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FORMATION OF COLLECTIVISM OF STUDENTS THROUGH THE EDUCATIONAL CONTENT OF THE NATURAL SCIENCES

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This article examines the content and methods of teaching natural sciences on the example of the subject of biology from the point of view of the possibility of forming collectivism among secondary school students. The purpose of the study was to consider the possibilities of forming the collectivism of students through classroom and extracurricular activities in biology. The objectives of the study are to consider the concept of "collectivism" and its difference from related concepts, to consider collectivism and methods of its formation in general pedagogical practice, to consider the possibilities of forming collectivism in the subject of biology on the example of specific pedagogical techniques and methods. The object was: the collectivism of students, the subject: educational work in biology lessons. The methods used in the work were: theoretical analysis of literature, synthesis of own techniques and methods, concretization. The theoretical basis for the formation of collectivism is given and the possibilities of using various methods in the framework of teaching biological disciplines are considered. In the practice of forming collectivism, teachers use the cognitive interest itself as a method of stimulation. It is also shown that extracurricular activities increase the space in which students can develop their creative and cognitive activity, as well as realize personal qualities, demonstrate those abilities that often remain unclaimed by basic education. One of the key factors in the formation of collectivism is the need for a person to realize creative and individual potential in a team, and in accordance with this principle, it is necessary to develop and select existing methods and techniques for the formation of collectivism.

Keywords: collectivism, upbringing, secondary school, the subject of biology, play and project activities

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IDENTIFYING HUMAN TEMPERAMENT AND CHARACTER TYPE FORE-LEARNING NEEDS USING A FUZZY LOGIC APPROACHE-LEARNING NEEDS TO USE A FUZZY LOGIC APPROACH

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Today, online training and counseling are becoming increasingly popular. This has been achieved through the use of various successful information and communication technologies and electronic tools - Electronic (ICTE). Therefore, significant changes are needed in the training process. People have different perceptions of information and different types of temperaments. That is why the training process should be tailored to the needs of each. The training system should consider that people have different styles of perceiving information according to the temperament and character type of the student-applicant. This would reduce online training and increase its quality. Traditional psychometric tests are usually very long and difficult, based on a person's opinion of themselves and thus, they give different results depending on the person's mood. Also, depending on the mood and need, the person may be manipulated by possible answers. This is because the answers to such test questions are largely based on ongoing processes in consciousness. So from traditional tests, there are other types of tests separately from questionnaires: drawing, colors, geometric figures, pictures, card games, numbers, scenarios, manuscript analysis, graphics, and other tests. A special advantage of these types of tests is that they rely more on ongoing processes in the subconscious and are therefore more free to manipulate, while also requiring significantly less time and being less dependent on mood. The authors' task was to combine several other types of tests and create a free test-short program with the ability to present and process personal information using modern fuzzy technology, which would allow us to determine the applicant's temperament and character type for e-learning and other needs.

Keywords: temperament , temperament identifying , personal characteristics , fuzzy logic , e-learning

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THE USE OF COMPETENCE-ORIENTED TECHNOLOGIES IN THE PREPARATION OF FUTURE BIOLOGY TEACHERS FOR PROFESSIONAL ACTIVITIES

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The article is devoted to the emergence of a competence-oriented educational policy as a pedagogical problem at the international level, the requirements for professional competence in the preparation of future teachers and its solution. The normative and legal foundations of competent, competitive training of personnel, the content and essence, the components of competent education, the main content of the competency-based approach are analyzed. Modern means, technologies and methods of their use to improve the professional competence of future biology teachers are highlighted. The content, structure, creation algorithm, types of competency-oriented tasks, as well as the algorithm for performing competency-oriented tasks, content requirements and implementation methodology are explained. The principles of the implementation of competence-oriented technology, the levels of development of professional competencies, the essence of the cognitive and activity components, the didactic system in the preparation of future biology teachers are given. Pedagogical aspects of the organization of the educational process based on competence-oriented technologies, classification of competence-oriented technologies used in the process of forming students' professional competencies, a model for improving the professional training of future specialist biologists based on competence-oriented technologies, and its practical application in education.

Keywords: competence-oriented education, competence-based approach, professional training, competence-oriented task, educational technology, biology education

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**DETERMINATION OF THE RELATIONSHIP BETWEEN THE VOCATIONAL
QUALIFICATIONS AND ACADEMIC PROGRAMS ON A PERCEIVED COMPETENCIES
BASIS APPROACH: A CASE FOR GEOGRAPHICAL INFORMATION SYSTEMS**

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GIS education and training activities become widespread as GIS utilization inevitably increases worldwide. Besides, vocational standards and qualifications are developed to form a quality assurance basis for GIS-related jobs and services and the employment of qualified personnel. From this perspective, this study aims to examine to what level the graduates of GIS associate degree, master, and doctorate programs have gained the necessary knowledge and competencies defined in the GIS Specialist (Level 6) National Qualification throughout their academic education. Within this context, an online survey was developed based on 43 performance criteria derived from the vocational qualification units (A1, A2, A3). The respondents were asked to self-evaluate the achievement of the given criteria during their academic education on a 5-point Likert scale. 39% of the 174 survey respondents are associate degree graduates, 52% have master's degrees, and 7% are graduates of doctoral programs. The results showed that the competency achievement perceptions in the A3 section increased in accordance with the education level of the graduates. No significant difference was determined for A1, while an insignificant difference was detected for the A2 unit between the graduates of doctorate and distance education master's degree programs. The results are expected to be adopted by the relevant parties to align the GIS education programs with the sectoral needs and vocational qualifications.

Keywords: vocational qualifications, geographical information systems, gis specialist, learning outcome

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EVALUATING THE PREPARATION AND IMPLEMENTATION PROCESSES OF NATIONAL STANDARDS AND QUALIFICATIONS FOR GIS SPECIALIST (LEVEL 6)

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As the field of GIS continues to evolve and become increasingly complex, the demand for highly skilled and knowledgeable experts in the industry has also increased. GIS Specialists are individuals with a deep understanding of the theory, principles, and practical application of GIS. They are able to design, implement, and manage complex spatial data infrastructure and workflows and are instrumental in the decision-making processes of various industries, including urban planning, natural resource management, and transportation. To ensure the employment of qualified and skilled GIS Specialists, the national qualifications frameworks and efforts, as well as the vocational certification process, play an important role. Within this context, GIS Specialist (Level 6) vocational standards and qualifications were developed by the Ministry of Environment and Urbanization under the coordination of the Vocational Qualifications Agency (MYK) in 2014 and 2016, respectively. The Ministry has also established a certification unit and was authorized by MYK to provide vocational qualification certification services for GIS Specialist (Level 6) National Qualification. This paper discusses the preparation and implementation processes of national standards and qualifications for GIS Specialist (Level 6), including the development of national occupational standards and national qualifications, certification processes, and the evaluation of the implementation of the system in Turkey.

Keywords: geographical information systems, vocational qualification certification, vocational certification, gis specialist

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ANALYZING THE SELF-ASSESSMENT ON THE VOCATIONAL QUALIFICATIONS BY AGE AND GENDER; THE EXAMPLE OF GEOGRAPHIC INFORMATION SYSTEMS (GIS)

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Geographic Information Systems (GIS) is widely used in a broad variety of sectors and disciplines. Therefore, many individuals of different ages and genders are currently employed in this area. Although specific vocational standards and qualifications are developed for professionals, individuals' self-evaluations, which are highly dependent on the diversity of variables, are important for quality assurance. Within this frame, this paper aims to analyze the self-assessment perceptions of graduates of GIS programs in terms of age and gender. An online survey based on 43 performance criteria presented in the GIS Specialist national qualification was developed as the data collection tool. The participants were requested to rate each criterion on a 5-point Likert scale. The average age of the 174 survey respondents was 35.75 (SD = 7), while the ages of the participants ranged from 23 to 53 (m = 35,75). There were 115 male participants (66.1% of the total) and 59 female participants (33.9%). The results showed that there is no relation between age and self-efficacy levels for vocational qualifications ($p > 0.05$). When the t-test results were examined for the comparison of the self-efficacy levels of vocational qualifications according to the gender of the participants, no significant difference was observed. To sum up, within the scope of GIS Specialist National Competence, the vocational qualifications' self-efficacy perceptions of graduates from GIS are not affected by gender and are not related to age.

Keywords: vocational qualifications, gender, geographical information systems, gis programs

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IMPLEMENTATION OF NATIONAL STANDARDS AND QUALIFICATIONS FOR GEOGRAPHIC INFORMATION SYSTEMS OPERATOR (LEVEL 4)

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Geographic Information Systems (GIS) is crucial for managing, analyzing, and visualizing spatial data in a variety of industries, including government, environmental management, urban planning, and emergency services. As the use of GIS continues to grow, the need for qualified individuals to operate and maintain these systems becomes increasingly important. The implementation of national standards and qualifications for GIS Operator (Level 4) in Turkey is an important aspect of promoting professional competency in the field. The Vocational Qualification Certificate of Vocational Qualifications Agency (MYK) is awarded to individuals who demonstrate competence in specific occupational groups. The national vocational standard sets the minimum standard of knowledge, skills, attitudes, and behaviors required for a profession to be successfully executed, as approved by MYK. The national qualification on the other hand is the knowledge, skills, and competencies that an individual must have, which are identified through evaluations conducted by authorized certification bodies, approved by MYK, and placed within the national qualification framework. This poster presentation discusses the implementation of national standards and qualifications for GIS Operator (Level 4), including the development of national occupational standards and national qualifications, certification processes, and challenges in Turkey.

Keywords: geographic information systems, vocational qualification certificate, national vocational standard, national qualification, certification body, gis operator.

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THE EFFECT OF CHRONISM ON SELF-CONFIDENCE THROUGH WORK STRESS IN HIGHER EDUCATION INSTITUTIONS

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The concept of chronism has been defined as a privileged treatment that the top administrators provide to their immediate surroundings through their personal relations instead of merit principles in working life. Summary, it is known that the chronism, which is defined as favoritism of close friends or familiarity, has negative effects on organizations. The main purpose of this study is to determine whether the chronism in higher education institutions affects the self -confidence affect through work stress. In this context, 926 academics were interviewed in 6 different cities (Istanbul, Ankara, Izmir, Konya, Eskisehir, Antalya). The data obtained as a result of the research were analyzed using SPSS AMOS 22 program. Structural equality analysis was preferred as an analysis method. As a result it was found that chronism had a positive relationship between work stress and negatively affect the self -confidence through work stress. Additionally, it was determined work stress had a negative relationship between self-confidence.

Keywords: chronism, work stress, self-confidence, academics

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ANALYZING THE DOCUMENTARY FILM "MARIE CURIE" IN TERMS OF THE NATURE OF SCIENCE THEMES

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This study aims to analyze the documentary film "Marie Curie" in terms of NOS themes. Qualitative research method was used. In this study, the documentary film titled "Marie Curie" produced in Poland, Germany, France in 2016 with a duration of 1 hour and 35 minutes was used as a data source. Content analysis was used to analyze the data. As a result of the research, it was determined that five NOS themes were emphasized in the documentary: Scientific knowledge is temporary; it involves logical, mathematical and empirical inferences; it is subjective; it is partly the product of human imagination and creativity; and it is influenced by social and cultural factors. The documentary included concepts related to thorium, radium, radiation, radioactivity, the Nobel Prize, helium, lead, uranium, electromagnetism. When analyzed in terms of the themes of the nature of science in the movie, it is mostly seen that scientific knowledge is influenced by the social and cultural environment during its development and transformation into practice (8 scenes). This theme was followed by scenes related to scientific knowledge being a permanent knowledge worth trusting but subject to change (3 scenes), imagination and creativity having an important role in obtaining scientific knowledge (2 scenes), and scientific knowledge being subjective (1 scene). In conclusion, this study showed that there is a documentary movie that can be used in teaching some NOS themes and concepts.

Keywords: marie curie, nos, teaching concepts, content analysis

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AN INVESTIGATION OF GRADUATE STUDENTS' VIEWS ON THEIR INFORMATION LITERACY

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The rapid technological development and the subsequent information explosion have revealed the importance of qualified information, and societies have started to need individuals who access the right information, use it, produce and share it, and use technology effectively in these processes. It has become compulsory for individuals to access the most up-to-date and accurate information in their own professional field. Information literacy qualifications of graduate students are of great importance in terms of both the studies they will put forward and their self-development. This study was conducted to determine the views of graduate students studying at a university in the 2022-2023 academic year affiliated with the Institute of Educational Sciences on information literacy. The information literacy interview form developed by the researcher was used as a data collection tool. Interviews were conducted with 20 graduate students of the Institute of Educational Sciences. Content analysis was used to analyze the data. Graduate students' views on the dimensions of information literacy were examined in the context of knowing, accessing, evaluating, using, and ethical/legal issues.

Keywords: information literacy, graduate students, content analysis

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EDUCATHON23 - GIRLS IN SCIENCE. AN EDUCATIONAL EXPERIENCE FOR TEACHING TECHNOLOGY WITH A GENDER PERSPECTIVE

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Hackathons are events and work sessions derived from the technological field in which the participants work collaboratively around different challenges and, in a short period of time, seek innovative solutions, presenting them formally at the end of the session. Given the potential of this type of activity related to promoting the development of skills such as problem-solving, teamworking and creativity, among others, and with previous experience and success of its application in science educational contexts, we decided to apply it in the event of the International Day of Women and Girls in Science. Considering the significant concerns in the access of girls to science and technology professional areas, mainly due to gender stereotypes and biased as well as the lack of referents, we held the Educathon 23 - Girls in Science (www.educathonencic.com), aiming to promote the equity access to science and technological education. Hence, working collaboratively in multidisciplinary teams, the 15 participants (students mainly from educational degrees) designed an educational resource aligned with the game-based learning methodology and addressed technology content, making visible the role of female researchers at the University of Málaga who works on related topics. To do so, they worked in groups of three during two sessions (five hours each) on the assigned tech topic and selected the stage (Early Childhood Education or Primary Education), learning about the female researcher related. The activity ended with a final five minutes presentation of each group. To analyze the experience, at the end of it, the participants responded to a questionnaire in which they generally expressed their satisfaction with the experience, how it had made them aware of the importance of making visible female references in their future teaching practice, and how it had provided them with examples of how to accomplish it.

Keywords: tecnología education, gender perspective, educational resources

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ANALYSIS OF THE DATA ON SCHOOL PRINCIPALS IN THE TALIS 2018 COUNTRY NOTE REPORTS IN THE CONTEXT OF THE PISA 2018 RESULTS

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A vast amount of research has been conducted to investigate the effects and roles of educational leaders on school outcomes by using data from international studies. To get a better understanding of the relationship between educational leaders and school outcomes, evaluating international studies together may offer more comprehensive suggestions for educational policies. The purpose of this paper was to examine the data on school principals in the TALIS 2018 country note reports in the context of the PISA 2018 results in order to have a broad perspective about characteristics of school principals as educational leaders. A document analysis was performed on data derived from the TALIS 2018 country note reports of 8 OECD countries and Turkey, and collected data was subjected to descriptive analysis. At the end of the data analysis it was revealed that countries that have high success in the PISA results generally have positive values in the TALIS results. It was shown that school principals of the countries ranked high in the PISA have generally more work experience as a principal and satisfaction with their salaries. In addition, their participation in training programmes or courses on school management and professional development activity is high. The present study also confirmed previous research, indicating that individuals who have a high job satisfaction show high success, thereby ranking high in the PISA results in the context of this study. Our findings indicated that school principals should be encouraged to participate in training to support their professional development.

Keywords: talis 2018, pisa 2018, international surveys, oecd countries, school principals

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AN INVESTIGATION OF SOCIAL AND EMOTIONAL LEARNING SKILLS OF HIGH SCHOOL STUDENTS IN ADOLESCENCE: A NEEDS ANALYSIS STUDY

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In the education system of many countries, while academic achievement is prioritized in the context of students' academic progress, it can be seen that the interest in different skills is sometimes in the background. The skills that students have in academic, sportive, artistic, cultural, social and emotional learning areas are considered to be among the most important skills in their learning lives that contribute positively to their academic success. The purpose of this study is to examine the social and emotional learning skills of high school students in adolescence for the needs analysis study conducted within the scope of a project. The study was conducted with the participation of students studying in high schools in Muğla and its districts in 2022-2023 academic year. The research data were collected through the responses of 9th, 10th, 11th, and 12th grade students attending high school in Bodrum, Dalaman, Fethiye, Marmaris, Menteşe, Milas, and Yatağan to the "Social and Emotional Learning Skills Scale for Adolescents". The data collected in line with the purpose of the study were analyzed using one-way analysis of variance and nonparametric tests according to the city of study and grade level. According to the findings obtained from the research, differences were determined in the scores of high school students regarding social and emotional learning skills according to the city and grade levels. According to the results of the research, the working group of the mentioned project was determined and project implementations started to be realized. Various discussions and suggestions were developed within the framework of the results obtained in the research. *NOTE: The project is supported by the Scientific and Technological Research Council of Turkey (TÜBİTAK) as part of the TÜBİTAK-1001 program with the code SOBAG 221K348. We would like to thank TÜBİTAK Presidency for their support to our project.

Keywords: social and emotional learning, high school students, needs analysis

**DETERMINATION OF INTENTION AT “SAFE LABORATORY USE” OF PRE- SERVICE
PRIMARY SCHOOL TEACHERS BY THEORY OF PLANNED BEHAVIOR**

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Planned Behavior Theory (PBT) is a theory used to understand the behavior intention and factors affecting it since it is not possible to measure the behavior directly. In this context, the occurrence of the behavior can be predicted through PBT. This theory is frequently used in fields such as psychology, sociology and education. Since it examines factors on behavior, it significantly contributes to the field of education aiming at behavioral change in the individual. The aim of this research is to investigate the behavioral intention of pre-service primary school teachers regarding safe laboratory use in the context of science lesson within the framework of PBT. Sample of the research includes 470 pre-service teachers studying in the 2nd, 3rd and 4th grades of Primary School Teaching Department at Hacettepe University and Balıkesir University. In the process of data collection, “Scale of Performing Safe Laboratory Use” was applied to participants. The relational survey model was used in current research and data was analyzed through the structural equation model. The analysis of the data was carried out in SPSS and LISREL as statistical package programs. The Cronbach Alpha reliability coefficient is found as .956 for total score. In the study, it was concluded that “Attitude Towards Behavior”, “Perceived Behavioral Control” and “Subjective Norm” were effective in explaining the “Intention Towards Behavior” of pre-service teachers, and “Attitude Towards Behavior” has highest effect on “Intention towards Behavior”. According to the results of this study, it might be suggested that researchers can conduct similar studies for pre-service teachers studying in Physics Teaching, Chemistry Teaching and Biology Teaching departments of universities.

Keywords: laboratory use, laboratory safety, laboratory accidents, planned behavior theory, structural equation modeling

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SSI: TEACHERS MAKE STEM CONCEPTS RELEVANT TO THEIR STUDENTS

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Socioscientific issues (SSI) are ill-defined problems that teachers could use to make STEM concepts meaningful and interesting for their students. However, it is challenging for most teachers to plan and implement SSI in their classrooms because they lack the knowledge and teaching repertoire. We conducted a qualitative case study of five teachers to answer our research question: How did teachers' pedagogical content knowledge (PCK) of SSI develop by the end of the professional development program? Our analysis of interviews, video reflection, and lesson plans pointed to teachers' PCK of understanding of students and instructional strategies as they engage their students in identifying the issue, considering issue system dynamics, and comparing multiple perspectives (social aspects of SSI). Our findings supported the teachers' PCK model that Lee (2022) proposed particularly the knowledge of students' SSI learning and teachers' choices of teaching and learning strategies for a particular group of students. Specifically, the teachers in our case study were able to use SSI contexts such as GMO foods and effects of fast fashion (chemicals on manufacturing and discarding clothes) on water quality on students' motivation to learn about the scientific and ethical debates on GMOs and water resources. Moreover, a teacher was able to ask students to consider issue system dynamics such as habits, culture, lifestyle, costs, and income when examining different food choices. They were also able to engage students in developing, testing and analyzing scientific phenomena such as the effect of chemical dyes in clothing on water and genetically modified foods. They were able to incorporate elucidating one's position on SSI and employing reflective scientific skepticism in their lesson ideas. Finally, teachers in our study used videos, guided questions, town hall meeting presentations, investigations, and other active learning strategies with their students.

Keywords: socioscientific issues, teacher education, stem, pedagogical content knowledge, lesson study

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DEVELOPING AUTONOMOUS LEARNERS THROUGH SELF-REGULATED LEARNING AT PRIMARY LEVEL (GEORGIAN CASE)

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It is confirmed that the factors, such as: motivation, social environment, task, teacher's competence and instructional resource have a positive impact on the development of self-regulated skills and accordingly, on the learner autonomy. Despite the fact that the requirements determined by the policy documents of Georgia's general education stress the importance of the development of self-regulating skills in students aiming at developing autonomous learners, this still remains a great challenge. The aim of the longitudinal study is to promote learners' autonomy through self-regulated learning strategies at primary level. The research has been conducting from 2020 in a public school in one of the regions of Georgia, with two different primary-level classes. 60 students and six teachers were involved in the process. Action research was used as the research design and quantitative (online questionnaire) and qualitative (observation, interview and focus group) methods were employed for the problem identification and the evaluation of the intervention results. Metacognitive organizers as an integral part of the instructional process were used as the intervention strategies. The analysis of the midterm interventions results revealed that using metacognitive organizers offered by teachers increased the students' learning motivation and their involvement in the process; encouraged them to take responsibility for their own learning; enhancing their self-regulatory skills, in particular, the skills of planning, monitoring and self-evaluation of their own learning process. In order to help the applied intervention become part of the school culture, it is important to integrate it into the primary school curriculum. Thus, the research team has made appropriate changes in the school curriculum, the implementation process of which is ongoing at this stage.

Keywords: learning strategies, metacognition self-regulated learning, metacognitive organizers

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ATTITUDES OF SECONDARY SCHOOL TEACHERS TOWARDS GAMIFICATION

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The concept of gamification is increasingly being used in the classroom because of its impact on student motivation and engagement. The purpose of gamification is not to exclusively incorporate digital games, but to gamify activities through some game-based elements such as avatars, badges, virtual points, levels, stories, leaderboards, awards, etc. Although it is an approach with great potential, a review of the literature on the use of gamification in education has shown that it is more common in higher education and less common in schools. Since teachers play a key role in introducing innovations in the classroom, their attitude towards gamification is very important. For this reason, a survey was conducted among a sample of secondary school teachers to investigate their attitudes toward gamification. The paper describes a study conducted among teachers at a vocational secondary school where a previous study of gamification among students had been conducted, which showed that students were very satisfied with the use of various game-based elements such as points, badges, leaderboards, and stories. Teachers were asked about the use of gamification in their teaching practise as well as their attitudes towards gamification. The paper analyses the extent to which they are familiar with the possibility of gamification, whether they use game-based elements and/or digital tools for gamification in the classroom, and their reasons for using gamification. The reasons for not using gamification are specifically examined to determine what actions could be taken in the future to increase teachers' adoption of gamification and encourage its use in the classroom.

Keywords: gamification in education, game-based elements, secondary school teachers

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INDEPENDENT WORK ON BIOLOGY AND THEIR ROLE IN EDUCATION

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An important task of the school is to instill in students a conscious attitude to work, to develop the necessary practical skills, the desire for independent mastery of knowledge, interest in research, etc. School biological disciplines are of great importance in the formation of a comprehensively developed personality. Biology lessons, laboratory classes, practical work allow you to equip students with deep and solid knowledge about wildlife, as well as form their scientific and materialistic views on nature. The following article is devoted to the role of independent work in biology classes. The purpose of independent work is to develop interest in the material being studied, to involve each student in the work in the lesson. When performing this kind of work, the student immediately sees what he does not understand, and he can ask for an additional explanation of this part of the material. The teacher draws up a scheme for further explanation of the material, in which he prescribes difficult moments for students that will need to be paid attention to in the future. Also, this type of independent work helps to identify gaps in the knowledge of the material passed by students.

Keywords: biology, discipline, nature, plants, excursion, wildlife, environment, living organism.

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MODERN APPROACHES TO CAREER ORIENTATION OF STUDENTS IN THE TEACHING OF THE SCIENCE OF MAN AND HIS HEALTH

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This article is achieved by identifying true interests and abilities, personal inclinations, active purposeful work with schoolchildren, as well as building confidence in choosing a profession that meets the needs of the city, district, village where they live. Information technology provides a unique opportunity not only for the student, but also for the teacher. The computer cannot replace the teacher's life speech, but new resources facilitate the work of the modern teacher, make it more interesting, effective, and increase students' interest in learning biology. The use of advanced video technologies and specially designed computer graphics allows you to observe the work of organisms from the inside, to find their features and puzzles. It arouses great emotion and increases the mastery of the material, stimulates initiative and creative thinking. Therefore, from a pedagogical point of view, the effectiveness of choosing a career based on biology education means measuring the compliance of a person's career choice with the teacher's recommendations.

Keywords: education and training, student, career choice, school, nature, career orientation, ability, ecological, profession, environment, professional motivation.

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IMPROVEMENT OF THE METHODOLOGY OF TEACHING BIOLOGICAL DISCIPLINES IN A PEDAGOGICAL UNIVERSITY

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The world educational system in a market economy gives a special place to the training of highly qualified, competitive professional personnel. The modernization taking place in modern society has caused fundamental changes in the education system. In a market economy, special attention is paid to the training of highly qualified, professional, competitive personnel. After the independence of the Republic of Uzbekistan, a lot of work has been done to radically update and modernize the education sector until today. At present, the development of natural sciences in the Republic of Uzbekistan is the most important link in the development of the higher education system. Professional training of a teacher of natural disciplines is one of the most important aspects of improving higher pedagogical education. In the context of the above, the article discusses the methodological features of teaching biological disciplines in pedagogical higher educational institutions in order to develop the predictive skills of teachers, as well as the role of the teacher's pedagogical skills in teaching the discipline.

Keywords: modern education, natural sciences, teaching methods, predictive teachings.

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ANALYZING THE VISUALS IN PRIMARY SCHOOL SCIENCE TEXTBOOKS IN TERMS OF GENDER ROLES

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This study aims to examine the visuals of 3rd and 4th grade science textbooks distributed free of charge by the Ministry of National Education (MoNE) in terms of gender roles in Turkey. The research is based on qualitative research methodology. In this context, the visuals in primary school 3rd and 4th grade science textbooks used in 2021-2022 were analyzed through a deductive content analysis design under the document analysis approach. The findings show that there are gender inequalities in the science textbooks used in primary school within the scope of science course. Although the number of male and female images in the textbooks is close in terms of number, it is noteworthy that female figures are mostly at home, in the kitchen shopping and responsible for children. Another result is that male figures are more prominent in the representation of STEM professions. Again, it can be said that the number of male figures is higher in the images about scientists. Another issue that draws attention in the visuals in the books is that individuals driving cars are always male figures, while female figures are generally used in teacher visuals. One of the important results is that the books at the same grade level prepared by different publishing houses affiliated to the MoNE reflect gender roles differently. It can be said that this situation may create disadvantages for different students at the same grade level. In line with these results, it is recommended to remove examples that emphasize gender inequalities in science textbooks, to ensure equal representation of male and female figures in society, and to establish a standard in terms of gender roles in textbooks prepared by different publishing houses.

Keywords: science textbooks, gender roles, primary school science education

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INCLUDE ALL NOT FEW: TOWARDS AN INCLUSIVE CURRICULUM

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Education is a transformational experience that enables each learner to attain academic excellence and social standing based on his or her potential. This can be achieved by none other than an inclusive curriculum. An inclusive curriculum is that part of the education ecosystem that converges on aspects of academic and social diversity and is built on the varied needs of learners. Similarly, an inclusive curriculum is cognizant of the socio-cultural competencies of learners and the larger global perspectives representative of the future world of work. Learners who are exposed to an inclusive curriculum in the classroom will be able better able to program their intellectual and social-emotional capacities for adjustment in multifaceted environments. The talk will center on language of instruction as a key marker of identity and inclusivity and will present an analysis of an equitable and transdisciplinary curriculum that factors in diverse content, inclusive pedagogy, distinct assessment practices, and varied social-emotional and universal design for learning strategies. The aim of the paper is to deconstruct the myth of compartmentalized form of education and consider weaving the curriculum web in alignment with universal learning trends and human values.

Keywords: inclusive curriculum, diversity, language of instruction, pedagogy, social emotional skills

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QASIDAS OF ‘AMR B. SÂLIM AL-KHUZÂ’Î AND HASSAN B. THÂBIT ON THE EVE OF THE CONQUEST OF MECCA

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Arabs have expressed their joys, sorrows, praises and satires more effectively with poetry throughout history. Thus, the poets of the tribes were seen as the most respected people after the chief of the tribe. ‘Amr b. S lim al-Khuz ’a is one of the poets of the Khuz ’a tribe. In the Hudaibiya peace treaty between Muslims and Qurayshi infidels, the Khuz ’a tribe took place as an ally of the Muslims, while the Banu Bakr tribe took place as an ally of the Qurayshi infidels. Some people from the Banu Bakr tribe, with the help of the notables of the Qurayshi tribe, violating the peace treaty killed 23 people in their raid on the Khuz ’a tribe. ‘Amr b. S lim al-Khuz ’ , having come to Medina with 40 people from his tribe, recited his 8 couplet qasida in the presence of the Prophet to complain about the pain they experienced and to respond to the attack. On this event, the Prophet started an expedition against the Qurayshis who broke the agreement, which would result in the conquest of Mecca. During this preparations of the expedition, one of the prophet’s poets, Hassan b. Thabit also wrote an 6 couplet qasida in which he denounced the attack on the Khuza’a tribe and encouraged the Muslims to prepare for the expedition. In this study these two qasidas which effectively convey the aforementioned event and the process after the event happened on the eve of the conquest of Mecca, which has an important place in the history of Islam, are analyzed.

Keywords: qasida, ‘amr b. s lim al-khuz ’ , khuz ’a, hassan b. th bit, conquest of mecca.

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DETERMINATION OF THE KNOWLEDGE LEVELS OF THE ASSISTANT DOCTORS ON AUTISM SPECTRUM DISORDER

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Autism spectrum disorder (ASD) is a neurodevelopmental disorder characterized by repetitive and limited patterns of interest, behavior, and activity, as well as social interaction and communication deficiencies in early childhood (DSM-5, 2013). For 2020, one in 36 children was estimated to have ASD (Maenner vd., 2023). At this point, knowledge levels of doctors who diagnose children with ASD are important in terms of making an accurate diagnosis and noticing the first symptoms (Elder, et al., 2017). Therefore, in this study, it was aimed to examine the level of knowledge of resident doctors about ASD in terms of various variables. In order to test the hypotheses above, the research population consists of all assistant doctor residents in Turkey. Accordingly, ethics committee approval was obtained from Ordu University Ethics Committee Unit. The Turkish validity and reliability study of the questionnaire developed by Bakare, et al. (2008) to determine the level of knowledge about childhood autism among healthcare professionals was conducted by Gurbuz et al. (2019). The higher the total score obtained from the questionnaire, the higher the level of knowledge about childhood autism. The study, a questionnaire was applied to investigate the sociodemographic characteristics of the participants. In this direction, in order to investigate the variables that may affect the assistant's ASD knowledge level; The questionnaire includes questions about whether there are individuals with ASD in their family, their gender, area of expertise, the number of individuals with ASD they encounter in a month in their work routine, and whether they have received training on ASD before. Obtained data will be analyzed with SPSS program. Descriptive statistics and chi-square statistical methods will be used. In this direction, the data collection phase of the study continues and a presentation will be made after the analysis of the findings.

Keywords: autism, special education , assistant doctor

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GAME DEVELOPMENT-BASED LEARNING APPROACH TO TEACHING PROGRAMMING IN UPPER SECONDARY EDUCATION: A CASE STUDY

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The CODING4GIRLS (C4G) initiative aims to prepare young learners, especially girls, for careers in computer science by promoting a game development-based learning approach to teaching programming. Using the C4G approach, students learn programming concepts through the development of serious games. After the effectiveness of the C4G methodology has been confirmed at the lower secondary level, the aim is to examine whether the application of this approach is also effective at the upper secondary level. This paper presents the results of a study that represents the beginning of research in this direction. The study involved a mixed-gender class of 14- to 16-year-old students from a school in Croatia who participated in learning activities based on C4G learning scenarios. They were expected to develop games using the programming language Snap!. The scenarios aimed to engage both boys and girls by addressing interesting topics and promoting problem-solving skills in real-world contexts. According to the results, the students accepted the process of developing games to solve real-world problems and were motivated to learn programming using this approach. Their teacher also commented positively on the effectiveness of the approach in achieving the learning objectives related to programming and its suitability for upper secondary students.

Keywords: coding4girls, game development-based learning, programming skills, upper secondary education, snap!

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EXAMINATION OF ORGANIZATIONAL ALIENATION WITH BIBLIOMETRIC ANALYSIS METHOD IN NATIONAL LITERATURE

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The feelings and perceptions of employees about the organization are important. In this context, this study aimed to determine the bibliometric characteristics of studies published within the Dergipark system in Turkey on organizational alienation. This study is especially important for the international literature in terms of understanding the characteristics of Turkish literature on organizational alienation. In the study, 26 articles published in Dergipark between 2014 and 2023 were analyzed using the bibliometric analysis method. The data were analyzed using the SPSS 25 program. Percentage and frequency values related to the studies were determined through this program. In this respect, according to the findings of the study, it was determined that the number of studies on organizational alienation in the literature increased, particularly in 2021. The subject area of the journals in which the studies were published was heavily in the field of business administration. Of the studies analyzed, only two were published in English, and the majority were conducted in the production and service sector. Furthermore, quantitative research methods were mostly used in the studies. The studies in question were distributed based on the sample to which they were applied, with a particular emphasis on teachers as well as employees working in various enterprises. The number of samples were between 101-200. Furthermore, the most common concepts related to organizational alienation were loneliness, mobbing, job satisfaction, organizational culture, organizational justice, and human resources management. The most commonly used keywords in the studies were alienation and teacher. Finally, the highest number of citations in the articles was 77.

Keywords: alienation, organizational alienation, national literature, bibliometric analysis method

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**COMPARATIVE BOOK REVIEW: GOODY'S "THE THEFT OF HISTORY" AND
COLLINGWOOD'S "THE IDEA OF HISTORY"**

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In this study, "The Theft of History", an important work of Jack Goody, one of the most important anthropologists of the world, which he added to the narrative of history, using his unique comparative method and directed to theorists and historians who have works related to the subject discussed in the book (Marx, Weber, Norbert Elias, Moses Finley, Perry Anderson) was introduced in line with the critical point of view. Then, similar points were pointed out by referring to another source work that wrote the book with the same method as Goody. In Collingwood's book titled "The Design of History", which was examined in this context, the author generally criticized the analogy of the historical process to a natural process. It is believed that Goody's "The Theft of History" and Collingwood's "The Idea of History" will provide Social Studies students with important opportunities such as thinking, criticizing, and realizing their principles and assumptions.

Keywords: comparison, book, history, review

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A BRIEF LOOK ON CHINESE PHILOSOPHY AND CONFUCIUS

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The age we live in is the age of speculative western doctrine, but today will be its end. The dawning new age is an age when the initial speculation will end and our thinking will become solid and systematic, and our social and political institutions will find stability by following a similar thought. In this context, China has an important place. Because, with its recorded history dating back four thousand years, China, which has a very deep-rooted history, has a great culture and civilization. In this study, the philosophy of China, which has continued to rise at an unprecedented rate in the last thirty years and especially for the last ten years, is mentioned, and then Confucius, which has been transformed into the spiritual ideology of the transition of Chinese society to modern life and left its mark on Chinese philosophy, is briefly discussed. In this direction, the importance of Confucianism in the education of the Chinese people and its effects on the shaping of their political organizations are mentioned.

Keywords: china, chinese philosophy, confucius

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UNIVERSITY STUDENTS' PERCEPTIONS OF ETHICAL LEADERSHIP AND WORK ETHICS

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To achieve the sustainable development goals, it is recommended that organizations worldwide set and adhere to ethical and governance standards. Workplace ethics is an expression of the values an organization holds towards its employees, and therefore includes the behavior of managers and their leadership style and practices. The young generations' perceptions of ethical leadership are worth exploring because they will be the decision-makers of the future. In our research, we interviewed Hungarian university students - mainly studying economics - about ethical leadership and work ethics who have had work experience (N=146). We developed our hypotheses based on Starratt's three-dimensional ethical model and conducted SEM analysis using SmartPLS4 software. We found that the Ethics of Justice factor influences the Ethics of Critique and Ethics of Care factors. Our results also show that the young people generally seek to follow applicable legal and regulatory clauses and achieving greater social justice is important to them in their decision-making. Our research contributes to young people's understanding of ethics in the workplace and ethical leadership.

Keywords: ethical leadership, young generations, work ethics

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CAN ENVIRONMENTAL EDUCATION SUPPORTED BY AUGMENTED REALITY (AR) APPLICATIONS IMPROVE THE ENVIRONMENTAL AWARENESS OF PRIMARY SCHOOL STUDENTS?

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In order to prevent environmental problems; environmental education, whose main purpose is to create environmental awareness in individuals, has become crucial. Advances in technology have provided many benefits in the field of education. Considering the educational benefits of augmented reality (AR) technology, is one of these technologies, it supports its usability for an effective environmental education. The aim of this research is to examine the effect of environmental education supported by augmented reality applications on the attitudes, behaviors and environmental knowledge of third grade primary school students. Embedded design of mixed method was used in the research. The research was carried out with third grade primary school students from two different public schools in Turkey in the 2021-2022 academic year within the scope of the 'Journey to the World of Living Thing' unit of the science course. The quantitative data were collected within the "How Do I See My Environment?" form, consisting of the Environmental Information Scale, Environmental Attitude Scale and Environmental Behavior Scale developed by Uzun (2020). Qualitative data were collected with the Preliminary Information Form and Semi-Structured Interview Form prepared by the researchers. Descriptive statistics, Wilcoxon Signed Rank Test and Mann-Whitney U Test were used in the analysis of quantitative data, content analysis technique was used in qualitative data. According to the findings obtained from the scales and interviews; It has been concluded that the environmental education given by using AR applications is effective on the knowledge, attitude, behavior and environmental awareness of the third-grade primary students towards the environment. In addition, in the interviews; it was determined that students revealed positive feelings towards AR applications, they wanted to use the applications in other lessons, AR applications facilitated their learning and positively affected their approach towards living and non-living things.rn

Keywords: augmented reality, environmental education, environmental knowledge, environmental attitude, environmental behavior, environmental awareness

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A SEGE-BASED INVESTIGATION ON WOMEN-FRIENDLY PRACTICES OF MUNICIPALITIES

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Cities, which have the characteristic of being a social space, have turned into main centers where inequalities arising from gender roles are experienced over time. However, all individuals living in cities should use public spaces equally, benefit from the tools of democracy, and behave equally in terms of participation and representation. In most civilized countries where women and men have equal conditions in urban life within the framework of acquired legal rights, these rights are guaranteed by law. However, the rules determined in this legal framework and the application area do not progress in parallel. Especially in municipalities that provide urban services, it has been a frequently discussed topic that has been criticized from various perspectives, such as the neglect of women's services, the limited representation of women, and the fact that women are not taken into account in the design of public spaces. In the face of these criticisms, municipalities have tried to tolerate the negativities by increasing the 'women-friendly' practices. In this framework, the prepared study aims to identify the 'women-friendly' practices of municipalities in Turkey. In the study, the document analysis method, one of the qualitative research techniques, was used. In line with this, the 'women-friendly' practices of the cities in the upper, middle and lower developed levels were investigated through the annual reports, based on the SEGE index, which shows the development level of the provinces in Turkey. Yalova as the city at the upper level, Afyon as the city at the middle level, and Kars as the city at the lower level were chosen as the sample and were the subject of the research. The activity reports of the municipalities responsible for the management of urban-public services in these cities were scanned, analyzed and the findings were presented in tables.

Keywords: urbans, municipalities, women, women friendly, sege.

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ANALYSIS OF THE 6 FEBRUARY TÜRKİYE EARTHQUAKE IN THE CONTEXT OF EARTHQUAKE VICTIMS

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The earthquake, which affected the south and southeast of Turkey (approximately 10 provinces) on February 6, 2023, brought many devastating consequences. Earthquakes, which occur in all geographies of the world in variable time periods depending on the characteristics of the geological structure, cause many extraordinary situations and consequences for humanity. This situation and its consequences require people defined as disaster victims to struggle with sociological, economic and psychological problems arising from the effects of the event. In this study, which was carried out in a framework of what comes to the fore among these problems, 30 earthquake survivors who experienced the 6 February 2023 earthquake in Turkey contributed their views. The data obtained in this study, which was carried out with the qualitative research method and descriptive survey model, were given in tables by subjecting the content analysis. In addition, the views of earthquake victims are included in the study. The opinions given are included in the tables in the findings section in the form of sub-themes determined by analysis. Considering the findings obtained in the study, it was revealed that the earthquake survivors of the study group members had extremely high levels of fear and anxiety about the earthquake they experienced, and they contacted many related problems.

Keywords: earthquake, earthquake victim, problem, türkiye.

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EVALUATION OF SCHOOL-BASED DISASTER EDUCATION IN TURKEY

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For the 'School-Based Disaster Education Project', the core members of the working group, consisting of teachers and academics, received a 21-day training on 'Disaster Education and Management in Schools' between February 28 and March 20, 2011, made observations and made curriculum comparisons. found in their work. The first of the 3 working groups created after the education program in Japan was for the execution and dissemination of the project, the second for the comparison of the curriculum between Japan and Turkey and the evaluation of educational materials, the third and last group for the reorganization of the Disaster and Emergency Management Plans in schools and for making/implementing them more effectively. started its work. Within the scope of these studies, in this study, which aims to evaluate the activities related to school-based disaster education in Turkey, answers were sought to many questions about which disasters these activities took place and how often these activities were held. The literature review model was used in the study, which was carried out with the qualitative research method. The data obtained are presented in the study in figures.

Keywords: türkiye, school, disaster education, assessment.

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TRADITIONAL CULTURE AND MATHEMATICS EDUCATION: TAKING INDONESIAN TRADITIONAL HOUSES AND PROJECTIVE GEOMETRY TEACHING AS EXAMPLES

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This paper examines the relationship between traditional culture and mathematics education, using Indonesian traditional houses and projective geometry teaching as examples. The paper focuses on introducing the geometric structures of Indonesian traditional houses and presents the "Simple House Theory", as well as how it can be applied in the teaching of advanced mathematics. Traditional culture plays a significant role in education, as it can inspire students' interest and motivation in mathematics. Combining traditional houses with the teaching of advanced geometry (such as projective geometry) provides a project-based approach that allows students to develop a deeper understanding of mathematical concepts and applications. This research has shown that integrating elements of traditional culture into mathematics education can make the teaching more meaningful and concrete, while also preserving and transmitting traditional cultural knowledge. This integrated approach to combining traditional culture and mathematics education promotes interdisciplinary learning and cultural awareness among students, while enhancing the effectiveness and motivation of mathematics learning. The conclusion of the paper emphasizes the importance of integrating traditional culture into mathematics education and suggests further research and application in of ethnomathematics.

Keywords: mathematics education, traditional houses, projective geometry, simple house theory, ethnomathematics

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TEACHERS' VIEWS ON CULTURAL HERITAGE EDUCATION WITH TECHNOLOGY IN EARLY CHILDHOOD EDUCATION

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The line "Culture and arts education will be provided from an early age to develop culture and the arts as a habit of life" is found in Policy 633.1 on cultural heritage in the 11th Development Plan. It highlights the importance of education in the early years. The project's primary unique contribution consists of the design, execution, and assessment of a technology-integrated educational program that assists preschool instructors and students in maintaining an intangible cultural legacy to foster sociocultural awareness. Learner-centered practices based on learning theories like sociocultural learning, multiple intelligences, and project approach will be used in the education program to be developed within the project's scope to transfer the content specific to the intangible cultural heritage of our country. This study examines teachers' views on cultural heritage education with technology in preschool education. In this direction, phenomenology, one of the qualitative research designs, was used. The study group determined by purposeful sampling consists of 20 preschool teachers working in Bolu, Turkey. During the data collection process, semi-structured interviews were conducted with the teachers. In addition, content analysis was used to analyze the data, and the MAXQDA 2022 program was used. The findings that emerged from the research were presented under the themes of teacher cultural heritage perception, cultural heritage education practices, cultural heritage in the program, resources utilized, cultural heritage attitudes of children, teachers' educational expectations, and teachers' technology skills/competencies. The study shows that teachers include cultural heritage education in their preschool classes but need training in diversifying heritage contents and teaching methods.

Keywords: early childhood education, technology, cultural heritage, cultural heritage perception

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**BEGINNING POINT: INVESTIGATION OF AWARENESS STUDIES FOR INDIVIDUALS
WITH SPECIAL NEEDS IN PRE-SCHOOL**

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Preschool is a critical developmental period in which the first steps are taken in terms of forming different attitudes and judgments. The main motivation source of this study is the absence of a study in which studies on the acceptance of individuals with special needs and raising awareness for them in preschool, which is considered the first step towards inclusion, were synthesized. For this reason, this study is aimed to systematically determine what awareness studies are carried out in classroom and school environments to increase the social acceptance of children with special needs, who take the first step into the inclusive education process with preschool education in Turkey. This study was conducted by adopting the systematic review methodology. Considering the criteria determined in this study, no year limitation was made for the beginning. Studies published in the national literature, and conducted on "Awareness for individuals with special needs in the preschool period" were examined. For this purpose, an advanced search field was used in Anadolu University Library databases; the DergiPark database, Google Scholar search, and National Thesis Center were also included in the scanning process. The research includes the theses conducted with individuals with special needs in the preschool period and the studies published in national and international refereed journals in Turkish and English languages. In total, 41,724 studies were obtained. The studies obtained as a result of the screening continue to be examined according to the determined inclusion and exclusion criteria. The screening process and the application process of inclusion and exclusion criteria will be visualized by adopting the PRISMA model. The included studies will be analyzed descriptively. The findings regarding the demographic, methodological, and finding variables of the studies will be shared in detail during the presentation at the congress.

Keywords: preschool education, awareness, children with special needs, respect for diversity, empathy

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EVALUATION OF FEMICIDES COMMITTED DURING THE DIVORCE PROCESS

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When couples get married and have children; individual, husband-wife, parent-child and siblings subsystems form. If couples cannot manage their marriage and either party wants to get divorced, the husband-wife subsystem must be closed in order for divorce to be continued in a healthy way. This research addresses femicides that occur as a result of the inability to close the husband-wife subsystem during the divorce process. For a detailed analysis of the situation, news with the common themes of divorce and femicide published between 2016-2020 on the websites of three of the most read newspapers in Turkey were scanned. According to the research findings; The divorce process in Turkey cannot be carried out properly. In addition, it is seen that the man constantly puts pressure on the woman during the divorce process. The fact that the divorce process is not well managed by the couples and the man's failure to accept the separation may cause the divorce process to result in murder. All the findings obtained in the research reveal that the counseling service provided during the divorce should be mandatory. It is recommended that social workers and policy makers who intervene at micro, mezzo and macro levels develop policies to provide couples with compulsory counseling services in the divorce process.

Keywords: divorce, divorce process, femicide, counseling service, forensic social work

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EVALUATION OF CHILD INTERVIEW CENTERS IN TURKIYE

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Divorced couples need to communicate with each other because of their children born in their marriage. According to the data obtained from Turkish Statistical Institute, 180 thousand 954 couples divorced and 180 thousand 592 children became the subject of custody in 2022 in Türkiye. Considering the statistics, it is seen that the custody decision for the children who are the subject of the divorce case and the regulations establishing the personal relationship with their parents are important issues. In this context; Following the divorce, the implementation of the court decisions establishing the personal relationship of the children with their parents and the custody of the parent holding the child from the other parent has become a situation where various problems are experienced. Failure to reach an agreement on the custody of the child, disagreements about the division of property, and unresolved problems between the parents after the divorce prevents the divorce process from being carried out in a healthy way. This situation causes problems in establishing a personal relationship with the child and receiving/delivering the child from the custody owner. According to the data of the Ministry of Justice, 47.5% (132 thousand 675 cases) of divorce cases filed in 2021 are contested divorces. Naturally, contentious divorced couples have problems in the process of establishing a relationship with their children after the divorce. To cope with these problems, Child Interview Centers have started to serve within the courthouses in Türkiye since 2022. Child Interview Centers aim to solve the problems relating to custody and parent-child relationship through public institutions. In this study, the functioning and application of Child Interview Centers will be evaluated and their contributions to the field of child welfare will be addressed.

Keywords: custody, parent-child relationship, child delivery, child interview centers

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TOWARDS A THEORETICAL UNDERSTANDING OF THE CONCEPT OF THE NATIONAL CONCEPTOSPHERE

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Putting forward the theory of the national concept sphere, modern researchers argue that it is based on the idea of unity in diversity, which is the essence of this concept. Emphasizing the enriching role of intercultural communication, they also note the ambiguous nature of this phenomenon. If, on the one hand, it contributes to the creation of a "secondary linguistic personality", removes the contradiction "one's own - someone else's", then, on the other hand, it can become "an instrument of cultural expansion, oppressing a foreign culture". National cultural spaces, national cultural spheres act as cultural dominants that any national culture possesses. The boundaries between these spheres are blurred and more difficult to define than "the boundaries of culture as a whole." This is due to the fact that "between the national borders of different cultures lie vast areas of adjacent fields." Thus, we come to the concept of the national concept sphere, which was first formulated by D.S. Likhachev (as a set of concepts): "The possibilities of cultural and intercultural communication are associated with the nature of the cultures that form the national cultural world or, in other words, the national concept sphere." The essence of the concept sphere is the core of any culture, which is a "limited set of concepts and constants". The concepts are such concepts as land, homeland, world, religion, labor, family, motherhood, fatherhood, birth, life, death, etc. Of particular importance in the creation of the concept sphere belongs to writers and poets.

Keywords: intercultural communication, cultural spaces, national conceptsphere, concept, literature

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FEATURES OF SPANISH POSTMODERNISM IN LITERATURE

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Postmodernism is one of the most influential phenomena of the second half of the 20th century. This term represents structurally similar phenomena in the cultural and social life of the second half of the 20th century, crucial to characterize the post-non-classical type of philosophical thinking and styles in art. Postmodernism have come a long way from the phase of primary latent shaping, which dates back approximately from the end of the Second World War to its recognition as an aesthetic phenomenon - the beginning of the 80s. This phenomenon of Western culture accepted and theoretically reflected in philosophy, aesthetics, and literary criticism, reflected a certain mentality, ways of human perception of the world and perception of the world, assessed the cognitive capabilities of people. The postmodernist trend presupposes the presence of the ideas of modernism. Both of them originated not in the center of the cultural system of the era - in Europe and the United States, but on the edge - in Latin America. The idea of postmodernism also first appeared in the Spanish-speaking world of the 1930s - a generation earlier - than in America and England. This term was first used by the famous Spanish historical portrait painter, known in the 19th century - Federico de Onis, a friend of the Spanish philosopher, sociologist, and writer Jose Ortega y Gasset. Federico de Onis used the term "postmodernism" to describe the traditionalistic movement within the framework of modernism itself.

Keywords: postmodernism, mass literature, spanish literature, modernism

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MULTICULTURALISM IMPACT ON LITERATURE

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Multiculturalism is one of these factors to unite all cultures, on the basis of certain principles today, it's impossible to create without considering international cultural practices, Multiculturalism has formed in unity of different fields of humanitarian thoughts: anthropology, politicisim, economy, history, psychology, pedogogy and literature. The impact of multiculturalism in literature and its problem of study by literary crities is very relevant today. In fact, cultures didn't get in touch in the end of XX-XXI century. This process has existed throughout history. History of a culture clearly proves that ever supercilious antique Greek culture adopted a lot from surrounding "barbarian" nations. For example, in Greek mythology you can see enough elements of Middle East' outlook- mythology. Ironically, however, the theory of multiculturalism has occurred only now - at the beginning of the XXI century. If you pay attention carefully to German philosopher Goethe of 18th century it becomes clear that he meant 'world culture' in "world literature". For example, Salman Rushdi's works can be considered extremely exciting multicultural event. At the same time in French literature Alberts Camu's works can be an interesting subject of multicultural research. On the one hand, he is the one of the most powerful events on the French culture and literature. On the other hand, Spanish elements in his genes are extremely strong

Keywords: multiculturalism , humanitarian thoughts, culture

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A COMPARATIVE STUDY ON VR GAMES IN TERMS OF DIGITAL MEDIA USERS

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Digital media users, who have integrated digital technologies into their daily lives, represent a broad spectrum of age groups and backgrounds. Digital natives, commonly referred to as individuals who were born and raised in the digital era, have grown up surrounded by digital technologies and are characterized by their deep integration and familiarity with them; while digital hybrids represent a transitional group, consisting of individuals who have adapted to the digital world later in life, either through necessity or choice. Understanding the dynamics between digital natives, and digital hybrids, as digital media users, in the realm of VR games is crucial for game developers, researchers and the gaming industry. This study aims to serve as a foundation for further exploration and analysis of the evolving relationship between these media user groups and virtual reality (VR) games, shedding light on the implications for gamer gratifications and media use in the digital era.

Keywords: digital media users, digital natives, dijital hybrids, vr games, gratifications

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MORAL EXEMPLARS AND MORAL FOLLOWERS ON TWITTER: HUMAN RIGHTS ACTIVISM AND POLITENESS

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Until recently, studies on moral exemplars focused on the characteristics or roles of exemplars in moral education. However, the issue of the possible effects of moral exemplars on their followers lacked adequate coverage in studies on psychology. Thus, the current study discussed the concept of moral following in the context of social media. The study conducted a comparison between Twitter users engaged in Malcolm X and human rights activists unengaged in moral exemplars. The accounts of moral followers (N = 20) were compared with those of human rights activists (N = 20). Tweets were subjected to content analysis, and themes related to activism were determined. The groups were compared in terms of the seven themes using the Mann–Whitney U-test. Statistically significant differences were observed between the groups in terms of impoliteness (U = 83; p < .01), prejudice/discrimination (U = 130; p < .01) and antisocial rights/justice-seeking (U = 126,5; p < .05). The results demonstrated that moral followers preferred offensive and impolite language. The findings were discussed in the context of possible explanations.

Keywords: moral exemplar, moral follower, twitter, politeness, malcolm x

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**“THE IMPACT OF THE PANDEMIC SITUATION ON DOMESTIC VIOLENCE
PHENOMENA. ALBANIAN CASE”**

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For a country like Albania with a fragile democracy, with a balance of power many times in danger of authoritarianism, with a weak economy, with a popular conscience in agony, a divided and ineffective civil society, experiencing a massive lockdown, brought new problems and worries. The one who suffers more was the family. The quarantine shows that the home became the most unsafe place. In Albania, the number of denounces increased by 40%, and the cases of domestic violence affected the higher number of femicide cases. Figures published by AWEN - Women's Empowerment Network in Albania show that the National Hotline for Women and Girls 116117 received about 2000 calls during the period of isolation from the pandemic March 10 - May 18, marking a tripling of calls compared to it the same period in 2019. Figures published by AWEN - Women's Empowerment Network in Albania show that the National Hotline for Women and Girls 116/117 received about 2000 calls during the period of isolation from the pandemic March 10 - May 18, marking a tripling of calls compared to the same period in 2019. From the data of this network, it results that about 534 cases of violence and trafficking are supported by AWEN organizations, through the provision of hundreds of psychological and legal counseling in distance or with concrete legal assistance. This situation was labeled by UN Women as a pandemic in the shadows. "This reaffirms what is stated by women NGOs: survivors of domestic violence in Albania are very patient and report violence only at an extreme stage; addressing domestic violence is considered a luxury in the current state of survival." The article will try to emphasize the institutional role of the state and third sectors to guarantee women's rights in a national context, through comparative analysis.

Keywords: domestic violence, quarantine, covid-19, women's rights, legal framework

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THE STRATEGY OF THE INTERNATIONAL STUDENT POLICY THE GOVERNMENT OF CANADA IN EDUCATION SYSTEM OF THE COUNTRY AND THE PROGRESS OF THIS POLICY DURING THE LAST DECADES

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Canada is the most popular study-abroad country for international students. The Government of Canada went through a lengthy period to form and implement the international student strategy in global market. The purpose of this strategic policy reached the main goal and brought tangible revenue to the country only after 2014 year. The main providers of this policy: the education institutions and responsible to the education services organizations of Canada, put a huge effort to succeed success on this field and exceed expectations of this strategic policy of the government. Implementation and adjustment of this policy was taking place through the following transformation stages: ·Formation period, ·Implementation period, ·Performing period, ·Forming period. During the progressing the process of the formulation international student policy of Canada, universities and colleges had been facing with obstacles and complex challenges to overcome, and with opportunities to evaluate the education training, innovative programs, seminars, and workshops for the potential international students. This marketing strategy has been projected based on innovative technology and trends on the economic of international market. Education institutions of Canada put a big effort to assess all methods for teaching and engaging international youth in classrooms. Tightly integrated global world recognized that, English language is the most spoken language in the world and best communication “tool” for human in the business environment. Powerful and attractive energy of English language catching an enormous number of international youth and different category of population of the world to come for study and live in English-speaking countries, such as Canada, USA, United Kingdom, Australia, and New Zealand. No doubts, that dominant position of the English language will remain for many years to come, and therefore, will preserve opportunities to attract more international students to the above-mentioned countries for the next decade as well.

Keywords: international student, canada education policy

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INCORPORATING THE ESG ELEMENTS INTO THE SYLLABUS OF THE ECONOMIC SCHOOLS IN REPUBLIC OF MACEDONIA

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The transition of the economic system is based on the new development concept of Environmental, Social and Governance (ESG) goals, which should be an inevitable part of corporate policy. The European Union (EU) has worked hard to adopt a unique taxonomy and policy measures for economic system actors and this concept of Sustainable Finance its expected to be completed by the end of year 2023. Economic system participants should accept the new business agenda when defining performance targets, which includes the key ESG criteria. Thus, the overall objective of this paper is to examine how ESG is being implemented in the curricula of higher education programs. Additionally, the research aims to create an idea for implementing such innovation in Macedonian universities in accordance with the outcomes attained. Specific objectives of the research: 1. To analyze and comparison Croatia's and Macedonia's economics faculty programs. 2. To examine the difficulties Republic of Macedonia is having putting ESG into practice. 3. Building an ESG concept for the study programs in the Economic faculty. The nature of this research is multidisciplinary, field-based, observational, quantitative, and qualitative. Methods of the research include analysis (comparative, structural, and content analysis), synthesis, intuitive and logical reasoning, and extrapolation. Research proposed hypothesis: General Hypothesis: In comparison to Republic ofMacedonia, Croatia has a different higher education syllabus for students majoring in economics, as well as different study options regarding the ESG concept. Hypothesis 1: Environmental, societal, and governmental factors are implemented in Croatian academic programs. Hypothesis 2: The education programs in Republic of Macedonia do not incorporate societal, political, or environmental factors. Hypothesis 3: Adding ESG factors to coursework in higher education, can enhance pupils' understanding from an ESG perspective. Hypothesis 4: Employing ESG standards can boost competitiveness of the Macedonian economy.

Keywords: esg elements, syllabus, republic of macedonia, croatia

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INVESTIGATING AI-POWERED TUTORING SYSTEMS THAT ADAPT TO INDIVIDUAL STUDENT NEEDS, PROVIDING PERSONALIZED GUIDANCE AND ASSESSMENTS.

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This comprehensive literature review seeks to assess the potential of AI-powered tutoring systems that are able to adapt and provide personalized guidance tailored to individual student needs. As Artificial Intelligence (AI) technologies continue to progress at a rapid rate, there is ever increasing interest in leveraging these capabilities for educational purposes. By offering customized instruction based on each student's strengths, weaknesses, and learning style preferences, AI-powered tutoring systems may revolutionize how students learn. The review will examine various studies and research papers exploring the design, implementation techniques as well as effectiveness of such innovative solutions. This includes delving into algorithms like machine learning, natural language processing or data mining which enable these systems to adjust their interactions according to students' requirements. Moreover it will investigate any positive impacts such personalized teaching has had on academic performance levels in addition to engagement motivation amongst learners. Additionally this study shall look into existing challenges faced when using AI-powered tutoring systems; from ethical concerns about privacy issues thought too effective teacher -student communication.. After taking all findings from available literature into account we can then identify areas where more work is needed, offer suggestions for future improvements or studies within this field. In conclusion, with our synthesis of insights gathered during our investigation we hope improve awareness & understandings around utilizing AI technology for educational purposes so that teachers & students alike can benefit from personalized adaptive educations experiences

Keywords: ai-powered tutoring systems, personalized assessments, adaptive learning, natural language processing, teacher-student interactions, academic performance

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DECODING EMOTIONS: HARNESSING THE POWER OF PYTHON FOR SENTIMENT ANALYSIS IN SOCIAL MEDIA

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Social media usage is increasing tremendously, and it has become a necessity. A person needs to be able to use social media in order to compete in this ever-developing world of technology's large number of people use social media, some for-entertainment purposes for educational purposes, Some for political, and others for economic purposes. To accommodate this tremendous amount of information that is being disseminated in social media to reflect the views of all these individuals. And all those views (information) have different sentiments echoed in them. To gain some data from the list of information, we need to analyze the feelings of the posts on social media. Sentiment analysis is a powerful tool that utilizes machine learning and natural language processing (NLP) to detect the sentiment - whether it be positive, negative, or neutral - in text. Two primary methods for conducting sentiment analysis are rule-based and automated. Convolutional neural networks (CNNs) and deep learning have been found successful in uncovering meaningful sentiments from texts, allowing for accurate classification of views expressed through written data. By breaking down each step thoughtfully with new ideas, active sentences instead of passive ones, stronger verbs for increased intensity, and synonyms to replace words that could be better used elsewhere, this makes up a successful rewrite of the original text.

Keywords: sentimental analysis, natural language processing, speech detection, jupyter

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THE PREDICTIVE ROLE OF GRIT IN CLASS ENGAGEMENT AMONG UNIVERSITY STUDENTS

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The aim of this study is to examine the predictive role of grit in class engagement in university students. The participants of the study consisted of 385 students, 205 of whom were female (53.2%) and 180 were male (46.8%). In the study conducted for the correlational pattern, The Short Grit Scale, Engagement Questionnaire, and Personal Information Form were used. According the findings, positive and significant correlations were found between the the interest dimension of grit and agentic engagement ($r = .21, p < .001$), behavioral engagement ($r = .22, p < .001$), cognitive engagement ($r = .23, p < .001$), and emotional engagement ($r = .26, p < .001$). On the other hand, positive and significant correlations were found between the effort dimension of the grit and agentic engagement ($r = .34, p < .001$), behavioral engagement ($r = .32, p < .001$), cognitive engagement ($r = .41, p < .001$), and emotional engagement ($r = .36, p < .001$). As a result of the multiple regression analysis, it was found that the positive predictive effects of interest on agentic engagement ($\beta = .16, p < .001$), behavioral engagement ($\beta = .17, p < .001$), cognitive engagement ($\beta = .17, p < .001$), and emotional engagement ($\beta = .20, p < .001$). In addition, it was found that the positive predictive effects of effort agentic engagement ($\beta = .31, p < .001$), behavioral engagement ($\beta = .29, p < .001$), cognitive engagement ($\beta = .38, p < .001$), and emotional engagement ($\beta = .33, p < .001$). As a result, the high level of interest and effort dimensions contributes to the high engagement of students in the class.

Keywords: grit, class engagement, university students

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THE ARTISTIC PARADIGM OF MODERNITY AND THE IMAGE OF A CONTEMPORARY IN ANAR'S PROSE

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Anar's work provides rich material for the study of the concept of modernity and the image of the modern hero in literature. In the center of his works are problems, mainly related to contemporary reality and modern heroes, embodied in a variety of characters. The time of writing the first stories is a certain stage in Anar's work. It was in these stories that the writer made an application for the creation of a paradigm of modernity, which continued to realize itself in the subsequent works of the writer. Interestingly, the preface to one of the volumes of Anar's Collected Works, written by Ch. Aitmatov, is entitled "A contemporary from fate." Anar is a writer who skillfully combines in his work the traditions of previous literature, which he treats with great respect, and innovative searches, both in the field of content and in the field of form. Anar came to literature in the early 60s along with such prominent representatives of Azerbaijani prose as Elchin, I. Melikzade, Y. Samadoglu, S. Ahmadov, F. Kerimzade, M. Ibragimbekov and others. Each of them, referring to a variety of topics, to people of different professions and interests, were united in one thing - in an effort to reveal their contemporary life and the image of a contemporary. But at the same time, each of them, with his innovative searches, outlined new ways for the development of Azerbaijani literature. That is why the prose of these "sixties" writers was called "new prose".

Keywords: modern prose, literary process, innovative searches

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TURKISMS AS INDICATORS OF SOCIO-PHILOSOPHICAL CONTENT

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In Nizami's "Khamisa", Turkisms, being carriers of socio-philosophical content, determine the expressive stylistic form and, as a rule, are directed to the realization of high aesthetic shades. Within the two fashion-philosophical categories, which are divided into "good and evil", with their special dynamic function in the literary text, mainly applied to sub-line meanings, Turkisms that express only the signs of good are gradually becoming a tradition historically, and whatever is good in society, beauty, intelligence, courage, skill, kindness, etc. becomes a symbol of the elements. In this regard, there is a need to study the signs and functions of the "Turkish" lexical unit in the literature. Being a subject of great historical period literature, language and culture, Turkisms are regularly updated by individual artists and instead of being archaic, they become a stereotype that has more traditional meaning and social content. From this point of view, in Nizami's philosophical-theoretical thinking and artistic style, the ethnonym "Turkish" carries a single social-aesthetic function, and the content, moral values and external signs of this ethnos are fundamentally reflected. The study of the social-content and semantic features of Turkisms in Nizami "Khamisa" not only allows to study the poetic stylistic features of these lexical units, but also provides conditions for clarifying the language features specific to the medieval Azeri region, the functional importance of these lexemes in the development of the literary process

Keywords: turkism, style, artistic language, literary process

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THE IMPORTANCE OF PHRASAL VERBS TEACHING AND LEARNING IN THE ENGLISH LANGUAGE ACQUISITION TO THE ALBANIAN EFL STUDENTS.

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Albanian learners and students of the English language find it really hard sometimes to learn and memorize phrasal verbs and of course making good use of them in practice is quite impossible. Oxford dictionary of the English language defines a phrasal verb as an idiomatic phrase consisting of a verb and another element, typically either an adverb as in break down, or a preposition for e.g.: see to, or a combination of both, such as: look down on, to give a new meaning. Throughout all our English teaching experience, the process of teaching and learning phrasal verbs remains a real challenge, due to the fact that they are mostly considered as idiomatic expressions, that is their real meaning does not often match with their literal meaning. This study aims at throwing light on the importance of phrasal verbs use and their significant role in the enrichment of a learner's English vocabulary. A survey is conducted as well as interviews are performed asking for information and details needed for the accomplishment of this study, so that we can conclude with effective strategies/techniques of teaching and learning phrasal verbs. Through alternative approaches of teaching and learning phrasal verbs we suggest a better and faster English language acquisition trying to give a helping hand to all the Albanian learners of English as well as Albanian teachers of the English language.

Keywords: phrasal verbs, language acquisition, idiomatic expressions, alternative , approaches

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OPTIONS FOR MEASURING SALES ACTIVITIES IN BUSINESS PROCESSES

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There are very few small and medium-sized enterprises in Hungary that have been able to operate continuously for decades. There are even fewer that have been able to remain competitive and thus survive in the trade and distribution sector. When we think about businesses, we focus on efficiency and measuring short-term performance. This method works very well in a stable environment. However today's technologically advanced, post- telecommunications revolution economic world torn by war and epidemics is much more dynamic and unpredictable. The lifespan of businesses is therefore also quite limited. In Hungary the average life span of a company is 5 years. For international companies, the same can be 15-30 years, and very few companies are known to have a longer lifespan. The end results are either dissolution and bankruptcy, or merger into larger companies. The crises of recent years have clearly demonstrated the fundamental fact that only those businesses that have an information surplus, a diversified management portfolio, are modularly integrated into larger corporate systems, adaptable, and make prudent and considered economic decisions can survive. To be able to meet these conditions commercially, a company must have a well-defined strategy. In addition to mechanical business thinking, we need to master the art of biological thinking, which has been proven in large biological systems over thousands of years, i.e. we need to master the 6 principles of efficient information transfer, diversity, modularity, adaptability, prudence, embeddedness in larger systems.

Keywords: measuring, efficient information transfer, diversity, modularity, prudence, embeddedness in larger systems

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THE CRITERIA FOR RELIABILITY

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We conducted a large sample representative survey to get a deeper understanding of the Hungarian population's opinion on what makes them think a product or service is trustworthy. The main objective of the research is to design the Reliable Product Rewards Programme around a set of research-acceptable metrics that are valid and acceptable to all in 2021 and beyond. The University of Óbuda will participate in the development of the Reliable Product reward scheme in the future. When assessing the reliability criteria, 6 out of 10 factors were included. Based on the results of the research, it is proposed that the following 6 factors should be included in the Reliable Product reward system: 1. product value for money 2. product quality 3. recommendation by others (acquaintances, friends, family) 4. satisfaction with the product, after previous tasting/use 5. trial, during previous tasting/use. In our further research, familiarity will be considered as a separate dimension 0 as a filtering criterion in the reward system.

Keywords: reliable product, value for money, product quality, satisfaction, product sampling, recommendation

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PERCEPTION OF PUBLIC TRANSPORT MEGAPROJECTS THROUGH A USER PERSPECTIVE

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One of the biggest challenges of the 21st century is to manage population growth and the resulting impacts. Population numbers that exceed the earth's carrying capacity are placing huge environmental pressures on the environment. This is not only reflected in waste management, energy consumption and the use of fossil fuels, but also in a deteriorating quality of life. The millions of people living in metropolises around the world, with their given road networks, create huge transport anomalies that need to be addressed at national and international level. Road congestion, drastic increases in journey times and the rising cost of travel have highlighted the importance of improving public transport. However, for public transport to be attractive, it is essential that the transport alternative itself is fast, comfortable and modern. In the present study, two metro construction projects in cities with high populations (Mumba, Ryadh) are examined, with particular attention to the scale of the project and its usability. The study aims to highlight the visible objectives expressed by the end-users and their reflection in the project based on the results of a primary survey in 2022 and a primary survey in 2023. We will focus on the different phases of project management that lead to the success of the project.

Keywords: transport, sustainability, project, project scope

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USER EVALUATION OF INNOVATIVE MEGAPROJECTS INDUCED BY ENVIRONMENTAL CHANGE USING PRIMARY DATA

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The modern age and the associated rise in living standards have been achieved at the cost of enormous environmental damage. The environmental degradation of today, the environmental devastation of previous years, and global warming have presented the world with new and novel challenges that were not experienced in previous decades. Rising sea levels, increasing energy demand and the explosion in energy prices have created new focal points in the thinking of all spheres of economic life. All these environmental factors require a new and fresh approach to future sustainability. New solutions to energy supply are needed and solutions to sea-level rise must be sought. In this article, we undertake to examine in detail the Maldives floating city and the European energy island project from a user's perspective, specifically in terms of its progress and exemplary value. In this paper, we will examine the two flagship projects through the results of a primary research conducted in 2022 and 2023, formulating the main messages for the design of future projects.

Keywords: change, environment, project, energy, sea level rise

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THE WAY TO DEVELOP A PROJECT MINDSET, ACCORDING TO SECONDARY SCHOOL STUDENTS

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The 21st century has brought many changes to our lives. The pandemic and the major changes that followed have affected our daily lives. Many competences have come to the fore that were previously secondary in the world of work. These competences include project thinking and thinking in terms of projects. Project thinking is not a stand-alone concept, but a complex set of competences that encompasses a number of other competences. It includes teamwork, communication, time management, insight, flexibility or even agility and time management. A project approach is nowadays not only needed in the world of work, but many school tasks can be defined as projects, leading students to succeed in real life. The aim of this study is to present the project approach and its different dimensions, based on the perceptions of secondary school students and the results of a questionnaire survey. The paper aims to shed light on the different aspects of the project approach, highlighting the areas and directions that need improvement and which could be the key to the future.

Keywords: project, project approach, education, efficiency, stem

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FOREIGN LANGUAGE LEARNING IN A DIGITAL ENVIRONMENT - RESULTS FROM A PRIMARY RESEARCH

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Education is a priority for all national economies. The current rapid changes are taking place in all areas of our lives. In today's globalised world, language skills, their development and their use at a skill level are essential. We all feel the need for renewal. Over the last two decades, technological factors such as computers, the games industry and the internet, as well as social factors like family, friends and society, have influenced the way children think and behave. Education is an area where innovation is needed for a number of reasons. It provides solutions to the challenges of the new age. For the digital natives of Generation Z, digital tools and methods have become part of everyday life. However, the introduction of innovation-related initiatives and methods is a complex and difficult process. Education professionals are still divided on digital education and digitally-enabled learning materials. The present study aims to present a picture of present student and teacher attitudes towards digital education.

Keywords: digitalisation; digital education; innovation; technology

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**WAS THE MEDICI REALLY THE MOST POWERFUL FAMILY IN FLORENCE? ANALYSIS OF
THE RELATIONSHIP NETWORK OF THE 15TH CENTURY FLORENTINE MERCHANT
FAMILIES.**

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In Florence in the 15th century, several families competed for power, during which they developed complicated business and family relationships. These families can be considered the big companies of the age. The results of network science have shown that a company's market power is determined not only by its financial and market positions, but also by its network position in the business network. The purpose of the research is to present the role of 15th-century Florentine families in their network of relationships and the resulting power position using quantitative methods. The research considers the business and family relationships of families as a multi-layered, complex network and examines them using network science methods. The research shows which families occupied the various positions of power in the complex network of relationships, and which families formed close groups within the network. One of the new areas of 21st century management is the network management, which focuses on examining the internal and external network of companies. The research examines the business positions of 15th-century Florentine families using the network management approach.

Keywords: network science, complex networks, business networks, market position, power

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OPPORTUNITIES FOR THE JOB OF "INFORMATION SPECIALIST"

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The role of a Knowledge Specialist is a dynamic and multifaceted position that encompasses the management, organization, and dissemination of knowledge within an organization. This abstract explores the opportunities and responsibilities associated with the Knowledge Specialist role. A Knowledge Specialist is responsible for developing and implementing strategies to capture, organize, and share knowledge effectively. They play a crucial role in creating and maintaining knowledge repositories, databases, and systems that facilitate easy access to information for employees. Additionally, they collaborate with various stakeholders to identify knowledge gaps, develop training materials, and provide guidance on best practices for knowledge management. Furthermore, a Knowledge Specialist serves as a key resource for knowledge transfer within an organization, ensuring that valuable expertise and insights are captured and shared among team members. They facilitate collaboration and communication between individuals and departments, fostering a culture of continuous learning and improvement. In summary, the role of a Knowledge Specialist offers diverse opportunities to contribute to the effective management and dissemination of knowledge within an organization. By leveraging their expertise in knowledge management and collaboration, they play a pivotal role in enhancing organizational efficiency, promoting innovation, and empowering employees with the information they need to succeed.

Keywords: information, knowledge specialist, company

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EXPLORING THE KNOWLEDGE OF LOCAL AUTHORITIES

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Exploring the knowledge of local authorities is a crucial endeavor for understanding and harnessing the expertise held by these governing bodies. Local authorities possess valuable insights and practical knowledge about their communities, which can greatly contribute to effective decision-making and policy implementation. This abstract highlights the significance of exploring the knowledge of local authorities and the potential benefits it offers. By delving into the knowledge of local authorities, researchers and policymakers can gain a deeper understanding of the unique challenges, opportunities, and needs of specific regions. This knowledge can inform the development of targeted interventions, policies, and initiatives that address local concerns and foster sustainable development. Furthermore, exploring the expertise of local authorities promotes collaboration and knowledge-sharing between different stakeholders, including academia, government agencies, and community organizations. Overall, exploring the knowledge of local authorities provides a foundation for evidence-based decision-making, local empowerment, and inclusive governance. It helps create a more informed and participatory approach to solving local issues and drives positive change at the community level.

Keywords: decision-making, knowledge, government

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CHINA'S IMPACT ON THE US DOLLAR EXCHANGE RATE

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This paper examines the evolving relationship between China and the United States, the two largest economies in the world, with a particular focus on trade imbalances and their implications. The study begins by providing an overview of the historical context and the significance of the CN-US economic relationship, emphasizing the influence it holds over the global economy. The analysis traces the trajectory of CN-US trade from the early days of direct trade to the recent trade frictions and tariffs imposed by both countries. It highlights the role of statistical errors in the reported trade imbalances and explores the complex factors contributing to the trade deficit. The study underscores the need for a balanced CN-US relationship that combines cooperation and confrontation, allowing for equality, mutual benefit, and peaceful coexistence. Furthermore, it delves into the economic growth of China, its potential to overtake the US economy, and the possibility of the Chinese yuan replacing the US dollar as the global reserve currency. The paper concludes by emphasizing the importance of maintaining a stable cooperative relationship between the two nations to ensure a positive direction for global development.

Keywords: china, us-china economic policy, economic growth, us dollar, globalization

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THE ROLE OF HUMAN CHOICES IN THE LEARNING PROCESS

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The learning process is a complex interplay between external information and internal cognitive processes. While the acquisition of knowledge often involves exposure to educational materials and instructional guidance, the role of human choices in shaping the learning experience should not be underestimated. This abstract explores the significance of human decision-making in the learning process and its impact on knowledge acquisition and retention. Human choices play a fundamental role in several aspects of the learning process. Individuals have the autonomy to select learning materials, decide when and where to study, and choose the learning strategies that align with their preferences and strengths. These choices can greatly influence the level of engagement, motivation, and overall learning outcomes. Moreover, human decision-making comes into play during the active processing of information. When faced with complex or ambiguous concepts, learners make choices about how to interpret and integrate new information with their existing knowledge frameworks. These cognitive decisions shape the depth of understanding and the ability to apply knowledge in various contexts. Additionally, the social dimension of learning emphasizes the importance of human choices in collaborative settings. Learners actively decide when and how to seek assistance from peers or instructors, engage in group discussions, and contribute to knowledge-sharing platforms. Understanding the role of human choices in the learning process has implications for educators and instructional designers. By fostering a supportive environment that encourages autonomy, active decision-making, and collaboration, educators can empower learners to take ownership of their learning journey and optimize their learning outcomes. In conclusion, human choices significantly shape the learning process, influencing engagement, motivation, information processing, and social interactions. Acknowledging and harnessing the power of human decision-making can enhance the effectiveness of educational practices and empower learners to become active agents in their own learning.

Keywords: learning process, decision-making, human, human choices

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US DOLLAR DOMINANCE IN INTERNATIONAL TRADE AND THE IMPACT OF TRUMP'S POLICIES

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This paper examines the status of the US dollar as a world reserve currency and its impact on China's economy. It discusses the importance of capital account convertibility for governments and the need to reform the international monetary system. The paper highlights China's economic growth and its dependence on the US dollar, as well as the emergence of an alternative currency basket involving the Chinese yuan (RMB). The gradual depreciation of the US dollar is expected to have a significant impact on China's economy. The paper also explores the risks of de-dollarization and the flight of USD-denominated debt to other assets like gold. Furthermore, it analyzes how Trump's economic policies, particularly the trade war with China, have influenced the role of the US dollar worldwide. The paper provides a historical review of the international monetary system, from the gold standard to the Bretton Woods system and the Jamaican system. It discusses the flaws and instability of the current system, including the over-issue of currency and the multi-currency reserve system. The paper concludes by examining the policy signals of the Federal Reserve and the US Treasury, as well as the impact of Trump's economic policies on the US dollar and the global economy.

Keywords: dollar, trump

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A SHORT HISTORY OF THE USD AND A REFLECTION ON THE CURRENT WORLD ORDER

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Economic integration poses a threat to local culture, social stability, and economic growth. Western countries, led by the United States, utilize economic integration to serve their global political and economic interests. The dominance of the US dollar in the global economy enables the US to manipulate world markets and exert control over other nations' economies. This paper explores the evolution and historical significance of the US dollar, focusing on its impact on the Chinese economy. It examines the economic, political, and other effects of US dollar exchange rate fluctuations on China, particularly in relation to Chinese-US trade and import-export activities. The study offers a new perspective on the potential influences of the US dollar exchange rate on China's economic relations with the United States. The paper concludes with suggested measures and countermeasures from China's standpoint to identify feasible solutions. The literature review section provides an overview of the historical evolution of the US dollar, drawing on the works of Ferguson, Marthur, Duncan, and others. It traces the history of the US dollar from its origins in colonial America, through the establishment of the gold standard, the impact of wars and crises, and the transition to the Bretton Woods system. The review also highlights the US dollar's role as a dominant currency in international trade and the leverage it provides the United States in imposing trade sanctions and exerting influence on other countries. The abstract concludes by emphasizing the need for reform in the international monetary system to mitigate the adverse effects of the US dollar on the global economy and promote a more independent and equitable system.

Keywords: dollar, monetar, global economy

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THE ANALYSIS AND COUNTERMEASURES OF US DOLLAR EXCHANGE RATE ON CHINA'S IMPORT AND EXPORT TRADE

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This paper examines the relationship between the Chinese exchange rate and the US dollar, particularly in the context of a low-growth economic environment and the potential impact on trade. The backdrop is the 2008 financial crisis, against which China's substantial dollar-denominated debt stock has raised concerns about a possible sell-off that could devalue the US dollar and affect the global economy. As the post-Covid recession is expected to weaken the US dollar, this paper aims to explore US countermeasures to maintain the strength of the currency. The analysis suggests that China needs to shift its export-led development strategy to a domestic market focus, promote industrial modernisation, make strategic economic adjustments and strengthen the management and regulation of foreign exchange reserves. Active participation in East Asian monetary cooperation and the establishment of a regional monetary system in East Asia is also recommended. The paper also highlights the impact of the US dollar exchange rate on China's import and export trade, indicating how fluctuations in the exchange rate affect trade volumes and different sectors. To mitigate these effects, China should focus on developing advanced industries, modernising traditional sectors, accelerating new urbanisation and stimulating domestic consumption. In addition, the government should optimise the external trade services system by reducing burdens on enterprises, deepening tariff facilitation reforms and supporting small and medium-sized enterprises. In sum, understanding the complex relationship between the Chinese exchange rate and the US dollar is key to maintaining global trade stability. Implementing the recommended countermeasures can help both countries overcome economic challenges and promote mutually beneficial trade relations.

Keywords: us-china relations, exchange rate policy, pegged exchange rate, chinese yuan, exports, imports, trade deficit.

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THE US-CHINA TRADE WAR: A CONSTRUCTIVE ANALYSIS OF THE CAUSES AND METHODS OF DE-ESCALATION

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The US-China trade war, fueled by the protectionist rhetoric of former President Donald Trump, has had a significant impact on global economic relations. This paper examines the chronology, causes, and consequences of the trade war, shedding light on the escalating tensions between the two superpowers. It also explores the potential implications for the Indo-Pacific region and the US-Russia relationship. The trade war has emerged as a double-edged sword, as retaliatory measures by both nations have led to a cycle of tariffs and sanctions. The paper investigates the extent to which trade deficits impact the competitive advantage of American companies over their Chinese counterparts. Furthermore, it analyzes China's countermeasures and their effects on its economy and industrial development. Drawing on a literature review, the paper references various studies that delve into the causes and economic impact of the trade war. It highlights the historical context, including the US-Japan trade war, and examines the political motivations behind the current conflict. The analysis encompasses statistical data, such as trade deficit figures and the composition of imports and exports between the two countries. In conclusion, the paper emphasizes the need for a pragmatic and rational approach to address the US-China trade war. It suggests that both nations should seek common ground while shelving differences to achieve win-win cooperation. Moreover, it underscores the importance of innovation, industrial upgrading, and international collaborations for China's economic development amidst the ongoing trade war.

Keywords: trade, us-china relations, exchange rate policy, pegged exchange rate, chinese yuan, exports, imports, trade deficit.

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CORPORATE KNOWLEDGE CREATION AND MOTIVATION

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Nowadays, companies are paying more and more attention to the mapping of internal knowledge, skills, abilities and skills. Once this information has been mapped, it is important to ensure that it is properly documented so that the different knowledge is not lost. One solution to this may be to create a competence centre. A competence centre allows for effective knowledge transfer, as it becomes clear which employees have a particular competence and who can be relied upon to solve a particular task or problem. More and more companies are looking to expand their organisational knowledge base, i.e. knowledge creation. They are doing this to remain competitive and to improve the knowledge of the organisation at individual and group level. They can react more easily to constant change because the company's adaptability is increased through the knowledge acquired. In addition, companies are increasingly focusing on employee retention for cost-efficiency reasons. They seek to motivate their employees, for example through knowledge development. They support training and retraining of employees to share existing knowledge and increase the company's knowledge capital. A positive aspect of the boom in knowledge management is that large companies are already creating knowledge manager positions. The knowledge manager is responsible, among other things, for mapping the company's available knowledge and identifying gaps. They propose various solutions to fill the knowledge gaps.

Keywords: keywords: knowledge creation, motivation, organisation

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THE SHARING AND UTILIZATION OF KNOWLEDGE WITHIN A MULTINATIONAL CORPORATION

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This study focuses on examining the implementation of knowledge sharing and the utilization of shared knowledge within a multinational company, based on the insights gained from a project team. To maintain corporate confidentiality, names are not disclosed. The project team members were specifically chosen due to the organization's project-based nature, as most of their activities revolve around projects. Therefore, by examining the knowledge acquisition practices of the project team, we are essentially studying the most prevalent working method and approach to knowledge acquisition. Additionally, the project team consists of individuals with expertise in various knowledge domains, enabling the analysis of knowledge management across different areas. The first section of the paper elaborates on the significance of knowledge and knowledge management. It also highlights the learning opportunities and knowledge acquisition mechanisms within the enterprise. Throughout the research, in-depth interviews were conducted with employees who were part of a project team in a multinational company, aiming to explore their experiences and insights regarding knowledge acquisition practices within the organization. Finally, the research findings are summarized. Prior to commencing the research, it was assumed that all corporate knowledge information within a multinational company is well-documented, regularly updated, and easily accessible to all stakeholders. However, the research revealed that the primary method of gathering information among the participating employees is verbal communication between colleagues. Furthermore, it was discovered that newly acquired information by the subjects is not adequately documented and shared.

Keywords: knowledge, corporation, knowledge based graph

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TOBACCO MARKET TRANSFORMATION IN HUNGARY

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Smoking has been a long-standing concern as we see how many people in our immediate and bariatric circles are addicted to it. Smoking is a global problem, causing the deaths of more than six million people worldwide every year. According to the World Health Organization (WHO), smoking is the leading cause of preventable death worldwide. Due to the increasing health risks, many countries have strict regulations and restrictions on smoking. However, smoking habits remain a major problem, especially among young people. In the 1960s, smoking was widely accepted in society and smoking rates were high in almost all countries. However, growing awareness of the health risks and active action against smoking by health professionals and policy makers have contributed to the decline in smoking. However, the extent to which smoking habits have changed varies from country to country. The main drivers of smoking habits include social and economic factors, stress and mental health, and temptations related to tobacco products. Raising awareness of the health impacts and taking active action against smoking remain important to reduce smoking.

Keywords: smoking, knowledge, consumers

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PREVENTING THE LOSS OF KEY SUBSTANCES IN THE BODY

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Our message is: "Knowledge is power." In order to run an organisation successfully, it is essential that its employees have the right information and are able to effectively apply the knowledge at their disposal, similar to a team game. As a result of constant technological and IT developments, our society is constantly changing and transforming. We adapt to the use of IT tools and try to keep up with new software. In addition to material means, corporate knowledge is becoming increasingly important. Companies that recognise that their ability to innovate, which can lead to economic advantage, is based on the knowledge they possess, are coming to the fore and growing in the competitive marketplace. More and more companies are recognising the key importance of knowledge and investing resources in its creation and management. As a result of globalisation, market boundaries have expanded and, as a consequence, the number of companies with which we compete is growing. It is therefore increasingly difficult to stand out from the crowd. Customers' basic expectations are high quality, aesthetics and speed. A lasting competitive advantage is provided by the knowledge built into products or services, which helps organisations to gain an economic advantage. Knowledge management encompasses the processes for managing knowledge and draws on expertise in psychology, sociology, philosophy, information technology, and various management sciences and organisational theories.

Keywords: knowledge flow, key learning, organisational knowledge

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PREVENTING THE LOSS OF KEY SUBSTANCES IN THE BODY

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Knowledge plays a prominent role in the lives of both individuals and organisations. To run a community successfully, employees need to have the right information and be able to apply and validate the knowledge they have, as in a team game. Organisations recognise the importance of knowledge management and keep knowledge as a "company secret", restricting access to confidential information. Employees are at risk of leaving if they transfer the knowledge they hold to competitors. Many companies can make mistakes if they do not take care of existing knowledge that they have acquired over a long period of time and with great effort. Failures in knowledge management are most often related to human factors, when knowledge is not managed properly by the organisation. For many firms, the loss of key knowledge and its replacement, whether through changes in organisational structure or through staff turnover, is a problem. The aim of this research is to prevent the loss of key performance and to find solutions to this problem. In order to understand the topic, a brief theoretical background will be presented, with a focus on key concepts. I will then describe in detail the methodology of the analysis and investigation. I will explain the relevant aspects of the organisation from a knowledge management perspective. In the thesis, I will present a concrete case study from my own work environment in which a knowledge loss occurred in the organisation. The case study will help to understand the consequences of the knowledge loss and how the organisation reacted to it. Finally, I will draw conclusions and make recommendations to help the organisation prevent knowledge loss.

Keywords: key study, organisation, value chain

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SHORTAGE OF PROFESSIONALS IN PHARMACEUTICAL MANUFACTURING AND WHOLESALE

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I chose the shortage of professionals in the pharmaceutical industry and its solution as the topic of my research. As I work in the pharmaceutical industry myself, I am directly confronted with the human resource problems. It can take months to fill a vacancy. In particular, filling a position of Authorised or Responsible Person is a challenge. The company, taking advantage of the opportunities available, supports the further training of its employees, for example by offering QP (Quality Person) training. Due to the shortage of specialists in the pharmaceutical industry and pharmaceutical wholesale, the first Quality Assurance in Pharmaceutical Manufacturing and Wholesale was launched in 2018 at the initiative of the Hungarian Association of Pharmaceutical Manufacturers (MAGYOSZ). This training is being implemented at the Faculty of Chemical Engineering and Bioengineering of the Budapest University of Technology and Economics (BME VBK) and the Faculty of Pharmacy of Semmelweis University (SE GYK) in cooperation with the National Institute of Pharmacy and Food Health (OGYÉI). This training is known in the trade simply as QP training. A study of the available statistics shows that the number of applicants for the SE-GYTK's QPD does not show any significant change, but the number of students who have been ranked first in the list of candidates is decreasing. This may indicate that the replacement of professionals of retirement age in the pharmaceutical industry is not sustainable in an ageing society. After graduating, pharmacy students can find employment in pharmacies, pharmaceutical companies or pharmaceutical wholesalers. As many sectors require the presence of pharmacists, this may lead to labour shortages in some sectors.

Keywords: professional, pharmaceutical industry, knowledge

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THE IMPORTANCE OF KNOWLEDGE MANAGEMENT IN THE LIFE OF AN ENERGY COMPANY

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Nowadays, it is often the case that products are easily copied and recreated. Therefore, competitive advantage is most often based on the experience and knowledge that companies possess. In today's fast-paced world, continuous adaptation and openness are essential for the success of our business. In addition, productive collaboration between employees is highly valued. These reasons lead to an increasing emphasis on effective knowledge acquisition, knowledge sharing and knowledge management in the management of companies. There is therefore a strong demand for the application and development of knowledge management. I am currently working as a project engineer/manager for a company involved in the design and construction of solar power plants. This company is relatively young, founded in 2019. Since then, it has been growing steadily, both in terms of employees and revenue, and is becoming a bigger and more dominant player in the market every year. I will conduct my research within the framework of this company through interviews and questionnaires. I hope that this will provide me with answers to the most important questions. The main aim of my research will be to compare the perception of managers and employees on the subject of knowledge management, to explore its importance and to examine the opportunities, obstacles and threats to its development.

Keywords: knowledge flow, competitive advantage, attention.

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SPECIFICITIES OF CONFLICTS IN TWO DIFFERENT ORGANISATIONS

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When people think of conflict, negative and unpleasant situations and phenomena come to mind, which is understandable, as no one wants to get into a conflict with colleagues, friends or even family members. Many people try to avoid the conflict and the situation itself, so as not to hurt others, but especially not to hurt themselves. But is conflict really harmful? For me, this is a very interesting topic, because in our daily lives we encounter many individuals in different situations and sometimes we are forced to use our conflict management skills because we may unwittingly find ourselves in situations that require it. However, not all conflicts have negative consequences. As in almost everything else in our world, there is a balance that can be struck to promote competition and progress. Conflict has the potential to be constructive, and it is this factor that I would like to illustrate in this essay. In my research, I examine the occurrence and nature of conflict between a large formal and a small informal organisation.

Keywords: conflict, dispute technique, organization.

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THE ROLE OF MENTORING IN TRAINING NEW WORKERS

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In this thesis I would like to examine the role of mentors in how they can effectively transfer the necessary knowledge to new entrants. Employees are an important investment for companies and it takes time to get a return on their investment. New employees need to learn quickly and thoroughly the necessary skills to do their job. If workers do not receive adequate help and support during the onboarding process - for example, if a mentoring system is not in place - this process can take longer and lead to more mistakes on the job. Correcting these mistakes will take additional time and may even lead to client frustration or misinformation. I believe that while there are advantages to "deep dive" learning, as one is better prepared and more adaptable to unexpected situations by learning from one's mistakes, proper mentoring can significantly reduce the stress factor that the employee faces in the initial period.

Keywords: mentor, work, coaching

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HOW GRAPHS CAN IMPROVE TARGETING OF EMPLOYEE TRAININGS

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Skills matrices, also known as competency matrices, can help shift managers in a manufacturing environment in proper allocation of operators to workplaces. However, improving the skills portfolio of shift workers is often based on perceived problems with skills of absent workers. This study examines a company's skills matrices of the 3 shifts, questioning if graph metrics can help estimating substitutability, i.e. robustness of skills portfolio of workers to absenteeism; and how can graph mapping help better targeting trainings. The author has constructed bipartite graphs where one set of nodes are from the set of competencies and the other set of nodes are from the set of workers; and evaluated metrics comparing the skills portfolio of each shift. One projection of the bipartite graph shows the interlinks between people: when two workers are connected, they share the same skill and can substitute each other. The overall level of substitutability of people is then measured with the average degree of nodes of the projection graph. Weak connectedness, that is, low k values can highlight risks and exposedness to fallout of the respective workers. Disjoint graphs indicate if there is an option for a sub-team setup based on competencies. The other projection has an edge between to skills if and only if there is minimum one worker who is capable for both. Disjoint subgraphs of skills are helping team formation based on competencies.

Keywords: skills matrix; bipartite graph; robustness; substitutability; team formation

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A COMPARISON OF THE ANXIETY LEVEL AND EMOTIONAL STATE OF 10-YEAR-OLD CHILDREN WHO PRACTICE AND THOSE WHO DO NOT ENGAGE IN EXTRA-CURRICULAR SPORTS OR PHYSICAL ACTIVITY.

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This study aims to examine the impact of sports on the level of anxiety and the emotional state of children aged 10 years. This present study includes 100 pupils aged 10, where 50 of them practice sports several times a week after school, and 50 students of the age of 10 who do not engage in any sport except the Physical Activity classes practiced at school. The study was carried out in the city of Tirana. The instrument used to measure the level of anxiety was the Screen for Child Anxiety Related Disorders (Birmaher, B; Khetarpal, S; Cully, M; Brent, D; McKenzie, S. 1997) and the instrument used for measuring the emotional state is 'Mood and Feelings Questionnaire'(long version) (Angold, A & Costello, E. 1987). Both instruments are self-reported ones filled in by the pupils answering about their level of anxiety and emotional state along the past three months. The instruments were designed to target the group of children aged 9-11. Data processing was carried out via SPSS. The results of the study showed that children who engage in extra-curricular sports have a lower level of anxiety and a better emotional state than those who do only physical activity at school

Keywords: children, anxiety, sport, emotional state

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THE ROLE OF KNOWLEDGE TRANSFER IN FAMILY BUSINESSES

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We were motivated by the covid destruction of family businesses in Hungary. In the context of which many of these businesses have been encouraged to make serious changes. Knowledge and the process of sharing it has changed. Knowledge sharing in family businesses is crucial for business success and long-term survival. Knowledge sharing aims at transferring information and experience between older and younger generations, thus ensuring the continuity and development of the business. Generally, the management of family businesses changes from generation to generation, so accumulated knowledge needs to be passed on. However, in family businesses, knowledge sharing can often be a challenge, as information is not always passed on in a structured way and experience is often only passed on orally between family members. As a result, knowledge can be lost or distorted and the business cannot make full use of the resources available. In order to ensure that knowledge is shared properly, experiences and best practices need to be captured so that they can be preserved and effectively transferred.

Keywords: transfer, sme, roles

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THE IMPACT OF LEADERSHIP PERSONALITY TYPES ON THE PERFORMANCE OF A COMPANY

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The aim of my research is to explore the extent to which the effectiveness of a company depends on the personality, habits and management methodology of the person leading it, and how these factors affect the performance, quality and attitude towards work of subordinates. A number of internal and external factors contribute to the success of an organisation, such as the cultural and innovation environment of the organisation, and the characteristics and methods of the decision-making system. In my research, I will explore and analyse different types of leaders in order to understand the impact these leaders have on their subordinates. In addition, I will look in detail at Kurt Lewin's research on group dynamics, which paints a very important picture of how a leader can use communication and management tools in an organisation. This analysis is not only from a managerial perspective, but also from an employee perspective, as there are key factors in the success of an organisation that cannot be ignored, as the machinery of our business is driven by people at even the lowest levels, like the smallest cogs. My research is based on my own experience, having worked in a variety of workplaces and encountered different types of leaders and personalities. I have been struck by the extent to which these factors have influenced the success of particular projects.

Keywords: leadership, leadership, personalities

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WHAT DO TEACHERS THINK ABOUT THE USAGE OF WORDWALL IN MATH CLASSES?

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This study aims to investigate the effect of a digital learning tool called Wordwall in mathematics education. This study, which was designed as a case study, was conducted with 10 mathematics teachers who were selected by the criterion sampling method and who were experienced in using Wordwall in their lessons. The data were collected through semi-structured forms in two sessions with each participant. According to the findings of the study, it was seen that Wordwall has a significant potential for mathematics lessons. Teachers stated that using Wordwall helped students understand and learn mathematical concepts. They also observed higher engagement, motivation, and interest among students who participated in Wordwall activities. Teachers use Wordwall in a variety of ways, including interactive mathematical vocabulary games, matching activities with mathematical terms, competitions, and quick quizzes. They reported that this process was an in-class activity thanks to the smart boards in their classrooms. Teachers used Wordwall to increase classroom interaction, encourage students' mathematical thinking skills, and make lessons more engaging. This suggests that Wordwall is an effective tool in mathematics education and can benefit teachers to improve students' mathematical skills. However, it is also understood that this activity applied in the classroom makes it difficult to control the classroom because not all students have personal information technology devices such as tablet computers. Wordwall can increase student engagement in mathematics lessons and support mathematics learning by providing interactive and fun learning experiences.

Keywords: wordwall, mathematics education, digital learning tools, web 2.0

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YOUTH ON THE DIGITAL HAMSTER WHEEL: SOCIAL MEDIA USAGE HABITS

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The aim of this study is to evaluate the social media usage habits of individuals from the perspective of various variables. In the research conducted using quantitative methods, descriptive analysis techniques were applied. The study group consists of individuals between the ages of 18-30 who actively have at least one social media account. Within the scope of the study, variables such as the number of active social media accounts, the social media platform on which the most time is spent, the time spent on social media, the number of posts, the number of followers, the number of people followed, having a fake account and the means of accessing the social media account were examined. The findings of the study show that the participants generally actively use 2 and 3 social media accounts. In addition, it was found that the participants usually check their social media accounts with their smartphones and the application they spend the most time on is Instagram. It was determined that the study group spent an average of 2-3 hours daily on social media. It is noteworthy that the number of followers and followers are homogeneously distributed. In addition, the results obtained from the research were discussed within the framework of the literature and suggestions were presented in the relevant field. This research contributes to a better understanding of individuals' social media usage habits in terms of various variables. The findings provide important information that can guide further studies and practices related to social media use.

Keywords: social media, youth, habits

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EXAMINING THE STRATEGIC EMBEDDEDNESS OF CORPORATE SECURITY

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In comparison with the academic literature on public security, national security, social and economic security, and the challenges of the private security sector, corporate security policies have received little attention in the last decade. This is particularly surprising given that, as in the above-mentioned areas, there is a serious ongoing struggle and competition at the corporate level to meet new security challenges in response to the turbulent environment. The aim of this paper is to examine the strategic embeddedness of corporate security policy and its inherent challenges. The theoretical basis of the study, in line with the above, is provided primarily by the conceptualisation of corporate security policy and the presentation of the trends and tendencies in this area. The exploration of new aspects of corporate security is done in the form of qualitative research through in-depth interviews with experts. The aim of the research is therefore to analyse the relationship between corporate security policy and strategic planning. Based on the significant shift in the perception of security in organisations, it is predicted that new challenges and converging risks fundamentally change the security priorities of companies today. Thus, it can be stated that international good practices in this field highlight the trend towards the spread of the concept of integrated security and the incorporation of security issues into strategic decision-making. However, it seems that Hungarian companies have only partially met the global challenges in this respect.

Keywords: corporate security, security policy, strategy, private security

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REVOLUTIONIZING ENGINEERING, HEALTH, AND EDUCATION THROUGH DIGITAL TECHNOLOGIES

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The use of digital technologies has had a significant impact on various fields, including engineering, health, and education. Recent studies have explored how digital technologies are transforming these industries and improving the efficiency and effectiveness of their operations. In engineering, these technologies are being utilized to enhance design, prototyping, and production processes. It is linked to computer-aided design (CAD) software, enabling engineers to create and test products virtually before moving to physical prototypes, saving time and resources. Furthermore, such digital simulations allow engineers to test product performance under different conditions, improving designs and outcomes. Additionally, these technologies are also transforming the healthcare industry. Electronic health records (EHRs) enable healthcare providers to access patient information in real-time, improving the quality of care and patient outcomes. It coordinates with telemedicine, which is also becoming increasingly popular, allowing patients to receive care remotely, saving time, and improving access to healthcare. In education, these digital technologies are being used to enhance the learning experience for students. Therefore, they are connected with online learning platforms, and educational apps provide students access to educational materials and resources, regardless of location. Moreover, virtual and augmented reality technologies create immersive learning experiences, making education more engaging and effective. As a result, these digital technologies transform how we work, learn, and receive healthcare services, improving engineering, health, and education outcomes and efficiency. It is concluded that the future of digital technologies in engineering, health, and education will likely be characterized by continued advancements and innovations that will bring about transformative changes in these fields, improving efficiency, accessibility, and outcomes

Keywords: digital technologies; engineering; health; education; artificial intelligence; machine learning

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TOURISM AS AN INSTRUMENT OF ECONOMIC DEVELOPMENT: A CASE STUDY IN COVASNA COUNTY, ROMANIA

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Covasna County has established itself as a significant tourist destination in Romania, due to its diverse and valuable tourist potential, as well as the continuous development of specialized infrastructure. Achieving long-term development in this sector requires achieving a balance between economic, socio-cultural and environmental sustainability. To exemplify the role of tourism as an economic development tool in Covasna County, a case study will be presented. The analysis of the tourist potential of the county can be succinctly expressed through various statistical indices. These include the capacity of tourist accommodation (both existing and operational), the number of tourists staying in these units, tourist overnight stays and indicators that measure the efficient use of available accommodation capacity by different types and categories of comfort. By comprehensively examining these statistical indicators, we can obtain valuable information on the performance of the tourism sector in Covasna County. This information serves as a foundation for strategic planning, decision-making and further improvement of the county's tourism offer, ultimately contributing to its sustainable economic development.

Keywords: tourism, touristic potential, economic development, tourism industry, sustainability

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SOCIAL AND EDUCATIONAL INNOVATIONS IN ACCOUNTING AND FINANCE IN THE CONTEXT OF DIGITIZATION

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Digitization refers to the process of converting analog signals into digital signals, and its impact extends far beyond mere technological transformation. This phenomenon brings about substantial changes in various sectors, particularly in the realm of economics, where its influence becomes indispensable within a remarkably short span of time. Consequently, accounting departments have swiftly recognized the importance of embracing information technologies to improve their work processes and outcomes. As a result, they have been quick to implement these technologies, leveraging their potential to enhance efficiency and accuracy. In-depth research on this subject employs several methods to gain comprehensive insights. The first method is a literature review, which examines existing knowledge and scholarly works in the field. The historical method enables researchers to trace the evolution of digitization, providing valuable context for current developments. The comparison method evaluates the national and international impact of digitization, facilitating a broader understanding of its implications. Such knowledge not only contributes to academic advancement but also informs practical decision-making processes for organizations embracing the digital revolution.

Keywords: digitalization; teaching and learning; higher education; accounting; finance; computer technology

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GENERATION DIFFERENTIATION, THE PREFERENCES AND ATTITUDES OF Z

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The differences between the generations are a reason to consider them as a new segmentation criteria for marketing. The different cultural and socio-cultural backgrounds of the generations determine the differences in their behaviour and values. It is not just a question of age differences, but of much more complex and significant differences. It is no coincidence that in consumer behaviour research, generational affiliation is used as a segmentation and criterion for many product and service choices. In education, it is particularly important to monitor and adapt to generational differences, as they provide the opportunity for differentiated solutions to meet different needs. This is no different in the market for products and services in the field of marketing. In the context of this study, I will summarise a number of research findings specifically targeted at Generation Z. The reason for choosing this generation is that they represent the largest part of the student population and, from a marketing point of view, the potential target markets of the future. Thus, understanding their specific preferences, values and mindset is essential to offer adequate solutions to their numbers, be it in terms of educational portfolio or product/service offerings. The primary research described in this paper summarises the results of quantitative data collection, which sought to jointly analyse the generation's preferences for workplace choices and, partly related to this, their openness to CSR activities for sustainability. The results of the research are of practical use, they have been integrated into educational processes and the analysis of the generation's preferences for workplace choices can help HR professionals to develop differentiated solutions.

Keywords: generation z, generation marketing, consumer preferences

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