

**SUSTAINABILITY, QUALITY,
DIGITALIZATION AND CURRENT
RESEARCH CONFERENCE
ARSTRACT BOOK**



Editor

Prof. Dr. Taşkın Kılıç

ISBN

978-625-00-7040-6)

-2025-

SUSTAINABILITY, QUALITY, DIGITALIZATION, AND CURRENT RESEARCH CONFERENCE
04-06 April 2025 -Universitat Pompeu Fabra -Barcelona-Spain

www.sustainableworldconference.com



SCIENTIFIC AND ORGANIZATION COMMITTEE

Chair, Prof. Dr. Taşkın Kılıç-Ordu University-Türkiye

Prof. Paolo Esposito-Sannio University, Italy

Prof. Dr. Oleg Medvedev - Moskow State University, Russia

Prof. Dr. Chi-Chang Chang-Chung Shan Medical University, Taiwan

Prof. Dr. Nataliya Medvedev-Moskow State University, Russia

Prof. Dr. Aslı GOKSAY- American University in Bulgaria

Assoc. Prof. Dr. Arthur Pantelides -Virginia Wesleyan University, USA

Assoc. Prof. Dr. Sevim Acaröz-Ordu University-Türkiye

Assoc. Prof. Dr. Tsaloglidou Areti- *International Hellenic University (IHU), Greece.*

Assoc. Prof. Dr. Süleyman Erkam Sulak-Ordu University-Türkiye

Assoc. Prof. Dr. Eduard Alexandru Stoica- Lucian Blaga University of Sibiu, Romania

Assoc. Prof. Dr. Anton Stailov- American University in Bulgaria

Assoc. Prof. Işıl Demirtaş- Giresun University, Türkiye

Assoc. Prof. Varol Çiçek- Ordu University-Türkiye

Assoc. Prof. Dr. Nihan Şenbursa-Ordu University-Türkiye

Asst. Prof. Faruk Yüksel- Ordu University-Türkiye

Asst. Prof. Onur Yalçın- Ordu University-Türkiye

Asst. Prof. Dr. Aslı Kaya- İstanbul Gelişim University-Türkiye

Asst. Prof. Öncü Yanmaz Arpacı-Pamukkale University,-Türkiye

Assit. Prof. Dr. Dr. Çiğdem Torun Kılıç- Karadeniz Teknik University-Türkiye

Dr. Raffaella Ciuffreda, Sannio Univesity, Italy

Dr. Eng. Vlad Mihai Păsculescu- INSEMEX-Romania

Dr. Ghizal Fatima (PhD.FICN), Era University, India

Dr. Begüm Yalçın- İstanbul Beykent University-Türkiye

INVITED SPEAKERS

Prof.Dr.Lela Mélon

Professor of Sustainability In Corporate Law,
Universitat Pompeu Fabra -Barcelona-Spain

Assoc.ProfDr.Merve Öksüz

Başkent University, Türkiye

Lara Mehanna

Whynotsustainable-Spain

Martin Smith

AI for Sustainability Expert Co-Founder and CEO of CommonShare,Spain

Verónica Kuchinow

Industrial Symbiosis & Resource Efficiency General Director at Symbiosy,Spain

Àlex Jiménez Higuera

Designer a Circular Economy Expert Founder and CEO of SURU,Spain

Prof.Dr.Oleg Medvedev

Moscow University

Fagan Hasanzade,

Head of Project Management | PhD.c in Health Management-TƏBİB, Azerbaijan

**SUSTAINABILITY, QUALITY, DIGITALIZATION AND CURRENT RESEARCH
CONFERENCE**

04-06 April 2025 -Universitat Pompeu Fabra -Barcelona-Spain



CONTENTS

N	Research Title	Authors	Page
1.	MEDIA DISCOURSES AND PUBLIC PARTICIPATION IN MINING PROJECTS	Milovan Vuković Tamara Maričić Marijana Pantić	7
2.	IMPROVING PARTICIPATION IN SPATIAL PLANNING OF MINING AREAS- FORMAL PARTICIPATORY METHODS IN URBAN AND SPATIAL PLANNING IN EUROPE	Tamara Maričić, Milena Toković, Dušanka Milosavljević	8
3.	PHYSICIANS' EXPERIENCES IN DELIVERING DEATH NOTIFICATION IN ITALY: A QUALITATIVE STUDY	Deniz Güneş, Gaia Morao, Ciro De Vincenzo, Ines Testoni	9
4.	THE IMPACT OF DIGITAL TRANSFORMATION ON TRADE UNIONS	Ali Rıza Özçelik	10
5.	EXAMINING THE PRODUCTIVITY OF HEALTH WORKERS WORKING WITH DEMOCRATIC LEADERS	Muhammet Ali Özata	11
6.	ATTITUDES AND CONCERNS OF HEALTH WORKERS TOWARDS ARTIFICIAL INTELLIGENCE	Ertan Enginyurt	12
7.	SUSTAINABLE EDUCATION MODEL FOR INDIVIDUALS WITH SPECIAL POLICY NEEDS	Belgin Dede, Cem Gündoğdu, Elif Türkmenoğlu Usta	13
8.	THE EFFECT OF EMPLOYER BRAND ON ORGANIZATIONAL COMMITMENT	Gamze Topkaya	14
9.	OCCUPATIONAL HEALTH AND SAFETY IN SUSTAINABILITY REPORTS: AN ANALYSIS IN TURKEY	Necla İrem Ölmezoğlu İri	15
10.	IMPACT OF ARTIFICIAL INTELLIGENCE SUPPORTED CLINICAL DECISION SUPPORT SYSTEMS ON DECISION MAKING PROCESSES OF NURSE	Eda Nur Arslan	16
11.	THE IMPORTANCE OF EVENT MANAGEMENT MARKETING STRATEGIES IN HOTELS	Tuğba Şen Küpeli, Merve Öksüz	17
12.	SUSTAINABILITY IN UNIVERSITIES: THE CASE OF KIRŞEHİR AHİ EVRAN UNIVERSITY	Musa Özata, Hüseyin İlter	18
13.	THE EFFECTS OF THE PANDEMIC ON PRE-HOSPITAL EMERGENCY HEALTH SERVICES	Turgut Şahinöz, Saime Şahinöz, Ayşegül Akçay	19

14.	BURDEN OF CARDIOVASCULAR DISEASES IN TURKEY: INCREASE IN HEALTH EXPENDITURES AND SUSTAINABILITY PERSPECTIVE	Muhammed Enes Çalışkan, Emine Gökmen, Yunus Emre Öztürk, Ramazan Erdem	20
15.	MEDICAL WASTE MANAGEMENT AND RECYCLING IN HOSPITALS: REDUCING ENVIRONMENTAL IMPACT	Sena Bakır, Ramazan Erdem	21
16.	THE ACADEMIC JOURNEY OF HEALTH-SEEKING BEHAVIOR: GLOBAL RESEARCH TRENDS AND SCIENTIFIC DEVELOPMENT	Sedat Bostan, Ferit Sevim, Ahmet Yasin Yeşildağ	22
17.	ANALYSIS OF KEY TRENDS IN SUSTAINABILITY REPORTING PRACTICES IN USA, UK AND JAPAN	Sanjay Pareek	23
18.	BIBLIOMETRIC ANALYSIS OF STUDIES ON VIOLENCE IN HEALTHCARE IN TURKEY: A YOKTEZ REVIEW	Koray Mersin, Betül Akalın, Sema Urnek, Arzu İrban	24
19.	CITY HOSPITALS: PROS AND CONS	Sema Urnek, Koray Mersin, Betül Akalın, Arzu İrban	25
20.	IMPLEMENTATION OF STRATEGIC PLANNING IN LOCAL GOVERNMENTS: THE EXPERIENCE OF A DISTRICT MUNICIPALITY	Mesut Aydınli, Mustafa Egemen Taner, Öncü Yanmaz Arpacı	26
21.	SUSTAINABLE WAREHOUSE OPTIMIZATION: A SIMULATION-BASED APPROACH FOR FORKLIFT EFFICIENCY	Mustafa Egemen Taner, Merve Onur Altıntop	27
22.	INDUSTRIAL SCRAP FORECASTING WITH ARTIFICIAL INTELLIGENCE	Mesut Aydınli, Öncü Yanmaz Arpacı	28
23.	CONTENT ANALYSIS OF SUSTAINABILITY STUDIES IN HEALTH MANAGEMENT: A SYSTEMATIC REVIEW OF ACADEMIC THESES	Hamza Sığircı	29
24.	CHANGES AND DEVELOPMENTS IN POPULAR MUSIC IN THE LAST TWENTY YEARS	Varol Çiçek	30
25.	IMPROVING ENVIRONMENTAL IMPACT: THE ROLE OF TECHNOLOGY IN OIL & GAS	Antonio Garcia-Amate, David Wesley, Sheila M. Puffer	31
26.	INTEGRATION OF NANOPARTICLES INTO DIGITAL HEALTH TECHNOLOGIES: INNOVATIVE APPROACHES AND FUTURE PERSPECTIVES	Sabina Hajizada, Aynura Karimova, Sevinj Aliyeva, Vugar Yagublu	32
27.	QUALITY INDICATORS IN INTENSIVE CARE UNITS: A REVIEW	Papastergiou Kerasina	33
28.	EVALUATING SUBSTANCE P LEVELS IN SALIVA AS A POTENTIAL BIOMARKER FOR PAINFUL DIABETIC PERIPHERAL NEUROPATHY	T.-V. Kalamara, K. Dodos, A. Tsaloglidou, D. Kapoukanidou	34

29.	POST-COVID CHRONIC COUGH AND OBESITY	K. Dodos, T.-V. Kalamara, V. Georgakopoulou, D. Kapoukanidou	35
30.	COMPARISON OF THE EFFICACY OF TOCILIZUMAB IN PREVENTING INTUBATION IN DIABETIC PATIENTS WITH AND WITHOUT TIGHT GLYCEMIC CONTROL	K. Dodos, T.-V. Kalamara, V. Georgakopoulou, D. Kapoukanidou	36
31.	SUSTAINABILITY IN LARGE BUSINESSES: EXAMINATION OF WEBSITES AND COMPARATIVE ANALYSIS	Engin Yurdasever	37
32.	A LOOK AT LONG-TERM CARE SERVICES AND FINANCING IN THE NORDIC COUNTRIES	Yasemin Yıldırım	38
33.	EXPERIENCING TOURISM ON PERŞEMBE PLATEAU: A NETNOGRAPHIC RESEARCH WITH THE EXPERIENCE ECONOMY MODEL	Emrah Kara, Bilgin Güner, Taner Dalgın Hüseyin Çeken	39
34.	GENDER DISCRIMINATION IN THE WORKPLACE, SUSTAINABLE PERFORMANCE AND ETHICAL LEADERSHIP	Cemile Şeker, Aslı Kaya	40
35.	EVALUATION OF THE EFFECT OF HEALTH LITERACY ON INDIVIDUALS' CHOICE OF DENTIST	Anıl Uslu, Arzu Uçar Uslu	41
36.	THE EFFECT OF TRANSFORMATIONAL LEADERSHIP BEHAVIORS ON EMPLOYEE PERFORMANCE IN HEALTHCARE INSTITUTIONS: A SYSTEMATIC REVIEW	Begüm Yalçın, Cemile Şeker	42
37.	SUSTAINABLE SCHOOL HEALTH SERVICES	Saime ŞAHİNÖZ, Turgut ŞAHİNÖZ	43
38.	PREVENTION OF ACCIDENTS IN THE WORKPLACE	Kourkouta Lambrini, Ayşegül Y. Kaptanoğlu, Koukourikos Konstantinos, Tsaloglidou Areti	44
39.	FACTORS THAT AFFECT THE COST OF PATIENT HOSPITALIZATION	<u>Kaltsas John</u> , Ouzounakis Petros, Sialakis Christos, Frantzana Aikaterini	45
40.	INTERCULTURAL EDUCATION AND STUDENTS' MENTAL HEALTH	<u>Kaltsas Evangelos Panagiotis</u> , Iliadis Christos, Plati Panagiota, Kaltsas John	46
41.	SUSTAINABILITY IN HEALTHCARE AND GREEN PRACTICES: A SYSTEMATIC EVALUATION OF TURKEY'S HEALTHCARE SYSTEM	Mahmut Akbolat, İlknur Kar, Gülçin Gökçenur Karataş	47

MEDIA DISCOURSES AND PUBLIC PARTICIPATION IN MINING PROJECTS

Milovan Vuković¹ Tamara Maričić² Marijana Pantić²

ABSTRACT

The rise of populist movements and resource based conflicts worldwide is not only stressing democracies but also call for scholars to recognize how best to prepare and defend democratic standards. Creating shared value can support community planning efforts because they may clearly indicate economic, environmental and socio-cultural relationships and outcomes as associated with local or regional developmental projects. The attainment of these three goals is often referred to as sustainable development. However, deciding what to include in a shared development strategy presents a significant challenge, as including all aspects of a community and local development is not an easy task. Also, including only some aspects leads to a non-acceptable developmental plan. In mining-impacted areas it is even more difficult to achieve a general strategy of land use, following the principle of shared value. Yet, they might be accepted through increased participation of citizens, especially those interested in the extraction of particular mineral resource. The interests of communities, particularly underrepresented groups, ought to be taken into account. To demonstrate challenges and opportunities to acceptance of huge mining projects, we describe recent disputes in a mining-impacted region in Western Serbia. We then compare dominant narratives that mainly shape general public perceptions about the project dealing with the lithium excavation in the Jadar region. It has been known, for a long time, that media, especially daily newspapers, have a decisive role in the process of dissemination of reliable messages due to their larger number of published analytical texts. Among objectives of this research was to find out the number of articles dealing with lithium excavation, their frequency of appearance, and the journalist form used on the example of daily Serbian national newspapers *Politika* and *Danas*. The lack of transparency at the early stage of this project led to a surprisingly high citizens' mobilization, and, later on, politicization of this particular case (along with other similar land use practices) during the last two years. It was noticed that simultaneously overlap two competing narratives: the first one highlighting the economic benefits of the project, and, the second, that focuses only on environmental values (with elements of ecological radicalism), ignoring a wider picture. This mining dispute, dealing with potential excavation of lithium in Serbia, is considered through the lenses of democratic backsliding concept, in order to explain the growing deep divisions resulting in and from political polarization.

Key words: Mining project in Jadar, participation of various stakeholders, media narratives, content analysis, *Politika*, *Danas*, democracy backsliding.

Acknowledgement: This work has been funded by the Science Fund of the Republic of Serbia (grant #7598) and the Ministry of Science, Technological Development and Innovation of the Republic of Serbia (grant no. 451-03-137/2025-03/200131).

¹ University of Belgrade, Technical Faculty in Bor, V.J. 12, 19210 Bor, Serbia

² Institute of Architecture and Urban & Spatial Planning of Serbia, Bulevar kralja Aleksandra 73/II, 11000 Belgrade, Serbia

IMPROVING PARTICIPATION IN SPATIAL PLANNING OF MINING AREAS - FORMAL PARTICIPATORY METHODS IN URBAN AND SPATIAL PLANNING IN EUROPE

Tamara Maričić³, Milena Toković⁴, Dušanka Milosavljević⁵

ABSTRACT

Development in areas with extensive mineral extraction brings significant changes that especially affect the local population, both positively and negatively. The most important impacts include job creation, higher income, dependence on a single industry, environmental harm, health issues, and the need for (involuntary) resettlement. Mining companies that fail to prioritize corporate social responsibility and foster strong relationships with local communities often face a lack of public support. Transparent decision making through high public engagement and participatory planning process is therefore of great importance.

The aim of this research is to identify formal participatory methods applied in the process of urban and regional planning, with focus on community participation. Through extensive analysis of legislation of European countries, we have identified the most commonly used methods and techniques. They have several advantages, but could be supplemented with informal methods for a better inclusion of attitudes and opinion of local community and other stakeholders.

Keywords: formal methods; participation; mining areas; Bor; Majdanpek; Serbia

Acknowledgement : This research is supported by the Science Fund of the Republic of Serbia, Grant No 7598, through project Improving participation in spatial planning of mining regions - MINIPART.

³ *Institute of Architecture and Urban & Spatial Planning of Serbia*, Bulevar kralja Aleksandra 73/II, 11000, Belgrade, Serbia. Email: tamara@iaus.ac.rs, ORCID 0000-0003-4827-5065

⁴ *Faculty of Geography, University of Belgrade*, Studentski trg 3/III, 11000, Belgrade, Serbia. Email: milena.tokovic@gef.bg.ac.rs, ORCID 0000-0001-5380-4828

⁵ *Institute for Philosophy and Social Theory*, Kraljice Natalije 45, 11000 Belgrade, Serbia. Email: dusanka.milosavljevic@ifdt.bg.ac.rs, ORCID 0000-0003-3140-9709

PHYSICIANS' EXPERIENCES IN DELIVERING DEATH NOTIFICATION IN ITALY: A QUALITATIVE STUDY

Deniz Güneş⁶, Gaia Morao⁷, Ciro De Vincenzo⁸, Ines Testoni⁹

ABSTRACT

Death notification is one of the most difficult duties in health communication for health professionals. Death notification process can affect negatively both physicians and patient relatives. This research aims to explore the experiences of intensive care unit (ICU) and emergency room (ER) physicians in Italy when delivering death notifications. This research adopts a qualitative methodological framework. Semi-structured interviews are ongoing with 24 physicians (12 ICU, 12 ER) in Italy and the data are being analysed using Reflexive Thematic Analysis.

This research shares preliminary findings from 5 ICU physicians. Initial coding revealed five emergent themes: (1) communication strategies and techniques, (2) factors affecting death notification process, (3) coping mechanisms of physicians, (4) emotional impact of death notification and (5) professional roles and team dynamics. Findings underscore the complexity of death notification, highlighting its psychological toll on physicians and systemic challenges in healthcare settings.

Death notification is a multifaceted process influenced by various factors, requiring proper physician training, clear protocols, and appropriate environments. To enhance DN practices, emotional support, effective team communication, public awareness campaigns, and feedback from bereaved families are essential. This study provides actionable insights for improving DN through interdisciplinary collaboration, targeted training programs, and organizational support. The final results will be contextualized within international literature and analysed from healthcare management, public health, psychological, and educational perspectives.

Keywords: death notification, health communication, physician experiences, qualitative research, intensive care unit, emergency room

⁶ Research Assistant, Department of Healthcare Management, Faculty of Health Sciences, Ordu University, denizgunes1912@gmail.com

⁷ Master Student, Department of General Psychology, University of Padova, gaia.morao@studenti.unipd.it

⁸ Research Fellow, Department of Philosophy, Sociology, Pedagogy, and Applied Psychology, University of Padova, ciro.devincenzo@unipd.it

⁹ Prof, Department of Philosophy, Sociology, Pedagogy, and Applied Psychology, University of Padova, ines.testoni@unipd.it

THE IMPACT OF DIGITAL TRANSFORMATION ON TRADE UNIONS

Ali Rıza Özçelik¹⁰

ABSTRACT

After the industrial revolutions, discussions about the future of professions and union development have become a natural part of working life. Today, with digitalization, this process continues, and its impact on the workforce structure, working order and employment is growing rapidly, affecting the union structure and union policies.

In this study, which is prepared with the systematic examination method, which is one of the qualitative research methods, it is aimed to examine the opportunities that unions can use in Turkey in the digital transformation process, the negativities they will encounter, the effects of the possible consequences of digitalization in the adaptation process in the context of the union future and the strategies that unions can turn to.

In this study, the solution of new problems such as digital transformation, the future of the current professions of employees, the improvement of conditions in employment and labor markets, the protection of employee data, as well as the effects of unions on education, organization and collective bargaining policies are discussed.

It is foreseen that unions that act with realistic policies and the right strategies against the problem of low unionization rates of employees with high qualifications required by digitalization will be able to emerge stronger from the digital transformation process. With this study, it is aimed to provide an acquisition to the literature that is lacking.

Keywords: Digital Transformation, Change in Working Life, Trade Union Future

¹⁰ Phd. TIS Specialist, Yol-Is Syndicate, E-mail: alirizaozcelik@yahoo.com.

EXAMINING THE PRODUCTIVITY OF HEALTH WORKERS WORKING WITH DEMOCRATIC LEADERS

Muhammet Ali Özata¹¹

ABSTRACT

Today, leadership style has become important in the field of health as in every field. Organizations want to find the right leader for them; it is becoming more important for employees to work with the right leader for them. Research shows that leadership is important for employee productivity. While the fact that there are many types of leadership increases the number and dimension of research, it has been revealed that the most important effect of leadership is the productivity of employees. In this study, the effect of democratic leadership on productivity is investigated. A literature review and then a survey study were conducted to examine the effect of democratic leadership on productivity among healthcare workers in Ordu province between October and November 2024. 516 healthcare workers were reached via Google form and partially through face-to-face interviews, and the data obtained were evaluated using the SPSS.16 (Statistical Package for the Social Sciences) program. There are a total of 34 questions in the survey. 4 of these are demographic questions, 22 are questions about productivity, and 11 are questions about democratic leadership. A 5-point Likert-type scale was used.

According to the data obtained, 51.4% of the 516 people were female, 75.2% were single, 61.6% were between the ages of 18-30 and 41.7% had 11-20 years of work experience. The democratic leadership scale was 0.847, and the efficiency scale was 0.821. Since the value of both scales was >0.70 , which is the acceptable value, it was found reliable.

Since the result of the KMO (Kaiser-Meyer-Olkin) value testing the adequacy of the democratic leadership data was 0.577, our sample is sufficient for the research. Since the result of the KMO (Kaiser-Meyer-Olkin) value testing the adequacy of the sample of the efficiency scale was 0.854, our sample is sufficient for the research.

According to the results of the study, there is a strong positive relationship between the productivity of healthcare workers working with democratic leaders. The leader's inclusion of his employees in the decision-making process increases their self-confidence, and ensures that employees embrace the workplace as their home and their colleagues as their family. Therefore, their productivity at work increases. For this reason, managers adopting and using more democratic leadership types will increase the productivity of their own institutions.

Since this study was prepared only with democratic leadership and productivity scales, it can be repeated by adding motivation elements in a more comprehensive manner and making comparisons with other leadership types. The differences between leadership types and their effects on employees can be examined more comprehensively.

Keywords: Leadership, Democratic Leadership, Productivity

¹¹ Dr., Ordu University Healthcare Management Department Master Student

ATTITUDES AND CONCERNS OF HEALTH WORKERS TOWARDS ARTIFICIAL INTELLIGENCE

Ertan Enginyurt¹²

ABSTRACT

To comprehensively examine the perceptions and attitudes of healthcare professionals towards artificial intelligence and their views on the integration of this technology into healthcare services and to test whether attitudes and concerns towards artificial intelligence differ according to gender and occupational groups. The research covers 673 healthcare professionals working in various health institutions in Ordu province in Turkey. The data were collected through an online questionnaire via Google Forms. The questionnaire includes questions about demographic information, attitudes towards artificial intelligence and concerns. Statistical evaluations were made using SPSS for analysis.

Participants included doctors, nurses and technicians, with varying levels of education and years of employment. Healthcare workers are generally positive about AI, but have concerns about job security, data security and other ethical issues.

No significant difference was found between attitudes and concerns according to gender and occupational groups, and a weak negative correlation was found between attitudes and concerns. In the reliability analysis, Cronbach's Alpha value for the attitude scale was 0.976, indicating that the measurement tool has high internal consistency. For the anxiety scale, Cronbach's Alpha value was 0.891, indicating that the measurement tool has high internal consistency. In factor analyses, the KMO value for the attitude scale is 0.968, indicating that the sampling adequacy is quite high. The KMO value for the anxiety scale is 0.919, indicating that the sampling adequacy is also high. For the hypothesis tests, it was observed that there was no significant difference between attitudes and concerns according to the Independent t-test results for gender differences.

According to the ANOVA test results for occupational differences, it was observed that there were significant differences between attitudes and concerns. For the correlation analysis, the Pearson correlation coefficient was -0.198, indicating a weak negative relationship between attitudes and concerns.

According to the study, training programs that clearly demonstrate the benefits of AI should be developed, clear ethical guidelines should be established for the ethical and safe application of AI, and support should be provided to employees during the integration of AI-enabled applications to reduce job security concerns.

Key Words: Artificial intelligence, health applications, perception of artificial intelligence,

¹² Ordu University Healthcare Management Department Master Student, enginyurertan@gmail.com

SUSTAINABLE EDUCATION MODEL FOR INDIVIDUALS WITH SPECIAL POLICY NEEDS

Belgin Dede¹³, Cem Gündoğdu, Elif Türkmenoğlu Usta

ABSTRACT

Due to various reasons, short-term and long-term policies are being implemented to address the learning losses of children experiencing disruptions in the educational process, both globally and in our country. This study explains the sustainable education model that addresses the learning losses of children with special policy needs within the framework of children's rights, government policies, and international agreements. The scope of the study is limited to children with restricted access to education due to economic constraints, as well as approximately five thousand children who experienced learning loss in the February 6, 2023 earthquake.

Within the scope of Pikolo Association's Child Rights Program, specific intervention methods are implemented for all actors contributing to child labor. In this context, efforts are carried out to identify children who are working or at risk of working, to direct them to safe spaces, and to monitor and provide guidance for them. A tailored intervention mechanism is applied based on the age groups of children working or at risk of working in the service, industrial, and seasonal agricultural sectors. Within the implemented intervention mechanism, actions and referrals are carried out in accordance with the roles and responsibilities of Public Institutions, NonGovernmental Organizations, and Local Authorities.

The Sustainable Education Model encompasses direct intervention methods. This study outlines the methodology of how the Pikolo Association, accredited by the Ministry of Family and Social Policies, in collaboration with the International Labour Organization (ILO), conducted identification and follow-up work for children with restricted access to education between 2014 and 2024. It also describes the psychosocial support programs implemented by the Save the Children organization for the most vulnerable group of children in the earthquake-affect region (2023-25).

Key Words: Children with Special Policy Needs, Sustainable Education, Students with

¹³ Pikolo Association's, Ordu, Türkiye

THE EFFECT OF EMPLOYER BRAND ON ORGANIZATIONAL COMMITMENT

Gamze Topkaya¹⁴

ABSTRACT

Employer branding refers to the creation of the identity and corporate image of an organization or business as an employer. It is a strategic approach that expresses how a company is perceived by its current and potential employees. Organizational commitment refers to the psychological commitment that employees feel towards an organization and the effect of this commitment on outcomes such as job performance, absenteeism and turnover tendency. This concept is a critical element for understanding employees' relationship with the organization. Organizational commitment is examined in 3 sub-dimensions as affective commitment, normative commitment and continuance commitment. This research investigates the effect of employer brand on organizational commitment and its sub-dimensions.

The research was conducted on 53 employees working in a private hospital operating in Ordu province. Two different scales were used in the research. Survey method was used for data collection. The hypotheses put forward in the research are as follows. H1: Employer brand has a positive and significant effect on organizational commitment. H2: Employer brand has a positive and significant effect on the emotional sub-dimension of organizational commitment. H3: Employer brand has a positive and significant effect on the continuance sub-dimension of organizational commitment. H4: Employer brand has a positive and significant effect on the normative sub-dimension of organizational commitment. The data were analyzed in SPSS 27 program. A 68% significant, positive and very strong relationship was found between employer brand and organizational commitment.

There is a significant positive and very strong relationship of 80% between employer brand and emotional commitment sub-dimension of organizational commitment. There is a significant positive and weak relationship between employer brand and continuance commitment sub-dimension of organizational commitment with a rate of 4%. There is a 64% significant positive and very strong relationship between employer brand and normative commitment sub-dimension of organizational commitment. This shows that employer brand is important and strong employer brand is effective on organizational commitment.

Keywords: Employer Brand, Organizational Commitment, Health Management

¹⁴ Ordu University Healthcare Management Department Master Student, ilet.gamzetopkaya@gmail.com

OCCUPATIONAL HEALTH AND SAFETY IN SUSTAINABILITY REPORTS: AN ANALYSIS IN TURKEY

Necla İrem Ölmezoglu İri¹⁵

ABSTRACT

Today, sustainability represents a holistic understanding of development that encompasses not only environmental but also economic and social dimensions. Occupational health and safety (OHS), which is one of the most critical components of this social dimension, is a key sustainability indicator in terms of corporate reputation, productivity and long-term risk management beyond protecting employee welfare. This study analyses how large-scale companies operating in Turkey address OHS issues in their sustainability reports for the years 2022 and 2023 using content analysis method. The data were obtained from the reports published on the website of the Public Oversight Authority and prepared voluntarily before the introduction of the TSRS.

As a result of the analysis, it was found that the contents on occupational accident data, OHS trainings, use of personal protective equipment, emergency planning and OHS policies have become more visible over the years. In 2023, a significant increase was observed especially in training and emergency management, while digitalisation and technological solutions were more emphasised. While detailed reporting on OHS is prominent in the manufacturing and energy sectors, limited information is provided in the service and technology sectors.

The study points out that OHS should be considered not only as a sub-heading in sustainability reports, but also as one of the building blocks of corporate sustainability. In this direction, it is recommended that TSRS should be implemented effectively, sectoral guidelines should be developed, digital system investments should be encouraged and companies' reporting culture should be strengthened.

Keywords: Occupational health and safety, sustainability, content analysis, TSRS, corporate reporting

¹⁵ Asst. Prof. Pamukkale University, Honaz Vocational School, Occupational Health and Safety Programme, Denizli/ Türkiye, E-mail: niiri@pau.edu.tr, ORCID: 0000-0003-2997-3343

IMPACT OF ARTIFICIAL INTELLIGENCE SUPPORTED CLINICAL DECISION SUPPORT SYSTEMS ON DECISION MAKING PROCESSES OF NURSES

Eda Nur Arslan¹⁶

ABSTRACT

With the increasing impact of technology recently, the use of artificial intelligence applications in health fields has become important. Clinical decision support systems used by healthcare professionals to make the right decisions about patients are one of them. These AI-based systems, which help to reduce errors in the treatment process by providing clinical guidance, support decision support processes by providing individualized care recommendations to nurses. This study aims to reveal the effect of artificial intelligence-supported clinical decision support systems on the decision-making processes of nurses. The research was conducted on 154 nurses working in a public institution operating in Giresun province.

The data were subjected to analysis in SPSS 16 program. The research was planned according to quantitative research design and survey technique was used as a data collection tool. Artificial Intelligence Perception Scale and Nurse Decision Making Scale were used. Reliability, validity, correlation, regression, t-test, ANOVA, comparison and frequency tests were conducted to analyze the data obtained. The findings of the study showed that there was a statistically significant and positive relationship between nurses' perceptions of artificial intelligence and decision-making processes at the 72% level. The findings showed that the relationship between these two variables is at a high level. This shows that the use of artificial intelligence-supported clinical decision support systems positively affects the decision-making processes of nurses.

Keywords: Artificial Intelligence, Clinical Decision Support Systems, Decision Making

¹⁶ Ordu University Healthcare Management Department Master Student, arslnnedaa@gmail.com

THE IMPORTANCE OF EVENT MANAGEMENT MARKETING STRATEGIES IN HOTELS

Tuğba Şen Küpeli¹⁷, Merve Öksüz¹⁸

ABSTRACT

Many events are organized to establish networks or connections, expand social circles, evaluate special days and increase hotel business income. Especially events that emphasize the commercial purpose offered to customers on social media such as Halloween, New Year's parties, lively birthday parties, baby showers, free Fridays, happy hours or gastronomy events attract people. Furthermore, events such as weddings, henna nights, engagement ceremonies or circumcision ceremonies reflecting Turkish customs and traditions are increasingly being organized. Therefore, it provides significant profit to both businesses and hotels. It is observed that these events are increasing rapidly in Ankara, which has experienced rapid population growth due to immigration in recent years.

The main purpose of this study is to investigate the event management marketing strategies of hotel businesses operating in Ankara. Nine semi-structured questions to search Event Management Marketing Strategies were created by using the marketing mix elements 4 P (product, pricing, distribution and promotion). The questions are asked to event management managers/directors in different hotels, including marketing strategies for the events they have prepared and communication with their customers. The answers of these questions are interpreted with content analysis and an inference will be made by comparing theory and practice.

Keywords: Event management, tourism, hotels, service marketing, tourism management

¹⁷ Faculty of Commercial Sciences Baskent University, Turkiye

¹⁸ Faculty of Commercial Sciences Baskent University, Turkiye

SUSTAINABILITY IN UNIVERSITIES: THE CASE OF KIRŞEHİR AHI EVRAN UNIVERSITY

Musa Özata¹⁹, Hüseyin İlter²⁰

ABSTRACT

Sustainability has become a fundamental approach in universities' education, research, and societal contribution processes. The literature highlights the environmental, economic, and social dimensions of sustainability. Environmental sustainability focuses on conserving natural resources and combating climate change, while economic sustainability aims at the efficient use of resources and cost savings. Social sustainability encompasses social equality, social responsibility projects, and the preservation of cultural values.

Universities are key actors in achieving sustainable development goals by integrating these three dimensions. International ranking systems such as GreenMetric assess universities' sustainability performance and encourage their development in this field. Universities in Turkey have been implementing strategic plans to enhance environmental awareness, utilize renewable energy sources, and carry out social responsibility projects.

Kırşehir Ahi Evran University has adopted principles such as the efficient use of energy, the widespread implementation of waste recovery activities, and raising awareness about energy efficiency and environmental issues. The university conducts interdisciplinary scientific and technological research and applications in environmental fields, develops and implements solutions for environmental problems, shares its findings with relevant international organizations, and carries out projects, publications, and educational activities to foster and enhance environmental awareness.

Kırşehir Ahi Evran University's sustainability practices aim to enhance environmental sensitivity while contributing to society. Through afforestation efforts, energy efficiency projects, and social responsibility initiatives, the university makes significant contributions to sustainable development goals. Such exemplary practices serve as a guiding model for other universities.

Keywords: Sustainability In Universities, Sustainability İn Education, Good Practice

¹⁹ Prof.Dr. Kırşehir Ahi Evran University Vice Rector, musaozata@gmail.com

²⁰ Phd. Kırşehir Ahi Evran University, Sustainability Coordinator

THE EFFECTS OF THE PANDEMIC ON PRE-HOSPITAL EMERGENCY HEALTH SERVICES

Turgut Şahinöz²¹, Saime Şahinöz²², Ayşegül Akçay²³

ABSTRACT

This study was conducted to investigate the effects of the pandemic process on pre-hospital emergency health services. The study is a retrospective descriptive study. The data includes case information of prehospital emergency health services provided in Ordu province of Turkey between 2016-2022.

With the onset of the pandemic, the number of pre-hospital emergency health services cases increased by 23.2% compared to the previous year and peaked. The average monthly number of cases increased by 33.3% during the pandemic. It was determined that the number of cases per ambulance also increased by 25.10% during the pandemic. It was determined that the ratio of Covid-19 cases transported by ambulances to total cases was 21.8% in 2020, 23.9% in 2021, and 8.3% in 2022. The year in which the highest number of Covid-19 cases were transported was 2021. It was determined that there was an increase in cases in rural areas with the pandemic and that transportation times to cases in these regions were extended.

The results of this study are promising in terms of the development of pre-hospital emergency health services in the province. The Covid-19 pandemic has once again shown how important these services are in times of crisis. The personnel working actively in this field have fulfilled their duties with great dedication during this period of serious fear and anxiety. Especially, pre-hospital emergency health services have had to work beyond their capacity. This study provides decision-makers with insight into the planning of pre-hospital emergency health services and the effective and efficient use of organization and workforce.

Key Words: Emergency Aid, Health Management, Covid-19, Pandemic,

²¹ Assoc. Prof. Dr., Public Health Specialist, Ordu University, Faculty of Health Sciences, Department of Health Management, drsahinoz@hotmail.com, Türkiye. ORCID: 0000-0001-8489-8978.

²² Prof. Dr., Public Health Specialist, Ordu University, Faculty of Medicine, Department of Public Health, Ordu, drsaime@hotmail.com, Türkiye. ORCID: 0000-0003-0915-9344.

²³ Health Management Master's Degree Student, Fatsa Emergency Health Services, Ordu, Türkiye.

BURDEN OF CARDIOVASCULAR DISEASES IN TURKEY: INCREASE IN HEALTH EXPENDITURES AND SUSTAINABILITY PERSPECTIVE

Muhammed Enes Çalışkan²⁴, Emine Gökmen²⁵, Yunus Emre Öztürk²⁶, Ramazan Erdem²⁷

ABSTRACT

Cardiovascular diseases, which are an important public health problem in Turkey as well as around the world, affect not only individual and public health, but also country economies and health systems. Cardiovascular diseases, which have an impact on a large part of the health system, can be considered among the factors that strain the health system by playing an important role in the health burden.

The aim of this study is to shed light on health policies by analyzing the increase in health expenditures of cardiovascular diseases in Turkey over time and emphasizing the importance of this increase in terms of sustainability. In addition, it is aimed to draw attention to the potential benefits of health investments in preventing these diseases and early diagnosis to reduce future health expenses. Within the scope of the research, the incidence of cardiovascular diseases, death rates and changes in health expenditures were analyzed with the trend analysis carried out with secondary data obtained from the Turkish Statistical Institute (TUIK) and Institute for Health Metrics and Evaluation (IHME) data.

The findings of the study show that the share of cardiovascular diseases in health expenditures is increasing and this increase has negative effects on the financial sustainability of the health system. However, it has been concluded that investments in early diagnosis and prevention programs will affect health expenditures in the long term and may support the sustainability of the system.

Keywords: cardiovascular diseases, health expenditures, sustainability

²⁴ Graduate Student, Health Management, Selçuk University, Institute of Health Sciences, Konya, Turkey, 0009-0005-8518-4236, muhammed.mec@gmail.com

²⁵ Research Assistant. Assist., Health Management, Aksaray University, Faculty of Health Sciences, Aksaray, Turkey, 0000-0003-0214-9653, emineg1013@gmail.com

²⁶ Prof. Dr., Health Management, Selçuk University, Faculty of Health Sciences, Konya, Turkey, 0000-0002-6178-6129, yunuseozturk@gmail.com

²⁷ Prof. Dr., Health Management, Süleyman Demirel University, Faculty of Economics and Administrative Sciences, Isparta, Turkey, 0000-0002-5986-8280, ramazanerdem@sdu.edu.tr

MEDICAL WASTE MANAGEMENT AND RECYCLING IN HOSPITALS: REDUCING ENVIRONMENTAL IMPACT

Sena Bakır²⁸, Ramazan Erdem²⁹

ABSTRACT

This study aims to examine the management of medical waste in hospitals, emphasizing its environmental and public health impacts. It highlights the importance of proper waste segregation, recycling, and disposal methods to ensure sustainability and minimize risks. A literature review was conducted using a compilation methodology to analyze existing studies on medical waste management. National and international examples were examined to identify best practices and innovative solutions.

Hospitals generate large amounts of waste, including infectious, hazardous, and general waste. Improper disposal can lead to serious environmental and health risks. Effective waste management strategies, such as waste reduction policies, staff training, and innovative disposal technologies, are essential. Recycling programs can significantly decrease waste volume and environmental pollution. Additionally, regulatory compliance and strict monitoring enhance waste management efficiency.

The study concludes that a well-structured medical waste management system is crucial for environmental sustainability and public health. Implementing waste reduction strategies, educating healthcare personnel, and adopting advanced disposal technologies can enhance hospital waste management. By integrating these approaches, hospitals can minimize their environmental footprint while maintaining high standards of healthcare services.

Key Words: Medical waste management, recycling, environmental sustainability.

²⁸ Nişantaşı University, Türkiye, sena.bakir@nisantasi.edu.tr,

²⁹ Süleyman Demirel University, Türkiye, raerdem@yahoo.com

THE ACADEMIC JOURNEY OF HEALTH-SEEKING BEHAVIOR: GLOBAL RESEARCH TRENDS AND SCIENTIFIC DEVELOPMENT

Sedat Bostan³⁰, Ferit Sevim³¹, Ahmet Yasin Yeşildağ³²

ABSTRACT

This study aims to examine the academic landscape of health-seeking behavior by analyzing global research trends, influential studies, and key thematic areas. It seeks to map the evolution of the field, identify leading contributors, and uncover emerging research topics to guide future academic inquiries. The bibliometric mapping method was applied in three stages: study design, data collection, and data analysis. The Web of Science database was used for data retrieval, following a predefined search strategy. No time or language restrictions were applied, except for the selection of English-language studies and the exclusion of the most recent year. Additionally, studies on disease-based health-seeking behavior were excluded from the study. The analysis was conducted using the Bibliometrix package in R, which facilitated data processing and visualization. A total of 642 records were retrieved for analysis.

The bibliometric analysis revealed a consistent increase in global scientific production on health-seeking behavior since 2011, with an annual growth rate of 10.03%. The average age of the articles was found to be 7.78 years, indicating a well-established body of research. Each document received an average of 37.28 citations, highlighting the academic impact of this field. The rate of international collaboration was 21.86%. Bradford's Law analysis identified the leading journals, with the *Journal of Medical Internet Research* contributing the most publications (N=111), followed by *Health Communication* (N=43) and *Patient Education and Counseling* (N=25). The primary international collaboration occurred between the USA and China, with 24 joint publications. Citation analysis by country revealed that the USA received the most citations (N=11,511), followed by the UK (N=2,361) and China (N=2,197). The most frequently used keywords in the field were "internet" (N=111), "health information seeking" (N=86), and "health literacy" (N=50). These findings indicate that research has primarily focused on digital health platforms, health information access, and the role of health literacy in health-seeking behaviors.

This study reveals a growing academic interest in health-seeking behavior, reflecting its increasing importance in health services research. The analysis highlights significant trends in international collaboration, with prominent contributions from the USA and China. The findings underscore the importance of digital health, health information seeking, and health literacy as key research themes. Future studies should explore emerging trends, adopt interdisciplinary approaches, and broaden geographic representation to further advance the field.

Keywords: Health-Seeking Behavior, Bibliometrics, Health Information Seeking Behavior

³⁰ Professor, Karadeniz Technical University, Department of Health Management, Türkiye

³¹ Res. Assist., Karadeniz Technical University, Faculty of Health Sciences, Department of Health Management, Türkiye/ PhD candidate, Ankara University, Graduate School of Health Sciences, Health Management Department

³² Res. Assist., PhD, Karadeniz Technical University, Department of Health Management, Türkiye

ANALYSIS OF KEY TRENDS IN SUSTAINABILITY REPORTING PRACTICES IN USA, UK AND JAPAN

Sanjay Pareek³³

ABSTRACT

This study analysis the sustainability reporting practices of top 50 companies of USA, UK and Japan. The countries chosen are based on the fact that New York Stock Exchange, London Stock Exchange and Tokyo Stock Exchange are the three biggest stock exchanges in North America, Europe and Asia. The sample companies selected are the biggest companies in the respective countries. So, US companies comprise the Dow 30 and the top 20 companies in S&P 500. Similarly, the UK companies represent the biggest companies within the FTSE 100 and so is the case with Japanese companies.

The sustainability reporting practices of these companies are analyzed for four years to arrive at key trends and also the major differences across these countries. The sustainability reporting practices are studied along various aspects such as whether they are aligned with UN Sustainable Development goals, TCFD, SASB, UN Global Compact Principles, Net Zero targets, Circular economy, waste management, Climate Finance and Scope 1, 2 or 3. The results highlight the importance of net zero and Scope 1,2 and 3 in the last 4 years. The results also highlight the major differences in adoption of other key aspects of sustainability reporting practices cited above. The results are useful to understand the major global trends in this regard and to understand the key differences across countries.

Keywords: Analysis Of Key Trends In Sustainability Reporting Practices

³³ Indian Institute of Management, Sirmaur, India.

BIBLIOMETRIC ANALYSIS OF STUDIES ON VIOLENCE IN HEALTHCARE IN TURKEY: A YOKTEZ REVIEW

Koray Mersin³⁴, Betül Akalın³⁵, Sema Urnek³⁶, Arzu İrban³⁷

ABSTRACT

Violence against healthcare workers has become an increasing social and professional concern in Turkey in recent years, which is also reflected in academic studies. The aim of this study is to identify academic trends on violence in healthcare in Turkey and to examine the distribution of related graduate theses in terms of years, institutions (universities, institutes), research topics, and methodologies used. A search was conducted in the National Thesis Center (YÖKTez) database using the keywords “violence in healthcare” covering theses completed between 2014 and 2025. As a result, a total of 134 graduate theses on violence in healthcare were identified. These theses were categorized based on their types (master’s, doctoral, and medical specialization theses), the universities and institutes where they were conducted, the academic titles of their advisors, years, and research themes, and a bibliometric analysis was performed. The analysis revealed that the number of theses on violence in healthcare has increased significantly after 2021. More than half of the theses are at the master’s level, and the institution with the highest number of studies in this field is the University of Health Sciences. Among institutes, various Health Sciences Institutes of different universities have been identified as the leading academic units in producing theses on this subject.

In terms of research topics, the studies mainly focus on the causes, effects, prevention, and media reflections of violence in healthcare. The most common academic advisor title was found to be Assistant Professor. In terms of methodology, the majority of the theses employed quantitative methods, particularly survey-based research. The findings indicate a noticeable increase in academic interest in violence in healthcare in recent years, with a growing number of theses conducted on this issue. Furthermore, the predominance of quantitative methodologies in these studies is noteworthy, highlighting the significance of this research trend in shaping healthcare policies and practices.

Keywords: Violence in healthcare, bibliometric analysis, YÖKTEZ database, graduate theses, healthcare management, quantitative research, violence against healthcare workers, violence in Turkey's healthcare sector.

³⁴ Department of Health Management, Faculty of Health Sciences, University of Health Sciences, Istanbul, Turkey, merkoray@gmail.com 0000-0002-1955-9539

³⁵ Assoc. Prof., Department of Health Management, Faculty of Health Sciences, University of Health Sciences, Istanbul, Turkey, betul.akalin@sbu.edu.tr, 0000-0003-0402-2461

³⁶ Research Assistant, Department of Health Management, Faculty of Health Sciences, Üsküdar University, Istanbul, Turkey, sema.urnek@uskudar.edu.tr, 0000-0002-9505-07773

³⁷ Professor Dr., MD., D.E.S.A. Algologist Head of Pain Clinic. University of Health Sciences, Dean of Health Sciences Faculty Head of Surgical Departments, International School of Medicine, University of Health Sciences, Department of Anesthesiology and Reanimation, Istanbul, Turkey, arzu.irban@sbu.edu.tr, 0000-0002-4904-0658

CITY HOSPITALS: PROS AND CONS

Sema Urnek³⁸, Koray Mersin³⁹, Betül Akalin⁴⁰, Arzu İrban⁴¹

ABSTRACT

This study academically evaluates the current state of city hospitals implemented through the Public-Private Partnership (PPP) model in Turkey. Conducted using a literature review methodology, the study analyzes the advantages and disadvantages of city hospitals, focusing on key components such as patient satisfaction, resource utilization, and sustainability. Based on the findings, policy recommendations for the healthcare sector are provided.

City hospitals play a crucial role in strengthening access to healthcare services, improving treatment quality, integrating advanced technologies into the healthcare system, and promoting health tourism. Additionally, these hospitals contribute to enhancing regional healthcare services by reducing patient referrals from various cities in Anatolia to major metropolitan areas. The expansion of city hospitals has gained significant attention, particularly within the context of health tourism. However, their large bed capacity and extensive infrastructure requirements may lead to inefficiencies and financial burdens. While the PPP model facilitates the financing of healthcare projects, it also presents risks such as long-term financial liabilities and administrative challenges. Furthermore, the remote locations of most city hospitals from urban centers create accessibility issues.

In conclusion, although city hospitals emerge as an innovative model in healthcare service delivery, they entail critical concerns regarding financial sustainability, privatization risks, and access challenges. Future healthcare policies should prioritize strengthening primary healthcare services and integrating digital health solutions to enhance the efficiency and sustainability of the healthcare system.

Keywords: City Hospitals, Public-Private Partnership, Health Policy, Sustainability

³⁸ Research Assistant, Department of Health Management, Faculty of Health Sciences, Üsküdar University, Istanbul, Turkey, sema.urnek@uskudar.edu.tr, 0000-0002-9505-07773

³⁹ Department of Health Management, Faculty of Health Sciences, University of Health Sciences, Istanbul, Turkey, merkoray@gmail.com 0000-0002-1955-9539

⁴⁰ Assoc. Prof., Department of Health Management, Faculty of Health Sciences, University of Health Sciences, Istanbul, Turkey, betul.akalin@sbu.edu.tr, 0000-0003-0402-2461

⁴¹ Professor Dr., MD., D.E.S.A. Algologist Head of Pain Clinic. University of Health Sciences, Dean of Health Sciences Faculty Head of Surgical Departments, International School of Medicine, University of Health Sciences, Department of Anesthesiology and Reanimation, Istanbul, Turkey, arzu.irban@sbu.edu.tr, 0000-0002-4904-0658

IMPLEMENTATION OF STRATEGIC PLANNING IN LOCAL GOVERNMENTS: THE EXPERIENCE OF A DISTRICT MUNICIPALITY

Mesut Aydinli⁴², Mustafa Egemen Taner⁴³, Öncü Yanmaz Arpaci⁴⁴

ABSTRACT

Strategic planning in local governments is crucial for the efficient use of resources, ensuring sustainable development, and citizen-oriented services. This study examines the preparation and implementation process of the 2025-2029 Strategic Plan for a district with a population of 60,000 residents.

The strategic planning process was carried out with a broad participatory approach, involving various stakeholders ranging from the municipal mayor to local community representatives. A comprehensive situational analysis was conducted by considering the internal dynamics of the municipality and external factors. SWOT and stakeholder analyses were used to identify key challenges and opportunities, leading to the formulation of strategic goals and objectives.

The strategic plan incorporates concrete projects and performance indicators across various domains, including environmental sustainability, infrastructure development, expansion of social services, and strengthening the local economy. The study details monitoring and evaluation mechanisms established during the implementation. Performance indicators provide critical feedback for enhancing service quality and resource efficiency within the municipality.

The analysis highlights the challenges encountered during the strategic plan's implementation and the solutions developed to overcome them. The performance measurement mechanisms help the municipality track progress toward its goals and ensure that the strategic plan remains aligned with the needs of the community.

The strategic planning process undertaken by the district municipality serves as a significant example of effective strategic management in local governance. This study aims to guide other municipalities and local administrations in adopting strategic planning practices that enhance governance efficiency and sustainability.

Keywords: Strategic planning, local government, performance indicators, participatory management.

⁴² Lecturer, Pamukkale University, Türkiye, maydinli@pau.edu.tr, ORCID: 0000-0002-6716-6203.

⁴³ Asist.Prof., Tarsus University, Türkiye, metaner@tarsus.edu.tr, ORCID: 0000-0003-0374-4788.

⁴⁴ Asist.Prof., Pamukkale University, Türkiye, oyardpaci@pau.edu.tr, ORCID: 0000-0001-6566-2628.

SUSTAINABLE WAREHOUSE OPTIMIZATION: A SIMULATION-BASED APPROACH FOR FORKLIFT EFFICIENCY

Mustafa Egemen Taner⁴⁵, Merve Onur Altintop⁴⁵

ABSTRACT

Warehousing operations significantly impact environmental sustainability through energy consumption and carbon emissions, particularly in large-scale logistics facilities where forklifts are extensively used. This study aims to explore the sustainability benefits of optimized warehouse layouts by comparing ABC/XYZ-based inventory positioning with random storage allocation. The objective is to evaluate how warehouse design can reduce energy consumption, enhance order-picking efficiency, and minimize carbon footprints, ultimately contributing to lean and sustainable logistics.

This research adopts a simulation-based approach using Arena software to model warehouse operations under different layout scenarios. The key steps include:

Data Collection: Warehouse layout mapping, order-picking demand, and forklift movement data.

Simulation Model Design: Implementing two warehouse configurations: (1) Optimized layout using ABC/XYZ inventory analysis, (2) Random product placement.

Performance Metrics: Evaluating sustainability-focused KPIs, including forklift energy consumption, travel distance, order-picking time, and CO₂ emissions.

Scenario Analysis: Comparing efficiency of trade-offs between optimized and non-optimized warehouse configurations.

While the study is currently in the proposal and design phase, it is anticipated that ABC/XYZ-based warehouse layouts will result in:

Reduced forklift travel distances, leading to lower energy consumption.

Improved order-picking times, enhancing overall warehouse productivity.

Lower carbon emissions, contributing to greener logistics.

Better resource utilization, aligning with lean and sustainable management principles.

The expected outcome is to establish a quantitative framework for evaluating sustainable warehouse management strategies. The findings will provide actionable insights for business leaders, warehouse managers, and policymakers to implement greener logistics practices and optimize warehouse sustainability performance.

Keywords: sustainable warehouse management, simulation modeling, lean logistics, energy efficiency, forklift optimization, abc/xyz inventory, carbon footprint reduction.

⁴⁵ Tarsus University, Department of Industrial Engineering, Mersin, Türkiye

INDUSTRIAL SCRAP FORECASTING WITH ARTIFICIAL INTELLIGENCE

Mesut Aydın⁴⁶, Öncü Yanmaz Arpacı⁴⁷

ABSTRACT

This study aims to develop an artificial intelligence model capable of accurately forecasting industrial scrap, a factor of critical importance in efficient production planning. By estimating industrial scrap with high precision, it is possible to prevent both overproduction and underproduction, thereby reducing stock-related costs and enhancing overall production efficiency. Within the scope of this research, a dataset comprising three years of production and scrap data from a flexible printing and packaging company was utilized to train a machine learning model. The dataset was divided into two parts: 80% (6,056 records) for training and 20% (1,515 records) for testing. A simple regression tree algorithm was applied for both machine learning and scrap forecasting, and the modeling process was conducted using the KNIME platform.

The product group definition and product structure data, which are considered important for machine learning, have been included to training process. As a result of this process, the average deviation of 4% has been reduced to 1.8%. Thus, artificial intelligence has been enabled to make more accurate forecasting. Thereby, this study has provided an example of the usability of artificial intelligence in industrial scrap forecasting, which is important for production planning in the industry. The model developed in the study will contribute to the digital sustainability of production processes.

Key words: Artificial intelligence (AI), production planning, production management, scrap management, forecasting

⁴⁶ Pamukkale University / University-Industry Cooperation Application and Research Center, Lecturer, Denizli, Türkiye

⁴⁷ Pamukkale University / Economics and Administration Faculty Econometrics Department, Assistant Professor, Denizli, Türkiye

CONTENT ANALYSIS OF SUSTAINABILITY STUDIES IN HEALTH MANAGEMENT: A SYSTEMATIC REVIEW OF ACADEMIC THESES

Hamza Sığırcı⁴⁸

ABSTRACT

As the importance of sustainability continues to grow, a similar trend is observed in the healthcare sector. Despite the rise in the number of studies on healthcare management in this context, a clear framework for these studies has yet to be established. This study aims to address this research gap by evaluating academic theses focusing on sustainability in the field of healthcare management in Türkiye in terms of content and scope.

A comprehensive search was conducted on the YÖK National Thesis Center database, encompassing all studies published up to 2025. These studies were meticulously scanned using predefined keywords. This search resulted in a total of 10,089 theses. These theses were then filtered based on the inclusion criteria. Following this process, 27 graduate theses were found to be suitable for inclusion.

The majority of the reviewed studies were conducted in 2023 and 2024, with a predominant focus on master's theses. In addition, keywords such as sustainability, green hospital, sustainable development and health were frequently used. The analysis of sample sizes showed that most studies were conducted with less than 100 participants, and mixed (multi-stakeholder) samples were the most common sampling method used.

This study is considered significant in revealing general trends in sustainability research within healthcare management and contributing to the identification of gaps in the field.

Keywords: Sustainability, Healthcare Management, Graduate Theses, Content Analysis

⁴⁸ Karamanoğlu Mehmetbey University, Faculty of Health Sciences, Department of Health Management, Karaman/Türkiye. E-mail: hmzsgrc@gmail.com, Orcid: 0000-0001-5975-3961,

CHANGES AND DEVELOPMENTS IN POPULAR MUSIC IN THE LAST TWENTY YEARS

Varol Çiçek⁴⁹

ABSTRACT

The concept of popular culture generally refers to an understanding that reflects the values, traditions and customs, lifestyle, beliefs, rituals and trends of society. Especially today, mass media such as social media, digital platforms, television and radio play an important role in reaching large audiences. The launch of private radio and television broadcasting in Turkey in the 1990s affected the development of pop music and the music market in the country. Rap music, which made a rapid entry into the music market in the 2000s, began to spread rapidly and left its mark on the period by being one of the most common types of music listened to among young people today.

This research aims to examine the developments in pop music and rap music in the last 24 years, the relations of rap music with other music genres, its audience and the messages it wants to convey to them. In this context, the current situation of the music market is examined by making a comparative analysis of "Bizimkisi bir aşk hikayesi", one of the most popular songs of pop music in the early 2000s, and the rap song "Olur mu", which has gained an important place in the music market in the 2020s.

Keywords: Music market, pop music, current music, rap music, music

⁴⁹ Ordu University Faculty of Music and Performing Arts

IMPROVING ENVIRONMENTAL IMPACT: THE ROLE OF TECHNOLOGY IN OIL & GAS

Antonio Garcia-Amate⁵⁰, David Wesley⁵¹, Sheila M. Puffer⁵²

ABSTRACT

The energy sector is currently navigating one of its most intricate challenges in history. The dependence on fossil fuels and the profound environmental consequences of their use have positioned the energy transition as a central issue of the 21st century. As dominant actors in the global energy supply chain, Oil and Gas (O&G) companies play a pivotal role but also face intense scrutiny for their significant contribution to greenhouse gas (GHG) emissions and other environmental concerns. Advancing environmental performance in the O&G sector hinges on the adoption of innovative technologies. These advancements present an opportunity for the industry to mitigate emissions and address the broader ecological impacts of its operations. This chapter explores a range of technological solutions employed by the O&G sector, highlighting their potential to minimize environmental damage. By examining technologies such as artificial intelligence (AI), carbon capture, utilization, and storage (CCUS), and electrification, the chapter provides a practical, global perspective on industry efforts.

The anticipated growth in energy demand driven by factors such as the expansion of AI, cryptocurrency activities, and population increases in certain regions indicates that fossil fuels will continue to play a significant role in the near future. This reality underscores the urgency of leveraging technological innovation to achieve meaningful environmental impact reduction while ensuring its widespread adoption.

Keywords: Improving Environmental Impact

⁵⁰ Department of Economics and Business, Public University of Navarra, 31006, Navarra, Spain.

⁵¹ D'Amore-McKim School of Business, Northeastern University, Boston, MA, USA

⁵² D'Amore-McKim School of Business, Northeastern University, Boston, MA, USA

INTEGRATION OF NANOPARTICLES INTO DIGITAL HEALTH TECHNOLOGIES: INNOVATIVE APPROACHES AND FUTURE PERSPECTIVES

Sabina Hajizada⁵³, Aynura Karimova⁵⁴, Sevinj Aliyeva⁵⁵, Vugar Yagublu⁵⁶

ABSTRACT

The integration of nanotechnology and digital health technologies has triggered a significant transformation in modern healthcare systems. Nanoparticles with their unique physicochemical properties transforming drug delivery systems, biosensors, and medical imaging, and facilitating personalized medicine applications. When combined with cutting-edge digital health technologies namely AI-assisted diagnostics, remote patient monitoring, and big data analytics, these nanomaterial advancements accelerate progress toward smarter, more personalized healthcare solutions.

This study explores the integration of nanomaterials with digital health transformation, examining current applications and future possibilities. The convergence of nanoparticles and digital health transformation presents revolutionary advancements in disease diagnosis, treatment management, and patient monitoring. Nanoparticle-based systems, supported by AI and big data analytics, can enhance the efficiency and personalization of healthcare services. However, careful consideration of biocompatibility, regulatory policies, and ethical concerns is essential for the successful implementation of these technologies on a broader scale.

Keywords: Nanoparticles, Digital Health, Nanomedicine, Targeted Drug Delivery, Biosensors, Artificial Intelligence

⁵³ Department of Surgery, Medical Faculty Mannheim, University of Heidelberg, 68167 Mannheim, Germany ,Sabina.Hajizada@medma.uni-heidelberg.de (S.H.);

⁵⁴ Nanoresearch Laboratory, Baku State University, Baku, Azerbaijan; aynurakarimova@bsu.edu.az (A.K.);

⁵⁵ Department of Laboratory, J.M. Abdullayev Scientific Research Institute of Cardiology, AZ 1025, Baku, Azerbaijan; aliyev.sevinc274@gmail.com (S.A);

⁵⁶ Department of Surgery, Medical Faculty Mannheim, University of Heidelberg, 68167 Mannheim, Germany; vugar.yagublu@umm.de (V.Y).

QUALITY INDICATORS IN INTENSIVE CARE UNITS: A REVIEW

Papastergiou Kerasina⁵⁷

ABSTRACT

Intensive Care Units (ICUs) are critical in managing patients with life-threatening conditions, requiring specialized monitoring and care. Given the complexity and resource intensity of ICU care, assessing and improving quality is essential for optimizing patient outcomes and healthcare efficiency. Quality indicators (QIs) provide a framework for measuring ICU performance across various dimensions. This review aims to examine the different quality indicators used in ICUs to evaluate patient care, safety, and operational effectiveness. The goal is to synthesize current evidence on the types of QIs that most effectively guide improvements in ICU practice.

A comprehensive literature review was conducted, analyzing studies published between 2000 and 2024. We focused on research that discussed both structural (e.g., staffing, equipment) and process (e.g., clinical protocols, infection control) QIs, as well as patient outcomes (e.g., mortality, complications, and patient satisfaction). The data from these studies were synthesized to highlight trends and challenges in the implementation and impact of QIs.

The review found that common ICU quality indicators include mortality rates, infection rates, adherence to best practices, and resource utilization. While most QIs are useful in improving care, variations in their application and measurement across institutions limit their effectiveness. Additionally, there is a lack of consensus on the ideal QIs for different ICU settings.

Quality indicators are vital tools for improving ICU care; however, the standardization and continuous evaluation of QIs are necessary for them to be universally applicable and effective. Further research is needed to refine these indicators and ensure they reflect meaningful improvements in patient care and outcomes.

Keywords: Quality indicators, Intensive Care Units, improving care

⁵⁷ RN, MSc, Intensive Care Unit “Theageneio Hospital”, Thessaloniki

EVALUATING SUBSTANCE P LEVELS IN SALIVA AS A POTENTIAL BIOMARKER FOR PAINFUL DIABETIC PERIPHERAL NEUROPATHY

T.-V. Kalamara⁵⁸, K. Dodos⁵⁹, A. Tsaloglidou⁶⁰, D. Kapoukanidou⁶¹

ABSTRACT

Diabetic neuropathy (DN) is the most prevalent complication of diabetes mellitus, affecting various parts of the nervous system. Painful diabetic peripheral neuropathy (P-DPN) impacts approximately 20% of the diabetic population. Current diagnostic methods for DPN lack reliable biochemical markers. Substance P (SP), a neuropeptide involved in pain perception, has shown promise as a potential indicator in previous animal studies. This study aims to evaluate the levels of SP in saliva among different groups of diabetic patients and assess its association with P-DPN, potentially serving as a diagnostic and prognostic indicator.

The study included 64 individuals with type II diabetes, divided into 3 groups based on their neuropathy status, and a control group of 10 healthy individuals. Saliva samples were collected and analyzed using ELISA to calculate P levels. Statistical analysis was performed using SPSS with a significance level of 0.05.

No statistically significant differences in SP levels were found among the different groups or between diabetic and control subjects. Age was noted as an important factor, with patients under 65 years exhibiting higher levels of SP compared to older patients ($p = 0.007$). Variables such as sex, diabetes duration, glycemic control, and antidiabetic treatment did not significantly impact SP levels. Contrary to other studies suggesting increased SP in painful conditions, there was no significant alteration in its levels in the saliva of patients with P-DPN. Our results regarding age and SP levels have notable clinical implications. This demographic group may experience different pain mechanisms or a heightened sensitivity to pain in the context of P-DPN. Clinicians should be more vigilant in assessing and managing pain in younger diabetic patients, as they may be at greater risk for severe symptoms.

The study concludes that SP levels in saliva are not significantly associated with P-DPN, undermining its potential utility as a diagnostic or prognostic marker. The age-related findings in this study highlight the need for a nuanced approach in managing DN. Further research is necessary to identify reliable biomarkers for DN complications.

Key words: Diabetes, peripheral neuropathy, substance P

⁵⁸ *Laboratory of Physiology, Aristotle University of Thessaloniki, Greece*

⁵⁹ *Laboratory of Physiology, Aristotle University of Thessaloniki, Greece*

⁶⁰ *Department of Nursing, International Hellenic University, Greece*

⁶¹ *Laboratory of Physiology, Aristotle University of Thessaloniki, Greece*

POST-COVID CHRONIC COUGH AND OBESITY

K. Dodos⁶², T.-V. Kalamara⁶³, V. Georgakopoulou⁶⁴, D. Kapoukanidou⁶⁵

ABSTRACT

Cough is a predominant symptom associated with COVID-19, persisting not only during the acute phase of the illness but also after recovery, often referred to as post-COVID cough, which can last up to 60 days. Recent studies have identified obesity as a potential risk factor for developing long COVID symptoms. This study aims to examine the association between elevated Body Mass Index (BMI) and the prevalence of chronic post-COVID cough.

We conducted a prospective cohort study with two groups: Group 1 (N=80) with a normal BMI and Group 2 (N=85) with a BMI greater than 30. A total of 165 patients hospitalized in our COVID ward were screened over a period of 60 days post-discharge during regular outpatient visits. All patients were evaluated for comorbidities related to chronic cough and tested negative. Descriptive statistics and one-way ANOVA were performed using RStudio.

The mean BMI for Group 1 was 23.4 kg/m², while for Group 2, it was 34.2 kg/m². The prevalence of cough in Group 1 was 90% within the first 10 days post-discharge, gradually decreasing to 7% by day 60 (26% by day 30). In Group 2, the prevalence of cough was 86% at day 10, decreasing to 50% by day 30, and 25% by day 60. One-way ANOVA revealed no statistically significant difference in cough prevalence at day 10 between the groups. However, significant differences were noted at days 30 and 60, with p-values of 0.05 and p<0.01, respectively (95% CI).

Our results suggest a potential correlation between chronic post-COVID cough and obesity, although limitations such as the relatively small sample size and brief follow-up duration must be acknowledged.

Improved understanding of the interaction between BMI and chronic cough following COVID-19 could guide future clinical management and intervention strategies.

Key words: COVID, chronic cough, obesity, BMI

⁶² Laboratory of Physiology, Aristotle University of Thessaloniki, Greece

⁶³ Laboratory of Physiology, Aristotle University of Thessaloniki, Greece

⁶⁴ Department of Pathophysiology, Laiko General Hospital, National and Kapodistrian University of Athens, Greece

⁶⁵ Laboratory of Physiology, Aristotle University of Thessaloniki, Greece

COMPARISON OF THE EFFICACY OF TOCILIZUMAB IN PREVENTING INTUBATION IN DIABETIC PATIENTS WITH AND WITHOUT TIGHT GLYCEMIC CONTROL

K. Dodos⁶⁶, T.-V. Kalamara⁶⁷, V. Georgakopoulou⁶⁸, D. Kapoukanidou⁶⁹

ABSTRACT

The SARS-CoV-2 virus is responsible for COVID-19, which primarily manifests as mild upper respiratory symptoms in most individuals but can also lead to severe respiratory failure and mortality, particularly among diabetic patients. Tocilizumab has emerged as a possible therapeutic agent in mitigating such severe outcomes, including intubation. This study aims to compare the effectiveness of Tocilizumab in preventing intubation in diabetic patients with tight glycemic control versus those with uncontrolled diabetes.

In the initial phase of the study, 56 hospitalized patients were assessed. Data were analyzed using RStudio to quantify qualitative characteristics. The second phase targeted 30 patients with type 2 diabetes who received Tocilizumab, dividing them into two groups based on HbA1c values: Group 1 (HbA1c < 6 mg/dL, n=10) and Group 2 (HbA1c > 6 mg/dL, n=20). A comparison of intubation rates between the groups was conducted, followed by a chi-squared test to evaluate the association between uncontrolled diabetes and intubation.

The mean age of participants was 76 years. The most prevalent comorbidities included arterial hypertension (85%, n=48), elevated BMI (71%, n=40), and type 2 diabetes (67%, n=38). Among the diabetic cohort, 11 patients (28.9%) required intubation. Notably, none of the eight patients in the diabetes-negative group (non-diabetics) were intubated. In Group 1 (HbA1c < 6), one patient (10%) was intubated, while in Group 2 (HbA1c > 6), eight patients (40%) underwent intubation. The chi-squared test revealed a significant relationship between the presence of uncontrolled type 2 diabetes and the need for intubation ($p < 0.01$; $\alpha = 0.05$). These findings suggest that uncontrolled diabetes notably diminishes the efficacy of Tocilizumab in preventing intubation, with effectiveness rates of 100% in non-diabetics, 90% in Group 1, and 60% in Group 2.

This study highlights the potential impact of glycemic control on the therapeutic effectiveness of Tocilizumab in diabetic patients experiencing COVID-19-related respiratory complications, indicating a critical need for careful glycemic management in this high-risk population.

Key words: COVID-19, Tocilizumab, Diabetes, Glycemic Control, Intubation

⁶⁶ Laboratory of Physiology, Aristotle University of Thessaloniki, Greece

⁶⁷ Laboratory of Physiology, Aristotle University of Thessaloniki, Greece

⁶⁸ Department of Pathophysiology, Laiko General Hospital, National and Kapodistrian University of Athens, Greece

⁶⁹ Laboratory of Physiology, Aristotle University of Thessaloniki, Greece

**SUSTAINABILITY IN LARGE BUSINESSES:
EXAMINATION OF WEBSITES AND COMPARATIVE ANALYSIS**

Engin Yurdasever⁷⁰

ABSTRACT

The primary aim of this study is to identify the topics related to sustainability presented on the websites of the 20 largest companies listed in the ISO 500-2023 report prepared by the Istanbul Chamber of Industry. The secondary aim of the research is to examine whether the sustainability-related content shared by these companies varies between businesses or sectors, and whether it differs based on their rankings in the ISO list.

The study adopts content analysis, one of the qualitative research methods. The data used in the study were obtained through the examination of the official websites of the 20 largest industrial companies listed in the ISO 500-2023. MAXQDA v.24.6.0 software was utilized in the analysis of the data collected from the websites.

The analysis revealed findings related to all three dimensions of sustainability—social, environmental, and economic—in the website content. In the social dimension, occupational health and safety were the most frequently addressed topics, while in the environmental dimension, energy management and energy efficiency were prevalent. In the economic dimension, sustainable supply chains emerged as the most common topic. Both similarities and differences in sustainability content were observed among companies operating within the same and across different sectors. It was found that the social sustainability dimension had the most content across all sectors. Moreover, as the companies' rankings in the ISO 500 list decreased, the sustainability-related content on their websites was found to decrease as well.

This study provides insights into the areas of focus in the sustainability strategies of large businesses in Turkey, offering guidance for other businesses considering the development of a sustainability policy. The results also assist companies planning to feature sustainability on their websites by helping them establish a framework for sustainability communication with their stakeholders.

Key words: Sustainability, Business, Website, Content Analysis

⁷⁰ Asist.Prof.Dr.Ordu University, Türkiye.

A LOOK AT LONG-TERM CARE SERVICES AND FINANCING IN THE NORDIC COUNTRIES

Yasemin Yıldırım⁷¹

ABSTRACT

Today, the aging of the population in developed and developing countries of the world is a socioeconomic problem. Since this situation also threatens the economic structure of the countries, it requires some structural arrangements. The increasing need for care with the aging of the population is sometimes provided officially and sometimes unofficially. In some countries, these services are provided more systematically by the state and the private sector. It is seen that the state has an important role in the provision and financing of long-term care services, especially in the Scandinavian countries.

This article examines the main framework and financing of long-term care services provided for the elderly population in the Scandinavian countries of Sweden, Denmark, Norway and Finland. The common feature of these countries is that the state assumes responsibility for long-term care services, especially through municipalities, and that their organization is carried out under the supervision of the state.

Key words: Health Expenditures, Long-Term Care, Financing Long-Term Care, Nordic Countries

⁷¹ Asist.Prof.Dr.Ordu University, Türkiye.

EXPERIENCING TOURISM ON PERŞEMBE PLATEAU: A NETNOGRAPHIC RESEARCH WITH THE EXPERIENCE ECONOMY MODEL

Emrah Kara⁷² Bilgin Güner⁷³ Taner Dalgın⁷⁴ Hüseyin Çeken⁷⁵

ABSTRACT

Recently, tourists have been looking for different experiences depending on their hobbies and tendencies. One of the areas where they can realize these unique experiences is the plateaus. The Eastern Black Sea Region in Turkey has a very rich potential for plateaus that have unique natural and cultural characteristics. Perşembe Plateau in the Aybastı district of Ordu province has also been one of the plateaus that have recently attracted both local and foreign tourists. The aim of this research is to determine the experiences of tourists visiting Perşembe Plateau with the experience economy dimensions of Pine and Gilmore. The netnographic approach was preferred within the scope of the qualitative research method. In this context, online comments made about Perşembe Plateau on the TripAdvisor platform were used. 86 comments shared online between September 2016 and November 2024 were included in the research. All comments were transcribed, examined in general, corrected for spelling and grammar errors, and comments in different languages were translated into English. I comment determined to be unrelated to the subject was filtered and a total of 85 comments were included in the content analysis.

The data were examined and classified within the Pine and Gilmore's framework of educational, entertainment, esthetic and escapist dimensions. When the 85 online comments written about Perşembe Plateau were evaluated according to whether they were positive or negative, %65.9 of comments were excellent, %22.3 were very good, and % 2.4 were average. However, %7 of the online comments were rated as bad and %2.4 as terrible. According to the findings, It was determined that tourists visiting Perşembe Plateau experienced all dimensions of the experience economy. In particular, it was observed that experiences in the esthetic and entertainment dimensions were more prevalent in visitor comments. It has been determined that tourists have negative experiences as well as positive experiences with the destination. Recommendations have been presented to relevant stakeholders to eliminate the factors that cause these negative experiences.

Keywords: Experience, Experience Economy, Perşembe Plateau, Netnography.

⁷² PhD Student, Muğla Sıtkı Koçman University, Institute of Social Sciences, Muğla/Turkey. E-mail: emrahkara4852@gmail.com, ORCID: 0000-0002-3363-8399

⁷³ Lecturer, Muğla Sıtkı Koçman University, Milas Vocational School, Muğla/Turkey. E-mail: bilginguner@gmail.com, ORCID: 0000-0003-2918-6200

⁷⁴ Assoc. Prof. Dr., Muğla Sıtkı Koçman University, Muğla Vocational School, Muğla/Turkey. E-mail: tanerdalgın@mu.edu.tr, ORCID: 0000-0002-7645-1989

⁷⁵ Prof. Dr., Muğla Sıtkı Koçman University, Faculty of Tourism, Muğla/Turkey. E-mail: hceken@mu.edu.tr, ORCID: 0000-0002-6614-3018

GENDER DISCRIMINATION IN THE WORKPLACE, SUSTAINABLE PERFORMANCE AND ETHICAL LEADERSHIP

Cemile Şeker⁷⁶, Aslı Kaya⁷⁷

ABSTRACT

Gender equality, sustainable performance, and ethical leadership are emerging as significant and complementary elements in today's business world. The purpose of this study is to examine how gender discrimination affects sustainable performance processes and leadership practices in the workplace. Additionally, the study will discuss how factors that hinder women from accessing leadership positions undermine an organizational structure aligned with sustainable performance. The significance of the study lies in offering a comprehensive perspective on the relationship between gender discrimination in the workplace and sustainable performance, and the impact of ethical leadership on this relationship. While there are various studies on workplace gender inequality and ethical leadership, there is a lack of comprehensive research addressing the interaction of these two concepts with sustainable performance.

This study aims to fill this gap, which forms the rationale for the research. Furthermore, the study seeks to provide a deeper understanding of how ethical leadership and gender equality can be more effectively implemented to achieve sustainable performance goals in modern business environments. Eliminating gender discrimination is not only an ethical responsibility but also a critical factor for sustainable performance. This study was conducted using a literature review methodology. Current and reliable sources published on gender discrimination, sustainable performance, and ethical leadership were reviewed. For this review, important databases such as Google Scholar, Scopus, and Web of Science were examined. Articles and books published in leading journals in the field were analyzed in depth to explore the literature on gender discrimination, sustainable performance, and ethical leadership in the workplace.

Keywords: Gender discrimination in the workplace, sustainable performance, ethical leadership, gender equality, leadership, organizational sustainability, ethical business practices, gender-based discrimination, leadership and diversity, women leadership.

⁷⁶ Near East University, Faculty of Tourism, Tourism, Research Center, Nicosia, TRNC, cemile.seker@neu.edu.tr, <https://orcid.org/0000-0002-9150-6845>

⁷⁷ Istanbul Gelisim University, Faculty of Health Sciences, Healthcare Management, askkaya@gelisim.edu.tr, <https://orcid.org/0000-0001-6818-3868>

EVALUATION OF THE EFFECT OF HEALTH LITERACY ON INDIVIDUALS' CHOICE OF DENTIST

Anıl Uslu⁷⁸, Arzu Uçar Uslu⁷⁹

ABSTRACT

This study aims to analyze health literacy and dental literacy of individuals receiving oral and dental health treatment. To determine whether there is a significant relationship between physician preferences was conducted. Within the scope of the study, the literature on health literacy and dentist preference conceptual framework was prepared by conducting a literature review. After this stage, 346 people were interviewed 32 Likert-type questionnaire study consisting of questions was applied. The data obtained were subjected to validity, reliability, correlation and crosstabs analyses using SPSS 16.0 program and subjected to validity, reliability, correlation and crosstabs analyses.

According to the results of the research, the most important factors affecting individuals' choice of physician are The most important factors are the dentist's professional and effective communication to get opinions from other specialty physicians on issues that are of interest to the physician's profession rather than the physician's gender. success is effective, examination fee, duration of examination, gender of the physician, physician's being famous on television and social media and the way he/she dresses are effective in physician preference was not found to be absent. Among the demographic variables, the gender variable of dentist preference, while a significant difference was found in age and education level variables. No scientifically significant difference was found in terms of literacy and dentist preference. In addition, as a result of the related study, there was no significant difference between individuals' health literacy and dentist choice. It was concluded that there was no scientifically significant relationship.

Keywords: Dentist Choice, Dentist Preference, Health Literacy.

⁷⁸ Ordu University, Healthcare Management Department Master Student, Türkiye

⁷⁹ Dentist, Ordu, Türkiye

THE EFFECT OF TRANSFORMATIONAL LEADERSHIP BEHAVIORS ON EMPLOYEE PERFORMANCE IN HEALTHCARE INSTITUTIONS: A SYSTEMATIC REVIEW

Begüm Yalçın⁸⁰ Cemile Şeker⁸¹

ABSTRACT

Employee performance in healthcare institutions affects various critical factors, ranging from the quality of patient care to operational efficiency. Leadership styles, particularly transformational leadership, can have a significant impact on enhancing employee motivation and performance. In this context, the transformational leadership style has become an ideal practical solution for improving the quality of healthcare services and ensuring patient safety. This study aims to systematically review empirical studies conducted between 2015 and 2025 that examine the impact of transformational leadership behaviors on employee performance in healthcare institutions and to comprehensively synthesize the existing literature.

This systematic review was conducted following the PRISMA protocol and was carried out between 01.03.2025 and 20.03.2025 through a search of English-language databases. Accordingly, the Scopus, Taylor & Francis, Wiley, and Emerald databases were searched using the keywords “*health institution*”, “*health sector*”, “*healthcare*”, “*hospital*”, “*health staff*”, “*doctor*”, “*nurse*”, “*transformational leadership*”, “*employee performance*”, “*job performance*.” Empirical, peer-reviewed studies that employed quantitative methods to examine the relationship between transformational leadership and employee performance in healthcare institutions were included in the review. The included studies were evaluated using the Joanna Briggs Institute (JBI) quality assessment tool, and the analysis process was completed.

A total of 762 titles and abstracts were screened, and based on the predetermined inclusion and exclusion criteria, 12 studies were deemed suitable for the systematic review. The collected variables were analyzed to determine the impact of the transformational leadership style on employee performance. Among the 12 studies examining the relationship between transformational leadership and employee performance, 9 reported a positive correlation.

The findings of this review provide evidence that transformational leadership has a significant impact on healthcare professionals and the hospital environment. Therefore, designing leadership development programs in the healthcare sector to incorporate the transformational leadership approach could be effective in enhancing employee productivity.

Keywords: Healthcare institutions, Transformational leadership, Employee performance.

⁸⁰ Assistant Prof. Dr., İstanbul Beykent University, Vocational School, İstanbul, e-mail: begumyalcin@beykent.edu.tr, ORCID: <https://orcid.org/0000-0002-3149-4854>

⁸¹ Assistant Prof. Dr., Near East University, Faculty of Tourism, Lefkoşa, e-mail: cemile.seker@neu.edu.tr, ORCID: <https://orcid.org/0000-0002-9150-6845>

SUSTAINABLE SCHOOL HEALTH SERVICES

Saime Şahinöz⁸², Turgut Şahinöz⁸³

ABSTRACT

There is an urgent need to provide a sustainable, scientific and comprehensive school health service that has a strategic need in our country. The aim of this study is to reveal what needs to be done to establish sustainable school health services in our country by conducting a literature review. This research is descriptive research. It was conducted by scanning national and international literature.

The school period, where growth and development are very rapid and socialization and being in crowded environments occur frequently, carries many physical, biological, ergonomic and psychosocial risks for students. School health services are used as a driving force for growth and development in many countries around the world. The fact that the concept of school health is not given enough importance in our country creates a great social burden. In addition, the inadequate provision of school health services prevents an increase in the health literacy level of the society.

It is of great importance for the health of the community and the family that school health services should be carried out with the support of the institutions where primary health services are provided, through a “school health unit” to be established within the schools. For this purpose, the employment of a “school health officer” within the school, whose job description will be determined according to the need, will be the most important step that can be taken in this area.

Key Words: School, School Health Services, Sustainable, School Health Officer

⁸² Prof. Dr., Public Health Specialist, Ordu University, Faculty of Medicine, Department of Public Health, Ordu, drsaime@hotmail.com, Türkiye. ORCID: 0000-0003-0915-9344.

⁸³ Assoc. Prof. Dr., Public Health Specialist, Ordu University, Faculty of Health Sciences, Department of Health Management, drsahinoz@hotmail.com, Türkiye. ORCID: 0000-0001-8489-8978

PREVENTION OF ACCIDENTS IN THE WORKPLACE

Kourkouta Lambrini⁸⁴, Ayşegül Y. Kaptanoğlu⁸⁵, Koukourikos Konstantinos⁸⁶, Tsaloglidou Areti⁸⁷

ABSTRACT

Avoiding on-the-job incidents is crucial for worker well-being and increasing efficiency. Preventing accidents demands a thorough approach, involving actions, protocols, and training initiatives. This literature review study investigates workplace accident prevention strategies. A literature review of articles and research studies over the last decade was conducted, which were retrieved from the electronic databases Pub Med and Google Scholar with keywords such as workplace, accidents, strategies, and prevention. Employing suitable preventative actions and fostering a safety-conscious environment can substantially decrease workplace accidents and injuries. Here are crucial strategies and steps for preventing work place accidents:

Staff training and information: Training should cover proper equipment operation, ways to prevent hazards, and steps to take if an accident occurs. *Work place Risk Assessment:* the process of spotting and evaluating dangers within a work environment, with the goal of recognizing potential safety issues and implementing precautions to avoid them.

Using Equipment Safely: Workers have to be trained correctly on how to use equipment safely.

Ensuring a Secure Workplace: Correct tool positioning and controlling dangerous factors can greatly lessen the likelihood of incidents.

Enforcing Health and Safety Rules: These rules address cleanliness and security in the work environment, aiding in the consistent avoidance of mishaps.

Crisis Response: Staff members need to be ready to take action during an urgent situation, like a fire, earthquake, or incident.

Incident Reporting and Recording: Mishaps should be documented, and their underlying causes pinpointed. This enables the implementation of effective preventative actions moving forward.

Putting these plans into action can greatly lower accident rates and establish a more secure work environment for every worker.

Keywords: Accidents In The Workplace, Accident rates

⁸⁴ Professor of the Department of Nursing, IHU of Thessaloniki, Greece

⁸⁵ Doctor, Professor of the Department of Health Science School / Health Management, Aydin University, Istanbul, Turkey

⁸⁶ Assistant Professor of the Department of Nursing, IHU of Thessaloniki, Greece

⁸⁷ Associate Professor of the Department of Nursing, IHU of Thessaloniki, Greece

FACTORS THAT AFFECT THE COST OF PATIENT HOSPITALIZATION

Kaltsas John⁸⁸, Ouzounakis Petros⁸⁹, Sialakis Christos⁹⁰, Frantzana Aikaterini⁹¹

ABSTRACT

Medical costs are a worry for both governments and people, especially in modern times. Given that health is precious, it is very expensive, though it is also essential for life and thus priceless.

This literature review study investigates the factors that influence the cost of health services for patients during their hospitalization.

A literature review of articles and research studies over the last decade was conducted, which were retrieved from the electronic databases Pub Med and Google Scholar with keywords such as patient, hospitalization, and hospitalization cost.

Numerous elements influence the price of a patient's hospital stay. Here are some key contributors:

The nature of the illness: Treatments that are more specialized lead to higher hospital costs.

Hospital stay duration: a patient's longer time in the hospital leads to increased costs because of the recurring daily charges.

Hospital Category: High-quality service facilities typically have greater costs compared to government-run hospitals.

Treatments and diagnostic tests: can lead to higher expenses.

Surgical procedures or special procedures: necessitate skilled staff and raise the expenses of a hospital stay.

Hospitalization in intensive care units (ICU): being admitted to an ICU generally costs significantly more, because it necessitates continuous observation and specific medical technology.

Patient conditions: the patient's age along with any long-term illnesses, contribute to higher costs because of requirements for extended care or medical oversight.

Additional services: physical therapy, psychological support, and other treatments will raise the overall hospitalization expense.

Insurance coverage and cost of participation: the extent of coverage and the expense of joining are determined by the specific insurance plan and its conditions.

Geographic location and area: healthcare expenses, especially at hospitals, often increase in areas with a high cost of living.

Several factors affect the total cost of a hospital stay, which can result in significant variations depending on each patient's specific circumstances.

88 Student of the Department of Accounting and Finance, University of Ioannina, Greece

89 Nurse, MSc, University Hospital of Alexandroupoli, Greece

90 MD, MPH, FRSPH, Otolaryngologist, Katherine, Greece

91 Nurse, MSc, General Hospital Papanikolaou, Thessaloniki, Greece

INTERCULTURAL EDUCATION AND STUDENTS' MENTAL HEALTH

Kaltsas Evangelos Panagiotis⁹², Iliadis Christos⁹³, Plati Panagiota⁹⁴, Kaltsas John⁹⁵

ABSTRACT

A multicultural school setting significantly boosts students' mental well-being by fostering acceptance integration, and mutual understanding across diverse cultural and social groups. Investigating the contribution of intercultural education to the protection and promotion of students' mental health in the school environment.

A literature review of articles and research studies over the last decade was conducted, which were retrieved from the electronic databases Pub Med and Google Scholar with keywords such as multicultural school, students, cultural and social groups, and mental health.

Intercultural education and pupils' mental well-being are both significant topics with in education and the study of teaching. They are strongly connected, given that fostering an intercultural setting at schools can benefit student mental health. Intercultural education can positively affect students' mental well-being in several ways:

Cultivating emotional intelligence: learners gain a more refined grasp of other people's feelings and requirements.

Boosting self-worth and identity: supports students in taking pride in their cultural background.

Fostering a secure and encouraging atmosphere: students are not afraid of judgment or harassment related to their differences.

Enhancing Social abilities: students develop improved skills in areas like teamwork, interaction, and managing disagreements.

Combating bullying and loneliness: Fostering friendships among students from diverse backgrounds minimizes the chances of bullying and social isolation, potentially averting mental health issues like depression or anxiety.

Promoting mental well-being and knowledge: education about student mental health can represent the varied backgrounds and requirements of students, giving help and empathy to everyone.

In addition to boosting pupils' academic success, the intercultural school provides a nurturing and secure atmosphere, encouraging their mental health and emotional growth.

⁹² Teacher, Department of Primary Education University of Thessaly, Greece

⁹³ Nurse, MSc, Private Diagnostic Center of Thessaloniki, Greece

⁹⁴ Graduate of the Department of History and Archaeology, University of Ioannina, Greece

⁹⁵ Student of the Department of Accounting and Finance, University of Ioannina, Greece

SUSTAINABILITY IN HEALTHCARE AND GREEN PRACTICES: A SYSTEMATIC EVALUATION OF TURKEY'S HEALTHCARE SYSTEM

Mahmut Akbolat⁹⁶, İlknur Kar⁹⁷, Gülçin Gökçenur Karataş⁹⁸

ABSTRACT

The aim of this study is to systematically examine the sustainability approach and the integration of green practices in Turkey's healthcare system. The study seeks to evaluate the current status of green practices in the healthcare sector in Turkey and discuss the applicability and potential benefits of these practices.

In this study, a systematic literature review was conducted in accordance with PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to examine the current status of sustainability and green practices in the healthcare sector in Turkey. The Dergipark Academic database was used for the literature review. Studies published up to December 2024 were included.

Awareness of sustainability practices in the healthcare sector in Turkey is increasing, but more investment and training are needed for these practices to become widespread and systematic. Although healthcare institutions have developed various strategies to reduce their environmental impacts, more comprehensive regulations and incentives are needed at the policy level for these practices to be effectively implemented.

This study evaluated the existing literature on the development and implementation potential of sustainability and green practices in the healthcare sector in Turkey. The literature review and analysis revealed that awareness of sustainability in the healthcare sector in Turkey has increased, but more regulations and supportive policies are needed in this area. In conclusion, for the successful integration of sustainability and green practices in healthcare, it is important to encourage cooperation among stakeholders in the healthcare sector, develop innovative financing models, and create a comprehensive policy framework that includes environmental sustainability goals.

Keywords: Sustainability in Healthcare, Green Practices, Green Hospitals

⁹⁶ Prof. Dr., Sakarya University, Faculty of Business Administration, Department of Health Management
makbolat@sakarya.edu.tr, ORCID: 0000-0002-2899-6722

⁹⁷ Doktora PhD Students-YÖK 100/2000 Scholar, Sakarya University, Faculty of Business Administration,
Department of Health Management, ilknur.karl@ogr.sakarya.edu.tr, ORCID: 0000-0003-0177-6559

⁹⁸ Gülçin Gökçenur Karataş, Dr, gkyurt84@gmail.com, ORCID: 0000-0002-7721-7465



www.sustainableworldconference.com

ISBN:

978-625-00-7040-6

“All rights reserved”

-2025-