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YUKSEK ÖĞRETİMDE YENİ UFUKLAR: TOPLUMSAL CİNSİYET ESİTLİĞİ İLKELERİ

Öz

Toplumsal cinsiyet eşitliği ve çeşitliliği çağdaş demokrasilerin merkezinde yer almakta. Az temsil edilen gruplar, yeteneklerin çeşitliliğinden yararlanmayı başaramayan kurumlar tarafından katkı sağlama konusunda geride bırakılmaktalar. Yapılan çeşitli araştırmalar sonucunda elde edilen bulgular, akademik araştırma performansının eşitsizlikler ile sınırlandırılmış olduğunu göstermekte ve bu durum inovasyon alanında ve genel olarak toplum üzerinde olumsuz etkiler bırakmakta. Daha adil ve eşitlikçi müdahaleler, kurumların demokratikleştirme çabalarının ayrılmaz bir parçası olmakla birlikte, daha kapsamlı ve dengeli bir katılımın da garantörü olmakta. Toplumsal cinsiyet eşitliği ve çeşitliliği, adil erişim ve ayrımcılığı garantileyen daha kapsayıcı, açık ve demokratik kurumların varlığını gerektiriyor. Bu bağlamda, konuşmamda, Uluslararası Saraybosna Üniversitesi'nin de proje ortağı olarak yer almış olduğu ve Avrupa Birliği Horizon 2020 Çerçeve Programı himayesinde yaklaşık 3 yıl süren SAGE (Systemic Action for Gender Equality/Toplumsal Cinsiyet Eşitliği için Sistemsel Girişimler) Projesi'ni ve toplumsal cinsiyet eşitliği hususunda Yükseköğretime sunduğu kazanımları paylaşacağım. SAGE, toplumsal cinsiyet eşitliği hususunda Yüksek Öğretim 'de ve araştırma alanında daha güçlü bir eylem arayışı amacıyla tasarlanmıştır. Projenin hedefleri arasında; karar verme süreçlerinin iyileştirilmesi, araştırma kapasite ve kalitesinin arttırılması, cinsiyete duyarlı pratik, süreç ve yöntemlerin araştırmalara dahil edilmesi ve kurumsal karar verme süreçlerinde kadın/erkek dengesinin gözetilmesi ve iyileştirilmesi yer almaktadır. SAGE Projesi kapsamında geliştirilen toplumsal cinsiyet eşitliği ilkelerinin, Yüksek Öğretim Kurumları tarafından benimsenmesi ve uygulamaya konulmasının mevcut koşul ve uygulamaların iyileştirilmesine katkıda bulunacağı kanaatindeyiz.

Keywords: HORIZON 2020, SAGE, Toplumsal Cinsiyet, Eşitlik, Yüksek Öğretim

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**FINITE ELEMENT MODELING OF THE EFFECT OF POLYMER COATED LIGHTWEIGHT
PANELS ON ROOF FRAMING**

ABSTRACT

The usability of the polymer-coated lightweight panels that will provide heat and water insulation as a roofing material has been investigated in this study. For this purpose, 20x20x5 cm sized polymer-coated lightweight panels were produced using 20%, 35%, and 50% polymer by volume, and their physical and mechanical properties were determined. As a case study, a cold air cabinet with a 12x12x3 m dimension is modeled in a finite element model. The trapezoidal roof truss, widely used on the site, was preferred as the roof truss and its static analyses were analyzed using the sap2000 program. The stresses and displacements of the roof truss elements were analyzed comparatively using the same model with the sandwich panel.

Keywords: Lightweight Panels, Insulation, Trapezoidal Roof Truss, Sap2000, Lightweight Aggregate

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**PERFORMANCE EVALUATION OF POLYMER COATED PUMICE AGGREGATE PANELS
DESIGNED FOR COLD AIR CABINETS**

ABSTRACT

Pumice, which is formed due to volcanic activities on the earth, is preferred in many applications where thermal insulation and fire resistance are required because of its porous structure and low density. In this study, 20x20x5cm panels were produced with polymer-coated pumice aggregates. Panels produced using 20%, 35%, and 50% polymers by vol. were compared with other panels, which are commonly used to provide thermal insulation in cold air cabinets, in terms of physical, mechanical, and thermal properties. As a result, it is concluded that the panels produced with polymer-coated pumice aggregate have the potential to be used in cold air cabinets.

Keywords: Pumice, Insulation, Cold Air Cabinet, Polymer, Panel

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EMOTIONAL INTELLIGENCE TRAINING IN CONSTRUCTION PROJECTS

ABSTRACT

Recent research recognizes the importance of Emotional Intelligence (EI) in the Construction industry. Researches on EI in Construction are predominantly quantitative to measure the relationship between EI and work-related factors. EI has suggested as underpinning a number of behaviors considered important for project management however, few studies have conducted to date examining whether training can improve EI. Insufficient empirical and theoretical attention has given to the influence of EI in determining performance and the mechanisms underlying this relationship among project team members in construction projects. This research explores the association between EI and construction project manager skills in the context of construction projects. To test the model, we collected data from 119-project manager in a construction project. The empirical results demonstrate that EI positively linked to construction manager skills. This paper concludes with a discussion of the research and practical implications of the study's findings, and suggestions for future research directions.

Keywords: Emotional Intelligence, Construction Project Management, Construction industry, Project Manager Skills, Traditional Project Management

NOTE

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**INVESTIGATION OF THE EFFECT OF MACHINING PARAMETERS ON SURFACE QUALITY
OF Ti-6Al-4V ALLOY IN TURNING PROCESS**

ABSTRACT

Due to the low thermal conductivity and high strength of titanium and its alloys, high temperatures occur between the cutting tool and the workpiece, and plastic deformation that causes chip formation becomes difficult. On the other hand, with increasing temperature, chemical reactions take place between the workpiece and the cutting tool, and as a result, the workpiece adheres to the surface of the cutting tool and wears down rapidly, reducing the quality of the machined surface. Considering the usage areas of titanium alloys, surface quality is of great importance. Therefore, it is necessary to increase the surface quality by optimizing the machining parameters during the machining of titanium alloys. In this study, bar-shaped workpieces made of Ti6Al4V alloy were subjected to dry turning at different levels, cutting speed, depth of cut and feed rate, and the effects of machining parameters on the surface roughness value were investigated. Obtained results were analyzed by analysis of variance (ANOVA) method and statistical effects of each parameter were determined.

Keywords: Ti6Al4V, Surface Quality, ANOVA, Superalloys, Turning

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EVALUATION OF THERMAL BRIDGES IN A COLD STORE WITH PREFABRICATED POLYURETHANE PANEL

ABSTRACT

When considering thermal balance, one of the areas with the highest risk of surface condensation in in a cold store with prefabricated polyurethane panel is junctions of panel walls. This study has investigated the effects of the thermal bridges caused by current geometry in the cold store with prefabricated polyurethane panels under storage conditions of 0°C and -18°C, with respect to the temperature gradients at wall-wall, wall-ceiling and wall-floor intersections. For this purpose, assembly regions within the cold store were studied experimental and using 2D and 3D computational analysis. Alternative assembly options were derived in order to prevent thermal bridge formation and condensation on outer surfaces. In these analyses, temperature distribution on the thermal bridge shows a difference of approximately 37.76% with respect to other outer surfaces. Such losses were minimized with the developed models. At the end of the study, recommendations for the development of cooling performance were proposed, thus evaluating the capacities and application fields.

Keywords: Thermal Bridge, Cold Store, Numerical Heat Conduction, Prefabricated, Polyurethane Panel

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**DETERMINATION OF CONCRETE-REINFORCEMENT ADHERANCE BETWEEN PULL-OUT AND
PUSH-OUT TESTS FOR DIFFERENT REINFORCEMENT AND CONCRETE STRENGTHS**

ABSTRACT

The reason why concrete and steel are used together is the permanent adherence between the concrete and the reinforcement and the passive protection of the concrete to the reinforcement. Pull-out test is generally used to determine the adherence between concrete and reinforcement. However, the push-out test on reinforced core samples is an easier and preferable method, especially in determining the existing adherence of reinforced concrete buildings for demolition and reinforcement. With the thought that this study will provide convenience in determining the adherence in existing reinforced concrete structures, using both plain and ribbed reinforcement, reinforced cube samples prepared with 5 different concrete strengths in the range of C8-C30, with both methods adherence values and concrete compressive strength (f_{ck}) and significant correlations were determined between $m = T_{pull-out} / T_{push-out}$. As a result, it has been seen that the m ratio is not a constant value, it is variable depending on the type of reinforcement and f_{ck} . m ratio was found as For ribbed reinforcement the 0.80 for $f_{ck}=10$ MPa and 1.00 for $f_{ck}=25$ MPa and also for plain reinforcement the m ratio was found as 0.55 for $f_{ck}=10$ MPa and 1.00 for $f_{ck}=32$ MPa.

Keywords: Concrete, Reinforced Concrete, Adherence,
Pull-Out Test, Push-Out Test

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**BIODIVERSITY OF THE GENUS-HYPERICUM, SPREAD IN AJARA-SOUTH COLCHIS AND
ITS USE IN ETHNOMEDICINE**

ABSTRACT

The paper discusses the species diversity of the genus-Hypericum, common in Ajara and the features of its use in ethnomedicine. In the flora of Ajara-South Colchis the genus-Hypericum is represented by 12 species. According to the characteristics of the life form 9 species are perennial herbaceous plants; 2 species-Hypericum xylosteifolium and H. androsaemum represent woody shrubs, and one species - H. mutilum is an annual grass; 4 species are ornamental: H. androsaemum, H. grossheimii, H. linarioides, H. xylosteifolium; 3 species are endemic: Hypericum adzharicum, H. bithynicum, H. grossheimii; 1 species is adventive: H. mutilum. While five species are used for treatment in medicine: H. androsaemum, H. grossheimii, H. linarioides, H. perforatum, H. xylosteifolium. In ethnomedicine St. John's Wort is used: for rapid wound healing, nodular skin rash; to heal bloody coughs in times of tuberculosis. Also, in the instance of jaundice during liver diseases. Broth, tincture, and oil of St. John's Wort get used.

Keywords: Ethnomedicine, Hypericum St. John's Wort,
Colchis, Biodiversity, Ajara

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DIVERSITY AND USE IN MEDICINE OF MEDICINAL PLANTS OF THE WILD FLORA OF COASTAL AJARA

ABSTRACT

Based on the materials we found, it was determined that 140 species of wild plants of coastal Ajara are characterized by medicinal properties. They are divided into 56 families and 112 genera. The following families are the most numerous: Asteraceae -14 species: *Achillea millefolium*, *Arctium lappa*, *Artemisia vulgaris*, *A. absinthium*, *Bidens tripartita*, *Cichorium intybus*, *Cicerbita pontica*, *Dichrocephala bicolor*, *Matricaria chamomilla*, *Pyrethrum parthenifolium*, *Pyrethrum roseum*, *Solidago virgaurea*, *Taraxacum officinale*, *Tussilago farfara*; Lamiaceae-14: *Calamintha grandiflora*, *C. nepeta*, *C. Officinalis*, *Clinopodium umbrosum*, *C. Koch.*, *C. Vulgare*, *Glechoma hederacea*, *Lamium album*, *Leonurus quinquelobatus*, *Melissa officinalis*, *Mentha longifolia*, *Mentha pulegium*, *Origanum vulgare*, *Stachys officinalis*, *Trachistemon orientalis*; Rosaceae-12: *Cydonia oblonga*, *Geum urbanum*, *Fragaria vesca*, *Laurocerasus officinalis*, *Malus orientalis*, *Potentilla erecta*, *Poterium polyganum*, *Rosa canina*, *R. Pomifera*, *Rubus caesius*, *R. Buschii*, *Sorbus boissieri*. The article presents the taxonomic structure of the medicinal plants of the wild flora of coastal Adjara, as well as the list of medicinal plants according to their use in medicine.

Keywords: Medicinal Plants, Diversity, Taxonomic Structure, Wild Flora, Ajara

NOTE

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**SYNTHESIS AND CHARACTERIZATION OF N-HETEROCYCLIC CARBENE PRECURSORS
BEARING METHYLTHIOETHER GROUP**

ABSTRACT

Firstly, Wanzlick and Öfele discovered independently stable metal complexes of N-heterocyclic carbenes (NHCs) in 1968. This situation continued until Arduengo et al. synthesized stable and isolable NHC in 1991. Many studies on NHC ligands and their metal complexes have been reported in the fields of organic and organometallic chemistry since this significant discovery. Imidazolium, imidazolidinium, and benzimidazolium are important electronically tunable NHC precursors due to their properties as a sigma-donor and a pi-acceptor. Almost all transition metals can form stable complexes with these ligands. Recently, many studies on the biological activities of benzimidazolium salts have been published. In organic and organometallic chemistry, the NHC precursors with sulfur functionalized donor groups are a significant class of ligands. Sulfur-functionalized NHC precursors can be divided into different categories using functional groups such thiolate, thioether, thiophene, sulfoxide, and sulfonamide. In 1992, Sellmann et al. reported the discovery of the first sulfur-functionalized NHC molecule. Novel N-sulfonyliminoimidazolium ylides have recently been created using a variety of substituents. In this work, we demonstrate how to make a number of 4-(methylsulfonyl)benzyl-substituted benzimidazolium salts. All synthesized compounds were characterized by using NMR, FTIR spectroscopic method, and elemental analysis technique.

Keywords: Benzimidazole, Characterization,
N-Heterocyclic carbene, Synthesis, Thiol

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PALLADIUM-BASED COMPLEXES BEARING N-HETEROCYCLIC CARBENE (NHC) AND TRIPHENYLPHOSPHINE (PPh₃) LIGANDS: SYNTHESIS, CHARACTERIZATION, AND ITS APPLICATION ON SONOGASHIRACROSS-COUPLED REACTIONS IN AQUEOUS MEDIA

ABSTRACT

Carbenes are reactive intermediates with 6 electrons in their valence shell. Cyclic carbenes containing nitrogen atoms in their structure are called N-heterocyclic carbenes (NHCs). In 1968, the metal-NHC (M-NHC) complex was synthesized using NHC ligands. After this development, NHC ligands gained importance in the fields of organic and organometallic chemistry. A new era in this topic has begun, particularly with the synthesis of the first stable and storable ligand by Arduengo et al. Phosphine ligands have made rapid advances in organometallic chemistry. These ligand types are still widely used in industry because they are inexpensive and readily available. Sonogashira cross-coupling reaction; it is known as the production of alkynes by combining terminal acetylenes with aryl, heteroaryl or vinyl halides in the presence of a stoichiometric transition metal ion. It is one of the most important and powerful methods in organic synthesis in terms of production of alkynes containing various functional groups. In this study, we presented the synthesis and characterization of a new series of 3-cyanobenzyl substituted Pd-based (NHC)Pd(II)PPh₃ complexes and their catalytic activity in sonogashira reactions in aqueous medium.

Keywords: Aqueous Medium, N-heterocyclic Carbenes, Palladium Complex, Sonogashira Reactions, Triphenylphosphine

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**THE RELATIONSHIP BETWEEN PERCEPTION OF DEATH AND SPIRITUAL WELL-BEING
OF RELATIVES OF PATIENTS IN PALLIATIVE CARE**

ABSTRACT

The research was conducted descriptively for the purpose of evaluating the relationship between perception of death and spiritual well-being of relatives of patients in palliative care. The research sample consisted of 166 patient relatives. Research data were collected with the introductory form, the spiritual well-being scale, and the personal meanings of death scale. In the evaluation of the data; number and percentage, mean, Kruskal-Wallis test, Mann-Whitney U, t test, ANOVA tests were used. It was determined that Diagnosis of palliative care patients' relatives 34.9% were cerebrovascular disease, 30.1% were cancer, and 20.5% were dementia. The degree of closeness of the patients was determined to be the children of 53.0% of the caregivers. The total score of the patient relatives' spiritual well-being scale was 37.94 ± 7.36 , the personal meanings of death scale was 12.63 ± 4.90 from the extinction sub-domain, 7.10 ± 2.62 from the life after death sub-domain, motivation subfield score was 18.24 ± 5.59 . It was determined that there was a positive correlation between the Spiritual Well-Being Scale total score and the Personal Meanings of Death sub-dimension, and a positive and negative relationship between the Life After Death and Motivation sub-domains.

Keywords: Palliative Care, Perception of Death, Spiritual Well-Being, Caregiver, Patient

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**SUICIDE ATTEMPT RATES IN PATIENTS APPLYING TO EMERGENCY DEPARTMENT OF
MANİSA MENTAL HEALTH AND DISEASES HOSPITAL**

ABSTRACT

This study was conducted to examine the Suicide Attempt Rates in Patients Applying to Emergency Department of Manisa Mental Health and Diseases Hospital. The research is a descriptive and retrospective study. The sample of the study consisted of 109 patients. The files of the cases registered in 2022 were reviewed retrospectively by the researchers. Number percent test was used in statistical analysis. The mean age of the patients was 38.26 ± 14.34 . 64.2% were male, 52.3% were single, 33.9% were primary school graduates, 48.6% were not working, 59.6% It was determined that he had another disease. Suicide attempt of the patients, respectively; It was determined that 31.2% of them were taking drugs, 16.5% (cutting tools, jumping from high places) and 11.9% were hanging. It was observed that most of the patients had mental illness and did not comply with medication.

Keywords: Psychiatry, Emergency Department, Mental illness, Suicide, Attempt

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TEACHER COMPETENCE IN MAINSTREAM PRACTICES

ABSTRACT

In our country, most of the students with special needs continue their education and training activities with mainstreaming practices. The aim of this study is to determine the mainstreaming efficacy perceptions of teachers who have mainstreaming students in their classes. In this study, explanatory sequential design, one of the mixed research methods, was used. A total of 102 teachers with mainstreaming students in their classes in the research participated. The quantitative data of the study were collected with the "Personal Information Form" developed by the researchers and the "Teacher Efficiency Scale in Mainstreaming Practices" adapted into Turkish by Bayar (2015). Qualitative data were collected through interview questions. Quantitative data collected in the study were analyzed using the SPSS program using Mann Whitney U test and Kruskal Wallis tests. The qualitative data of the research were analyzed by making descriptive analysis. As a result of the research, a significant difference was found between the mainstreaming proficiency scores of the teachers involved in mainstreaming practices according to their branches; There was no significant difference between mainstreaming proficiency scores according to gender, age and educational status. In addition, most of the teachers who have mainstreaming students in their classes do not see themselves as sufficient in mainstreaming and they state that they need more comprehensive training on this subject.

Keywords: Teacher, Teacher Competence, Mainstreaming, Special Education, Student With Special Needs

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ON SOME FEATURES OF ITINERANT NONCOLLINEAR MAGNETIC STRUCTURES

ABSTRACT

The present work aims at the experimental study of the magnetic properties of some itinerant magnets in a wide range of concentrations and temperatures. The measurements showed that the considered systems contain compositions whose susceptibility depends on nonlinear temperature and pass through a maximum. Near the characteristic temperature of maximum susceptibility, the field dependence of the magnetization of these systems is evidence of the existence of a non-collinear state below the characteristic temperature TSS. The difference between the state of spin glass in itinerant magnets and such a state in magnets with localized magnetic moments is considered. It is shown that small substitutions for manganese lead to an increase in the density of states of d-electrons. This increase leads to ferromagnetism in systems with aluminum and a spin-glass state in systems with manganese. The latter circumstance is apparently due to the fact that in systems with manganese, the emergence of long-range magnetic order with increasing x is prevented by competition between positive Co-Co and negative Mn-Mn exchange interactions. Researched influence of the f-d exchange field on the state of the Co-Mn matrix in specific compounds. It is shown that the magnetic moment of the d-subsystem increases monotonically with an increase in the content of gadolinium, which is due to an increase in the internal molecular field, acting from the f-subsystem on d-subsystem of these compounds.

Keywords: Magnetic, Itinerant, Susceptibility, Magnetization, Spin Glass

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MEASUREMENT OF BACKGRUND GAMMA RADIATION

ABSTRACT

Along with the obvious achievements of mankind, one of our recent acquisitions includes radiophobia. Fear of the unknown has always been inherent in man, including radiation. For various natural reasons, the radiation background can vary significantly in different places. There are places where the background radiation level is always above average. The main contribution to these places is made by cosmic (solar) radiation. Since humanity has always existed in conditions of natural radiation, over many hundreds of thousands of years our body has developed powerful defense mechanisms that allow us to tolerate radiation without seeing serious consequences that far exceed the natural background. We have measured the level of the radiation background of the external gammaradiation at different points in different regions. Gammaradiation was chosen because it is the most penetrative type of energy currently known, for which a modern sample of a portable dosimeter for detecting and monitoring radiation was used. The mean dose with standard deviation was determined at all points studied. Generally, the dose rate level in each of the institutions surveyed are com-parable to one another and can simply be attributed to natural sources. The average annual effective dose according to these studies is still less than the recommended limit by International Commission on Radiation Protection for non-occupational population exposure.

Keywords: Radiation Background, Gamma-Radiation, Dosimeter, Average Dose, Effective Dose

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**CHANGING CONSUMER HABITS IN THE CONDITIONS OF A PANDEMIC IN THE
REPUBLIC OF SERBIA**

ABSTRACT

The pandemic has caused unprecedented changes in the lives of people around the world. The new habits of people in the way of life that have been created could be maintained even after the existing crisis, which indicates a permanent change in the habits of consumers in shopping and consumption. The focus of marketing research in such conditions becomes changes in priorities in purchasing and consumption, the dynamics of changes in established patterns and criteria of purchase and their persistence in the post-pandemic period. An important segment of marketing research in a pandemic is the changed habits in terms of the use of sources and ways of informing consumers about products and services and the use of online shopping channels. This information is crucial for market segmentation and identification of consumer categories with respect to demand value and purchasing methods. Based on the above facts, the focus of this paper is to investigate the immediate and long-term effects of the Covid-19 virus pandemic on consumer behavior. The intention is to identify changes in the lifestyle of consumers as a consequence of the current pandemic, but also its sustainability after the pandemic.

Keywords: Covid-19, Consumer Behavior, Consumer Habits, Online Shopping, Consumption

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**INVESTMENT FUNDS: CHALLENGES FOR ESTABLISHMENT IN THE FINANCIAL SYSTEM
OF THE REPUBLIC OF NORTH MACEDONIA**

ABSTRACT

The investment fund represents the concentration of monetary funds created with the sole purpose of gathering investors' capital, and investing that capital collectively through a portfolio of financial instruments such as stocks, bonds and other securities. What is more important, each investor retains ownership and control of his own shares. The European Commission recently considers that investment funds play a crucial role in facilitating the accumulation of personal savings, whether for major investments or for retirement. They are also important because they make institutional and personal savings available as loans to companies and projects which contribute to growth and jobs. Organizing in investment fund form offers significant advantages, ranging from a wider selection of investment opportunities, greater management expertise and lower investment fees than investors may be able to obtain on their own. In order to benefit from greater returns, it is recommended that investments in such funds be made mainly by avoiding short periods, respectively a period of at least five years is recommended. In the Republic of North Macedonia investment funds are still a relatively small segment of the total financial system and do not represent a significant threat to financial stability. The fact that investment funds with a special law were rationed relatively late, in 2009, also contributes to this situation. The feature of the practice of funds in the local system is that most funds' assets are invested in deposits in domestic banks and (mostly domestic) debt securities, which as instruments with fixed income usually carry lower risks, but also lower rates of return, on average. The main purpose of this paper is to provide a concise overview of the participation of investment funds in the Macedonian financial system. Through the processing of data provided by the National Bank, the Macedonian Stock Exchange and the Securities Commission, the author provides an argumentative overview of the presence and low activity of investment funds in the local financial system.

Keywords: Investment Fund, Savings, Financial System,
Republic of North Macedonia

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**RELIGIOUS TAXONOMY USED IN POPULATION CENSUSES CONDUCTED UNDER THE
AUSTRO-HUNGARIAN RULE IN BOSNIA AND HERZEGOVINA (1878-1918)**

ABSTRACT

This work focuses on the official religious taxonomy used in the collection of population data during the Austro-Hungarian administration in Bosnia and Herzegovina. My article, *Religious Taxonomy from the Ottomans to the Austro-Hungarians: Continuity and/or Rupture?*, underlines the continuity of the official taxonomy used in the collection of population data during the Ottoman and the Austro-Hungarian administrations in Bosnia and Herzegovina in the second half of the nineteenth century. This work, following up on the discussions from my former work, will compare and contrast the religious taxonomy used in the 1910 population census with those in use in the former population censuses conducted under Austro-Hungarian rule. 1910 population census is the last census conducted by the Austro-Hungarian administration but at the same time, the first one conducted after the Annexation of Bosnia and Herzegovina by Austro-Hungarian Empire in 1908, when Bosnia and Herzegovina was no longer an Ottoman territory. Comparing and contrasting the religious taxonomy used in the former three population censuses conducted by the Austro-Hungarian administration in Bosnia and Herzegovina with the last one will show whether the tendency of continuity remains after the Annexation.

Keywords: Bosnia and Herzegovina, Religious Taxonomy,
The Ottomans, Austro-Hungarian, Official Religious
Taxonomy

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A STRATEGIC APPROACH IN THE ANALYSIS OF THE RELATIONSHIP BETWEEN BRAND VALUE AND BRAND LOYALTY WITH CUSTOMER VALUE AND CUSTOMER LOYALTY

ABSTRACT

It can be stated that a brand is a value that emerges when its components come together in a harmonious and integrated manner, but the most important element that makes the brand distinctive is the brand value. The formation of brand value and the brand's presence in the market are important for the competitiveness of businesses. It is a necessary condition for competitiveness that the products offered have a greater place in the minds of customers and stands out compared to competing businesses. For this, it is necessary to design the product in an eye-catching way, to determine the brand name and packaging, to determine the appropriate price, etc. procedures must be passed. Thus, the formation of brand loyalty in the target audience will be facilitated. Due to the acquisition of brand loyalty and the perception of quality products, a certain situation arises for customers who purchase products, which is called customer value. As Kotler and Armstrong (2004: 291) point out; with brand value, customers' feelings and perceptions about the product and product performance are revealed. A strong brand value demonstrates the brand's ability to capture customer preference and loyalty. It can be easier to form brand loyalty in preferred products and as a result, customer loyalty may be formed.

Keywords: Brand Value, Brand Loyalty, Customer Value, Customer Loyalty, Strategic Approach

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**THE IMPORTANCE OF THE CLUSTER MODEL AND POLICY HISTORY IN ECONOMIC
DEVELOPMENT: THE COUNTRIES OF GERMANY AND TÜRKİYE**

ABSTRACT

In our modern world, clusters are becoming increasingly relevant as a policy tool to increase economic development and competitiveness, and contribute to the development of innovation, new companies, new enterprises, and integrate them with the activities of entrepreneurs, local government, and universities, research and development. Centers contribute to the dynamic growth of the local economy. The study examines a variety of books, journals, and publications to gather theoretical information on the topic and classifies this information according to the purpose of the study, as well as analyzing and synthesizing experiences and policies in the sample countries and using a comparative method, The results of the German analysis, in particular, the study of the rules of application of the successful German food cluster strategy on the basis of Azerbaijan. The obtained results have the potential to form a cluster, applying not only in the food sector, but also in other sectors.

Keywords: Innovation, Diamond Model, Value Chain,
International Competition

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