



Masters International R&D Center

MIRDEC 2019

MIRDEC-11th
International Academic Conference
Social Science, Multidisciplinary and Independent Studies
(Global Meeting of Social Science Community)

CONFERENCE PROCEEDINGS
MADRID 2019

Full Paper Series

Editors
Tamer Budak
Joaquim Ramos Silva
Kemal Cebeci
Antonio Focacci

Holiday Inn Piramides
Madrid, Spain
05-07 February 2019

Masters International Research & Development Center

MIRDEC International Academic Conference

MIRDEC-11th
International Academic Conference
Social Science, Multidisciplinary and Independent Studies
(Global Meeting of Social Science Community)

CONFERENCE PROCEEDINGS

FULL PAPER SERIES

ISBN: 978-605-81247-5-2

Holiday Inn Piramides

05-07 February 2019

Madrid, Spain

MIRDEC-11th, Madrid, Spain

CONFERENCE BOARD, Scientific Committee

Prof. Dr. Slagjana Stojanovska
IBF, Macedonia

Dr. Kemal Cebeci
Marmara University, Turkey

Prof. Dr. Joaquim Ramos Silva
University of Lisbon, Portugal

Prof. Dr. Aieman Al-Omari
Hashemite University, Jordan

Dr. Maria del Pablo-Romero
University of Seville, Spain

Dr. Adam Pawlicz
University of Szczecin, Poland

Dr. Aram Belhadj
University of Carthage, Tunisia

Dr. Aziz Sair
University Ibn Zohr, Morocco

Dr. Mohamed Zniber
University Ibn Zohr, Morocco

Dr. Tanu M. Goyal
*Indian Council for Research on International Economic
Relations, India*

Assoc. Prof. Dr. Penka Peeva
Assen Zlatarov University, Bulgaria

Assoc. Prof. Dr. Asmahan Altaher
Applied Science University, Jordan

Assoc. Prof. Dr. Rong Zhang
Nishinippon Institute of Technology, Japan

Dr. Antonio Focacci
University of Bologna, Italy

Dr. Jinhua Lee
University of St. Andrews, United Kingdom

Dr. Mirela Tase
Universiteti Aleksander Moisiu Durrës, Albania

Dr. Rosella Carè
University Magna Graecia of Catanzaro, Italy

MIRDEC-11th, Madrid, Spain

REFEREE BOARD

Prof. Dr. Slagjana Stojanovska
IBF, Macedonia

Dr. Kemal Cebeci
Marmara University, Turkey

Prof. Dr. Aieman Al-Omari
Hashemite University, Jordan

Prof. Dr. Joaquim Ramos Silva
University of Lisbon, Portugal

Prof. Dr. Nazrul Islam
Uttara University, Bangladesh

Prof. Dr. Ahmed Smahi
Tlemcen University, Algeria

Adj. Prof. Dr. Jacques Saint-Pierre
Laval University, Canada

Adj. Prof. Dr. Antonio R. Andres
University Camilo Jose Cela, Spain

Adj. Prof. Dr. Mariusz E. Sokołowicz
University of Lodz, Poland

Assoc. Prof. Dr. Asmahan Altaher
Applied Science University, Jordan

Assoc. Prof. Dr. Penka Peeva
Assen Zlatarov University, Bulgaria

Assoc. Prof. Dr. Rong Zhang
Nishinippon Institute of Technology, Japan

Assoc. Prof. Dr. Rajesh Kumar
Malaviya National Institute of Technology, India

Assoc. Prof. Dr. Haitham Nobanee
Abu Dhabi University, United Arab Emirates

Assoc. Prof. Dr. Aktham Issa Al-Maghaireh

UAE University, United Arab Emirates

Assoc. Prof. Dr. Jolly Ghose

Kolhan University, India

Assoc. Prof. Dr. Svitlana Denga

Poltava University of Economics and Trade, Ukraine

Assist. Prof. Dr. Salem Abdulla

Azzaytuna University, Libya

Assit. Prof. Dr. Hebatallah Adam

Ain Shams University, Egypt

Assist. Prof. Dr. Benish Chaudhry

University of Modern Sciences, United Arab Emirates

Assist. Prof. Dr. Aruna Singh

Lexicon Institute of Management Education, India

Dr. Jinhua Lee

University of St. Andrews, United Kingdom

Dr. Adam Pawlicz

University of Szczecin, Poland

Dr. Antonio Focacci

University of Bologna, Italy

Dr. Rosella Carè

University Magna Graecia of Catanzaro, Italy

Dr. Aram Belhadj

University of Carthage, Tunisia

Dr. Mirela Tase

Universiteti Aleksander Moisiu Durres, Albania

Dr. Vijay Barthwal

Government College, Chief Editor, ESRI Journal, India

Awad Elsayed

Plymouth Business School, United Kingdom

TABLE OF CONTENTS

JUDIT NAGY AND ZSÓFIA JÁMBOR

COMPETITIVENESS IN FOOD INDUSTRY: THE ROLE OF INDUSTRY 4.0 5

GYORGY KOCZISZKY AND MARIANN EVA VERESNE SOMOSI

MODELLING OF THE SUSTAINABILITY OF MAJORITY-STATE-OWNED (NON
FINANCIAL) ENTERPRISES 13

SERVET GURA, VJOLLCA HYSI PANAJOTI AND KRISELDA SULÇAJ GURA

TEST OF THE RELATIONSHIP BETWEEN REWARDS DESIGNED ADVERGAMES
AND THEIR INCREASED EFFECTIVENESS ON BRAND COMMUNICATION 29

RUHUI GAO

AN EMPIRICAL INVESTIGATION INTO THE DETERMINATIONS OF
PARTICIPATION IN ILLEGITIMATE ACTIVITIES USING U.S. CRIME STATISTICS IN
1960s 47

ALESSANDRO CARDINALI AND ELISABETTA MENSALI

THE LONG-RUN EQUILIBRIUM OF FOREIGN EXCHANGE MARKETS AFTER THE
SUBPRIME CRISIS 61

ALESSANDRO CARDINALI AND THOMAS MORAN

ON EMPIRICAL EVIDENCE OF LONG-MEMORY IN FINANCIAL VOLATILITY 69

ALESSANDRO CARDINALI AND EDWARD MELLEN

THE QUANTIFICATION OF PRECISION IN MARKET RISK REGULATION 77

GULNAR KARIMOVA

HISTORICAL STAGES OF SCRIPT CHANGES IN THE WRITTEN KAZAKH
LANGUAGE..... 85

RUHUI GAO AND JINPENG ZHAO

INVESTIGATE THE IMPACTS OF FISCAL AND MONETARY POLICIES ON
DETERMINATION OF PRIVATE OWNERSHIPS OF PUBLIC PRIVATE PARTNERSHIP
(PPPs) INVESTMENT IN CHINA..... 99

ELSA DHULI

(NO) DIFFERENCES BETWEEN STATISTICAL INFORMATION FROM
ADMINISTRATIVE SOURCES AND STATISTICAL SURVEY FOR ECONOMIC
ENTERPRISES: CASE OF ALBANIA 113

M. VEYSEL KAYA, IBRAHIM AYTEKIN AND ABDULKADIR TIGLI

RECYCLING: AS THE ECONOMIC DIMENSION OF CYCLICAL ECONOMY 127

KATHRYN LUPSON

TEACHERS BEING CREATIVE: TECHNOLOGY IN DRAMA..... 131

BANU TURKSEVER AND ASUMAN DUATEPE PAKSU

THE EFFECTS OF MODEL USAGE IN ARITHMETIC SERIES ON 6TH GRADE
STUDENTS' ACHIEVEMENT AND RETENTION 137

NADA EL BIJRI AND DAOU DRISS

MOOD EFFECTS IN INVESTORS DECISION 145

NORA BENAHMED AND SAMIA EL FASSI

THE WORK OF MAMPRENEURS: WHAT IMPACT ON FUTURE GENERATIONS?. 149

BASAK BOGDAY SAYGILI AND BUKET ERTUGRUL AKYOL

TO SIMPLIFY IN FASHION CONSUMPTION BEHAVIORS 155

BASAK BOGDAY SAYGILI¹ AND BUKET ERTUGRUL AKYOL²

TO SIMPLIFY IN FASHION CONSUMPTION BEHAVIORS

Abstract

Clothing, which is an important part of life since the existence of humanity, has formed the concept of fashion with the transition from function of covering to decorate function in centuries. Fashion concept M.S. Although it started to occur in 1000 years, the main formation occurred with the beginning of the industrial revolution. Nowadays, with the speed brought by globalization, the ever changing fashion has accelerated its consumption. Fashion, one of the main topics of consumption, causes consumption in the national and global resources as well as the consumption of personal resources.

Fashion is one of the main topics of consumption because it serves many stages of the hierarchy of needs. However, at the time of depletion of resources, this study has been carried out in order to reduce consumption in our fashion in order to use our brain power and more efficiently.

In this study, a case study method was used. Interview form was used to obtain data. In this case study, a working woman who closely followed the fashion wore the same garment for 40 days, combining the basic selected clothes with different details. In this study; the results of the interview form about how the basic clothes used can be put together and how the working woman who closely follows the fashion affects the psychological state of wearing the same clothes for 40 days and effective time management is revealed.

Keywords: Fashion, minimalizm, simplfy, consumption

JEL Codes: Z00, Z10, Y90

Introduction

Fashion, one of the main topics of consumption, renews itself every day with the requests of change. The clothes used since the existence of mankind have been depleted in the same culture as before, maybe in 100 years, then in the last decade and then in the present day. It is a period in which the concept of fashion is no longer in the clothes and more and more styles come to the fore. In this case, everything is fashionable, man's clothes according to his own body to prefer. This change in fashion can increase production and consumption more or less. It can also make thinking and behaving less in fashion to shorten the time spent on clothes in everyday life. People were squeezed from the colorful, patterned and strong character clothing of the 1980s and from the 1990s onwards they began to use minimalism in fashion (Mackenzie; 2017: 124). However, while the changing pattern styles of those days, the minimalism mentioned in this study is to combine more with less clothing. In the 1990s, the simplification of the molds in today's clothing has been formed in order to be combined with many clothes.

The fall in textile production costs in the late 19th and early 20th century and the emergence of ready-to-wear clothing in the second half of the 20th century have enabled fashion products to reach large masses rapidly and have ceased to be an area of fashion that elite could have (Sahin; 2017:12). This situation created the concept of oluřtur consumer kavram fashion. From this period on, formal variability is greater. Consumer fashion covers the likes of social groups in all strata of society (Crane; 2003: 177).

¹ Atılım University, Turkey, basakbs@gmail.com.

² Kayseri Erciyes University, Turkey, bukethoca2012@gmail.com.

The production of the products produced according to consumer fashion decreases as the production increases and as the price decreases, the consumption increases. This product is expensive in individual production or in Haute-couture if the fashion becomes fashionable. When it comes to mass production, both price decreases and production increases. Price thought consumption increases. Due to the very clothes mass production consumption in Turkey is too much. apparel industry and the evolving design education in Turkey to live in Turkey offers the opportunity to follow the world fashion. apparel company in Turkey, as well as other sectors of the fashion system and also increasing with each passing day due to the development of people of fashion consumption is triggered.

The development of the media also revealed the immediate consumption of fashion. Developed social media tools in the last 10 years has led to the rapid consumption of fashion. In order to prove the existence of people in social media and to be more visible, it is more focused on clothes consumption.

The philosophy of Maslow's hierarchy of needs; it is the action / behavior of man to realize his / her potential. Each stage in this hierarchy is the necessary priorities for the realization of the potential (Peace; 2016: 36). Fashion; are the elements that allow individuals to be recognized according to the society they are in and with small details in this society. When the fashion is mentioned, it is generally mentioned about the clothes and other accessories covering the body. For centuries, beri Fashion beri represents economic power. Fashion, high-income in the world to bring new products to them and then these products are followed by different social communities, followed by high-income new follow-up with new differences and follow-up by the followers to this day, different forms of clothing has formed the change of fashion (Brauel; 2004: 294).

There has been capitalism in the world for 250 years and Marxism for over 100 years. However, we can say that the 1 Information Age in started after the Second World War by encouraging the universities to increase their education all over the world and to continue their education at university. In the information age, knowledge-makers and those who manage the information constitute the öt non-capitalist society bil (Drucker; 1993). The formation of a non-capitalist society does not mean the complete disappearance of capitalism and Marxism. However, most of the countries covered by the developed countries constitute the non-capitalist society. Knowledge should be produced in order to take part in the non-capitalist society. Time is needed to produce knowledge and it is necessary to make as little use of what the capitalist world has to offer us.

Wars and global warming, etc. from the 1990s to the present. The reason that the world's resources are being exhausted requires that every human being be more responsible towards the world as a person and the resources should be directed towards less consumption. In order to be able to use and improve the resources of the world better, it needs information about material consumption. Time is one of the most important sources of information consumption. There are many resources available for more information. However, these sources should be minimized or minimized, as well as knowing the route to be reached, the time we spend or the time we spend. In this direction, time-consuming activities and materials in daily life should be minimized as much as possible by minimizing time spent.

Method

In this study, interview method was used. Interview method, which is the most used method in social sciences; it is a communication process based on asking and answering questions for a serious predetermined purpose (Stewart and Cash; 1985'den alıntılıyan Yıldırım, Simsek; 2008: 119). At the center of the study there is a working woman who follows the fashion closely. She wore the same outfit for 40 days, combining various combed T-shirts and black canvas pants with different details. Nowadays, when the media increases the consumption every day, it is difficult to wear the same clothing for 40 days. The study was conducted in the context of time and psychology for wearing the same

clothing for 40 days. The person who was interviewed, having made such a study voluntarily, caused this work to be resolved positively. First of all, the student was informed about the psychological situation and the psychological situation at the end of this study. After psychological data, data on time management were obtained.

Findings

Clothes are one of the basic needs of life. The sector is the locomotive sector of many developing countries, not only meeting this need, but also the sector in which people use their place in society and individuals to identify and hide their personalities. Consumers who are attracted to the consumption of this sector are experiencing psychological pressure not to find suitable clothes in many clothes.

The woman we researched is 39 years old and lives in Niğde. Teacher is. She is also a Ph.D. student and is an administrator or a member of many organizations. To follow fashion is one of the greatest pleasures. In our interview form with our women, 8 questions were included in our study.

Question 1: What is the reason that leads you to this work?

Answer 1: The dissatisfaction reached by the media and the social media increase the consumption, they have difficulty in combining them with the clothes, they are lost in the clothes warehouses, and it is difficult to get dressed to go to work in the mornings, they spend a lot of time and consumption is reduced not only by reducing the waste of water and food but also by reducing the clothes. based on the idea that benefit can be provided. First of all, with media tools and social media advertising, public relations, promotion, sponsorship and sales campaigns, companies make the brand value of the product and make the continuity of the company sustainable. In line with these goals, every brand or firm is doing a lot of work in order to create more loyal and more dependent individuals (Aktas, Ozupek, Altınbas; 2011: 116). Nowadays, if brands make these studies in a conscious way, they should consciously exchange their consumers.

Question 2: Before you begin, can you give us some information about your psychological state?

Answer 2: Before carrying out this study, the participant stated that she had bought all the clothes and which makeup materials to buy and which accessories she wanted to wear. He stated that he bought even 25 pairs of shoes from a branded shoe store, even buying two of the same clothes. In short, he said that he was shopping crazy. He felt that he felt like a slave to the things he did not know the number of overflowing wardrobes. People, social media accounts of luxury things they have (latest model cars, expensive watches, branded socks, etc.) to try to exist is also a force to simplify. Fashion, clothes and more than the value of the use of clothes is attributed to the unsatisfied. Clothes, people, power, love, wealth, etc. Symbols are given the promises of winnings. Since people who want to have or own these symbols are targeted, they are promised that they will get rid of the emotional crisis with fashion shopping (Hoskins; 2015: 121).

Question 3: What were the reactions you received when you started this work?

Answer 3: The women in our research center stated that those who knew themselves closely stated that they could not wear the same clothing for 40 days. He stated that he made jokes that his colleagues might have problems in cleaning and that there were those who argued that if it was materially appropriate, people would buy and take what they wanted. He said that almost everyone asked how long their clothes were washed. In the course of this study, there are people who want to share the same experience, but the majority of them are not supporters of this kind of work.

Question 4: Do you think you have contributed to the ecological system with this study?

Answer 4: The researcher in our study stated that this study and its contribution to the ecological system were definitely contributed. . Before I started the process, I read in one of my research that the micro-fibers that make up the texture of the garments cannot be separated by the soil and passed into the body of the plants and passed on to the body of more developed organisms “. Therefore, this study will bring less consumption and awareness to the environment, and the environment is affected by this situation, we think that the consumption has reached the awareness of the ecosystem damage will be reduced (Hoskins;2015).

Question 5: Do you think that you save time with this work?

Answer 5: The women in our research center stated that this study provided a great time saving. He stated that y What I wear, what I wear, y and the time spent on his family and work, mentally especially women get rid of a process that takes a lot of time and time. She also realized how much time she spent on shopping and how much time she spent on shopping in shopping malls, in particular under the name Ayrica Activity Ayrica. As mentioned in many time management books, Sabuncuoğlu and Pasha (2002); In order to manage the time and save time, it is emphasized that there are actions in which how, what, when and what are to be done between today and the future. Our life goals

Question 6: How did you feel psychologically in the time period you did this study?

Answer 6: The women in our study stated that it was very convenient to wear the same clothing in the first days of this study, but after the 2nd week there was a burden on the clothes and was psychologically uncomfortable. He stated that he wanted to give up but he could not keep him proud of the social media due to the shares he had made and continued to work.

Question 7: What has changed in your life after this study?

Answer 7: The woman at our research center said, or I feel that I am getting a certain amount of refinement from the impositions of brands and advertisements. If not necessary, I take care not to take. I've started to see stores as a touristic trip, but as a place I go to find what I need more. I'm spending a lot less money on clothes. In Our research participant stated that the distribution of credit cards changed considerably and that the change in clothing expenditures decreased and the distribution of spending decreased and varied.

Question 8: How did you feel psychologically after this study?

Answer 8: During this study, the women at the research center stated that some days were very hard, they felt a great deal of pressure on them, but the less they provided more comfort and time, and the more they became happier with the peace of redundancy. In this process, I made people focus on what I did, not what I was wearing, and that was my focus. I realized that I had to work continuously to pay for my purchases so that I was constantly playing from the time I had to live.

Results

The concept of fashion consists of the protection of the body and the emergence of the apparel with the veiling instinct, the stage of necessity of security need according to Maslow's hierarchy of needs, belonging and respect, and the stage of respectability stage of self-realization. Fashion that serves these three stages is one of the main topics of consumption. This consumption; At the same time brings the brain and time consumption.

In this study, case study method was used. The interview form was used to obtain data. In the case study, a 39-year-old working woman followed the fashion well, wearing the same garment for 40 days, combining the basic garment with different details. In this study; The results of the interview form about effective time management and how the working woman who followed the fashion closely affected the psychological state of wearing the same garment for 40 days.

- With the feeling of dissatisfaction as a result of the increase in consumption due to various reasons, there is difficulty in making the clothing combi.
- Increased consumption due to various reasons brings more consumption. Although this situation has a feeling of dissatisfaction and no longer makes it happy, it still causes an excessive exchange of clothes. In the early stages of shopping, while providing relaxation and satisfaction, then causes pressure and dissatisfaction in human psychology. In this respect, the consumption of clothes can be evaluated as other addictions. Especially in recent years, similar situations have been observed with mobile phone addiction and media addiction.
- Reducing consumption not only by reducing water and food wastes but also by reducing clothes. The first aim of directing natural products in clothing is direct human health (causes of breathing cells in the body, etc.) and the second aim is that there are no harmful products in the environment. Polyester etc. Fabrics with contents cannot be transformed in nature or damage the nature like plastic bags. At the same time, this study will bring less consumption and bring awareness, and the environment is affected by this situation, we think that the consumption has reached the awareness of the loss of ecosystem will be reduced.
- The reasons that led our participant to this work were that she first felt that she had no clothing, despite the many of her clothes, and that many people only tried to exist with her clothes.
- In the course of this study, our participant came in many negative comments, which were positive and reduced his motivation. There were many who stated that he could not but that supported our participant.
- This study shows that combining simple clothing saves a lot of time. Nowadays, when there is a lot of time and time management, there is a support for time management in this study.
- As mentioned in many personal development books, people need to tell different people to achieve their goals. Thus, it makes it impossible to give up goals. This situation has been proven once again in this study.
- It is a great convenience to wear the same clothing, but it has been revealed that it is felt as a burden on hard clothing and under psychological pressure.
- After this study, our participant has been saved from brand addiction and the urge to buy. It has started to prefer more basic clothes which are more natural, comfortable and can be easily combined with accessories. With this study, he discovered that he could use the same product in many different places.
- When the consumption comes with the fashion unconsciously, it requires shopping every season. This situation may turn into addiction in humans after a while. When it turns into addictions, it turns people into a system they try to pay for, as well as causing ecological damage and a great loss due to time loss.
- The participant has reached a great psychological relief. The simplification of the clothes in the household goods, teachers and students as well as stationery and so on. many products have gone to simplify. In short, he has simplified the way of life. People are greeted with their looks, sent off by their ideas. Garment is important. But it should not be at the center of life. Too many kinds of clothes only wear the user, takes time.

References

Aktas, H., Ozupek, and M. N., Altunbas, H. (2011). “The Brand Preference And Media Consuming Behaviour Of Children” *Selçuk İletişim*, Cilt:6, Sayı:4, Konya.

Barış, G., (2016). “İhtiyaç Nerede Biter de Lüks Başlar?” <https://www.researchgate.net/publication/322540352> İhtiyaç Nerede Biter de Luks Baslar [accessed Dec 27 2018].

Brauel, F., (2004), “In Material Civilization, Structures of Everyday Life” - “Maddi Uygarlık, Gündelik hayatın Yapıları”, İmge Kitapevi Yayınları, Çevirmen: Mehmet Ali Kılıçbay, Ankara.

Crane, D., (2003), “ Fashion And Its Social Agendas”- “Moda ve Gündemleri” Ayrıntı Yayınları, İstanbul.

Drucker, P. F., (1993). “Post-Capitalist Society”- “Kapitalist ötesi toplum” , Çeviren: Belkıs Çorakçı, İnkılap Kitapevi, Ankara.

Sahın, Y., (2017). “Modanın Tanımı ve Kapsamı”, N.Ertürk, E.Varol, *Moda Tasarımı*, Anadolu Üniversitesi Basımevi, Eskişehir.

Hoskins, T. E., (2015). “Foya”- “Foya-Modanın Anti-Kapitalist Kitabı”, Ütopya Yayınevi, Ankara.

Mackenzie, M., (2017). “Isms: Understanding Fashion”, “İzmler: Modayı Anlamak”, Hayal Perest Yayınevi, İstanbul.

Sabuncuoğlu, Z., and Pasa, M., (2002). “Zaman Yönetimi”, Ezgi Kitabevi, İstanbul.

Yıldırım, A., and SIMSEK, H., (2008). “Sosyal Bilimlerde Nitel Araştırma Yöntemleri”, Seçkin Yayıncılık, Ankara.