

**INTERNATIONAL  
A E G E A N  
CONFERENCES**  
**on Social Sciences & Humanities~V**  
February 25-26, 2022 / Izmir, Turkey

**Full Texts Book**

**Editors**

**Prof. Dr. Jean Vasile ANDREI**

**Dr. Mehmet Emin KALGI**

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**INTERNATIONAL AEGEAN CONFERENCES**  
**ON SOCIAL SCIENCES & HUMANITIES-V**  
**Abstract 25-26, 2022 / Izmir, Turkey**



**FULL TEXTS BOOK**

**EDITORS**

**Prof. Dr. Jean Vasile ANDREI**

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# CONFERENCES ID

## CONFERENCES TITLE

- **INTERNATIONAL AEGEAN CONFERENCES**
  - **on Social Sciences & Humanities**

## DATE AND PLACE

- February 25-26, 2022 / Izmir, Turkey

## ORGANIZATION

- IKSAD- INSTITUTE OF ECONOMIC DEVELOPMENT AND SOCIAL RESEARCHES
- ATLAS INTERNATIONAL JOURNAL ON SOCIAL SCIENCES  
ISSN - 2616 - 936X

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# INTERNATIONAL AEGEAN SYMPOSIUMS Social Sciences & Humanities-V

February 25-26, 2022  
IZMIR, TURKEY

## CONFERENCE PROGRAM

Online (with ZOOM Conference)  
Meeting ID: 886 2816 5926  
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Turkey (99), Azerbaijan (9), Pakistan (10), Bangladesh (1), Indian (14), Iranian (3), Romania (4), Ethiopia (3), Malaysia (2), Indonesia (6), Serbia (2), Moldova (2), Qatar (1), Nigeria (7), Benin (1), Kazakhstan (3), Sri Lanka (4), Saudi Arabia (3), Spain (1), Egypt (2), Canada (1), Greece (1), Chinese (1), Algeria (4), Republic of Congo (2), Bulgaria (1), Philippine (1), Venezuelan (1), Georgia (2), Hungarian (1), Kyrgyzstan (2), Morocco (4), Ukraine (2)

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### **IMPORTANT, PLEASE READ CAREFULLY**

- ❖ To be able to attend a meeting online, login via <https://zoom.us/join> site, enter ID "Meeting ID or Personal Link Name" and solidify the session.
- ❖ The Zoom application is free and no need to create an account.
- ❖ The Zoom application can be used without registration.
- ❖ The application works on tablets, phones and PCs.
- ❖ The participant must be connected to the session 5 minutes before the presentation time.
- ❖ All congress participants can connect live and listen to all sessions.
- ❖ Moderator is responsible for the presentation and scientific discussion (question-answer) section of the session.

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 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 10 <sup>00</sup> -12 <sup>30</sup>	 <b>SESSION</b> • HALL-5 • SESSION-1
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### HEAD OF SESSION: Assoc. Prof. Dr. Tamilla Aliyeva

<b>Assoc. Prof. Dr. Serpil ÖZDEMİR</b> Ebru DAŞTAN	<i>Bartın University</i> <i>Bartın University</i>	READABILITY LEVELS OF READING TEXTS IN NEW ISTANBUL TURKISH BOOKS FOR INTERNATIONAL STUDENTS
<b>Asmar Khanbala kızı Kerimova</b>	<i>Bakü Slavyan University</i>	DERIVED SUFFIXES IN AZERBAIJANI AND TURKISH AND THEIR EQUIVALENCE
<b>Asmar Khanbala kızı Kerimova</b>	<i>Bakü Slavyan University</i>	ARABICS-PERSONS DERIVED SUFFIXES IN AZERBAIJAN AND TURKISH LANGUAGE AND THEIR EQUIVALENCE
<b>Dr. Onur DÖLEK</b>	<i>Ministry of National Education</i>	EXAMINATION OF SECONDARY STUDENTS' LISTENING MOTIVATIONS IN TERMS OF VARIOUS VARIABLES
<b>Shahla Aliyeva Gahraman</b>	<i>Azerbaijan University of Languages</i>	CONCEPTUAL THEORIES OF VERBS
<b>Dr. Tarık DEMİR</b>	<i>Gazi University</i>	TEACHING TURKISH TO FOREIGNERS AS AN EDUCATIONAL DIPLOMACY ACTIVITY
<b>Dr. Gülşah PARLAK KALKAN</b>	<i>Kilis 7 Aralık University</i>	NOTES ON SOME STREET AND STREET NAMES IN KİLİS
<b>Minaya MAMMADOVA</b>	<i>Azerbaijan State Pedagogical University</i>	THE "POEMS OF THE EAST" BY GEORGE GORDON BYRON MANIFESTATION OF INDIVIDUAL STYLE IN TRANSLATION AZERBAIJANI
<b>Assoc. Prof. Dr. Tamilla Aliyeva</b>	<i>Ardahan University</i>	TURKISH IRFAN TRADITION IN AZERBAIJAN LITERATURE SELF






 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 10 <sup>00</sup> -12 <sup>30</sup>	 <b>SESSION</b> • HALL-6 • SESSION-1
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### HEAD OF SESSION: Assist. Prof. Dr. Özlem COŞKUN




<b>Dr. M. Fatih DEMİRDAĞ</b>	<i>Hakkâri Üniversitesi</i>	PASTAFARIANISM AS AN EXAMPLE OF A RELIGIOUS GROUP
<b>Assist. Prof. Dr. Cüneyt COŞKUN</b>	<i>Kastamonu University</i>	WHAT IS "THE CULTURE OF SCIENCE"?
<b>Dr. Nazım GÖKEL</b>	<i>Kilis 7 Aralık University</i>	MODALITY AND REALITY
<b>Prof. Dr. Kadir ÖZKÖSE</b>	<i>Sivas Cumhuriyet University</i>	WITH ITS SOCIAL, CULTURAL AND POLITICAL TEXTURE HISTORICAL ADVENTURE OF TUNISIA
<b>Işıl AVŞAR ARIK</b>	<i>Necmettin Erbakan University</i>	THE EFFECTS OF THE SYRIAN CIVIL WAR IN THE CONTEXT OF BORDER SOCIOLOGY: THE CASE OF HATAY/HASSA BORDER
<b>Dr. Murat ŞAHİN</b>	<i>Ondokuz Mayıs University</i>	CHANGES IN ATTITUDES TO RELIGION OF IRAQI MIGRANT TO TURKEY: SAMSUN PROVINCE EXAMPL
<b>Dr. Muhyettin ÖZEN</b>	<i>Van Yüzüncü Yıl University</i>	THE ROLE OF MOTHERS AND FATHERS IN THE FORMATION OF WORSHIP ATTITUDES OF CHILDREN IN PRIMARY SCHOOL PERIOD
<b>Assist. Prof. Dr. Zeynep Burcu Şahin</b>	<i>Istanbul Gelisim University</i>	RELIGION AND BELIEF BASED HATE SPEECH: TWITTER CASE
<b>Assist. Prof. Dr. Şerafettin ERTEN</b>	<i>Uşak University</i>	THE CO-PRODUCER ROLE OF CITIZENS: AN EVALUATION IN THE FRAMEWORK OF THE NEW PUBLIC SERVICE AND THE PUBLIC VALUE THEORY
<b>Dr. Mehmet AYDINER</b>	<i>Aydın Adnan Mendres University</i>	THE EFFECT OF COVID OUTBREAK ON INTRA-INDUSTRY TRADE: ANALYSIS FOR SELECTED INDUSTRIES
<b>Dr. Mehmet AYDINER</b>	<i>Aydın Adnan Mendres University</i>	COMPETITIVE ADVANTAGE AND INTRA-INDUSTRY TRADE IN CHEMICAL PRODUCTS INDUSTRY



 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 10 <sup>00</sup> -12 <sup>30</sup>	 <b>SESSION</b> • HALL-7 • SESSION-1
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### HEAD OF SESSION: Assist. Prof. Dr. E.Tutku VARDAĞLI




<b>Farida Tagiyeva</b>	<i>Azerbaijan National Academy of Sciences</i>	ARTICLE ABOUT THE BOOK RACISM IN THEORY AND PRACTICE
<b>İzzettin BEŞTAŞ</b>	<i>Pamukkale University</i>	2. DEPUTIES OF MARDIN AND THEIR ACTIVITIES
<b>Dr. Rehim Mecnunov</b>	<i>Azerbaijan Police Academy</i>	MEDIA IN AZERBAIJAN IN THE EARLY TWENTIETH CENTURY AND THEIR ACTIVITIES
<b>Dr. Murat İNAN</b>	<i>Abdullah Gül University</i>	INTERPERSONAL TRUST AS A DETERMINANT OF GOVERNMENT-VOTER IDEOLOGICAL CONGRUENCE
<b>Assist. Prof. Dr. E.Tutku VARDAĞLI</b>	<i>İstanbul Aydın University</i>	TURKEY'S DECISION TO ACCESS TO THE UNITED NATIONS: CONVERGENCE OF DOMESTIC AND FOREIGN POLICY
<b>Dr. Ayman KARA</b>	<i>Kırıkkale University</i>	A COMPARISON IN TERMS OF STATE: MACHIAVELLI AND HOBBS
<b>Dr. Ayman KARA</b>	<i>Kırıkkale University</i>	THE DISTINCTION BETWEEN VIRTUOUS SOCIETY AND NON-VIRTUOUS SOCIETY IN ACCORDANCE WITH POLITICAL THOUGHT OF IBN BAJJAH
<b>Dr. Murat İNAN</b>	<i>Abdullah Gül University</i>	SYSTEMIC FACTORS EFFECTING GOVERNMENT-VOTER IDEOLOGICAL CONGRUENCE
<b>Dr. Pınar AKGÜL</b>	<i>Giresun University</i>	HOW 'NEW' ARE THE NEW WARS?
<b>Assoc. Prof. Dr. Yılmaz SEÇİM Mehmet KORU</b>	<i>Necmettin Erbakan University Necmettin Erbakan University</i>	A RESEARCH ON THE CUISINE CULTURES OF YORUKS, WHO EMIGRATED FROM NOMADIC TO SETTLED LIFE (EXAMPLE OF ÇANAKKALE)
<b>Safarova Chinara Gabil</b>	<i>Ganja State University</i>	TURKEY AND GEORGIA'S WORLD ENERGY MARKET TRANSFORMATION STRATEGY FOR "CORRIDOR COUNTRIES" AND ITS RESULTS

 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 13 <sup>00</sup> -15 <sup>30</sup>	 <b>SESSION</b> • HALL-4 • SESSION-2
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### HEAD OF SESSION: Dr. Canan TİFTİK




<b>Şevval GÖKCEN</b> Assoc. Prof. Dr. Hülya KADIOĞLU	<i>Yıldız Technical University</i> <i>Yıldız Technical University</i>	VALIDITY AND RELIABILITY OF THE SURVEY FORM FOR TEACHER CANDIDATES' STUDY STYLES DURING THE COVID-19 PROCESS
<b>Prof. Dr. Ahmet ÜSTÜN</b> Banu Çiçek SARISOY	<i>Amasya University</i> <i>Amasya University</i>	THE EFFECT OF ADMINISTRATIVE PROBLEMS FACED BY TEACHERS AND OTHER SCHOOL PROBLEMS AND THESE PROBLEMS ON TEACHER PERFORMANCE
<b>Prof. Dr. Ahmet ÜSTÜN</b> Emel AKIN	<i>Amasya University</i> <i>Amasya University</i>	THE PROBLEMS FACED BY WOMEN MANAGERS IN EDUCATION MANAGEMENT AND THE OBSTACLES TO THEIR PROMOTION IN THE POST
<b>Ayşe Ahsen Talu</b> Prof. Dr. Erdoğan Tezci	<i>Balıkesir University</i> <i>Balıkesir University</i>	TEACHER TRAINING PROGRAMME IN THE CONTEXT OF EDUCATION POLICIES
<b>Leyla SEYFİYEVA</b>	<i>Anadolu University</i>	EXAMINATION OF AESTHETIC LEADERSHIP QUALIFICATIONS AND BEHAVIORS
<b>Dr. Canan TİFTİK</b> <b>Dr. Bilge TURP GÖLBAŞI</b> <b>Dr. Hande AYHAN GÖKCEK</b>	<i>Istanbul Gelisim University</i>	CAREER TRANSFORMATION IN HUMAN RESOURCES MANAGEMENT IN BUSINESSES AND THE EVALUATION OF DIGITAL TRANSFORMATIONS IN TERMS OF MARKETING
<b>Assist. Prof. Dr. Gulcin BILGIN</b> TURNA <b>Gonca AKMAZ BIYIKLI</b>	<i>Recep Tayyip Erdogan University</i>	CHILDREN'S YOUTUBE CONSUMPTION: AN ANALYSIS OF THE MOST VIEWED YOUTUBE VIDEOS OF ALL TIME



 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 13 <sup>00</sup> -15 <sup>30</sup>	 <b>SESSION</b> • HALL-5 • SESSION-2
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### HEAD OF SESSION: Dr. Kürşad ÇAVUŞOĞLU




<b>Katibe AKYOL</b> <b>Dr. Serap KALFAOĞLU</b>	<i>Selcuk University</i>	AN APPLIED STUDY ON THE RELATIONSHIP OF JOB FEATURES AND FOCUS OF CONTROL
<b>Assist. Prof. Dr. Adeviye ERDOĞAN</b>	<i>Isparta University of Applied Sciences</i>	DETERMINING THE OPINIONS AND EXPECTATIONS OF DISTANCE EDUCATION VOCATIONAL SCHOOL STUDENTS ON WORKING LIFESTYLE: A QUALITATIVE STUDY
<b>Assoc. Prof. Dr. Safiye SARI</b> <b>Lect. Betül ELİBOL</b>	<i>Atatürk University Erzincan Binali Yıldırım University</i>	THE RELATIONSHIP BETWEEN SUSTAINABLE FASHION PRACTICES, REUSE, AND INNOVATION
<b>Elçin YAVUZ</b> <b>Assist. Prof. Dr. Esin BENSÜR</b> <b>AKTÜRK</b>	<i>Istanbul Aydın University</i>	EVALUATION OF THE EFFECT OF ENVIRONMENTAL DYNAMISM IN TERMS OF DIGITAL TRANSFORMATION ON COMPANY PERFORMANCE ON TRAVEL AGENCIES
<b>Dr. Kürşad ÇAVUŞOĞLU</b>	<i>Mersin University</i>	ANALYSIS OF MOBILE ACCOUNTING APPLICATIONS WITH ACCOUNTING SEARCH RESULT
<b>Lect. Tuğçe METİN</b>	<i>Kahramanmaraş Sütçü İmam University</i>	POPULATION, MIGRATION AND LABOR MARKET A STUDY ON TURKEY AND SOUTHEASTERN ANATOLIA REGION
<b>Assoc. Prof. Dr. Buket BORA SEMİZ</b> <b>Assist. Prof. Dr. Tarık SEMİZ</b>	<i>Bilecik Şeyh Edebali University</i>	BIBLIOMETRIC ANALYSIS ON SOCIAL MEDIA MARKETING IN HEALTHCARE SECTOR
<b>Lect. Dr. Mehmet Gökhan TURAN</b> <b>Dr. Dora UZKESİCİ</b>	<i>Anadolu University</i>	THE EFFECT OF BUSINESS AND SUPPLIER RELATIONS ON REPEAT PURCHASING DECISIONS IN PURCHASING MANAGEMENT

 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 13 <sup>00</sup> -15 <sup>30</sup>	 <b>SESSION</b> • HALL-6 • SESSION-2
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### HEAD OF SESSION: Hadi Bahmani




<b>Ziaullah Jan</b>	<i>UET Peshawar</i>	IMPLEMENTATION OF LEAN MANUFACTURING IN A MANUFACTURING INDUSTRY: A CASE STUDY APPROACH
<b>Saumit Kumer Nandi</b>	<i>European University</i>	ENGINEERING PROPERTIES OF LOCALLY AVAILABLE CEMENT IN BANGLADESH
<b>Assoc. Prof. Dr. Ghulam Shabir SOLANGI Prof. Dr. Altaf Ali SIYAL Pirah SIYAL</b>	<i>Mehran University Sindh Agriculture University National Centre of Excellence</i>	IMPACT ASSESSMENT OF SEAWATER INTRUSION'S EFFECT ON THE SOIL FERTILITY, WATER QUALITY, VEGETATION, AND THE LIVELIHOOD OF THE INDUS DELTA COMMUNITY
<b>Lakshya M R Dr. L.R.K. Krishnan</b>	<i>VIT Business School VIT Business School</i>	EMERGING STRATEGIES FOR DEVELOPING A GREENED WORKFORCE IN THE NEW ECO-SYSTEM
<b>Hadi Bahmani Davood Mostofinejad</b>	<i>Isfahan University of Technology (IUT) Isfahan University of Technology (IUT)</i>	EFFECT OF HEAT CURING ON THE MECHANICAL PROPERTIES OF UHPC
<b>Mariana BĂLAN Simona Maria STĂNESCU</b>	<i>Institute for Economic Forecasting Research Institute for Quality of Life</i>	NEETs YOUTH AND COVID-19: RESPONSE, RECOVERY AND RESILIENCE
<b>Abrehet Mehari</b>	<i>Ethiopia Civil Service University</i>	ASSESSMENT OF THE AGRICULTURE AND MANUFACTURING SECTOR'S LINKAGES IN ETHIOPIA
<b>Shahrizuan Shamsul Martin James Marinus Christian Geoffery</b>	<i>Keningau Vocational College Keningau Vocational College Keningau Vocational College</i>	GRINDER SUPPORTING TOOL
<b>Muhammad Imran Khadija Amjad</b>	<i>University of Veterinary and Animal Sciences</i>	ANALYSIS OF THE FACTORS AFFECTING THE VOLATILITY OF POULTRY PRODUCTS IN PAKISTAN



 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 13 <sup>00</sup> -15 <sup>30</sup>	 <b>SESSION</b> • HALL-7 • SESSION-2
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### HEAD OF SESSION: Natalia SCIUCHINA




<b>Manotar TAMPUBOLON</b>	<i>Universitas Kristen Indonesia</i>	HUMAN INTERACTION MODEL EMERGING CHANGES DURING THE COVID-19 PANDEMIC
<b>Dr. Osman ŞAHİN</b>	<i>Glasgow Caledonian University</i>	THE DETERMINANTS OF PEOPLE'S TRUST IN COURTS IN TURKEY
<b>Kusni INGSIH Muhammad Abdul Manaf Ana KADARNINGSIH</b>	<i>Universitas Dian Nuswantoro</i>	WORK TRAINING, ORGANIZATIONAL CULTURE, LEADERSHIP AND EMPLOYEE PERFORMANCE
<b>Delia-Mihaela MARINESCU</b>	<i>Carol I" National Defense University</i>	ANALYSIS OF DIPLOMACY FUNCTIONS FROM THE PERSPECTIVE OF MAINTAINING SECURITY
<b>Andrijana Savic Assoc. Prof. Dr. Gordana Dobrijevic</b>	<i>Singidunum University</i>	WORKING FROM HOME
<b>Muniza Javed Dr. Asma Seemi Malik Amjad Mahmood</b>	<i>Lahore College for Women University Lahore College for Women University National College of Business Administration</i>	"WORK FULFILMENT AS THE DETERMINANT OF ORGANIZATIONAL COMMITMENT AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR AMONG EMPLOYEES OF BANKS"
<b>Natalia SCIUCHINA</b>	<i>Tiraspol Shevchenko University</i>	INTERNATIONAL LEGAL REGULATION OF HUMAN RIGHT TO SOCIAL SERVICES
<b>Branislav SANČANIN Sofija SANČANIN</b>	<i>Nikola Tesla University Hamad General Hospital</i>	KEY DETERMINANTS FOR THE CHOICE OF TRADITIONAL MEDIA FOR ADVERTISING DURING THE EMPLOYMENT PROCESS
<b>Kusni INGSIH Ana KADARNINGSIH Agus Susilo NUGROHO</b>	<i>Universitas Dian Nuswantoro</i>	COMPENSATION, WORK DISCIPLINE, WORK ENVIRONMENT AND EMPLOYEE PERFORMANCE
<b>Musa M. KAMARA</b>	<i>Ankara Yildirim Beyazit university</i>	AFRICA: TRANSITIONS FROM AUTHORITARIAN SOCIALISM TO LIBERAL DEMOCRACY
<b>Musa M. KAMARA</b>	<i>Ankara Yildirim Beyazit university</i>	THE LIBERIAN CIVIL WAR, CONFLICT RESOLUTION ACTIVITIES AND THE INVOLVING INSTITUTIONS FOR ESTABLISHING PERMANENT PEACE IN LIBERIA

 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 16 <sup>00</sup> -18 <sup>30</sup>	 <b>SESSION</b> • HALL-4 • SESSION-3
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### HEAD OF SESSION: Dr. Naseem Akhter




<b>Mohd Farhan Md Ariffin          Muhammad Ikhlas Rosele          Mohammad Fahmi Abdul Hamid</b>	<i>National University of Malaysia          Academy of Islamic Studies          Academy of Contemporary          Islamic Studies</i>	MALAYSIAN'S PERCEPTION ON PROPHETIC HEALTH AND COSMETIC PRODUCTS
<b>Sintayehu Assefa          Prof. Abebe Ejigu          Dr. Gemechu Namera</b>	<i>Arba Minch Universit          Mekelle University          Arba Minch University</i>	A STRUCTURAL EQUATION ANALYSIS OF EXPORT MARKETING ADAPTATION STRATEGIES ON EXPORT PERFORMANCE: EVIDENCE FROM TEXTILE AND GARMENT EXPORTING ENTERPRISES IN ETHIOPIA
<b>Dr. Naseem Akhter</b>	<i>Shaheed Benazir Bhutto Women          University</i>	AWARENESS OF USURY AMONG YOUNG PEOPLE (AN ANALYSIS OF STUDENTS' PERCEPTIONS AND ISLAMIC CONTEXT)
<b>Favour C. Uroko</b>	<i>University of Nigeria</i>	CORRUPTION IN NATIONAL UNIVERSITIES COMMISSION ACCREDITATIONS AND AN APPEAL TO PROVERBS 26:26-28
<b>Dr. Naseem Akhter</b>	<i>Shaheed Benazir Bhutto Women          University</i>	A TREND OF NON-TRADITIONAL MARRIAGES IN PAKISTAN (AN ANALYSIS FROM ISLAMIC PERSPECTIVE)
<b>Trisnawaty          Tarmizi Thalib          Yusma Indah Jayadi</b>	<i>UIN Alauddin Makassar          Universitas Bosowa          UIN Alauddin Makassar</i>	SELF-CRITICISM ON MEDICAL STUDENT: AN OVERVIEW
<b>Advocate Nikita Dobhal          Ishu Dobhal          Shipra Dobhal</b>	<i>Advocate in District Court          Dehradun          Teacher at Modern Public School          Advocate in District Court          Dehradun</i>	INDIAN SOCIAL MEDIA AND SHORT VIDEO PLATFORMS
<b>Khalida Madoui</b>	<i>Ecole Normale Supérieure Assia          Djebbar Algeria</i>	NEO PAX AMERICANA UNDER THE AUSPICES OF TRUMPISM: STRENGTH FOR PEACE
<b>Favour C. Uroko</b>	<i>University of Nigeria</i>	'WE HAVE PROTECTED PERPETRATORS': USING WIDOWS AS SCAPEGOAT IN SUSTAINING PATRIARCHY IN SOUTH EASTERN NIGERIA



 <b>DATE</b>	 <b>TIME</b>	 <b>SESSION</b>
• 25.02.2022	• 16 <sup>00</sup> -18 <sup>30</sup>	• HALL-5 • SESSION-3

### HEAD OF SESSION: Ceren ALKAN ÜSTÜN




<b>Erkan POLAT</b> <b>Dr. Serap KALFAOĞLU</b>	<i>Selcuk University</i> <i>Selcuk University</i>	AN APPLIED RESEARCH ON THE RELATIONSHIP BETWEEN JOB CRAFTING AND PROACTIVE CAREER ENGAGEMENT BEHAVIOURS
<b>Nur HOŞGÖR</b>	<i>Kütahya Dumlupınar University</i>	EVALUATION OF TECHNOLOGIES APPLIED IN TURKEY IN DISASTER MANAGEMENT
<b>NİL Arıcı</b> <b>Farid Huseynov</b>	<i>Gebze Technical University</i> <i>Gebze Technical University</i>	THE EFFECTS OF IN-APP ADVERTISEMENTS ON USER BEHAVIOR IN GOOGLE PLAY STORE GAMES
<b>Assist. Prof. Dr. Sefer AYDOĞAN</b>	<i>National Defence University</i>	THE MANAGERIAL REACTIONS OF AIRPORT BUSINESS TO THE PANDEMIC
<b>Res. Asst. Serap YALÇINYİĞİT</b>	<i>Yıldız Technical University</i>	SUBJECTIVE TIME, EMOTIONS, AND JOB AUTONOMY IN REMOTE WORK SETTINGS
<b>Assist. Prof. Dr. Erol MUZIR</b> <b>Dr. Vedat Akman</b> <b>Assoc. Prof. Dr. Cevdet Kızıl</b>	<i>İstanbul Medeniyet University</i> <i>Institute for Internal Controls</i> <i>Turkey</i> <i>İstanbul Medeniyet University</i>	THE OTHER SIDE OF THE DOOR: ACCOUNTING RELATED, FINANCIAL AND MANAGERIAL RECOMMENDATIONS TO PREPARE FOR THE POST COVID-19 PANDEMIC ERA
<b>Ceren ALKAN ÜSTÜN</b>	<i>Maltepe University</i>	RELATIONSHIP OF HPV RELATED STIGMATIZING ATTITUDES WITH PREVENTIVE BEHAVIOR APPROACHES
<b>İdil Nur GÜRBÜZ GÖKBERK</b>	<i>Çukurova University</i>	IMPLEMENTATION OF THE CARRIAGE WITHIN THE FRAMEWORK OF CMR AND TCC PROVISIONS
<b>Miray ÖZER DENİZ</b>	<i>Çukurova University</i>	AN EVALUATION OF THE DECEASED'S PERSONAL DATA'S NON-PROTECTION
<b>Miray ÖZER DENİZ</b>	<i>Çukurova University</i>	THE RULE OF THE FEE IN THE MANDATORY MEDIATION IN THE CONSUMER LAW

 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 16 <sup>00</sup> -18 <sup>30</sup>	 <b>SESSION</b> • HALL-6 • SESSION-3
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### HEAD OF SESSION: Prof. Dr. Ahmet Niyazi ÖZKER




<b>Muhammed Z. ÇIĞMAN</b>	<i>Kütahya Dumlupınar University</i>	PROPOSING A PRACTICE-ORIENTED METHOD FOR PUBLIC ADMINISTRATION: AUTOBUREAUGRAPHY
<b>Prof. Dr. Ahmet Niyazi ÖZKER</b>	<i>Bandırma Onyeddi Eylül University</i>	PROBLEMS IN THE GLOBAL SERVICE TRADING CASE AND POTENTIAL DEVIATIONS IN ECONOMIC GROWTH EXPECTATIONS
<b>Assoc. Prof. Dr. Cemile ÇETİN Günseli Berfin AKAN</b>	<i>Dokuz Eylül University Specialist</i>	THE EFFECT OF SOCIAL MEDIA ON GENERATION Z'S PROFESSION/CAREER CHOICE -A QUALITATIVE STUDY-
<b>Dr. Resul TELLİ</b>	<i>Çukurova University</i>	AN EMPIRICAL ANALYSIS OF THE EFFICIENCY OF PUBLIC EXPENDITURES ON HUMAN DEVELOPMENT
<b>Assoc. Prof. Dr. S. Meral Çakıcı</b>	<i>Piri Reis University</i>	MACROECONOMIC STABILITY AND FOREIGN DIRECT INVESTMENT
<b>Prof. Dr. Nuran ÖZLÜK Prof. Dr. Hüseyin DOĞRAMACIOĞLU</b>	<i>Bolu Abant İzzet Baysal University Kilis 7 Aralık University</i>	MORAL SCHOOL PLAYS BY MEHMET RÂİF [OGAN]
<b>Prof. Dr. Nuran ÖZLÜK Prof. Dr. Hüseyin DOĞRAMACIOĞLU</b>	<i>Bolu Abant İzzet Baysal University Kilis 7 Aralık University</i>	EVIDENCE OF UNCIVILIZED BEHAVIORS IN THE WEST WITH NEWSPAPERS: THE CASE OF ALİ MUZAFFER- PARİS'TE VAHŞET (BRUTALITY İN PARIS)



 <b>DATE</b> • 25.02.2022	 <b>TIME</b> • 16 <sup>00</sup> -18 <sup>30</sup>	 <b>SESSION</b> • HALL-7 • SESSION-3
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### HEAD OF SESSION: Dr. Franck AMOUSSOU




<b>Muhammed Buğrahan HATİBOĞLU</b>	<i>Ankara Yıldırım Beyazıt University</i>	BEHIND THE INTENTION: WHICH INSTITUTIONAL LOGICS CAN INFLUENCE ENTREPRENEURIAL INTENTION?
<b>Muhammed Buğrahan HATİBOĞLU</b> Assit. Prof. Dr. Semih CEYHAN	<i>Ankara Yıldırım Beyazıt University</i>	THE IMPACT OF ENTREPRENEURIAL SELF-EFFICACY, ENTREPRENEURIAL EDUCATION AND ENTREPRENEURIAL PASSION ON ENTREPRENEURSHIP INTENTION IN THE COMPARISON OF GENERATION Z AND GENERATION Y
Assoc. Prof. Dr. Arvind Kumar Shukla Deepa Priyanshu	<i>Inovertis University Inovertis University</i>	THE CAUSAL FACTORS OF SUCCESS OF ISO 9000 CERTIFICATION: THE EVIDENCES FROM DELHI NATIONAL CAPITAL REGION IN INDIA
Asha Devi. J Sumi A M Dr. K.S Chandrasekar	<i>University of Kerala</i>	CULTURE OF INNOVATION AND CUSTOMER-CENTRICITY ON INDIAN TELECOM INDUSTRIES
Ress. Asst. Ahmet Şükrü PAMPAL Asst. Prof. Emre Burak EKMEKÇİOĞLU	<i>Ankara Yıldırım Beyazıt University</i>	LEADER-MEMBER EXCHANGE AND INNOVATIVE WORK BEHAVIOR: THE MODERATING ROLE OF DOMAIN KNOWLEDGE
Dr. Franck AMOUSSOU Dr. Jean Tata TOSSOU	<i>Université d'Abomey- Calavi (UAC)</i>	A SYSTEMIC FUNCTIONAL AND SOCIAL PSYCHOLOGICAL ANALYSIS OF AN ELECTION SWAYING STRATEGY
Dr. Kumar Amit	<i>Dayanand Anglo-Vedic (PG) College</i>	GERIATRIC POPULATION DEPENDENCY IN INDIA: A CRITICAL REVIEW
Zhaksekenova Gauhar Manarberkovna Aliyeva Ayazhan Kanatkyzyz	<i>Kazakh National Women's Pedagogical University</i>	INCLUSIVE EDUCATION IN CHOREOGRAPHY WITH SCHOOL CHILDREN

 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 10 <sup>00</sup> -12 <sup>30</sup>	 <b>SESSION</b> • HALL-4 • SESSION-1
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### HEAD OF SESSION: Assoc. Prof. Dr. Hemlata V. Gaikwad




Dr. Felicia ADEYEMO	<i>Caleb University</i>	EFFECT OF EMPLOYEE'S MOTIVATION ON PRODUCTIVITY IN A RURAL ORGANIZATIONAL SETTING
Assoc. Prof. Dr. Hemlata V. Gaikwad Assist. Prof. Dr. Shrikant S. Karanjkar Mr. Vallabh Pradip Shete	<i>Rajarambapu Institute of Technology</i>	IMPORTANCE OF USER GENERATED CONTENT AS PART OF DIGITAL MARKETING
Assist. Prof. Dr. Shrikant S. Karanjkar Assist. Prof. Dr. Krishnaji S. Patil Mr. Smita Suresh Jadhav	<i>Rajarambapu Institute of Technology</i>	DISTRIBUTERS OPINION TOWARDS FOOD PROCESSING PRODUCTS IN WESTERN MAHARASHTRA
Assist. Prof. Dr. Krishnaji Sarjerao Patil Assist. Prof. Digvijay Satish Patil Mr. Kartik Khot Mr. Rohit Patil	<i>Rajarambapu Institute of Technology</i>	FINANCIAL STATEMENTS: A TOOL USED TO TAKE FINANCIAL DECISIONS ENTERPRISES
Assist. Prof. Dr. Krishnaji Sarjerao Patil Assist. Prof. Dr. Shrikant Sharad Karanjkar	<i>Rajarambapu Institute of Technology</i>	AN INVESTIGATION OF NECESSITY OF FINANCIAL PLANNING: AN EFFECTIVE TOOL IN PERSONAL FINANCE
Assist. Prof. Dr. Krishnaji Sarjerao Patil Assist. Prof. Dr. Aniket Suresh Pardeshi Miss. Urvi Shah Miss. Riya Kalburgi	<i>Rajarambapu Institute of Technology</i>	INVESTORS BEHAVIOUR TOWARDS SYSTEMATIC INVESTMENT PLAN OF MUTUAL FUNDS
Malshani H. I. Hettiarachchi W. N.	<i>Open University of Sri Lanka Sabaragamuwa University of Sri Lanka</i>	SELECTING LOCAL SOURCING SUPPLIERS IN APPAREL INDUSTRY, SRI LANKA
Dr. Chukwuemeka G. Eme	<i>National Open University</i>	THE ROLE OF STAFF TRAINING AND MANAGEMENT DEVELOPMENT ON EMPLOYEE ENGAGEMENT AND MOTIVATION IN THE NIGERIAN PUBLIC SECTOR - A CASE OF NATIONAL OPEN UNIVERSITY OF NIGERIA (NOUN)
Dr. Chukwuemeka G. Eme	<i>National Open University</i>	ENVIRONMENTAL DEGRADATION AND SOCIO-ECONOMIC DEVELOPMENT OF THE NIGER-DELTA-REGION OF NIGERIA- A CASE OF OGONI-LAND
Dr. Chukwuemeka G. Eme	<i>National Open University</i>	THE ROLE OF BUSINESS ETHICS IN THE EFFICIENT MANAGEMENT OF THE NIGERIAN PUBLIC SERVICE
Emre AKCAGÜNDÜZ	<i>Trakya University</i>	AN ANALYSIS OF PRESIDENTIAL POLICY COUNCILS



 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 10 <sup>00</sup> - 12 <sup>30</sup>	 <b>SESSION</b> • HALL-5 • SESSION-1
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### HEAD OF SESSION: Dr. Iosefina BLAZSANI-BATTO




<b>Irin Sultana</b>	<i>King Khalid University</i>	BECKETT'S WAITING FOR GODOT: NOT JUST AN ENIGMA
<b>Pelin DOYGUN</b>	<i>Autonomous University of Madrid</i>	PARADIGM OF IDENTITY AND ADMINISTRATION WITHIN THE GREEK-ORTHODOX COMMUNITY OF IZMIR (1900-1910)
<b>Prof. Dr. Yasser K. R. Aman</b>	<i>Minia University</i>	DUPLICITY AND IRONY OF FATE: FAMILY AS FIRST HOME IN THOMAS HARDY'S MAYOR OF CASTERBRIDGE AND HASSAN EL BINDARY'S SALWA A'ROUH (SOUL'S CONSOLATION)
<b>Prof. Dr. Yasser K. R. Aman</b>	<i>Minia University</i>	CLONING OF THE SOUL AND REPRODUCTION OF THE SELF THROUGH SPACE AND TIME WITH REFERENCE TO LITERATURE AND TRANSLATION
<b>Verdiyeva Gunay V.</b>	<i>Azerbaijan National Academy of Sciences</i>	BORROWED TERMS IN PERSIAN AND AZERBAIJANI LANGUAGES
<b>Dr. Iosefina BLAZSANI-BATTO Drd. Alina Iftime</b>	<i>Azerbaijan University of Languages Ankara University</i>	THE CONTRIBUTION OF CINEMATOGRAPHY TO THE DEVELOPMENT OF THE CULTURAL COMPETENCES IN LEARNING LANGUAGE ACQUISITION
<b>Assist. Prof. Dr. Cansu GÜR Haitham ALMHAMMAD</b>	<i>Atatürk University Atatürk University</i>	A REVIEW OF CONTRIBUTORY FACTORS TO THE DIVERSITY AMONG SIGN LANGUAGES IN THE ARAB WORLD
<b>Ananda Majumdar</b>	<i>The University of Alberta</i>	HISTORY OF MEDIEVAL THEATRE: TEXT AND PRESENTATIONS
<b>Alexios Pliakos</b>	<i>the Research of Ancient Greek and Byzantine Technology</i>	PREHISTORIC CALENDARS: SOME EUROPEAN, AEGEAN AND MINOAN ONES, IN PARALLEL
<b>Dr. Haldun Aydıngün</b>	<i>Kocaeli University</i>	CHIPPED TOOLS FROM THE SMALL HARBOR EXCAVATION IN ISTANBUL AVCILAR FIRUZKOY PENINSULA

 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 10 <sup>00</sup> - 12 <sup>30</sup>	 <b>SESSION</b> • HALL-6 • SESSION-1
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### HEAD OF SESSION: Zhanna Dossan




<b>Gwaison Panan Danladi Zakari Sale Mwolchet Pokyes Shekara</b>	<i>Nigeria Police Academy College of Education</i>	EFFECTS OF INSECURITY ON THE NIGERIAN ECONOMY
<b>Gbenro Matthew Sokunbi Adeniyi Marcus Oresanwo Timothy Ayomitunde Aderemi</b>	<i>Michael Otedaola College of Primary Education Bells University</i>	AGRICULTURE, FOOD SECURITY AND POVERTY REDUCTION IN NIGERIA: COINTEGRATION AND GRANGER CAUSALITY APPROACH
<b>Tidhar Lev</b>	<i>University of Iasi</i>	PRESENTATION TOPIC - THE EFFECT OF GENERATION Z CHARACTERISTICS ON MANAGERS IN THE HIGH-TECH COMPANIES IN ISRAEL
<b>Embun Savana Sih Darmi Astuti</b>	<i>Universitas Dian Nuswantoro</i>	FLEXIBLE WORK ARRANGEMENTS IMPROVE LECTURER'S PERFORMANCE FASTER THAN WORK-LIFE BALANCE (EMPIRICAL STUDIES ON LECTURERS TELEWORKING DURING THE COVID-19 PANDEMIC)
<b>Zhanna Dossan</b>	<i>Wuhan University</i>	THE COLLABORATION ON THE DEVELOPMENT OF ENERGY DIPLOMACY BETWEEN CHINA AND KAZAKHSTAN
<b>Samuel Atsibha Gebreyesus</b>	<i>Ethiopian Civil Service University</i>	FACTORS AFFECTING THE EFFECTIVENESS OF GOVERNMENT EXPENDITURE BUDGET MANAGEMENT IN THE CASE OF ETHIOPIA'S MINISTRY OF FINANCE
<b>Kogi Chat Lot Ibrahim Kabir Adedeji</b>	<i>Ahmadu Bello University</i>	IMPACT OF GOVERNMENT FINANCING ON ECONOMIC DEVELOPMENT IN SUB-SAHARAN AFRICA (2000 - 2019)
<b>Dr. Sultan SARI</b>		THE RELATIONSHIP BETWEEN SME'S LOANS AND GROWHT (2007-2021)
<b>Ekwueme, Maureen Chika Paul Torty Ukaegbu, Jude Ukanwanne</b>	<i>Federal College of Education Technical Asaba Federal College of Education Technical Asaba Federal College of Education Technical Asaba</i>	EFFECTS OF WORKING CAPITAL ON SALES GROWTH OF INDUSTRIAL GOODS ON MANUFACTURING COMPANIES IN NIGERIA
<b>Chems Eddine BOUKHEDIMI</b>	<i>University of Tizi Ouzou</i>	THE ANALYSIS OF NATURAL GAS CONSUMPTION UNDER THE COVID-19 PANDEMIC IN THE BRICS COUNTRIES
<b>Jayashankar.J</b>	<i>Hindustan Institute of Technology and Science</i>	JAPANESE BANKING SYSTEM: A STUDY
<b>Hoda Zobeiri</b>	<i>University of Mazandaran</i>	FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH IN AN OIL-RICH COUNTRY: THE CASE OF IRAN ECONOMY



 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 13 <sup>00</sup> -15 <sup>30</sup>	 <b>SESSION</b> • HALL-4 • SESSION-2
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### HEAD OF SESSION: Chandrasekharan PRAVEEN




<b>ALLEMBE Rodrigue Lézin</b>	<i>Université Marien Ngouabi</i>	QUALIFIED VERSUS UNQUALIFIED EFL TEACHERS: A CASE STUDY OF LYCÉES CHAMINADE AND THOMAS SANKARA "B"
<b>Assoc. Prof. Dr. Ophelia KANEVA</b>	<i>Varna Free University &amp; Plovdiv University</i>	TOGETHER IN PHYSICAL EDUCATION PROCESS - SUPPORTING STUDENTS AND TEACHERS IN INCLUSIVE ACTIVITIES
<b>Mark Joshua D. Roxas</b>	<i>University of Perpetual Help</i>	COLLABORATIVE RESEARCH WRITING IN THE NEW NORMAL: STUDENTS' VIEWS, CHALLENGES, COPING STRATEGIES, AND TAKEAWAYS
<b>Tran Thi Hai Yen Bui Hoang Tan</b>	<i>Can Tho University Can Tho University</i>	THE ADAPTATION OF THE SCHOOL OF EDUCATION - CAN THO UNIVERSITY TO THE RENOVATION OF THE GENERAL EDUCATION PROGRAM IN 2018
<b>Hadi Sutrisno Adhy Firdaus Firmansyah</b>	<i>STIE GANESHA College of Economics STIE GANESHA College of Economics STIE GANESHA College of Economics</i>	THE EFFECTIVITY OF THE ONE GENERAL MANAGER ONE TOURISM VOCATIONAL SCHOOL PROGRAM TO DEVELOP THE PRODUCTIVITY OF INDONESIAN TOURISM VOCATIONAL SCHOOL TEACHERS COMPETENCIES
<b>Chandrasekharan PRAVEEN</b>	<i>Independent Researcher</i>	ENGLISH LANGUAGE TEACHING - REVIVIFYING A GANDHIAN PERSPECTIVE
<b>Irshad Ullah Dr. Aamna Saleem Khan</b>	<i>Abdul Wali khan University Mentor at Publons Academy</i>	PHILOSOPHY OF RESEARCH
<b>Champa Devi</b>	<i>Rajiv Gandhi University</i>	RADIO AS A SOURCE OF INFORMATION AND EDUCATION IN RURAL AREAS WITH SPECIAL REFERENCE TO ARUNACHAL PRADESH
<b>Faryal Ishtiaq Saba Gulzar</b>	<i>Lahore College for Women University Lahore College for Women University</i>	INVESTIGATING MONETARY POLICY DYNAMICS IN PAKISTAN IMPACT ON PRIVATE INVESTMENT

 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 13 <sup>00</sup> - 15 <sup>30</sup>	 <b>SESSION</b> • HALL-5 • SESSION-2
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### HEAD OF SESSION: Assist. Prof. Dr. Nino Kitoshvili




<b>Banul X.</b>	<i>Tiraspol State University</i>	PEDAGOGICAL TECHNOLOGIES FOR THE FORMATION OF EMPATHIC COMMUNICATIVE COMPETENCE OF A FUTURE MEDICAL WORKER
<b>Assoc. Prof. Dr. KIMBOUALA NKAYA</b> <b>MOUANDOU Ardy Blondel</b> <b>NGOULOUE Merveille</b> <b>Prof. Dr. ANGOUNDOU Jean Jacques</b>	<i>Marien NGOUABI University</i> <small>ISSN 2616 - 93</small>	IMPROVING CLASSROOM PRACTICES IN AN OVERCROWDED CLASS: AN EXPLORATION OF COMMUNICATIVE TEACHING STRATEGIES
<b>Assist. Prof. Dr. Nino Kitoshvili</b>	<i>Tbilisi Open University</i>	DIFFICULTIES IN ACHIEVING THE GOAL OF GENERAL EDUCATION IN THE SCHOOL
<b>Yedil Zhumabekuly AISHUK</b> <b>Nazgul Amangeldinovna ZHUNUSOVA</b> <b>Balzhan Kairkeldinovna ORAZALINA</b>	<i>Kokshetau University</i>	WAYS AND METHODS OF SCIENTIFIC AND METHODOLOGICAL SUPPORT OF LEARNING ACTIVITIES AND CONTENT
<b>Nada Vidanović</b> <b>Petar Jović</b>	<i>Singidunum University</i> <i>Singidunum University</i>	THE IMPACT OF THE COVID 19 PANDEMIC ON TOURISM IN SERBIA
<b>Wahyuningsih Djaali</b> <b>Bazzar Ari Mighra</b> <b>Yasep Setiakarnawijaya</b>	<i>Universitas Negeri Jakarta</i> <i>Universitas Indonesia</i> <i>Universitas Indonesia</i>	EFFECTS OF ACUPUNCTURE ON LEG MUSCLE STRENGTH: RANDOMIZED CONTROLLED TRIAL IN SPORTS STUDENTS
<b>Zimányi, Róbert G.</b>	<i>Hungarian University of Sports Science</i>	APPEARANCE OF COVID19 IN COMPETITIVE SPORTS - JUSTICE AND FINAL RESULTS
<b>Kusanova Anipa Erlankyzy</b> <b>Alshimbayeva Renata Hairatovna</b>	<i>Kazakh national women's teacher training university</i>	CHOREOGRAPHY AND LITERATURE CONNECTION ON THE BASIS OF TRAGEDY OF WILLIAM SHAKESPEARE "ROMEO AND JULIET"
<b>Mrs. Neelufar Farash</b>	<i>Pursuing B.ED</i>	EDUCATION FOR SUSTAINABLE DEVELOPMENT



 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 13 <sup>00</sup> -15 <sup>30</sup>	 <b>SESSION</b> • HALL-6 • SESSION-2
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### HEAD OF SESSION: Assoc. Prof. Dr. Erkan EFİLTİ




<b>Kadriye GÜRDAĞ</b> <b>Dr. Kamil Arif KIRKIÇ</b> <b>Merve Gül MAZI</b>	<i>Istanbul Sabahattin Zaim University</i>	SATISFACTION LEVELS OF FACULTY MEMBERS ATTENDING LEARNING AND TEACHING EXCELLENCE CENTER TRAININGS
<b>Assist. Prof. Dr. Ezgi KAŞDARMA</b> <b>Adem KANTAR</b>	<i>Erzurum Technical University</i>	INVESTIGATION OF THE RELATIONSHIP BETWEEN FUTURE TIME ORIENTATIONS AND DEPRESSION IN THE COVID-19 PANDEMIC
<b>Prof. Dr. Ahmet AKIN</b> <b>Yasemin DURMAZ</b>	<i>Istanbul Medeniyet University</i>	AWARENESS OF COMPASSION IN FAMILY SCOPE (ACFS): VALIDITY AND RELIABILITY STUDY
<b>Assoc. Prof. Dr. Erkan EFİLTİ</b> <b>Emine BÜYÜKBAYRAM ERİŞ</b>	<i>Kyrgyz-Turkish Manas University</i>	EXAMINING THE PERSPECTIVES OF HIGH SCHOOL GIRL STUDENTS ON MARRIAGE
<b>Assoc. Prof. Dr. Erkan EFİLTİ</b> <b>Roza TAALAI BEK KYZY</b>	<i>Kyrgyz-Turkish Manas University</i>	THE EFFECT OF MARRIAGE OF MARRIED UNIVERSITY STUDENTS ON EDUCATION
<b>Prof. Dr. Ahmet AKIN</b> <b>Gülşen Tuğçe KARAGÖZOĞLU</b>	<i>Istanbul Medeniyet University</i>	THE ATTITUDE SCALE TOWARDS SPOUSE'S HOME PREFERENCES: A STUDY OF VALIDITY AND RELIABILITY
<b>Prof. Dr. Ahmet AKIN</b> <b>Hatice Büşra KILIÇ</b>	<i>Istanbul Medeniyet University</i>	EGOCENTRIC ATTITUDE SCALE IN MARRIAGE: VALIDITY AND RELIABILITY STUDY
<b>Prof. Dr. Ahmet AKIN</b> <b>Esra DEMİR</b>	<i>Istanbul Medeniyet University</i>	SCALE OF VALUING TRADITION IN THE FAMILY (SVTF): VALIDITY AND RELIABILITY STUDY
<b>Prof. Dr. Ahmet AKIN</b> <b>Suna ERDEM</b>	<i>Istanbul Medeniyet University</i>	I-LANGUAGE USE OF IN THE FAMILY: VALIDITY AND RELIABILITY STUDY
<b>Burcu BAŞ</b> <b>Assoc. Prof. Dr. Durmuş ÜMMET</b>	<i>Istanbul Commerce University Marmara University</i>	EXAMINATION OF TRAUMATIC FAMILY EXPERIENCES WITH CANCER DIAGNOSIS OF YOUNG PEOPLE AND OVER

 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 16 <sup>00</sup> -18 <sup>30</sup>	 <b>SESSION</b> • HALL-4 • SESSION-3
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### HEAD OF SESSION: Assist. Prof. Dr. Zekiye Aslıhan ÖZTÜRK

<b>Assist. Prof. Dr. Zekiye Aslıhan ÖZTÜRK</b>	<i>Tekirdağ Namık Kemal University</i>	A BRIDGE FROM THE MIDDLE AGES TO MODERNISM: ART NOUVEAU AND BAUHAUS
<b>Assoc. Prof. Dr. Hatice KETEN</b>	<i>Mehmet Akif Ersoy University</i>	ART STUDIOS THAT ARE HOME OF CREATIVITY TO UNDERSTAND THE ARTIST AND THEIR WORKS
<b>Assist. Prof. Dr. Ferdi KARAÖNÇEL</b>	<i>Hakkari University</i>	THE PROBLEMS MUSICIANS FACE ON THE STAGE AND SOLUTION SUGGESTIONS
<b>Assist. Prof. Dr. Habibe ALDAĞ</b>	<i>Çukurova University</i>	A CONTENT ANALYSIS OF TEACHER CANDIDATES' EDUCATIONAL YOUTUBE VIDEO SELECTIONS
<b>Assist. Prof. Dr. Selçuk DEMİR</b>	<i>Şırnak University</i>	THE ROLE OF WORKPLACE SPIRITUALITY ON WORK ENGAGEMENT IN SCHOOLS
<b>Dr. Ali ERDOĞAN Balı YILDIRIM</b>	<i>Selcuk University Karamanoğlu Mehmetbey University</i>	EXAMINATION OF SPORTS SCIENCES FACULTY STUDENTS' COMMUNICATION SKILLS ACCORDING TO DIFFERENT DEMOGRAPHIC CHARACTERISTICS
<b>Dr. Meltem AYAZ Neslihan UZUN Zekeriya ÇİĞDEM</b>	<i>Republic of Turkey Ministry of Agriculture and Forestry</i>	HISTORY OF OLIVE OIL AND ITS IMPORTANCE IN A HEALTHY LIFE JOURNEY
<b>Zekeriya ÇİĞDEM Neslihan UZUN Dr. Meltem AYAZ</b>	<i>Republic of Turkey Ministry of Agriculture and Forestry</i>	THE USE OF OLIVE OIL IN FOLK MEDICINE FROM ANCIENT AGE TO THE PRESENT
<b>Assit. Prof. Dr. Ezgi TOKDİL</b>	<i>Burdur Mehmet Akif Ersoy University</i>	CONVERSION OF CONVOLUTED AND EXTRAORDINARY LIVES INTO ARTISTIC PRODUCTION: THE CASE OF JUDITH SCOTT AND YAYOI KUSAMA
<b>Dr. Elifhan Köse Çal</b>	<i>Karamanoglu Mehmet Bey University</i>	MASCULINITY DISCOURSE in NOVEL HİÇBİR YER
<b>Dr. Sabır GÜLER SEVLİ</b>	<i>Mersin University</i>	STOIC PHILOSOPHY AND MODERN POLITICAL LIFE
<b>Samet Can AKSU Assoc. Prof. Dr. Yılmaz SEÇİM</b>	<i>Alanya HEP University Necmettin Erbakan University</i>	EXAMINATION OF CULINARY CULTURE TRANSMISSION IN TERMS OF SUSTAINABILITY: GEORGIAN CUISINE






 <b>DATE</b> • 26.02.2022	 <b>TIME</b> • 16 <sup>00</sup> -18 <sup>30</sup>	 <b>SESSION</b> • HALL-5 • SESSION-3
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### HEAD OF SESSION: Dr. Hassan ZARIOUH

<b>Dr. Habib DJOURDEM</b>	<i>Relizane University</i>	CAPUTO TYPE IMPLICIT FRACTIONAL DIFFERENTIAL EQUATION WITH MULTIPOINT AND MULTITERM INTEGRAL BOUNDARY CONDITIONS
<b>Dr. Noureddine BOUTERAA</b>	<i>University of Oran1</i>	EXACT SOLUTIONS FOR INITIAL BOUNDARY VALUE PROBLEM
<b>Dr. Taimoor salahuddin Muhammad Awais</b>	<i>Mirpur University</i>	NUMERICAL INVESTIGATION OF CROSS FLUID MODEL OVER THE SURFACE OF PARABOLA
<b>D.S.PATHANIA</b>	<i>Gulzar Group of Colleges</i>	THERMO-MECHANICAL STRESSES IN ROTATING CYLINDERS, A-REVIEW
<b>RAJA MOHAMMAD LATIF</b>	<i>Prince Mohammad Bin Fahd University</i>	BWG**-COMPACTNESS IN TOPOLOGICAL SPACES
<b>RAJA MOHAMMAD LATIF</b>	<i>Prince Mohammad Bin Fahd University</i>	$\vec{g}\alpha$ -MAPPINGS IN TOPOLOGICAL SPACES
<b>Dr. Hassan ZARIOUH Zakariae AZNAY</b>	<i>Mohammed I University</i>	NEW APPROACH TO WEYL'S THEOREM
<b>Zakariae AZNAY Dr. Hassan ZARIOUH</b>	<i>Mohammed I University</i>	ADDITIONAL RESULTS FOR SEMI-B-FREDHOLM OPERATORS
<b>Hassan ZARIOUH Naziha SAADA</b>	<i>Mohammed I University</i>	NEW APPROACH TO A-WEYL'S THEOREM
<b>Abdelkader SMAILI Dr. Hassan ZARIOUH</b>	<i>Mohammed I University</i>	EXTENDED PROPERTIES OF (bz) AND $(W_{(\pi_0^a)})$

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### HEAD OF SESSION: Assist. Prof. Dr. Canan ŞENTÜRK

<b>Prof. Mykola VAS'KIV</b>	<i>Kyiv University</i>	GENRE-STYLISTIC ORIGINALITY OF V. MEDVID'S NOVEL-QUOTES "KASYM-BEK"
<b>Assoc. Prof. Dr. Olha BYKOVA</b>	<i>Kyiv University</i>	GENRE AND STYLE SPECIFICITY OF MODERN TRAVEL REPORTING IN SOCIO-POLITICAL WEEKLYS
<b>Prof. Dr. Jean Vasile ANDREI Iuliana Denisa RADULESCU Luminita CHIVU</b>	<i>Petroleum-Gas University of Ploiesti The Bucharest University of Economic Studies Romanian Academy</i>	A ROMANIAN APPROACH ON AGRICULTURE AND RURAL COMMUNITIES' TRANSFORMATIONS IN CONTEXT OF NEW ENVIRONMENTAL POLICY EXIGENCIES: CHALLENGES AND OPPORTUNITIES
<b>Assist. Prof. Dr. Canan ŞENTÜRK Selin KAYA</b>	<i>Suleyman Demirel University Suleyman Demirel University</i>	ECONOMIC CONSEQUENCES OF THE COVID-19 PANDEMIC: MACROECONOMIC OUTLOOK OF EU, USA AND TURKEY
<b>Sinem KURTURAL KARAKUNDAKOĞLU</b>	<i>Dokuz Eylül University</i>	THE EXAMINATION OF KOSTEM OLIVE OIL MUSEUM IN TERMS OF, LOCATION, ARCHITECTURE, EXHIBITION AND COLLECTION

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### HEAD OF SESSION: Lect. Ufuk GÜRAL

<b>Lect. Ufuk GÜRAL</b>	<i>Dokuz Eylul University</i>	A REVIEW OF "TROY" IN THE CONTEXT OF FILM-REALITY RELATIONSHIP
<b>Mohammadreza Mehrabanpour</b>	<i>University of Tehran</i>	IMPACT OF THE EFFECTIVENESS OF REMUNERATION COMMITTEE AND ORGANIZATIONAL FACTORS ON PERFORMANCE-BASED MANAGEMENT REWARD AND CORPORATE PERFORMANCE
<b>Mariam KVETENADZE Sophiko TABATADZE</b>	<i>Tbilisi State University Tbilisi State University</i>	SHARP POLARIZATION IN THE GEORGIAN MEDIA AND POLITICAL AGENDA (ON THE EXAMPLE OF MIKHEIL SAAKASHVILI'S RETURN TO GEORGIA)

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### HEAD OF SESSION: Assoc. Prof. Dr. Melda Medine SUNAY

<b>Assoc. Prof. Dr. Melda Medine SUNAY</b> <b>Ayşenur AKDEMİR SALMAN</b>	<i>Bursa Teknik University Bursa Teknik University</i>	PHOBIC EFFECTS OF THE COVID-19 EPIDEMIC ON HUMANS
<b>Prof. Dr. Nergüz BULUT SERİN</b> <b>Melodi GÜLCAN</b>	<i>European University of Lefke Türkiye, Ministry of National Education</i>	EXAMINATION OF POSITIVE AND NEGATIVE THINKING LEVELS OF UNIVERSITY STUDENTS DURING THE COVID-19 PANDEMIC PROCESS
<b>Çağlasın Yıldız</b>	<i>Kırklareli University</i>	ARREST FROM PROTECTIVE MEASURES AND PROBLEMS IN IMPLEMENTATION
<b>Assoc. Prof. Dr. Erhan TUNÇ</b> <b>Muhammed Furkan TUNÇ</b>	<i>Gaziantep University Marmara University</i>	CAREER COMMITMENT AND CAREER DECISION REGRET OF PSYCHOLOGICAL COUNSELORS AND COUNSELING CANDIDATES
<b>Dr. Mehmet Emin KALGI</b>	<i>Ministry of Education</i>	CAN RELIGIOSITY BE MEASURED?

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### HEAD OF SESSION: Assist. Prof. Dr. Ahmet GÜNAY

<b>F. Burak YERLİKAYA</b> <b>Cansu YERLİKAYA</b>	<i>Suleyman Demirel University</i> <i>Suleyman Demirel University</i>	THE ROLE OF AUTONOMOUS PUBLIC BODIES IN MONITORING COVID-19 EXPENDITURES IN THE UK
<b>Assist. Prof. Dr. Ahmet GÜNAY</b>	<i>Suleyman Demirel University</i>	DOES STRIVING FOR OTHERS BRING LIFE SATISFACTION? INVESTIGATION OF LIFE SATISFACTION WITHIN THE CONTEXT OF PROACTIVE PERSONALITY, GENERAL SELF-EFFICIENCY, ALTRUISM AND ACTIVITY
<b>Prof. Dr. Gökhan ÖZER</b> <b>Abdullah Kürşat MERTER</b>	<i>Gebze Technical University</i> <i>Gebze Technical University</i>	FACTORS AFFECTING AUDIT COMMITTEE DİLIGENCE: FINANCIAL EXPERTISE AND TENURE
<b>Prof. Dr. Gökhan ÖZER</b> <b>Nagihan AKTAŞ</b> <b>Abdullah Kürşat MERTER</b>	<i>Gebze Technical University</i> <i>Gebze Technical University</i> <i>Gebze Technical University</i>	EFFECT OF EXPERIENCE OF BOARD MEMBERS ON FİRM PERFORMANCE: AN APPLICATION ON BIST-100
<b>Lect. Tuğba ÇEDİKÇİ</b>	<i>Istanbul Kultur University</i>	CORPORATE GOVERNANCE IN E-TRANSFORMATION PROCESS

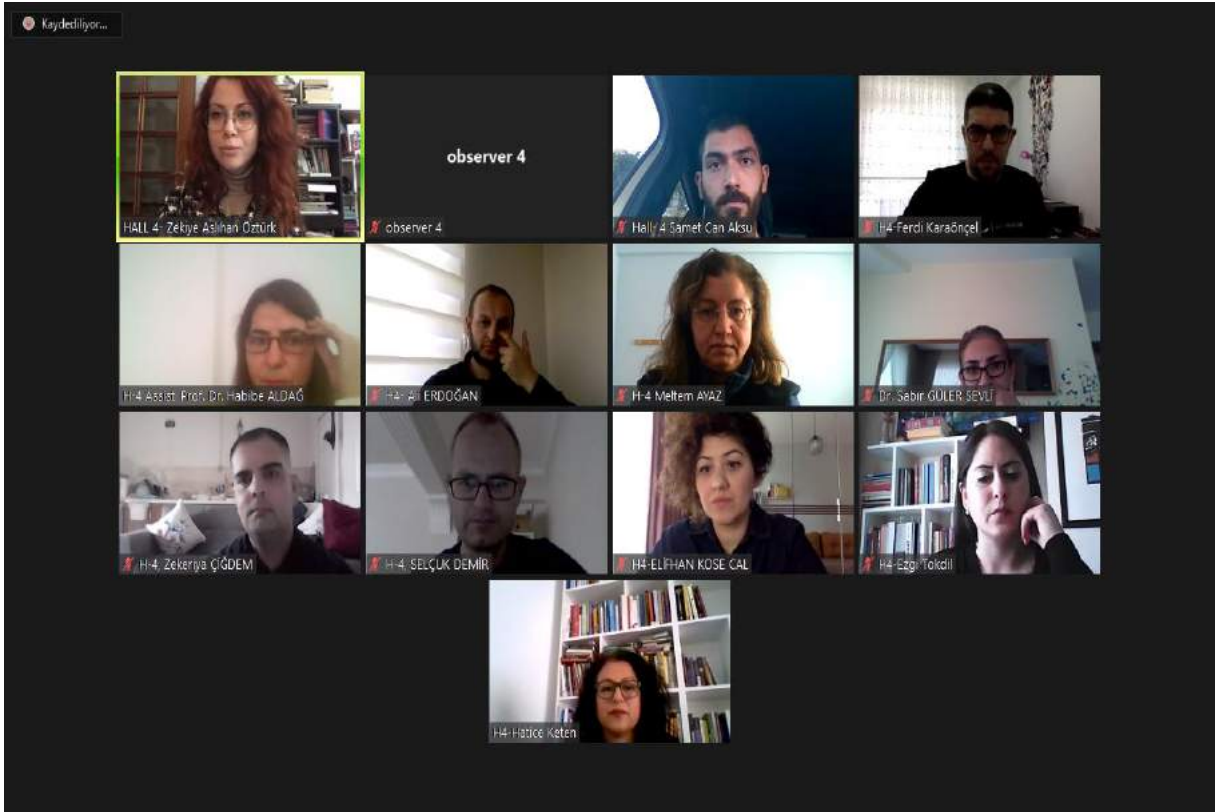
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# ORTA ÇAĞ'DAN MODERNİZME BİR KÖPRÜ: ART NOUVEAU VE BAUHAUS

## A BRIDGE FROM THE MIDDLE AGES TO MODERNISM: ART NOUVEAU AND BAUHAUS

DR.ÖĞR.ÜYESİ ZEKİYE ASLIHAN ÖZTÜRK





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*Present by: Tran Thi Hai Yen- Bui Hoang Tan  
Can Tho university- Viet Nam*

Comment

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*Topic: The adaptation of the School of Education at Can Tho University to the renovation of the general education process*

**Introduction**

observer 4

H4-TRAN THI HAI YEN

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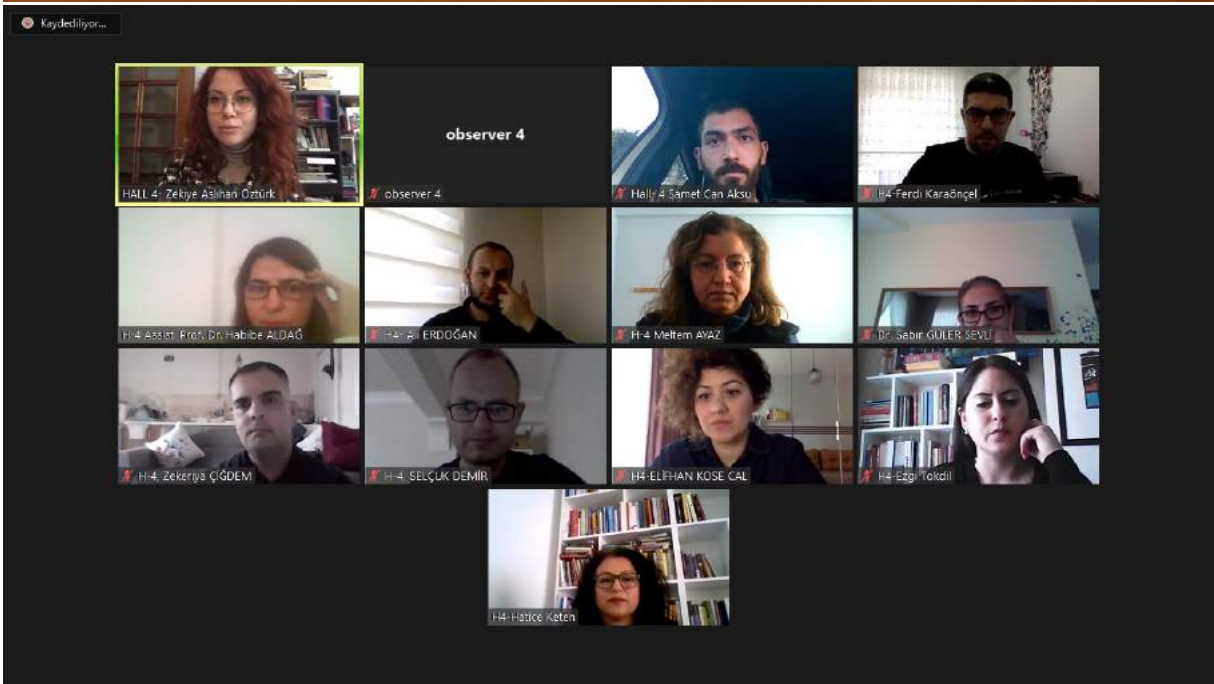
H4-4 Ophelia Kanera

H-4 Syarif

Irshad Ullah Hall 4

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# CONTENT

<b>CONFERENCES ID</b>	<b>I</b>
<b>PROGRAM</b>	<b>II</b>
<b>PHOTO GALLERY</b>	<b>III</b>
<b>CONTENT</b>	<b>IV</b>

<b>Author</b>	<b>Title</b>	<b>No</b>
Serpil ÖZDEMİR Ebru DAŞTAN	READABILITY LEVELS OF READING TEXTS IN NEW ISTANBUL TURKISH BOOKS FOR INTERNATIONAL STUDENTS	1
Asmar Khanbala kızı Kerimova	ARABICS-PERSIONS DERIVED SUFFIXES IN AZERBAIJAN AND TURKISH LANGUAGE AND THEIR EQUIVALENCE	19
Onur DÖLEK	EXAMINATION OF SECONDARY STUDENTS' LISTENING MOTIVATIONS IN TERMS OF VARIOUS VARIABLES	33
Tarık DEMİR	TEACHING TURKISH TO FOREIGNERS AS AN EDUCATIONAL DIPLOMACY ACTIVITY	49
Gülşah PARLAK KALKAN	NOTES ON SOME STREET AND STREET NAMES IN KİLİS	55
M. Fatih DEMİRDAĞ	PASTAFARIANISM AS AN EXAMPLE OF A RELIGIOUS GROUP	70
Cüneyt COŞKUN	WHAT IS “THE CULTURE OF SCIENCE”?	76
Kadir ÖZKÖSE	WITH ITS SOCIAL, CULTURAL AND POLITICAL TEXTURE HISTORICAL ADVENTURE OF TUNISIA	85
Işıl AVŞAR ARIK	THE EFFECTS OF THE SYRIAN CIVIL WAR IN THE CONTEXT OF BORDER SOCIOLOGY: THE CASE OF HATAY/HASSA BORDER	114
Zeynep Burcu Şahin	RELIGION AND BELIEF BASED HATE SPEECH: TWITTER CASE	129
Şerafettin ERTEN	THE CO-PRODUCER ROLE OF CITIZENS: AN EVALUATION IN THE FRAMEWORK OF THE NEW PUBLIC SERVICE AND THE PUBLIC VALUE THEORY	144
Farida Tagiyeva	ARTICLE ABOUT THE BOOK RACISM IN THEORY AND PRACTICE	157

İzzettin BEŞTAŞ	2. DEPUTIES OF MARDIN AND THEIR ACTIVITIES	163
Rehim Mecnunov	MEDIA IN AZERBAIJAN IN THE EARLY TWENTIETH CENTURY AND THEIR ACTIVITIES	172
Murat İNAN	INTERPERSONAL TRUST AS A DETERMINANT OF GOVERNMENT-VOTER IDEOLOGICAL CONGRUENCE	179
Murat İNAN	SYSTEMIC FACTORS EFFECTING GOVERNMENT-VOTER IDEOLOGICAL CONGRUENCE	193
Pınar AKGÜL	HOW 'NEW' ARE THE NEW WARS?	204
Yılmaz SEÇİM Mehmet KORU	A RESEARCH ON THE CUISINE CULTURES OF YORUKS, WHO EMIGRATED FROM NOMADIC TO SETTLED LIFE (EXAMPLE OF ÇANAKKALE)	213
Safarova Chinara Gabil	TURKEY AND GEORGIA'S WORLD ENERGY MARKET TRANSFORMATION STRATEGY FOR "CORRIDOR COUNTRIES" AND ITS RESULTS	224
Ahmet ÜSTÜN Banu Çiçek SARISOY	THE EFFECT OF ADMINISTRATIVE PROBLEMS FACED BY TEACHERS AND OTHER SCHOOL PROBLEMS AND THESE PROBLEMS ON TEACHER PERFORMANCE	233
Ahmet ÜSTÜN Emel AKIN	THE PROBLEMS FACED BY WOMEN MANAGERS IN EDUCATION MANAGEMENT AND THE OBSTACLES TO THEIR PROMOTION IN THE POST	245
Ayşe Ahsen Talu Erdoğan Tezci	TEACHER TRAINING PROGRAMME IN THE CONTEXT OF EDUCATION POLICIES	260
Leyla SEYFİYEVA	EXAMINATION OF AESTHETIC LEADERSHIP QUALIFICATIONS AND BEHAVIORS	274
Canan TİFTİK Bilge TURP GÖLBAŞI Hande AYHAN GÖKCEK	CAREER TRANSFORMATION IN HUMAN RESOURCES MANAGEMENT IN BUSINESSES AND THE EVALUATION OF DIGITAL TRANSFORMATIONS IN TERMS OF MARKETING	292
Katibe AKYOL Serap KALFAOĞLU	AN APPLIED STUDY ON THE RELATIONSHIP OF JOB FEATURES AND FOCUS OF CONTROL	308
Adeviye ERDOĞAN	DETERMINING THE OPINIONS AND EXPECTATIONS OF DISTANCE EDUCATION VOCATIONAL SCHOOL	322



STUDENTS ON WORKING LIFESTYLE: A QUALITATIVE STUDY		
Kürşad ÇAVUŞOĞLU	ANALYSIS OF MOBILE ACCOUNTING APPLICATIONS WITH ACCOUNTING SEARCH RESULT	332
Tuğçe METİN	POPULATION, MIGRATION AND LABOR MARKET A STUDY ON TURKEY AND SOUTHEASTERN ANATOLIA REGION	351
Abrehet Mehari	ASSESSMENT OF THE AGRICULTURE AND MANUFACTURING SECTOR'S LINKAGES IN ETHIOPIA	367
Manotar TAMPUBOLON	HUMAN INTERACTION MODEL EMERGING CHANGES DURING THE COVID-19 PANDEMIC	384
Delia-Mihaela MARINESCU	ANALYSIS OF DIPLOMACY FUNCTIONS FROM THE PERSPECTIVE OF MAINTAINING SECURITY	405
Andrijana Savic Gordana Dobrijevic	WORKING FROM HOME	417
Branislav SANČANIN Sofija SANČANIN	KEY DETERMINANTS FOR THE CHOICE OF TRADITIONAL MEDIA FOR ADVERTISING DURING THE EMPLOYMENT PROCESS	431
Kusni INGSIH Ana KADARNINGSIH Agus Susilo NUGROHO	COMPENSATION, WORK DISCIPLINE, WORK ENVIRONMENT AND EMPLOYEE PERFORMANCE	442
Musa M. KAMARA	AFRICA: TRANSITIONS FROM AUTHORITARIAN SOCIALISM TO LIBERAL DEMOCRACY	449
Musa M. KAMARA	THE LIBERIAN CIVIL WAR, CONFLICT RESOLUTION ACTIVITIES AND THE INVOLVING INSTITUTIONS FOR ESTABLISHING PERMANENT PEACE IN LIBERIA	458
Erkan POLAT Serap KALFAOĞLU	AN APPLIED RESEARCH ON THE RELATIONSHIP BETWEEN JOB CRAFTING AND PROACTIVE CAREER ENGAGEMENT BEHAVIOURS	478
Nur HOŞGÖR	EVALUATION OF TECHNOLOGIES APPLIED IN TURKEY IN DISASTER MANAGEMENT	493
Nil Arıcı Farid Huseynov	THE EFFECTS OF IN-APP ADVERTISEMENTS ON USER BEHAVIOR IN GOOGLE PLAY STORE GAMES	508

Sefer AYDOĞAN	THE MANAGERIAL REACTIONS OF AIRPORT BUSINESS	517
Serap YALÇINYİĞİT	SUBJECTIVE TIME, EMOTIONS, AND JOB AUTONOMY IN REMOTE WORK SETTINGS	530
Erol MUZIR Vedat Akman Cevdet Kızıl	THE OTHER SIDE OF THE DOOR: ACCOUNTING RELATED, FINANCIAL AND MANAGERIAL RECOMMENDATIONS TO PREPARE FOR THE POST COVID-19 PANDEMIC ERA	538
Miray ÖZER DENİZ	AN EVALUATION OF THE DECEASED'S PERSONAL DATA'S NON-PROTECTION	558
Miray ÖZER DENİZ	THE RULE OF THE FEE IN THE MANDATORY MEDIATION IN THE CONSUMER LAW	567
Ahmet Niyazi ÖZKER	PROBLEMS IN THE GLOBAL SERVICE TRADING CASE AND POTENTIAL DEVIATIONS IN ECONOMIC GROWTH EXPECTATIONS	573
Cemile ÇETİN Günseli Berfin AKAN	THE EFFECT OF SOCIAL MEDIA ON GENERATION Z'S PROFESSION/CAREER CHOICE -A QUALITATIVE STUDY-	589
S. Meral Çakıcı	MACROECONOMIC STABILITY AND FOREIGN DIRECT INVESTMENT	609
Nuran ÖZLÜK Hüseyin DOĞRAMACIOĞLU	MORAL SCHOOL PLAYS BY MEHMET RÂİF [OGAN]	626
Nuran ÖZLÜK Hüseyin DOĞRAMACIOĞLU	EVIDENCE OF UNCIVILIZED BEHAVIORS IN THE WEST WITH NEWSPAPERS: THE CASE OF ALİ MUZAFFER- PARİS'TE VAHŞET (BRUTALITY IN PARIS)	641
Ahmet Şükrü PAMPAL Emre Burak EKMEKÇİOĞLU	LEADER-MEMBER EXCHANGE AND INNOVATIVE WORK BEHAVIOR: THE MODERATING ROLE OF DOMAIN KNOWLEDGE	650
Franck AMOUSSOU Jean Tata TOSSOU	A SYSTEMIC FUNCTIONAL AND SOCIAL PSYCHOLOGICAL ANALYSIS OF AN ELECTION SWAYING STRATEGY	663
Hemlata V. Gaikwad Shrikant S. Karanjkar Vallabh Pradip Shete	IMPORTANCE OF USER GENERATED CONTENT AS PART OF DIGITAL MARKETING	679
Shrikant S. Karanjkar Krishnaji S. Patil Smita Suresh Jadhav	DISTRIBUTERS OPINION TOWARDS FOOD PROCESSING PRODUCTS IN WESTERN MAHARASHTRA	686

Krishnaji Sarjerao Patil Digvijay Satish Patil Kartik Khot Rohit Patil	FINANCIAL STATEMENTS: A TOOL USED TO TAKE FINANCIAL DECISIONS ENTERPRISES	694
Krishnaji Sarjerao Patil Aniket Suresh Pardeshi Urvi Shah Riya Kalburgi	INVESTORS BEHAVIOUR TOWARDS SYSTEMATIC INVESTMENT PLAN OF MUTUAL FUNDS	704
Emre AKCAGÜNDÜZ	AN ANALYSIS OF PRESIDENTIAL POLICY COUNCILS	712
Yasser K. R. Aman	DUPPLICITY AND IRONY OF FATE: FAMILY AS FIRST HOME IN THOMAS HARDY'S MAYOR OF CASTERBRIDGE AND HASSAN EL BINDARY'S SALWA A'ROUH (SOUL'S CONSOLATION)	720
Yasser K. R. Aman	CLONING OF THE SOUL AND REPRODUCTION OF THE SELF THROUGH SPACE AND TIME WITH REFERENCE TO LITERATURE AND TRANSLATION	727
Iosefina BLAZSANI-BATTO Alina Iftime	THE CONTRIBUTION OF CINEMATOGRAPHY TO THE DEVELOPMENT OF THE CULTURAL COMPETENCES IN LEARNING LANGUAGE ACQUISITION	736
Cansu GÜR Haitham ALMHAMMAD	A REVIEW OF CONTRIBUTORY FACTORS TO THE DIVERSITY AMONG SIGN LANGUAGES IN THE ARAB WORLD	752
Ananda Majumdar	HISTORY OF MEDIEVAL THEATRE: TEXT AND PRESENTATIONS	761
Gwaison Panan Danladi Zakari Sale Mwolchet Pokyes Shekara	EFFECTS OF INSECURITY ON THE NIGERIAN ECONOMY	769
Samuel Atsibha Gebreyesus	FACTORS AFFECTING THE EFFECTIVENESS OF GOVERNMENT EXPENDITURE BUDGET MANAGEMENT IN THE CASE OF ETHIOPIA'S MINISTRY OF FINANCE	784
Kogi Chat Lot Ibrahim Kabir Adedeji	IMPACT OF GOVERNMENT FINANCING ON ECONOMIC DEVELOPMENT IN SUB- SAHARAN AFRICA (2000 – 2019)	801
Ekwueme, Maureen Chika Paul Torty Ukaegbu, Jude Ukanwanne	EFFECTS OF WORKING CAPITAL ON SALES GROWTH OF INDUSTRIAL GOODS ON MANUFACTURING COMPANIES IN NIGERIA	818
ALLEMBE Rodrigue Lézin	QUALIFIED VERSUS UNQUALIFIED EFL TEACHERS: A CASE STUDY OF LYCÉES	839



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Hadi Sutrisno Adhy Firdaus Firmansyah	THE EFFECTIVITY OF THE ONE GENERAL MANAGER ONE TOURISM VOCATIONAL SCHOOL PROGRAM TO DEVELOP THE PRODUCTIVITY OF INDONESIAN TOURISM VOCATIONAL SCHOOL TEACHERS COMPETENCIES	855
Chandrasekharan PRAVEEN	ENGLISH LANGUAGE TEACHING – REVIVIFYING A GANDHIAN PERSPECTIVE	866
Nada Vidanović Petar Jović	THE IMPACT OF THE COVID 19 PANDEMIC ON TOURISM IN SERBIA	873
Wahyuningsih Djaali Bazzar Ari Mighra Yasep Setiakarnawijaya	EFFECTS OF ACUPUNCTURE ON LEG MUSCLE STRENGTH: RANDOMIZED CONTROLLED TRIAL IN SPORTS STUDENTS	883
Kadriye GÜRDAĞ Kamil Arif KIRKIÇ Merve Gül MAZI	SATISFACTION LEVELS OF FACULTY MEMBERS ATTENDING LEARNING AND TEACHING EXCELLENCE CENTER TRAININGS	892
Ahmet AKIN Yasemin DURMAZ	AWARENESS OF COMPASSION IN FAMILY SCOPE (ACFS): VALIDITY AND RELIABILITY STUDY	909
Erkan EFİLTİ Emine BÜYÜKBAYRAM ERİŞ	EXAMINING THE PERSPECTIVES OF HIGH SCHOOL GIRL STUDENTS ON MARRIAGE	914
Erkan EFİLTİ Roza TAALAIKBEK KYZY	THE EFFECT OF MARRIAGE OF MARRIED UNIVERSITY STUDENTS ON EDUCATION	929
Burcu BAŞ Durmuş ÜMMET	EXAMINATION OF TRAUMATIC FAMILY EXPERIENCES WITH CANCER DIAGNOSIS OF YOUNG PEOPLE AND OVER	941
Zekiye Aslıhan ÖZTÜRK	A BRIDGE FROM THE MIDDLE AGES TO MODERNISM: ART NOUVEAU AND BAUHAUS	959
Ferdi KARAÖNÇEL	THE PROBLEMS MUSICIANS FACE ON THE STAGE AND SOLUTION SUGGESTIONS	974
Habibe ALDAĞ	A CONTENT ANALYSIS OF TEACHER CANDIDATES' EDUCATIONAL YOUTUBE VIDEO SELECTIONS	994
Selçuk DEMİR	THE ROLE OF WORKPLACE SPIRITUALITY ON WORK ENGAGEMENT IN SCHOOLS	1015

---

Ezgi TOKDİL	CONVERSION OF CONVOLUTED AND EXTRAORDINARY LIVES INTO ARTISTIC PRODUCTION: THE CASE OF JUDITH SCOTT AND YAYOI KUSAMA	1022
Samet Can AKSU Yılmaz SEÇİM	EXAMINATION OF CULINARY CULTURE TRANSMISSION IN TERMS OF SUSTAINABILITY: GEORGIAN CUISINE	1040
RAJA MOHAMMAD LATIF	BWG**-COMPACTNESS IN TOPOLOGICAL SPACES	1056
RAJA MOHAMMAD LATIF	g̃α-MAPPINGS IN TOPOLOGICAL SPACES	1079
Mykola VAS'KIV	GENRE-STYLISTIC ORIGINALITY OF V. MEDVID'S NOVEL-QUOTES "KASYM-BEK"	1103
Sinem KURTURAL KARAKUNDAKOĞLU	THE EXAMINATION OF KOSTEM OLIVE OIL MUSEUM IN TERMS OF, LOCATION, ARCHITECTURE, EXHIBITION AND COLLECTION	1121
Ufuk GÜRAL	A REVIEW OF "TROY" IN THE CONTEXT OF FILM-REALITY RELATIONSHIP	1134
Mohammadreza Mehrabanpour	IMPACT OF THE EFFECTIVENESS OF REMUNERATION COMMITTEE AND ORGANIZATIONAL FACTORS ON PERFORMANCE-BASED MANAGEMENT REWARD AND CORPORATE PERFORMANCE	1145
Melda Medine SUNAY Ayşenur AKDEMİR SALMAN	PHOBIC EFFECTS OF THE COVID-19 EPIDEMIC ON HUMANS	1176
Nergüz BULUT SERİN Melodi GÜLCAN	EXAMINATION OF POSITIVE AND NEGATIVE THINKING LEVELS OF UNIVERSITY STUDENTS DURING THE COVID-19 PANDEMIC PROCESS	1191
Gökhan ÖZER Abdullah Kürşat MERTER	FACTORS AFFECTING AUDIT COMMITTEE DİLIGENCE: FINANCIAL EXPERTISE AND TENURE	1207
Gökhan ÖZER Nagihan AKTAŞ Abdullah Kürşat MERTER	EFFECT OF EXPERIENCE OF BOARD MEMBERS ON FİRM PERFORMANCE: AN APPLICATION ON BIST-100	1216
Tuğba ÇEDİKÇİ	CORPORATE GOVERNANCE IN E-TRANSFORMATION PROCESS	1223
Ahmet AKIN Esra DEMİR	SCALE OF VALUING TRADITION IN THE FAMILY (SVTF): A STUDY OF VALIDITY AND RELIABILITY	1229

Ahmet AKIN Hatice Büşra KILIÇ	THE SCALE OF EGOCENTRIC ATTITUDE IN MARRIAGE: VALIDITY AND RELIABILITY STUDY	1234
Ahmet AKIN Suna ERDEM	I-LANGUAGE USE OF IN THE FAMILY: VALIDITY AND RELIABILITY STUDY	1240
Ahmet AKIN Gülşen Tuğçe KARAGÖZOĞLU	THE ATTITUDE SCALE TOWARDS SPOUSE'S HOME PREFERENCES: A STUDY OF VALIDITY AND RELIABILITY	1246
Buket BORA SEMİZ Tark SEMİZ	BIBLIOMETRIC ANALYSES ON SOCIAL MEDIA MARKETING IN HEALTHCARE SECTOR	1252
Lakshya M R L.R.K. Krishnan	EMERGING STRATEGIES FOR DEVELOPING A GREENED WORKFORCE IN THE NEW ECO-SYSTEM	1262
Ophelia KANEVA	TOGETHER IN PHYSICAL EDUCATION PROCESS – SUPPORTING STUDENTS AND TEACHERS IN INCLUSIVE ACTIVITIES	1282
Kusni INGSIH Muhammad Abdul Manaf Ana KADARNINGSIH	WORK TRAINING, ORGANIZATIONAL CULTURE, LEADERSHIP AND EMPLOYEE PERFORMANCE	1297
Sophiko Tabatadze Mariam Kvetenadze	SHARP POLARIZATION IN THE GEORGIAN MEDIA AND POLITICAL AGENDA (ON THE EXAMPLE OF MIKHEIL SAAKASHVILI'S RETURN TO GEORGIA)	1303



# COVID-19 PANDEMİSİ SIRASINDA İNSAN ETKİLEŞİMİ MODELİ YAŞANAN DEĞİŞİKLİKLER

## HUMAN INTERACTION MODEL EMERGING CHANGES DURING THE COVID-19 PANDEMIC

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### ÖZET

Dünyanın dört bir yanındaki insanlar, yeni koronavirüse yakalanma riskini azaltmak ve daha fazla yayılmasını önlemek için işte, evde ve ibadet yerlerindeki alışkanlıklarını değiştirdi. El sıkışmaktan, yanaktan öpülmekten ve sarılmaktan kaçınılması şiddetle tavsiye edilir. Bunun yerine, doğrudan bir bakış veya el hareketi deneyin. Yazar, güvenilir kaynaklardan elde edilen ve kütüphane araştırması yoluyla elde edilen, el sıkışma kültürü (COVID-19) hakkında belge veya makale şeklindeki ikincil verilere dayanmaktadır. Sosyal değişim perspektifinden bu nitel çalışma, dokunmadan dokunmama modeline kadar insan etkileşimlerinin değişen doğasını incelemektedir. COVID-19'un bir sonucu olarak insanların etkileşim biçimindeki değişiklikler insan yaşamında yeni bir olgudur; Selamlaşma, el sıkışma, sarılma gibi dramatik değişiklikler, COVID-19 bulaşma yayılımını azaltma bahanesiyle değişti. Toplum bilimine göre, başkalarını selamlamak, sosyal etkileşimlerde nezaketle ilişkili bir rutindir. Ancak bu, sosyal etkileşimin sonu değildir ve bu makale, yeni sosyal etkileşim modellerinin ne ve nasıl ortaya çıktığı sorusunu ele almaktadır. Yazara göre çoğu ülkede insan etkileşimleri, Covid-19'un bir yan etkisi olarak önemini kaybetmeden eski modelden yeni modele geçecek.

**Anahtar Kelimeler:** İnsan etkileşimi; el sıkışma, vücut teması, sosyal normlaryat.

### ABSTRACT

People around the world have changed their habits at work, at home, and in places of worship to reduce the risk of contracting the new coronavirus and to prevent it from spreading further. It is strongly advised to avoid shaking hands, kissing on the cheek, and hugging. Instead, try a direct gaze or a hand gesture. The author relies on secondary data in the form of documents or articles about handshake culture, COVID-19, obtained from reliable sources and obtained through library research. From the perspective of social change, this qualitative study

investigates the changing nature of human interactions from the touch to the un-touch model. Changes in the way humans interact as a result of COVID-19 are a new phenomenon in human life; dramatic changes such as how to greet someone, shake hands, and hug have changed with the excuse of reducing COVID-19 transmission spread. According to sociolinguistics, greeting others is a routine associated with politeness in social interactions. This, however, is not the end of social interaction, and this article addresses the question of what and how new models of social interaction are emerging. According to the author, human interactions in most countries will shift from the old to the new model as a side effect of the covid-19 without losing their significance.

**Keywords:** human interaction; handshake, body touch, social norms.

### **Introduction**

People's lives have been drastically altered as a result of the Coronavirus (COVID-19) pandemic and government responses in individual countries. The changes are not only in life discipline, but also in how people interact with one another (Calbi, 2021; Soga, et.al, 2021; Naser et al, 2021). It places humans in a state of fear and change, causing them to suffer from psychological illnesses, shock, trauma, fear, loneliness, existential anxiety, and grief. (Martens et al., 2020; Torales et al., 2020; Tampubolon, Silalahi, and Siagian, 2021; Kovacs et al., 2021; Pawar, 2020). Infectious disease's health impact has been linked to stricter cultural norms and practices (Gelfand, 2019). As a result, most countries around the world are currently shifting their practice systems to a new model that does not involve touching the body. Long before the COVID-19 Pandemic, almost everyone in the world greeted each other with a handshake and some with a hug, though some people greet each other in different ways (Ciolli, 2020). Handshakes have been recorded in ancient Greek reliefs for over three thousand years (Oxlund, 2020). According to Smith (2020), a handshake is a type of psychological nature that can foster inner health and emotional closeness.

The World Health Organization's (2020) physical distancing policy has an indirect impact on the loss of the handshake tradition that has existed in people's lives and social interactions. Humans are no longer exchanging handshakes and hugs in order to prevent the spread of the COVID-19 virus by devising their own unique methods based on culture or rules established by the government and mutually agreed upon. Several countries around the world have officially declared their intention to use a touchless system that is considered polite or in accordance with their respective cultures. Social values that are not touched are still socialized in their society. A community habit is a culture that is carried out continuously in a

descending manner so that it becomes an important part of people's social lives. Such as the culture of shaking hands, which is practiced by almost all segments of society regardless of ethnicity, race, religion, age, or social status. As a result, this culture is a common habit that can be found in society. However, little is known about the fact that a handshake can still have multiple meanings depending on how a group or community interprets it.

Prior to the spread of the COVID-19 pandemic, most people around the world would greet others with a handshake or a hug (Chiolli, 2020). Shaking hands is one of the most common forms of social interaction touch (Stenzel and Rupert, 2004). A handshake is essentially a form of kindness, and it is all part of the ritual of seeking commonalities (Younis & Baldwin, 2020). Handshakes, on the other hand, are increasingly being avoided because they can spread the Corona virus (Bruns, 2020; World Health Organization, 2020; Hamilton, 2019). Handshakes and hugs, as forms of human interaction, never return, according to Fauci (Clarridge, 2021). According to Matschke and Rieger (2020), "a large proportion of people plan to at least partially maintain these changes after the end of the pandemic." People are no longer able to engage with culture (Council of Europe, 2020). This transformation has occurred in 194 countries (Council of Europe, 2020; Ciolli, 2020; Carla, 2019; Paula, 2020). As a result, the goal of this study is to provide a broader historical and theoretical foundation for future interaction models. How do the author construct research issues regarding shifting human contact systems in nearly every country so that we can establish middle informational ideas about the attributes that have a strong impact on social interactions? What are some potential future research questions?

To address these concerns, this study first defines human interaction as a form of communication, gesture, and social culture. This study then explains how different types of human interaction can be distinguished in different countries based on how they greet others, beginning with the language spoken and progressing to body language when meeting new people. According to the study, how people greet others has historically varied across countries; second, the impact of COVID-19 has changed the way people greet others in almost all countries; and third, some of the old ways of greeting others still exist, while new models may be invented. This study builds on comparative and historical research centered on this framework, allowing for a more effective understanding of whether old models of interaction, such as shaking hands, can still be maintained. Finally, this research applies these findings to create an analysis of the conditions underlying the reconstruction of human interactions during the COVID-19 transition and in the future.



## **Review Related Literature**

Previous researchers from various perspectives discovered that handshakes can be used as an old human interaction model (Hollingsworth, 2021), spiritual care (Smith, 2020), a variety of social, psychological, and biological benefits (Williams & Dienes, 2021), or to express empathy or gratitude (Williams & Dienes, 2021). (Forsell & Anstrom, 2012). The handshake is largely based on ancient history, when one's hands were empty or without weapons because "your right hand is your sword hand" (Al-Shamahi, 2021), to symbolize peace (Strochlic, 2020), and then, in the nineteenth century, to symbolize equality (Garber, 2020). Handshakes also encourage deal-making and convey a sense of conscience (Schroder et.al., 2019; Bernieri & Petty, 2011). It benefits those who have difficulty with social skills (Nagy et al., 2020), increases the positive impact and decreases the negative impact on social interactions (Beckman Institute for Advanced Science and Technology. (2012), and the meaning of the peace agreement is also attached to the handshake (Oxlund, 2020). Handshakes represent peace, improve the quality of interactions, and produce a higher level of trust almost instantly (AGweek, 2018). Even a single handshake can reveal a lot about a person's personality; it is an important component of one's first impression of a person (Chaplin et.al, 200). Humans, as social beings, are independent of nationality or cultural background, and prolonged isolation can cause significant psychological distress, psychological problems, violence, mental health issues, increased fear, anxiety symptoms, loneliness, and depression. Stigmatization, discrimination, increased depression rates, and suicide (Yoosefi Lebni et al, 2021; Tampubolon, Silalahi & Siagian, 2021; Golaya, 2021; Bruns, Kraguljac, & Bruns, 2020; Banerjee & Rai, 2020; Carvalho Aguiar Melo, & de Sousa, 2020). However, the spread of Covid-19 through direct interaction has caused governments around the world to struggle to implement policies that limit social interaction (OECD, 2020a; OECD, 2020b) (Mondada et. al, 2020).

## **Research Methodology**

A secondary research method was used in this qualitative study to identify the shift in human interaction from touch to un-touch body as a result of the COVID-19 pandemic. A deductive approach was considered in this research paper. Multidisciplinary perspectives were considered in this research because they aid in identifying the transition from an old type of social interaction to a new model using changes in human interaction related information as secondary sources. The content analysis focuses on the emergence of change in human interaction by employing greeting models (Cioli, 2020). Secondary sources, such as

information from journal articles concerning changes in human interaction, have been considered for meeting the themes' objectives.

## Discussion

### The Concept of Handshake

The act of greeting someone by clasping their hand in yours and giving a brief, firm, up-and-down shake is referred to as a handshake. (From Merriam-Webster) (n.d.). This is a formal way of interacting with others (Dolcos, et.al, 2020). The phrase "clapping your hand" refers to two people shaking hands and greeting each other. The form of the 'handshake' in relation to personal interactions reflects what Wei (2010) pertains to as a 'greeting' characteristic. Wei (2010: 58) refers to the element of "greeting" in social interaction as a "conversational routine," emphasizing how individuals initiate interaction with other people or social groups. According to Dolcos et al. (2012), the element of 'handshake' in social interaction refers to previous social interactions that increase the positive impact of the approach while decreasing the negative impact of avoidance behavior on the evaluation of social interaction. While the handshake that occurs is only to eliminate the negative impact of potentially weak social interactions, this interaction model may be abandoned (Feuillatre, 2020). Handshakes in social interactions that appear to cancel out negative effects are not genuine or natural, so they are not invariably acceptable (Erfesoglou, 2017). Handshake communications must come from the heart, not just to make people happy and do not go against culture (Resat, 2019). Prohibition of handshakes because it is against culture; rejecting this model may be relatively easy; neglecting the custom of handshakes that are considered part of culture and courtesy in different communities, groups, companies, ethnicities, and nationalities is more difficult. According to Raikhan et al. (2013) (in Globalization of Culture), the perilous loss of cultural identity occurs when younger generations mimic one another's attire, lifestyles, tastes, and behaviors, exacerbating them to portray, as well as essentially operate be invisible. Individuals, groups, and communities must all work collaboratively to defend and maintain handshake as a culture, and this process can help to strengthen handshake as a culture. As a result of the process of cultural globalization in which they are created, built, and constantly changing, handshakes as a mode of interaction can be shifted, eliminated, or weakened. Abandoning the handshake as an interacting tool, an empirical explanation of how the handshake is constructed and maintained, as well as loosened and weakened in specific contexts, is considered necessary.

At the debate level, there are at least three points of view as to why the traditional handshake model should be abandoned. First, according to Matschke and Rieger (2020:4), "interactions became more awkward and people hesitated to greet each other in the traditional way, and eventually routine greetings were rejected and abandoned in favor of non-standard greetings." Andongo et al. (2016) argue that a handshake greeting may be possible to avoid the spread of COVID-19 (as the handshake is considered a high-risk habitual practice in Ebola), which served as an earlier example and allowed people to avoid handshakes whilst still sustaining the potential for the spread and transmission of COVID-19 by each other. However, the implicit assumptions of this form of social interaction are increasingly being researched and challenged; for example, their perception of a handshake as a universal thing to do, which leads to a change in the need for a more inclusive interaction model related to how to greet someone. Furthermore, this old model of social interaction that can accommodate a nation's culture or customs has proven to be problematic. While the emergence of this worldview has challenged traditional models of social interaction (handshakes) based on culture and politeness, attempts to create alternatives that legitimize the new model across culturally diverse social groups have been ineffective, resulting in a plethora of potential cultural violations as reflected in the variety of greeting behavior (Greenbaum and Rosenfeld, 1980).

Second, using polite language to greet someone can be more effective than a handshake. There are several widely accepted ways to greet someone without a handshake. According to Galucci (2020), in order to avoid physical contact when greeting others:

“Next time you go in to shake an acquaintance's hand, kiss a pal on the cheek, or greet someone with a friendly hug, don't! And remember, pandemic or no pandemic, some people simply don't like to be touched, so feel free to say no to a handshake or physical greeting at any point time.”

Long before COVID-19, Sklansky, Nadkarni, and Ramirez (2014) tried to suggest that touching hands be overlooked for medical reasons:

"In an attempt to avoid contracting or spreading infection, many individuals have made their own efforts to avoid shaking hands in various settings but, in doing so, may face social, political, and even financial risks."

According to these points of view, the culture of not touching the body is a health calculation based on disease transmission through physical contact that can be maintained through



collective action. However, problems remain, and the handshake may not seem as or may not have been genuine. As a result, the calculation of keeping the handshake is untenable and must be abandoned in order to prevent disease spread, which certainly benefits those who abandon the handshake. Using another greeting choice method (Galucci, 2020; Gallo, 2020) is more appropriate than a handshake / body touch because it prevents the spread of viruses that are commonly found in the touch of human hands (Galucci, 2020; Gallo, 2020; World Health Organization, 2020). Greeting choice has largely replaced the handshake in almost all countries. If these countries are unable to maintain the greeting choice model that was implemented during COVID-19, the model may be phased out or discontinued entirely. During COVID-19, most countries abandoned the handshake model based on the number of lives lost as humans grappled with the consequences. A large number of countries that consider handshakes to be a polite culture have adopted the greeting choice without a handshake, which is the primary source of CORONA-19 virus spread, in addition to respiratory transmission (World Health Organization, 2020).

The third reason is that the handshake as a ritual must be turned into a new greeting ritual (Hall and Hall, 1983; Bostaz, 2020). These phenomena reinforce the greeting model replacing the handshake through community and government involvement; for example, in relation to the number of lives lost due to COVID-19, the declining economy, human rights restrictions, lockdowns, mandatory vaccinations, and COVID tests that cost more money. The emphasis on the handshake as a ritual is merely a narrative game in terms of framing the meaning of the handshake as sincerity, and how the narrative is raised must ultimately be reconstructed with a new model, especially if the new greeting model is not yet known by the larger community. Mayer (2014) also highlighted eight handshake characteristics: grip completeness, temperature, dryness, strength, duration, strength, texture, and eye contact. Furthermore, a handshake can reveal a person's personality (Caplin, et al., 2000). When this characteristic is violated, there is no difference in the levels of “empathy”, “awkwardness”, or “anxiety” (this phrase refers to offenders violating the handshake characteristic; Nagy et al., 2020; also Smith, 2020) that participants with the condition may experience. Smith suggests the following:

It becomes clear that even the best approach, be it “take your cue from the other” or any other approach to greeting is sometimes not enough. Such factors should not include handshakes, verbal greetings, or other forms of greeting, but rather they should remind us that there neither is nor can be a one-size-fits-all approach to greeting, it too has its limit. (2020:39).

What makes the actors stand out is the manner in which they shake hands to greet others. However, it is highly unlikely that the handshake will be performed in accordance with its characteristics. Dolcos et al. (2012) refer to this as 'behavioral avoidance,' but they regard it as a formal greeting. Of course, its benefits and drawbacks, particularly the numerous flaws in the handshake itself, are equally relevant to this viewpoint (Nagy et al, 2019).

As a result, it is critical to understand that the handshake is both a request for recognition that is part of the culture and social etiquette that must be maintained, as well as an attempt to shape this recognition in a way that conceals some of the weaknesses in greeting others. For example, as the author have stated, handshakes and body touching have historically been defined as part of the culture in many countries, even though handshakes are not always acceptable (Erfesoglou, 2017), with various characteristics but are rarely practiced perfectly. Because of different understandings of handshakes among countries that regard handshakes as a culture, the transition from this model to a non-touch greeting model has been a long and difficult struggle (Oxlund, 2020). At the Summit in Geneva, for example, Vladimir Putin and Joe Biden exchanged a full handshake in front of the world's cameras – a rare moment of human physical contact during the COVID-19 pandemic (The Japan Times, 2021). However, according to Frank Illuzi, a health expert, there is no need to wear a mask and handshake because there are other greeting models (Cuda, 2021). The disparity in practice between handshakes and prohibitions from health professionals during a pandemic, despite the fact that the ban on shaking hands demonstrates an ongoing struggle to keep this form of greeting alive (Miller, 2021).

A more pragmatic approach allows the traditional handshake model to be preserved, but as COVID-19 relies on it, that may change, and older greeting forms may emerge, opening up a variety of greeting models other than handshakes and body touches. Rituals associated with the handshake can be preserved and incorporated into the new greeting model.

### **The social platform of new greeting model.**

There are a few details to be aware of regarding the new greeting's social foundation. The author suggests three areas of application: first, groups or groups of people; second, organizational or institutional levels; and third, national, including norms that complement how the new greeting occurs or is expressed. Sociolinguists and anthropologists have long recognized the forms and practices of human gesture in cross-cultural encounters. The study of nonverbal cues in historical context focuses on messages delivered by the human body (Bremmer and Rodenburg, 1991), communication systems (Prieur et al, 2020), symbolic

expressions and conceptual processes (Kendon, 1983), communication processes (Kendon, 2019), as well as the basic modes of existence and activity of the human hand (Streeck, 2008), or a type of communicative development (Guidetti and Nicoladis, 2008), in which gestures and language are part of the process and evolve, causing humans to make significant changes in tradition. In this shift, where hundreds of millions of people are avoiding physical contact to prevent the spread of Covid-19, reviewing handshakes does not seem all that strange. As a necessary consequence, even in the handshake context, in which the change occurs, there is a strong attribution between gesture and greeting language.

The international community has yet to agree that the handshake is a culture of interaction or greeting in the first meeting, because practice and meaning vary depending on culture (Forsell and Anstrom, 2012; Katsumi et al, 2017; Akkilinc, 2018; Smith, 2020). After all, culture is not a static entity; it can change, evolve, and even transform (Varnum and Grossmann, 2017). Serious consideration should be given to changes in handshakes and body touches in greetings, as these are methods of transmitting the virus and COVID-19 through hands. Then, cultural change theory (Dupuis et al, 2016) is used to develop a strong focus on how the change process can be implemented to bring about changes in handshakes and body touches with other models, such as “authentic partnership approach, participatory action research, and Appreciative Inquiry” (e.g. waving, greeting, or other ways of refraining from handshakes and body touches). The promotion of the current concept of handshake and body touch as a culture can be carried out during the process of change and the introduction of new models through social norms campaigns among groups that promote accurate and healthy norms about health behavior (e.g. in studies such as LaMorte, 2019). The research, on the other hand, focuses on how, aside from handshake as a common practice in society and handshake or body touch as a medium of virus transmission, other researchers maintain their old view of handshake is difficult to change because no other gesture or greeting can duplicate the benefits of a firm handshake (Fred, 2015). The medical rationale that human hands are a major source of the spread of COVID-19 (World Health Organization, 2020), failure to maintain hand hygiene is the main cause of the spread of organisms and infectious diseases, supports a more complex view of abandoning handshakes or body touches in meetings.

The organizational or institutional level is the second level that we identified for being able to accept changes in the handshake and body touch (by promoting a new greeting model in relation to maintaining and growing awareness of members to implement it as a habit in the organizational environment). In practice, these organizations or institutions are part of the 'process of cultural change' because it is relatively easy for their members to recognize



similarities in other organizations or institutions and to recognize that the manner in which people are greeted has changed. These categories are 'means' from one organization to another and then bind again at the level of another organization, changing traditions in lower organizations further. Organizational cultural changes will also embed certain gender and age relations structures. The organization's community is known to be strong because the culture within the organization is more uniform, particularly the culture promoted by the organization (Alvesson and Sveningsson, 2008). However, because different systems, including ideological and religious differences, will influence the process of socializing change, the ability to promote greeting change to a national level and create centralized uniformity is likely to vary from country to country (see also the influence of ideology on cultural change: Facchini and Melky, 2011; Facchini, 2016).

In terms of cultural change, my research so far suggests that handshake and body touching conditions are implemented more quickly at the organizational or institutional level because they have an organizational culture to which members must adhere. Changes at the organizational level are structured in three ways once they are implemented and embedded in a society. First, the organization becomes the agent of long-term change by leveraging the community's inherent handshake and body touch (by applying it to small organizations). The practice of change then becomes a social phenomenon that is integrated with social norms that influence social behavior (Morris et al., 2015). Second, the organization is structured in such a way that it can assist in promoting this change to new groups. Because of the clear organizational form, the author believes that this change can be sustained despite resistance efforts. Maintaining a change in the handshake or body touch model can occur because the organization persists with the change — in particular if the organization or institution has assigned it to all its members. Third, the organizational structure is considered for being strong enough to support this change, even though there are parties who reject this.

The third level of this change process occurs at the national level, where state can ensure that changes in the handshake and body touch culture are politically backed (for example, through establishing regulations that require people to comply with or abandon the handshake and body touch habits and communicating these changes). The state can also implement changes such as annually commemorating the national day of change from the cultural change of handshake and body touch, which remembers the past by raising people's emotions toward change. As a result, state action can take the place of the community-accepted handshake or body touch. The question then becomes whether these three levels of change implementation are sufficient to sustain the handshake or body touch culture change after the COVID-19

period ends. No single level of commitment is sufficient to sustain this change; there must be a shared commitment, an organization committed to implementing change not only at the national level but also across generations. There are some people who refuse to accept change, but organizations, society as a whole, and the state may be able to sustain these changes. Similarly, at the organizational or institutional level, the state can sustain this change by enacting regulations that apply to both institutions and community groups.

This connection and possibility should be investigated further. For example, in the United States of America, Ivory Coast, Morocco, Tanzania, Uganda, and Zambia, it is customary to shake hands when meeting someone for the first time, but this is prohibited between men and women in India. (Hill, n.d.), socialization movements for change at the community level, such as those opposing changes in handshakes and kisses, can be carried out with socialization from the national level. However, in the past, the rule about changing handshakes, kisses, or body touches for all members of society reflected a commitment to change without losing track of the past (see changes to be made without tactical contact in social network: Jeffrey, 2020). Previous research has clearly demonstrated that one method of spreading the COVID-19 virus is through handshakes, and calls for the practice to be abandoned (Matschke and Rieger, 2020).

Various models of greeting others were promoted both nationally and internationally during the COVID-19 pandemic, including companies (Griner, 2020; Kamacooko et al, 2021). In order to prevent the spread of COVID-19, (Mikhailova, 2020) has implemented several methods to avoid handshakes, including digital etiquette as a platform that replaces the shaking hands model. Today's social media, in particular, is a marvel, providing a plethora of ways to introduce yourself. It is capable of replacing body touch and handshake through social media. Resistance to changes in social norms can occur at the organizational or institutional level. Organizational and institutional leaders must play a role in socializing and maintaining the continuity of change. On the other hand, the upkeep and development of change-related regulations must be carried out comprehensively, requiring that all members of the community implement and maintain these changes, so that resistance to changes in the handshake demonstrates that efforts to replace this new social network model can be effective.

### **Misconceptions about Handshakes as an Irreplaceable Part of Culture**

In this section, I expand on previous analyses to consider whether handshakes and body touching as social norms can be abandoned, and, as a result, I question future's surrogate handshakes. Because of the changes taking place across the country as a result of the COVID-

19 pandemic, which is generally spread through handshakes and human touching (kissing), and ultimately changing social norms in the world, it is difficult to maintain handshakes and body touching as a common social norm. In the practice of interaction and social networking, handshakes and body touching are prohibited. The implications of changing handshake and body touch are numerous, but the most important point to note is that changing models from handshake and body touch to other models is based on sincerity, and this process of change has been linked to leaving the past behind. Fundamental new questions are raised as a result of the proposed new changes, including whether the handshake culture can be abandoned (see: Coronavirus could kill handshakes, Katwala, 2020).

As a handshake and touch (Jeffrey, 2020) culture that has existed for thousands of years, not all handshakes performed by someone are categorized as meeting existing norms. However, the handshake as a culture is a myth. According to Schroeder et al. (2019), a poor handshake can be perceived as a failure to adhere to social norms. When one person greets another with a handshake and the person receiving the greeting does not recognize the handshake or considers the handshake unacceptable or disrespectful, a question arises. The question is, which culture of the group belongs to the handshake? Previous scholars, such as Navarro (2013) and Mitchell (2012), identified that the handshake is not a universal culture; rather, it is only done and means something to specific groups or ethnicities (Katsumi et al., 2017). Because of cultural and community differences, the handshake has a different meaning in each of these groups. Alternatives include putting your hands on your chest (Namaste), Wai Bou in Thailand, and head over heart in India (Andrew, 2020).

Can it be concluded that social norms such as handshakes and hugs can be rebuilt in response to the spread of the COVID-19 pandemic and last indefinitely? And, if so, what conditions are at the root of the reconstruction of social norms? "Touch norms are shaped, regulated, and enforced through social, economic, familial, and legal mechanisms, and they organize our experiences and expectations," write Jewit et al (2020). Thus, changing social norms of handshakes and body touching necessitates the development of tools that promote them in an inclusive manner. Changing social norms, however, necessitates grassroots to national coalitions. Cislighi et al. (2020) explain how 'change in social norms' can emerge as a result of organized diffusion and community engagement to effect change. Changes in new social norms can spread far beyond a specific institutional setting to inform ideas about the significance of social norm changes or the custom of handshakes and body touching at gatherings. This occurs because, while the organizational or state level is socializing to help people adapt to changes in social norms, there may be some groups of people with opposing



views (Cislaghi et al, 2020). The most pertinent action here is to develop inclusive forms of collective action that include all members of society through community engagement and social media campaigns.

### **Conclusions**

According to this study, handshakes and body touches in greeting are 'social norms' that are generally recognized but vary depending on the meaning and culture of each country. Following the global spread of the COVID-19 pandemic, almost all countries abandoned the social norms of handshakes and body touching (including kissing). Handshakes and body touch are being phased out as social norms because they are thought to be major factors in the spread of viruses and infectious diseases. This effort is deemed effective if it involves elements of community groups, organizations, or institutions, as well as the state, via rules that are socialized through community involvement, in order to make this effort more effective. In this study, I show how these social norms have become cultural, but they can be lost forever. As a result, the author believes that the concept of the handshake and body touch as a source of disease should be abandoned right away. In particular, the author describes how, for example, the handshake becomes weak if it is not in accordance with its characteristics, which, according to the author, is contrary to the meaning of the handshake itself, so the concept of the context of the handshake in greeting must be rebuilt.

However, the social norm of the handshake is not dead. What is required is more than just an acceptance of change and an understanding of what might emerge (Oaklander, 2020). There are ongoing changes in social norms (for example, handshakes and body touching) in society that should be taken into account. Unresolved issues, as illustrated by Reynold, Subasic, and Tindall (2014), include the fact that the term "social norm" is not used consistently across the social greeting. There are several changes in this new context that make the greeting model possible or may allow that change to occur. Similarly, this analysis suggests that new ways of greeting and interacting with others may emerge to replace the traditional greeting model of body touch (handshake and kissing). However, the authors argue that new social norms may emerge in order for social relations to be formed. In this case, the author also stated that the core of understanding about changes in handshakes and body touching will continue to be an issue, and whether or not there has been a change in social norms. As stated by the author, the change in the norm of handshake and body touch in greeting is a concept that needs to be widely debated before it can be implemented. In this case, any reconstruction of the idea of change in greeting people, particularly handshakes and body touches, must address

ideological, religious, cultural, and gender issues. Organizations, institutions, and even countries may face challenges in changing social norms of greeting, but there are signs that these changes are difficult but ongoing. Furthermore, empirical and analytical research are required to identify new forms of greeting, comprehend these changes, and then move this plan forward.

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