dimensions

Dimensions	Income Level	Averages	SH	F	Sig.
Social Loneliness	0-1300tl 62	19,35	4,28		
	1301-2600tl 32	18,84	5,35	1,531	,220
	2601tl and over 37	20,70	4,68		
Loneliness in Family Relationships	0-1300tl 62	9,16	2,60		
	1301-2600tl 32	14,40	8,53	6,947	**,001**
	2601tl and over 37	12,59	9,63		

When sub dimension of social loneliness scale of the families with disabled children is examined according to their income levels: There was not meaningful difference found in emotional loneliness and social loneliness sub dimensions. In the family relations loneliness sub dimension there was a meaningful difference seen. For the determination the difference from which group it was derived from according to income levels of families with disabled children the meaningfulness analysis was done. For the determination of difference that from which group it was derived in the Table5 findings of the Tukey test given according to income levels of the families with disabled children.

Table 13. Multiple Comparison Test Results according to Income Levels of the Family with disabled Children that from which group Difference derived from in Social and Emotional Loneliness Scale Sub Dimensions

When sub dimensions of social loneliness scale of families according to their income levels was examined, families with 0-1300 tl income level, families with 1301-2600 tlincome level and 2601 and over were taken into consideration; there was not a meaningful difference found in emotional loneliness and social loneliness dimensions. However families that are with 0-1300 tl income level there was a meaningful difference seen in family relationships loneliness sub dimension.

DISCUSSION

When findings of the research were examined it was determined that there was not a difference created for the loneliness according to families' genders and this situation does not have any effect in their loneliness experiences. However there are also different findings related to gender; Roscoe &Skomski (1989), on their study about loneliness experience of university students, they determined that arithmetical averages of the males were higher than females but

Dimensions	(I) Income Level	(J) Income Level	Difference Between Averages (I-J)	SH	Sig.
Emotional Loneliness	0-1300	1301-2600	-,98690	1,30522	,730
		2601and over	-,39146	1,24570	,947
Social Loneliness	0-1300	1301-2600	,51109	1,01807	,870
		2601and over	-1,34786	,97164	,351
Loneliness in Family Relationships	0-1300	1301-2600	-5,24496[*]	1,49188	**,002**
		2601and over	-3,43330[*]	1,42384	**,045**

this difference was not meaningful. Demir (1990), on his study about factors that affect university students' loneliness experience in the findings he indicated that males' loneliness levels were at a high and meaningful level than female students and in consequence of this he thought that it can be the different learning of gender role and exhibiting emotional reactions.

When age findings of the families with disabled children were taken into consideration it was seen that parents who are between 19-29 they have experienced much more domestic loneliness than ones who are at 41. It was determined that younger parents are caught up to loneliness much more.

Depend on increasing of the age contrary to research findings there are also studies show that loneliness increase with the increase of age Yeh (2004). On another research; Savikko, Routsalo, Tilvis, Stranberg&Pitkala (2005), in result of a study about reasons of loneliness on 6786 Finn old individuals they found that increase of the age are one of the reasons of loneliness. On another researchKafetsios (2002), on adults he determined that there was a negative connection between psychologically being well and general health status. He determined that older people's loneliness levels at a lower level. And this situation is in the quality of supporting the research.

When research's findings about income level was taken into consideration it was seen that even there was not a meaningful difference in sub dimensions of emotional and social loneliness, families with low income level experience much more domestic loneliness than families with normal and high level of income.

Chesser, Woodward, Bauermeister&Parkhurst (1981), on their study they indicated these things: loneliness and isolation feeling occur in various terms of the life. In the end of the study they reached to the result that parents' marital status and income level factor have positive and meaningful contribution to feeling lonely Khorshid, Eşer, Zaybak, Yapucu, Arslan &Çınar (2004). In the examination study of loneliness level of old people who live in nursing home, ones who have low income status and social support status their loneliness point average was found higher. These findings are also supporting the research.

In consequence of conducted research and occurred findings these suggestions were developed.

1- For struggling with loneliness through social services managements giving trainings to families with disabled children.
2- Providing social support to families who have to look after disabled children at very early ages and feel loneliness.
3- Increasing economical support studies for families with disabled children and have high level of income.
4- Doing the required diagnoses about domestic loneliness by society health management on families with disabled children and keeping the progression records.

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FINANCIAL AND ECONOMIC DEVELOPMENT OF UNIVERSITIES

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ABSTRACT

As in all countries intervene in public education in our country is subject to the observance of social benefits. As a result of the advent of democracy in the high education level of the community, the public costs and crime rates have fallen, is seen to increase the level of income. providing individual and community development, both from the economic point of view can not ignore the importance of education in terms of cultural development. This is why spending on education in the national economy plays an important role. Higher public support is provided through the budget. This study Turkey's financial autonomy of universities, higher education funding and training of other countries by taking funding sources, emphasizing the educational budget targets will be taken in future years. Globally financing of education in Turkey were found to be adequate.

Keywords: Higher Education Financing, Financial Resources, Budget.

I.Introduction

Education enables the development of individuals and society, economic development is indispensable that the international level of competition can be a process by supporting the country level. education is an indispensable key to achieving the level of contemporary civilizations, to ensure the welfare of society is an inevitable element to achieve social justice. Therefore, the financing of education, affecting all aspects of training and interest in a case. Finance education, training and obtained funding for these resources is required to use the most effective and efficient manner. The financing of education is one of the priority issues of education, it is also factors affecting the realization of the expected target. the improvement of educational services, must be the most effective and widespread. All these structures must first be given to the importance of education financing. underdeveloped financial resources around the world and comes in basic educational problems in developing countries.

II.Higher Education Quality and Finance

increase in the number of students at the beginning of the problems in higher education, while the same percentage of increase in costs and expenses, and said the quality and nature of education. The higher the index the central government transfer resources is encountering problems. Done instead of making some high spending and education services in order to meet the increasing number of students of this spending in countries that import the resources needed to reach that higher education is a nuisance level of borrowing (Teker & Teker, 2012). Education funding method is done in three ways:

1. Public (Direct) Financing: Education is a public (social) goods are considered to be covered from the state budget consists of taxes provided for educational expenditures from all communities.

2. Mixed (partial) Financing: Education, half seen as public goods or mixed goods and are paid by the state from taxes on a portion of the required funding for education, received the services from the student section. Taxes higher education funding, student fees, employer contributions are expected to be obtained from various sources, such as voluntary organizations.

3. Special (Indirect) Financing: Education special (personal) is seen as goods. Thus, individuals and families benefit from education or the organizations supporting the education of the individual (central and local government, employers or volunteer organizations) are expected to pay for this service. (MEB, 2011).

2547sayıl law, according to Article 55 of the State University of budgetary resources (income sources):

Article 55 - of higher education institutions, higher education institutions and sources of income of affiliated units;

a. Each year the appropriations to be put into the budget,

b. assistance to be made by institutions,

c. fees and charges to be taken,

d. Publication and sales revenues,

e. Movable and immovable property, incomes,

f. Revolving operating profits to be derived from the capital,

g. Donations, bequests, and other income. (YÖK, 1981)

Due to the increasing demand for higher education in later years, higher education has only begun to question the sustainability of public resources. In this context, the following activities have been put forward by the Higher Education Council (YÖK, 2007: 17):

> ➢ Of Higher Education expenses, be met by other stakeholders besides the public sector,
> ➢ Diversifying of the income resources of higher education institutions.
> ➢ The distribution of public resources more efficiently and to develop new methods to use, it has been undertaken in line with the quest.

In this context, education expenses of students' contributions, while research costs industry support (university-industry cooperation) to meet alternately has become a priority on the agenda, teaching and research budgets began to be separated from each other in a certain way (YÖK, 2007: 17).

Financing education in Turkey and in other developing countries, is always seen as a problem. The EU said that our country is not given due importance to education is evaluated in terms of developed countries, the OECD members. Therefore, in order to bring the situation should be our educational system "Vision 2023" project is considered an important development process. Vision 2023 has made an assessment under (Tuzcu, 2006: 160):

" Changing trends in education financing structure also education resources are both changing and diversifying. The indicators of this change and diversification

The increase in the ratio of education expenditure in GSMH' at the beginning of the trend increase in the international flow of educational spending, providing basic education as a public service, comes the privatization of education. "

Table 14: Selected EU Countries and Financial Resources Education in Turkey

COUNTRY	FİNANCİNG SPECİES
Germany	State Managements + Local Governments
Austria	Ministry Of Education And Culture+State Governments+Local Governments
Belgium	Ministry Of Education+ Local Governments+ Civil Society Organizations
Denmark	Ministry Of Education+ Local Governments
Finland	Ministry Of Education+ Local Governments
France	Ministry Of Education+ Ministry Of Higher Education Research
holland	Ministry Of Education, Science And Culture+ Local Governments
England	Local Governments+Private Organizations+Management Of Schools
İreland	Centre Funds+Local Resources
Spain	Ministry Of Education +Autonomous Regions And Local Resources
Sweden	Ministry Of Education+ Local Governments
Italy	Ministry Of Education+ Local Governments+ Civil Society Organizations
Luxembourg,	Ministry Of Education And Vocational Training+ Communes+ Employers
Portugal	Ministry Of Education+ Local Governments+ Employers
Greece	Ministry Of Education+ Civil Society Organizations+ Contribution Shares And Donations
Turkey	Ministry Of Education+Contribution Shares And Donations+YÖK

Source: (www.eurydice.org and www.eurybase.org; Tuzcu, 2006: 161).

Social, political and economic functions expected from education to fulfill, the proportion of resources allocated to education and is dependent on the effective and efficient use of these resources. Indeed, the differences between countries in financing education is outstanding. This is clearly shown in Table 1.

III. Financial Autonomy

In general, the ideal is to have an autonomous structure for universities. Today, global perspective is widely debated, considered to be the subject of debate for many years and has been a concept that can not reach a definitive conclusion on this issue.

Higher education institutions of autonomy as the starting point of the Lima definitions made in the Declaration of the debate about the "autonomy to higher education institutions of the inner workings, finances and management to the decisions concerning and conflicts and other related activities for non-educational research in creating their own policies state and society all other powers means against independence income."

University autonomy includes three basic autonomy: autonomy in management, financial autonomy and academic autonomy. the expected criticism from the university, confined to small interests me, inquisitiveness, long-term perspective to develop qualities such as the realization of angles depends on the autonomy of these organizations. To evaluate whether a university is truly autonomous autonomy should be based on concrete criteria. Therefore, the OECD 8 criteria outlined below describes the autonomy of universities (YÖK, 2007: 21)

1. Having the ownership of immovable property and other hardware,
2. borrow and borrow to raise funds,
3. Creating the resources to spend independently in accordance with their purpose,
4. To determine the academic program and course content,
5. Academic staff will be employed and be able to decide on the dismissal,
6. To determine the remuneration of employees,
7. To determine the quota of students,
8. To determine the student fees,

It identified five of the eight criteria of the financial autonomy of universities, the majority of both academic and administrative autonomy and to belong to one of the university autonomy is seen to be associated with financial autonomy. University autonomy in financial, academic and administrative autonomy to complement each other, can not be considered independent of one another.Financial autonomy is usually described as a state to manage their spending from their own resources. a number of political bodies on the financial resources of the universities under their management should also be authorized without saving intervention (Aktan, 2007: 19).

IV. Financial Resources

Lee (2002: 165), the state allocates shares higher as funds-has been reduced in many countries. As a result, universities have engaged in income due to market dynamics and to increase resources into seeking alternatives through participation in activities related to the market.

Table 2: Institutions of Higher Education of the budget appropriations allocated to the general budget and GSMH'or rates (1995-2005)

YEARS	YÖK BUDGET	
	General Budget	GSMH' or rate%
1995	3,2	0,90
1996	2,6	0,80
1997	3,1	0,80
1998	2,9	0,86
1999	2,8	0,84
2000	2,2	0,84
2001	2,8	0,89

2002	2,5	0,89
2003	2,3	0,94
2004	2,6	0,93
2005	3,4	1,09

Source: Council of Higher Education (2007) Higher Education Strategy of Turkey, Ankara: Publication No. 2007-1, p: 63

Table 2 below as well as the share of the total budget of the higher education budget by 3.4% in 2005, The share of 1.09% of GSMH, respectively.

Table 15: Turkey's Council of Higher Education Budget and the General Budget Inside the rate of GSMH (2006/2011)

YEARS		**YÖK**
	GSMH Share of (%)	**Share in the General Budget (%)**
2006	0,77	3,34
2007	0,78	3,21
2008	0,76	3,28
2009	0,92	3,32
2010	0,85	3,25
2011	0,94	3,68

Source:http://sgb.meb.gov.tr/istatistik/

Table 3 in the representation of GSMH' and general budget of the Higher Education budget in Turkey. When the share of the GSMH' ratio under the Higher Education budget per cent of all years below 1, while in the general budget takes place in the range of 4 percent to 3 percent.

As shown in the above table; budget allocated to higher education in the last 16 years the share of the overall budget appropriations by 2.3% to 3.68%, while the share of GSMH ranged from 1.09% to 0.8%.

Table 16: Percentage of Higher Education Budget in Consolidated Budget

YEARS	**YÖK**
	In The Consolidated Budget (%)
1995	3,44
1996	2,58
1997	3,18
1998	2,85
1999	2,44
2000	2,24
2001	2,82
2002	2,54
Average	**2,57**

Source: Ministry of APK-Numeric Data 2002, s.298, 306, 308.

Table 4 1995 consolidated 3.4% of the budget devoted to YÖK, 2002, this ratio dropped to 2.5%.

The rate of development of a country has the right relationship between general education and training, with an investment fiduciary, investment spending is therefore within the scope of individuals to benefit from the future human capital. Therefore, increasing scientific and technological developments will be given to individuals who are increasing their level of development in the countries with the best education resources allocated to education will increase (Gülcan, 2008: 57).

Public and private budgets sparingly budgets of all institutions in Turkey, Parliamentary Planning and Budget prepared by the Commission through the annual Budget Act. According to the Budget Law of Higher Education in Turkey, state universities and high-tech shares allocated to the Ministry of Education allocated to universities

The denominator is different. For example, the Ministry of Education in 2011 from the budget allocated a share of 10.9%. YÖK, 14.5% of total public expenditure on education to universities and advanced technology, considering that the year 2011 along with the share allocated to the institute is divided. Higher Education and the universities of GSMH' in 2011, is divided into shares up 0.89% (MBE, 2011).

V.RESULT

In this study, higher education, finance and other countries have been mentioned briefly financing of education, financial matters have reached the conclusion that vary in direct proportion to the development of the country.Made another factor considered in research and higher education expenditure in GSMHShare in the overall budget. Indeed, our country can be said to be in a state of higher education in Turkey back from this angle is discussed with EU and OECD average share in overall budget spending. Higher leaving a sufficient level to arrive at the budget; It is the quality of education services and correspondingly increasing the level of country development. many financial resources in the financial autonomy of universities is seen to be created as a result. financial autonomy of universities should be spent on this funding should be recognized. Using the University of technology R & D activities in the production and commercialization it must be. The amount allocated from the budget of universities and the development of performance should be determined taking into consideration. The realization of Vision 2023 seems certain to increase the education budget is concerned.

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TOTAL QUALITY MANAGEMENT WITH EDUCATION SERVICES IN HIGHER EDUCATION

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ABSTRACT

In recent years there is intense competition among the local and foreign educational institutions as observed in other fields as well.In this competition, raising qualified students to meet the expectations of business world who will employ the graduates,becomes important. If higher education system becomes unsuccessful in raising qualifed graduates (output), the cost of this failure shall be met by the enterprises by their providing training for their staff and by producing unqualified products and services. If it is desired to raise graduates having certain skills to meet the expectations of business world and having organizational culture and loyalty, higher education institutions should focus on studies relating with quality concept just like the enterprises. In the adjustment of Total Quality Management (TQM) to the higher education system, while student not obtaining training yet, forms the input of the process, the educated student graduating at the end of the training he obtains, forms the output of the process. Educated students also represent the product with all of the information and skills that are loaded during the process. Therefore, the purpose of Total Quality Management in higher education is to raise students meeting the predefined educational targets aiming to fulfill the expectations of people to whom services shall be provided while students, families of students, companies or institutions where students will work could be seen as the customers. The purpose of this study is to make the concept of Total Quality Management (TQM) be well understood and to examine its being adjusted for the educational services while making contribution to the development of quality of education. This is a study based on examination and investigation of literature aiming for the concept of Total Quality Management to be well understood and for making contribution to the quality of education by adjusting it for the educational services. It is thought that with Total Quality Management, contribution will be made for continuous development of higher education system and for improving the production power of country by graduating qualified students.

Keywords: Education, Educational Service, Higher Education, Quality, Total Quality Management

INTRODUCTION

Nowadays the quality topic is seen as being one of the concepts which is mostly mentioned and discussed. It is required for the individual to have quality in his daily life and to adopt it. Individuals who are conscious about the quality topic and who understand its importance, are able to take quality to the institutions and associations where they work and to contribute for the formation of qualified communities (Özgür et al, 2013). Students who are newly starting their higher educational lives, prefer institutions that provide more qualified educational service and enable qualified graduates to find jobs more easily (Ekinci and Burgaz, 2007). For this reason, the mission of higher educational institutions should be to have quality and to raise qualified people for the community and the business world. In order for the higher educational institution to attain sustainable excellence, it is aimed for it to set measurable targets and to works within the frame of EFQM excellence model with the support of all of the employees and top management (Sakarya, 2003).

Erasmus and Sokrates Student Exchange Programs that are being carried out as European Union Projects at higher educational institutions, have enabled for the quality topic to be felt

more and for the total quality studies to be examined as currently. EU Educational and Youth Programs arrange collaboration at higher educational level. Its fundamental purpose is to improve the quality of higher education in Europe. At the same time with the purpose of establishing a European Educational field that is reputable, preferred worldwide and has high competitive power by making European Higher Educational Systems harmonize with each other, the studies carried out during Bologna process are being applied at the higher educational institutions. At the end of these studies, it is expected from higher educational institutions to improve the quality of education, to evaluate teaching, and to inspect quality issues (Penny, 2003).

This is a study which is based on investigation and examination of literature aiming for the concept of Total Quality Management to be well understood and for making contribution to the quality of education by adjusting it to educational services.

The purpose of this study is for the concept of Total Quality Management to be well understood and to examine the contributions made for the development of educational quality by adjusting it to the educational services.

EDUCATION

Education forms the attempt of a community to control its future by recreating its human resources and the fundamental of its shaping its future as being development focused marking its efforts to change its future.For the individual, education is the awareness of knowing where, when and why to use the information obtained (Özgener, 1998). Education is a process that exists all life long without being limited with school. The important future of this process being realized with or without being aware of it, is that it is continous without having an end. The main important point is to get what is more correct and more quality during the interactions. Education has a contribution in development of communities and individuals.

In today's educational understanding, teacher is not the sole source of knowledge and the student is not a passive receiver of knowledge. School is transforming into an institution where information is being continuously reproduced where teacher and student take an active role in the production process of information. The purpose and rules of the institution are being determined by the common participation of all parties or partners being effected by the education. Therefore, the purpose and content of education is being constantly reviewed, updated and changed. At the same time, collective learning, project groups, and team works gain importance and importance is being attached to the concept of learning more than teaching and to learning strategies more than the educational methods (Şişman and Turan, 2002).
Types of education; 1. Formal education; organized/formal education and common-public education (formal education outside the school) 2. Non-formal education (informal education)
In the usage and production of information, the boundaries are eliminated while individuality, genuineness, flexibility, group sharing, common decision making, and especially the quality concept came to the forefront. The viewpoint being composed of these factors have made the quality concept come to the forefront. Quality search in education has turned into the effort of raising people who live by considering the environment, circumstance and the features of individuals in all conditions, and who change themselves and their environment (Paykoç, 1995).
QUALITY

The word quality was derived from the word "Qualitas" meaning how something is formed and it originates from Latin language. Attribution being the dictionary meaning of quality, is defined as how something is and the features distinguishing it from the other creatures (Doğan, 2002; TDK, 2015). Quality concept means the positive features as per the purpose of usage. At the same time, quality consists of excellence of a product or a service, compliance with

specified conditions or all of the features being related with the ability to meet the probable requirements (Öner, 2007; Koçel, 1999).

When higher education is considered, it is quite difficult to make the defition of quality or to find a single definition of quality that is accepted (Hamalainen, 2003). Quality in higher education is a multidimensional, multilayer and dynamic concept as it is not only related with the specified standards of a specific system, institution, program or discipline but it is also related with situational conditions of educational model, institutional tasks and targets. Therefore depending on these below mentioned particulars, quality could bear different meanings (Vlãsceanuet al, 2004):

    a) Various interest approaches of different beneficiaries or partners in higher education (student/university discipline/labor market/community/quality requirements being determined by the government),

    b) References of quality: Inputs, processes, outputs, missions, targets etc.

    c) Qualities and features of academic world which are worth evaluating,

    d) Historical period in the development of higher education.

Different definitions as regards to academic quality are (Vlãsceanuet al, 2004):

1. Quality as being excellence: According to this traditional and selectable academic approach, academic quality can only come out with the best standards.

2. Quality as fitness for purpose: This concept emphasizes mainly the accepted standards. (For example standards of an accreditation or a quality assurance institution).

3. Quality as being fitness of purpose: This concept focuses more on whether the institution has adequately realized the target and mission defined for itself or not instead of conformity with external standards.

4. Quality as improvement: This concept focuses on continuity of a permanent improvement effort and it emphasizes the responsibility of institution to use the corporate autonomy in the best way.

Higher Education Accreditation Committee defines quality as "compliance for purpose" (CHEA, 2001).

TOTAL QUALITY MANAGEMENT (TQM)

Competition that develops towards globalization and increases in every field in our time and business and management approach directs institutions towards new searches. One of the points reached at the end of these searches is "Total Quality Management". As we look at the words forming "TQM, the word "Total" denotes each unit, each function and each process relating with that product and service. As "Quality" concept depends on perception it differs from one individual to other. In general sense it means production of a product and service in accordance with predefined purpose and standards. "Management" denotes production of a product or a service with a method and leadership system that is accepted by all members. It contains all of the resources required for excellence and technical principles being applied for activities (Numanoğlu, 2001; Yıldırım, 2002; Şişman 2002; Doğan, 2002).

It is accepted that TQM has two fundamental principles. First important principle is meeting the request of customer for providing quality service and the second one is enabling the participation of customer while providing quality service.

Basic five elements of TQM are (Yıldırım, 2002; Budak ve Budak, 2004);

1-To be customer focused: To adopt the approach that customer defines quality. Customer satisfaction is divided as internal and external. Satisfaction of external customer is dependent on the satisfaction of internal customer.

2- Continuous Development and Improvement (KAIZEN): It is a Japanese term. It denotes continous development. Its logic lies in that the outcome of developments realized uninterruptedly with small steps will be big.

3- Full participation: It means that everyone shall be responsible from quality. It is team work with top management leadership. Besides improving the quality of work with the creativity of staff, it also denotes making important contributions to motivation and improving efficiency.

4- "First Human" Approach: Giving value to people in the management of enterprise, shall improve labor force efficiency, the quality of work and the efforts made for the enterprise. The fundamental principle of TQM is "Do it right in the first place and avoid any failures before they occur.".

5- Management Leadership and Responsibility: Belief of top management in TQM will enable the fulfillment of their responsibility.

SERVICE QUALITY IN EDUCATION

Quality in education is defined as compliance of educational services produced with the expectations of community or the degree of meeting the expectations of community (Saran et al, 2004). Furthermore, quality in education could also be defined as meeting the purpose and functions of education and realizing its functions as well as form and degree of success.

Quality in education could be investigated both as quality in design and as quality in process. Quality in design is both related with output (for example an academic program that meets the requirements of students) and process (for example curriculum, tools and equipment, other factors having impact on planning and program). Quality in output means succeeding with obtaining the desired outcomes (Özdemir, 2002).

There are two factors influencing quality in education. Internal factors are manager, academic personnel, educational programs, education environment and the other employees. External factors are service areas, application areas, technological developments, public requirements, families and upper educational institutions (Numanoğlu, 2001).

Service is defined as all kinds of activities being realized by others to meet the requirements in general as having the consumption aspect as it is produced (TDK, 2005).

Service quality is the degree at which the service provides the desired outcome. Service quality covers the skills of employee, speed of service process or the product attained ast the end of service provided and the satisfaction had by the customer. This situation is directly related with fulfillment of customer expectations.

Features of service quality are (Eroğlu, 2004); reachability, reactiveness, timeliness, correctness, professionalism, reliability, understandability, continuity, flexibility, environment, and appearance.

Service quality in education is a relative concept depending on the perception of those receiving the services. For quality in education, the inputs are highly important. Importance of inputs is seen in their reflection on design, process and output.

TOTAL QUALITY MANAGEMENT IN EDUCATION

When it is mentioned about quality in education, one of the concepts that first comes to the minds is "Total Quality in Education". Total quality management in education can only be possible with a management approach having students at the center. Student centered education, enables the student to show all of the potentials he has got and to become successful. Therefore in student centered education, it is needed to concentrate on the real requirements of the students. It is aimed for the higher education institutions to understand the requirements of students well and to reflect them on academic program and the course curriculum. Basic features of student centered education: (Şişman ve Turan, 2002; Bridge, 2003).

1- To set high standards and expectations for all students.
2- Not to forget that students have different learning methods.
3- To give priority to active learning.
4- To have an idea about the learning process and learning capacity of students by evaluating the outcomes of educational process.

5- By defining the expectations of students and families, to try to eliminate the deficiencies in learning.

6- To help the students during the stages of all educational process and even during their being employed in a job.

In the educational service provided to students, it is important to measure the level of quality perceived and the level of performance perceived. These variables are extracurricular activities, physical conditions, education and learning, support unites, and participating in the decisions relating with education and university (Yenen and Gözlü, 2003).

Factors having impact on the perception of academic lecturers are working conditions, education support units, internal physical conditions and external physical conditions. Besides, expectations of academic lecturers from the university and the government are also perceived as effective factor. Another factor is work environment as being an important element as regards to quality aspect (Yenen and Gözlü, 2003).

When evaluated in general it is considered that the quality aspects in higher education shall have impact on graduation ratios, employment of graduates and their salary levels, ratio of students continuing with higher education, grades obtained in standard exams, efficient usage of resources, timely reporting, written accountability, attainability of education by those who want to benefit from education, class attendance and ratio of teaching members/students, evaluation based on education, development of students to apply the new information they learned in the class, promoting learning all life long, professional development opportunities for education members, benefit of learning for the students, developing active citizenship skills and habits, developing critical awareness, to create common respect among teachers and students and a mutual learning environment, as providing academic freedom for students and education members.

As a conclusion, quality is the philosophy of giving value to people and to develop and renew continuously. Quality is closely related with the concepts of change, development, reform and restructuring. In the reflection of quality on individuals, its features as continuously searching ways to solve problems, being creative, not being self-focused when realizing the areas of interest and purposes, acting fairly, being democratic and genuine in human relations, and being flexible and complementary in sociocultural topics (Bakioğlu and Baltacı, 2010). Quality in higher education is evaluated in various ways with respect to individuals and everyone perceives quality from their viewpoint. Depending on this situation, the individual either has belief in quality or shows resistence to it. However, none of these changes the reality of maintaining and developing quality. If the quality process of educational service is at excellent level, the success ratios of students and their being employed gets improved. As the quality perspective gets improved in higher education, institutions can realize the expectation of employers for qualified human resources. Because higher education institutions make the graduates gain their employment skills. These institutions are also the collaborators of research and education.Those building systems, following up, correcting, applying, developing, reevaluating, and competing with high standards to provide quality education service in the higher education institutions where TQM is taken as basis, make qualified students get graduated and they make contribution to the production force of their country.

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IMPORTANCE OF MOTIVATION IN CHANGE MANAGEMENT

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ABSTRACT

Some schools that understand the change of way and rapidity but they can not improve their selves when they are catching the opportunity. For the schools the change that it means to continue to be presence. Even the change is important and impact of the change is very powerful, in the practice some schools can not change their improvement and they are not successful. This subject is the related with the change management of the schools.[1] The successful school can not start the change even if they start, they can not continue to process of the change.

THE PROCCESS OF THE CHANGE

In 1951 Kurt Lenin says, the model of the change be formed with the three level and it is a linear process, and it is growing from up to down. Planned change should have three stages, resolved, replace and re-freezing. In the dissolving step, related people convinced about the issue of the change, for desired variable and made efforts to convince the necessity to change.[2]

In the changing phase change actually performed and changes are made to reflect the changes. The school structure, technology, strategies, culture or behavior is who may be subject to change business. In the re-freezing phase, result of the change has to allow the continuity to the new style. In this stage schools are adopted and carried out new policies and rules.[3]

Change Management
Change is a continuous process to manage and operate. Not one-time restructuring terms to be constantly acquire new knowledge and adoption requires being in dynamic equilibrium. Many schools work to ensure the successful implementation of large-scale change efforts but these efforts often result in failure. The basis of this failure is lack of the change management and lack of the evaluation of the effect of the change process. [4]

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Basic thing of the change management is the learning and the coming to the upper level. Because of the old information is not working within the time.[5]   Change Management in Schools of managing change in schools is mainly seeks answers to three questions:

☐ What will change in school?
☐ How do we change?
☐ What do we change?

Change; as long as it can be controlled and managed, schools are coming forward. Basis of the change management; holistic point of view, the establishment of the relationship with that vision and take a systematic approach in the realization of the implementation phase. Management techniques can be listed to process of successful change of the schools;

☐ Create a sense of urgent changes needs to be done,
☐ To create a coalition that will lead to change,
☐ To determine a strategy and vision for change,
☐ Find ideas to meet the need,
☐ Change to eliminate the resistance,
☐ Team to create change,
☐ To create role models.

The change, teachers at the school, students and the other employees can be caused of the deterioration of the situation. If it is happen change process should have additional work area to manage of this change. When the school is achieving the change, prevention of resistance is an important factor.

These are the guidelines to avoid creating adverse effects on the creation resistance[6];

☐ Resistance is natural effect and managers should learn how they can be ready for thiseffect.

☐ When Teachers and other workers resisted, if they show resistance, all kinds of reasons should be evaluated and used.

☐ Teachers and other employees should be informed about the expected change. Successful exchange activities carried out in the times. In this way, managers can understand the issues and the manage it.

☐ Teachers and other employees will be directly affected by the change. Teachers and employees should be refreshed their confidence.

☐ To planned change, relevance should becreated.

☐ Teachers and other employees' participation should be ensured to the changing activities.

Success of the Change Management

[5]**Aytac, T. "21. Rearing of Executive Education Symposium century ", Ankara University, Faculty of Education Publications 2002**

[6]**Erdogan İrfan. "Change Management in Education", Pegem, Ankara, 2002**

Changes should be laid down for an impressive vision. Sharing the vision is important like creating the vision. For that reason simplicity of the expression and giving the many examples for the change, continuity of the communication, discussing about the weak point are important. And especially the important thing is that the managers should follow all the behaviors' and the words.**[7]**

Measurement of the effects of the vision depend on the listed above. Effect of the change also depends on the clear message for the teachers and for all the employees. The spread of relevance and the sensations associated with the change may affect subsequent processes.

Participation of the Change in the School

Participated in the decision-making process, decision-making is defined as a condition in which the upper and lower levels of influence shared between processes. The importance of this process of change, the participation in school activities should be assessed by how well it performed.

An overall evaluation, senior managers underestimate the difficulty of continuous change. So teachers and other public employees to participate in change and will eliminate resistance to change. This is achieved by motivating employees.**[8]**

Motivation

"Motivation" means; move to promote, to take action. The Latin word "gövere" was derived from the word. "Mover" the derivative "motivated" Turkish translation of the term is; motive, action of pass. In short, motivation means the forces for a humanitarian action for a particular purpose[9]. There are three main features of this definition motivation.

Motivation:
☐ actuators,
☐ actuating the movement continues,
☐ is directing the movement or behavior positively.

Meaning the concept of motivation are included, pushing the behavior of the human organism, determines intensity and energy level, gives a certain direction to the behaviors, various internal and external reasons for the continuation and covers their functioning mechanisms. Movements in a behavior that is motivated organized than others, which is a more directed way. The viability, consumed energy, time attendance, this behavior indicates that they

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[7] Balcı, A. "Leadership Styles of School Administrators, Education Management in Turkey," Culture College Education Foundation Publications, Istanbul, 1998

[8]Alberg, C. *"A Study of Organizational Leadership: New Standards and Changing Roles for the Principalship",* **Unpublished Doctorate's Thesis, The University of Memphis, 2000**

[9]Cafoğlu, Z. "School Management application of TKY principles," Haberal Education Foundation Publications, Ankara, 1998

are motivated. Psychologists are determined, meaning of the motivation, is a series of behaviors for targeted aim[10].

Motivation is a phenomenon that is included the values, the needs and the tensions. So motivation is a management process of the determination of human behavior that is affected. Motivation is a process resulting from the interaction of these concepts.

Teachers and other employees in the change process to be motivated it is very important and will eliminate resistance to change[11].

There are some methods in the motivation process is listed below;

- Intimidation
- Racing and Competition
- Reward and punishment,
- Identification with the profession or institution

Conclusion

Change, have been examined from philosophy to history, the biology to management in many areas and it is a concept that has been discussed. Today, make changes became more important subject, increased competition, globalization and technological development is having the effect turn into a concept. Schools have three options in front of them in this environment:

Resisting to the change and to be disappear
Keeping up to the change, maintain the status quo,
Leading to the change, and creating the opportunities for the development of the school.

Superiors must give to working employees a certain personality or profession to popularize their behavior should be exhibited; employees should be helped to love institutions and professions. People who love the institution and profession, they are easier to identify with the organization and the profession.

Summaries, change can be created and achieved by a successful change management, Opportunities and challenges should be evaluated successfully and threats should be prevented in this environment.

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[10]**Cafoğl, Z. "invariance in the changing of Education Systems", the new Turkey, Educational Special Edition, Ankara, Turkey New Media Services Publications, No. 7, 1996**

[11]**Helvacı, M. Akif,** *"Evaluating of the Managing Director in the Official Elemantary Schools", Unpublished PhD Thesis, Institute of Ankara University Faculty of Educational Sciences, Ankara, 2004*

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HUMAN RESOURCES MANAGEMENT ON THE EFFECTIVENESS OF HOTEL BUSINESSES

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ABSTRACT

Developments in technology has caused society to reach higher levels of income while working less and producing more. Increases in income levels inevitably lead to increases in demands for tourism. The ability to meet and increase these demands is only possible through quality and world-standards level services. The quality of service in accommodation businesses is directly proportional to itsemployee's skills and talents. This is because accommodation businesses use people to provide services to people. For this reason, the most important factor in success is humans, ergo, workers. Workers in accommodation businesses must be skilled in communicating, gracious, honest and sincere while having proper occupational qualifications. These characteristics play a very important role in customer satisfaction.

INTRODUCTION

The dazzling speed of technological advances effect tourism as well. Developments in transportation has made the concept of "far away" obsolete and created a passion for travelling in people. As a result of technological developments, the tourism sector has been growing quickly throughout the world and this applies to Turkey as well, while also creating opportunities for development in other sectors. While beneficial to Turkey's economy, the developments in tourism sector aren't at the desired level. To reach this desired level, investments must be made to various infrastructures and superstructures along with investments in human resources. Despite the developments in technology, tourism sector is still a labor intensive sector. As a result of this, workforce costs have a large portion within the total costs. Decreasing workforce costs is only possible by making human resources more effective and efficient.

1. Definition of Human Resources

The resources that administrators use to reach organizational goals are money, personnel, material, locations and time. The most important and the hardest to procure resource within these resources are generally personnel, also known as the human resource (Açıkalın, 1994:10). Good production is ensured through good personnel and quality workforce. Therefore, the main goal of human resources function is to properly use and develop this resource (Akyüz, 2001:50).

1.1. Scope of HRM

Human resources management include many applications including determining the need for personnel, producing job advertisements, selecting proper personnel and introducing them to the corporate culture, ensuring the motivation of the workers, reviewing performance, resolving conflicts, ensuring communication between individuals and groups, restructuring, creating a healthy corporate environment, developing the feeling of "us", training and developing the workers and so on (Fındıkçı, 1999:13).

Human Resources Management affects the working life in all of its aspects, whether in the public sector or the business management sector, and it involves all areas that affect the production of products or services such as, selection of personnel, classification, career management, motivation, promotion, personnel evaluation, in-service training, wage management, discipline, rewarding, penalizing and retirement.

1.2. Definition and Characteristics of HRM

Since HRM is a newly emerging concept that is going through a transitional period, it is not easy to make a widely accepted definition for it and since there are no common terminologies between transition period scientific disciplines, this fact is bolstered even further. As a result of this, there are various different definitions for HRM. It is possible to list some of these definitions (Tortopvd., 2010:15-16):

- "HRM is ensuring that the human resources are used as efficiently as possible towards organizational goals and ensuring that worker needs are fulfilled and improved in the context of the occupation."
- "HRM is the management of strategic and operational activities that focus on human resources."
- "HRM is human resources related activities and tasks that are carried out in the organizational and environmental contexts without discrimination to reach organizational goals as effectively as possible."
- "HRM is the entirety of activities that involve procuring new human resources and keeping and developing the human resources that is already within the organization to reach organizational goals."
- "HRM is an organizational function that aims to create a safe and effective harmony between managers and the managed to achieve higher quality and higher efficiency results."

2. The Analysis of Human Resources Management Systems

Job analyses in the personnel management field are generally used in researches, examinations and applications in the areas given below.

Occupation Evaluation and Wage Management Job analyses are mostly used in appraisement of occupation. An occupation appraisement generally aims to examine occupations in detail and reveal every single factor that makes it up, and the difficulty of the occupation and the given responsibility will later be the primary factor in determining the wage (Sabuncuoğlu, 1994: 81). Occupation appraisement involves determining the relative value of occupations and to provide data (Aşkun, 1982: 105).

Hiring - Positioning, Appointment and Promotion One of the goals of job analysis is to determine the needs behind selection, positioning, transfer and promotion of workers (Aşkun, 1982: 105). Job analysis helps in developing hiring standards. (Alpugan et al., 1990: 435). The criterion that is used when selecting personnel is suitability. If job analyses are not made and the necessities of the work are unknown, it is impossible to determine what qualities to look for when hiring. Hired worker will be positioned according to data determined by doing job analyses. Job analyses are also used to measure the success of a worker.

Training and Improvement: Job analyses are the basis for training and improvement goals (Alpugan et al. 1990: 435). Need for training among workers is caused by the difference between skills of the worker and necessities of the job. A Job analysis determines the characteristics of the job to identify the aspects that the worker is lacking in, making it easier to train to get rid of these deficiencies. (Sabuncuoğlu, 1994:81).

Worker Appraisement: Job analyses make it easier to develop success and performance standards (Alpugan et al., 1990: 435). After the characteristics of a job are identified with a job analysis, it will be easier to determine to what extent that the worker is meeting the necessities of the job. The results will cause rewards or penalties. (Sabuncuoğlu, 1994:81).

Work Safety: Ensuring that measures against possible dangers of the occupation are taken (Aşkun, 1982: 105). Possibility of work related accidents are calculated based on the nature of the work and necessary measures are taken. (Sabuncuoğlu, 1994: 81).

Organizing: Stating the duties of every office and the relations between offices (Aşkun, 1982:82) and determining their authorities and responsibilities inhibits possible conflicts of authority. If making jobs more efficient through making them easier and clearer is desired, job

analyses must be used widely. Giving occupations titles as a result of these analyses is also helpful in organizing (Sabuncuoğlu, 1994:82).

Union Relations: If there is a conflict on how a job should be carried out between workers and employers, job analyses are used. (Sabuncuoğlu, 1994: 82).

Inspection: The function of inspection investigates how well the results fit the goals. The characteristics of the work to be done are determined using job analyses. According to determined standards, a comparison is made and if there are any deviations, they are detected and regulatory measures are taken (Sabuncuoğlu,1994: 82).

Changes in the Contents of a Job: Job analyses are used to determine the changes in a workers job, whatever the cause for this changes maybe (Ataay, 1990: 137).

Creating a Basis for Worker Registration and Statistics: Creating a basis for worker registration and statistics and taking the inventory of workers are done by using job analyses (Genç, Demirdöğen, 1994: 100).

Improving Working Environment and Conditions: Job analyses are used since the efficiency of a worker will increase if he is working in more comfortable conditions and environments (Barutçugil, 1988: 202).

3.Human Resources Management Problems in Hotel Businesses

The primary reason behind workers quitting is insufficient wages or side incomes. The facts that wages and side incomes have effects on workers support Herzberg's two factors theory. Herzberg's two factors theory is also known as hygiene factors and it purports that one of the factors that has effects on workers is the factor of wages and incomes (Braden, 2002; Riehl 2000; Syptak et al., 1999).

Work satisfaction is defined as contentment or displeasure that the workers feel about their work and positive attitude against the work is equivalent to work satisfaction and negative attitude against the work is named work dissatisfaction (Tütüncü, 2000a). If a person is not satisfied with his work, he is more likely to quit it (Zeffane, 1994). Sources of stress and other negativities in the working environment and conditions cause decreases in worker efficiency and might even cause absenteeism.

It is very important for workers to have work safety and other social rights. Researches on this subject have revealed that workers who have work and social securities are more efficient, they tend to like the work environment better, they are in better harmony with their colleagues and therefore, they are less likely to quit their job (Stein, 2000; Hertneky, 1999).

The characteristics of the individuals who are employed in accommodation businesses are very important. The most important factor that sets a worker who has the necessary demographic characteristics, work related competencies and work experience is qualitative values. The quality of the human resources plays a very important role in a business manager's success (Freemani 2001). The quality of workers in a business is more important than the quantity of the workers. The quality of a work is directly proportional to the experience and quality of the worker. The qualities of the workforce are in a close relationship with the general and occupational education levels of the employed workers.

Teamwork is gaining great importance in the success of businesses. Communication between workers is an important subject in accommodation businesses. Increasing the effectiveness of workers, making jobs easier, ensuring cooperation between workers, the management being able to communicate the topics they are interested into workers are all possible through effective usage of communication techniques (Dennis, 1995). While these communication techniques are developed by the management, the workers need to have natural communication skills as well (Day, 1993).

CONCLUSION

Accommodation businesses are prime examples for labor intensive businesses. Human resources in accommodation businesses are extremely important as they need to adapt to the

rapidly changing innovations and advancements while not being able take full advantage of the means of automation. The fact that human resources management, which is human focused and filled to the brim with complex applications, is viewed as a separate concept from traditional personnel management shows that human resources has a very important place.

Human production factors are far more important in accommodation businesses in comparison to other sectors. The most important factor that shows the difference between two organizations is the human factor. For this reason, it is hard to say that modern technology is directly providing accommodation businesses with competitive advantages. Informing, training and guiding the workforce towards common goals of the businesses is critical. Businesses gain more competitive advantages through human capital as opposed to financial capital. This is the reason behind why investing in human capital has more true value than investing in machines or facilities. Permanency of businesses is possible through developing, properly managing and benefitting in the long term from the employed human resources. For this reason, human resources planning must be made towards organizational goals.

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A RESEARCH ON UNEMPLOYMENT ANXIETY OF SENIOR CLASS STUDENTS OF COLLEGE AND UNIVERSITY ACCORDING TO SOCIODEMOGRAPHIC FEATURES

Yasemin Ayyildiz

ABSTRACT

In this research, the aim is to define the unemployment anxiety of senior students of college and university according to sociodemographic features. Planned as quantitative, the relational screening model, one of the general screening models, is used in this study.

Ersoy-Kart and Erdost (2008) University Students Unemployment Anxiety Scale is used to define the level of students' anxiety and they are asked to fill in personal information form.

As the result of the research, it is reached that there is no meaningful difference according to the genre but it is found that the anxiety level of female students is higher. And according o job experience, there is not a meaningful difference but according to their departments, there is a meaningful difference. It is also reached that the anxiety level of health management department is higher. And according to academical success level, there is no meaningful difference but according to the point of view of educational sufficiency that they have, there is a meaningful difference. The anxiety level of those who think that the education is not suffcent and those who are indecisive is higher.

Key Words: Youth, Anxiety, Unemployment, Unemployment Anxiety.

1. PROLOG

Anxiety for Freud helps the individual to survive and to warn him / her towards the dangers of the physical and social environment accordingly(Gençtan, 2003).

According to Psychoanalytic Theory, with a unconscious based anxiety, a fear consciously lived by the individual, it is a feeling of uneasiness and worriment. It can also be defined as physiological changes (blushing, yellowing, uneasiness, sweating, tachypnoea and heart throb).
Nowadays the anxiety which can be defined as to see himself / herself insufficient for the threats is one of the problems that the youth live. It can also be identified as the effect towards the possible dangers and tediousness. Thelevel ofpossibility for the youth to be unemployed is twice as that of the old. The main problem for the youth is the period that they live between the school and the job.
In this context, theindivdual's choice of his / her job plays a great role in his /her social and economical environment and his / her working area (Alpaslan and Kılcıgil, 2005; Çelikkaleli, 2004; Çelikkaleli and Gündoğdu, 2005).

According to hisWorld Employment Report, Guy Ryder, General Director of International Labour Organization (ILO), he indicates that 74 million young between 15-24 ages have spent the last year looking for a job and the unemployment rate of the youth is three times more than that of the elders. According to 2015 data of Turkish Statistical Institute, when compared to the previous July period, the current unemployment rate is 18,3% among 15-24 age (Ayyıldız, 2015).

Unemployment beyond its economical problem, is a sophisticated fact which has social and individual implications. Anxiety is an important aspect of the problem. Spielberger (1972), identifies the anxiety as undesired emotional and observable effects which are formed with sadness, perception, tension created by stresfull conditions. Unemployment is the despair caused by the loss of the standard of judgment, fear, physical and emotional corruption, insignificance, unhappiness, feeling of loneliness and failing in fulfilling the obligations (Kepçeoğlu, 2001).

Students have distress for unemployment anxiety. And as a result of this it can be said that this situation creates serious risks and problems. The base of this research is is to define the

unemployment anxiety of senior students of college and university according to sociodemographic features. For this goal, these questions are tried to be answered:

1. Does the level of unemployment anxiety of senior students of college and university differ according to the genre?
2. Does the level of unemployment anxiety of senior students of college and university differ according to the job experience?
3. Does the level of unemployment anxiety of senior students of college and university differ according to their department?
4. Does the level of unemployment anxiety of senior students of college and university differ according to academic success?
5. Does the level of unemployment anxiety of senior students of college and university differ according to their point of view for their educational sufficiency?

2. METHOD

2.1. Model of the research

Planned as quantitative, the relational screening model, one of the general screening models, is used in this study. The relational screening models are the models aiming to define the changing level between 2 or more factors (Karasar, 2005).

2.2.The population and sample of the research

The population and the sample of the research include 196 students (118 female,78 male): PDR department students at education faculty in Hendek village of Sakarya city and the senior students at health and Care College in Gümüşhane city.

2.3.Data Collection Tool

In the research, the students are given personal information form. In this form, the sociodemographic (genre, job experience, department, level of academical success and sufficiency of their education) information of the students are questioned.

And also Ersoy-Kart and Erdost (2008), have stated psychometry questions to measure the level of unemployment anxiety of university students. In the light of these questions containing 26 questions, unemployment anxiety scale is presented to the participants. The questions are answered with the help of Likert Scale graded between 1-5. The reliability analysis of the scale alpha, which is high, is found 0,900. As a result of the Barlett test (p=0.000<0.05) including factor analysis, it is found that there is a relaionship among the variables. It is also reached that the sample greatness is enough to practise the factoral analysis (KMO=0.916>0,60). The participants are asked to select the choices from highly-positive to highly-negative for the Likert Scale used for the research. According to this; 5 stands for Strongly Agree, 4 for Agree, 3 for Indecisive, 2 for Disagree, 1 Strongly Disagree.

3. FINDINGS and COMMENT

As mentioned before, the participants of the research are the senior students who are studying at college and university. In Table 1, the variance related to the sociodemoghraphic features like genre, job experience, department, academic success, their view for the education they get of these students is given.

Table 17. The sociodemographic variances of the senior students studying at coolege and university who have partipated in the research.

SocioDemographic Features	N	%
Genre		
Female	118	60,2
Male	78	39,8
JobExperience		
Yes	101	51,5

No	95	48,5
Department		
Psychological counseling&guidance		79 40,3
Health Management		117 59,7
Academical Success Level		
Good & Very Good	85	43,4
Intermediate.	93	47,4
Poor	18	9,2
Their view for the education they get		
Yes	56	28,6
Indecisive	77	39,3
No	63	32,1

The 60,2 % of the students is female, the 39,8% is male.The 51,5% of them has job experience, the 48,5 has no job experience.The 40,3% of them has been studying at Psychological Counselling & Guidance Department and the 59,7% at Health Management Department. According to the academical success level; the 43,4% is Good and Very Good, the 47,4% is Intermediate and the 9,2% is Poor.   As for their view for education they get; 28,6% of them says Yes, the 39,3% says Indecisive and the 32,1 says No.

In Table 2, the statistics related to T test, N values, Standard Deviation Values, the average points of the coping with the anxiety scale of the senior students studying at the college and university according to their genre are given.

Table 18 Test result of the Unemployment Anxiety Attitudes of the senior students studying at college and university according to their genre.

	Genre	N	X	Ss	t	P
Unemployment Anxiety	Female	118	2,9689	,70246	,984	,326
	Male	78	2,8654	,74768		

When the Table 2 is examined, it is seen that the average anxiety point among female students is 2,9689, and fort he male students it is 2,8654. As the result of the t test used to find out the meaningfulness of the difference between the two groups, it is seen that there is no difference (t=,984 p >.05). According to this finding, it can be said that the average anxiety level of the female students is higher than that of the male students.

In Table 3, the findings related to anxiety levels according to job experience of the senior students studying at college and university are given.

Table 19. Test result of the Unemployment Anxiety Attitudes of the senior students studying at college and university according to their job experience.

	Job experience	N	X	Ss	t	P
Unemployment Anxiety	Yes	101	2,9596	,80524	,637	0,525
	No	95	2,8939	,62081		

When the Variance Analysis results, related to anxiety levels according to job experience of the senior students studying at college and university in Table 3, is examined, it is seen that there is no meaningful difference according to job experience.

In Table 4, the findings related to anxiety levels according to the departments of the senior students studying at college and university are given.

Table 20 Test result of the Unemployment Anxiety Attitudes of the senior students studying at college and university according to their departments.

	Department	N	X	Ss	t	P
Unemployment Anxiety	Health	117	3,2835	,60599	10,508	,000
	PDR	79	2,4008	,53043		

When the Variance Analysis results, related to anxiety levels according to the departments of the senior students studying at college and university in Table 4 is examined, it is seen that there is a meaningful difference between the anxiety levels of the students of Health Management Department and the students of PDR. And it is seen that the anxiety level of the Health Management Department is still high.

In Table 5, the findings related to anxiety levels according to the academical success levels of the senior students studying at college and university are given.

Table 21. Unemployment Axiety Attitude Point Averages, F values, Standard Deviation Values, and Materiality levels of the senior students studying at college and university according to their academical success.

		N	Average	Ss	Sd	KO	KT	F	P
Unemployment Anxiety	1.Poor	18	2,8287	,78667		GA=,190	,381		
	2.Intermediate	93	2,9068	,66744	2-193	Gİ=,523	100,901	,364	,695
	3.Good&Vey Good	85	2,9716	,76685					

When the Variance Analysis results, related to anxiety levels according to the academical success levels of the senior students studying at college and university in Table 5 is examined, it is seen that there is no meaningful difference between the anxiety levels and the academical succes levels.

In Table 6, the findings related to anxiety levels according to the point of views about the suffieciency of education of the senior students studying at college and university are given.

Table 21. Unemployment Axiety Attitude Point Averages, F values, Standard Deviation Values, and Materiality levels of the senior students studying at college and university according to their point of views about the sufficieny of their education.

		N	Average	Ss	Sd	KO	KT	F	P
Unemployment Anxiety	1.Yes	63	3,0146			GA=2,785	5,570		
				,68220					
	2.Indecisive	77	3,0498	,62453	2-193	Gİ=,496	95,711	5,616	,004
	3.No	56	2,6622	,82257					

When the Variance Analysis results, related to anxiety levels according to their point of views about the sufficiency of their education of the senior students studying at college and university in Table 6 is examined, it is seen that there is a meaningful difference between the anxiety levels and the sufficiency level of their education. It is seen that there is a meaningful

difference between the students who think that the education they get is ınsufficient and those who are indecisive about this subject.

3. RESULT and SUGGESTIONS

In this research, the aim is to define the unemployment anxiety of senior students of college and university according to genre, job experience, department, academical success levels and the sufficiency of the education they get.

When the studies done in the field are examined, it is found that there is a relationship betwen the anxiety levels of the students and some situations that they are in; especially the variances related to their class, academical success, friendship,parents' attitudes, and accomadation play a great role for their anxiety levels. In his study on ODTU senior students Giriz (2005), has found that they have lived anxiety in getting a job according to their genre and department. The result of this study supports our study.

When some other fieldworks are analyzed, ,in some of them it is found that the situational anxiety levels of male university students are higher than that of female students (Basco and Olea, 2013; Jahanian and Poornaghi, 2012; Öztürk, 2008; Yıldız, Sezen and Yenen, 2007). Waters and Moore (2002) point out that genre is a significant factor that affects unemployment. Apart from the mentioned researches, Çakmak and Heyedanlı (2004), declare that the anxiety points of female students are higher than that of male students and also determine that statistically this difference has no meaning. This research supports our study, too.

Ersoy and Erdost (2008) tried to confirm whether the university students had the unemployment anxiety or not. Besides its quality and type,the education level affect the relationship between unemployment and its psychological effects. In this aspect, it is determined that the chosen department at the university, education level with its quality and type cause the unemployment anxiety. This study supports ours which is about the department type, the point of view for the education quality and its sufficiency.

In his study on senior university students Karaman (2009), identified that because of the pessimistic feelings about getting a job, 50% of them had unemployment anxiety. According to Tunçsiper and others' research (2012), it is found that statistically there is a meaningful relationship according to they have job experience or not. This research also supports our study.

Mütevellioğlu and others' (2010) reached that the university students think that the education they get does not prepare them for the professional life and as the confidence about the future of the country decreases, the anxiety for their future increases. This research supports the results of our study.

If the other studies in this field are examined, it is seen that there is no meaningful difference between the stative (situational) and permanent anxiety levels according to their academical success. In their studies Gül, Akmaz and Ceyhan (2009), Kaya and Varol (2004) ve Öztürk (2008), they have found that there is no meaningful difference between the stative (situational) and permanent anxiety levels according to the university students' academical success. These studies also support our study.

 In his study Üngören (2007), has found that the more the academical success decreases, the more the stative (situational) and the permanent anxiety level increases.Karaman (2009) has determined that the stative (situational) anxiety level of the students whose academical success levels are low are higher than that of the ones whose academical success levels are high. Pirinççi and Al-Qaisy (2011) have declared that there is a positive relation between the anxiety and the academical success. Based upon the data, it can be said that having an intermediate level of anxiety may contribute their academical success to rise.

It is seen that there is not a meaningful difference between the point of view of the sufficiency of their education and stative (situaional) anxiety. According to their study Yılmaz, Dursun and friends'(2014), there is no meaningful difference between the point of view of the sufficiency of their education and stative (situaional) anxiety. This study supports our study.

Within the context of examining the sociodemographic features related to the anxitey level of university senior students, this study promotes litterateur. The unemployment anxiety of the college and university senior students is a problem to be overemphasized. Because one of the primary factors that will raise the society is having an educated young population. For the future of the society, it is important to have psychologically healthy youth. It is also signifacant to determine the factors related to the anxiety of the youth getting prepared for the career. Thus it will be easier to handle and solve these troublesome factors causing that anxiety. By means of this study it is aimed to step forward.

To try to minimize their anxiety on the brink of their profession may back up them to have the desired job. And it will also enable them to be happy, to study at the branches they want, to have a positive point of view and work productively. Concordantly, the efforts that should be done are; job opportunties that they may get along their whole education, job display, to inform them about their profession, tol et them meet the professionals of the sectors, and to make innovations about their expectations and wills.

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