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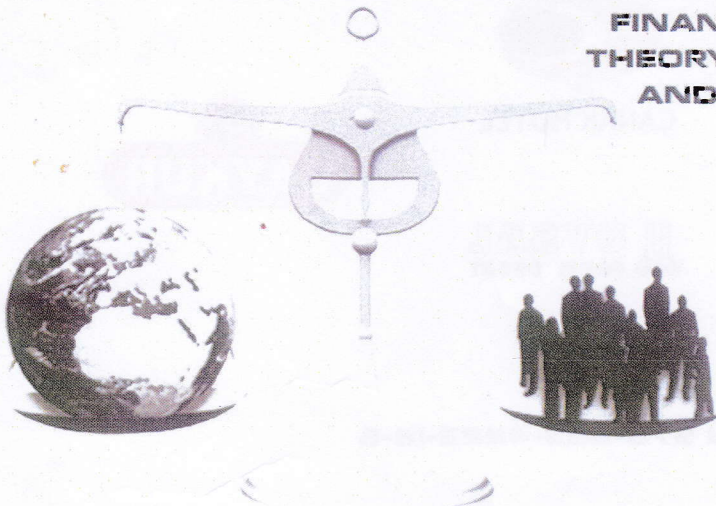
CANAKKALE ONSEKİZ MART
UNIVERSITY



SILESIA UNIVERSITY IN OPAVA
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

7th INTERNATIONAL SYMPOSIUM on BUSINESS ADMINISTRATION

CREATING A CARING ECONOMICS
AFTER THE GLOBAL ECONOMIC
FINANCIAL CRISIS
THEORY, RESEARCH,
AND PRACTICE



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**CANAKKALE ONSEKİZ MART
UNIVERSITY**
BIGA FACULTY OF ECONOMICS
and ADMINISTRATIVE SCIENCES



SILESIA UNIVERSITY
SCHOOL of BUSINESS
ADMINISTRATION in KATOWICE

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FOREWORDS

Preface

"International Symposium on Business Administration" has been organized in corporation between Canakkale Onsekiz Mart University and Silesian University since 1998. It has given us tremendous honour to host this valuable symposium which will be organized for seventh time, in our university for this year.

I would like to mention the importance of this symposium in various perspectives. Firstly, symposiums' being organized both in Silesian University and our university reciprocally paves the way to strength not only academic relations between two effective and dynamic universities, but also boost to social and cultural interactions between two countries. Additionally, the rooted characteristics of this symposium would provide to maintain of main values of symposium strongly year by year. Furthermore, this symposium has crucial scientific contributions to the field of Business Administration in terms of bringing in current practical problems and solutions of businesses in light of theoretical concepts.

This year the theme of the conference is "Caring Economics" which draws attention to the fundamental role of caring in both human development and economic success for wealth of nations. Our joint symposium is intended to make a contribution to the understanding of "Caring Economics" through multilayered perspectives including macro/national, meso/organisational and micro/individual levels. Within this respect, it aims to promote new insights in understanding main theoretical and practical issues about responsibilities of nations, organizations and individuals towards establishing new economic system called "Caring Economics" more comprehensively.

As it is known, organizing a symposium of this nature requires a strong team effort. Within this regard, I would like to express my deepest thank to the member of advisory board and peer review committee for helping to this symposium with their ideas and meaningful thoughts; organizing committee, the support committee and the secretariat of the conference for spending valuable time to make this symposium occur. Hereby, I wish a successful and effective Symposium and hope to its contributing to the World Scientific Community through raising new insights on the concepts furthermore.

Prof. Dr. Sedat LAÇİNER
Rector of Canakkale Onsekiz Mart University

Preface

Dear symposium participants, dear readers of the symposium proceedings,

It is a great pleasure for me to address all of you in this foreword. The proceedings book you hold in your hands is one of many tangible products of a long-time cooperation between Çanakkale Onsekiz Mart University and Silesian University in Opava. I am very proud of the fact that our universities became one of the very first international partners to each other very soon after the universities were founded. Sometimes the best friends we have are from the childhood. I am sure that this is and also will be the case of friendship between our universities.

I am even more proud of the level and quality of the mutual cooperation that have considerably expanded and intensified since 1998 when the first agreement on cooperation was signed by the Vice Rector of the Çanakkale Onsekiz Mart University Prof. Dr. Husnu Ezber Bodur and the Dean of the School of Business Administration in Karviná Prof. Dr. Stanislav Polouček. Nowadays, many students regularly go to study at the partner university within the Erasmus and other exchange programmes. Similarly, professors and other faculty members deliver lectures and visit the partner institution for scientific and research purposes. The biennial International Symposium on Business Administration can be considered as the flagship of mutual cooperation. I am very glad that the new administration of the Çanakkale Onsekiz Mart University and the Biga Faculty of Economics and Administrative Sciences are dedicated to continuation of the collaboration as well as organizing of the symposium. The first international symposium was held in 2000 and since that time it has gained a reputation of an elite-class scientific event that serves as a forum for presentation and discussion of research results and sharing of scientific ideas.

This year, the symposium is, by the main theme, focused on caring economics as an alternative economic constitution and framework in the post-crisis times. In the run-up to the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992, and during the two decades following it, there was much discussion on the links between economics, nature and society and on the need to join up thinking on social, ecological, political, cultural and economic issues in order to make a good life possible for everyone. But fast forward twenty years and we see that global trends have not improved, but rather deteriorated: poverty and the destruction of natural livelihoods have not been consigned to history, nor are they declining worldwide. The economic, financial, climate, energy and food crises are merely a few core elements of the current multiple crises.

Hence, I wish the 7th International Symposium on Business Administration substantially contributed to discussion on these serious problems and questions. I also wish the symposium was the platform at which many interesting papers were presented and many inspirational and stimulating thoughts and ideas were pronounced. If my wishes will come true, the conference proceedings book will not be hidden in a bookshelf covered with dust but used repeatedly as a source for future research as well as policy actions. I would consider this as a sign of successful symposium.

In Opava, 24 April 2012

Prof. PhDr. Rudolf Žáček, Dr.
Rector of the Silesian University in Opava

Preface

A Valuable Academic Partnership

Canakkale Onsekiz Mart University, especially the Biga Faculty of Economics and Administrative Sciences has long-established relations with Silesian University, the Karvina School of Business Administration in particular.

Every year, many students from Silesian University come to our University to study as Erasmus students and go back with great pleasure. Many Canakkale Onsekiz Mart University students go to the Silesian University and we well know that they come back with great pleasure too. Similarly, every semester, many academics from both sides go and come to do teaching or joint researches.

What is the significant is that the relations have not only comprised the exchange of students and academics, but also the organizations of joint academic researches, seminars and meetings. In this regard, one of the significant aspects of these relations is the International Symposium on Business Administration jointly organized biannually by the two universities.

It has been regularly organized since 1998. And the Symposium is held in Canakkale and Karvina in turn in every two years. So far, significant issues have been the themes of the Symposium such as the "Challenges for Business Administrators in the New Millennium", "Social Responsibility", "Global Economic Crisis and Changes".

This year, we have the excitement of organizing the Symposium seventh time. This year's theme is "Creating a Caring Economics after the Global Economic and Financial Crises". It certainly touches on a significant issue of our time as the world economies need to be more sensitive to humanitarian issues more than ever.

I would like to thank those who have contributed a lot to the organization of the Symposium, especially Assist. Prof. Dr. Umut Eroglu as the head of the Organizing Committee here at our Faculty. We owe a special thanks to the Rectors of both Universities; Prof. Sedat Laçiner and Prof. Rudolf Žáček, Dean of the School of Business Administration in Karvina, Assist. Prof. Dr. Bohumil FIALA, for their determination to continue such a valuable academic cooperation and the well-established Symposium.

Prof. Dr. Yücel ACER

Dean of the Biga Faculty of Economics and Administrative Sciences

Preface

I would like to welcome you all to the 7th International Symposium on Business Administration, which will be held in Canakkale Onsekiz Mart University. This year is the seventh time that Joint International Symposium on Business Administration will take place. It is great pleasure and proud to maintain to organize this symposium for 14 years for both universities.

This year, the theme for the symposium is "Creating a Caring Economics after the Economic and Financial Crises: Theory, Research and Practice" an important topic around which full papers, research-in-progress, and special session papers will be presented. We are proud to present some 30 papers that reflect scholarly and managerially-oriented contributions to the theme.

This conference could not have been realized without tremendous contributions of several individuals. First of all, I would like to say my sincere thanks to Rector of Canakkale Onsekiz Mart University, Prof. Sedat LACINER, and Rector of Silesian University, Prof. Rudolf ZADECK, for developing successful corporation between two universities. Their seminal efforts on this symposium will always be remembered in the future.

Secondly, the Dean of Biga Faculty of Economics and Administrative Sciences, Prof. Dr. Yucel ACER, whose valuable contributions helped us to lead this organization effectively. We are most thankful to him for supporting each step of this organization with his vision and deep insights.

Thirdly, I would like to express my appreciation to the Head of Department of Business Administration, Assoc. Dr. Mikail EROL, who provided positive work environment and established a connection among organizing and scientific committee.

I am highly indebted to the all members of organization and scientific committees of both universities. Symposium organizers, paper contributors and paper reviewers have all worked very hard to develop a high quality symposium program and proceedings. I would like to express my sincere thanks to Assoc. Dr. Nazan YELKIKALAN, Assist. Dr. Gulgun ERKAN, Assist. Dr. Erdal AYDIN, Dr. Yener PAZARCIK, Dr. Kahraman Ramazan UYGUN, Ing. Dagmar Labudkova, Miroslava Anopkova, Ing. Radmila Ůnuckova, as well as members of support committee, Cagla YAVUZ, Rukiye SONMEZ, Hale CELIKKAN, SECIL OZTURK, Abdullah KIRAY, Onur OZTURK and Gungor HACIOGLU for their extensive and heartfelt contributions.

In particular, I would like to thank to Filiz EROGLU and Alena RUSINOVA for ensuring that the dialogue between two universities and for making this conference a success. Additionally, financial supports of sponsors were valuable for success of this organization. Last but not least, on the behalf of organizing committee, I extend my deepest gratitude to everyone involved and, especially participants.

I hope that the conference, by highlighting the Caring Economics will be an interesting platform to advance the debate on this important topic.

Assist. Prof. Dr. Umut Eroglu
Chair Person

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INSTITUTING A NEW COUNTRY: CARRYING CRISIS BY THE MEDIATION OF APPLICATIONS WITH REPUBLICAN ECONOMICS

İlkben Akansel

Artvin Coruh University, Turkey

ABSTRACT

The main object of this paper is to investigate whether the economics applications are caused by crisis or not and we have a solution with in another economics applications. In today, crisis feels more deeply. So, the solutions to solve it, is getting more harder. However, handling with crisis is not unsolvable. If one can alter its mind about looking the economics, it can be solved easily. The reason of why we couldn't change the point of view to economics is caused by two main concepts: 'globalisation' and 'imperialism'. Although, these two concepts sometimes can be mixed up, they emphasize two different circumstances indeed. Also, a country which was totally devastated by wars and then was able to risen with some new economics applications can be applied today too. Thus, one should ask how we carry the economics and the answer can find the applications with Republican Economics. In this study we aim to investigate the possible connection between the economics instituting process of Turkish Republic who has beaten the imperialist applications by a huge transformation in the begining of her history of economics with today's crisis. First of all, we will look the differences the two concepts which were written above. Secondly, we will look what the Republican Economics have done to recreate the economics generally. Thirdly, we will investigate why Turkey has too many problems because of the 'globalisation' concept. And lastly, we will investigate if we apply Republican Economics in today's problems, we can have a chance to beat our economics problems.

Keywords: Republican Economics, globalisation, imperialism

INTRODUCTION

After the Independence War of Turkey, the economics totally collapsed. Designed by his honorable genius Mustafa Kemal Atatürk's new country has given both more importance and a different point of view to economics. According to Mustafa Kemal Atatürk, a country can be beat every war but, if this country is not able to administer her economics by herself, she will collapse sooner or later again. So, Mustafa Kemal Atatürk gave a great importance to recreate the ruined economics. Like achieved in every field, Republican Economics could solve great problems.

Until 1950, Turkish economics has accomplished many things in economics field. However, after that year somethings have started to change and in economics field things has been getting hard year by year. Although, the statement said 'rising economics' is only to be seen the circumstances shiny. The answer why things have bad is caused by the change of the point of view to economics. This change is caused by two concepts what they represent. So, firstly, we will investigate 'globalisation' and 'imperialism' concepts which are represent very different circumstances from each other. Secondly, we will look what Republican Economics have done to carry her economics generally. In here, we will look what have done not very deeply. Because of this reason is, it must be investigated in another study. Thirdly, we will investigate how the Turkish economics affected by 'globalisation' and if the things which were done in the foundation years in order to solve today's problem's or not. Consequently, we will try a solution whether could be done by the foundation soul of Turkey.

CARRYING ECONOMICS OR BEATEN CRISIS

One should query why today has a scene to crisis, the answer is caused by two concepts: 'globalisation' and 'imperialism'. Though, these two concepts are different from each other, they causes the economics problems. So, we should look what we will understand from these concepts:

Imperialism: "Imperialism word coming from with the 'empire' origin, basicly it is meaned to sovereignty of developed countries on developing countries. The former years of capitalism the empires levy the all sources of the countries where that have conquered. When capitalist countries have found the new ways of imperialism, the term of imperialism started to questionize whether it has necessary or not." (Emiroğlu, 2006: 241).

Changing in world order creates new economics exploits. Because, people must be believed that they are free to do everything in economics field. They can create their business easily, they can be employed easily, they can be earned their

money etc. statements presenting people as if it was real. They are not real. Why it is like that we should look the concept of 'globalisation'.

"Until the last quarter of the twentieth century it is the name of given thesis which shows a new period the quantity, speed and quality of circulation of capital and goods. The capital has organised in international, national obstacles have been removed or become minimum, governments have less power in international field, international institutions, non-governments institutions have become more powerful." According to the globalisation thesis, it caused by the development of technology of communication, this progress has not gained not only the capital, know-how transportation, economical but also decreasing the governments, obtained the power of locality, standardization which could be created by non-economical areas has been obtained human rights and democracy fields. In this thesis neo-liberal economics approach has been presented by irrevocable. In the point of view against this thesis is seen the globalisation, is a system which origin can be reached by the time of 'colonialism' organised in the West Europe in economics and politics fields. Also this view believes that the globalisation presented 'the end of the imperialism' is a huge movement alter which are based on whole economics activities transformed only market and the thesis of the structures which are created by administrative, politics and law. "The globalisation is new ring of imperialism and only the industrialized countries gain acquisitions against to the third world countries." According the other point of view which is not refused by as a phenomenon contrary accepted by its own features, is against to this process's version of neo-liberal approach. In here, they opposite to as one of the exploit system capitalist accumulation process is caused to the north and the south distinction. They suggest an alternative politics of globalisation. The communication technology turned to the world stock-exchange centers as one market and this causes to one crisis to the whole world crisis, multinational and transnational firms' investments are overlapped by their old exploit areas. About the circulation of labour is not be liberated. It is suggested that industrialized countries continue to protectionism on the contrary industrializing countries go on much more liberalization and they leave the protectionism. "In developed countries as a conclusion of enduring productivity of economics competition and the superiority of quality is mean to turn back a cut in labourforce has been one of the determined factors of passing from Keynesian economics to neo-liberal economics. In developing countries the apprehension passing from the approach of import substitution to export are crossed. Thus, supply-sided economics has become a superiority, improving flexible production and flexible labourforce applications which are supported by technology, reducing the contribution to the social politics of capital in developed countries class and the acquisitions of union politics have retreated to protection and the hostility of foreign." (Emiroğlu, 2006: 507, 508).

If we look the last, especially, thirty years circumstances almost every country lost national power in economics except the determiner countries. In imperialism era, the world conquered with wars, in globalisation era, the world conquers with some other 'economics wars'. The key concept is here reducing the effect's of national governments'. Because, of this is, national governments' are obstacles in front of multinational and transnational firms which are determiners of today's economics. Basically, multinational and transnational firms which we will call them as 'global world' want to obtain much more profit. If national governments make some economics obstacles to global world, this global world reduce their effects maximum on economics. We accept the first thought which were written above about globalisation. On looking carefully, the applications applied globalisation, it make the rules gains much more profit to global world. In order to help the new economics order the concepts 'democracy, know-how transportation' etc. are presented.

Globalisation has two meanings: The first one emphasizes that it has an 'devilish' meaning which causes every circumstances happend to all of us. The second one emphasizes that a world which has no walls. However, as a concept 'globalisation' has used last ten years of the twentieth century. In the early years of the term it has been used by politicians, administrator's of states, firms' executives and authors in order to introduce as a miracle progress to everyone and then it has started to debate by academicians. Eventhough, globalisation uses in daily language the concept started to discuss three main streams as a theoretical problem: The first one concentrates more in liberal approaches but we can come some 'neo-Marxist' philosophers. "According to them globalisation is a phenomenon belongs to 'late twentieth century' and it is a result of 'global economics' deriving from the logic of capitalism. The global economics founds the world entirely." The main concern of it to destroy the supervise and regulatory effects of nation-state which is seen by a term must be destroyed. In the conditions of globalisation, nation-state is an institution seeing as archaic term which has completed its time. The state and the labour are pushed the enforcements to obey of steam of capital because of raising of 'the elasticity' of the capital and its political power (Başkaya, 2008: 741, 742).

As important as globalisation, 'cultural imperialism' concept is important too. Because, cultural imperialism causes to simplify the globalisation. The main example of it, globalisation has started first in developed countries. Actually, the implementations in globalisation which arises from neo-classical economics approach gave some good results in the early years of it. So, it presented the developing as they could do the same things in their countries they would have obtained the same results. But, the missing point in here, the sources of developed countries have already been gained former, developing countries have no chance gained the same opportunities again. Thus, cultural imperialism have role to change the minds in economics field. And of course one do not miss the relation modernization between globalisation process. Because, modernization process has a 'nation-state' mind which globalisation is very against to. The main reason of this nation-state put into protective effect in their country, nevertheless, global world do not want any obstacles in front of their profit.

Founding Turkish Republic (T.R.) identified way in order to rescue herself from the ruin of Ottoman Empire is 'modernization'. Of course, in spite of the modernization is very open the debates as a concept, some conditions of it must be obtained. Although, all these conditions are very open to discuss, maybe they include cure for today's economics, politics crisis.

"The nation-state, mass communication and capitalism are the features of the modern society's and the determinative of the cultural conditions of modernization." Seeing that capitalist modernisation is one of the important condition of globalisation, one can not ignore its cultural aspect. Because, cultural imperialism is a very slim relation with both globalisation and imperialism concepts. "Thinking as spreading of modernization, cultural imperialism can be got this problem rid of. Because, this spreading thing includes not to impose a culture but a process of which includes the loss of cultural. It is seen that the critiques of cultural imperialism sticks to the frame of causing liberal individualism if we handle the culture only if some cultural property changing hands in global market." According to Tomlinson, the capitalist modernization is strong in terms of technological and economical, but is weak in terms of cultural. "this weakness can be seen to direct the production powers which are very strong. The problem is not only releated by technological fail but also, because of to be seen unable by national-government and multinational capitalism and it put the cultural spine forward to. [...]" (Tomlinson, 1999: 250, 251).

Besides, we should remind that 'imperialism' and 'globalisation' concepts shows different stages:

So, we can give a brief distinction between imperialism and globalisation as saying that "imperialism had been countinuing until 1960's and describing modern period and globalisation took imperialism's place as emphazing the distribution of power. [...] The main difference of globlisation from imperialism, globalisation is much more inconsistent and it has no cultural tendency. It fluctuates between economics and political meanings, in imperialism has at least a project thought intended for a purpose: spreading social system from one centre to world. The globalisation thought includes much more aimless meaning in term of depending on all global areas to each other and interdepenence. This arises from as a result of economics and cultural applications which are not targeted by a global integration itself. The more important of that the results of globlisation including have power in terms of economics, ('the imperial powers' of the former time) are reduced by cultural integrity of all nation-states." (Tomlinson, 1999: 253, 254).

REPUBLICAN ECONOMICS AND ITS APPLICATIONS

As we mentioned above, globalisation do not want to see nation-state. If we give a brief summary what would do in Republican Economics we can understand why globalisation do not want it.

"Between 1923-1932 an economics politics supporting private sector in T.R. After 1932, mixed economics model which is rather industrialized both public sector and private sector investments were applied." Except the last years until 1950, it is called a period which is planned development, investment and production. We can say about 'the mixed economics model' is an unique model for world in that period. Planning was obligation for public investments, but it was a guide for private sector. We can give a brief summary what were done to recreate a totally ruined economics before a new country would found. In 1948, 'import substitution' would be applied in order to put the private sector forward. A fair tax system must be taken into account for all workers and people. A national bourgeoisie would try to create to be industrialized (Soral, 2011: 17-19).

"The measure of economics freedom is creating resource in order to yield the necessity of progress by internal and external sources. The condition to be changed of Turkey's economics structure is to provide the finance of progress by the mediation of resource. The reason of this, a country which only is not borrowed, is the way of oblige can protect itself from external flows of goods, services and capital. It is the unique condition to protect its politics borders and to announce her own lands as a national fields of a state." We can group the politics which were made by Ataturk's period as it is written in the below:

- "The politics removing the circumtances causing the debt in economics,
- Providing the necessity of sources of economics by the mediation of founding Turkish Banking System,
- Structing and integrating of agriculture and industry sectors in order to change exporting input and output materials,
- The politics of education and science." (Yıldırım, 2006: 61, 62).

Especially, import substitution is not wanted by globalisation. After 1950, national bourgeoisie were much more volunteer to be added globalisation.

- Globalisation do not want a nation-state which is not in debt to it.
- Globalisation wants to use the banking system as it the way is.
- Globalisation wants to outputs of agriculture and industry from its production.
- Globalisation do not want to be created a society who are full of science education.

So, what will be changed after 1950, while very important applications could be done in the early years of Republic.

In 1950, it is not only a year turning point, it is a change year which mean's the execution and the administration have been passed by a different politics responsibility end of the war process. However, this this politics changes had some serious

results, the new politics cadre who feels the connection very few the past's drag first started actually to accelerate the the past applications but, in this way it is caused by arising occlusion they would start opposite economics politics (Boratav, 2003: 15).

What we certainly know about after 1950's is an apprehension change. Because, before 1950 much more nation-state government applications were in practice on the contrary after 1950, the apprehension started much more the liberal economics applications in practice which had caused to open the globalisation.

RESULTS

From the imperialism to globalisation the only thing, that has changed, is 'mind' in application. In imperialism era, countries have conquered the states, exploited their raw materials. In globalisation era, it is not enough to conquer the states, they must be gained volunteer to conquer them. This conquering achievements sometimes by the mediation of 'cultural imperialism' they starts to change in terms of transportation of in another 'culture' in economics field.

Republican Economics could have achieve to carry a ruined economics with 'the mixed-typed' economics conditions which were never seen before it. In here as supported as public sector investments, trying to to create a Turkish bourgeoisie to make private sector investments. The main problem is here, after 1980, created private sector tried to engage the globalisation much more and the bourgeoisie who not to show the exact creatures of the same concepts in Europe and this circumstances caused Turkey has much more face to economics crisis. And also, after 1980 public sector have been much more engaged to globalisation caused many adverse effects causing social and economics field.

Consequently, today Turkey has feel much more adverse effects causing globalisation. Removing the globalisation's adverse effects, Turkey should consider Republican Economics applications and try to implement what have done in those years.

A couple of things choosen can be introduced again. So, crisis can be more resolvable introduced again. However, those are not mean to a country, all those implementations can be done by all nation-states more or less.

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