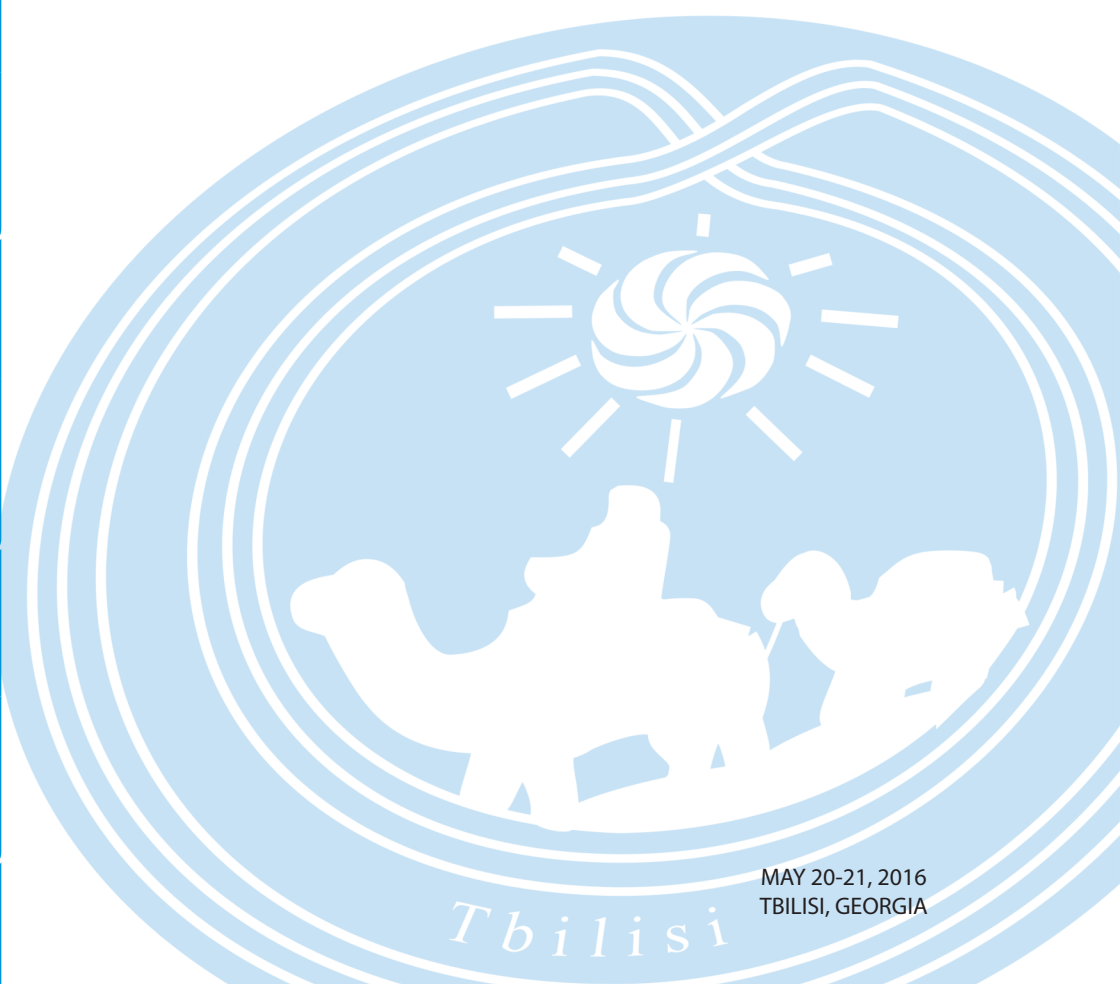


11th International Silk Road Conference on Innovations in Business, Education and Sciences

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აბრეშუმის გზის მე-11
საერთაშორისო კონფერენცია:
ინოვაციები ბიზნესში, განათლებასა
და მეცნიერებებში

სტატიათა კრებული



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Tbilisi

**11th International Silk Road Conference on Innovations in Business,
Education and Sciences**

**აბრეშუმის გზის მე-11 საერთაშორისო კონფერენცია:
ინოვაციები ბიზნესში,
განათლებლასა და მეცნიერებებში**

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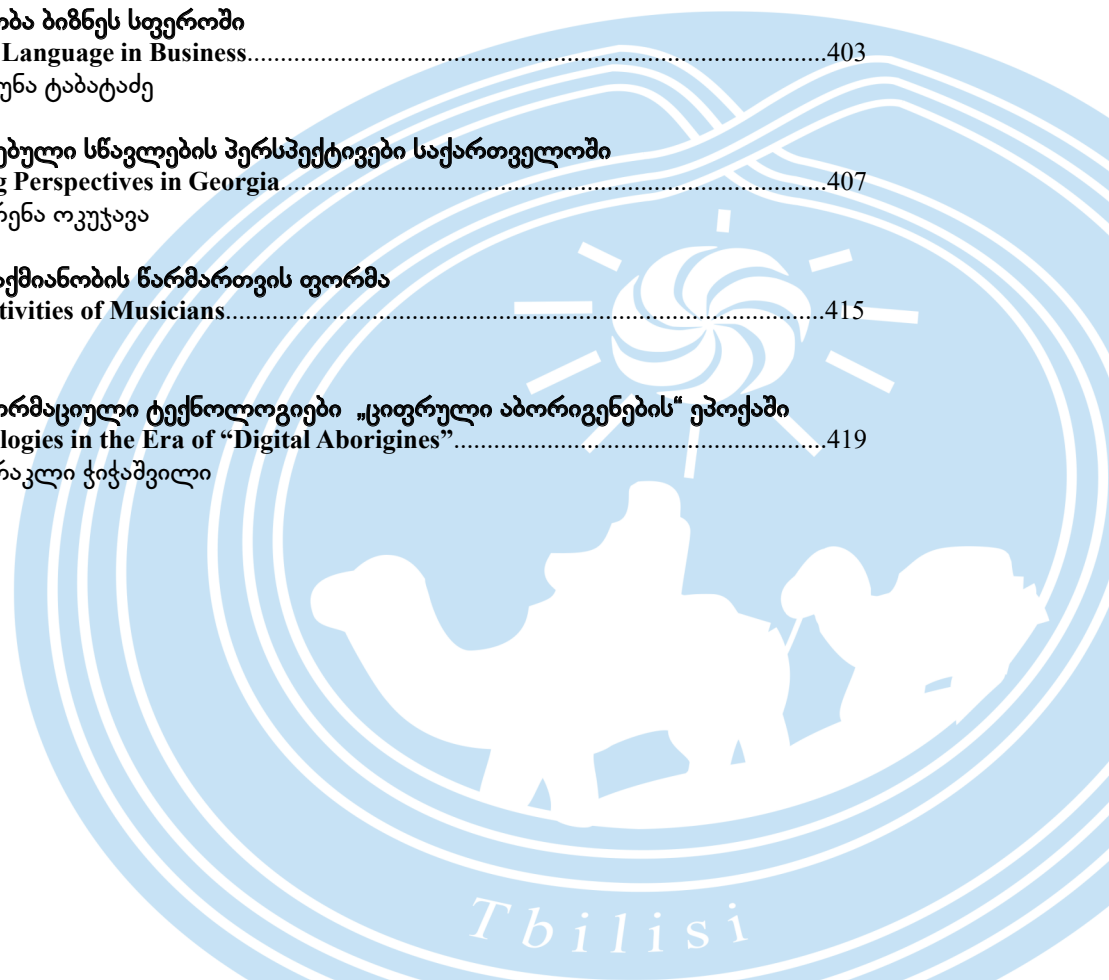
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Tbilisi

WELCOME SPEECH

Distinguished guests, Ladies and Gentlemen,

It is my great pleasure and honor to welcome you all at the opening ceremony 11th of the Silk Road Conference on *'Innovations in Business, Education and Sciences'* organized by the Silk Road Scientific Research Institute in the collaboration with the Public Service Development Agency in Georgia, University of International Business and Economics in China, and American Chamber of Commerce in Georgia.

I wish to take this opportunity to briefly introduce Silk Road Scientific Research Institute.

SRSCRI was founded in 2003 as an important unit within the structure of International Black Sea University. The main aim of the Institute similar to the aim of itself Silk Road. As far as we know from historical sources, literary works, and travel notes of many writers, commercial goods, cultural values had been carried through the Silk Road by the camel caravans from countries to countries during the 18th centuries. Silk Road Institute has the common purpose meaning that it constitutes a platform on which modern scientific caravans would carry intellectual capitals and, - innovative findings and share them with the international community.

To fulfill its purpose, Silk Road Scientific Research Institute has organized 11 international conferences on various scholarly topics since its inception. It has gained momentum each year owing its success to International and local participations as you.

Silk Road Scientific Research Institute brings together today's conference around 145 participants from 19 countries. I am glad you have all made your way to here today.

I am sure that, today, you will have a very productive and successful outcome from the conference.

Once again, I would like to thank you all for participation in and contribution to the conference.

I look forward to seeing you at the next year Silk Road Conference, 2017.

Prof. Dr. Ilyas USTUNYER

Chair of Organizing Committee

Director of Silk Road Scientific Research Institute

Vice-Rector for Science and Research, IBSU



Tbilisi

ENGLISH SECTION
SECTION I: Innovations in Business

1

**Entrepreneurship and Economic
Development**





Tbilisi

Carry out Innovative Projects with the Help of Business Incubators

Nato Bebiashvili*
Teimuraz Berdzenishvili**
Alexander Abesadze***

Abstract

The researches conducted in Georgia showed that 80 percent of startup owners have not specific long-term strategy. Beginning businessmen in Georgia may have good ideas and appropriate resources but cannot get an expert advice for their realization.

Georgian business suffers the most from lack of innovativeness. The innovativeness comes from the generation of new ideas. Business incubators are commonly used worldwide for generation of business ideas.

For generation of innovative business ideas there have been created the Business Incubator at the Faculty of Power Engineering and Telecommunications of Georgian Technical University. The main objective of the Business Incubator is to take part in the creation of new companies.

For the purposes of delivering incubator services to companies we worked out software for solving various types of business problems. The software is experimental and at the first stage of development it covers innovation management issues as the priority direction.

When considering innovative projects, it is necessary to take into account the following criteria: Innovativeness, actuality, execution time and possibility, customers' innovation cycles and scope (compliance with existing and real resources).

There will be hold trainings within the framework of business incubator.

Keywords: Business Incubator, Innovative Business, Innovation.

Introduction

The researches conducted in Georgia showed that 80 percent of startup owners have not specific long-term strategy. Beginning businessmen in Georgia may have good ideas and appropriate resources but cannot get an expert advice for their realization.

Georgian business suffers the most from lack of innovativeness. The innovativeness comes from the generation of new ideas. Business incubators are commonly used worldwide for generation of business ideas.

In 21st century's economic activity the business incubators become the principal mechanism for supporting private businesses. Incubation experience is rapidly developing worldwide. Currently there are about 7000 running incubators in the world, which give a development and growth opportunity to thousands of start-up businesses. The businessmen, who have passed the business incubation program, successfully continue their activities in the market.

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Business Incubator

Business Incubator Definition: An organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections.

Business incubation programs are often sponsored by private companies or municipal entities and public institutions, such as colleges and universities. Their goal is to help create and grow young businesses by providing them with necessary support and financial and technical services.*

A business incubator is a program designed to provide support to new businesses to help them succeed. Every incubator program is different, but incubators and accelerators typically include access to mentors or experts from different areas of business (finance, marketing and management, for example) who provide guidance on the startup.

Some incubators are place focused, and provide office space and even light manufacturing or technical facilities for a period of time. They may provide shared access to servers and software, high speed internet connections, telecommunications, and other technical support. Some also provide shared services, such as administrative or marketing support.

Other incubators are more of a process. They may focus more on mentors, seed funding, introductions to business partners, and opportunities to present your business to qualified investors.**

Georgia has a small experience in business incubation process. Since 2008 BIs/UBIs were set up in Tbilisi, Signaghi, Gori, and Batumi. Generalizing this experience, it should be said that all of them were (1) founded and financed by international organizations; (2) focused on support to small and specific group of population such as temporary displaced persons, women, minorities, and so forth; (3) part of short-run programs or international projects; (4) not included into Georgian national strategy of business development and SMEs support; (5) not widely launched to public and business community. (Papiashvili , Nasaridze, 2014)

Business incubator programs help beginner creative businessmen to learn methods, ways, and tips for making business, as well as gain skills and become familiar with good practices for creating their startups, and developing these startups into successful businesses.

The purposes of business incubator are:

- Delivering information and consulting services about law and economic issues to beginner and acting entrepreneurs;
- Gaining and brushing up knowledge by advanced training courses;
- Widening business incubator services in such spheres as tourism, small farming business, agriculture;
- Supporting of and assistance in implementation of innovative technologies;
- Promoting business relations between investors and entrepreneurs;
- Taking part in country's economic development processes, working out recommendations for improving business environment and establishing relations with government bodies;
- Widening business incubator network and developing business incubators into sustainable organizations;
- Providing remote business incubator services for manufacturers which are beyond the area of the incubator activity;
- Improving management abilities of beginning entrepreneurs of small businesses which are under

*<http://www.entrepreneur.com/encyclopedia/business-incubator>

**<http://www.nbia.org/>

patronage of the incubator so that they can independently run their business and control financial recourses.

Participants of the incubator program will be able to:

- prepare qualified business proposals;
- engage probable investors;
- analyze perspectives of startups;
- implement the modern technologies in practice;
- ensure compliance of business projects with international standards;
- analyze investors' advices and use them properly.

For supporting and participation in control of business processes and organizational structures of manufacturing organizations there is functioning the Engineering Problems and Business Processes Learning and Consulting Center at the Faculty of Power Engineering and Telecommunications of Georgian Technical University.

The main purposes of the Center are:

- Planning of engineering systems by computer modeling;
- Examining characteristics and reliability of existing systems by computer simulation, and working out recommendation for their improvement;
- Planning and modeling of business processes, examining their effectiveness and efficiency, and working out recommendations for their improvement;
- Modification (reengineering) and organizational structures projection of business processes, and providing their practical implementation for manufacturing entities;
- Mutual participation in outsourcing cooperation of existing manufacturing and engineering systems;
- Educational and consulting service;
- Providing incubator database for all above mentioned and similar activities;
- Organizing trainings and brushing up courses.

The work conducting at the Educational-Consulting Centre are performed by leading professors of the Georgian Technical University and outside qualified specialists of appropriate spheres; the students also are involved in work and it gives them a unique opportunity to gain skills for opening their own startups.

In some cases, qualified specialists in possession of good practices in developed countries are taken on work at the Center; such an activity substantially increases efficiency of assistances for startups.

In the future, we intend to improve incubator database by the information obtained from regional government entities about business organizations on their zones, for example, information of:

- Purposes of organizations;
- Organizational structure of firms;
- Level of using IT and developing perspectives of firms;
- Levels of staff's qualification, competences, responsibilities (producing, sells, accounting, etc.);
- Problems, their solving or avoiding ways;
- Probable risks and their preventions;
- Developing plans; etc.

For getting this information in a proper form we have offered to the Ministry of Regional Development

and Infrastructure to train local government staff in business administration and business process subjects.

Conclusion

For supporting and participation in control of business processes and organizational structures of manufacturing organizations there is functions the Engineering Problems and Business Processes Learning and Consulting Center at Georgian Technical University.

Students and all interested persons have a unique opportunity to gain skills for opening their own startups.

When considering innovative projects, it is necessary to take into account the following criteria: Innovativeness, actuality, execution time and possibility, customers' innovation cycles and scope (compliance with existing and real resources).

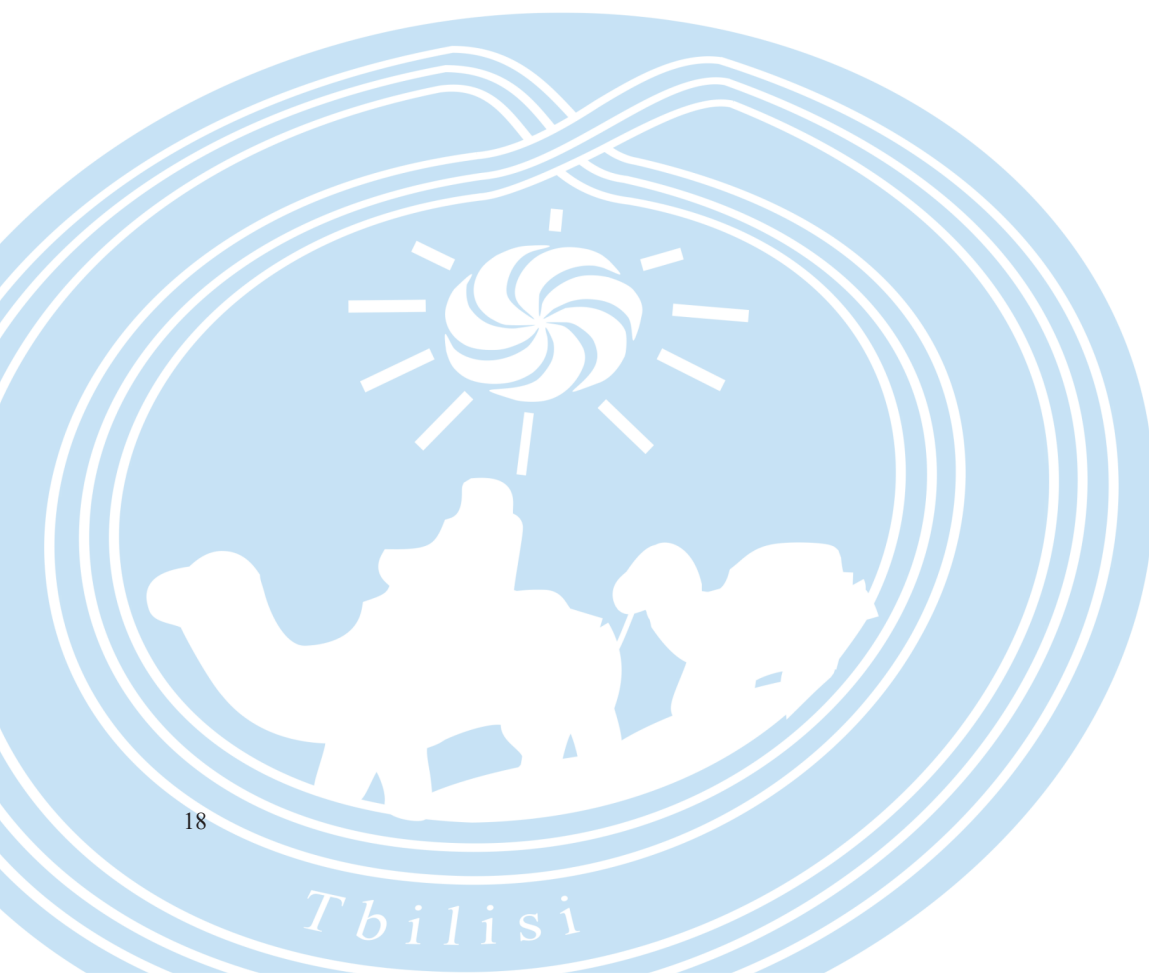
We think that above-mentioned activities substantially decrease costs of creating manufacturing entities and their functioning and developing.

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Business Incubator as a Tool of Innovative Management

Maka Bughulashvili*
Kristina Lazaridi**

Abstract

Innovation management is a discipline that is dedicated to organizing, development and management of high technological projects. Innovation management is necessary for growth, development, sustainability and success of the organizations. One of the popular tool of innovative management is business incubator which serves a locomotive of entrepreneurship development which enhances national and economic growth, employment and investments inflow. Business incubator is a process of incubation and assistance for start – ups to overcome some difficulties and barriers that new companies may face while entering into turbulent, dynamic business environment. For overcoming these difficulties, it is necessary to develop a new product and in a consequence to build a business around this product. Experts' assistance is necessary for product and business development. And the goal of the assistance is to create a kind of ecosystem where experienced entrepreneurs and managers share their knowledge and experience and provide pro-active support to newly born companies for their promising future. Business incubator staff organizes this system.

Keywords: Business Incubator, Innovation, Start-Up, Angel Investors, IBSU Idea Lab.

Introduction

Development of small and medium enterprises is crucial for country's economic and social development. Important role in support of SMEs is allocated to business incubators. Business incubator is a tool for economic development intended for acceleration of growth and successful realization of entrepreneurs and companies through providing them full package of services and resources necessary for the development of their business activity.

The prototypes of business incubators emerged in Great Britain. Heralds of business incubators were so called creative communes of designers and architects who were rearranging their work-space in the way in order to create the most optimal environment for creativity and interaction. It is remarkable that these communes had unity of command and a package of certain services for mutual use (Glebova & Sadirdinov, 2008). However, the first business incubator was established in the US, New York, in 1959 when Joseph Mancusos bought a vacant building left by one of corporation and established Batavia Industrial Center. The aim of the Batavia Industrial Center was to organize new working places and thereby to help the country to struggle against of the economic downturn.

There are three stages of evolution of business incubation:

- First generation incubators which provided physical space and shared resources to start-ups;
- Second generation incubators developed during time when it was realized that not only space and shared resources, but also other support services such as training, counselling, and other assistance facilities are required;

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- Third generation incubators which introduce the concept networking. During period of networking business incubators offer to start-ups access to technological, professional and financial networks. Due to networking a new concept 'virtual/online/networked incubator' was born (Lalkaka, 2001; Ryzhonkov, 2013).

There are a lot of definition of business incubator in literature. Small Business Encyclopedia defines business incubator as "an organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections" (Small Business Encyclopedia, n. d.). According to Lalkaka (2001) business incubator "is a micro-environment with a small management team that provides physical work-space, shared office facilities, counseling, information, training and access to finance and professional services in one affordable package".

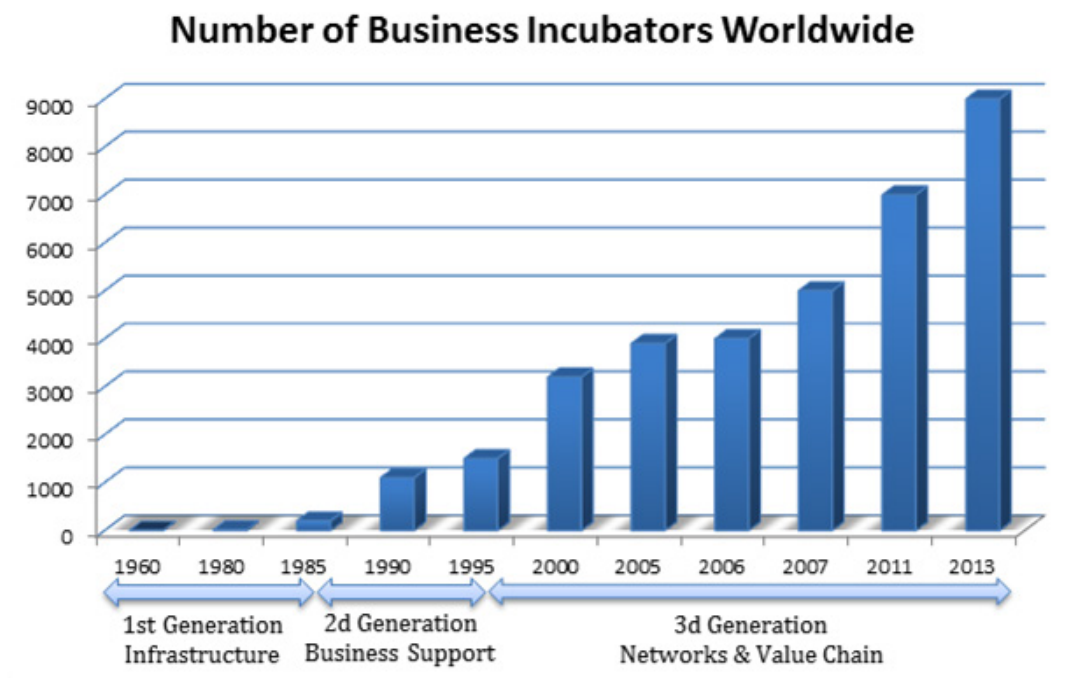
Business incubator is a structure which specializes on creation of favorable conditions for developing and effective and fruitful activities of small innovative companies which are realizing their creative scientific and technical ideas. For fruitful business activities business incubator provides those companies necessary services such as space for doing business, office facilities, consulting, information support, rendering business services (accounting, audit, marketing, financial services, advertising), training, assistance in receiving investments and many other services. The main task of business incubator is to assist those companies which are on the beginners' stage of their development (that is they are in the period of the highest vulnerability from the financial point of view) and to assist in implementation of innovative ideas into life. Distinctive feature of business incubators is that it develops not a product or service but it develops an independent business entity and the final product of business incubator is an independent entrepreneur who is well adapted to the market conditions. One of the main indicators of efficiency of business incubator is not only attraction of investors and investments itself but also the number of grown up companies ready to enter into the market.

There are the following types of business incubators: public or not-for-profit; private or for profit; academic related and public/private or mixed business incubators. Each type has its goals. For instance, public or not-for-profit business incubators focus mainly on economic development, on increase of tax revenues, on nation's well-being and population's employment and prosperity. Private business incubators focus on gaining the return on their investment. Mixed business incubators from the one hand have an access to the government funds, and from the other, can provide expertise and consulting for private companies. Academic related business incubators are located on the university's basis and on one hand, provide them opportunity to conduct research and, on another hand, it provides a platform to create start-ups to students. Sponsors of business incubators vary from the academic institutions, government and economic development organizations to other types of for-profit organizations.

The basic activities of business incubators include the following: 1) search and selection of the projects, 2) cultivation of companies – mainly include the consulting service that is necessary to increase companies' competitiveness and survival in the market, 3) completion of the project – exit of companies from business incubator. The selection process is crucial for business incubator because on this stage it evaluates risks and perspectives of the idea, and it is necessary to predict whether the project has perspective to become successful company in the future. For the above mentioned reasons the personnel of business incubator should possess high professional and entrepreneurial skills, be experienced in their field and apply best practices during the process of companies' cultivation.

To sum up, the benefits of business incubator services are shared infrastructure and basic office services, rendering business services (accounting and financial management, audit, marketing and others), information and consulting, mentoring, direct communication with other entrepreneurs, assistance in finding capital, access to angel investors, intellectual property management, links to strategically partners to list some of them.

The down-side of business incubators is that it is expensive as business incubators provides its service to a small number of start-ups, skills-intensive because it requires high professional management teams, there is threat that the business and idea will be appropriated by larger player, possible lose of control over the company's entity to the business incubator.



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Figure 1. Number of Business Incubators Worldwide

Business incubators are widespread worldwide and incubators' activities for support of start-ups are so successful that their number increases rapidly. According to Ryzhonkov (2013), there are 9000 business incubators worldwide for 2013. In North America, there are 1400 business incubators, in the USA there are 1250 business incubators, in South America - more than 400, in Western Europe 1000, in Eastern Europe 300, in Germany more than 200, in UK 300, in Asia – 1000, in Africa and Mid East the number of incubators is more than 50 business incubators. So, the number of business incubators increase each year (Fig. 1). “According to a study conducted by the University of Michigan and the National Business Incubation Association NBIA entitled Business Incubation Works, an amazing 87% of business incubation graduates stay in business” (Strauss, 2011). Business incubator can mean a faster start for your startup.

Business Incubators in Georgia

The number of business incubators in Georgia is not significant due to the lack of funding opportunities. There are Batumi Business Incubator, Fab Lab (GTU, TSU), IBSU Idea Lab, and Tech Park Georgia. According to Business Development Center (n. d.) till today total of 41 companies used the services from business incubator; there are 2105 trained beneficiaries. 35 graduated companies were established. Over 797 long-term jobs were created and payment to budget was up to 986,000 GEL. Business survival rate in business incubator is 85.3 %.

Business Incubator as Innovative Teaching Tool (Case of International Black Sea University (IBSU))

Nowadays most successful universities try to use different innovative tools in teaching process to make it much more practical and attractive for students. With this respect, most successful universities have attempted to take the lead by forming start-up incubators for would-be entrepreneurs.

International Black Sea University in Tbilisi, Georgia was one of the first among Georgian universities which formed business incubator “IBSU – Idea Lab” as teaching support project for students with entrepreneurial mind-set. The project implementation started in 2014 as two-month project and it continues up to now. Participant students are from IBSU bachelor and master programs including both English and Georgian Sectors. Project aims to encourage innovative thinking among students and helps them to take their ideas beyond idea stage through the following phases:

- Idea Generation
- Business Model Formation
- Prototype Creation
- Mentoring Session
- Networking
- Opportunity to get investment/funding

Apart from receiving working space, student entrepreneurs enjoy mentoring and support in functional areas of business like management, marketing, finance, accounting and legal services. Mentoring sessions are delivered by business practitioners who eagerly share their knowledge and expertise with students. In this way IBSU – Idea Lab helps students to facilitate collaboration in the development of new ideas and provides hands-on experience to enhance faculty-student interaction, encourage active learning and increase students' involvement. In addition, the best ideas get some funding in order to leave the idea stage and start functioning as early-stage start-up or receive European experience by participating in networking tours in Europe.

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How Defining and Applying Spirituality in Organization?

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Abstract

Leaders (managers) and employees believe that in order to survive in this economic downturn a higher form of inspiration is required in the workplace environment. For many organizational leaders (managers) and employees, work has become the place where they spend many hours; develop their strongest relationships, and experience personal and professional growth and deeply cherished beliefs, meaning, fulfillment, and a sense of wholeness in their work. The call for values and spirituality is currently resonating throughout the world and for more than a decade gaining attention, interest, and research focus both in popular and academic press. Therefore, changes are inevitable, science already captures changes that range from conceptual to that of value, from domination to partnership, from reductionism to holistic, from competition to cooperation; and from the rational to the intuitive. The leaders (managers) who understand the values of human potentials inspire behavior in employees based on purpose and meaning rather than rewards. Although the literature and interest on spirituality at work is growing rapidly, there is confusion about how to define spirituality in organizations. The paper attempts to provide an overview of how spirituality is defined or applied in organizations through relevant literature. Workplace spirituality can be viewed as the incorporation of one's own spiritual ideals and values in the work setting.

Keywords: Workplace Spirituality, Human Values, Organizations, Purpose and Meaning.

Introduction

In modern life rhythm one spends almost two thirds of one's time at his work. The time spent there is often the source of stress, tension and general dissatisfaction. One of the ways to prevent it is to find and develop "higher purpose" and give some sense and purposefulness to everyday working routine. There have been significant transformations in the organizational climate (Brandt, 1996; Driver, 2005). A new paradigm that has been noticed in contemporary business is linking business management with spiritual guidance on the level of human energy, heart and spirit, with emotional, true and permanent bonding.

Aldridge, Macy i Walz (1982) stress the importance of human values and principles and think that some individuals developed a complex psychological adjustment which they call "bureau-neurosis", and that the employees pay a high price for giving up their human needs to survive in the organization. To improve the organizational climate managers, implement numerous activities aimed to create something which can be called "workplace spirituality"-WS. Employees are no longer satisfied with their pay-check and other conveniences only, but they want purpose and meaning, in other words they want the fulfillment with the job they do.

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This paper gives an overview of definitions of WS as well as the reasons and ways of including spirituality at the workplace. Going through the relevant literature, new researches as well as by analysis methods and the choice of key notions the paper gives insight into the use and function of this construct in the business environment.

Theoretical Foundations of Workplace Spirituality

To be able to understand the effects of WS, it is necessary to look into theoretical foundations of this construct.

Awareness of the human need to overcome limited perspective of the separation between the work and the personal life at the workplace, and confirm its implicit and inseparable mutual influence, has grown since 1980. The idea that people are not only physical, emotional and mental beings, but also spiritual ones (Wilber, 1998; Emmons, 1999; Cottingham; 2005), means man's whole being participate at the workplace including his spirituality (Sheep, 2006). It is necessary to stress that the work is an essential aspect of human development and, as such, adds an extra value to human life. Therefore, both spirituality and the work are closely connected and complement each other.

Ashforth and Pratt (2010) believe that excluding spirituality from the workplace is connected with the historical organizational development. They think that the fragmentation of work and focus on operationalization, production and results demanded from workers to leave their private life in front of the company door which inevitably lead to bifurcation of their life. Miller (2007) thinks that the main causes of including spirituality at work are increased ethnic and spiritual differences, recognition of religious sources, social and economical changes, global emphasis on human rights and an initiative against outdated organizational structures. Behind all of this is wish for integrate life. Innovative approach and a new way of working in the organizations are aimed to enrich human mind, fill the heart and develop the employees' spirit as well as to improve financially.

Some aspects of including spirituality into work are called movement by many authors. The movement that started in organizations is called "spiritual movement" while Ashmos and Dunchon (2000), called it "major transformation" (p. 134) because of awareness of the need to introduce into organizations spiritual dimensions which are connected with the meaning, purpose and feeling of unity. Hawley (1993) thinks that "Every human yearns for spiritually rooted qualities at work – integrity, character, belief, and even reverence – qualities that are key factors in an enterprise's success" (p. 24). Neal (2013) regards the introduction of WS as evolution which "enables emerging and expressing higher consciousness in institutions and at workplaces" (p. 15). Sheep (2006) describes the world as "society of organizations" (p. 357), and WS as an important concept which can contribute to the prosperity of an individual, organization and societies.

Despite the fact that at first it seemed as short-winded news, WS became and stayed a trend which is much written about and even more researched. Scientists are still trying to clarify this construct, define its standards of measuring and explaining, researching different variables within WS and its influence on the behavior within the organization, management and on the performance.

Human Values – The Path of Spirituality

A significant turn to division of nature into mind and matter has been done since Decartes. Newton developed and created foundations for mechanistic Cartesian paradigm whose influence and strength are still felt. Man, creating his own fragmented world, separated himself from the nature and became fragmented personality himself. Therefore, fragmentation, isolation, disunion, dominance, inequality rule the entire human history. So, the tension between holistic and fragmentary, body and soul, material and spiritual came into existence. As a result, the productivity, competitiveness, expansion, dominance and power are the concepts of social functioning of modern man and, at the same time, the basis of so called marketing approach or economical approach to society.

Clare Graves discovered that underneath of superficial values (geopolitics, beliefs, education, crime, justice, religion, norms, racism, job etc.) there are undercurrents or world views that serve as operative

frames, guides for making decisions and forming beliefs. That system of values is a way of thinking that defines the human behavior. People develop through different levels of bio-psycho-social-spiritual complexity and passing through the great “change of paradigm” and they see the world differently (Rosado, 2004). This causes the transformation of their fundamental systems of beliefs and values. The universe supports and establishes the values that are not only universal, cosmopolitan, but human as well. These intrinsic human values, truth, right conduct, love, non-violence and peace, often stay unexpressed, latent. Values are abstract and are manifested through virtues, developed by an individual through the entire life, such as: goodness, patience, responsibility, tolerance, consistency, persistence, sacrifice, loyalty etc. Giacalone, Jurkiewicz and Fry (2005) regard the personal system of values as the one which promotes experience of transcendence during the work, supports connectedness with others, creating the feeling of wholeness and joy.

Purpose and Meaning of WS

Nowadays people want to live holistic life. They recognize and accept their spirituality and values and don't want to leave their religion, tradition and identity at home, such as they are not willing to give up their ethnic, racial, sex or sexual orientation (Miller, 2007).

Researches (Fry, 2003; Giacalone and Jurkiewicz, 2003; Milliman et al., 2003; Fry et al., 2005) suggest that WS reflect the employee's experience of meaning and purpose, connectedness and transcendence at the workplace.

As there is multitude of definitions of spirituality Nash and McLennan (2001) speak of three the most relevant constituents for defining spirituality as most frequently mentioned in the literature: the inner self; forces greater than the individual; and a search for significance in everyday life, including benevolence (p.17). Similar to this, Ashmos and Duchon (2000) define WS by three aspects: the inner life; meaningful work; and community. Milliman et al. (2003) noticed that the most important are togetherness, strengthening of the employees, focus on emotional aspects of work and a feeling of serving to higher purpose.

As the work is something the man affirms himself with, the question of meaning and purpose is then extremely important. Especially, it is known that man cannot separate himself from his attitudes, feelings, and way of thinking, value system and spirituality. He will always consciously or unconsciously manifest them through his work. Therefore, becoming aware of spirituality and values with the aim of realizing the ultimate purpose and meaning of existence is applicable on every field of human life including his work. That is, you can say that there is no a single part of human life which doesn't have the realization of higher purpose and meaning of his existence as its ultimate aim.

Definitions of WS

There are many definitions of workplace spirituality, but only few of them (e.g. Ashmos and Duchon, 2000; Giacalone and Jurkiewicz, 2003; Milliman et al., 2003) include dimensions such as purpose and sense of community and connectedness at work through different notions like mission, belonging, togetherness and bonding. For example, Ashmos and Duchon (2000) define WS „as the recognition that employees have an inner life that nourishes and is nourished by meaningful work that takes place in the context of community“ (p.137).

Giacalone and Jurkiewicz (2003) define WS as “organization value frame that promotes transcendental experience of employees through the work processes supporting their awareness of mutual bonding by feelings of completeness and joy” (p. 137). Petchsawang and Duchon define it in a similar way, stating that WS is compassion towards others, focus on experience of inner consciousness while searching for a meaningful work which brings transcendence (2009: 465). According to the research results of Kinjerski and Skrypnek (2006) WS “is a distinct state that is characterized by cognitive, interpersonal, spiritual and mystical experiences” (p. 12), while Milliman et al. (2003) see WS as seeking for life purpose, creating strong bonds with co-workers and as adjustment of one's basic personal values with the organization values. Mitroff and Denton (1999) say that WS is “the basic feeling of being connected with one's complete self, others and the entire universe” (p. 83).

WS is a very complex notion to articulate. In order to define, apply and measure it in as detailed and as correct manner as possible, Sass (2000) suggests three levels: individual which he regards as totality of personal spiritual values that result with ethical and non-ethical interactions and which influence the personal expression of those values (behavior) and acceptance of those values by others; collective which is connected with organizational culture or strategy and is an indicator of the relationship between personal and organizational spirituality, and organizational spirituality which, in contrast to the collective one includes people who practice spirituality and thus influence the working context.

WS definitions are often criticized for approaching to non-mind, informal and intuitive aspects of the organization. There is a great need to explain WS clearly, but often happens that construct becomes unclear and full of mysticism which makes difficult to research it. However, from the WS point of view, the organization should be politically neutral milieu with the conditions that stimulate development of individual's spiritual potentials. But, the question is how much can an individual develop within organization considering its business politics and targets.

Therefore, it is necessary to study and clear further this construct, define it with valid arguments, with clear and concise (but not limited) ideas that will help to better understand, research and operationalize WS.

Operationalization of WS

If the spirituality is a search for higher values, search within oneself and the things that give meaning to life then it is not only experience and simple being that matters, but also acting. So, the question is what form of spirituality is appropriate for the organization? The studies of WS dimensions show the ways of defining WS values. Thus, some studies are aimed to define and operationalize WS (Ashmos and Duchon, 2000) while others to explore the management and the mechanisms of supporting the WS (Fry, 2003, 2005; Fry et al., 2005) or to study the WS outcomes such as organization productivity and its performance (Fry et al., 2005).

The results of enhanced studies have shown a significant support to the relationship among three WS dimensions – meaningful work, feeling of connectedness and aligning of values as well as to five attitudes to work – intrinsic pleasure with work, inclusion at workplace, organizational devotion, and organization self-respect (Milliman et al. 2003).

WS is implicit in organization because the organization means having people who are spiritual by their nature. But, another question is whether those people develop those aspects of their personality. Mitroff and Denton (1999) answered the question why spirituality should be integrated into organization by the results of their study which have shown that the more spiritual organization is, the more probable is that the respondents will describe it as more lucrative, more caring and more ethical. Karakas (2010) examined spirituality of 32 managers and leaders of different organizations. On the basis of their answers he recognized nine spiritual anchors which are directed to the search for meaning and purpose of life and which explain the behavior of spiritual person. Thus, one of the spiritual anchors is compassion which shows connection of need to love and be loved with other values such as love, service, charitableness, forgiveness, helpfulness. Hawley (1993) confirms that, and says that for modern managers and leaders the key questions are not the tasks and structure, but matter of spirit.

You can conclude that the study results of the above-mentioned examples have shown that including WS increases a feeling of togetherness and connectedness. As a consequence of it, the individuals easier align with the values of the organization and put them above their own, thus contributing to others and society which significantly raises awareness of loyalty and belonging to the organization. As a result, that improves other areas of organization efficiency such as productivity, creativity, reduction of absenteeism.

Discussion and Conclusion

Being aware of the fact that many people in the contemporary world of work treat the workplace as a source of togetherness, everyday acknowledgment and motivation while, on the other hand, many of them feel depreciated, lonely, lost, unhappy and dissatisfied, additionally stresses the importance of freely expressing

one's spirituality at workplace so that employees would feel fulfilled and authentic. In accordance with this, Mitroff and Denton (1999) think that contemporary organizations suffer from deep spiritual emptiness and the problems within them are the result of this spiritual impoverishment. Therefore, workplace spirituality shouldn't be just another managers' tool for achieving higher productivity in organization, but it should be the approach which will strengthen employees in crisis and give them deeper meaning and purpose of existence within and out of the walls of organization. According to Giacalone and Jurkiewicz (2010) not encouraging spiritual values at workplace can lead to a number of outcomes of the organization such as low self-esteem of the employees, dissatisfaction with work, leaving and absenteeism as well as immoral behavior.

Although the spiritual values in management have been discussed for a long time, its practice and application by its nature is profoundly personal activity. However, Giacalone et al. (2005) have not found any indications that would show if the employees build in their spiritual values at work as they say (faith, religion, spirituality within the workplace context).

Therefore, it would be necessary to examine the ways in which employees manifest spirituality at work and what dimensions of it appear at the workplace environment. This means that employees should be allowed to live their spiritual life which includes expressing their deep beliefs and values at workplace. In addition, the measurements that would confirm certain theoretical hypotheses are needed as well as the statements of the employees about the ways in which they apply their spirituality at work.

Spirituality represents the (eternal) path of an individual in search for sacred and divine. The individual's task on that path is to apply the values of love, mercy, goodness, honesty, respect, compassion and giving, in every life situation.

Going through the studies mentioned in this paper it has been pointed out that it is necessary and very important to examine the WS construct, especially its multidimensionality and the multitude of its manifestation as well as to prevent its marginalization in research of the area of work.

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The Need for Innovative Corporate Social Responsibility

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Abstract

Corporate Social Responsibility (CSR) has become one of the main issues facing businesses in the 21st century but it is still far distant from being one of the integral issues of corporate strategy and daily business operations.

Looking at the evolution and innovation of CSR - from corporate philanthropy to strategic CSR - this article explores the significant weaknesses of a limited business model of CSR, as well as some ground-breaking recent initiatives that give us hope of eventually renovating the concept of CSR.

In past years CSR was more evident in the form of philanthropy which, when integrated into a company's mission and used to guide the company's actions, can benefit the communities it serves, the company itself and its employees.

However, more recently, corporate reporting, marketing, public relations and sustainability initiatives caused a bigger sensitivity to CSR issues that is mirrored by rising stakeholders' activity realizing the apparent link between a brand's image and reputation.

Today's reality requires innovation of the value of CSR which caused the necessity of more strategic forms of philanthropy, innovative methods of value creation, examples of win-win situations and collective value. This developmental process mirrored an increased set of expectations and demands on social and environmental issues of society.

Nowadays, as businesses become increasingly tied with social and environmental issues in developed parts of the world, the need to adopt an innovative and modernized role of CSR, as well as to add more strategic value to CSR, is growing.

Initially, CSR served businesses as a license to operate, "this label has been widely used by companies, analysts, journalists, and scholars to refer to the idea that industrial facilities must comply with tacit expectations of regulators local communities, and the public in order to continue operations" (Gunningham & Kagan, 2005, p. 213) but within a less demanding and progressive society that the one businesses face today in developed parts of the world. Accordingly, CSR as it presently exists is far from adequate in meeting the challenges of modern society and undeniably requires improvement and innovation.

This article examines the benefits that practices of innovative CSR offers. Lastly, the article will explore how the study of innovation can lead to an enhanced understanding of the concept of CSR and the challenges associated with it.

Keywords: Corporate Social Responsibility, CSR, Innovations, Innovative, Business, Corporations.

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Introduction

Significant progress in the development of Corporate Social Responsibility (CSR) for the last few decades did not seem to organize CSR for the current economic, political and social changes that has taken place in the developed world, particularly in the business society and the expectations of society.

As we all know globalization has brought increased economic connectivity across worldwide markets. While this has brought immense benefits, we have also seen some negative side effects, such as environmental degradation and conflicts of interest over the world's natural resources especially in developed countries. In addition, mistreatment of corporations' workforce in poor nations, resulting in sweatshops and child labor, the over-use of poor countries' natural resources for the benefit of shareholders in the developed world, such as by oil and gas companies in different parts of the world, are all illustrations of human rights violation and environmental crimes that are happening all over the world.

Corporations on both sides of the Atlantic are faced with a loss of trust and deepening widespread opinion that big businesses are more of a setback than a key to social problems such as environmental issues or income unfairness. From this reality comes raising an understanding that big businesses can no longer afford to play the role of spectator or being part of a limited business model that classifies its functions and duties in very limited terms of maximizing its own profits and short dated perspectives. According to Ian C. MacMillan "One of the biggest criticisms leveled against CSR is that companies only care about it for marketing purposes. CSR is merely a buzzword embraced by corporations because they "should." "For most companies, [CSR] is PR." (Knowledge@Wharton, 2012) Because of these circumstances, business in the developed parts of the world find themselves faced with complicated social and environmental issues, not because of their own obligations or responsibilities but because of changed prospects and demands of a more dynamic and demanding set of expectations set forward by shareholders and society itself.

Businesses in the developed world are trapped in a situation that has become insecure in its traditional economic models. While business is heavily bound by its self-interest, the ongoing social, environmental and political issues are not set by its usual turf. The inability to handle unstable situation places companies in an uncomfortable role or in unusual circumstances with no obvious course forward. It is exactly within this chaotic perspective that CSR has the prospective to add considerable value to business by operating on its traditional strengths and working within the social and environmental spheres that have become so crucial to sustainability of business.

By contributing to economic and social growth of countries in which they operate, large corporations could have an incredible positive impact on stakeholders' quality of life. John Elkington coined the expression "triple bottom line" (Triple bottom line, It consists of three Ps: profit, people and planet, 2009), commonly referred to by its acronym TBL. The theory behind this phrase is that the real value of business activity lies in three measurements of responsibility: responsibility for profits, shareholders; responsibility to people or stakeholders; and responsibility to the planet.

A new kind of corporation, focused on innovative CSR are sometimes called the Benefit Corporation, or B-Corps, and these companies have enriched mission statements by declaring that they will integrate ideals of responsibility to the community and the planet. "Instead of focusing solely on the bottom line, B Corps focus on the "triple bottom line: profit, people and planet. (Halbert & Ingulli, p. 40)"

Nowadays, 12 states within the United States have passed legislation stating that corporations should grant value not only to shareholders but also to the wider society; in consequence, at least seven more states are taking into consideration accepting the legislation of a new type of innovative corporation.

In 2011, the United Nations Human Rights Council endorsed a set of ground-breaking principles to explicate the organization's expectations of corporate accountability and efforts to have a propensity to the tripartite UN Principle "Protect, Respect, and Remedy," (Guiding Principles on Business and Human Rights, Implementing the United Nations, 2011) by the private sector around CSR. Today there are many examples of corporations that have taken on the challenge of maintaining their obligations to shareholders, while improving their impact on society and the planet.

Some exciting examples of corporate social innovation are still emerging and even among oil and gas industry. "To name one: Shell Foundation, the philanthropic arm of the oil giant, formed a strategic partnership with Husk Power Systems, a biomass electricity generator. In five years, Husk has installed 84 mini-power plants, providing electricity to more than 200,000 people in 300 rural villages in India. By

electrifying villages, Husk is promoting economic development, as businesses are able to stay open after dark and children can study at night.” (Davidsen, 2015)

CSR has the power to form the reputation of a company in the eyes of the public, and if properly developed and innovated, it has the perspective to control consumer loyalty and brand identity. In case CSR rejects, much-needed innovations, CSR is sure to receive an intolerant criticism claiming that corporations themselves do not behave properly, or that the rules controlling CSR is weak and ineffective in avoiding “greenwashing” and other types of offenses of social responsibility.

In brief, the principal challenge for CSR is facing today is rearranging and innovating its core model to adjust to social, political and economic advancement and modernization that are reshaping the business model itself. As innovation of social awareness and expectations of society creates, on one hand an uncomfortable push that encourages business to change, while on the other hand, it could become the primary edge for innovating CSR, and at the same time the incentives for generating real value for businesses.

Under these circumstances, CSR is facing both a crisis and an opportunity. It is a crisis due to expected (and much demanded) innovations in wider society that mirrors CSR as inappropriate, unimportant phenomenon to a great extent needing new policies and tactics, and, on the other hand, anticipated innovations in the spheres where the present CSR is not predominantly strong. Equally, this situation presents CSR with an exceptional chance of creating real value for both business and society in a sphere in which CSR has traditionally operated. CSR is rapidly reaching a point that will conclude whether it can transform and innovate its role and strategic value for business’ point that releases vast challenges and possibilities to raise its role from mere “window dressing” to achieving greater strategic value.

Normally, the word innovation is strongly associated with business activities. Nevertheless, assessing literature about CSR one could find few citations regarding CSR and innovations. Business, the very setting within which CSR exists, considers innovation as core to its existence, its competitiveness and its sustainability (Christensen et al. 2006.) Ironically, till present the wave of innovations has touched dramatically neither its core notion nor the practice of CSR.

This disagreement may to some extent clarify why CSR stays for such a long period of time on the outside edge of a business model and is seen as pure “window dressing” rather than an inseparable part of the business or its tactical component.

To conclude, the main challenge for CSR nowadays lies in realizing the supremacy of the need for innovation as a way of renovating existing practices to form an applicable and valuable strategy for assisting corporations to regulate itself, adapt and act in response to a noticeably changed social environment, together with raised expectations from everywhere on increased engagement with social issues. Actually, this will entail reorganizing of CSR into a more innovation-centered approach.

By moving towards innovation, a more genuine approach emerges from corporations that tie its core values and its most valued assets to employees, communities and other stakeholders in a co-created and shared innovation process. Although innovation of CSR is not an easy process, it does create an opportunity for generating a new generation of corporations that actually care and solve social and environmental problems through their core strategies. It can also increase belief, build brand value, reputation enhance employee motivation and commitment, and create prosperity and revenue in the process.

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Organizational Restructuring for Reaching and Maintaining Organizational Efficiency in Georgian Organization

Teona Maisuradze*

Abstract

Our paper addresses the process of restructuring within the organization in order to achieve the level of efficiency. The need for change in organizations is mostly very visible but at the same time members of organizations neglect and underestimate its importance. Bringing the best resources together unfortunately does not always guarantee the success of the company and the management system may be the factor failing the organization to attain its goals.

In our study, we analyze driving factors of change within the management structure of an organization and the process of managing risks associated with implementing necessary changes.

The analysis involves a thorough definition of organizational culture and clarification of traditional influences on Georgian company organizational cultures.

Along with the study of culture within the organization, our study attempts to generate some recommendations on organizational performance indicators than are needed to be considered while in the process of restructuring for organizational efficiency. We believe that majority of the companies lack proper indicators and that is the reason many restructuring attempts fail.

After having clarified the indicators for success, the organization develops its culture and is more concentrating on delivering value to its customers, rather than suffering from system inconveniences and wasting its resources.

Keywords: Restructuring, Organizational Culture, Performance Indicator, Efficiency.

Introduction

Organizations face the process of restructuring within the organization in order to achieve the level of efficiency they target at. For doing so changes are mainly inevitable. These changes may be imperatively imposed by outside regulatory bodies starting from government regulations up to the agencies that issue certificates or legal documents for operation. On the other hand, the need for change in organizations may be very visible inside the organization but at the same time members of organizations may neglect and underestimate its importance. The leadership understanding the need for change needs to take actions to prepare a basis for change and bringing the best resources together unfortunately does not always guarantee the success of the change planned. Innovations in management system have especially been popular in 1960s and more recent trend after the 2000 is focused on the creation of the business model which offers a predominant way to allow businesses create value for their customers (Chesbrough 2011). We believe that management system is equally important in the failure of the restructuring and optimization for the companies.

An important driving force in the process of restructuring is the culture of an organization and its strength to mobilize all the employees into one mechanism driving for a better future. Multiple definitions of culture have been provided by many scholars, but the one that we pay attention to in terms of restructur-

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ing is the following: “effective organizations need a common identity that distinguishes them and provides a means for attracting the right workers” (King & Demarie), an even more, other scholars emphasize the workplace, at which the culture for employees is like a soil to plants (Davenport, 2015). Using these ideas, we believe that any change or restructuring needs to be well planned based on the solid culture.

Sometimes even the best written out plan may fail due to the actions of the implementers or them not taking the necessary actions. Birckhead states that there are three reasons why this happens. According to the study conducted, number one reason of the failure is the inability of the leaders to model the desired behavior. Simply “delegating the responsibility for continuous improvement to small groups or belts” is not enough to obtain the desired results for change. The result of doing so as the author believes is that “leaders and employees treat this whole continuous improvement concept as something that operates outside the normal everyday aspects of business” (Birckhead, 2015). Other two reasons mentioned are the competing teams within the organization that are less willing to share information, hurting the smoothness of the whole process and a major drawback which directly relates to our study, the management system. As the author mentions, “continuous improvement is implemented as a series of projects rather than a business management system” (Birckhead, 2015).

Considering the importance of continuous improvement and change every organization needs to find an optimal way for introducing small and big changes thus not hurting the general course of attainment of the goals that were set by it. The two ways to do so are the internal and external forces that need to be put in action. As mentioned above, creating a comforting and secure culture is one way to guarantee the willingness of the existing employees to do more than expected for the development of the company, while another way is to create a welcoming culture to attract and retain a talent that will drive a company towards success. In doing so, Chopra advises the following steps: attracting and retaining talent, making an impression on employees, developing a framework for a high-performance work culture, developing a strategic plan of learning initiatives, creating a success criterion in the premise of culture within culture, incorporate the learning culture into the business strategy, making the job educational in diversity, cultivating a knowledge-sharing organizational culture, creating a leadership driver force, establishing shared accountability. (Chopra, 2015). The steps mentioned are all very important and worth noting, but we would like to focus on the creation of the success criterion for the employees. Referring to our prior study on aspects creating corporate culture in Georgian organizations, we believe that lack of criterion is the most problematic in creating the desired culture (Maisuradze, 2015). Feeling of being accountable for the individual responsibilities is very important if we want to have a living and prospering culture. As the author mentions, “achieving this requires strategic and quantifiable training measures, with constant evaluation, of programs befitting the organizational values, principles, and norms, as part of the subset of the larger regional cultural practice” (Chopra, 2015).

Change is a continuous reality for every organization looking to prosper in the changing and uncertain environment with shifting market demands. “It is at the heart of organization’s life” (Peus 2009) and it is coined by the continuous incorporation of the “new entrants” and adaptation of the processes within an organization. Changes in an organization may include variety of aspects starting from globalization, automatization or revolution in information and communication technologies innovative technology. Factors of change also involve the changes in labor market, changes in economic factors, changes in government course or policy, the competition within a particular industry and the change of a lifestyle of the customers by shifting priorities. Sometimes what makes change even harder is that the external requirements set from outside or by the senior management do not necessarily align with the internal capabilities of a company, or its current staff.

Among the many reasons why employees oppose to change, one of the most important is the lack of understanding of the necessity of change, inability of the employees to conceptualize the individual processes into a single process. When especially a change is imposed externally, and staff does not get to participate in its initiating, it becomes harder to prove the benefits of something uncertain coming up. Marris discusses that “reformers have more time to assimilate changes to their purposes, and work out a reformulation which makes sense to them, perhaps through months or years of analysis and debate. If they deny others the chance to do the same, they treat them as puppets dangling by the threads of their own conceptions” (Marris 1975). Unfortunately, in many of the organizations this case is a solid reality and whether internally motivated or not the staff eventually finds itself isolated from the process it does not understand. Another aspect making the change even harder is its implementation process, where employees

also criticize the way things are done and what they feel is that no matter how they try, the policies will be determined by someone else. For the change to be successful, it should be promoted, steered or facilitated with all its crucial factors taken in consideration. And at last, all the change is always associated to extra effort and extra work which means sacrificing own personal time and undermining personal commitments.

It is important to search for the perfect definition of the term “culture” within the organization, however there is a list containing over one hundred definitions of culture provided by different scholars (Al Suwaidi, 2008). We chose the most commonly sighted and referenced definition: “Culture can be defined as a set of beliefs and behaviors, historically determined, and is characterized by a wide range of features embedded in the organization” (Hofstede et al., 1990). This is a general definition, providing space for improvisation and the chance for every organization to craft its own culture. In doing so many organizations have a history of being influenced by this or that school of thought, or just being under the supervision of their parent companies with a solid culture and history of their own. Those parent or establisher companies sometimes may be foreign and their standards of interaction and the informal relations within the company may be culturally biased or misleading. So, the local companies as we may call them may not be able to change the policies and establish their own in order to modify and create their own cultures. In our previous study, we observed more than fifty-five companies in Georgia, dividing them under the labels of foreign companies, joint companies and Georgian companies. Certain characteristics were thoroughly looked at when defining each label. There were cases when the companies were established on the values and model of foreign company and the activities and code of conduct were imposed externally from the establishers, thus there was little room for crafting a culture of own. In these type of companies, as it was observed, there were “ready norms for regulating informal relations within the company” (Maisuradze, 2016). In particular, the “code of conduct, well written internal regulations and along with that a well-planned employee activities for establishing and developing the desired culture within the company”. The joint companies as they were called, were the companies that had approximately equal foreign and Georgian management and there was more room for creating own mixed elements of culture within an organization. The difficulty with the mixed elements is that they need to be studied in details in order to see which are believed to be binding by the employees and which are less shared by the working staff. In some cases, the management turned out to have had a western education and was a great supporter of the values imposed from the foreign side of management, and we need to see whether the ideas and values of the manager or the top level coincide with the ones of the subordinates. Our focus group though was Georgian companies, which were free from foreign management and had a lot of space for building of their own principles and the culture. “47% of the companies surveyed were originally Georgian with their unique way of managing the corporate spirit of the company” (Maisuradze, 2016).

Traditional influences on Georgian company organizational cultures were observed by the study and some interesting aspects were revealed. When comparing the styles of work in different companies, Georgian companies tend to have more communication than foreign or joint companies, while at the same time the team work was relatively low in comparing to foreign companies. The style that Georgian companies had the biggest weakness in was the coordination during the work. While foreign companies showed the highest numbers in coordination, Georgian companies revealed the lack of coordination regardless the high level of communication they have among the staff. According to the study, there were observed tendencies in Georgian Organizations that make them attractive in terms of culture. Rigid schedules that were traditional in the Georgian context are now being replaced by the possible flexible working times that allow various groups of labor get involved in the labor market. More students are given an opportunity to get involved in the labor market, having the chance to work in the evenings or weekend times. The attitude of the employees in Georgian organizations is very positive towards this style of scheduling and we believe this is a very good starting point to having a more committed employee at work. An imposed dress code and emphasis on visual artifacts was not actually observed in Georgian companies. According to our observation and later on during the interviews, it was revealed that the employees actually enjoyed the fact that they were associated with the company by the dress code or colors they wore and having the signs and symbols of their organizations and being actually proud of it. The commitment to your company often starts with the very first step of addressing company by “us” rather than “them” and talking about the company actions in the form of “we” rather than “them”. We believe that this tendency is a very positive development and a huge step towards employee commitment and involvement in organizational life. One more significant aspect that was observed at the initial visits to the companies was the high sense and attention on preserving the image and exclusivity of the company. Later in the interviews it was revealed that this was highly support-

ed by the top management of the company, well shared by the employees that were proud of it. One more pattern was also observed in Georgian companies that we believe is also a right path towards good human resources management. The pattern was that most of the employees in Georgian organizations believed that in order to advance to the top management level one needed to start from the very lowest position and raise oneself up to the upper levels in the hierarchy. We believe this is a very correct vision of the employees that support the company and its management to manage the human resources through the promotional paths in a right way. Georgian Specific Elements that can be used as a basis of creation of culture are the enthusiasm of the managers to immediately get involved in an issue and solve the customer complaint or any other issue related to customers. This is the sign of commitment on the behalf of the superiors and we believe the same spirit can also be rooted into the hearts of other employees.

The significant drawback in developing the culture within an organization is we believe an absence of any kind of performance indicators within the organization. Indicators are especially important while in the process of restructuring for organizational efficiency. Majority of the companies lack proper indicators and that is the reason many restructuring attempts fail. The result of this process is generally the confusion of what are the requirements for effective work and the loss of motivation on the behalf of the staff members to adapt to the changing environment during the process of restructuring or any change implemented within the company. Some scholars advocate Key Performance Indicators and believe that they are positive intentions, but others see them as negative ideological views. The middle ground holders support the pragmatic view and say that under some conditions, indicators have unintended effects, in spite of a good intention (Norman, 2002). Attempts are made by the organizations to write out the detailed job description of different positions at the organization and there is a tendency of involving the staff members in doing so, but the best practices and the numerical values of the achievements needed to reach are not the case of discussion. We believe that at this stage what organizations need to do is work on the average and best practices of each position and agree on the performance indicators that will be used to measure each employee performance. This will help keep employees mobilized on what they do and measure how well they do it. However, the wrong performance indicators can lead to the workers coming to work on the times when they should be at home, the overworking and at the same time many performance indicators do not necessarily translate into actions. In creating the culture of the own, the organization will benefit from motivated employees which are focused on concrete objectives that they need to reach in order to be considered successful in an organization.

The elements that should be included in the performance indicators are the indicators that are aligned with the strategy of the company and are visually managed on all levels of management, regular performance monitoring of the actions depicted towards goal attainment and the structured decision-making procedure that allows any part of an organization member to be able to solve the uprising problem and make the decision following the key performance indicators. Starting from the strategy, “it all starts with defining your vision and strategy; not at a high level, but at a more tangible one” (Jacobs, 2016), because this allows the involvement and commitment of all level staff workers in the company. “The clearer the strategy the lower the decision-making is being pushed within an organization” (Jacobs, 2016). After having clarified the indicators for success, the organization can easily develop its culture and will be more concentrated on delivering value to its customers, rather than suffering from system inconveniences and wasting its resources.

Performance management of Key Performance Indicators involves activities that are very important. According to different scholars, there are different models, but we would like to mention three of them which we believe are the most significant. They do not necessarily have an order or no one is less important than the other two.

As mentioned above, the characteristics of the key performance indicators should be clear and meaningful for all levels in the organization. A very high level KPI will be perceived as a meaningless waste of time and the staff will neglect any activity spend on its attainment. Another important element in managing the performance is visual display and visual management of KPI, proving them to be meaningful and real-time. When employees are assured that what is asked from them as a formula of success is attainable, this helps promote a daily implementation of the needed procedures, leading to the performance dialogue. And in case of any misunderstanding or a problematic issue should be managed on different levels in an organization. “Highly effective problem-solving uses the capabilities of the entire organization, including

the lowest level possible” (Jacobs, 2016). All these may require a change in the culture or an organization, modifying the actions expected from the employees and in some cases changing the whole system of how the employees should be interacting.

Taking into consideration the importance of aligning the structure and strategy and creating the culture to support the efficient work of a company we can give recommendations to what needs to be considered when designing the KPI in every organization. First of all, as mentioned multiple times, organizations need to make sure that all the indicators are produced within the organizational procedures. Standard organizational procedures allow organizations to handle everyday unclear tasks, while when dealing with procedures like selection, qualification, retention and others, the indicators within a specific time frame are helpful to order the activities within an organization. Along with the smooth working procedures, indicators serve as a language of communication among the staff members and the management, it is a formula that determines what should be counted as what in an organization. “There is a performative and constitutive aspect in how things are named as they are measured” (Dahler-Larsen, 2013). And the last but not the least is the link of an indicator to a specific incentive for the workers. On the other hand, the incentive for the ones that follow as a flip coin need sanctions for the ones who do not attend to their score on indicators, basically speaking if worker does not score it means the effort and time spent working is wasted and the work gone invisible and in the long run the reputation of the worker plays an important part in an organization. With the key performance indicators developed as a result of the analysis of the procedures at an organization where all the levels of organization staff are involved a solid culture can be crafted. Later correct usage and implementation of the procedures serving as a language of the communication can help an organization develop a culture that is adaptable and can endure any change in the process. With the proper motivation and sanctions, the indicators can be well respected and the workers more focused on delivering customer value.

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Tbilisi

Creation of Territories of Innovative Development with the Functional Approach: Scientific-Methodological Bases

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Abstract

The article is the overview of the research's result obtained during the public task to Tver State University by the Ministry of Education and Science of the Russian Federation to investigate the topic "The Indicators and Risk- Based Approach to the Territories of Innovation Development Management".

The author systematized modern approaches to defining the essence and the key characteristics of territories of innovative development where the transition from the traditional bases of economic growth to innovative ones is the most effective.

As the result of undertaken studies the author suggested the view on the creation of a system of quantitative and qualitative evaluation indexes of the region's potential to create the territory of innovative development in its boundaries.

The issues of sustainability of territories of innovative development were studied and a system of dynamic norms including the rate of growth of key socio-economic indicators was developed.

During the creation of the development strategies of territories of innovative development and their implementation risk assessment is the necessary criterion. The author offers a complex multi-level classification of the risks of territories of innovative development which has been investigated with the help of the method of expert assessments conformably to the average territorial entity of this type.

Keywords: Territory of Innovative Development, Functional Approach, Socio-Humanistic Design, Index, Dynamic Norm, Risk.

Introduction

The modern realities caused by the stagnation of economic growth in the Russian Federation and unstable positions in the global socio-economic environment dictate new requirements of territorial organization and searching for new conceptual frameworks and practical tools for advanced country's development in the near future.

Modifying the advanced scientific methodology on the modern approaches to territorial organization for the purposes of effective management and development it seems appropriate to consider the deterministic design of their new forms the key feature of which should be the creation of special environments that promote the innovative development and ensure the mutual influence with positive synergy and self-development of economic subjects in their boundaries.

The goal of this research is developing a theoretical and methodological basis of creation of territories of innovative development (TID) in the regions of the Russian Federation using the functional approach.

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The **objectives** of the research, detailing its purpose and defining its research contents, are:

- development of theoretical and methodological bases of TID's creation in Russian regions including the terminology's analysis and the system of evaluation indexes;
- creation of methodical bases of assessment of the TID's sustainability based on the system of dynamic norms;
- classification and development of methodological bases of the TID's risk assessment aimed to ensure their minimization.

The term "territory of innovative development" has begun to be used in the Russian scientific literature since the early 2000s wherein both retrospective and current analysis showed the absence of a common approach to its content.

The study conducted by the authors based on foreign publications of Web of Science database as well as the work by Shelomentsev, Tolchenkin, Yushkov (2005) allow to affirm that the term "territory of innovative development" in the foreign scientific literature is not used despite the fact that their concepts are actively implemented in the major world's powers and are the basis of empirical studies of Russian researchers.

For the purposes of the research the author studied the approaches to the definition of TID in the works by Lurie (2013), Ivanov (2015), Aksenova (2013), Folom'ev (2008), Mil'kina etc.

Based on the content analysis of official documents and scientific literature two approaches to the definition of TID were revealed: the wide and narrow ones which complement each other for the purposes of the study of the regional economy.

In narrow terms TID can be considered as the territory within the boundaries of one or more municipalities, where special conditions for the development of scientific and (or) innovative activities are provided. In broad terms, it is a region with high innovative potential with significant achievements in innovation area which is a consequence of the dotted development of individual structures within its borders and the impact on the whole territory of the region of innovative fields which were created by them.

According to the author's view a territory with a special economic status, fixed special legal and tax regimes, ensuring the effective development of research and innovation activities, production of competitive innovation products (services) can be recognized as TID (Maltseva and Sukhanova (2014)).

In terms of content special economic zones of technology and innovative type and science cities should be determined as those territories.

The conducted analysis of the regulatory frameworks of operation of TIDs and analysis of foreign experience of innovation activity's assessment of countries and territories provided a basis for further research aimed at detailing of the key essential characteristics of TIDs which, in fact, are their functions.

The study was based on a functional approach to socio-humanistic design of TIDs which was widely described in works by Lepsky (2010) It is based on the identification and subsequent construction of territorial units in accordance with the functions executed by them. They are listed below and are classified by the key components of TID (Maltseva (2014)).

1. Scientific research component:

- organization of globally competitive basic scientific research that can provide scientific basis for actual applied investigations;
- creation of new technological solutions for priority economic activities of the country based on the results of the applied researches;
- providing quality growth of research results of in the boundaries of the territory.

2. Transfer and implementation component:

- creation and maintenance of a system focused concentrated inflow of advanced technologies and scientific and technical solutions from internal and external sources;
- organization of the implementation of new designed technologies and products in the manufacturing sector of the territory;
- complex support of the commercialization process of the applied research results within established innovative companies;
- establishment and maintenance of technological exchange system inside the territory and with external stakeholder environment with priority of technology exports over imports;
- creation of conditions for faster development of new products and services;
- providing the investment flow to the development of the innovation activity of the actors of the territory's economy.

3. Production component:

- promotion of material and technical base of manufacturing companies development, the inflow of new high-tech equipment;
- organization and development of efficient import-substituting industries based on advanced technological solutions;
- providing competitiveness of companies in borders of the territory.

4. Infrastructure component:

- creation of advanced engineering-technical infrastructure for maintenance of effective functioning of uninterrupted economic subjects of the territory.

5. Component of human capital:

- overcoming depopulation, saving demographic and labor resources;
- creation of conditions for total quality growth of human capital;
- providing of target inflow of skilled professionals;
- development of interregional and international relations for qualitative development of human capital of the territory, training within the bounds of the concept of "education throughout the life".

6. Marketing component:

- formation and development of efficient market of technologies and intellectual capital in the borders of the territory;
- complex promoting the development of marketing channels of sales of innovative products and services of territory manufacturing sector;
- providing the growth of the investment attractiveness of the area, its image and brand in global economy.

7. Social component:

- increase of employment and the average wage;
- providing the growth of life quality of the territory population.

Each of the listed above functions has special meaning and informative load and can be identified by scorecard.

For the purposes of assessing of the region's (municipality's) opportunities of creation of TID it is proposed to develop a system of quantitative and qualitative indicators, including the following key components (Maltseva (2014)):

- social-economic and scientific-technical potential of a territory;
- the potential of the project management team and the authorities of a territory;
- level of innovation susceptibility of the society.

It is proposed to take the key functions of TID as the basis for assessing social and economic and scientific and technical potential of a territory and assign them the appropriate indicators that determine the possibility of the territory for their implementation.

The following is the author's algorithm for determining the capacity of regions as potential sites for creating TID (Fig. 1).

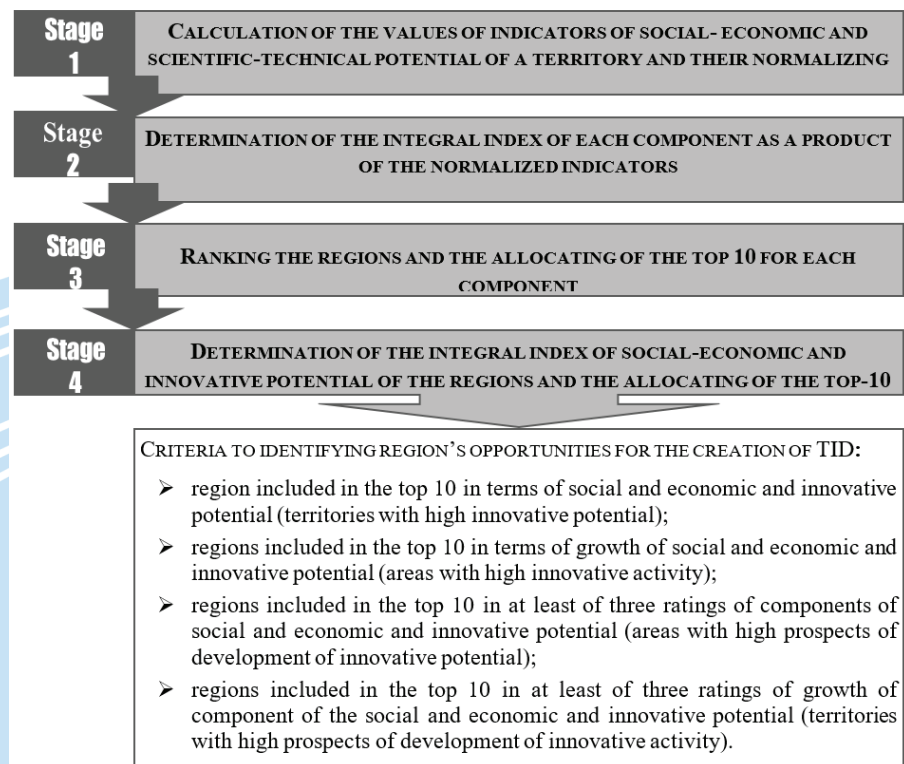


Figure 1. Algorithm for determining the capacity of regions as potential sites for the creation of TID

In order to determine the level of innovative susceptibility of the society using the research of Vladimirova (2011), Persky and Zavyalov (2014) is suggested. The factors of innovative susceptibility of the

society which can be evaluated in the framework of sociological surveys or expert panels were identified.

As a result of the scoring within the methodology it is proposed to carry out the ranking of regions in terms of innovative susceptibility of the society wherein the first group is the most promising for creation of TID.

- HIS-regions (the first third of the ranking) – donors of innovation, synthesizing innovative impulses and distributing them to other territories;
- MIS-regions (the second third of the rating) - in some cases they are both donors and recipients of innovations at a relatively low flexibility in the management of innovation processes;
- LIS-regions (the last third ranking) - recipients of innovation with a relatively low level of stimulation of innovative activity.

Evaluation of regional management bodies is currently carried out in accordance with the territory's achieved results and indicators of social and economic development. It is proposed to carry out a quantitative evaluation of effectiveness on the basis of indicator's groups of methodology by Terekhin and Dukanova (2011) which were supplemented by the author.

- indicators of executive and functional discipline of the bodies;
- operational (functional) effectiveness of management;
- indicators of effectiveness of management;
- management quality indicators.

For determining the effectiveness of the regional governments, it is suggested to carry out normalizing of calculated indicators and to implement ranking of regions in terms of the integral indicator Rating values will be weighty or recommended criteria for determining the region's opportunities to create TID.

An additional key factor in the assessment of opportunities of creation of TID will be the potential of the project management team which is carried out exclusively by experts. According to the author, the negative assessment of the management team of TID's creation cannot be the reason for rejecting the project thus it necessarily requires a review of the key participants and the reorganization of the team including the numbers with the help of technology of subjects' assembly (Lepsky, V.E. (2010)).

The questions of the effective development of TID are fundamentally important due to the fact that in some cases the projects of their creation are very costly for the budget systems of different levels and require using various types of limited resources. At the current stage besides the concept availability and the implementation plan of the project of TID development of monitoring and control systems at the regional level is required. It can provide ongoing development of TID as a social and economic system in the direction of its predetermined vector.

The objective condition of limited resources, scientifically based cyclical growth of economy and a number of other negative factors together can cause a failure in reaching the predetermined objectives in the project of creation of TID that requires preventive work on issues of its implementation taking into account the factor of stability.

The problems of sustainable development of territories is actively worked out in the modern scientific literature. The researchers proved the fact that strategic planning of alignment of trends of social and economic systems, their progressive development, focus on promising long-term results and achievements is a basic priority for regional development.

During the study the terminological analysis of the concepts of "sustainable development", "stability of the economic system", "stability of the territory (region)" was carried out. This analysis revealed the ambiguity of the views of scientists and experts.

For the purposes of the study the stability of TID was defined as the condition of the territory which

preserves dynamic equilibrium and ensures balanced progressive development of key subsystems (scientific and research, transfer and implementation, industrial, infrastructural, marketing, social, and human capital) within the path of innovative growth and its constant conservation in conditions of external and internal influences on it. The key objectives of sustainable development of TID are the growth of the target indicators of innovative development, preservation and increasing of resources achieving a high-quality standard of living of the territory's population.

The executed critical analysis of tools for diagnosing and monitoring the stability of territories allowed to distinguish the theory of dynamic norms as the most effective method of research of stability of TID (Maltseva, Monakhov, Klyushnikova, (2015)).

The theory of dynamic norms is the approach to evaluation of the actual operation mode based on creation of a specific set of indicators regulatory arranged in dynamics relative to each other. The method was first proposed by Syroezhin (1980) to improve the system of indicators of effectiveness and quality.

In order to research the sustainable development, the methodological approaches of the theory of dynamic norms from the papers by Tretyakova (2014), Deshina (2009), by Mazhazhihov and Miskhozhev (2012), Zolotarev, Vertakova, Koz'eva (2011) were used.

The complex of dynamic norms of TID is a system of inequalities of the growth rates of indicators of its individual components. The ratio between the indicators in dynamic norms is designed to provide the intensive growth of the territory, i.e., the outpace growth of effectiveness indicators compared with the increase of consumed resources.

The proposed system of dynamic norms could be the basis of management of TID within which diagnostics of ratios of growth rates of key performance indicators and the development of management actions aimed at eliminating disproportions in social and economic development of the region is executed.

For management on the basis of dynamic norms system the following algorithm is proposed to be used (Maltseva (2016)):

1. Definition of dynamics of target indicator's value characterizing the key components of TID.
2. The calculation of the rate of growth of target indicators.
3. Comparison of the obtained results with the dynamic norm and identifying the deviations from the norm.
4. Developing a system of management actions for each of the identified deviations and their practical implementation.

Innovative activity as a key activity of economic subjects of TID is connected by definition with a significant risk due to the probabilistic nature of its promising results.

Research and analysis of risks as well as risk management system created in the framework of TID must become the element of a preventive strategy aimed at ensuring the effective development of TID in a rapidly transforming internal and external environment.

The essential elements for the purposes of risk's analysis of TID are:

- risk identification and their classification;
- development of methodological approaches to risk assessment and their practical application in relation to the risks identified for TID;
- organization of measures aimed at risks minimization.

During detection (identification) of risks in the study their universal list typical for the majority of TID was highlighted wherein it is particularly noted that the list of risks may vary depending on the level (stage) of TID's development.

At the stage of analysis and risk assessment the risk's map compilation is the most appropriate instrument. This map is an opinion about risks and about their significance and it reflects the priorities for its management that can be implemented in several stages:

1. Obtaining individual expert evaluations of risk's types as a result of filling in the individual questionnaires with a list of possible risks by individual experts.
2. Analysis of the consistency of expert evaluations.
3. Processing of experts' survey's results with assigning each risk the category of significance and probability of occurrence.
4. Design of the risk's matrix (map) (Maltseva, Monakhov, Klyushnikova, (2015)).

For the purposes of TID's risk assessment method it is suggested to apply the widespread risk mapping method which involves grouping the identified risks in the framework of a special matrix, the columns of which indicate the probability of risks and the rows show their importance for creation and development of TID.

During the study the average expert assessment of these characteristics in relation to the general trends of TID was made. The results of this assessment allowed to make risks' maps for each of the selected components of TID.

The analysis showed that most of the potential risks identified in the process of the study in general are below the limit of tolerance for risk, i.e. they are acceptable.

The risks that are higher the limit of tolerance are the most significant and they require development of purposeful management system aimed at their neutralizing or reducing their negative impact.

The greatest number of risks that need intervention and management actions refer to the scientific and research component due to its special significance for creation of the basis of research and development of TID (Maltseva and Klyushnikova (2015)).

The ineffectiveness of their scientific research component cannot cause impossibility of creation of TID on the selected territory. A source of innovation can be imported technologies while as time goes by this approach may lead to the complete loss of the scientific research component and high dependence on other territorial entities as well as in some cases of turning TID into the industrial zone.

For management purposes the author defined the activities that can provide relatively low losses or, alternatively, additional benefits for TID. That's why the classification on the key risk groups that are above the limit of tolerance in the risk maps was made.

The system of measures must be created taking into account the resources available in the region and in economic entities as well as a schedule for their implementation must be made up.

During measures implementation costs associated with their implementation which should exceed the potential effect must be pre-calculated.

It is shown in the work that the risk management system should be regularly adjusted based on monitoring of social and economic development and it must correlate with the system of measures aimed at developing of TID both within the program and the system of indicators.

Scientific and methodological approaches developed within the framework of the research can be actively used in the activities of regional management bodies creating TIDs within their borders. Inconsistency of current indicator values would show a need for measures aimed at bringing in compliance of a regional economic system with the requirements. Using the developed methodological approaches can be performed both on a regular and on an ongoing basis (monitoring).

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Tbilisi

The New Silk Road for Ukraine: Economic Potential and Prospects

Olga Miroshnychenko*

Abstract

The Great Silk Road is one of the most well-known transport route connecting Europe and Asia. For many centuries, it was important network of transport routes facilitating cooperation between the Eastern and Western worlds. Nowadays, Eurasian region accounts for the two thirds of the world's population and 60% of its GDP. Takes into account ongoing globalization, restoring the Silk Road is becoming the most large-scale international project, which comprises different fields of transport, trade, energy, tourism, culture, etc.

For Ukraine, the New Silk Road is a promising route opening an opportunity to realize its transit potential. The country's location makes it attractive transportation link between Europe and China. Successful realization of transport project needs Ukraine to prove attractiveness of the route. It will allow to draw investment in transport infrastructure development. Creation appropriate conditions (setting the reasonable prices, simplification logistical structure, decreasing time delivery, etc.) for cargo transportation on the China-Europe route is essential requirement for economic success of the project. In this case, the route become competitive and effective instrument to boost inter-connectivity and trade between European and Asian markets.

The Trans-Caspian International Transport Route as link connecting East and West, the place of Ukraine in reviving the historic Silk Road have been considered in the article. The paper contains an overview of prospects for Ukraine from its joining to the Trans-Caspian International Transport Route. The main barriers and actions of Ukrainian authorities for the economic success of the new transit route have been considered.

Keywords: Silk Road, the Trans-Caspian International Transport Route, Ukraine, European and Asian Markets.

Introduction

The New Silk Road is a promising transport route, which connects European and Asian markets. In autumn 2013, China announced the development strategy "One Belt, One Road". The goal of this strategy is to deep cooperation between the countries located on the Europe-Asia transit corridor. The land-based "Silk Road Economic Belt" and the oceangoing "Maritime Silk Road" are the components of the programme for restoring the Silk Road. In 2014, for implementation of the project "One Belt, One Road" the Chinese government established an investment fund of 40 billion USD [15].

The Silk Road Economic Belt includes the countries through which the original Silk Road passed: Central Asia, West Asia, the Middle East, and Europe, and calls economic cooperation through development transport link, increasing cultural exchanges, and supporting the trading relations.

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The second component of the programme, which complements the Silk Road Economic Belt, is the Maritime Silk Road. The project aims at fostering collaboration in Southeast Asia, Oceania, and North Africa and provides for building of two canals: the first is Nicaragua as an alternative to the Panama Canal and the another one through the Isthmus of Kra in Thailand, the narrowest part of the Malay Peninsula [15].

Participation in restoring the Great Silk Road is an excellent opportunity for Ukraine to realize its transit potential and create competitive conditions for cargo transportation in this direction. There is a number of researches conducted studying the Silk Road initiatives. The New Silk Road initiatives in Central Asia has been considered by V. Fedorenko (2013), the role of Ukraine in restoring the historic Silk Road – O. Miroshnychenko (2016). The South Caucasus region plays important role in connecting Europe and Asia and rebuilding of Great Silk Road (F.S. Starr, S. Cornell, N. Norling, 2015). There are a vast number of publication issued by The Central Asia-Caucasus Institute & Silk Road Studies Program [14]. Nowadays, there are key European initiatives, aimed to rebuild the Great Silk Road: TRACECA (TRANsport Corridor Europe-Caucasus-Asia) and INOGATE (INterstate Oil and GAs Transportation to Europe) [1, 16]. Ukraine together with another European, Southern Caucasian and Central Asian countries takes participation in these projects (O. Miroshnychenko, 2016; N. Norling, 2011). The aim of the article is to consider different issues of the Trans-Caspian International Transport Route development, place of Ukraine in this process, its benefits and barriers from participation in new transit route.

The Trans-Caspian International Transport Route as a Link between East and West

After the introduction of economic sanctions by Russia against Turkey, in November 2015, transport companies of Kazakhstan, Azerbaijan, Georgia and Turkey have signed an agreement and created a consortium to transport goods from China to Europe bypassing Russian territory – the Trans-Caspian International Transport Route. The route has become a multimodal corridor combined three types of transport: railway, maritime and roadways. Under this project the first few thousand containers are planned to be transported from China to Turkey and Europe via the territory of Georgia in 2016. Ukraine will be a transport link, since it is expected to start shipping to Northern and Eastern Europe through the territory of Ukraine. It is planned, that the Trans-Caspian International Transport Route will transport approximately 300,000-400,000 containers by 2020 [17].

In January 2016, Azerbaijan, Kazakhstan, Georgia and Ukraine signed a protocol on the establishment of competitive preferential tariffs for cargo delivery on the route. In February 2016, the Trans-Caspian International Transport Route has enlarged, when Lithuania has joined to the project by signing a Memorandum of Understanding (MOU) with Ukraine, adding the Viking freight train to the Route. Idea of the launch a direct intermodal train became in 1999, when Ministers for Transport of Lithuania and Ukraine signed a Memorandum of Mutual Consent. The first Viking train was launched in February 2003 [17].

Viking train connects the Baltic and Black Seas with railways through Klaipėda (Draugystė)-Vilnius-Minsk-Kyiv-Illichivsk. The length of the route is 1734 km and it takes 54 hours (Fig 1).



Fig. 1. The Viking train route [6]

The main participants of the project are Lithuania, Belarus and Ukraine railways, stevedoring companies in seaports of Klaipėda (Lithuania), Odessa and Illichivsk (Ukraine) [21]. Bulgaria has joined to the Viking project in 2012, Moldova in 2013, Romania in 2014, Georgian Railways in 2015 [3, 10]. During last 10 years Viking train, has transported more than 4,8 million tons of cargo travelled 2,3 million km [6].

In April 2013, a respective Memorandum has been signed between Lithuania and Turkey [18]. The Viking train has two possible directions of development for Turkey:

- the first direction is the development of combine transit route (maritime and land) through the Black Sea connecting Turkey and Ukraine further extending the route to Lithuanian seaport in Klaipėda;
- the second – the development of the land transit route connecting Turkey and Lithuania (Lithuanian Klaipėda sea port) through territory of Bulgaria and Romania [6].

There are four possible types of transportation to connect Turkey with Sweden: railway transport; railway and Black Sea transport; sea transport; road transport. Two of them by the Viking train. The first one is a connection Istanbul-Klaipėda by rail, Klaipėda-Sweden sea ports (Karlshamn, Gothenburg) by the Baltic Sea. This route will take 9-10 days. The second direction will joint Istanbul-Odessa by the Black Sea, Odessa-Klaipėda by rail, Klaipėda-Karlshamn by the Baltic Sea. Connection Turkey with Sweden sea ports by Viking train through territory of Ukraine will takes 8-10 days and will be the most safety direction. In this case, two types of transportation will be used: maritime and railway [6]. Now the Viking project is becoming a major cargo artery between Turkey and the Scandinavia.

The route of Viking train is a part of TRACECA International Corridor, which includes the ferry transport direction Varna-Illichivsk/Odessa-Poti/Batumi. The Corridor connects Europe with the Middle Asian

countries through Caucasus. Today, the Viking road extended to Georgia, Armenia, Azerbaijan, using the ferries in the Black Sea. There are the main benefits of ferry service:

- delivery of goods without additional transshipment from one vehicle to another;
- higher security and speed of shipment compared to traditional types of cargo delivery;
- flexible tariff policy, based on a system of discounts;
- single payment for the entire multimodal transportation [21].

In April 2016, the railway agencies of Azerbaijan, Georgia and Kazakhstan has created the International Trans-Caspian Transport Consortium. Azerbaijani companies ADY Express and ACSC Logistics, Kazakh KTZ Express JSC and Georgian Trans Caucasus Terminals LLC have become the members of the consortium [14]. The railway consortium will facilitate to ensue efficiency transportation providing smooth, more convenient, fast and cost-efficient transportation of goods from China to Europe through the Trans-Caspian International Transport Route. Moreover, in 2016 the Baku-Tbilisi-Kars railway (the total length of 82 km) will be put into operation and hasten cargo delivering in the region.

The Place of Ukraine in Restoring the Historic Silk Road

In January 2016, Ukraine has joined to the famed Silk Road initiative and launched the test container train passing the territory of Ukraine, Georgia, Azerbaijan, Kazakhstan and the point of final destination is China. The participants of the project (Ukraine, Georgia, Azerbaijan, Kazakhstan) have signed a protocol on setting competitive discounted tariffs for cargos transportation via Trans-Caspian International Transport Route.

This route was launched after Russia imposed a ban on goods from Ukraine passing through Russian territory. It should be noted, that Ukraine has signed the free-trade agreement with the European Union (EU) on January 1, 2016. The ban was reaction from Moscow on this agreement. Today, Ukraine seeks alternative routes for delivering its goods to consumers taking into account tensions with Russia. Therefore, the Trans-Caspian International Transport Route has significant importance for Kyiv.

The first cargo train freight connecting Ukraine and China has been launched on January 15, 2016. The route stated from South-Western the Ukrainian port of Illichivsk, got the Georgian port of Poti by Black Sea, crossed territories of Georgia and Azerbaijan by railroad and departed from the Baku International Sea Trade Port via the Caspian Sea to the Kazakhstan port of Aktau. On January 31, 2016, the cargo train finally reached China. It expected, the full distance of the route (5,471 km) would take 9-14 days. The first journey of the train took 15 days instead of the previously announced 11-12 days. It plans to shorten time of delivery to 10 days, which will allow decreasing and compensating the costs for the new transit route and accelerating the delivery of goods. The Ukrainian government wants to expand the project by involvement of Turkmenistan to delivery of fuel (mostly liquefied natural gas and petroleum products) [20].

Another important project for Ukraine and Europe, which expands the Silk Road northwards, – the new double-track Beskyd tunnel in the Carpathian Mountains, which is one of the largest infrastructure projects at the time of independence of Ukraine. The total cost of construction is nearly 2,2 billion USD. The project has strategic importance for Ukraine. Today 60% of traffic volumes are transported via Beskyd tunnel in the direction of Western and Central Europe [2].

The tunnel will establish a transport corridor between Lviv (Ukraine's western city) and the Hungary-Slovakia borders. The tunnel is one of the ten Pan-European transport corridors, which crosses the territory of Italy, Slovenia, Hungary, Slovakia and Ukraine. It is a fifth corridor, defined in Crete in 1994. Beskyd tunnel is being financed by European Bank for Reconstruction and Development (EBRD) and the European Investment Bank (EIB). The tunnel is expected to launch by the end of 2017 or early 2018. It significantly reduces travel time between Lviv and Chop (city near the borders of Hungary and Slovakia). The capacity of new tunnel will be 46 trains per day [4].

The Silk Road train routes has a large potential. In 2011, only 12 pairs of train served the route. Nowadays, there are about 400 trains connecting China and European countries [8]. Last year the cargo turnover

between Ukraine and China stood at 25.5 million tons. In 2014, China was ranked 4th and 2nd respectively for exports and imports [19]. The EU is Ukraine’s major trading partner in exports and imports (Fig. 2).

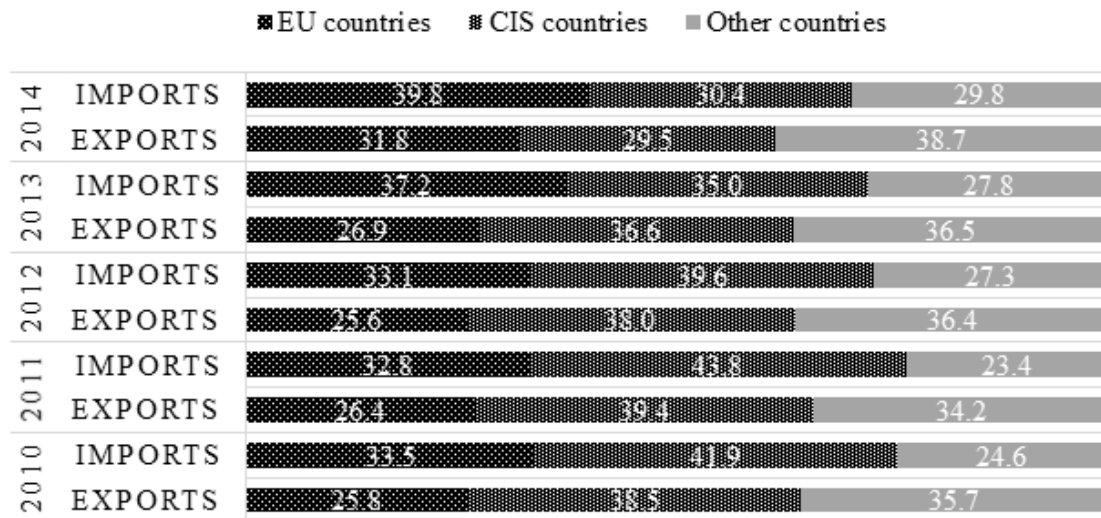


Fig. 2. Structure of Ukraine’s international trade, 2010-2014, %
 Sours: The State Statistic Service of Ukraine [19, p. 19]

In 2015, China was the second largest buyer (170,48 million € or 9,5% of total import) of European goods after the USA (371,22 million € or 27% of total import), and a major exporter to the EU market (350,42 million € or 20,3% of total export) [7, p. 9]. The cargo transit market, trade between Europe and China are growing, in this regards, the train service would boost trade between countries (Fig. 3).

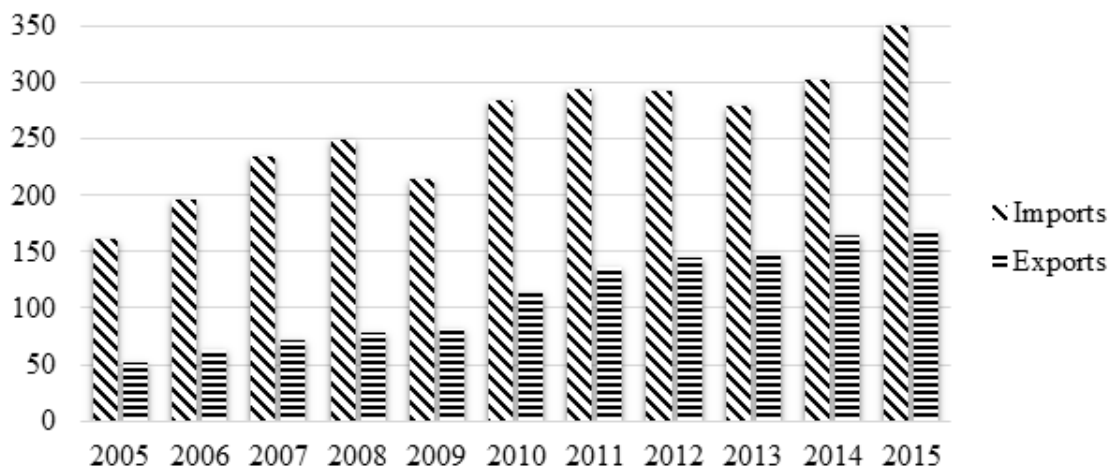


Fig. 3. Dynamics of EU trade flows with China, 2005-2015, million €
 Sours: European Commission [7, p. 3]

The Zubr container train links the ports of the Black and the Baltic Seas from Illichivsk (Ukraine) to Tallinn (Estonia) via Belarus, Latvia [23] can carry about 48,000 tons of cargo per year, and Viking train to Lithuania – 96,000 tons [8]. The combination of this routes open bright prospects to deliver huge amount of cargo by trains. If the project connecting Europe and the Asian region be successful, Ukraine will become important transit link in this direction.

Conclusion

The Trans-Caspian International Transport Route opens new prospects for Ukraine to boost trade turnover between project's participants (potential volume of cargo can reach up 1-3,5 million tons a year), attract investment in the transport infrastructure modernization and development, transport food products with limited shelf-life (delivery time is 9-14 days and less than maritime trip, which takes about 40 days) as well as high-value cargo and freight which need express delivery to customers etc.

According to the Infrastructure Ministry of Ukraine, the Ukrainian exporters of goods (food, agriculture products, metal, furniture stone and ceramic tile) has already been interested in the new transport route. Establishing the new route will allow the East European countries boost imports of clothing, electronics, automotive products, minerals, household appliances, light oil and liquefied gas from the Asian markets [8].

However, there are a number of barriers:

- The high cost of the shipping in comparison with traditional maritime transit, which has been carrying more than 90% of goods traded between Ukraine and China. The cost of the maritime route is about 30% lower than the new train service. The shipping cost of a 40-foot container is about 8 900 USD [8];
- The travel time is longer than the standard way passing Russia;
- The lack of good road and port infrastructure;
- Complicated logistic structure. The route has two ferry crossings, which are making the route weather-dependent and could create unpredictable challenges during the route. Loading and offloading the components of the train (the four shifts from rail to ferry) is extending the delivery time. It should be noted, the train can be often forced to be idle, on account of ferry from Georgia to Ukraine is carried only twice a week. Moreover, there is no a clear timetable for the train along the route. It has to be agreed on by participant's countries.

For the economic success of the new transit route Ukrainian authorities should reduce the delivery price (for example, use subsidies to the transportation at least at the initial stage), which may increase volume of cargo; develop and establish clear tariffs, timetable for the freight; calculate demand of business; ensure cargo delivery and the service's smooth functioning. In this case, the route will be competitive in the global freight market and Ukraine may become a new important transit link in the Silk Road chain.

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Tbilisi

The Role of Innovative Educational Technologies in Innovation Management

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Abstract

Over the past four decades the world has witnessed unprecedented progress in the field of technology as well as in that of science, which has led to the emergence of a better-educated and more developed society in international arena. This ‘developed’ society faces numerous problems concerning stability, security and further development. Frequently, further development is closely connected to sustainable development, with the term ‘innovation management’ being the core of it. Actually, the basis of stability and welfare in modern society is innovation management based on innovative education. Acknowledging the importance of innovation management, we have made an attempt to reveal its peculiarities as well as the role of innovative educational technologies lying at its core.

The objective of the paper is to outline the peculiarities of innovation management by studying innovative educational technologies at its core. Accordingly, the problems of the research are as follows:

- to reveal and assess the peculiarities of innovation management;
- to reveal and assess innovative technologies in the field of education;
- to indicate the role of innovative educational technologies in management.

A number of empirical and theoretical research methods were used in the paper, in particular, those of observation, comparison, measuring, documentary analysis, scientific experience and induction (inductive method).

The objective of the paper is to present the role of innovative educational technologies in the field of innovation management by showing the importance of innovative technologies in the fields of management and education.

Keywords: Innovative Educational Technologies, Innovation Management, Innovation, Innovation Process.

Introduction

In today’s fast developing world, the concept of innovation forms the basis of any project in the process of its implementation. Any sphere with a view to its activity needs new ideas for its further development and improvement. Human factor stands out in any activity, and it should be noted that human innovation development first starts at school, then continues further in the institutions of higher education, and, finally, the skills acquired during studies are employed in the management and organization of the establishment where the specialist carries out his/her activity.

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The study is aimed at revealing the essence of innovation management and showing its peculiarities in the field of education, and the ultimate goal here is to expose interrelation and interconnection between these two concepts.

A number of studies have been conducted with regard to these fields. We have used different methods, namely those of observation, comparison, measuring, documentary analysis, scientific experience, induction, as well as SWOT analysis.

Innovation Management: Essence and Peculiarities

Innovation management is a new scientific discipline in the field of management. Taking into consideration the importance of innovation management in the process of management as well as in economic development and growth, a number of scholars studied the theoretical grounds of innovation management that underlie its practical functions.

Before discussing the essence and peculiarities of innovation management, let us first consider the meaning and essence of “innovation” and “innovation process”, which constitute the basis of innovation management. According to Orlov, “innovation” may refer to any kind of change implemented for the purpose of improving the quality of management (Орлов, 2003).

Nowadays we live in a society where changes occur due to the impact of different factors, such as globalization, international relations, domestic and foreign policy, etc. This leads to the need to adapt to these changes and seek efficiency, which can be fulfilled through innovative ideas.

We need to acknowledge the fact that any innovation has its reason, outcome and consequences. For instance, the emergence of personal computers, which can serve as a bright example of innovation, facilitated and intensified the activities of various organizations and companies thereby contributing to the growth of management efficiency.

In international economic literature, the term “innovation” means turning scientific and technical development into reality, which leads to the emergence of new products and technologies (Stepanova, 2014). Let us present the ideas of a number of scholars regarding the term “innovation”. Cooke and Mayers, for instance, believe that innovation implies a process from the idea itself to its realization in the market (Cooke & Mayers, 1996). Twiss describes it as a process where an invention or idea acquires economic sense (Twiss, 1980). According to Kotler, innovation is a new product, technology, or idea introduced into the market and perceived by the customer as a completely new one which possesses unique properties (Kotler, 2003).

In general, there are more than 100 definitions of “innovation”; they may range from local to large-scale, they may be divided according to their inner structure, i.e. economic, organizational, production, social, etc. (Красникова; Евграфова, 2009).

Innovations may be distinguished by three essential peculiarities (Stepanova, 2014):

- scientific and technical innovation (novelty)
- its practical employment
- commercial realization

Innovation process, which forms the basis of innovation, is also interpreted in various ways (Красникова; Евграфова, 2009):

- it is viewed as a complex of consistent processes aimed at the development and introduction of research and creative projects, which leads to the emergence of new products, services, technologies, organizational abilities;
- it is viewed as a complex of consistent activities, which turns the theoretical part of innovation into a practical one.

As a rule, the following elements are distinguished for the process of innovation (Красникова; Евграфова, 2009):

- the emergence of an innovation idea;
- innovation marketing;
- assessment of the economic efficiency of innovation;
- commercial realization of innovation;
- proper presentation and dissemination of innovation.

Thus, we have introduced two parallel and interconnected concepts, i.e. “innovation” and “innovation process”, which are considered integral parts of innovation management the description of which is important from the viewpoint of acknowledging its peculiarities.

So, innovation management is a set of means to manage innovation process. In other words, innovation management is a type of functional management based on the process of innovation. If we view it from the systemic point of view, innovation management is a system consisting of two subsystems: managing – the subject of innovation, and managed – the object of innovation (Stepanova, 2014). One or more specialized groups may act as a subject of innovation; they involve:

- heads in charge of innovation projects;
- heads of organization departments, subdivisions, units, and services, who implement different stages of innovation process.

The object of innovation involves innovations, ideas, innovation process and economic relations between market participants (manufacturer, seller, purchaser).

Based on the structural elements mentioned above, the main goals of innovation management are as follows (Stepanova, 2014):

- organization growth and development based on innovation activities;
- intensive circulation of new products and technologies in the market;
- use of opportunities aimed at further specialization and diversification of production.

In the process of implementation of innovation management four relatively independent stages are distinguished (Stepanova, 2014):

- Factor approach views science and technology as key factors in the economic development of the country. This stage involves profound research, assessment, and anticipation or projection of scientific and technical potential.
- Functional approach views innovation management as a set of management functions and managerial decision-making process. It highlights the economic modeling of each function of management in the decision-making process.
- System approach implies that innovation process is as organizational structure consisting of a set of interrelated elements, which, in its turn, is aimed at achieving certain goals taking into consideration external and internal factors.
- Situational approach is based on the development of alternative options (depending on the situation) for the implementation of the same goal in the decision-making process.

Thus, the section discussed above clearly illustrates what innovation management is, in view of its essence, functions, and goals. Apparently, the impetus of innovation management is innovation process. It

should be mentioned that innovation management is based on the following forms of innovation process, namely:

- simple intra-organizational;
- simple inter-organizational;
- expanded.

To sum up, we can say that today every sphere needs efficient management; in this context innovation management constitutes a key element the proper use of which may lead to economic efficiency as well as growth and development.

Innovation Technologies in Education

While speaking about innovations in the field of education we should first of all address the subject of Information Science representing the lowest level taught at school. The consecutive chain is presented as follows: penetration of the elements of Information Science into other subjects followed by teaching process, and, finally, their introduction into the whole process of studies. Application of innovation technologies with a view to secondary education leads to the following outcome:

- Informative educational environment, which encompasses various modes and methods in education, significantly increases pupils' motivation in the process of studies, particularly in terms of using the project method;
- Informatization of education reduces tension by shifting the level of subjective relations (teacher-pupil) to the level of objective relations (pupil-computer-teacher);
- With a view to the teacher, informatization allows to increase the professional efficiency of the latter, as well as helps develop his/her general informational culture (Бондаренко, 2012).

Innovation technologies in the sphere of general secondary education are viewed as a means of development and improvement, and there are two directions that are usually distinguished in this regard, namely:

1. the method of modernizing traditional education, when traditional educational standards are improved in view of time changes;
2. innovation approach in education, when the goal of studies is the development of students' creativity skills and input of their research abilities.

Innovation in education takes place by introducing technologies of various types, such as personal computers, laptops, pads, distance-learning technologies, case studies, portfolio, project method, method of electronic testing. The introduction of innovative information and communication technologies requires profound analysis of the application of multimedia complexes in education, the goal of which is to reveal advantages and drawbacks. Although innovation technologies develop and improve the sphere of education, there are numerous threats as well: the role of human factor in the process of education decreases (due to the increase in the number of redundancies), the duration of studies is artificially extended (in view of distance-learning), students' attention is shifted from the process of education, etc. (Долгих, 2010).

According to Bill Gates, while trying to describe innovation technologies in education on the whole, we can view this as "personalization" (Gates, 2013).

Let us consider the steps to be taken while working out innovation technologies in education:

1. find out what we want to do: it assumes developing educational technology as a tool which will give an opportunity to achieve the implementation of particular functions;

2. be open to change: this means taking into consideration current changes, creating an appropriate tool, and, being aware of the properties and peculiarities of the latter provide its efficient application;
3. follow the results, i.e. to follow if the tool provides the desired outcome;
4. not be content with the mere application of the tool, but to seek to achieve the goal for which it was created;
5. make sure that the given tool is applied by a human resource.

So, in this context we discussed the advantages and drawbacks of innovation technologies in education, studied the innovation technologies applied in the field of education, and commented on the steps by which innovation is introduced into the field of education.

The Impact of Innovative Educational Technologies on Innovation Management

After discussing the basic peculiarities of innovation management and analyzing innovation technologies in education, we can consider the interrelation between these two fields.

The formation, development and improvement of any person start at school, where he/she acquires the basic principles of further development. The development of a person's ideology and mentality (as a social being) further continues during higher education studies, and this shapes his "personality". Thus, in the course of his/her professional activity the person employs the ideas and skills acquired during the process of studies. Consequently, when innovation technologies implemented in the field of education provide the future manager with relevant skills, he will definitely introduce innovations into his activity and employ them as a tool to achieve efficiency. A person's drive for innovations is shaped at school provided that the process of learning includes innovation technologies, which, in its turn, will be reflected in the sphere of management. Based on the reasons mentioned above we can conclude that the interrelation between these two fields is undeniable and unavoidable. Yet, we should also note contrasting views in this context: first of all, no matter in which field a manager developed and improved, he may introduce innovations into management, which will actually lead to huge success and advances. Secondly, although a manager improves by employing innovation technologies, he may not achieve the desired outcome in the future.

In this context, we have made observations concerning the impact of innovative educational technologies on innovation management with a view of human factor. The interrelation between these two fields can also be viewed in terms of cooperation between research centers and various companies and organizations, as, for instance, in the case when, for the purpose of improving quality, various industrial companies and enterprises may apply to research centers based in academic establishments.

Conclusion

Based on the objectives of the work as well as the results of the study, we can conclude the following:

1. Revealing the essence and peculiarities of innovation management extends an opportunity to actually assess the importance of its role in terms of development in any field.
2. Any principle of innovation management is based on the complex of elements in innovation process.
3. Any element or goal of innovation management is conditioned by and depends on the peculiarities of the general process of management.
4. Unprecedented technological progress registered in the world led to the introduction of innovation technologies into the field of education. These technologies definitely influence a person's development and further, his improvement as a future manager.
5. The impact of innovative educational technologies on innovation management is inevitable; it encompasses numerous ways and directions, first of all in terms of the development of human factor as well as cooperation between research centers and various organizations.

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The Road of Sustainable Development: Sustainable Enterprises

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Abstract

The aim of the paper is to analyze the role of companies as driver of sustainable development and respect for fundamental workers' rights. Trade policies and agreements can have wide-ranging effects on the economy, employment, labour standards, social cohesion, and the environment, including policy development and regulatory aspects. Nowadays the countries are closely tied to one another through trade and investment. This creates a common interest in a well-balanced world economy and properly functioning global system of trade. Thus, the EU wants to ensure that its trade actions are supportive of sustainable development within the EU, in the partner countries, and globally.

The sustainability with its economic, social and environmental dimension in all relevant policies is a basic objective set out in the Treaty on the European Union, both as regards the EU's internal policies and external action.

Respect for fundamental workers' rights and for environmental protection requirements should be ensured in a context of trade and economic expansion: the jobs created by open trade shall reflect international core labour standards, and increased trade flows shall help the rapid spread of green goods, services and technologies around the world.

Properly functioning markets and sustainable production chains are important because they encourage local and foreign enterprises and investors to become active in developing countries. The point is to make financing available, to appeal to investors, to introduce new techniques, and to pay particular attention to sustainable (people, planet, profit) production processes.

Sustainable enterprises respect for human and workplace rights is engrained in the company culture and guides the interactions with employees, partners, suppliers, customers, consumers, and the communities they serve.

Keywords: Sustainable Development, Sustainable Enterprise, Workers' Rights, Trade.

Introduction

In modern reality during the international division of labour it's impossible to live on your own. Thus, nowadays the key words are the interdependence of nations and the imperatives that a global system imposes on national economies. The main problem is that majority of states are focused on national interests' strategies caused by country's social-economic needs. However, ignorance of globalization or not adequate recognition of its importance is likely to lead to missing the chance of participation via international relations in globalized economy and gain profits.

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Today the European Union (EU) is a “classic model” of successful regional integration, which positively influences the economic development of the member-states as well as neighbouring countries. The primary objectives of regional policy are to reduce negative phenomena arising from natural conditions, geographical location or economic processes, and to create, as favourable conditions as possible, for closing the development gap and for encouraging innovative economic activity (Sepashvili, 2015) towards sustainable development.

Sustainable development is the main objective of the international community. It is the way for meeting the needs of present generations without compromising the needs of future generations. It offers a model of progress that reconciles immediate and longer-term needs. Sustainable development brings economic prosperity through and with a high level of environmental protection and social equity and cohesion. The sustainability with its economic, social and environmental dimension in all relevant policies is also an important objective set out in the Treaty on the European Union, both as regards the EU’s internal policies and external action (DG trade, online).

EU is pursuing the three ambitious dimensions: sustainable development, labour and environment provisions. Respect for fundamental workers’ rights and for environmental protection requirements should be ensured in a context of trade and economic expansion: the jobs created by open trade shall reflect the international labour standards, and increased trade flows shall help the rapid spread of sustainable production of goods, services and to use sustainable technologies around the world.

Free trade agreements need to contain strong provisions to promote the respect of labour rights in every country. The Commission will make it a priority to see that the trading partners implement rules that respect labour standards rights like the abolition of child labour, the rights of workers to organise and non-discrimination at work (Gazzola, 2014).

Research Methodology

The research methodology is based on the theoretical analysis of available literature on sustainability frameworks, as well as methodologies for the integration of development models and sustainable development.

This paper adopts a conceptual review approach. A critique of the current literature that supports the different sustainable development practices and their effect on labour rights are carried out. Consequently, previous literature provided the qualitative data used in this paper.

Qualitative researches were developed in the social sciences to enable researchers to study social and cultural phenomena. The motivation for doing qualitative research, as opposed to quantitative research, comes from the observation that, if there is one thing, which distinguishes humans from the natural world, it is our ability to talk! Qualitative research methods are designed to help researchers understand people and the social and cultural contexts within which they live. Kaplan and Maxwell (1994) argue that the goal of understanding a phenomenon from the point of view of the participants and its particular social and institutional context is largely lost when textual data are quantified.

The first part is about the literature review. The authors describe and synthesize the literature on the topic of sustainable development because they are very wide and varied. The literature and definitions research was conducted analyzing the lines of thought retrieved in the major and specialized journals. The second part is about role of European Union in support and implement sustainable development and the worker rights. In the paper, we show two examples of companies that learn from the scandals about the problems with workers’ rights.

Literature Review

The first well known definition of sustainable development was introduced in the Brundtland Commission report in 1987: “Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.” (World Commission on Environment and Development WCED, 1987). Sustainability is based on the idea that resources should as needed for present needs but not be used faster than they can naturally regenerate and be available for future and that the negative effects

of the processes for production of goods can not be transferred to future generations. Elkington goes more into detail when arguing that companies should not only focus on enhancing its value through maximizing profit and outcome without worrying about the consequences of general environmental but concentrate on environmental and social issues equally (Elkington, 1997). In effect sustainability implies: "... a broad interpretation of ecological economics where environmental and ecological variables and issues are basic but part of a multidimensional perspective. Social, cultural, health-related and monetary/financial aspects have to be integrated into the analysis" (Söderbaum, 2008).

Moreover, referring to the definition by the "Brundtland Commission" (1987), Adams (2006: 1) observes: "Over these decades, the definition of sustainable development evolved. ... This definition was vague, but it cleverly captured two fundamental issues, the problem of the environmental degradation that so commonly accompanies economic growth, and yet the need for such growth to alleviate poverty".

The United Nations Secretary-General, Kofi Annan (2002), challenged business leaders to join an international initiative, the Global Compact, that would bring companies together with UN agencies, labour and civil society to embrace a set of shared values and principles in the areas of human rights and labour and environmental standards.

Costanza and Patten (1995) emphasized, taking the meaning of sustainability from biology, that: "Biologically, sustainability means avoiding extinction and living to survive and reproduce. Economically, it means avoiding major disruptions and collapses, hedging against instabilities and discontinuities. Sustainability, at its base, always concerns temporality, and in particular, longevity".

Nevertheless, in general, as Pearce (1999: 69) has commented: "defining sustainable development is not a difficult issue. The difficult issue is in determining what has to be done to achieve sustainable development, assuming it is a desirable goal".

Sustainable development was further developed at the World Environment Conference in Rio de Janeiro in 1992 with Agenda 21 and Local Agenda 21. The Local Agenda 21 concept has since been taken up by an increasing number of cities in countries around the world (2003). In 2012, twenty years after the first Earth Summit the key directions of green economy development and poverty elimination were discussed at the Rio+20. The concept of sustainable development was revised by putting the emphasis on the social and human dimensions that inherently broaden the scope of ecological and economic pillars of sustainable development.

According to the Rio Declaration 1992 and Agenda 21 (2003), any strategy for sustainable development has to include all dimensions of economic, social, ecological, spatial and cultural development (World Bank, 2001). Sustainable social development here means continuous progression towards creation of a human society that treats equally all cultural, racial and language differences. Equitable distribution of resources, revenues and information, are other necessities of social justice. "Sustainable Development is a dynamic process which enables all people to realise their potential and improve their quality of life in ways which simultaneously protect and enhance the Earth's life support systems" (Forum for the Future, 2000).

EU Sustainable Development and the Role of Companies

The EU interventions operate at three levels.

- At global level: EU is actively involved in the liberalization of goods and services which can deliver environmental benefits; the EU works closely with the International Labour Organization (ILO) to integrate labour considerations into its trade policy and to support the ILO's work.

- At bilateral level: the EU aims for its trade agreements, with both industrialized and developing countries, to include provisions devoted to sustainable development aspects of importance in a trade context. All bilateral trade agreements recently concluded by the EU (e.g. South Korea, Central America, Colombia and Peru, Singapore) contain provisions on Trade and Sustainable Development. These include adherence to key international labour and environment standards and agreements, the prudent use of natural resources such as timber and fish, and the promotion of practices favouring sustainable development such as Corporate Social Responsibility (CSR). The close involvement of civil society is central to the successful

implementation of the provisions, Civil Society advisory groups include environment, labour, and business organizations.

- At unilateral level, the EU uses the flagship trade policy instrument: Generalised Scheme of Preferences (GSP), to support sustainable development and good governance in developing countries, granting special tariff rate cuts to developing countries committed to core international agreements on human and labour rights, the environment, and good governance.

Presenting the new proposal, EU Trade Commissioner Cecilia Malmström said:

“Trade is not only a tool to create new economic opportunities for consumers, workers and employers, but also a tool to help the world become a more responsible place. Trade is not just about our economic interests, but also about values. Child labour, insufficient workers’ rights or irresponsible corporate behaviour are global scourges that I want trade policy to help us deal with. I made it my clear priority in the new ‘Trade for All’ strategy...”

The role of enterprises is central for sustainable development. Many of the key priorities and issues of sustainable development are connected with business activities (Robèrt et al., 2002).

Companies use energy and natural resources, consume water, produce waste, emit greenhouse gases, etc. Companies have an influence on all-major global environmental changes and they are made up of people whose decisions influence the production and consumption patterns of others stakeholders: consumers, managers, employees, suppliers, clients, family, community, etc. Companies also affect the environment through industrial accidents.

The United Nation (UN) Global Compact encourages companies to operate responsibly and take strategic actions that support society. It works to ensure that business activity adds value not only to the bottom-line, but also to people, communities and the planet. Companies has to take a comprehensive approach to sustainability incorporating the CSR in the strategy (Gazzola and Colombo, 2014), and lay out some essential elements of corporate sustainability which helps business put into practice: operate responsibly in alignment with universal principles, take strategic actions that support the society around them, push sustainability deep into the corporate identity, companies must commit at the highest level, report annually on their efforts and engage locally where they have a presence.

The other important step is that sustainable companies need to implement sustainable business practices also throughout their supply chain if they want to protect against reputational damage and have positive influences in sustainable development. A company’s entire supply chain can make a significant impact in promoting human rights, fair labour practices and environmental progress. Supply chain practices are the biggest challenge to improve the sustainability performance of the companies, but extending the UN Global Compact’s Ten Principles into the supply chain can be difficult because of the scale and complexity of many supply chains.

The UN Global Compact encourages companies to make sustainability a priority from the top of the organization. If companies see the supply chain as an extension of their workforce and community, the company can set expectations for best practices across its supply chain. These can include key areas such as selection, training, auditing and remediation (UN Global compact online).

The Lessons from Nike and Apple

In the past numerous scandal involving companies because they didn’t ensure a safe and healthy workplace.

The lessons learned from the Nike experience show an example of a multinational corporation that has incorporated CSR into the business strategy. The choice was necessary for its survival.

By the early 1980s Nike start a strategy of sourcing shoes from low-wage countries in Asia, without worrying about the local sub-contractor. It was the first company who set new rules and regulations about the labour practices all over the world (McHale, Zompetti and Moffitt, 2007).

In 2000 Nike, has been accused of using child labour in the production of its soccer balls in Pakistan. Nike has had to face real questions about its labour practices abroad when it has felt a public-relations

impact. Consumers took an immediate action in order to eradicate child labour practices discharged by this company. This can only be done by not buying their products which are produced in the third world and which have suspicion of a child being involved in the process. Nike had to take immediate actions in order to find a solution, otherwise the company's image could be devastated. Nike launched a program, which aimed to monitor the factories in every country where Nike operates, with an increased attention on its practices to be in accordance with the code of conduct. This program also involved investigation of the work conditions worldwide.

Also Apple faced the criticism for the practices of an overseas supplier with a bad reputation for workplace safety and fair wages. Apple has been buffeted by attacks in the United States for the workplace conditions and wage rates of its Chinese manufacturer, Foxconn.

At the end of 2011 Apple became a participating company in the Fair Labor Association (FLA) and, in doing so, it agreed to abide by the FLA's Workplace Code of Conduct throughout its supply chain. The FLA quickly launched a series of independent investigations of Foxconn's factories in Shenzhen and Chengdu, China. Now "Apple's suppliers must live up to this to do business with Apple." They have workplace standards for the entire supply chain. The company continues its efforts to make any number of benefits available to individuals working within its supply chain.

By exhibiting a genuine commitment to social responsibility and ethical business practices, corporations like Apple have the power to not only transform their organizations but also their supply chains. Apple is a sustainable company and it isn't limited by the vision of its shareholders and customers.

Conclusion

Companies are now almost universally recognized as the primary engine of the economic growth and development needed to alleviate poverty. Business innovation is also needed in meeting sustainable development challenges in the future. Multinational corporations are working with small and medium sized suppliers to raise the environmental and social standards of their supply chain. Enterprises that fail to understand these opportunities may soon find themselves overtaken their more responsive competitors or by scandals. From the two examples is clear to understand the role in the sustainable development of the enterprises in the global word. It's also clear that the respect of workers' rights is one of the most important goals of the companies.

After the scandals Nike and Apple decided to participate in FLA, the association launched in 1999 by a coalition of industry, labour and non-profit advocacy groups, which check the assesses working conditions and monitors attempts to remedy violations in factories, farms and facilities used by its affiliated companies. In sustainable enterprises, every worker has the right to a fair and safe work environment free of discrimination, where they earn competitive wages and can voice their concerns freely, this bring to sustainable development.

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Technological Clusters as a Tool of an Industrial Policy Based on Innovation: Opportunities and Challenges for Developing Innovation Clusters in Georgia Within the Framework of the European Cluster Policy and the Eastern Partnership Programme

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Abstract

All industrialized countries are today facing the need to sustain the growth and the modernization of the national economic systems, relaunching the competitiveness of their enterprises on the international market. In this context, the capability to produce innovation and knowledge is assuming increasing importance and explains the increasing role today recognized to innovation clusters. Technological clusters, in particular, are recognized as one of the most efficient production systems of the globalization era and Knowledge Economy as they are able to aggregate a number of economic actors, both private and public, around innovative projects in research-based and science-based sectors on which is based the modernization and development of the economic systems. In the European experience, technological clusters today act as tool for achieving a common industrial policy that puts innovation at its heart; in particular they represent a privileged “laboratory” for identifying long-term strategic and organizational solutions functional to the modernization of the European economic system and the achievement of the Economic Union. In this context, the European cluster policy and the new European Cluster Collaboration Platform open today several opportunities for Georgia to cooperate with EU clusters, within the framework of the Eastern Partnership Programme, in order to support its modernization efforts by launching technological innovation projects in strategic fields like seismology, smart meter production, cloud computing, mobility and logistics, food, energy, marine, telemedicine. By strengthening cross-border industrial and research cooperation, EU and Georgia can foster the development of a common economic strategy, based on innovative public-private partnerships, able to support the international competitiveness in research-based and science-based sectors. of both EU members and Eastern partner countries.

Keywords: Technological Clusters, Industrial Policy, Research and Innovation Policy, Public-Private Partnership, Economic Development, Cross-Border Industrial Cooperation.

Introduction

In Search for New Paradigms to Promote the European Competitiveness in the Global Market

In the present competitive environment, all European countries are facing with deep changes and challenges, that put in discussion the competitiveness of national economic systems. The projection of the European economic systems in the global market requires both institutions and economic players the continuous

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search for innovative solutions, able both to cope with and support the rhythms of a competitive arena increasingly fierce. The recent economic crisis has stressed the need to endow the European Union with new tools that would allow it to participate in the globalization process on an equal footing in relation to Asian emerging economies. The competitive pressure coming from these rising countries, in fact, acts as an incentive to rationalize and enhance the developed world's strategies in support of industrial and socio-economic development. In Europe, today into question is the traditional European industrial model and the fundamentals of its productive structure (Velo, 2009; 2011). The urgency to ensure the maintenance of competitiveness at international level from one side determines the need of a revisitation of traditional competitive paradigms in manufacturing sectors; on the other hand, it implies a shift of the national economic systems toward sectors with greater both scientific and technological intensity.

This perspective highlights the need for Europe to foster a new phase in the process of integration that assumes economic nature. Under debate is the development of a common European industrial policy, capable of enhancing the capacity of the European economic system to produce innovation and knowledge (Mosconi, 2014; Vannuccini, 2015). Only a revivification of a long-term entrepreneurial vision can today re-launch the European economy, by promoting the industrial sectors that are regarded as strategic for supporting, in the long-term, the process of modernisation (Dhéret, Morosi, 2014).

The lines of action, currently in the process of definition, pose a growing emphasis on the relaunch of scientific research and technological innovation in order both to enhance European competitiveness in the world economy and to recover the delay with respect to other economic contexts (Amin and Cohendet, 2004; Velo, 2009; Cantner, 2011.). The strategies recently developed by the European Commission - i.e. Smart Specialization and Industrial Renaissance (Foray, Goenaga, 2013; Foray, Rainoldi, 2013) - identify the contours of public intervention in the economy and define the technological trajectories that can influence the patterns of specialization in Europe to support both discovery and structural change (Vannuccini, 2015). These interventions appear due, in particular, to the need to reliance the investments in innovation on the private side, particularly with reference to enterprises active in the sectors with high technology intensity that are today playing the role of the driver of a broader process of modernisation of the European economy. This role is evident by considering their traditional character science-based, which gives them some distinguishing features: the time horizon of long period on which they develop the production processes, the need for huge investment in research and development (especially with reference to basic research), the connected high level of entrepreneurial and financial risks. These peculiarities imply the need to bring together a plurality of economic actors, both public and private, around strategic innovative projects able to mobilise substantial resources and skills and to allow the sharing of the risks and costs connected to the exploitation of scientific and technological opportunities (Eliasson, 2010). In particular, the set of relations between public and private actors - companies, institutions, universities and research centers - around innovative projects emerges as a critical success factor, able to promote and support both coordination and cooperation between operators (Dohse, 2000; Isaksen and Hague, 2002).

Technological Clusters as a Tool for a Common European Industrial Policy Based on Innovation

In the managerial literature, the cooperation between different economic actors, in sectors with a high innovation content, is generally traced back to the concept of clusters or technological district (Camagni, 1995; Porter, 1998; Cooke, 2001; Lawson, 1997). This term refers to the presence of a network of complex and multiform relationships, both formal and informal, between different economic actors, capable of facilitating the transfer and dissemination of knowledge and advanced technologies. The valorisation of research activities conducted by the actors belonging to the cluster and the sharing of expertise implies several factors: the presence of a strong academic base equipped with excellent facilities for research activities linked with the business system; a plurality of actors of heterogeneous nature focused on the provision of highly specialised services (local and national institutions, businesses, universities, research centres and a constellation of services enterprises); and the geographical concentration of all the actors, which arises from the need to facilitate the information flows and the exchange activities.

As regards the industrial side, the existence of productive sites, of successful entrepreneurial initiatives, of information and research infrastructures provide a stimulus both to the activities and investments,

in reason of the degree of integration between the various actors. With reference to the environmental conditions, the vectors that guide the development of technological clusters are related down to an institutional context able to stimulates the production of advanced knowledge and the launch of innovative initiatives, both in the scientific field and in business, the availability of financial resources and the presence of excellent research facilities.

Under this profile, in the current phase of economic development, technological clusters could act as a privileged laboratory for experimentation of original forms of partnership between enterprises of different size, institutions, universities and research centres, able to foster the process of “cross-fertilisation” in order to support the creation of new knowledge and its transfer and dissemination.

In the most advance international experiences, the critical success factor is represented by the intervention of a “control booth” which guide the development of the cluster, especially in the initial phases of its life cycle according to a top-down approach, different depending on the competitive contexts and of the sectors involved. This is a distinguishing factor with respect to traditional industrial districts, which historically have developed according to spontaneous bottom-up models. (Velo, 2009, 2011)

In continental Europe, even in the presence of different situations, the development of technological clusters is largely dependent on public initiative. This represents an organizational solution that takes its origin from the vision that historically has been assigned to the public actor as the entity in charge for the protection of the general interest. In the European experience, the clusters originated on the initiative of the public actor, according to a top-down approach, are often the result of the intersection of different types of public intervention: the policies for the management of the territory and/or local development; support policies for research and innovation; policies aimed at improving the competitiveness of enterprises (both large firms and SMEs) involved in the cluster. In some cases, after an initial phase characterised by spontaneous aggregation initiatives, public intervention arises as an instrument to support the development of the cluster and to guide its strategic trajectories in the medium-long term.

In this perspective, the European technological clusters are today configuring as integrated tools for the development of the territory, able to involve both public and private actors in the creation, dissemination, learning and application of new advanced knowledge. Technological clusters are able to reproduce, in a logic of permanent laboratory, natural conditions that have in the past favoured the emergence of reality as the industrial districts manufacturing. In this framework clusters and the regions, they concerned assume the function of collective goods, both from the point of view of companies and from that of the public actor.

At European level, to date, there is not an industrial policy in the full sense of the term, that assigns to public institutions the role to guide the development of socio-economic system as a whole (Jamet, 2006; Medoza and Rouhier, 2012; Mazzucato, 2015; Mosconi, 2014). Nevertheless, Europe is in search of appropriate instruments able to create platforms for cumulative technological advancement and upgrading, together with filling the gaps and the structural holes in the continental industrial network with direct public intervention, with the aim to “actively creating markets, instead than just fixing them” (Mazzucato, 2015; European Parliament, 2015; Vannuccini, 2015; Pianta, 2014). In particular, in recent years, several European policies have been lunched for affecting the most innovative industrial sectors together with a wide set of programs and initiatives, spanning from research and innovation to infrastructure and small and medium enterprises (European Parliament, 2015): quoting the report, “significant resources are mobilised by policies and programmes contributing to an “EU industrial policy”, and the policy coverage is extremely wide. Some of the initiatives with a budget envelope are (in order of importance): Cohesion Policy, Horizon 2020, Connecting Europe Facility and COSME, representing slightly less than €200 billion. Two recurring priorities across these programmes are SMEs and innovation. In addition, the EU exercises regulatory power in a number of areas, which contributes to levelling the playing field and facilitating business in Europe: competition, internal market, business environment, intellectual property rights, trade and energy” (European Parliament, 2015, p.7).

In several international and European experiences, technological clusters are acting as privileged instruments for boosting innovation in territorial systems and, at the same time, strengthening the cooperation among different national and international economic actors (both private and public) around innovative science-based projects. Within the European Region, the French and German experiences appear of particular interest: in both cases, from one side innovation is at the heart of national economic policy and, on the other side, the public actor plays a growing strategic role in the promotion and development of innovative

clusters, which act as a tool of the state's industrial policy in strategic sectors of the economy. In this perspective, both countries share a common vision as regard innovation: the need to use a policy involving a stronger state role in order both to address the lack of dynamism of European companies and to guide the modernization of the whole economic system according to a long-term perspective. This approach aiming at combining the free play of competition with state intervention is particularly evident in the French experience: the Beffa report reflects this logic of greater involvement of the French state in terms of innovation by also allocating public funds to selected key sectors (Beffa, 2005). The creation of poles of competitiveness falls into this idea and it was part of a new approach to industrial policy based on innovation.

Even in the presence of different national experiences, in both countries the industrial policy interventions have initially found implementation in a traditional dimension, that translate in the adoption of measures able to ensure favourable conditions to industrial competitiveness: the incentives for research and development activities together with measures aimed at improving the functioning of markets and intellectual property are the main tools in this sense. In both countries, these measures have made it possible to catalyze the resources and skills necessary to develop innovative projects, in many cases located along the technological frontier.

Alongside these measures, the policy of boosting innovation has resulted in the search of original forms of cooperation between public and private actors and the definition of renewed strategic organizational solutions, capable of catalyzing resources and expertise and to encourage the development of new and original types of public-private partnerships. The initiatives in this sense made in both France and Germany are concentrated on some key industrial sectors - biotechnology, nanosciences, aerospace, energy, etc. - consistent with the sector-based policy in favour of strategic sectors also adopted at European level.

In particular clusters could today represent a laboratory for fostering coordination of public policies and entrepreneurial activities for R&D from the national to supranational level. The idea behind a European coordination in R&D policy is based on two main arguments: from one hand, the policy of a state generates externalities for other member states, and on the other hand, the increasing returns to scale makes a more effective policy at supranational level (Coriat, 1997; Tabellini and Wyplocz, 2004). The emerging experiences of cross-border clusters (such as the Bio Valley, Europe's leader in the field of life sciences, which focuses on three areas of the Upper Rhine in France, Germany and Switzerland) lie in this framework and reflect the aim to create sectoral specialised regions at European level able to cooperate in strategic fields, by sharing goals, resources, skills; at the same time, cross-border clusters could strengthen the European industrial structure by supporting the emergence of European champions able to enjoy a sustainable comparative advantage at global level (Dohse, 2000; Mosconi, 2014).

Challenges and Opportunities for Fostering the Modernization of the Georgian Economic System Within the Framework of the European Cluster Policy and the Eastern European Partnership Programme

Within this framework, the European Cluster Excellence Initiative - launched in 2009 by the European Commission under the Competitiveness and Innovation Programme - represents an opportunity to promote the modernization of the European economic system by supporting the development of world-class innovative clusters across the Europe. In particular, the aim of the Programme is to strengthen inter-regional cooperation and cross-innovation between different industrial sectors, especially research-based and technology-based sectors, through the implementation of specialisation strategies involving innovative projects (European Commission, 2010).

The need to promote a new entrepreneurial culture and innovation also involves European non-member countries, which are seeking strategies for support the development of a market economy and sustainable development. The European Union, in particular, is committed to building strong and mutually beneficial economic relations with 6 eastern partner countries involved in the Eastern European Partnership Programme, with the aim to support the stability and the prosperity of both Eastern Partnership countries and the whole Region.

The EaP open today new opportunities for Georgia to fostering the economic cooperation with the European Union member countries and, in particular, with European technological clusters, by launching

innovative cross-border industrial projects involving also SMEs, in strategic fields like seismology, smart meter production, cloud computing, mobility and logistics, food security, sustainable agriculture, energy, marine and maritime, climate change, resource efficiency, telemedicine. Georgia is already engaged in several innovative pilot projects, launched by the EU within the framework of the R2I Cluster EAST Programme, that involve both EU Member Countries and others Eastern Partnerships with the aim to open new market opportunities for all the partners involved and to strengthen the economic interconnections between EU and the EPCs: Ener2I, IncoNet, Innover East, Reram, Secure-R2I, SUAFRI-EPC are only few examples of innovative projects that today open new opportunities for Georgia not only to improve skills and competencies but also to intensify the level of both industrial and research cooperation with all actors involved in the most challenging projects. In this framework, European technological clusters could act as a driver for stimulating bilateral and multilateral innovative projects and raising the Georgian innovation capacity through new public-private partnerships.

Conclusion

In the current framework, Europe is facing the challenge to adopt a common European industrial policy able to guide and structure the European economy, in a long-term perspective, and to create the conditions for the modernization of the whole economic system.

Science-based and technology-based industrial sectors are today regarded as strategic for re-launch both the competitiveness of the European economy and its ability to produce and disseminate innovation and knowledge, in a competitive global framework characterized by a strong acceleration of the innovative dynamics. The temporal horizon of long period that in such sectors characterizes the productive process, the necessity of huge investments in research and development, the connected high level of both entrepreneurial and financial risks, imply the need to aggregate a number of economic actors, public and private, around innovative projects.

The setting that assigns a lead role to public institutions for the creation of forms of agglomeration between different operators in the science-based sectors, already adopted by some European countries, could form the basis for the exploitation of knowledge and innovation in all sectors of production, even the most traditional and till today are the backbone of European industry. In this perspective, technology clusters represent tools to foster knowledge creation and to mobilize, within a geographical area, huge resources and skills and share risks and costs related to the exploitation of scientific and technological opportunities.

In several European experiences, the public actor plays the entrepreneurial role of planning, guiding and co-ordinating a network of public and private actors in strategic sectors of the economy, according to a top-down approach to industrial and economic development. At the same time, technology clusters could act as a tool of a common European industrial policy based on innovation, as the recent experiences of cross-border clusters demonstrate. In this perspective technology clusters today act as an institutional and entrepreneurial privileged laboratory for promoting and fostering a greater cooperation between states around innovative scientific and entrepreneurial projects, whether in terms of R&D or in the spatial organization (and geographical specialization) of the competencies among different territories.

By setting the cluster policy from a national to a European level, Europe can today promote sectoral specialised regions able to cooperate in strategic fields by sharing goals, resources, skills and best practices; at the same time, a common European cluster's policy could strengthen the European industrial structure by supporting the emergence of European champions able to compete, in a leadership position, in the global markets. By strengthening cross-border industrial and research cooperation, the Easter Partnership Programme open today new opportunities for Georgia and other EPCs to develop of a common economic strategy based on innovation that could reinforce from one hand their international competitiveness in research-based and science-based sectors and, on the other hand a common Knowledge and innovation space to address the main economic and societal challenges.

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Tbilisi

CSR as a Mean to Promote Gender Equality

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Abstract

The aim of the paper is to explore the theme of gender equality, which is determined both by culture and mentality of each country, together with its connections with corporate social responsibility (CSR). In particular, the paper examines how CSR can be a potential policy instrument useful for the advancement of gender equality.

Political and economic empowerment of women becomes the main feature of the last century, playing a decisive role in economic growth, particularly in the '80 and '90. This growth lay down the basis to the contemporary global economy, which relies on knowledge and where the human reas-sures despite the gender is the most expensive and valuable.

In the present competitive framework, imperative is rather given to the cognitive skill of labour than physical strength or other biological characteristics. From this point of view, biological gender differences play limited role. The key element for growth and development becomes education and continuous innovation. Therefore, the capability to boost economic development and growth implies the need to encourage equal involvement of men and women yet in education and then in labour force, to ensure full utilization of available national resources. Full and equal women engagement in labour force and further in generating innovations stands for key goal in gender mainstreaming policies so far. Despite the progress occurred in economic and social development, gender equality remains challenge both in political and economic decision-making worldwide. The topic of gender equality is assuming a growing role also at firm's level as a key factor for strengthening CSR strategies.

In this framework, the paper analyses two best practices: Luisa Spagnoli and Arup. Luisa Spagnoli was a social pioneer in the promotion of gender equality after the First World War, a true advocate for workingwomen and dedicated to improving quality of life for all her employees. Arup is a current example of enterprise strongly committed to the promotion of gender equality, as evidenced by his presence at the top of The Times's ranking "Top 50 Employers for Women 2015".

Keywords: Corporate Social Responsibility, Gender Equality, Women Engagement, Social-Economic Development, Smart Economics.

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Introduction

Focus on the Problem

A gender imbalance in the labour market is a problem faced all the world (Khoreva, 2009). The problem is growing in the framework of globalization, which deepens the gap between men and women in terms of access to both political-economic power and resources.

The World Development Report 2012 (World Bank, 2012; Wong, 2012) dedicated to Gender Equality and Development affirmed the positive correlation between: 1) the Index of Economic Participation and Opportunity measuring the female–male ratio in labour market participation, wages, and incomes and; 2) the GDP level per capita and overall level of welfare.

Gender equality is not only connected with the protection of human rights, but also with economic efficiency and economic development. Nowadays, national economies devote a great deal of attention to resource efficiency; therefore, gender equality represents a key factor for leveraging economic growth. Gender equality leads to “smart economics” (Buvinic and King, 2007). This supports the economic empowerment of women and increases investment in female human capital. The returns are not only for women, but also for men, children and the whole nation. At the same time, the economic rationale and the tenets of social justice, which encompass different bases for women’s rights, are not always respected when women are fully engaged in labour activities (Sepashvili, 2003). The first implies maximum utilization of available female human resources, thus causing their exploitation by imposing a double burden on women. The second underlines the importance of equal rights and opportunities for both men and women and is aimed at harmonizing the development of the entire society. Meanwhile, equal opportunities and rights suggest women’s equal participation in the country’s political, economic, cultural and social life. These are the areas that policy makers have to address. The important message to be considered is that gender equality does matter in achieving the ultimate goal of increasing welfare provision for the entire population (Sepashvili, 2012).

Gender economics (Jashi, 2005) examines the disparity between the socio-economic status of women and men, determined by gender roles and relations. The main subjects of gender economic analysis are the usage and control of resources, employment, the distribution of income and welfare, the execution of property rights, managing financial leverage and establishing institutional, social, political, demographic and geopolitical factors, all factors critical for gender economic equality.

The aim of this research is to study how CSR can be a potential policy instrument useful for the advancement of gender equality.

Research Methodology

In the paper first the problem under analysis is identified: when people talk of gender problems in focus groups, or when relevant questions are posited, then the problem becomes clear, but otherwise the impression is that there is no gender discrimination. This is especially true of men, who feel no burden of discrimination. Discrimination is often not seen clearly for what it is, as it is caused by structural factors and social attitudes. Therefore, structural gender discrimination is always difficult to identify, especially when the economic aspect of the problem is discussed. Economic aspects are frequently neglected due to the fact that they are often hidden. Society does not recognize the existence of gender discrimination, in particular in the labour market, often there are numerous traditional, but erroneous, stereotypes in society (Surmanidze, 1998).

After that the paper provides a review of the literature about the relationship between CSR and gender equality.

In the last part, the paper analyses two companies that have embedded CSR policies in their business strategies and, in this framework, are strongly involved in the promotion of gender equality: Luisa Spagnoli, a social pioneer in the promotion of gender equality after the First World War dedicated to improving quality of life for all her employees; and Arup, a current example of enterprise strongly committed to the promotion of gender equality, as evidenced by his presence at the top of the The Times’s ranking “Top 50 Employers for Women 2015”.

Literature Review

Despite the progress in many sectors, gender equality remains a challenge in political and economic decision-making more or less everywhere in the world. Studies carried out in this field (Khitarišvili, 2009; Sumbadze, 2008; Sabedashvili, 2007) show that the concept of gender equality and the need for its application and implementation in society have been imposed by international organizations. The term ‘gender’ was introduced from the West nevertheless, the gender equality concept and problems related to gender relations are still only vaguely understood. The situation is even worse for issues related to the economy and gender (Shiošvili, Chavleishvili and Khachidze, 1998).

According to Babcock (2012), “companies with a significant number of women at the top are better practitioners of CSR and sustainability than other firms and are delivering big wins for business and society”. Furthermore, the diverse points for discussions concerned with gender and CSR in some latterly issued points of view might be addressed to the former debate on philanthropy and CSR (Babcock, 2012; Testa, 2012).

Evidences found by Grosser and Moon (2005) suggest gender equality information being requested within several CSR related reporting frameworks, these requirements are mostly limited in scope, or remain optional elements. They had investigated the nature and extent of relevant stakeholder opportunities to explain this unfulfilled potential (Scholz, 2012). Furthermore, Grosser and Moon (2008) moved towards the research of the extent to which external reporting by UK best practice companies includes performance information about gender equality in the workplace.

Lately relationship between women directors and CSR had been analyzed by Bernardi and Threadgill (2010) and Setó-Pamies (2013). Their expectation was that gender diversity will increase socially responsible behaviour by a corporation. Setó-Pamies (2013) also found that the results supported the hypothesis on gender diversity’s positive influence upon CSR: female talent can play a strategic role in enabling firms to manage their social responsibility and sustainable practices appropriately.

In stating the multidimensional nature of CSR (Gazzola and Mella, 2015), European Commission (2011) had also addressed gender issues, as one of actual labour and employment practices, which visibility and dissemination of good practices should be enhanced (Rita and Agota, 2014).

In this paper, we analyze the main drivers of gender equality: the governmental decisions and CSR.

Luisa Spagnoli

Luisa Spagnoli was born in 1877 in Perugia, Italy. She was one of the most forward-thinking women of its times. Spagnoli develops innovative entrepreneurial initiatives when nobody knows CSR, despite the adverse social context and the dominant culture, focusing on one of the most interesting periods in Perugia’s history (1924-1935). Luisa Spagnoli put Perugia on the industrial map in not one, but two major sectors: confectionary, with Perugia and fashion, with the angora wool factory.

She was involved in the commitment to the improvement of working conditions. In 1922 the company employed approximately 400 workers, 300 of whom were women. Luisa Spagnoli develops many initiatives in order to support working mothers and improves the workers conditions: she introduced a company kindergarten, a nursing mother’s rooms to allow mothers to come back to work as soon as possible, summer camps from which 30-40 female workers with poor health would come back stronger and more peaceful and more industrious; a number of leisure initiative such as trip and after work activities representing a sort of corporate paternalism. (Bellucci, Mari, Picciaia and Terzani, 2016.)

The Perugia welfare system had unusual characteristics due to the presence of woman in the roles of both entrepreneur and worker, indicating an innovative relationship that was apparently closer and more sensitive to the need of the recipients. This was a new approach with which to manage human resources, to control the workforce and improve productivity. The success of Perugia is famous in all the world.

Arup

Arup is an engineering consulting company, with a strong commitment to CSR and a corporate vision based on values like care, consideration, respect, inclusion. The company strongly believes that the choices Arup makes today will impact on what happens tomorrow, not only at firm's level but for the whole society. In this perspective, Arup is committed to using their expertise, creativity and innovation to make this world a better place for all.

For the sixth consecutive year, Arup has been named in "The Times Top 50 Employers for Women", formally recognizing the firm as one of the top 50 companies in the UK that are leading the way in gender equality in the workplace. Gender equality is a key part of Arup's business strategy, with consistent commitment to creating workplaces and cultures that are inclusive of women from entry level through to senior leadership: 35 percent of all employees are women, but only 20 percent of them are leaders. The company aims to increase both rates by 2020, and to match female representation at the leaders' level with the total percentage of women working at Arup.

On the other side, Arup is involved in promoting engineering as an inclusive profession which values, supports and celebrates the contributions of women.

Arup takes its role as an ambassador for women working in the built environment seriously. In order to produce work of high quality and maintain the firm's reputation for innovation and creativity, Arup understands it must fully embrace the skills, talents and knowledge that only a diverse workforce can deliver. The company is committed to inspiring young girls to enter the engineering profession and aims to increase the proportion of female employees in this so-called "male profession" through several initiatives; at the same time Arup is involved to counteract the projected shortage of specialists. Gender equality and gender promotion are playing today a key part in the company business strategy.

Discussion: The Main Drivers of Gender Equality

There are too many drivers of the gender equality: Governmental decisions and CSR.

As regard the first driver a country has to have sufficient budgetary/financial resources to achieve gender equality and to finance the household function of women. At the same time, respect for human rights, democracy, rule of law and transparency are those factors which are necessary, but not sufficient, to guarantee equal opportunities for men and women in both the economic and social framework. Positive gender discrimination also plays a crucial role.

The development and proper utilization of the labour potential of both genders should stand high among the priorities of every national economic development strategy (Sepashvili, 2011). The rationale for this is simple: half, even more, of the population of any country are female. Whenever the national economy does not fully engage with women labour, it means the country wastes resources. Simultaneously, efforts should be directed to raise labour productivity to ensure higher returns on labour inputs. As noted above, increasing resource efficiency is intimately connected to the growth of welfare levels. Hence, when we suggest putting emphasis on high skilled workers, biological disparity between genders does not matter at all, as it plays no role in the performance of cognitive tasks in the work place. Thus, the utilization of women's labour potential, which typically represents at least half the entire human resource capital of any given country, represents one of the important goals for policy makers to meet the challenges of contemporary development.

Fostering greater equality between women and men is not only a goal in and of itself, but also a key factor to sustain economic growth, social development, social inclusion and environmental sustainability. Economic, social, cultural and environmental concerns need to be approached in an integrated and holistic manner. This involves taking into account women and men's different needs, roles, and opportunities to ensure that they can equally participate in and benefit from the transition to a greener economy and, more broadly, sustainable development.

Meanwhile, political will is a decisive factor in promoting and achieving gender equality, as public actor, in all countries, is directly involved in creating the conditions for the modernization of both the economic and social system by assuming a long-term perspective.

The second driver of gender equality both in the workplace and the society, according to our view, is CSR. Equality and diversity in the workplace are the main pillars of CSR. Companies able to compete on the global market are increasingly addressing the gender equality agenda and are including it within their CSR strategies. The inclusion of the gender perspective in CSR policies and practices can play a dynamic role in achieving gender equality in the workplace through the implementation of activities, initiatives, strategies that provide equal access to job opportunities to female employees and provide for equality of the treatment of women in the workplace. Companies are also increasingly aware about the need to include gender equality initiatives and strategies in CSR reporting in the perspective to improve company transparency and social accountability with regard to gender impacts. These practices could enable stakeholders engagement on these issues and can act as a tool to improve companies' reputation.

Conclusion

The two main drivers previously analyzed has to work together. Gender discrimination cannot be prevented only through legislative regulations; CSR is an important tool to attain political goals.

In order to advance in gender equality a combination of legal compliance, the business case, and social regulation in the form of stakeholder expectations and pressures is needed (Grosser and Moon 2005). Implementation of CSR policies should take gender equality aspects more fully into account and promote them through the adoption and implementation of CSR principles and employment policies. Since the implementation of CSR is increasingly becoming a strategic issue for enterprises, CSR has a great potential to enhance gender equality: equal opportunities for men and women are the key elements of a social responsible enterprise in its internal dimension. The two examples previously introduced show the positive influence of CSR on both gender equality and the reputation of the companies.

The European Union on the other hand fosters in its gender equality politics the strategy of gender mainstreaming (Treaty of the European countries, Amsterdam 1996/1999). Strategically, gender mainstreaming implies 'the systematic consideration of the differences between the conditions, situations and needs of women and men in all Community policies and actions' (Council of Europe 1998). Also, Gender mainstreaming is besides legislation an important tool to attain political goals.

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A Trojan Horse: Using Enterprise Education as a Vehicle for Career Development Learning

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Abstract

Enterprise education is popular with students. But not all go on to become entrepreneurs. Many will become employees and take their enterprising attitudes into the workplace. So how can we help enterprising students develop their career readiness at the same time as learning about enterprise?

Methodology: The presentation will take a reflective practitioner led approach to proposing three answers to this question: -

1. Using positive psychology and growth mindset to foster entrepreneurial attitudes and capabilities necessary for career success.
2. Using personal branding as a way of positioning the student as someone who offers clients and a future employer an attractive 'product'.
3. Using 'design thinking' to inform an experimental, action orientated approach to setting up a business and to exploring different career paths.

Expected findings: The presentation will show that these activities are equally applicable to setting up business and to learning about careers. The presentation will draw on Positive Psychology (including Dweck's theory of Growth Mindset), Personal Branding and Designing Thinking, illustrated with examples from the UK and America. Using the concept of 'career' as a 'personal project' it will suggest ways of integrating career planning and entrepreneurial activity and explore possible pedagogic implications.

Keywords: Enterprise Education, Personal Branding, Design Thinking, Career Development.

Introduction

Enterprise Education (EE) is of growing international significance. It has been identified by a range of governments as having the potential to play a key role in promoting economic growth¹. It has become an increasingly common part of the Higher Education landscape and constitutes assessed modules and whole degree programmes. Historically, in the UK, enterprise education has been closely connected with Career Development Learning (CDL). In Britain enterprise education was introduced into universities in the 1980's as part of the Government's drive towards market liberalization in the UK national economy². See for example employability provision at the University of Luton³. Although controversial at the time, this helped to pave the way for the introduction of CDL in subsequent years.

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¹https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/208715/bis-13-904-enterprise-education-impact-in-higher-education-and-further-education.pdf

²Watts, A.G, Careers Work in Higher Education, in Watts, A.G., Law, B., Killeen, J., Kidd, J.M., and Hawthorn, R. (1996) Rethinking Careers Education and Guidance: Theory, Policy and Practice. Abingdon, Oxon: Routledge, p133f

³Stephen Fallows, Christine Steven, (2000) "Building employability skills into the higher education curriculum: a university-wide initiative", Education + Training, Vol. 42 Iss: 2, pp.75 - 83

This paper will argue that given the widespread acceptance of the legitimacy of EE that including CDL within EE could provide a more acceptable way to convey CDL to HE students. Furthermore, the paper identifies three sources of theory and practice: Positive Psychology; personal branding and Designing Thinking, which have the potential to make EE and CDL more effective, while at the same time acting as a bridge between EE and CDL. Given that currently most students will not go onto set up their own business but all students will benefit from enterprising attitudes, this suggests that CDL and EE should be combined where possible. Each of these three components of EE and CDL will now be explored.

Methodology

This paper uses a problem led approach based upon reflective professional practice. The author draws on 16 years of designing and delivering CDL and being involved in numerous national employability initiatives to identify a space where EE and CDL can converge.

This space of convergence is mapped by four coordinates: shared aspects of employability; positive psychology; personal branding; Design Thinking. Each is discussed to identify practical ways in which they can enhance EE and CDL simultaneously.

Findings / Discussion

In the UK EE and CDL have developed along different lines. It is important to set out as part of the background here, that although there are several professional bodies operating in this area and the Government stipulates general expectations in terms of quality¹ there is no standardized or prescriptive approach across the UK. Each university is broadly speaking free to approach take its own approach to EE and CDL.

Typically, EE has been taken up as an academic subject of study. Often this has been led by academic based in business schools. Business schools in the UK might provide, for example, modules in EE, sometimes as cross university electives, or less commonly degree pathways in EE. At the same time, however, many universities will also have a significant extra-curricular programme of informal EE (workshops, visiting entrepreneurs, alumni networking events) which are often run by the university's Careers Service. In addition, the majority of universities will have student led enterprise societies, chiefly *Enctus* (a student society dedicated to promoting social enterprise) which take part in national and internal competitions.

On the other hand CDL has generally been led by Career Services. During the 1990s a number of university careers services started to explore new ways of doing CDL. These services began to supplement their established extra-curricular programmes of CDL with teaching activities within degrees. These activities took different forms, ranging from a small number of lectures up to entire credit bearing modules which counted for degree classification. By the 2005 a significant number of UK universities such as Manchester, Reading and Ulster were providing CDL as a key part of their strategic approach. Nevertheless, this style of providing CDL remains the exception rather than the rule, with most university's relying upon extra-curricular programmes instead, while a few universities have CDL embedded in degree programs (generally vocational or science based subjects) and delivered by academics.

It is evident from the above that organizationally EE and CDL have taken different but intersecting directions, with different staff and different *types* of staff undertaking EE and CDL in very different ways. Furthermore, while EE is increasingly accepted as a legitimate part of HE, the inclusion of CDL remains in many universities highly contested. The University of, for example, has over the past few years, introduced CDL across the University as a compulsory aspect. Despite working very closely with departments to find appropriate ways which will suit students, CDL remains, to some extent controversial.

However, EE and CDL share a stock of common assumptions, aims and techniques. Rae, drawing on a range of practitioner perspectives and case studies from the University of Lincoln suggests that EE and employability are convergent². In his paper Rae argues that EE and CDL can and should be combined. For

¹<http://www.qaa.ac.uk/en/Publications/Documents/enterprise-entrepreneurship-guidance.pdf>

²David Rae, (2007) "Connecting enterprise and graduate employability: Challenges to the higher education culture and curriculum?", *Education + Training*, Vol. 49 Iss: 8/9, pp.605 - 619

Rae, these two approach to employability are connected by an interest in helping students establish themselves in an increasingly unpredictable graduate labour market and an outward orientation to the external world. Rae goes on to argue that EE and CDL needs to be brought together to enable students to integrate employability related learning which they experience in different contexts throughout their student journey. However, he contents, the ‘disaggregated approach’ of Universities, where learning experience are not joined up prevents students achieving ‘holistic’ personal learning. He writes:

The problem with this disaggregated approach is that employability is not an outcome of any one module of a course, but rather a result of a holistic learning experience. Employability, as a learning outcome, may be said to result from the cumulative learning over a series of course modules, together with parallel personal development through a range of formative experiences and wider contextual learning through, for example, work experience and extra-curricular activities; it is a product of the whole university experience combined with interactions with the wider “world of work”.

Consequently, he makes a plea for organizationally and pedagogically connecting the provision of EE, CDL and wider employability activities.

More broadly we can say that both EE and CDL each seeks to equip students for the labour market. Both EE and CDL are concerned with making individuals more employable so they can make and implement, informed and well-grounded career decisions. Unsurprisingly, they each address similar aspects of employability. We can see this in the table below which maps the aspects of the Career EDGE model of employability against EE and CDL¹.

Career EDGE component of employability	EE	CDL
CDL	N/A	Directly relevant
Experience (work and life)	Directly relevant	Directly relevant
Degree subject (knowledge, skills and understanding)	Indirectly relevant	Directly relevant
Generic skills	Directly relevant	Directly relevant
Emotional intelligence	Directly relevant	Directly relevant
Reflection and evaluation	Directly relevant	Directly relevant
Self-efficacy	Directly relevant	Directly relevant
Self-confidence	Directly relevant	Directly relevant
Self-esteem	Directly relevant	Directly relevant

This suggests that there is a natural potential to combine aspects of EE and CDL. Even so, it must be acknowledged that there are aspects of EE which do not typically fit into CDL and vice versa. For example, EE looks at generating an idea for a product or service, as well as finance and business planning; aspects which are not integral to CDL. Similarly, CDL looks in depth at career options, career choice and job seeking; aspects which are not integral to EE. While EE and CDL both draw on some common theories and research to a significant extent each has its own distinct and relatively separate academic hinterland.

Nevertheless, Positive Psychology, personal branding and Design Thinking can add value to both EE and CDL.

¹Pool, L. & Sewell, P. (2007). The key to employability: developing a practical model of graduate employability Education + Training, 49(4), 277-289. DOI: 10.1108/00400910710754435

Positive Psychology

Positive Psychology has been defined as: 'the branch of psychology that uses scientific understanding and effective intervention **to aid in the achievement of a satisfactory life**, rather than treating mental illness. **The focus** of positive psychology **is on personal growth** rather than on pathology, as is common among other frameworks within the field of psychology.' The potential for Positive Psychology to benefit EE and CDL is considerable. However, this paper will look at two aspects only. First, the ABCDE Model of Learned Optimism¹. This approach is based on Cognitive Behavioral Therapy². In essence it provides a way for someone to challenge or 'dispute' negative beliefs about the self or a situation and thereby gain a more optimistic outlook on their situation. This skill, which can be taught, enables someone to 'bounce back' from failure. Being able to effectively dispute negative thoughts is vital for the enterprise and for a job seeker. Secondly, Positive Psychology promotes the notion of a 'growth mindset'. This notion has been extensively researched by Dweck³. Dweck found that children fall into two groups: those who think they do well because they are inherently clever, and those who think they do well because they apply effort and skill to acquire new learning, even in domains which they find difficult. The difference between having a 'fixed' mindset and an 'incremental mindset' is, according to Dweck a key determinant of academic and life success⁴.

Personal Branding

Purkiss and Royston-Lee maintain that the principles of marketing can be applied to individuals. They write 'You already have a brand. As Jeff Bezos, the founder of Amazon, once said, "Your brand is what people say about you when you are not in the room"' and go on to say: 'A brand is a promise kept... a symbol that guarantees a particular experience.'⁵ Based on this they argue crafting a strong and authentic personal brand improves personal impact. These benefits apply both to entrepreneurs and employees.

Design Thinking

Design Thinking takes creative problem solving techniques from engineering design and transfers them to a range of other challenges. Design Thinking is an increasingly accepted part of EE as it helps entrepreneurs develop better products, faster. The core components are: Empathy, Point of View, Ideate, Prototype, Test, Refine. Stanford University's Design School has pioneered the application of these approaches to life issues through their Life Design Course⁶. This fits with a cluster of career theories placed under the umbrella of 'Contextualism' by Young et al who characterize career as a goal directed, multi-phase, subjectively understood narrated activity – in effect a social project. Describing a situation where a couple plan how to manage their careers they write '...project goals [emphasis added] are defined and redefined as the couple actually engage in actions and activities and are confronted by life circumstances.'⁷ The principles of Design Thinking then can be applied both the task of creating marketable products and the task creating a marketable career.

Conclusion / Implications

EE is becoming increasingly widespread in HE. And, as the world economy moves away from fixed jobs to part time, temporary and freelance portfolio careers⁸ enterprising attitudes and competences will need

¹<http://web.stanford.edu/class/msande271/online/learnedopt.html>

²Butler, G., and Hope, T. (2011) *Manage Your Mind: The Mental Fitness Guide*. 2nd ed. Oxford: Oxford University Press

³https://en.wikipedia.org/wiki/Carol_Dweck

⁴https://en.wikipedia.org/wiki/Positive_psychology

⁵Purkiss, J., Royston-Lee, D. (2009). *Brand You: Turning your unique talents into a winning formula*. Artesian, pxi and p14

⁶Roth, B. (2015) *The Achievement Habit*. New York: HarperCollins Publishers

⁷Young, R. A, Valach, L, Collin, A (2002) 'A Contextualist Explanation of Career' in Duane Brown and Associates. (2002) *Career Choice and Development*. 4th ed. San Francisco: Jossey-Bass, chapter 6, pp 206-252, quote from page 216

⁸Gratton, L. (2014) *The Shift: The Future of Work is Already Here*. London: William Collins

to become more widely diffused in the workforce. Finding ways to combine EE and CDL are therefore desirable both as a means to increase engagement with CDL and to bring about a holistic approach to student development. This paper has identified three touch points where EE and CDL naturally converge: Positive Psychology, Personal Branding and Design Thinking. Each offers academics and employability educators a range of practical tools and techniques which can be trailed and tested in the lecture room.

Literature Review

Enterprise Education Impact in Higher and Further Education: Final Report, (2013) London: Department for Business Innovation and Skills. This Report surveyed 155 studies of enterprise education in the UK and investigated the effectiveness of them. It concluded that while there was no clear evidence that EE increased the likelihood of participants establishing their own business, it did increase enterprising attitudes and behaviours which in turn benefited established businesses.

David Rae, (2007) “Connecting enterprise and graduate employability: Challenges to the higher education culture and curriculum?”, Education + Training, Vol. 49 Iss: 8/9, pp.605 – 619. This paper argues that universities should take a joined-up approach to EE and CDL. It sets out organizational models for this and describes in detail a case study at the School of Business, University of Lincoln, UK.

Pool, L. & Sewell, P. (2007). The key to employability: developing a practical model of graduate employability Education + Training, 49(4), 277-289. DOI: 10.1108/00400910710754435

The authors survey a wide range of literature and identify 9 core components of employability.

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Tbilisi

Managership in Turkish Business World, Management Mentality and Economy: A General Review

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Erman Kedikli**

Abstract

Businesses have begun to introduce new management techniques that will help to their advantage and strength in the changing market conditions and in competitive situation developing rapidly in recent years. The concept of business, established to supply human needs and to create benefit, is one of the economic units and human and understanding of managing it is one of the other most important factors in achieving the objectives of business. Therefore, the economic structure management approach human resources and organizations of business had become important. The business is a branch that includes business run independent budget or management and organizations of private business. Modern business was reached by passing home economy and barter economy. It is the oldest comprehension of economy known in history. In this study, historical development of business in Turkish society and the situation where today's business reached were evaluated in cooperative way as a result. It is tired to create a different perspective to condition of economic activities by introduced the relationship comprehension of management with economic activities.

Keywords: Market, Economy, Business, Management, Organization, Human Resources.

Introduction

Consumer consumption chart show a change because of percept of Social Welfare State is interrupted in twentieth century. Rising living standards cause to fall into disuse comprehension of mass production of standard good and service. In parallel with these developments, businesses have dominant position in scale economies in those years.

Businesses learned that working under harsh conditions and getting into changing conditions thanks to flexible structure, due to weak support given to him in between years of 1960 and 1970 (Beysoğlu, 1999).

At the beginning of 1970s, raw materials crisis and especially significant increasing of oil prices caused to great losses on profitability and other facts of big companies. These unexpected increases also caused large-scale production crisis and diminishing in world market. At the same time, big companies couldn't adopt these changes easily. Consequently, with these developments big companies went through crisis.

Today's economy consists from small and unstable markets. Thanks to increasing competitive expected that business scales would shrink. Human capital is a key element of countries as well as businesses. In countries with these process of changes, small and medium-sized enterprises (SME) fore with encouraging entrepreneurship and providing more employing. For instance, KOSGEB¹ donates entrepreneurship and support small businesses. Manufacturing, management and organization, marketing, foreign trade, human resources of businesses project is supported by KOSGEB.

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¹Small and Medium Industry Development Organization

The purpose of KOSGEB create opportunities like that support project costs, make up project culture and awareness, develop new project ability and flexible supporting system to fill the gaps caused by these thanks to develop and increase business economy, human ability and information.

Country economies merge with world economy so world become a single big market thanks to globalization. While one side of world have develops of globalization, the other side have widespread regionalization. In fact, these factors seem opposing concepts but these can be sample as a precursor of globalization and to create a common market between neighboring countries. Initially, these integrations burn to seek common solutions to economic problems.

Conceptual Framework

Business: Businesses are economic units which fulfilling the human needs and gain favour.

Economy: Economy is discipline which works for try to resolve unlimited human needs with limited sources. Economy is social science which seeks to ensure maximum satisfaction with a minimum effort.

Management: Management is getting work done through others for have common target. Management also make compatible all company departments and facts among to numbers of them.

Organization: Business management determines policies for business purposes in hierarchical order and supply supervision mission, responsibility (Koçel, 2010).

Human Resource: Human source of developed technology and also maintain that effectively. Therefore, human approach is more important fact than other business facts. Especially todays businesses concentrate on human and human ability (Artan, 1997, p. 19).

Market: Market is an external environment, weather, the whole shoot of market in which the business works.

Managership: Managership is a segment which inclusive management and regulation of special work-places.

Businesses establish for determined mission and goal. The sub goals as productivity, profitability, economy, quality etc. very important for degree of actualization.

Managership in Turkish Businesses World, Sense of Rule and Historical Process

Businesses service the public according to organizational goals in social responsibility, by bring profit and social benefits. Because businesses engage in activities for fulfilling society needs. In this context businesses produce goods and services with needs, budget-friendly, quality and quantity of society demands.

Sense of management in managership is defined as planning, organizing, impelling and checking of human activities for achieve the goal. But it should be noted addition to human activities there is also different activities.

Changing conditions transform economy, trade and others to new comprehension. So, there are many differences between today and old economical facts.

From past to industrial revelation in Turkish economical activities like that: Management, accounting and trade issues which has written studies in 14. 15. and 16. Century concentrate on city and country. In these periods, businesses are as agricultural enterprise, construction, clothing and home appliances companies in general. Also, there were significant developments about '*Ahi Community*' and 'Guild' in the fields of managership and manufacturing.

Ahi Community: This system which was an occupation and solidarity organization came into sight in Anatolia in 13. Century and it had the key role proving social order and establishing Ottoman Empire. It was similar to western guild organization style. These organizations were based on basis of brotherhood. Ahi Evran who had lived between 1171 and 1262 is founder of Ahi Community. After he had come to Anatolia, established '*Ahiyan*¹' and his wife established '*Bacıyan*²'.

There was unity system named 'ortasandık' which established between each Muslim craft to enter rivalry with settled Byzantium. 'Ortasandık' also has known for safe-deposit boxes in Ottoman Empire. Thanks to this system that can think as a financial system crafts can cooperate, master who get this achieve new can have financial source of set up one's own businesses. In principal and cultural Ahi Community human likened a boat with two oars. One oar symbolize economy, trade, art etc. and the other symbolize human relationship and moral values.

Guild System; is an organization which inclusive master, journeymen and apprentices in any field of business. Guilds existed in about 7. and 8. Century.

In the beginning, industrial revolution managership comprehension like that: human labour, animal power, water and wind were used on production until end of 18. Century. This community identified as an agricultural society. Transition to industrial society started with invention of steam engine.

Not only industrial revolution but also information revolution that started after WW II³. These two events have effected to society management business management alongside of economic, political and social. With industrial revolution, large scale mass production supersede of production which was done by natural energy. And this changing developed businesses and business management. Businesses prefer technology intensive methods rather than traditional production methods. Enhancing production activities, marketing, site of establishment, accounting, employment and manage of them became crucial for businesses (Arslan, 2013).

Today's businesses present to market quality goods and services and increase prosperity of society. From industrial revolution to present, obtained experience, accumulation, technological development, division of labour, specialisation and mechanization achieve to high levels in businesses. Automation of businesses process is enhancing day by day. So, businesses need less human labour. Humans source of intellectual power rather than physical force because they command to machines.

Digital businesses exist in mid-1990s, in these businesses information technology used intensively and have new management methods. Digital business is a business which have digital connection with customer, suppliers and workers all labour relations. Digital businesses can reach global organization and opportunity easily, simplifying of working process, increase profitability and provide competitive advantage, survive in work life.

Conclusion

Today we are living a century in which information adjust almost everything. Economic powers are measuring with information rather than weapons, money or labour. Economies which have information and use them effectively could be a power economic business (Aksel, 2010, p. 18).

Working styles, management methods, production and many other constantly changing factors. Thereby from past to present work experiences achieved very high level. Firstly, in business culture there was helping each other than industrial revolution then intellectual revaluation and finally digital network system and information technology.

Entrepreneurs, businessman and business manager don't grow up in Turkey due to social and commercial structure of Ottoman Empire. Ottoman economic policy was interventionist rather than Anatolian Seljuk Empire, refusal of capitalist economy and give the business income to minorities cause to:

- Fall behind at global commercialization and business and also business management
- Hinder to use of resources effectively.

The most important problem in Turkish businesses haven't got an organizational culture that not suitable with social structure. Today's businesses should have human-oriented culture and businesses process

¹Brothers

²Sisters

³World War Two

due to development in technology and information economy and transformation these to businesses process. Turkish businesses should have management activities (process) as that; positive values, feelings and emotions that the businesses have, western management logic that imitated; synthesize and balance this sides and put into practice these management style.

And generally, if today's companies want to stay in alive, they should develop their management, production, network system, information sharing.

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In Activity Process of Business Innovation Significance of Intergenerational Relations: Y Generation

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Abstract

In today's rapidly changing market conditions, businesses which want to create competitive advantage or survive in future have to have an innovation-based structure. Humans who make innovations and demand that innovations may have different desire and demand due to demographical, age and social specification. Y Generation form essential part of companies to make innovation and reach innovative structure. Yet Y Generation works with X generation in these businesses. In addition, costumers of this business consist of these generations. If the businesses want to maintain making innovation and stay in alive they should make condition, in which Y Generation, who invent today's innovative products, and the other generations have productive and activity communication. The purpose of this study is, investigate intergenerational communication in innovation-based over employee in that businesses as well as costumers. These businesses can get success in organizational structure as well as competitive advantage, as long as they develop intergenerational relations.

Keywords: Innovation, Innovative Productions, Generations, Y Generation, Intergenerational Communication.

Introduction

With the effect of globalization, businesses are operating in rapid, complex, ever-changing and compulsory conditions of competition over their work force as well as target market. In this conditions, businesses which want to increase their own market share and competitive capacity also stay in alive, initially, should have innovation and fluctuation structure in parallel with environmental conditions. Thereby the businesses can survive in today's rigid and drastic marketing conditions. Having creativity and innovative corporate identity is accepted as main conditions for stay in alive (Uslu, 2012, p. 121). Such that today's companies care about having ideas and creativity rather than physical assets (Hobikoğlu, 2009, p. 105).

Humans do their job with other people as a community. The work force is key consideration about having innovative culture and structure and also maintains that. Since work force creates the infrastructure of creativity and innovative ideas. Intergenerational differences are an ongoing fact from existence of humanity to present. But in today's rapidly changing conditions there are two or three distinct generation members in the same work place or environment. Today's companies are the best sample for these events. So, this company's workers can have different demands, requirements, motivations and perspective. If these companies transform that differences to opportunity and subsequently, make a synergy environment, they can succeed at innovation process. In the same way customer side of the companies have differences. Companies can survive in market and increase their competition power, if they analysis customers' demands and requirements efficiently and then transform that innovative product. Intergenerational differences may be main opportunity for having better innovative culture and victory.

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Analyzing of demographic structure of OECD Countries which are the best economies in the world X and Y generations form main part of total population (% 66 – TSI). Thus, businesses can reach to success in marketing and organizational unit, if they create communication between these generations effectively.

Innovation

Innovation stems from romance word: “Innovare” that mean is doing new and different thing (Hobikoğlu, 2009, p. 101). Scientifically, story of innovation dates back to 1912, when J. A. Schumpeter published a book named ‘Theory of Economic Development’. In this book innovation was described as inventiveness in basic meaning (Aksel, 2010, p. 7). Schumpeter distingrated innovation to three stage:

1. *Invention*: Discovery process of a new technical discipline;
2. *Innovation*: Process of commercialization of new invent;
3. *Diffusion*: Diffusing of innovation in commercial using.

But today, innovation states that all of these stages (Aksel, 2010, p. 17).

In literature, there are many variety identification about innovation but the accepted is Oslo Manuals’ description which is like that; ‘the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations’ (OECD-Oslo Manual, 2005, p. 46).

Innovation types consist from product, services, processes, organization, management, production and marketing innovations. Authors separate these types three main genre as product, process and organizational innovation (Trott, 2015, p. 15). These innovations are (OECD-Oslo Manual, 2005, p. 53):

Product innovation: Introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics.

Process innovation: Implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

Organizational innovation: Implementation of a new organizational method in the firm’s business practices, workplace organization or external relations.

In the event that businesses do that innovations effectively they can increase own competitiveness and profitableness. Therefore, businesses should have innovative culture (Uslu, 2012, p. 117). And also, innovative culture accepted as a precious weight. Nowadays, leading companies of world has been best companies thanks to having innovation strategy (Gözler, 2007).

Generations and Generation Properties

Generation is a group of persons who travel through life together and experience similar events at a similar age. That is, they share a common social, political, historical, and economic environment (Williams & Page, 2011, p. 2).

Individuals have different character traits, perspectives and perception in many subjects due to economic, social, socio-cultural features of period in which they grow (Berkup, 2015, p. 1). In other words, generation express those persons who have common experience rather than were born in same inter-annual. Today, factors which make persons different are changing rapidly. Therefore, there can be three or four different generation members in the same place.

Intergenerational differences were subject even in old society. Concept of generation dates back to Ancient Greece and Egyptian civilizations in studies about this subject (Adıgüzel, Batur, & Ekşili, 2014). Also, in an inscription of Sumerians which was written approximately between years of B.C 3500-2000, we can

see some expressions about this discussion. In the inscription that sentence like that ‘What will happen to situation of these youth?’ (Berkup, 2015, p. 47).

Table 1: Age Range of Generations

Generations	Age Range	Years
Silent Gen.	91-71	1925-1945
BB	70-52	1946-1964
X	51-37	1965-1979
Y	36-17	1980-1999
Z	16- 0	2000-

Source: (Öztürk, 2014), (Öz, 2015)

1. Silent Generation: This generation members spent a significant part of their life in the shade of war and economic trouble. So, this generation’s features are based on these two facts. These people are compatible, abstinent, like working and obedient. And also, these members prefer simply life without more spending (Berkup, 2015, p. 61).

2. Baby Boomer (BB) Generation: BB members’ philosophical core is ‘Live for work’. BBers expect long-term employment, ascending depends on their seniority faithfulness. Generally, Gen. BB is defined hardworking, idealist, abstinent and high sense of faithfulness persons (Öz, 2015, p. 6).

3. X Generation: BB members’ philosophical core is ‘Work for live’. Gen. X is the first generation which is met technological evolution (Öz, 2015, p. 11). So, that Xers at peace with technology and using that easily. They are loyal to their job and don’t want to leave the job if it isn’t obligatory (Dünya, 2012).

4. Y Generation: Yers are more interested about social media and communication technology according to previous generation members. Correspondingly, technology formalizes this generation features enormously than previous ones (Ustakara & Türkoğlu, 2015, p. 947). Yers have had the opportunity to computer, mobile phone and other technological devices since childhood. So, they expect more technological business process and managers (Ağrıdır, 2013). Yers can’t appropriate authority easily and low fidelity by comparison with previous generations. Yers are defined as devoted to own independence, job jumper and growing in technology (Ustakara & Türkoğlu, 2015, p. 947). Also like teamwork in workplaces, not against to changes and according to changed conditions easily. Otherwise, Yers the most educated and examiner generations. (Tolbize, 2008, p. 4).

5. Z Generation: This generation members were born in technology, collaborationist, creative, not spending more time outside and prefer live alone to crowd, computer to book, text to talking (Öz, 2015, p. 16). Gen. Z also named ‘network youth’ can be associate of variety networks. Because of could make remote connection, it thought that they can live alone (Adıgüzel, Batur, & Ekşili, 2014, p. 174).

Every generation have distinctive characteristics, value judgement, intellection and perspectives. Since keep in mind that while generations are defining, coining phrases are in use. Furthermore, every generation member cannot have same properties (Lower, 2008).

Generations in Position Held and Innovations

Employee and innovation are factors which can affect each other and these have mutual affinity. In this regard work force, should encourage for change, motivate and give insight modernist vision comprehension (Uslu, 2012, p. 118). Motivate and information is source of creativity and new knowledge. Within this scope employees should have reach information liberally and form experience sharing in an efficient communication platform (Özçer, 2006).

Employees which are members of different generations have different perspectives in work life and appropriate different management and ethical form (Capital, 2002). Businesses can improve new work methods and motivational patterns cause of these differences. Businesses which hold Xers and Yers should revise self-organizational structure and strategy for coordination and productivity (Capital, 2016). Also, the businesses can increase fertility by social media, mobile technologies and network system oriented which Yers usually use that. Also, if Yers have managers who believe and reliant to them, they could accept busy schedule (Adıgüzel, Batur, & Ekşili, 2014, p. 175).

In an encourager business culture, current workers should have innovative specification. Assumed that Yers have this specification. But, employing X and BB generation members in the same workplace with Yers as manager or senior executives can hinder to meet innovative structure. This case is very important because for having innovative culture, new opinions should diffuse to all business units, should be created creativity environment and should have high risk tolerance to workers (Uslu, 2012, p. 118).

When Xers get a managerial position in businesses, information and communication technology developed. Hence these facts shifted generation properties. Yers who qualified with technological information, entrepreneur and expects rapid promotion, work under older generation members for that reason can be conflicts in workplaces (Adıgüzel, Batur, & Ekşili, 2014, p. 173).

While Xers have three percent of spirit of entrepreneurship, Yers have thirty three percent (Öz, 2015, p. 15). Also, Yers have highly adaptable capacity and can perform different missions (Adıgüzel, Batur, & Ekşili, 2014, p. 173). But these can be bored from current missions easily. If the businesses want to incorporate Yers, they have to make organizational innovation in line with generations properties.

Loyalism decreases from BB to young generation. Employee who wishes to continue in the company they work decreased continuously every new generation (Tolbize, 2008, p. 6); BB: % 65, X: % 40, Y: % 20.

If businesses get on same page to youth dynamic and mature generations' experiences, they can have productive and dynamic working conditions. Intergenerational synergy affect to all of operation of businesses (Capital, 2002).

Costumer Side of Generations and Innovation

Generations have different demands and requirements due to experienced social and cultural etc. factors. For example; Xers want to spend money more of personalized products, Yers want to get social, live day, spend money technological products, doing immense expenditures (Williams & Page, 2011, p. 8) and finally Gen. Z members want to spend money products which are equipped with latest technology, design oriented and innovative (Wood, 2013, p. 1).

Businesses' 'activity oriented' strategy is not a sufficient fact for being surviving corporation at the present time. For survive in today's competitive conditions; businesses should anticipate future conditions, investigate issues and opportunities, develop new methods suitably and timely (Özçer, 2006).

Demographic changes, transculturation, technological developments, establishing strength networks etc. are source of new innovations (Şahbaz & Şahbaz, 2013, p. 126). Businesses which analysis these factors efficiently and permanently can increase competitiveness as well as lucrateness.

Customers who are target of businesses also the best source of these corporations. Because businesses can ensure feedback tanks to technological using, so they can develop their current products and put upon the market new innovative products. Gen. Y members' specifications are very important at this stage, because Yers have ability in technology and technological spaces.

Customers' expectations, requirements and motives haven't become a need must have detected in advance to succeed on commercializing of innovative products which is one of best fact of innovation process.

Businesses which have innovative culture get these qualifications in virtue of investment to consumer research. Businesses which determine potential demand and expect of customers formerly and create innovative product from those, can increase own competitiveness and productiveness with stand out among their rivals.

According to Peter Ducker, changing demographic structure can open doors for innovation (Bayıksel, 2008). The best practical and easiest way of those changings and differences are observing to market. Observation is used in creativity and innovation because this is raw material of innovative ideas (Hobikoğlu, 2009, p. 138). In this way, businesses can get successive stage in commercializing.

Conclusion

Due to development of technology new jobs have showed up and will show up. Furthermore, new transactions of business come insight in connection with generational differences. Today's businesses should have not only an innovative culture but also innovation activities in parallel with generations' expectations and demands. If businesses do that, they could stay in live in future.

In recent time, Gen. BB, X and Y, can work in same workplaces. If businesses create synergy, they would succeed in work life. In addition, Gen. Z will accrue to work force within ten years. So, that businesses should develop their working process, workplaces and cultural structure in the face of Z generation properties. This is the best possible way for an innovative business.

Businesses should develop prudential innovative products temper to alternate generation properties. For instance, Y and Z generation members' analysis of probable demand in coming years have a vital role for business, because they will gain much money by today and almost work every business pretty much. Thanks to Yers technology ability, businesses can get new information, recommendation, criticism and new ideas from customers by feedback systems. By means of these businesses could make innovative product then commercialize this product will be so easy and of course innovative success.

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SECTION I: Innovations in Business

2

Modern Trends in Tourism





Tbilisi

Georgian Wine Making Companies and Their Marketing Strategies

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Abstract

Georgian wine is one of the most important goods produced here. Georgia is small developing country with small GDP, while we are the home country of wine production. Marketing techniques play the significant role in product development. Examining marketing strategies of Georgian wine on the example of Georgian wine maker companies would give us necessary information. Not many Georgian companies are using marketing strategies for development of brand. So, we conducted the research about which marketing techniques were used by Georgian wine maker companies. The research showed that companies do not really realize the importance of marketing in development of wine business. This was concluded by the answers of questions about marketing strategies used by their organizations. We have created several useful strategies and recommendations for Georgian wine producers and believe those will improve the whole picture.

Keywords: Marketing Strategies, Wine Marketing, Wine Promotion, Sales Growth, Brand Awareness.

Introduction

History of Georgian Wine

Georgia's spirit is in the grape and her heart beats with a pride born from the awareness that she is the oldest winemaking nation in the world. This belief is backed by archeological findings, which include material evidence of 8,000-year-old grape stones inside many antique clay vessels. Georgia is the birthplace of wine according to a number of the world's competent experts. The mention of the ancient traditions of vine growing and high quality wine growing in Georgia (or Colchis and Iberia, as it was known in ancient times) can be found in the works of Homer and Apollonius of Rhodes. Even the unique Georgian alphabet is modeled after the shape of the vine's curly offshoots.

Wine is part of Georgian heritage including architecture, poetry, and songs, and is associated with celebrations, holidays, rituals and most importantly with Georgia's religion the Christian Orthodox Church. Wine held a central part of pre-Christian pagan celebrations and henceforth with the conversion to Christianity that took place in the early 4th C. AD. According to tradition, when St. Nino introduced Christianity in Georgia, she preached bearing a cross made from vine wood and bound with her own hair. Keeping wine as a sacred part of the sacraments was easily understood and is partially why most of the architectural monuments and Christian icons include vine motifs. Winemaking as an academic course was taught here as early as the 8th and 9th centuries. This included a number of schools and academies including the Ikhalto Academy where viticulture and winemaking were major fields of study.

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Winemaking remained the basis of the Georgian economy for centuries. Through the long history of the Georgian nation, the vine has gained iconic significance in Georgia. It is a symbol of regeneration, of wealth and plenty. Perhaps because of this the grape harvest in Georgia, and especially in the Kakheti region where Pheasant's Tears is based, is more than just a celebration, it is a statement of identity and attachment to the land. In short, this love affair with the grape is still in every true Georgian's flesh, heart and soul. (1)

Marketing Strategies of Wine

There are number of factors influencing sale of wine, such as quality, taste, producer company, place of production, advertisement. We can't say any of them is more important than others and vice versus. Each type of wine has have their own consumers however the same type, with alike quality and same price range can be produced by a lot of different companies. If a buyer isn't a professional wine lover, while entering a market he pays attention to two main components. Price cannot be pointer as we have already mentioned because several producers can suggest the same products for the same price. In several cases price, can be main influence as there exists stereotype that higher the price is better is the quality. This is old myth and in some cases this approach can be unreal. What about taste and quality of wine, those two cannot be factors which push the buyer because those two become known only after buying. So, those two main factors which make people buy this or that wine, are: advertisement made before, and wrapping attracting customers inside the shop.

The very first thing to be done is the identification of your own product. The information including wine's characteristics, place of its production, and all good sides of it, are important to be analyzed well. Sales strategy should be built on this information, these details must reflect on brand name, wrapping, and the whole advertising campaign. I'm talking about the simple details like knowing who is your potential customer and what exactly is the brand which you're going to promote. For example, if a potential customer is interested in buying wine made of high quality grapes and your vineyard has a great location your must do thing is to create appropriate name showing awesomeness of your vine and wine. Also, if you include information about how organic and perfect atmosphere your vineyard has, your product will definitely its buyers.

That's why the main aim before beginning advertising campaign is to determine what does the name of the brand expresses, what should be the main message that will sell the product, and what type of design would be appropriate for definite type of wine brand. To formulate all this system great amount of financial aid is needed, but reducing cost of it by hiring less professional designers and marketing specialists would be unsuccessful for the company, as well built marketing strategies are guarantees for future triumph.

By taking into consideration above mentioned factors, founder and president of TI Beverage Group - Michael Machat, achieved serious success. He didn't create unique types of wine or growing special kinds of vine. He just made middle quality wine and forecasted potential buyer segment. He needed the name which would get the attention of people inside the stores and he named the wine "Vampire". It became very popular among young buyers who had no experience and knowledge of consuming wine. "When young people enter the store to buy some wine, they just want to drink it. They look at shelves of wine bottles and see "Vampire", which causes emotional attitude. They don't know much about wine so they buy "Vampire". In such manner, new consumers are born." Also, it must be mentioned that this wine becomes especially popular on Halloween days. This brand has chosen very narrow segment and is considered to be sold on holidays, such frames may generally have negative sides and can be unsuccessful from marketing point of view.

One very important thing is etiquette. Generally, it is considered to be successful the etiquette which isn't overloaded with details and just has a bit old fashioned script on it. This causes association of old and classy, however this approach is so much popular that almost all wine brands use it, so this cannot be regarded as an advantage. But this cannot be said about Château Mouton-Rothschild, as it combines the aspects of oldness, creativity and stylish taste, which is not only beautiful but also makes positive influence on customers while choosing it. The strategy is simple: every year Château Mouton-Rothschild chooses famous painter's paintings and makes their illustrations on etiquettes. On the etiquettes of this aristocratic drink already found places paintings of well-known artists like Salvador Dali, Andy Uorhall, Pablo Picasso, Joan Miro...

Only showing classy style isn't the only tool bringing success to wine. In some cases, bad attitude gets more popularity. It is proved by the Cycles Gladiator case, naked women body painted on its etiquette caused real noise. The case against producer company was discussed on courts and it caused increase of web page viewers and also buyers. Because of such reasons more and more wine companies give names to their wines like Royal Bitch or Fat Bastard.

Despite of the fact that nowadays poring wine in boxes have become popular and it is very easy to consume, for buyers the bottled wine is perceived to be more appropriate, accordingly the last one is sold in greater amount. Lid of the bottle is important as well. Nowadays more and more wine manufacturers begin using screw lids, however lastly conducted researches showed that consumers prefer wines with cork lids to those with screw lids. 72 of 100 most selling wine brands are using cork lidding.

Of course, above mentioned strategies are well known methods to promote wines but they are factors which force customers buy the product, they are powerful before customer drinks it. The taste and quality of wine are the factors which can engage customer or lose it. So, it's important to be considered that while doing marketing strategies taste and quality of wine should be main aim of the company. As marketing, will help company only before wine gets from bottle to the glass of the buyer.

Role of Government in Advertising Georgian Wine

Georgia's government has agreed to fund a new winery that is set to be one of the country's largest, as part of plans to overhaul the sector and increase exports. As Georgia is developing country its government does its best for GDP growth. Government funding will be provided to build a new winery in the area of **Keda**, in **Adjara**, a ministry of agriculture spokesperson told **Decanter.com**.

It is also intending to reform the current vineyard certification system and quality controls on wine. The ministry spokesperson said officials have already begun to issue maximum crop levels for different regions, while a state tasting commission has been established to better assess wine quality. (2015)

Georgian government plays important role in promotion of wine. It finances NGOs working on Georgian wine marketing and making projects to make our wine more and more well known around the world. Reducing price of excise is step made by government to help wine producers.

Another event made by government is that every foreigner visiting Georgia is getting a bottle of Georgian wine for free. This is very good strategy for promoting product and engaging customers.

Finances making new videos about Georgia and showing wine making technology in them is also promotion of Georgian wine as those videos are shown on popular TV channels in different countries. Georgian government finances wine companies to participate in exhibitions around the world. It can be said that governments do its best to help Georgian wine to develop and become popular.

Research

Research Methodology

In the chapter – Research Methodology I outline several steps about research, in more details: the research method, the research approach, the sample selection, the research process, the results of the research.

Quantitative VS Qualitative

In order to satisfy aims of the dissertation, I help quantitative research. The main characteristic of quantitative research is that it gives exact outcome. Unlike qualitative research it is easier to be conducted. Researcher has concrete aim to get certain information, nothing more or less. Quantitative research is very appropriate in such situations. For my article I was focused on certain things for me as for researcher it was important to get answers to my questions, qualitative research wouldn't allow me to gain concrete information as perception of questions are different for each individual. One inaccurate understanding could change the whole picture of research outcome. Thus, quantitative research was right method for my article to be conducted.

The Research Approach

In an inductive approach to research, a researcher begins by collecting data that is relevant to his or her topic of interest. Once a substantial amount of data has been collected, the researcher will then take a breather from data collection, stepping back to get a bird's eye view of her data.

Despite the fact my research seemed to have deductive approach I decided that it is inductive. I as a researcher had several predictions about research outcome but those couldn't have the face of theories. In inductive research, it is important to focus on the aim and make appropriate questions which will bring us to expected conclusions and theories. The theories and conclusions are made of small sample research results what can be seen as a disadvantage, as reliability of research can be under question.

The Sample Selection

The method of purposive sampling was used to develop the sample of the research under discussion. According to this method, which belongs to the category of non-probability sampling techniques, sample members are selected on the basis of their knowledge, relationships and expertise regarding a research subject (Freedman et al., 2007). In the current study, sample members were selected by their positions inside wine companies, their knowledge and involvement in processes going on within the company. As I needed them to have complete information concerning to my article the sample was chosen correctly.

The Results of the Research

It can be considered that research was conducted successfully, as all participants were happy to participate and satisfied after finishing it. The main aim of the research was reached. The data about Georgian wine marketing was collected, from the Georgian wine making companies point of view. The gained information was appropriate for making conclusions and creating theories.

Conclusions and Recommendations

To consider all the data of the research and results of it some conclusions can be made. First of all it can be said that Georgian wine maker companies really need help in terms of marketing. They actually understand the importance of it but do not realize what and how should be done. Georgian government plays great role in wine development as it has created funds and organizations which manage the participation of Georgian wine in international exhibitions and competitions. As government has great influence on wine makers in Georgia, it should encourage them to use more marketing strategies on different markets.

As to recommendations, my article is written for changing something. My goal was to find a problem and discover the ways out. With my research, I came across with several problems which are interrupters of development of Georgian wine. I have several suggestions to wine companies which I believe can be successful in case of implementation.

We talked about Vampire wine and concluded that correctly chosen name can dramatically increase wine sales. Georgian wine producers use the same traditional names of wines and I think that needs some changes. Of course, on the etiquette they can mention the real name of the vine and wine but they can attract people's attention by giving special names and designs to their wine bottles. There are hundreds of different wine bottle designs which are interesting, some of them to my mind are inappropriate while some are very sophisticated. I suggest pictures and little information about those I think have made new standard of wine bottle design. I suggest Georgian wine makers think about what they are actually doing. Just getting one designer and creating products by means of one person's imagination is not enough. It needs to be done properly, whatever you are doing you need to be doing it right way and everyone should try to create new thing not just copy others. Copying others is the easiest thing ever and then you lose your personality. Wine is the lady who has very strong personality so every bottle should carry its own legend, its own story, its own character.

Another problem-solving strategy from my sight is government intervention. As we can see role of government in Georgian wine development is relatively high. This means that government can make changes. Force wine makers to gain more knowledge in marketing, making trainings and courses for wine company managers in marketing will be great initiation. Those will contain the process of explaining and showing

them the importance of marketing in wine business, showing future benefits which will be gained in case of using appropriate strategies. This event will help companies see the future prospective. Analyzing that paying 1000\$ in marketing today can bring 100000\$ back tomorrow, will encourage Georgian wine makers study more and develop more.

Ministry of Agriculture in Georgia has lots of times implemented such approaches: trainings and courses to increase the level of knowledge in Georgian producers. And most of them were well accepted and successful.

Art and wine, is my another suggestion. Georgia has lots of famous and not well known but brilliant painters. Collaborating with them and using their paintings on etiquettes of wine would be great strategy. For international customer, who is entering the store with the will of buying some wine, who is not sure what he is looking for, seeing beautiful paintings on labels of the wine bottle will be interesting. As we know Château Mouton-Rothschild uses paintings of famous painters like Salvador Dali, Andy Uorhall, Pablo Picasso, Joan Miro etc. Our wine makers can also use this strategy. If we don't have Picasso we have Pirosmiani, if there's no Georgian Dali, we have Petviashvili. Implementation of this approach will be winning for all: wine producers, Georgian painters as this will make them more famous, and for Georgia the country as it will gain more interest from potential tourists.

What's more about recommendations. I suggest Georgian wine makers to remake etiquettes and write on them that wine is produced in Georgia, the first country producing wine in the world. Not a lot of people know this information even inside the Georgia. While the information about the Georgia being the very first country where wine production began is very important. While knowing, the product was made in its home country, it causes trust and attracts new customers. Companies can even include the map showing all this information.

I recommend wine makers to produce small wine bottles, like 50-100 gram bottles, make a package with 5-6 different varieties of wine bottles and suggest them to customers. Why I think this is a good idea? – Because, for me as a customer, when I don't really have knowledge and experience of wine tasting, it would be easy to buy this package taste all of them and choose my favorite. Another reason why this strategy will be successful is that, wine is always a good idea as a gift, when you aren't sure what type of wine does your friend love, you just buy this package and bring it to him/her.

The last recommendation I give to Georgian wine producers is to create different wine categories. As they are oriented only on high and premium quality wine production, they need to have differentiated products. I created wine classification pyramid which I think every large producer should manufacture.

To sum up, I conducted a research, had some findings and made several solutions. I hope my dissertation will be helpful for Georgian wine producers and for the whole wine market for its development and steps forward.

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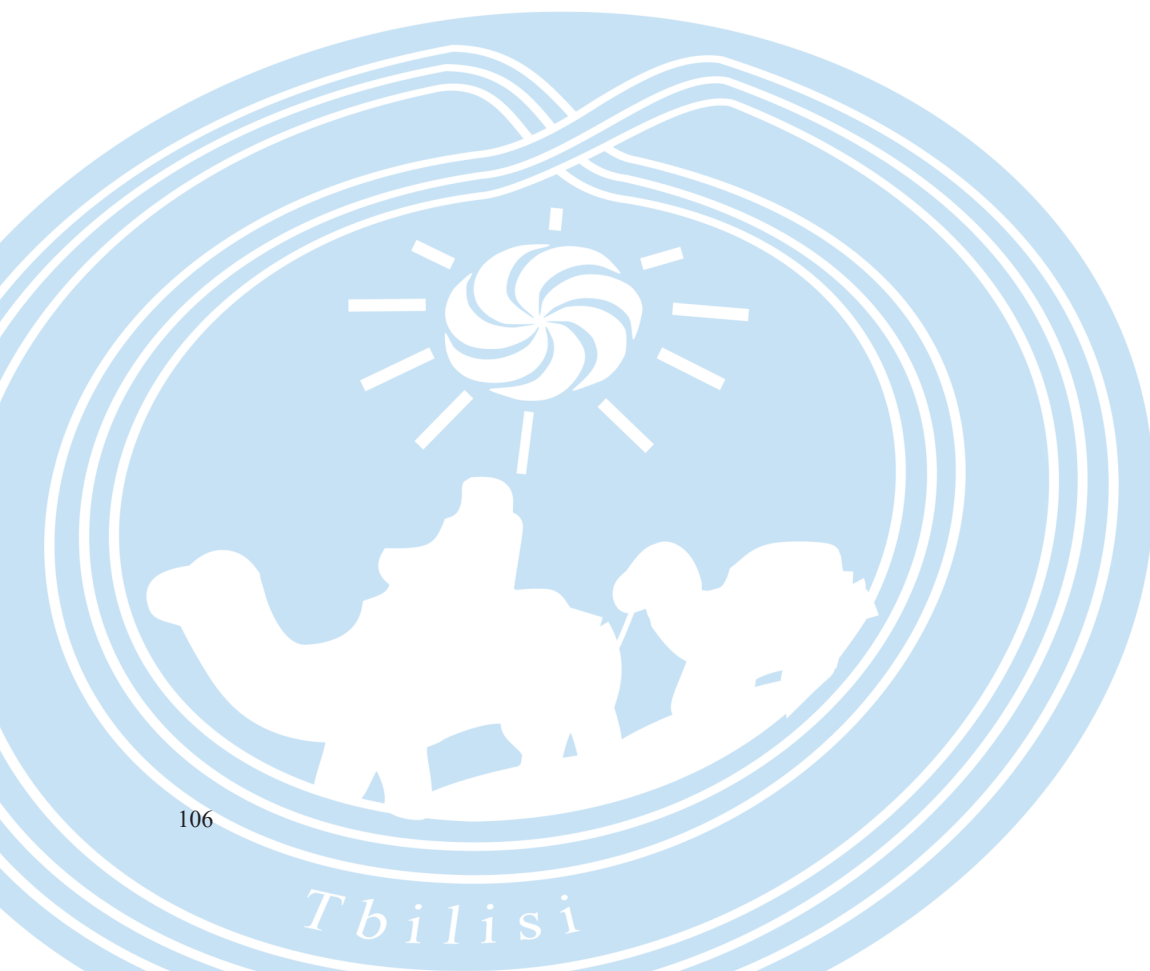
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The Role of Innovation in the Restructuring of the Tourism Industry

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Abstract

The tourism industry is undergoing significant restructuring (albeit at a slower rate than the manufacturing sector) and innovation is an important element in this process especially because markets are saturated and competition is fierce. Unlike inventions, innovations are market-based applications of new processes, products or forms of organization. When compared to other economic sectors it is easy to observe that change in tourism is dominated by incremental innovations while radical innovations are almost completely lacking. The following dimensions of change are visible in tourism, as reflected by the extant literature:

1. New forms of (alternative) tourism are being created, moving away from the conventional, mass tourism. This has led to the creation of new production processes and different management systems.
2. The diffusion of the new information and communication technologies and their gradual adoption by the tourism industry has helped with the creation of new, individualized tourism products.
3. The addition of new markets and new suppliers.

We could safely conclude that, at a time when the demand for tailored experiences is rising, innovation plays an important role in providing adequate products and services to tourists. Although the specific literature is slowly but constantly growing, innovation in tourism has received much less attention when compared to manufacturing. Attempting to fill this gap, this study will examine the main determinants of innovation in tourism, the forms in which it is manifested and the impact and wider implications it has on destinations.

Keywords: Restructuring, Innovation, Tourism.

Introduction

The tourism industry is undergoing significant restructuring (albeit at a slower rate than the manufacturing sector) and innovation is an important element in this process especially since markets are saturated and competition is fierce (Carvalho and Costa, 2011). Tourism has been continuously changing due to the changes in preferences and tastes of tourists, in political and economic conditions and in technologies (Hall and Williams, 2008; Carvalho and Costa, 2011). However, it is globalization the main factor that has increased the speed at which innovations are happening in tourism (Hall and Williams, 2008).

Although the specific literature is slowly but constantly growing, innovation in tourism has received much less attention when compared to manufacturing or even other forms of services (Weiermair, 2003, Hall and Williams, 2008; Hjalager, 2010; Williams and Shaw, 2011; Carvalho and Costa, 2011). The importance of innovation in services, and, more specifically in tourism, has generally been underestimated (Korres, 2008). Attempting to fill this gap, this study will examine the main determinants of innovation in tourism, the forms in which it is manifested and the impact and wider implications it has on destinations.

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Kanter (1983: 20-21; cited in Hall and Williams, 2008: 5) defines innovation as “[...] the process of bringing any new, problem solving idea into use. Ideas for reorganizing, cutting costs, putting in new budgetary systems, improving communication or assembling products in teams are also innovations.” For Schumpeter (1934; cited in Hall and Williams, 2008: 5) the main attribute of innovation is “newness” and innovations can be classified as either incremental or radical. Similarly, Chan et al. (1988; cited in Hall and Williams, 2008) distinguished between three types of innovations: incremental, distinctive and breakthrough. The main difference between inventions and innovations is that while inventions are major scientific and technological developments that may include new processes, products or forms or organization, innovations are adaptations of these inventions to the market (Hjalager, 1997: 35).

Literature Review

Although research on tourism innovation lags well behind research on innovation in other economic sectors, a number of extensive literature reviews on tourism innovations have been published in influential tourism journals (Hjalager, 2010; Williams and Shaw, 2011; Nagy, 2012; Carvalho and Costa, 2011).

Much of the literature on innovations is ambiguous and does not distinguish between influential and less influential innovations (Hjalager, 1997). Innovations can be classified into the following categories (Hjalager, 1997: 36-40; Hjalager, 2010: 2-4):

1. Product innovations which include different forms of alternative tourism.
2. Classical process innovations include innovations that support performance of already existing operations by means of technology.
3. Process innovations in information handling refer to increasing the tourism flow through an appropriate information system in place.
4. Managerial innovations take place in cooperation with a range of agents from staff to residents and tourists. They refer to new ways of organizing tourism staff by directing and empowering them and by rightly compensating their work.
5. Management innovations refer to new ways of marketing locations and improving communication and relationship with tourists.
6. Institutional innovations refer to the reorganization of local institutions (public organizations, trade associations, trade channels or labor division) in order to improve the profitability of tourism operations. One such institutional innovation is the growing environmental concern among residents and tourists.

Based on an extensive literature review, Nagy (2012) concludes that most of the innovations in tourism are technological. She believes that there are several dimensions of innovation in tourism which can be structured as such (Nagy, 2012: 368):

1. Human dimension when employees or guests are involved in the innovation process;
2. Financial dimension when the innovation serves to increase sales or to maximize profits;
3. Organizational dimension when the innovation is aimed at the firm’s size and capacity, chain structure or management.

Moscato (2008: 4) showed that, although innovation may come in different forms, all these forms share three common elements: creativity, a problem-solving approach and a new way of thinking. In her research she adopts a new way of thinking about the role of tourism in sustainable regional development in order to re-conceptualize sustainable tourism. More specifically she argues for the use of alternative forms of tourism, such as ecotourism and community-based tourism in order to correct negative consequences from mass tourism development.

Bramwell and Lane (2012) argue that we should differentiate between innovation and tourism and innovation in tourism research. Much of the research in sustainable tourism, for example, has been in-

volved in problem-solving and opened up new ways of thinking but not all these innovations have been implemented in the real world. Also, some innovations in tourism have emerged neither within the tourism industry nor within the tourism research but rather reflect broader societal, political and economic changes (Bramwell and Lane, 2012).

Williams and Shaw (2011) examined the relationship between internationalization and innovation. They found that this relationship can be conceptualized in three different ways: internationalization as a form of innovation, successful internationalization through innovation and internationalization driven by firms with superior knowledge. In the first approach, tourism firms may choose to operate in foreign markets in order to gain competitive advantage. In this case, internationalization is also a form of innovation. In the second perspective, the argument is that successful internationalization can only happen in the presence of innovation that will give the internationalizing firm the competitive advantage to operate in a foreign market. In this case, innovation should be understood as a necessary but not a sufficient prerequisite for internationalization. In the third approach, the main idea is that when a firm internationalizes, the competition it faces increases. In order to overcome the heightened imperfections in information, firms need to have access to superior knowledge (Williams and Shaw, 2011).

Hjalager (2005) investigated the impact of welfare state interventions (Denmark) on tourism product and service innovations. She concluded that the Danish Labor Market Holiday Foundation created by the government of Denmark to provide opportunities for social tourism (i.e. tourism for disadvantaged social categories) has since been a leader in tourism innovation, setting the standard in the Danish tourism sector. Besides major innovations in terms of the architecture and landscaping of social tourism operations, the foundation also developed new, education-based tourism attractions.

1. Methodology

This paper is based on a survey of the extant literature on innovation in tourism. All our findings were derived from a thorough examination of these secondary sources. However, due to space limitations, not all sources analyzed were included in this study

2. Findings and Discussions

Based on our review of the extant literature on innovation in tourism, we organized our findings into four categories. First we will discuss the main determinants and drivers of innovation in tourism. Next we will examine the major forms of innovation in tourism and will discuss its main characteristics. Finally, we will evaluate the impact of tourism innovation in destination locations.

2.1. Determinants of Innovation in Tourism

Innovation in tourism is driven by changes in consumer preferences, in technology, in the organization of factors of production and by the need to increase competitiveness (Hall and Williams, 2008: 2).

1. Globalization and deregulation processes which have increased competition among tourism providers. This has stimulated process innovation (networking, reservation and yield management) rather than product innovation which can be easily imitated by competitors (Weiermair, 2003).

2. Entrepreneurship is a crucial factor driving innovation in tourism and increasing competitiveness (Hall and Williams, 2008). Innovativeness of tourism entrepreneurs is generally limited whereas lifestyle entrepreneurs are more innovative but on a small scale (Hjalager, 2010).

3. Market demand for new tourism products and services is considered to be the most important driver of innovation (Hall and Williams, 2008).

4. Technology allows for better customization of tourism packages (Stamboulis and Skayannis, 2003). ICTs can also contribute to better accessibility for tourists and can make tourism operations run more efficiently (Hjalager, 2010).

5. Innovations are stimulated when operations are part of a system rather than stand-alone. Early economic geography works by Alfred Marshall and others (Stutz and Warf, 2005) have revealed that innovation is encouraged when companies are part of industrial districts. We expect that innovations in tourism are stimulated by the location of the operation in resort or in an agglomeration of destinations (Hall and Williams, 2008).

2.2. Forms of Innovation in Tourism

The following dimensions of change are visible in tourism, as reflected by the extant literature:

1. New forms of (alternative) tourism are being created, moving away from the conventional, mass tourism. This has led to the creation of new production processes and different management systems. For example, tourism sustainability is often used as a strategy for differentiation from competition (Carvalho and Costa, 2011).

2. The diffusion of the new information and communication technologies and their gradual adoption by the tourism industry has helped with the creation of new, individualized tourism products. They also allowed tourism providers to interact directly with tourists (Korres, 2008).

3. The addition of new markets and new suppliers.

2.3. Characteristics of Innovations in Tourism:

1. When compared to other economic sectors it is easy to observe that change in tourism is dominated by incremental innovations while radical innovations are almost completely lacking (Weiermair, 2003; Bramwell and Lane, 2012).

2. Innovations in tourism are often bound together in very complex patterns and manifested at different scales (from individual to the national tourism system) (Hall and Williams, 2008). We should therefore see these innovations as part of the entire tourism system (Hall and Williams, 2008:3).

3. Many innovations adopted in tourism originated in other service sectors or even other economic sectors (Hjalager, 2002; cited in Hall and Williams, 2008).

4. Innovations that started in tourism have also been successfully transferred to other areas of activity, for example to urban regeneration strategies (Law, 2002; cited in Hall and Williams, 2008) or in retailing (Hall and Williams, 2008).

5. Innovations in tourism are often studied in isolation instead of being seen as part of the broader social science research on innovation (Hjalager, 2002: 465; cited in Hall and Williams, 2008).

6. Because tourism firms are dependent on local suppliers, when internationalizing, innovations implemented at the initial location is not necessarily diffused to the international locations (Williams and Shaw, 2011).

2.4. The Impact of Innovations on Tourist Destinations

It is difficult to estimate the rate of innovation in tourism or to compare with rates of innovations in other economic sectors or across national borders (Hjalager, 2010). In general, it is claimed that the rate of innovation in the tourism sector is lower than in other economic sectors, and, at least partly, this may be due to the smaller sizes of most tourism operations (Pikkemaat and Peters, 2005).

Over the past two decades, destination strategies to attract tourists changed very little to account for the environmental changes and for the increased competition among destinations (Weiermair, 2003). This, in many destinations, has led to declining number of tourists and the phenomenon will continue and even intensify unless the industry is able to innovate in order to reduce the costs of production and marketing or in order to diversify by offering new experiences to tourists through niche strategies (Weiermair, 2003).

There is very little empirical evidence about the effects of innovations on tourism destinations. Sorensen (2007) opined that, in most cases, the impact of innovations on tourism destinations is rather limited. Also, challenging the role of agglomeration in other economic sectors, he argues that in tourism social networks are weak and there is little inclination among tourism operations to collaborate or to learn from each other.

There are controversies surrounding the effect of innovations on destinations, especially whether or not innovations in one place should be diffused to other destinations (the debate between those who support standardization and those who support localization in tourism) (Williams and Shaw, 2011). The supporters of McDonaldization (Ritzer, 1993) of holidays argue that this creates predictable experiences for tourists and highly lucrative and cost-calculable operations for businesses. It is well-known that tourists seek an experience that is different from their everyday life (Williams, 2009); however, the argument is that they may be more willing to accept local innovations if they are somewhat familiarized with the standardized product (Williams and Shaw, 2011). This creates a hybridization of the tourism product or service (Murray, 2006). On the other hand, due to the fact that tourism firms are more or less dependent on their local suppliers (Hjalager, 2010), internationalization does not lead to the diffusion of innovations abroad and to the creation of standardized products but rather to a sort of hybridization where innovation is co-produced across international borders (Williams and Shaw, 2011).

Conclusions and Implications

In order to withstand the heightened competition created by the processes of globalization and deregulation, tourism industry was forced to undergo significant restructuring. Although innovation rate in the tourism sector had traditionally been below the innovation rate in other economic sectors, the situation has changed significantly over the last decade or so. We could, in fact, safely conclude that, at a time when the demand for tailored experiences is rising, innovation plays an important role in providing adequate products and services to tourists. However, as this paper has shown, most of these innovations are incremental and many innovations originate in fact in other service sectors or are shared by a range of economic sectors and areas of activity. Our literature review has also shown that, in most cases, the impact of these innovations on destinations is limited and that there is little inclination among tourism operators to learn from each other. Also, since tourism firms are dependent on local suppliers, when internationalizing, they find it difficult to transfer some of these innovations to their international operation.

Although many countries are interested in encouraging innovation in their tourism sector, few have launched any policy instruments to support this process. According to Korres (2008: 147-148), any such policy should include the following points:

1. Push firms to adopt a more pro-active attitude towards innovation;
2. Improve the efficiency of national innovation systems;
3. Include incentives for operators and employees to innovate;
4. Create the conditions to link the tourism industry to society as a whole.

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Culinary Tourism Not Only a New Trend for Modern Tourism but a Powerful Tool for Development Local Manufacturers and Small Business in Georgia

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Abstract

“Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences.” —World Food Travel Association (WFTA)

"Culinary Tourism" is a newly defined tourism niche that intersects and impacts both the travel and food/beverage industries, which have long been intertwined.

Studies have documented the strong impact that food experiences can have on local economies:

Italy: The Wine Tourism Observatory found that the average wine tourist spent almost EUR 200 per day in 2010, higher than the EUR 55 per day that the average domestic Italian tourist spent. The five million Italians who engage in wine tourism in Italy generated up to EUR 5 billion in 2010.

Research is needed to explore a range of open issues:

How to build an attractive brand of Georgia on the world stage?

How to attract tourists by local cuisine?

How to stimulate local producers and entrepreneurs to cooperate with government to build well-developed touristic infrastructure?

How small business can benefit from Culinary Tourism development?

The research methodology contains following components:

- Situation analysis based on desk studies and secondary data.
- Analysis of the current touristic framework.
- Focus groups with locals, tourists and field experts.
- Sharing international experience; studying experiences of countries and regions similar to Georgia. Case studies of USA and Italy.
- Development of conclusions and recommendations for relevant changes.

As a whole, gastronomic tourism provides a lot of benefits to local economies. As a service industry, the tourism sector tends to be labor intensive, and the development of gastronomic tourism can help stimulate job creation in Georgia. Gastronomic tourism has the ability to combat traditional seasonal tourism and extend the tourism season.

Keywords: Culinary Tourism, Georgia, Enterprise, Development, Gastronomy.

Introduction

Today, we define Culinary Tourism as the pursuit of prepared food/drink as an attraction—both for visitors and locals alike. Culinary Tourism includes all unique and memorable eating and drinking experiences, not

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just those that have earned four stars or better from a journalist. The true culinary tourist is not an elitist, rather an explorer who also happens to be an impassioned aficionado of food and drink. Price is not necessarily indicative of quality. For example, visiting a British pub or French cheese maker are quintessentially British and French experiences, although there may not be anything particularly elegant about the visits. True culinary travelers are perfectly happy at a roadside café in the middle of nowhere, as long as there is something positively memorable about their dining experience.

Many who attempt to define Culinary Tourism immediately think only of wineries and fine restaurants. These are two subsets of the niche, but by no means a definitive and final list. Culinary Tourism can happen at a roadside stand (if prepared food is present), or even in the faraway home of a friend who you are visiting.

A few examples will help to illustrate what Culinary Tourism can be.

Culinary tourists travel to:

- See the chef/owner of a noted restaurant make a guest appearance, or even a nightly performance
- See chefs compete
- Eat/drink at, or attend the grand opening of, or special event at, a new or famous restaurant or bar
- Eat/drink at a hard-to-find "locals-only" restaurant or bar
- Participate in a food, wine or beer special event/festival
- Search for unique ingredients (e.g. at a grocery, farmers' market, bazaar, or "u-pick" herbs, fruits and vegetables on local farms)
- Drive a wine route
- Attend cooking classes (e.g. for a few days, weeks or months)

Culinary Tourism is not limited to individual travelers (FITs) or small groups. Chefs and other professionals can also be culinary tourists, especially when they travel to learn, e.g. about responsible agricultural practices, or to augment their skills by studying new culinary techniques.

The roots of Culinary Tourism are in agriculture. Raw ingredients for the culinary arts come from the air, sea and land. Ingredients such as ripe fruits and vegetables, fresh meats and fish, are inherently part of the culinary experience. It is how chefs prepare the raw ingredients that create culinary art, and the unique and memorable experience that is part of the Culinary Tourist experience.

Culinary Tourism tends to be inherently more urban than agricultural tourism. The more populated the area, the greater concentration of restaurants, cafés, cooking schools and customers, as well as a greater incidence of celebrity chefs, and propensity for culinary experimentation, such as is the case in fusion cooking. In short, one generally finds more culinary "art" in urban areas. Culinary Tourism certainly also exists in rural areas, especially in wine-producing regions.

On the macro level, Culinary Tourism is a subset of cultural tourism, because cuisine is a manifestation of culture.

Agricultural tourism, which is defined as a subset of rural tourism according to the Travel Industry Association of America (TIA), includes activities such as visits to farms and farmers' markets, "u-pick" fruit orchards, ranch stays and agritainment (e.g. pizza farms for children). Agritourism focuses more on the technology and process of farming, whereas Culinary Tourism focuses more on prepared food and drink. Obviously, there is a degree of cross-over. As there is limited opportunity for a long-term sustainable agricultural industry in heavily urban areas, most agricultural tourism remains inherently rural.

The significant implications of tourist food consumption on destinations have received a growing research interest recently. Evidence from a number of studies suggests that tourists' interests in and preferences for food in a destination can play a significant role in affecting their destination choice.

Tourists' spending on food can constitute up to one-third of the total tourist expenditure, thus comprising a significant proportion of tourism revenue. Tourists' food choice and preferences are recognized as

important forces driving the tourism demand for food, which have an immediate influence on the offerings of tourist-oriented hospitality businesses and a significant impact on local food supply; for instance, with regard to the amount of food imported for tourists, the linkage between local agriculture production and tourism, and the use of provenance as a distinctive attribute of local food products to attract tourists' attention.

Previous research on the relationship between food and tourists started relatively late; the study began in the late twentieth century. In 2000, the first international conference on local food and tourism was held in Cyprus. Gastronomic tourism has become one of the most interesting and fastest-growing research topics stated that tasting local food was often considered as both cultural activity and entertainment, which was also a necessary part of tourism experience. In addition, tasting local foods has become an important way to enjoy the local culture. To make local food an important attraction requires in-depth understanding of food culture and tourists' food preferences.

Motivational factors for food consumption can significantly affect tourists' choices and behaviors. Motivation for local food consumption could be attributed to four key dimensions: physics, culture, communication, and reputation. The physical dimension refers to the relaxation of mind and body, the cultural dimension means the exploration of local culture and knowledge, the social dimension includes having a meal with relatives and friends to strengthen relationship and enhance connections. Reputation and status dimension covers self-esteem, recognition and desire to attract other people's attention by enjoying exotic food.

Interesting survey was made by TripBaromets. TripBarometer measures traveler sentiments, emerging hospitality trends and more. Conducted on behalf of TripAdvisor by independent research firm Ipsos, Trip Barometer is the world's largest traveler and accommodation survey, analyzing more than 44,000 responses from travelers and hoteliers around the globe.

Trip Barometer identified 6 key travel trends for 2016:

Trend #1 – Seeking new experiences

In the coming year, travelers of all ages will seek out things they haven't tried before, from cruises to solo travel and more.

Globally, 69% of travelers plan to try something new in 2016.

17% will try solo travel for the first time in 2016; 15% will try adventure travel for the first time.

Trend #2 – Spending more because it's "worth it"

Worldwide, travelers are open to spending more in 2016 than they have in the past—and not just because of rising costs.

1 in 3 travelers (33%) are planning to spend more on travel in 2016 than they did the previous year.

Among those who plan to increase their travel budget, 49% said they will do so because "because I or my family deserve it."

31% said they would spend more on travel because "it's important for my health and well-being."

Trend #3 – Choosing destinations based on culture, special offers

Today's travelers choose destinations for a number of reasons, including special offers from accommodations.

Globally, 47% of travelers say they have visited a destination because of the culture and people of the specific country.

Trend #4 – Staying cool and connected

Among the amenities that travelers will look for when they book an accommodation in 2016, air conditioning and Wi-Fi stand out.

Globally, 63% of travelers said air conditioning is a must-have when choosing a place to stay.

That makes it more of a deal-breaker than breakfast (40%) or a swimming pool (26%).

46% said free in-room Wi-Fi is a must-have amenity—meaning that, if an accommodation did not provide it, they would look elsewhere.

26% of travelers said that they require an accommodation that has super-fast Wi-Fi; 11% are willing to pay extra for this service.

Trend #5 – Rising room rates (and optimism)

Many accommodations plan to raise their room rates next year, while the majority of hoteliers say they're optimistic about profitability in 2016.

Nearly half of hoteliers globally plan to increase room rates in 2016 (47%).

Most accommodations are increasing rates to compensate for increased overhead costs (65%), although more than a third are increasing rates because of recently completed renovations (37%) or because of increased demand (35%).

3 in 4 business owners are optimistic about profitability in 2016. The majority of those who are optimistic say it's because of local events and conferences taking place in their markets next year (65%).

91% of hoteliers see increasing direct bookings as key for the future of their business.

Trend #6 – Managing reputations online

Online presence remains important: In 2016, businesses will be keeping a close eye on what people are saying about them on the web.

93% of hoteliers said that online traveler reviews are important for the future of their business.

Online reputation management is still the biggest area of investment for accommodation owners in 2016, with 59% investing more in this area than they did the previous year.

Analyzing trends we can see that people are ready to pay more to get to know new culture and food as a reflection of it is having one of the crucial role in this process. Tourists want comfort but at the same time new and unique experience. Knowledge of insights can give us direction and strategy of managing tourism industry in Georgia and culinary tourism as a part of it.

Benefits of Gastronomic Tourism

Given the tendency for gastronomic tourists to be more affluent and better educated than the “average tourist,” this is an ideal segment for parties involved in the tourism industry to pursue, particularly governments looking to expand their tourism industries. Studies have documented the strong impact that food experiences can have on local economies:

Italy: The Wine Tourism Observatory found that the average wine tourist spent almost EUR 200 per day in 2010, higher than the EUR 55 per day that the average domestic Italian tourist spent. The five million Italians who engage in wine tourism in Italy generated up to EUR 5 billion in 2010.

Ireland: In 2009, EUR 2 billion was spent on food and drink by tourists, with food and drink representing 36 percent of total visitor expenditures. Overseas visitors accounted for 60 percent of the total.

Barcelona, Spain: Around 30 percent of tourism-related expenditures in Barcelona are towards cuisine. The importance of food led to Barcelona's Year of Gastronomy in 2005 and 2006, where over 300 activities were developed for tourists.

Ontario, Canada: In 2010 the food sector in Ontario had annual sales of CAD 22.5 billion and employed 404,000 individuals. Of the annual sales, tourists spent almost CAD 2 billion on food and drink, with “deliberate culinary tourists” accounting for almost 50 percent of that.

Developing gastronomic experiences for tourists can be an attractive development strategy for governments because food tourism is considered a high-yield tourism, that is, it leads to increased spending by tourists. Food comprises more than 30 percent of the average tourist's expenditure, of which, most is spent

directly with local businesses. “Food experiences for tourists form a vital part of the value network linking local food producers and suppliers, with cultural and tourism entrepreneurs”.

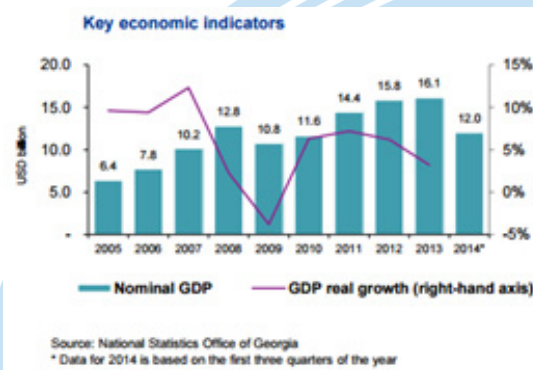
Food can become a way of differentiating a country, region, or city from other destinations that may be similar in terms of “retail provision, buildings, climates, and other characteristics” which compete for tourists’ expenditure. Studies have found that gastronomy is linked to the destination and the destination’s image is a power tool for marketing. Producing distinctive food can make food a unique element of the brand image of a place and help to create distinctiveness in a crowded marketplace. Food also allows a place to link culture and tourism, because food is often considered a gateway to local culture. It is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. It is able to link local customs, traditions, landscapes, and food production systems to provide an authentic experience for tourists.

As a whole, gastronomic tourism also provides other benefits to local economies. As a service industry, the tourism sector tends to be labor intensive, and the development of gastronomic tourism can help stimulate job creation. For rural economies, it provides diversification when there are few alternative development options. Gastronomic tourism has the ability to combat traditional seasonal tourism and extend the tourism season. Generally, gastronomic tourism builds on existing unique food cultures and identities and does not initially require major new investments.

From a food producer perspective, gastronomic tourism helps increase consumer exposure to food products. It can build brand awareness, loyalty, and customer relationships. Customer relationships are created by opportunities to meet staff and see “behind the scenes,” which can lead to both direct and indirect sales through word of mouth advertising. By selling directly to consumers, producers are able to receive higher margins. Producers can also receive direct consumer feedback, which can be used to enhance existing products or develop new products. Table 3 in the Appendix lists additional advantages, as well as disadvantages to producers.

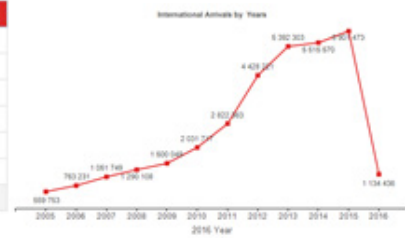
Future of Georgian Culinary Tourism

Tourism is amongst the fastest growing industries of the Georgian economy, which has a substantial potential for further development. In the course of the past few years the number of visitors to Georgia increased significantly adding to the growth of other tourism-related sectors. The hotel industry, in particular, has been growing with an increase of foreign investments and an increase of foreign visitors to the country. To facilitate the development of the tourism sector the Government of Georgia invests heavily in the development of transportation and basic infrastructure, renovation and development of tourism destinations, which is a stimulus for private investment generation.



Georgia is beginning to cement its reputation as a leading tourism destination. The number of tourists who visited the country in May 2015 was about 15 percent higher than the same time in 2014, says Georgia’s National Tourism Administration. A total of 454,545 tourists visited Georgia last month; of this 164,690 people stayed in the country for 24 hours or more. Meanwhile in the first five months of this year, more than one million visitors came to Georgia. This was a two percent increase compared to 2014. In this time 656,068 visitors stayed in Georgia for 24 hours or more, which was 3 percent less than last year.

TOP five - Country	2015 - Incoming	2016 - Incoming	Percent Change
Azerbaijan	283 603	353 186	24.54%
Turkey	261 992	273 532	4.40%
Armenia	229 653	229 114	-0.23%
Russia	124 048	144 764	16.70%
Ukraine	23 666	28 383	19.93%
Other	66 200	105 457	59.30%
Total	889 162	1 134 436	14.69%



"A special campaign was conducted in nine targeted markets. Additionally, 200 international journalists and representatives from more than 70 tourism agencies were invited in Georgia. This was made to avoid a negative trend [of decreasing tourism numbers]. I am glad that we achieved this goal despite the fact that the environment around us has not improved," Kvirikashvili said.

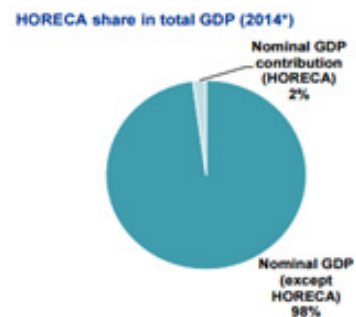
Meanwhile, Minister Kvirikashvili announced the country's plans for supporting the summer and winter tourism seasons. "We have designed a special program for summer which is about holding daily events in Tbilisi, Batumi and throughout Georgia. As for developing the country's mountain tourism, there are plans to create a special program to introduce young people to Georgia better and to develop backpacking programs," he said.

The Government planned to develop Georgia's winter tourism potential through several new investments, which aimed to develop the ski infrastructure in Georgia's winter resorts. Culinary tourism could be great alternative, as we can attract tourists all the year, not depending on season. Culinary tourism is tightly connected to Brand image of the country. People would have desire to try and to get to know cuisine that is well known all around the world.

Hotels and Restaurants

	2007	2008	2009	2010	2011	2012	2013	2014	I 2015	II 2015	III 2015	IV 2015
Turnover, mil GEL	192.8	224.6	280.0	383.9	573.8	730.0	787.4	843.6	185.4	230.4	288.5	270.7
Production value, mil GEL	193.5	225.7	271.5	365.6	574.0	718.7	779.6	832.8	181.3	226.4	286.3	269.7
Value added, mil GEL	84.1	93.7	114.3	149.9	200.9	281.2	296.4	327.3
Intermediate consumption, mil GEL	109.4	132.0	157.2	215.7	373.1	437.5	483.2	505.5
Fixed assets, mil GEL	186.0	379.0	591.3	646.8	680.1	749.4	656.6	730.8
Number of employed, persons	11554	11184	13540	16106	24003	27821	30285	31330	28203	29794	30899	31222
Average monthly remuneration of employed persons, GEL	238.5	333.7	364.9	377.9	342.5	397.3	437.1	477.8	537.1	595.4	615.6	649.5

Georgia is having a great potential in culinary tourism because infrastructure is already well developed. We can see number of existing Hotels and Restaurants in Georgia. Restaurant business is well presented in all regions of the country.



Source: National Statistics Office of Georgia
Data for 2014 is based on the first three quarters of the year
HORECA – Hotel/Restaurant/Catering

Food and Beverage Outlets

Food and Beverage Outlets	Region											Total
	Tbilisi	Kakheti	Guria	Racha Lechkhumi, Kvemo Svaneti	Imereti	Samegrelo, Zemo Svaneti	Samtskhe - Javakheti	Shida Kartli	Kvemo Kartli	Mtskheta - Mtianeti	Ajara	
Restaurant	205	44	20	2	53	29	39	16	7	42	55	512
Cafe	34	24	27	11	23	45	20	14	7	8	82	295
Bar	22	8	1	1	14	5	0	6	2	5	21	85
Club	3	0	0	0	0	0	0	0	0	0	2	5
Fast Food	22	0	0	0	10	0	0	7	0	7	7	52
Total	287	76	48	14	100	79	59	43	16	62	167	949

* Date of Data Update: 01.04.2013

Georgia has been ranked in the top three countries in the region for being a tourism-friendly country. Georgia placed 71st out of 141 countries in the latest Travel & Tourism Competitiveness report released by the World Economic Forum.

Georgia gained a score of 3.7 in the travel and tourism competitiveness pillar, the index was expressed using a scale of 1-7, where 1 was the worst and 7 was the best, across 90 indicators. The report assessed 141 economies.

Georgia ranked 32nd best in the world for its business environment, with a score of 4.9. Georgia also placed 32nd for business safety and security with its higher score of 6.0.

In terms of health and hygiene, Georgia placed 31st of 141 surveyed countries with a score of 6.1, which was the country's best result in the whole report.

Georgia's scores included:

- Prioritization of Travel & Tourism - ranked 53rd with a 4.8 score,
- Price competitiveness –ranked 66th with a 4.8 score,
- Human resources and labor market – ranked 50th with a 4.7 score,
- Tourist service infrastructure – ranked 50th with a 4.7 score,
- Environmental sustainability - ranked 52nd with a 4.3 score,
- Information and Communication Technology readiness – ranked 74th with a 4.0 score,
- Ground and port infrastructure – ranked 67th with a 3.5 score,
- International Openness – ranked 58th with a 3.4 score,
- Air transport infrastructure – ranked 94th with a 2.2 score,
- Natural resources – ranked 125th with a 2.1 score,
- Cultural resources and business travel – ranked 87th with a 1.5 score.

The Report analyzed the performance of 141 economies through the Travel & Tourism Competitiveness Index (TTCI) and explored how the travel and tourism sector had responded to economic, security and health shocks over recent decades.

The report's authors noted understanding the nature and extent of the sector's resilience to shocks was important, as a strong travel and tourism sector was critical for job creation, economic growth and development in advanced and developing economies alike.

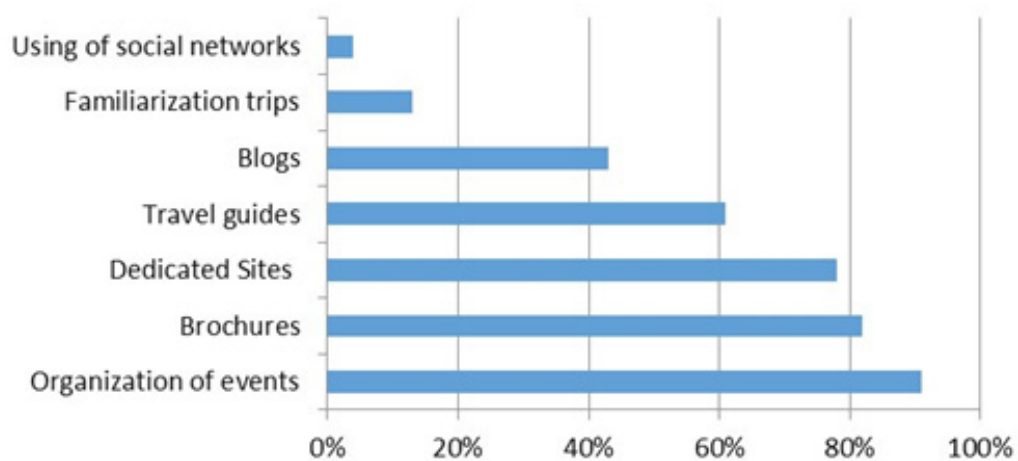
Published every two years, the report provided a strategic tool for business and governments: it allowed for cross-country comparison of the drivers of travel and tourism competitiveness, for benchmarking countries' policy progress and for making investment decisions related to business and industry development. It also offered an opportunity for the travel and tourism industry to highlight to national policy-makers the challenges to travel and tourism competitiveness that require policy attention, and to generate multi-stakeholder dialogue on formulating appropriate policies and action.

This year Georgia’s National Tourism Administration will allocate 8 million GEL to promote the country as a tourism destination in several countries. This amount of money was far more than what has ever been spent in previous years, said the Administration.

Marketing and Promoting

In the gastronomic tourism 68% of the organizations consulted carry out marketing activities or promotion based on. Firstly, we have found in a research study (WTO, 2012) that most of the companies used the following promotional instruments: organizing events (91%), producing brochures and advertising (82%) and dedicated websites on gastronomic tourism (78 %) (Figure 4).

Figure 4. Instruments use for promoting gastronomic tourism



Source: adapted from (WTO, 2012)

Secondly, we have a lower budget, which contains promotional tools such as tourism guides (61%), blogs (43%), and familiarization trips for journalists and tour operators (13%). And lastly, only 4% of the organizations surveyed said that they used social networks to promote the gastronomic tourism.

Conclusion

Gastronomy plays an indispensable role in the promotion of tourism and tourism in bringing money to national economics. In the development of gastronomic tourism, traditional strategies can offer the possibility to use the strategic tools to articulate the quality, variety and uniqueness of local products and gastronomy of a territory. Consequently, the creation of plans to form development guidelines and create gastronomic tourism products is perceived as a priority for tourist destinations.

Producing distinctive food can make food a unique element of the brand image of a Georgia and help to create distinctiveness in a crowded marketplace. Food also allows a place to link culture and tourism, because food is often considered a gateway to local culture. It is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. It is able to link local customs, traditions, landscapes, and food production systems to provide an authentic experience for tourists.

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tourism season. Generally, gastronomic tourism builds on existing unique food cultures and identities and does not initially require major new investments.

Fundamentally, in the field of marketing and promotion the importance presented by gastronomy is based on a strategy to build the image and the brand of the destinations. Key factors in this matter are: development of high-quality and credible promotional tools-such as gastronomic guides-the organization of events, the media and use of the Internet and social networks.

In conclusion, both in the conceptualization as well as in the development of product offerings and promotion, members of the company make arrangements on the importance of establishing cooperation instruments between all actors in the value chain of gastronomic tourism at the local level (producers, fisherman, markets, fish markets, restaurants, hotels, tour operators, public administrations etc.).

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Tbilisi

The Role of Georgian Higher Educational Institutions in Assisting Tourism Industry Development (Case of IBSU)

Tinatin Kublashvili*

Abstract

Our paper is addressed to studying the level of development of tourism and the services that are currently being offered to international students studying and living in Georgia. Tourism sector is one of the important sectors for the development of the economy of the country and we believe that services offered by this industry should be varied by customers. The article focuses on the existing services for the students living in Georgia, namely the weekend touristic events, short-holidays and evening cultural events that students may be interested in attending. We believe that students comprise of a significant portion of the customers for tourism and they can be attracted to many cultural, as well as geographical activities, especially in the seasons of summer and winter holiday recreation and sports. International Black Sea University is a unique example of university that has foreign students from fifteen countries. The students were surveyed about the access to touristic events and their participation. They took an active role in developing guidelines for tourism administration for students to offer. Another aspect that our article covers is the role of educational institutions in assisting tourism development and serving as tourism service providers in terms of various cultural activities starting from the orientation meeting to the cultural immersion programs that individual faculties might offer to their Students.

Keywords: Tourism Industry, Higher Educational Institutions (Hei), Vocational Education, Advertising, Promotion, Branding, Indicators, Tourists.

Introduction

Tourism has become one of the major players in international commerce, a global economic and social force representing at the same time one of the main income sources for many developing countries. Therefore, within the tourism industry events are getting more and more important. People have become more interested in events of all kinds, and will travel far away to participate in events that they find interesting. Events can offer various economical and social benefits for destinations, and therefore destination managers can and should employ events effectively in a tourism role. Though inevitable factors such as inducing many entrepreneurs and governments of various countries to invest in the tourism industry without proper planning and preparation still exist.

The main objective of this article is to examine the defects of tourism planning and assert the possible support of Higher Educational Institutions in the context of the developing new growing industry.

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Tourism in Georgia

As a consequence of globalization, all countries must compete with each other for the attention, respect and trust of tourists, investors and immigrants. Due to its location, nature, ancient history and traditions, tourism in Georgia is steadily emerging, travel and tourism is becoming one of the largest and fastest-growing service industries. Georgia has even a great chance to realize power of country brand on international arena, as well as on local environment.

Economic status refers both to making a country's products more valuable in terms of country-of-origin (COO) in comparison with competitive products from other countries, and to attracting more tourists from any place in the world to visit the country and enjoy its uniqueness.

Georgia has many potential tourist sites and we may say that it has acquired its place on international tourism market. However, there are matters such as transportation system, infrastructure etc. that are not well-developed enough and need certain improvement.

Education in specific fields of tourism management should be also upgraded.

Above all, the main challenges that the developing country like Georgia may face in developing growing sector are lack of continuity and strategic approach toward the process. It becomes the victim of domestic politics, discontinuity of country promotion and less dosage of financial inputs in infrastructure, which is vital for attracting tourists and foreign direct investments.

Equally important are the educational incentives created through tourism.

Challenges of Tourism Education Today and Case of Georgia

According to C. Cooper and R. Shepherd, the relationship between tourism education and the tourism industry is historically a complex one which has been characterized by a lack of trust. Increasingly, however, both education and industry are recognizing the mutual benefits of developing a more co-operative relationship and the importance of narrowing the gap which has traditionally existed between them. The need to satisfy both academic and the industry stakeholders does have special implications for the delivery of tourism education, as opposed to more traditional subject areas such as geography or history. (Cooper, C., Shepherd, R., 1997)

Therefore, tourism education at universities should focus on enabling students for future careers in the industry, accordingly should discuss tourism education from the perspective of employability as the primary goal. University education should elaborate the techniques for providing students with a philosophical and sociological foundation for decision-making strategies, as well as for professional preparation.

As Inui, Y., Wheeler, D., & Lankford, S. mention, since university students are considered to be employable, with management knowledge, experience and related interpersonal skills, also have the expectation of high employability, Higher Educational Institutions should have developed strong connections with the industry via internships and industry specific education. Internships increase the ability of students to critically reflect on the tourism business. As for a specific industry focus will prepare students for management-level careers, basing their actions on the highest standards of professionalism and accountability; and to educating leaders to whom we can confidently entrust the future of business and society.

Educational institutions should serve a society that, perhaps does not yet exist. That is, we should educate students who can create and manage the future. (Inui, Y., Wheeler, D., Lankford, S., 2006)

As for Georgia, general review about tourism education trends shows that little attention has been devoted to the meaning of tourism education. United general concept of Education in Tourism field does not exist.

Though the variety of tourism education tools still exist in country and they are as followed:

- ***Vocational Education/Tourism and Vocational Education of the XXI Century*** (N(N)LE Tbilisi Vocational Colleges “Ikaros”, LTD Tbilisi Tourism Academy, etc.);

Here it would be reasonable to deliver the opinion and approach of some authors towards the vocational education generally; for instance, according to Churchward, J., & Riley, M. (Churchward, J., & Riley, M., 2002), one of the strictures upon vocational education is that it should be in some way ‘relevant’ to the industry on which it is focused. In this context it is generally accepted that ways need to be found that can inform both the constituencies of education and work. The problem is often seen as one of communication so that both vocational education and work need a communication process that enables mutual understanding. Yet the existing intention among Georgian Vocational Colleges today is to make a small contribution to the issue of the industry-education relationship by offering an alternative view as to how job knowledge can be measured. Besides, tourism is an important source of income for low-skilled laborers and those living in rural areas. Transportation, hospitality, gastronomy, and tourist guide services provide employment without the need for higher education. (Churchward, J., Riley, M, 2002)

- ***Educational cultural events performed by tourism companies*** (“Discover Georgia” etc.);
- ***Tourism/Tourism Management programs in different Universities*** (mostly on Bachelor level);
- ***Conferences in order to encourage students to present innovative ideas, marketing and tourism forecasting methods;***

The aim of a conference to promote the strengthening of collaboration between Universities and Georgian National Tourism Administration as well as increasing students’ involvement in issues like developing tourism in a country; Conferences also encourage the birth of innovative ideas, marketing methods, tourism forecasting.

- ***International Projects with Georgian participation*** (“Limen: Cultural Ports from Aegean to the Black Sea” joined by G. Chubinashvili National Research Centre for Georgian Art History and Heritage Preservation);

The aim of the project is developing cultural tourism in Black Sea Region and founding new institution – “Cultural Port of Black Sea” through using experience of “European Capital of Culture”; (გიორგი ჩუბინაშვილის სახელობის ქართული ხელოვნების ისტორიისა და ძეგლთა დაცვის კვლევის ეროვნული ცენტრი, 2013)

- ***Various projects such as “Tourism for Disabled People”*** (carried out by non-governmental organization, Accessible Tourism Center – “Parsa”);

The mission of Accessible Tourism Center – “Parsa” is to encourage, promote and develop accessible tourism in the Georgian tourism sector. (24 საათი, 2011)

Tourism and Foreign Language

As Simion, M. O. mentions, students of tourism should be aware of the enormous importance of English in their education because it is an essential tool in any field of their future activity: management, tourist information, promotion of tourist destinations, intermediary companies, hospitality and transportation, etc. (Simion, 2012)

Travelers/tourists often prefer to visit a country where communication is not a problem. One of the serious factors and today’s market demands as well as the key ingredients of sustainable development is a foreign language. Unfortunately, the language barrier is still one of the priority concerns of the hospitality/tourism industry, particularly in some non-English speaking countries. Since English is considered the lingua franca of the twenty-first century, which is acceptable worldwide, everyone needs to have a good command of English today and the importance of teaching English for professional uses and particularly in the field of tourism is undeniable. English proficiency is required in all professional areas but it becomes essential in the tourist industry because of its specific characteristics. Since English Language has played an important role in the development of tourism field, it needs to be promoted as the medium of commu-

nication especially in the tourism/hospitality industry, in order to be widely used for travel as well as in client contacts and is of outmost interest at the tertiary level. A home/hotel/restaurant/tourist, spot/school/office/village/nation that is friendly communication-wise has always that charm of enticing visitors/guests to come back. Guests that keep on coming back imply repeat business, which ultimately would add figures into the bottom line. Globalizing language may help to eradicate the issue of language barriers, and thus help to promote the hospitality/tourism industry. But the interest of language should not be restricted to tourism students: English for tourism is one of the most attractive areas of English for Specific Purposes (ESP) because, after all, all of us are tourists on various occasions nowadays. (Gallato, 2012)

Carefully identified needs and appropriate teaching materials for tourism students will produce not only satisfied customers but also plenty of professional fulfillment in their future career.

In this respect, International Universities such as IBSU, with the variety of offered foreign languages, make a huge contribution to the global market and the future career of the graduates.

Methodology: Survey Questions and Respondents

I decided to draw existing picture of the collaboration between the universities and the tourism industry and the role of Georgian Higher Educational Institutions in assisting tourism industry development, through distributing questionnaire among the foreign students of IBSU.

50 students participated in the survey.

The questionnaire consisted of 14 questions, 11 multiple choice questions and 3 open questions.

Table 1. Average results

Questions

1	How much do you know about the culture of the country?	nothing	a bit	somewhat	a lot
		0%	40%	36%	24%
2	What is the main source of cultural information you received about the country?	your Georgian acquaintances	friends from your country	IBSU study courses	internet
		32%	24%	40%	4%
3	How often do you participate in cultural events in Tbilisi city?	not at all	not often	often	very often
		20%	56%	16%	8%
4	How often do you participate in cultural events outside Tbilisi?	not at all	not often	often	very often
		20%	44%	28%	8%
5	How often do you participate in cultural events at IBSU?	not at all	not often	often	very often
		24%	36%	28%	12%

6	How much have you spent in a day on any trip (in case you have been)?	around 20-50 GEL	50-100 GEL	100-200 GEL	more than 200 GEL
		40%	28%	16%	16%
7	How much would you spend in a day on city cultural event?	around 20-50 GEL	50-100 GEL	100-200 GEL	more than 200 GEL
		48%	32%	16%	4%
8	How much would you spend in a day on out of city weekend event?	around 20-50 GEL	50-100 GEL	100-200 GEL	more than 200 GEL
		24%	20%	24%	32%
9	How did you get the information about event/excursion/trip you have participated in?	your Georgian acquaintances	friends from your country	IBSU study courses	internet
		16%	28%	32%	24%
10	Overall how satisfied are you by the event/excursion/trip you have participated in?	not satisfied at all	not essentially satisfied	satisfied	very satisfied
		0%	16%	60%	24%
11	Did the event stimulate you to participate more in future?	no	a bit	somewhat	a lot
		0%	8%	52%	40%

The results in Table 1 indicate current practice of universities and alumni collaboration.

- According to survey majority of students know about the country a bit, that is once again a sign that the country lacks good promotion (question 1-40%);

- For majority of students (question 2-40% and question 9-32%), the main source of cultural information they have received about Georgia and the event/excursion/trip they have participated in is IBSU study courses and IBSU itself, that can be considered as quite successful for the institution;

- Unfortunately, 56 % , 44% and 36% of students says that they do not participate in cultural events in Tbilisi city or outside the city, even at IBSU often (questions 3,4,5), that still is the absence of activities aimed at promoting county's culture;

- Majority of foreign students prefer to spend less amount of money on a day on any trip as well as in a day on city cultural event (40%, 48%); as for the weekend program, more than 200 GEL is usually spent only by 32% of respondents (question 6,7,8);

- Though the events do not completely stimulate the students to participate more in future, still the percentage of students satisfied by the event/excursion/trip they have participated in is 60%.

As for the open questions, the first question concerning the recommendations to tourism agencies for improving tourism services in Georgia, was answered by all respondents in different ways and the main complains are:

- expensive hotels and rents;

- lack of advertisements about the academic conferences, symposiums etc. as well as on international sites, that also means the stagnation in developing country's marketing;
- not enough brochures, information desks, advertising and promotion;
- not clearly represented prices;
- less diversity of tours;
- less effort to value the tourists and make every necessary support to assist them before during and after their engagement in touristic activities;
- lack of feeling of protection against touts, thugs and scammers;
- lack of activities towards reviving and rebuilding touristic sites and attractions in the country;
- not flexible visa issues especially for third world countries in Africa;
- less promotion or in some cases absence of offered thematic cultural events are such as Georgian wedding for foreigners (wedding performed for foreign couple according to the Georgian model), Georgian cuisine (make foreigners participate in preparing Georgian food), dance performances in different regions of Georgia, grape harvest event, boat-tours alongside the river Mtkvari, hiking, horse-riding, paragliding, caving, rafting, hunting etc.;
- less improvement of the services like transportation, communication, internet, tourism offices, hotline etc.;
- small amount of at least English-speaking staff and low level of foreign language knowledge in the country;
- not active practice of social media.

Lacks noticed in university involvement in tourism activity planning for foreign students are:

- less involvement of students in Conferences;
- more active organizing of summer schools and other socio-cultural programs;
- less effort is done to teach Georgian language and traditions to internationals;

Together with abovementioned, I have also to mention that some students were helped in discovering Georgia and its culture during their study period, therefore they consider that involvement of students in different tourism activities by universities is the best idea. They also regard being student of IBSU as a huge opportunity and advantage in terms of becoming proficient in different foreign languages as well as getting used to live and study in international environment.

That is the reason of their devotion to hosting country that in future encourages them to promote Georgian culture in their countries and contribute Georgian tourism industry development.

In this regards, respondents presented a long list of activities they practice in their own countries:

- buying/promoting souvenirs and Georgian natural products;
- presenting Georgian culture, summer and winter resorts by telling interesting facts about the country;
- using of social media (for instance, blog done by IBSU student <http://ilovetbilisi.blogspot.com> and the Facebook page <https://www.facebook.com/iloveutbilisi>, being liked by 425 people at the moment.);
- promoting parachute-jumps, the activity performed by IBSU student in Georgia;
- marriage

Conclusion

All representatives of tourism sector in Georgia as well as Educational Institutions should constantly work on solving following questions:

1. How government should create successful country's tourism and branding?
2. What actions must government take to achieve a high-level education in specific fields, such as hotels, tourism, and roads industry?
3. What actions must government take to be the country attractive and interesting for foreign investor?
4. What are the main challenges that Georgia face in developing strong country image in the international political arena?
5. How is it possible to increase the quantity of tourists in the future?

As Tosun, C., & Timothy, D. J. say, for example "The case of Turkey suggests that without political and developmental issues, and taking remedial actions based on hard political choices and a confident decision-making process, contemporary development approaches to tourism planning may not be implemented, and consequently the potential social, economic and political benefits of tourism may not contribute to the objectives or principles of development and sustainable development." (Tosun, C., Timothy, D. J., 2001)

The problem is often seen as one of communication so that both education and market need a communication process that enables mutual understanding.

Therefore, I have divided recommendations into three parts:

Recommendations for Government

As we mentioned in the beginning, both - tourists and foreign investors are ready to invest their capital in the growing industry of the country. Thus, in return of making the country economically more stable and to increase the quantity of tourists, investors and other target audiences, the government should be more responsible in terms of:

- developing the infrastructure, transportation, roads, communication etc.,
- increasing the advertising and promotion of the sites, national arts, language, traditions and values;
- providing the safety;
- linking the education and market sectors;
- charging the professionals' group to create better nation image;
- developing the components and indicators of organizational effectiveness for higher education institutions under the Ministry of Economy and Sustainable Development of Georgia as well as LEPL – Georgian National Tourism Administration;
- developing an organizational effectiveness evaluation system for higher education institutions under the Ministry of Economy and Sustainable Development of Georgia as well as LEPL – Georgian National Tourism Administration.

Recommendations for Higher Educational Institutions

Higher Educational Institutions from their side should share responsibility of hosting country through:

- creating more effective strategy aimed at promoting the cultural values;
- attracting the foreigners;

- focus on enabling students for future careers in the industry;
- tourism education from the perspective of employability as the primary goal;
- perspective of providing students with a philosophical and sociological foundation for decision-making strategies, as well as for professional preparation;
- educators' responsibility to guide students to step outside of their cultural and social comfort zone in order to look at the issues from a new perspective;
- Educational Institutions serving a society that does not yet exist. To educate students who can create and manage the future;
- preparing students to be employable, while the theoretic attitude would require educators to facilitate critical thinking and moral decision making in our students;
- in conclusion, carefully identified needs and appropriate teaching materials for tourism students will produce not only satisfied customers but also plenty of professional fulfillment in their future career;
- and, as Kraipetch, Chanita, Sirichai Kanjanawasee, and Apipa Prachyapruit indicate in their work, making surveys by using the widespread system of input-process-output-feedback and utilization of evaluation results which is valid, comprehensive, and useful for evaluating organizational performance based on its main missions, propriety and possibility that will also make institutions more realizable, desirable and competitive; (Kraipetch, Chanita, Sirichai Kanjanawasee, Apipa Prachyapruit, 2013)

Recommendations for both – Government and Higher Educational Institutions

- Both education and industry must work to discover the mutual benefits of developing a more co-operative relationship and the importance of narrowing the gap which has traditionally existed between them;
- Both must improve the components and indicators of organizational effectiveness for Higher Education Institutions under the Ministry of Economy and Sustainable Development of Georgia as well as LEPL – Georgian National Tourism Administration;
- Both must develop an organizational effectiveness evaluation system for Higher Education Institutions under the Ministry of Economy and Sustainable Development of Georgia as well as LEPL – Georgian National Tourism Administration.

To conclude, the further development of Tourism industry in the country needs complete joint actions by Society, Government, Foreign Investors, Local Investors and Educational Institutions, in a coordinated way.

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Tbilisi

Education, Innovation and Tourism on the Example of Kakheti

Tamar Tamarashvili*
Giorgi Mamulashvili**

Abstract

Education is a powerful factor in the life of any society conversion; it contributes to the development of new forms of social life, a vibrant and effective civil society. At the same time, the education represents as a separate region, as well as the country's public power. Education is directed by the individual and the universal experience of sharing the life of a successful practical use of it. Knowledge - education is a continuous process that will transfer the accumulated knowledge from generation to generation, each successive generation adds something new to it, the main public wealth is a knowledge of the human intellect and not only material wealth.

Scientific studies and experience show that a good education leads to a lot of innovation going on, innovations may relate to all areas of public life directly or indirectly. Innovative development of modern social life covered a number of important directions, including tourism. Tourism is a field of intersectoral research and practical activity, which links together many sectors: transport, food, accommodation, guide service, etc.

In the present article is portrayed the role of innovation in education and the importance of tourism, particular education and innovation issues are discussed on the example of tourism potential of Kakheti with the tourism sustainable development principles. Kakheti region is one of the oldest, important regions of tourist resources in abundance and diversity, in terms of attractiveness. The ecological resources, which are excised in the region, material and spiritual cultural monuments, religious centers, folklore, hospitality gives us the possibility to make a variety of planned tourist routes of all the time of almost the year.

Also in the article is analyzed the tourism development problems in Kakheti region, perspectives and contradictions. Also, there are shown the means and solutions. There are formulated the recommendations. Tourism is considered as an innovation in development of many sectors, the article discusses some tourism directions, as the best source, resource for undertaking of much innovation and further development on the base of modern requirements and tourism sustainable development experience recognized in the world.

Keywords: Knowledge, Education, Novelties, Innovations, Kakheti Region.

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Introduction

Education has the largest role in the formation of personality, each person creates a community. In the life of society and generally in the state's life "Education has a powerful factor conversed into social, it promotes the establishment of new forms of social life as the socialization and development is directed at an individual's common objective of sharing experience and practical use of a successful life. The concept of education is distinguished by its semantic content and topicality and capacity aspects of abundance ". (Inashvili, L. 2013, p.6).

Content

Knowledge, education is the main wealth of the public, the most important value for each of the next generation submits its own contribution to the field of education and adorns with new cast of characters. Experience and scientific studies suggest that a good education and knowledge generating numerous innovations in all spheres of life, including tourism. Tourism is the field of intersectional research and practice areas, which is connecting many sectors to each other. Modern challenges require that an employed person must possess a wide variety education in tourism. He should be able to find many links between sciences, because tourism connects many sectors to each other, one field leads to the development of other field often and vice versa. Many scientists have made their opinion about tourism inter-sectored nature, including them it is notable the opinion of American professors and it created the so-called J. Jafar chamomile, which reminds us by its common design a chamomile; in the heart of chamomile is placed tourism, while each of its composite sheet is any of the fields of ecology, political science, geography, economics, sociology, psychology, anthropology, etc. (Ukleba M. 2009. p. 21).

Education provides the best innovations, is not possible to develop the business without innovation, the international organizations are continuing to care about for growth expansion the tourism sector and support the introduction of innovations. Innovation and innovative activities represent the process, which is related to scientific research and the practice results. "The essence of innovation and the content is comprehensive, as it includes the scientific and technical inventions in its practical application, it accounts for changes, goods and services. In the management processes, marketing and organizational structure the innovative processes are related to the tourism. It is impossible to establish innovation without state support." („Economics and Business ". 2013. p. 106)

Innovation refers to the social life of all parties directly or indirectly "The development of modern innovative covered many sectors, the word innovation is the word of Latin origin. It is widely accepted in modern speech, there are many opinions on it. "Some describe it as an establishment of labor organization and management of the new forms as well as enterprise and the whole field. Part determines that the innovation is a new event in the new formation." (Gvarutsadze, A. 2010. p.6). "Innovation is a significant positive change in product offerings, services, business models and in action, innovation is simply a new way into any new or existing one. "[ite.r.blogspot.com2014/01/blog-post.html].

Tourism, progress and development are closely linked to education, novelties, product offering with the latest methods. Each of the regions could be a lot of innovation and innovation center. Between the regions one of the frequently visited place is Kakheti region, which holds a variety of tourist resources, thus it provides the opportunity to plan cultural educational, religious, ethnic, eco, agro, adventure wine, tours.

It should be emphasized that special care for wine traditions, rituals and customs are existed in this region. Tourists like to taste the wine, which is included in the list of intangible heritage, and a wine of pitcher is named as UNESCO nominees. Agro-tourism and wine tourism progress is impossible without the development of agriculture.

It should be noted today the use of technology in the peasant households requires a lot of time, energy, labor and human resources. We think that labor productivity will become more convenient and efficient if new technologies would be introduced; in particular, I am referring the management of unmanned systems the so-called Droni, which successfully uses many countries in the world.

What is the Droni? - This is an unmanned aerial technology, which is capable for the most important changes in the social life, in all areas. There is a lot of technology that is named the apparatus of different

target load. Its management is done remotely; it has a lot of users. One of its kind aircraft is Agribotix- [agribotix.com]. It enables farmers to calculate the labor and real opportunities as well as the results, the technology allows to determine the productivity of the land, the composition, at the same time it has the opportunity to make a shoot aerial photograph, it can provide an accurate analysis of the circumstances in which he is going to this or that plants (culture) growing. This technology creates a kind of guide, compass, which indicates the fertile and infertile land. Agribotix- information and studies aimed at increasing revenue, research is being conducted in many directions. What kind of fertilizer is necessary that he would become a fertile ground for the weed control and fertilizer required for the species to be added to the ground to be effective? In the case if some parts of Kakheti farmers will use the mentioned technologies, I think that it will be important to alleviate labor, since it has the capability to carry out irrigation, spraying processes and to examine the harvested fruit quality, whether they are harvested and whether the time of gathering it in. This device can gain from inaccessible places, take the information and produce the most efficient photo and video recording and studying in-depth. This machine is very effective for the safety of tourists. If the extreme measures are needed, the device may offer active help to people.

Research methods: During the work on an article there are used structural analysis and synthesis methods.

Conclusion

1. I think the use of this technology will be an innovative step in the region for those who are interested in setting up a farm. But it should be necessary to issue from the state preferential loans, assistance, which will enable farmers to purchase the aforementioned technology, many farmers - rural residents are willing to host tourists, taste environmentally fresh products, but a lot of obstacles, such as an infrastructure is impeding circumstance. This innovation will be lifted from the people's work, and also saves time and human resources, while giving preferential loans to the farmer. The farmer will use more time, energy and resources to arrange the premises, he will be more advanced, he will take care of the aesthetic side, attractiveness, rebuild, and thus will be interested, as well as local and foreign tourists. There will be created a competitive environment among the farmers. Economic efficiency is determined by the competitiveness of the tourism sector, the sector with high incomes. If the tourism sector in a country cannot contribute in the economy of natural resources and cultural attractions that keep the solution of social problems, its development will not be sustainable. (Economy of Georgia 2008 N9. page. 74-75).

2. Cooperation with foreign partners has a great importance in the field of sustainability of education and innovation. Telavi State University is actively cooperating with European partners. It should be noted particular the Tempus project: Development of new modules for international bachelor and master programmes in sustainable tourism management (Sutoma). European partners proved fruitful cooperation, jointly created training modules, which will be introduced in the near future tourism specialty (8 modules). Novelty and innovation were offered by European colleagues, it should be noted that the project is funded by the university staff and academic students in Europe, in order to raise the professional level; they passed the qualification training, training courses. Partners are focused on sustainability issues, its importance, stability is a prerequisite for the next generation to be maintained all the tourist resources, both natural and man-made attractions, by which is rich Kakheti region. The ancient traditions of hospitality, a great choice of local wines and delicious food is the best rural tourist tours of modeling and European experience, education and knowledge will form a lot of innovation in tourism and Kakheti region.

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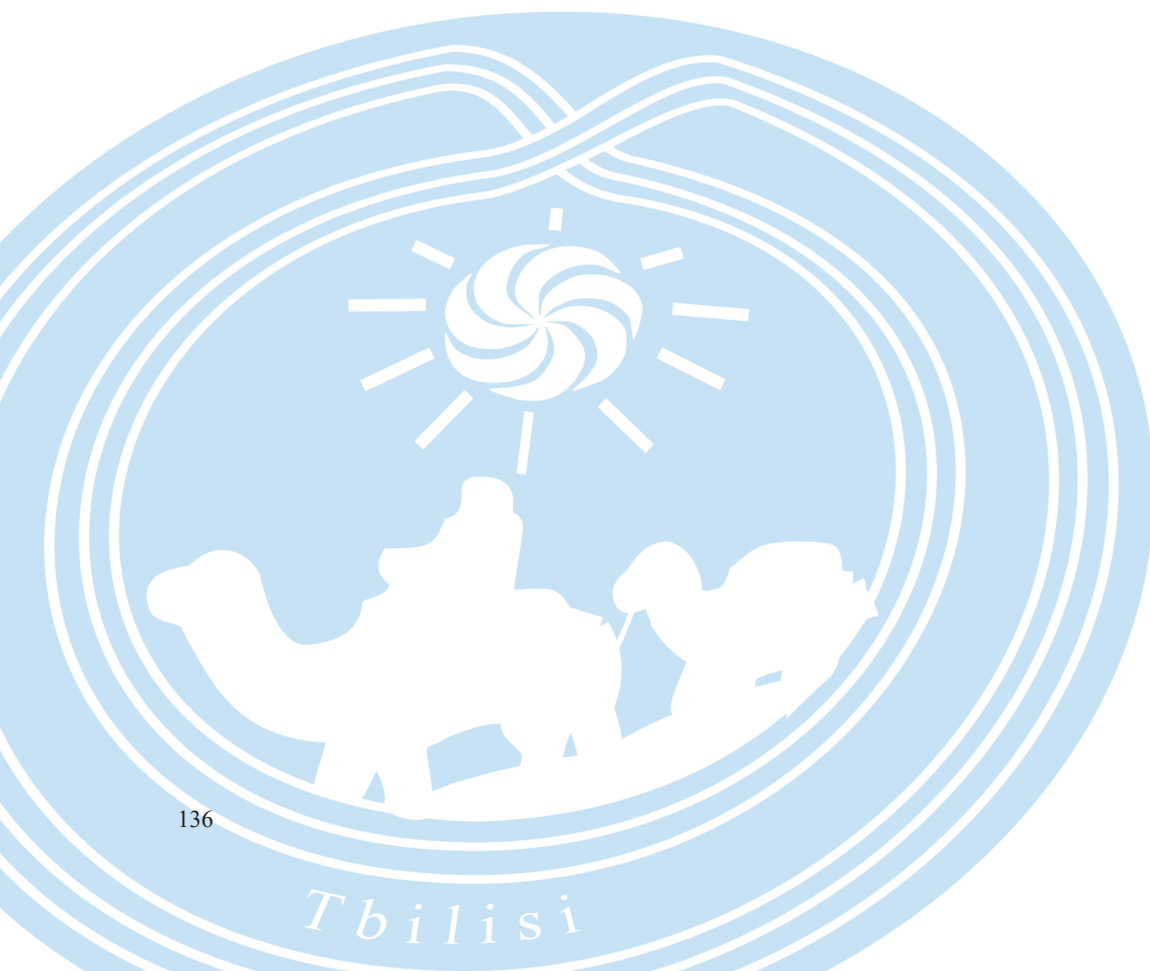
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SECTION I: Innovations in Business

3

New Trends in Finance Sector





Tbilisi

Forex Market – Trade or Not?

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Abstract

The paper provides evidence about Foreign Exchange Market, its meaning, functional specifications, pros and cons; tries to brake myths about Forex superiority or spuriousness.

Forex has become last years buzzword. Especially in Georgia, already several firms offer their service for connecting and trading on world market.

The currency market is the most heavily traded financial market in the world, with a daily average turnover in excess of US\$5 trillion, with many market participants trading over 24 hours. The FOREX market is the largest and most accessible financial market in the world.

The foreign exchange market is largely made up of institutional investors, corporations, governments, banks, as well as currency speculators. Roughly 90% of this volume is generated by currency speculators capitalizing on intraday price movements.

Although there are many forex investors, few are truly successful ones. Many traders fail for the same reasons that investors fail in other asset classes.

There are mainly three views or myths about The Forex. First argue that this is the market of huge opportunities to become rich. Second states that forex is the secondary , supplement way of income. Third believes that this is pure gambling where only market makers gain. We can say that all of these views are true more or less. The outcome of win or lose is directly related with investors proficiency level.

While understanding the macroeconomic, technical and fundamental analysis necessary for trading forex is as important as the requisite trading psychology, one of the largest factors that separates success from failure is a trader's ability to manage a trading account.

Keywords: Foreign Exchange Market, Investor Psychology, Market Analysis.

Introduction

Most countries of the world have their own currencies: The United States has its dollar; the European Monetary Union its euro; Japan its yen; Georgia its lari. Trade between countries involves the mutual exchange of different currencies (or more usually, bank deposits denominated in different currencies). When a German firm buys foreign goods, services or financial assets, Euros (typically, bank deposits denominated in Euros) must be exchanged for foreign currency (bank deposits denominated in foreign currency).

The trading of currencies and bank deposits denominated in particular currencies takes place in foreign exchange market. Transactions conducted in the foreign exchange market determine the rates at which the

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currencies are exchanged, which in turn determine the cost of purchasing foreign goods and financial assets.

Foreign Exchange Market: A system of private banks, foreign exchange brokers and dealers, and central banks through which households, businesses, and governments purchase and sell currencies of various nations.

An Exchange Rate is the price paid for one currency in exchange for another. It is this type of exchange that drives the forex market.

There are two kinds of exchange rate transaction. The predominant ones, called spot transactions, involve the immediate (two-day) exchange of bank deposit. Forward transactions involve the exchange of bank deposits at some specified future date. The spot exchange rate is the exchange rate for the spot transaction, and the forward exchange rate is the exchange rate for forward transactions (Mishkin, 2010).

The FOREX market is the largest and most accessible financial market in the world.

There are many players in the forex market:

Banks - The greatest volume of currency is traded in the interbank market. This is where banks of all sizes trade currency with each other and through electronic networks. Big banks account for a large percentage of total currency volume trades. Banks facilitate forex transactions for clients and conduct speculative trades from their own trading desks. When banks act as dealers for clients, the bid-ask spread represents the bank's profit. Speculative currency trades are executed to profit on currency fluctuations.

Central Banks - Central banks are extremely important players in the forex market. Open market operations and interest rate policies of central banks influence currency rates to a very large extent. Central banks are responsible for forex fixing. This is the exchange rate regime by which a currency will trade in the open market. Floating, fixed and pegged are the types of exchange rate regimes.

Any action taken by a central bank in the forex market is done to stabilize or increase the competitiveness of that nation's economy. Central banks (as well as governments and speculators) may engage in currency interventions to make their currencies appreciate or depreciate.

Investment Managers and Hedge Funds - After banks, portfolio managers, pooled funds and hedge funds make up the second-biggest collection of players in the forex market. Investment managers trade currencies for large accounts such as pension funds and endowments. An investment manager with an international portfolio will have to purchase and sell currencies to trade foreign securities. Investment managers may also make speculative forex trades. Hedge funds execute speculative currency trades as well.

Corporations - Firms engaged in importing and exporting conduct forex transactions to pay for goods and services. Consider the example of a French airplane producer that imports American components and sells the final goods in China. After the final sale is made, the Chinese yuan must be converted back to euros. The French firm must exchange euros for dollars to purchase the American components. Companies trade on forex to hedge the risk associated with foreign currency translations. So French firm might purchase American dollars in the spot market, or enter into a currency swap agreement to obtain dollars in advance of purchasing components from the American company in order to reduce foreign currency exposure risk.

Individual Investors - The volume of trades made by retail investors is extremely low compared to that of banks and other financial institutions. But the forex trade is growing rapidly in popularity. Retail investors base currency trades on a combination of fundamentals (interest rate parity, inflation rates, monetary policy expectations, etc.) and technical factors (support, resistance, technical indicators, price patterns) (Rime, 2013).

Forex market participants trade currencies for various reasons. Speculative trades - executed by banks, financial institutions, hedge funds and individual investors - are mainly profit motivated. Central banks participate in forex markets for fulfillment of monetary policy, exchange regime setting, and currency intervention. Corporations trade currency for global business operations and to hedge risk.

The resulting collaboration of forex traders is a highly liquid, global market that impacts business around the world. Exchange rate movements are a factor in inflation, global corporate earnings and the balance of payments account for each country. The popular carry trade, for instance, highlights how market

participants influence exchange rates that, in turn, have spillover effects on the global economy.

The carry trade, executed by banks, hedge funds, investment managers and individual investors, is designed to capture differences in yields across currencies. It is the process of borrowing low-yielding currencies and selling them to purchase high-yielding currencies. For example, if the British pound has a low yield, market participants would sell it and purchase a higher yield currency. When interest rates in higher yielding countries begin to fall back toward lower yielding countries, the carry trade unwinds and investors sell their higher yielding investments. An unwinding of the pound carry trade may cause large British financial institutions and investors with sizable foreign holdings to move money back into GB as the spread between foreign yields and domestic yields narrows. This may result in a broad decrease in global equity prices (Ronner, 2011).

Overview of the Foreign Exchange Market

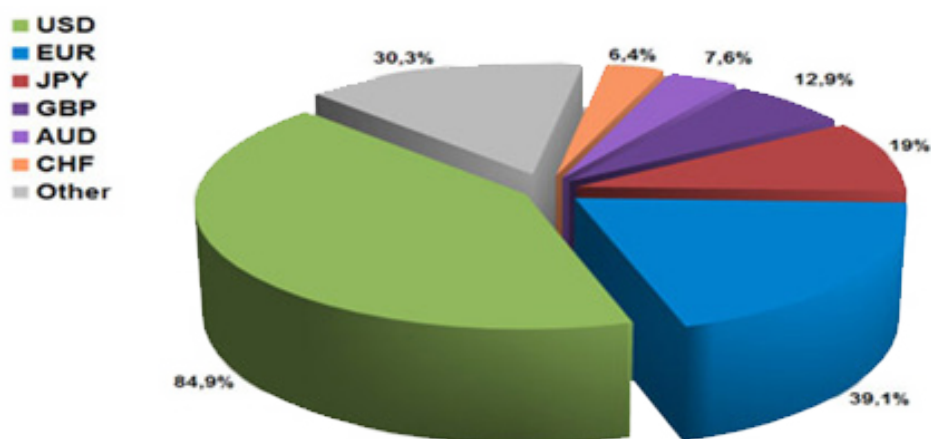
The foreign exchange market (or forex market) is the largest and most liquid financial market in the world. In fact, the market for currencies is several times larger than the stock market. According to the Bank for International Settlements survey 2013, foreign-exchange trading increased to an average of \$5.3 trillion a day. To put this into perspective, this averages out to be \$220 billion per hour. The foreign exchange market is largely made up of institutional investors, corporations, governments, banks, as well as currency speculators. Roughly 90% of this volume is generated by currency speculators capitalizing on intraday price movements.

Unlike the stock and futures market that are housed in central physical exchanges, the Foreign exchange market is an over-the-counter market, decentralized market completely housed electronically. Banks from Hong Kong to Zurich and from London to New York. Though most investors are familiar with the stock market, they are unaware how small in volume it is in relation to the Forex market.



In the diagram above, it can be easily seen how the FX market's \$5.3 trillion per day in trading volume dwarfs the equities and futures markets. In fact, it would take thirty days of trading on the New York stock exchange to equal one day of Forex trading!

Traders from other markets are attracted to the Forex because of this extremely high levels of liquidity. Liquidity is important as it allows traders to get in and out of a position at with ease 24 hours a day 5 days a week. It allows large trading volumes to enter and exit the market without the large fluctuations in price that would happen in less liquid market. This means that if you will never get in a position because of the lack of a buyer. This liquidity can vary from one trading session to another and one currency pair to another as well.



As the most traded currency, the US dollar makes up 85% of Forex trading volume. At nearly 40% of trading volume, the euro is ahead of the third place Japanese yen that takes almost 20%. With volume concentrated mainly in the US Dollar, Euro and Yen, Forex traders can focus their attention on just a handful of major pairs. In addition, the greater liquidity found in the Forex market is conducive to long, well-defined trends that respond well to technical analysis and charting methods.

TOP TRADERS

Rank	Name	Market share
1	Deutsche Bank	14.57%
2	Citi	12.26%
3	Barclays Investment Bank	10.95%
4	UBS AG	10.48%
5	HSBC	6.72%
6	JPMorgan	6.6%
7	Royal Bank of Scotland	5.86%
8	Credit Suisse	4.68%
9	Morgan Stanley	3.52%
10	Goldman Sachs	3.12%

In sum, the Forex market size and depth make it the ideal trading market. This liquidity makes it easy for traders to sell and buy currencies. This is why traders from all different asset classes are turning to the Forex market (Blank, 2013).

As with any market, the forex market is driven by supply and demand: If buyers exceed sellers, prices go up and if sellers outnumber buyers, prices go down.

The following factors can influence exchange rates: National economic performance, central bank policy, interest rates, trade balances – imports and exports, political factors – such as elections and policy changes, market sentiment – expectations and rumours, unforeseen events – terrorism and natural disasters. Despite all these factors, the global forex market is more stable than stock markets; exchange rates change slowly and by small amounts.

Advantages and Hazards of Forex Trading

Currency trading has become increasingly accessible to (and popular with) individual traders with the widespread availability of online trading platforms.

The following factors make the Forex market look particularly attractive for financial speculators:

Market Volume and Liquidity

The currency market is the most heavily traded financial market in the world, with a daily average turnover in excess of US\$5 trillion. With so many market participants trading over 24 hours, the currency markets are more liquid than any other financial market. The volume of foreign exchange-related transactions is significantly higher than that of other markets, which –excluding other factors – eliminates the possibility that some market participants may forge any meaningful alliance to disrupt the market and also enhances the accuracy of technical analysis applied to currency exchange rates.

Market Stability

The remarkable trading volumes of the Forex market and the players' focus on practical, business-oriented goals mitigate risks associated with uncontrollable price movements. Nonetheless, the market is by no means inert and responds immediately to global political and economic events.

Round-the-Clock Trading

FX is an over-the-counter (OTC) market, which means trades do not take place through a centralized exchange. FX trading takes place around the world, whenever the markets are open. Trades can be executed almost round-the-clock, except on weekends and holidays, with market activity not abating at any time of the day thanks to differences in time zones in Australian, Asian, European, and North American economic areas. Unlike any other financial markets, investors can respond to currency fluctuations caused by economic, political and social events as they occur without having to wait for markets to open. The currency markets offer price volatility 24 hours a day so whatever your trading strategy, you could find numerous trading opportunities. However, this also means that the markets are constantly moving, placing even more emphasis on monitoring your positions and using the appropriate risk management tools.

Electronic Trading

Any market participant who signs an agreement with a Forex broker can trade either at a dealing center, or at home, via phone or any Internet-connected computer. In fact, one can trade in the Forex market whenever and wherever one likes.

Margin Trading

This means that a market participant can trade lots, whose cumulative value can substantially exceed (sometimes by hundreds of times) his or her own capital. The most significant implication of this trading technique is that long positions (the bet that the value will go up) and short positions (the bet that the value will go down) yield essentially the same results.

FX is traded using margin, starting from 0.20% with CMC Markets, which could be referred to as 500:1 leverage. Trading on margin can be a more efficient use of your capital because you only have to provide a percentage of the overall value of your position, while maintaining full exposure to the market. In effect, you are increasing your profit and loss potential. For example, with \$100 as position margin, you could enter a position that has an overall value of \$50,000. Also, that increased leverage enhances losses as well as profits. Additionally, markets can move against you and losses can exceed your initial deposit due to rapid price movements (Rubin, 2015).

Forex Market Trading Hazards

The forex market is the largest and most accessible financial market in the world, but although there are many forex investors, few are truly successful ones. Many traders fail for the same reasons that investors fail in other asset classes. In addition, the extreme amount of leverage - the use of borrowed capital to increase the potential return of investments - provided by the market, and the relatively small amounts of mar-

gin required when trading currencies, deny traders the opportunity to make numerous low-risk mistakes. Factors specific to trading currencies can cause some traders to expect greater investment returns than the market can consistently offer, or to take more risk than they would when trading in other markets.

Certain mistakes can keep traders from achieving their investment goals. Following are some of the common pitfalls that can plague forex traders:

Not Maintaining Trading Discipline - The largest mistake any trader can make is to let emotions control trading decisions. Becoming a successful forex trader means achieving a few big wins while suffering many smaller losses. Experiencing many consecutive losses is difficult to handle emotionally and can test a trader's patience and confidence. Trying to beat the market or giving in to fear and greed can lead to cutting winners short and letting losing trades run out of control. Conquering emotion is achieved by trading within a well-constructed trading plan that assists in maintaining trading discipline.

Trading Without a Plan - Whether one trades forex or any other asset class, the first step in achieving success is to create and follow a trading plan. The successful trader works within a documented plan that includes risk management rules and specifies the expected return on investment (ROI). Adhering to a strategic trading plan can help investors evade some of the most common trading pitfalls; if you don't have a plan, you're selling yourself short in what you can accomplish in the forex market.

Failing to Adapt to the Market - Before the market even opens, you should create a plan for every trade. Conducting scenario analysis and planning the moves and countermoves for every potential market situation can significantly reduce the risk of large, unexpected losses. As the market changes, it presents new opportunities and risks. The most successful traders adapt to market changes and modify their strategies to conform to them. Successful traders plan for low probability events and are rarely surprised if they occur. Through an education and adaptation process, they stay ahead of the pack and continuously find new and creative ways to profit from the evolving market.

Having Unrealistic Expectations - No matter what anyone says, trading forex is not a get-rich-quick scheme. Becoming proficient enough to accumulate profits is not a sprint - it's a marathon. Success requires recurrent efforts to master the strategies involved. Swinging for the fences or trying to force the market to provide abnormal returns usually results in traders risking more capital than warranted by the potential profits. Foregoing trade discipline to gamble on unrealistic gains means abandoning risk and money management rules that are designed to prevent market remorse.

Poor Risk and Money Management - Traders should put as much focus on risk management as they do on developing strategy. Some naive individuals will trade without protection and abstain from using stop losses and similar tactics in fear of being stopped out too early. At any given time, successful traders know exactly how much of their investment capital is at risk and are satisfied that it is appropriate in relation to the projected benefits. As the trading account becomes larger, capital preservation becomes more important. Diversification among trading strategies and currency pairs, in concert with the appropriate position sizing, can insulate a trading account from unfixable losses. Superior traders will segment their accounts into separate risk/return tranches, where only a small portion of their account is used for high-risk trades and the balance is traded conservatively. This type of asset allocation strategy will also ensure that low-probability events and broken trades cannot devastate one's trading account.

Managing Leverage - Leverage provides traders with an opportunity to enhance returns. But leverage and the commensurate financial risk is a double-edged sword that amplifies the downside as much as it adds to potential gains. The forex market allows traders to leverage their accounts as much as 500:1, which can lead to massive trading gains in some cases - and account for crippling losses in others. The market allows traders to use vast amounts of financial risk, but in many cases it is in a trader's best interest to limit the amount of leverage used.

Most professional traders use about 2:1 leverage by trading one standard lot (\$100,000) for every \$50,000 in their trading accounts. This coincides with one mini lot (\$10,000) for every \$5,000 and one micro lot (\$1,000) for every \$500 of account value. The amount of leverage available comes from the amount of margin that brokers require for each trade. Margin is simply a good faith deposit that you make to insulate the broker from potential losses on a trade. The bank pools the margin deposits into one very large margin deposit that it uses to make trades with the interbank market. Anyone that has ever had a trade

go horribly wrong knows about the dreadful margin call, where brokers demand additional cash deposits; if they don't get them, they will sell the position at a loss to mitigate further losses or recoup their capital.

The reason many forex traders fail is that they are undercapitalized in relation to the size of the trades they make. It is either greed or the prospect of controlling vast amounts of money with only a small amount of capital that coerces forex traders to take on such huge and fragile financial risk. For example, at a 100:1 leverage (a rather common leverage ratio), it only takes a -1% change in price to result in a 100% loss. And every loss, even the small ones taken by being stopped out of a trade early, only exacerbates the problem by reducing the overall account balance and further increasing the leverage ratio (Stammers, 2014).

While the forex market is expected to be less volatile in the long term than the equity market, it is obvious that the inability to withstand periodic losses and the negative effect of those periodic losses through high leverage levels are a disaster waiting to happen. These issues are compounded by the fact that the forex market contains a significant level of macroeconomic and political risks that can create short-term pricing inefficiencies and play havoc with the value of certain currency pairs.

Conclusion

Forex Market – a huge virtual economic area in which the world's most popular currency pairs are presented: euro-dollar, dollar-yen, pound-dollar, and others. This global electronic currency exchange is not considered by the exchange, but it is the largest financial market. It is up to the events that occur in it, depends on the euro today, the dollar tomorrow – and indeed all the major courses of national currencies.

On the Forex market the big players (central and commercial banks, investment and insurance companies, etc.) make the exchange of one currency for another, and this is used for this amount of money, which instantly creates a significant movement in the market: the price of one currency starts to increase relative to the other. This leads to the fact that a pair of quotation changes.

In its terminals, such processes can watch individual traders – those who want to capitalize on increasing or decreasing prices. They look at the chart of the currency pair, analyze and, as a result, offer a deal to buy or sell. At this point, they become speculators Forex market. If their prediction was correct and the price of the pair (the quote) went where they thought through some time traders can close the deal and see your trading account profits. From account you can immediately withdraw, and you can continue to trade and make money.

Of course, trading is a very risky business. Each broker warned its clients that the financial market can lose the invested funds. After all, not everyone can be calculated and analyzed: there are those of force majeure, as an intervention, the gap, the sudden news that may adversely affect the already open transaction.

But that never stopped traders. Anyway, with the risk linked to virtually all the events of our lives, and Forex – this is a great opportunity to earn a decent amount of money wherever there is access to the Internet at home, at the office, in the village, or even the sea. Trades available around the clock from Monday to Friday.

Another indisputable advantage of this type of activity that you will always be aware of economic and political news. This will help you, in time, learn to understand how the market might react to an event, and benefit from the most direct benefit.

Trading in the Forex market, it is important to understand that the loss of certain amounts as a result of an incorrect forecast – this is the reality, which is essential for the normal operation of any financial market, whether it is a commodity market, stock market and currency market. At the same time, it increases the joy of successful transactions, teaches discipline and gives invaluable experience and increases the effectiveness of your trading strategies.

Many of the factors that cause forex traders to fail are similar to those that plague investors in other asset classes. The simplest way to avoid some of these pitfalls is to build a relationship with other successful forex traders who can teach you the trading disciplines required by the asset class, including the risk and money management rules required to trade the forex market. Only then will you be able to plan appropriately and trade with the return expectations that keep you from taking excessive risk for the potential benefits.

While understanding the macroeconomic, technical and fundamental analysis necessary for trading forex is as important as the requisite trading psychology, one of the largest factors that separates success from failure is a trader's ability to manage a trading account. The keys to account management include making sure to be sufficiently capitalized, using appropriate trade sizing and limiting financial risk by using smart leverage levels.

“There is no sphere of human influence in which it is easier to show superficial cleverness and the appearance of superior wisdom as in matters of currency and exchange”

Winston Churchill.

House of Commons 1946

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Influence of Technological Development and Innovations on Payment System

Mari Gelkhviidze*

Abstract

In the last decades, development of technology made it possible to introduce new payment methods and instruments. Successful companies actively investing in technology gain from innovations, though not all companies are flexible enough to foresee the future and make proper investments. This might cause some existing businesses leave the field and giant tech companies actively investing in this business enter the market as new players.

Keywords: Payment Systems, Innovation, Technological Development, Payment Methods, Non-Cash Payments.

Introduction

As technology and consumer preferences evolve, financial institutions, to gain an advantage to customers, pay more attention to technological changes or even develop products with some other technological companies. Changing lifestyle causes to reduce cash payments globally and increases demand for wearable technologies.

Influence of Technological Development and Innovations on Payment System

Although the purpose of a payment system is simple (to exchange financial value between two parties discharging an obligation), the evolution of payment systems, which started years ago, is still in process.

The payment system in each country is unique. Different conditions in these countries (size, legal systems, business practices, communications, infrastructure, stages of development of instruments and institutions) make each payment system different from another one. And innovations in payments constantly make these systems even more diverse.

The reason why companies are actively involved to implement innovations is to reduce cost and produce benefit. For example, in case of payment innovations the net benefit to social welfare include more cost-effective processing methods.

Scholar Everett M. Rogers in his work "Diffusion of Innovations" (1962) developed theory to explain how, why and at what rate new ideas and technology spread. The diffusion of an innovation typically follows an S shaped curve, when plotted over a length of time, often resembling a logistic function. The S-shaped curve will start slowly, accelerate until half of the individuals in system have adopted and then slow down again. Adopters of innovation are categorized as innovators, early adopters, early majority, late majority and laggards. Potential adopters evaluate an innovation on its relative advantage, its compatibility with the pre-existing system, its complexity, its testability, its potential for reinvention and its observed effects.

One of the main catalysts for new payment services is technology. In retail payments for example the rapid growth in e-commerce has lead to the creation of new payment methods aimed at e-commerce and online P2P transactions.

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Also, high penetration of mobile phones and smartphones has turned them into new access channels for new payment schemes. NFC technology also made proxy payments faster and convenient.

Widespread smartcards were only introduced in 1990s, but nowadays popular among all generations.

To boost its usage and develop smartcard payment culture among new generation Georgian public transport companies distribute cards to all schoolchildren. This segment of customers actually should not pay transportation fee so after each usage zero GEL is deducted from their balance.

There are many examples when investment in innovation yields very good results.

ING is an example of the bank transforming its business to meet customers evolving needs.

The bank's investment in digital banking was successful as it became its most valuable differentiating factor from competitors.

Around the beginning of 2016, ING launched Twyp, a peer-to-peer payment app in both Spain and the Netherlands. Twyp, which stands for "the way you pay", allows consumers to pay small amounts to contacts on their mobile devices in just a few seconds.

ING also introduced contactless smartphone payments in the Netherlands, making it easier for customers to pay in shops and bars. In addition, they've joined R3 as the only Dutch bank in a consortium of more than 40 leading global banks collaboratively exploring ways to use blockchain technology in financial markets. In 2015, ING invested in Orange Growth Capital, a financial technology investment firm, and two platforms: US-based Kabbage and China-based WeLab, both of which specialize in instant lending.

Understanding the importance of new technology adoption, big financial institutions not only focus on delivering services through digital channels, but also, to bring better solutions to customers faster, invest in modernizing their infrastructure.

The appearance of Apple Pay mobile payments service, was a signal to banks of the risk they face that tech leader companies like Google and Apple may become active players on the market of payments. The great advantage of these companies is that the customers already use their environment:

According to Alessandro Hatami, former digital payments and innovation director at UK bank Lloyds "A concern that the banks have is the arrival of big ecosystems that will replace them, so Google, Facebook, Apple, etc.; These are customer-based. The customers are already users of these environments. If they start pushing financial services to their own customer bases, these ecosystems can potentially take customers away from the banks."

Although bank managers understand that the demand on wearable technology is very high, and banks need embrace digital banking to remain competitive, only small portion of them are heavily investing in it.

In case of mobile banking the banks are investing in technology that allows their customers to complete transactions, manage their accounts, and perform banking research via their mobile devices. Examples of mobile banking services include remote deposit capture, two-way text banking, apps for locating branches and ATMs using GPS, and bill payment.

Mobile credit services and mobile microfinance becomes popular, but the most demanded became mobile payments.

Non-bank competitors have deployed numerous mobile payment technologies; although no standard infrastructure has yet emerged. Payments can be made online and charged to a mobile phone account; completed via text message; initiated at retail outlets by scanning a bar code displayed on the mobile device; or made by waving a mobile device with an embedded contactless chip at a special point-of-sale device.

Findings

Although banking sector is one of the profitable business sectors in Georgia, there is a lack of researches on payment behavior of Georgian customers. Tech companies being interested in payments threatens banking sector to lose their share of profits. In this case lack of information and late investment in technology might

cause problems to these financial institutions.

This is the reason even huge financial institutions pay more attention customer behavior and technological development.

Blockchain is an example of the product that was pushing by the financial sector and there's now the potential for applications across plenty of different sectors.

Conclusion

The landscape of payments has been dramatically changed over last decades, with reducing cash in most developed countries' economies and introducing new payment methods and instruments.

Georgian customers, not to take into account young generation, are not ease in adopting innovations. Mobile payments, for example, are one of the newly launched banking products in Georgian market. So, to be competitive banks need active promotion of new products and investment in technology which will enable them to stay competitive in the long run period.

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Tbilisi

The Economic and Global Challenges of Supplying Food Security

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Abstract

This article is dedicated to one of the major global problems of the present period which worries mankind since the most ancient times. It characterizes and specifies an essence, role and significance of food security among the global problems. With the increase of World population, forecast is given also to the population of Azerbaijan. Article shows a variety of approaches, methods and stages of development of separately taken countries involved in a settlement and solution of the food security problem. Azerbaijan also reviewed and analyzed the status of this issue and there were various kinds of suggestions to deal with it. At the same time, there were made relevant proposals according to the analysis of efficiency of use of lands as a basis of food security.

Keywords: Food Security, Global, Challenges, Social, Economic.

Introduction

One of the main conditions of economic stability and social sustainability of any Country is a reliable food supply. Azerbaijan also conducts measures in this regard and implements a number of large-scale governmental programs aimed at the development of the agricultural sector. Briefly, food supply of population depends on implementation of such programs. At present, food security of the population is one of the important directions of economic policy of the country. Fundamentals of the policy of development of agrarian sector, which employs most of the population of the country, were founded in the middle of 1990. Fastest land reforms among the CIS countries is carried out in Azerbaijan. Mechanisms of assistance to agricultural producers are created too. Moreover, in collaboration with international organizations, including the World Bank and the UN Food Organization (FAO) there has been launched implementation of important projects in this area. In 2001, by the Order of the Head of State there was approved "Food Security Program". As a result of work done under this program, agricultural and food products increased significantly. Later, due to a rapid economic growth in agricultural sector, measures which were taken for the further development were expanded too. Development of agriculture has been a major focus of the President's strategy to diversify the economy. Considering the fact that 1.5 million population of the country work in the agricultural sector, development of industry and of non-oil sector is of particular importance in terms of reducing unemployment and poverty. Expansion of agriculture takes the leading position in the government program of socio-economic development for poverty reduction. "State Program on Poverty Reduction and Economic Development of the Republic of Azerbaijan for the period of 2003-2005," "State Program on development of small and medium enterprises in the Republic of Azerbaijan (2002-2005)", "State Program on socio-economic development of regions (2004-2008)" and other obligations arising from the implementation of the adopted documents, including financial and technical support to farmers, business development and implementation of infrastructure projects in the regions, has increased the share of consumption of local products (3). "Socio-economic development program of Azerbaijan Republic for 2008-2015," mainly aimed at ensuring food security in the regions and the elimination of unemployment. Solution of these problems constitutes the basis of the development strategy of agricultural sector and closely related to it (5). Besides, use of modern machinery and involvement of new techniques is crucial for the development of agricultural sector and increase in its production. However, attraction of new technologies, purchase of modern agricultural techniques requires huge funds to create a turning point in this area and it

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would not be possible without support of the government. Taking this into consideration, in 2004 the President of Azerbaijan signed Decree on the establishment of “Agro-Leasing” OJSC. “Agro-Leasing” OJSC was entrusted with obligations and other functions to deliver mineral fertilizers, pesticides, equipment, wheat seeds, purebreds, including further delivery of above mentioned to manufacturers in Azerbaijan. This company gives or sells by means of leasing agricultural machinery and technological equipment (purchased by the government through the budget) to individuals and legal persons under the condition of pre payment of 20 percent of its value, payment of the remaining amount can be up to 10 years (depending on its value). Up to this day, through “Agro-Leasing” OJSC has been purchased 9452 units of agricultural machinery of various brands. Main direction of the state policy is oriented to the domestic food market, maximum reduction in the import and implementation of comprehensive measures to create food reserves. In May 2008, by the President of the country was adopted “State Program on reliable provision of population with food products”. This program covers the period of 2008-2015. State Program on the development of agricultural sector and ensuring food security is considered as the most important document. Following the enactment of the program, to ensure the implementation of envisaged measures, the funds allocated for agriculture from the budget in 2009 also significantly increased by 44 percent and reached to 388.2 million. Tendency of growth is proceeded in subsequent years and will proceed in the future. Currently, development of agrarian sector in Azerbaijan makes it possible to cover the needs of population in agricultural products and according to experts, food security in the Republic is estimated at an average level. Azerbaijan is one of the countries which has a great potential in the development of agriculture and consistent continuation of the State program in this area may allow to achieve growth in future by 2-3 times. Development of the agricultural sector, ensuring food security of the population is one of the main directions of Concept “Azerbaijan -2020: Vision for the Future Development “ (2).

The Essence of the Problem of Food Security and Global Challenges of the Modern Era

In recent years, researchers have paid particular importance to the solution of global problems of the modern world community. The quantity of such problems are specified from ten to forty and maybe more, but more attention paid to 9 global problems: 1. peace and disarmament, prevention of a new world war; 2. environmental issue; 3. demographic issue; 4. lack of energy; 5. lack of raw materials; 6. food security; 7. use of the World's oceans; 8. use of outer space for peaceful purposes; 9. elimination of backwardness in developing countries. In the words of Academician Z.A.Samedzade: “Food problem is the most urgent global problem and it still remains as a serious problem in the XXI century. Therefore, every country should be more attentive to this problem for the sake of its nation and development.” According to researchers, solution of global problems worldwide annually requires 1 trillion dollars and this amount is spent on armaments for military purposes. If in the period of agriculture and animal husbandry the forest cover on a dry surface of the Earth made 62 billion hectares, then for last 10 thousand years the forest cover decreased to 40 billion hectares. Presently, the forest fund which is unavailable to the man and generally located in the territories of Russia, Canada and Amazon decreased to 15 billion hectares. Forest fund of the other territories after loss of the primary flora and fauna consists of a newly planted forest plantations. Only in 1850-1980 forest cover of the Globe fell to 15%. Active development of agriculture and livestock, industry and urban expansion has led to reduction of forest resources. Degradation (deterioration) of an ecosystem is sharply aggravated in three directions: 1. as a result of the inefficient use of natural resources and environmental degradation; 2. waste, pollution of the environment by human activity; 3. Atmosphere “poisoning” with these waste. As a result, development and extension of agriculture, cultivation of lands and animal husbandry led to recession and unfitness of land resources. According to scientists, with the development of human potential, as a result of ineffective use of lands for the entire period of mankind the loss of fertile lands made 2 billion hectares. It is certainly more than the current cultivated lands. Nowadays, due to damage of the soil, turnover of farmlands is quitted by 6-7 million hectares of suitable lands which are damaged and lose their productivity. Lost lands are evaluated not only quantitatively, but also qualitatively. According to American scientists, 24 billion tons of arable lands in the world deteriorates and loses its annual level of performance. It is considered to be equal to the planted wheat fields of south-eastern Australia. 60% of the available arable lands in the world are feeble, 30% of the average level and 10% of lands are subject to the strong damage (spoil). World population is growing rapidly in such environment. Fee for demand becomes the object of study in various fields of science. According to scientists, in the middle of the XXI century there are expected the living of 50 billion people on Earth, in 3000 14 trillion, in 5000 27 trillion people. According to the ex-

pected number of population there were made various kinds of calculations. International organizations are more interested in solving of the problem of population growth. (1)

Table 1. Expected number of the World's population

	2000	2025	2050	2075	2100
Worldwide-total	6121	8218	9483	10071	10199
Foreign Asia	508	521	508	508	508
Xarici Asiya	3559	4564	4919	5043	5043
Africa	850	1536	2174	2493	2621
North America	299	342	360	378	378
Latin America	567	865	1109	1226	1226
Australia and Oceanology	30 3	6	41 4	2	42
Former USSR	308	354	372	381	381
Azerbaijan**	8,0	9,2	9,7	9,9	9,9

* Developed according to V.P. Maksakovsky's information

** Our calculations

Due to the rapid growth of the World's population in the conditions of depleted natural resources, food security issue is seen more dramatically. Division of the World on more developed (rich) and on the developing (poor) regions speaks about violation of social justice. While population in the rich countries live safely, the population in poor countries are suffering from lack of food, hunger and poverty. According to opinion of experts of World Food and Agriculture Organization (FAO) population of developing countries including 1.1 billion people had no opportunity even to a minimum level of food supply in 2000. Annually registered death from starvation in these countries are about 13-18-million people from whom 3/4 are children.

Entrepreneurial Activities Related to Food Supply

Entrepreneurship plays an important role in ensuring population's food security. Therefore, continuous improvement of business environment in the country is one of the important directions of the State's economic policy. As a result of implemented policy, number of legal entities engaged in entrepreneurial activity in the agricultural sector reached to 15669. 9521 of them are business entities engaged in agricultural activities and 6148 operating in the field of processing. In order to expand an entrepreneurial activity in the field of agriculture and food products, State's financial support is implemented successfully. Thus, during 2002-2007, including six months of 2008, through authorized credit organizations the National Entrepreneurship Support Fund allocated 271.4 million manat to 6738 business entities. The purpose is to finance an investment projects in 63 cities and regions of the country. 147 million manat from these means were directed on financing of agricultural production and processing, also on financing of 5431 projects directed on improving of production of food products.

Part of these funds were spent as shown below:

- 25,5 million manat on financing of different projects in production of foodstuff;
- 42,5 million manat for financing of projects on processing of agricultural production;
- 79 million manat to finance the development of projects in agriculture and animal husbandry; (4)

Conclusions and Suggestions

Despite the achievements, there is an urgent need for the expansion of business activities in the food supply, as well as need in additional incentive measures to increase lending of the agricultural sector. It is necessary to take measures for construction of barns and warehouses to store food products and provide them with refrigerators, elevators, as well as to extend production activities related to the development of the processing industry, including development of agricultural machinery and fertilizer production. In addition, to establish packaging enterprises, to expand production of grain, fodder, meat and dairy products, fruits and vegetables etc. Generally, it is expedient to take measures for the next years to provide food security and sustainable development of agricultural sector, as well as to ensure normal functioning of entrepreneurs working in this field. Among these measures are:

- Provision of wheat seed producers with particular support and preparation of relevant legal documents in case of use of certified wheat seed aimed to increase production;
- Determination of degree of desertification and salinity of soils, then continued implementation of measures adopted by the Government;
- Carrying out analysis of soil of land plots of each owner, provision of information and consultations according to soil analysis results, assistance in implementation of support to such organizations;
- Further improvement of breeding animals, authentication, registration, organization and the expansion of artificial insemination of cattle;
- Creation of small and medium enterprises engaged in the production of high-quality mixed fodder for feeding of livestock and poultry;
- Support for application of advanced technologies in order to increase competitiveness of agricultural production and network expansion of agro-processing enterprises;
- Provision of full State support for the sale of local products in foreign markets, in addition to create the exchange, wholesale and retail barns and conduct auctions.
- Creation of specialized bank lending for agricultural producers on favorable terms;
- Creation of marketing for the development of private entrepreneurship, improving the competitiveness of the manufacturing process and service infrastructure in order to stimulate the implementation of concessional lending;

Thus, we believe that implementation of measures provided for socio-economic development, improvement of domestic production for the purpose of satisfaction of population's demand for food, creation of new workplaces in agricultural sector can increase share of agriculture in gross domestic product.

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Development of Financial Sector and its' Effect on Economic Growth in Georgia

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Abstract

The article examines the development of the economic and financial sector of Georgia. The aim of this paper is to investigate the long-run growth effects of financial development in the country. The financial sector and its role in the process of economic development has vital importance. In particular, the crucial need for a stable banking system is highlighted all time by specialists (Armenta, pp 188). To figure out why financial sector development may be positively related to economic growth, it is necessary to understand the critical function the sector provides to the economy. The financial sector is unique because of the risk and uncertainty faced by both savers and investors (Stieglitz 1998). Financial Sector development improves economic growth that reduces poverty. Economic growth has been identified as a powerful force for poverty reduction and it has been observed that richer countries experience a fall in poverty (World Bank, 2001a). Studies show that the development of the financial sector through financial liberalization leads to financial fragility and banking crises (Demirguc-Kunt and Detragiache, 1999; Kaminsky and Reinhart, 1999); while still some studies claim that such crises only last in the short-run and financial development is growth-enhancing in the long-run (Kaminsky and Schmukler, 2002; Loayza and Ranciere, 2004; Tornell and Westermann, 2004). We think that the impact of financial sector efficiency on economic growth is significantly positive for developing countries and we deeply believe that the strong financial markets and economic growth is one of the most important issues in economic development. The research that was conducted to analyze situation in the financial sector in Georgia and the data provided herein are based on a survey that contains the responses about the financial sector development and its effect on economic growth of the country.

Keywords: Financial Sector Development, Economic Growth, Banking Crises.

Introduction

The most important components of the economic development and economic growth are strong financial markets, efficient and good-working financial system. In the countries, who have well-developed financial systems, the size of the banking system and the liquidity of the stock markets have strong positive impacts on economic growth. Economy cannot develop without the Growth of the Financial Sector. Economic growth has been identified as a powerful force for poverty reduction and it has been observed that richer countries experience a fall in poverty (World Bank, 2001a). Economic growth can reduce poverty and however, there is an increasing number of empirical studies that find that finance does not exert such a

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strong and positive effect on economic growth (Rousseau and Wachtel, 2005). Other studies show that the development of the financial sector through financial liberalization leads to financial fragility and banking crises (Demirguc K., and Detragiache, 1999) while still some studies claim that such crises only last in the short-run and financial development is growth-enhancing in the long-run (Kaminsky and Schmukler, 2002). Growth can impact directly on the poor by increasing the factors of production that they own and improving conditions in the sectors and regions where they live. The indirect benefits help in redistributing the higher incomes from growth and come from increased government revenues which are used for transfer payments and improving the resources of the poor. The empirical studies show that growth is beneficial to the poor (Dollar and Kraay, 2001). Despite the benefits to be gained from a developed financial system, there are a number of criticisms of financial development as an instrument for poverty reduction (Babajide F., and Babatunde A., pp 5-6).

We think that the impact of financial sector efficiency on economic growth is significantly positive for developing countries. The importance of stable and predictable macroeconomic policies for economic growth, especially for developing countries, has been debated quite extensively in the literature. Many authors state that the successful implementation of a structural adjustment program crucially depends on government policies being credible (Rodrik, 1989 and Calvo, 1988). The literature on financial development and economic growth argues that financial intermediaries can better manage risk than individual wealth-holders. This implies that firms in countries with a more developed financial sector are better able to diversify risks, enabling them to carry out the more risky, but also more productive investment projects. This suggests that the effect of policy uncertainty on economic growth is dependent on the development of the financial sector. We believe that the strong financial markets and economic growth is one of the most important issues in economic development. The impact of uncertainty on economic growth is dependent on the development of the financial sector of a country. The reason is that a well-developed financial system can manage risks more efficiently (Lensink, R., 2000, pp 3-4).

An efficient financial system is essential for building a sustained economic growth and an open vibrant economic system. Countries with well-developed financial institutions tend to grow faster; especially the size of the banking system and the liquidity of the stock markets tend to have strong positive impact on economic growth. If a financial system is well developed, it will enhance investment by identifying and funding good business opportunities, mobilizes savings, enables the trading, hedging and diversification of risk and facilitates the exchange of goods and services. All these results in a more efficient allocation of resources, rapid accumulation of physical and human capital, and faster technological progress, which in turn results in economic growth. It can be concluded that no economy can ever develop without an appreciable growth in the financial sector. Countries with well-developed financial institutions tend to grow faster; especially the size of the banking system and the liquidity of the stock markets tend to have strong positive impact on economic growth (Beck and Levine, 2002).

Objectives of the Study

The broad objective of this study is to empirically investigate the impacts of the Georgian financial sector on the growth of the economy. The specific objectives are to (1) determine the relationship that exists between economic growth and the country's financial sector (2) examine the impact of the financial sector on economic growth and (3) give recommendation to enhance the performance of the financial sector.

The financial sector increases the productivity of investment, reduces transaction costs and affects savings; therefore, the financial sector will enhance economic growth. The financial system of any economy plays a determining role by ensuring that savings are invested in an efficient and optimal way. Economic growth has been described as sustained increase in per capita national output or net national product over a long period of time. It also implies that the rate of increase in total output must be greater than the rate of population growth (Dwivedi 2006).

Overview of the Georgian Financial System

Georgian financial system consists of different institutions, markets, instruments, and operators that interact

within an economy to provide financial services such as resource mobilization and allocation, financial intermediation and facilitation of foreign exchange transactions.

The Georgian financial sector can be categorized into two namely;

1. The informal sector which comprises of the local money lenders, the thrifts and savings associations, etc. It is poorly developed, limited in reach, and not integrated into the formal financial system, but plays a major role in the Georgian financial system.

2. The formal financial system comprises of the capital and money market institutions and these comprise of the banks and non-banks financial institutions.

Georgian financial system is mostly depended on National Bank of Georgia (NBG). One of the main functions of the NBG is ensuring the stability of the financial system. The financial sector is extremely significant for the economy of the country as it plays the role of the most efficient intermediary between the creditors and borrowers. For instance, commercial banks, which represent the major elements of the financial sector, accept deposits from the population and companies and lend these funds to the other households and enterprises. At the same time, all types of non-cash settlements are implemented through commercial banks, both within the country and abroad. Thus, the problems of banks or other representatives of the financial sector are, unlike common companies, instantly reflected on other economic fields. It is therefore necessary to permanently monitor financial sector risks at both the level of specific financial institutions as well as at the sector level at large. The consolidation of the micro and macro aspects of financial stability under one organization is considered to be a significant facilitating factor for the adequate functioning of the financial system.

Goldsmith's paper (1969) was the first to show empirically the existence of a positive relationship between financial development and GDP per capita. King and Levine (1993) used mostly monetary indicators and measures of the size and relative importance of banking institutions and also found a positive and significant relationship between several financial development indicators and GDP per capita growth. Levine and Zervos (1996) included measures of stock market development and found a positive partial correlation between both stock market and banking development and GDP per capita growth. More precisely, they reported a positive and significant link between liquidity of stock markets and economic growth, but no robust relationship between the size of stock markets and economic growth. Levine (2000) found that the development of financial intermediation affects growth positively, and that cross-countries differences in legal and accounting system largely account for different degrees of financial development. More recently, some authors have suggested that there is a positive relationship between financial deepening and per capita income in the transition economies (Égert et al., 2007; Backé et al., 2007). A positive effect of financial development on economic growth through its sources (capital accumulation and productivity), and even on income inequality and poverty, has also been reported (de Haas, 2001; Levine, 2005). We also think that mostly finding a there is a positive relationship between several financial indicators and economic growth.

Berglöf and Bolton (2002) find that the link between financial development and economic growth does not appear to be very strong during the first decade of transition, at least when one looks at the ratio of domestic credit to GDP. Kenourgios and Samitas (2007) examined the long run relationship between finance and economic growth for Poland and concluded that credit to the private sector has been one of the main driving forces of long-run growth. Hagmayr et al (2007) investigated the finance-growth nexus in four emerging economies of Southeastern~ Europe for the period 1995-2005 and found a positive and significant effect of bond markets and the capital stock on growth (Rault, G., 2009, pp 3). One of the major roles of banks and other financial intermediaries is to channel funds from savings into valuable projects.

In doing so, banks engage in "liquidity and maturity transformation," since they finance long-term, illiquid projects while funding themselves with short-term, liquid liabilities by performing this important role, banks expose themselves to the risk of runs: If depositors or other short-term creditors worry about their claims, they may withdraw funds en masse and cause the bank to fail. The recent financial crisis once again highlighted the fragility associated with financial intermediaries performing the roles of maturity and liquidity transformation (World Economic and Social Survey 2006).

When some short-term creditors don't roll over their claims, the financial intermediary pays them

using cash first; if cash isn't enough, the intermediary starts to liquidate some of the risky assets, which is costly. In our framework, the intermediary can fail for two main reasons:

- Low asset returns: Fundamental insolvency due to erosion of equity by low asset returns that don't cover the bank's debt burden.
- Loss of funding: Costly liquidation of assets and "fire sales" that erode equity. (World Economic and Social Survey 2006).

Bank Solvency Regions

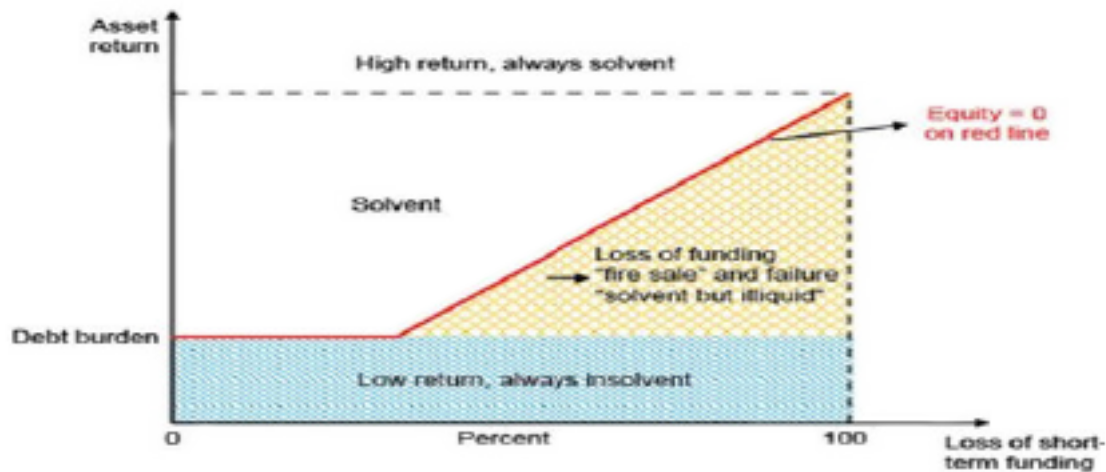


Figure 1.1. Bank Solvency Regions

Source: World Economic and Social Survey

The diagram has four main regions for different combinations of asset return and loss of funding. At one extreme, when the asset return is very high (the area above the dashed line), the bank can stay solvent, even if it loses all short-term funding and needs to liquidate some of the risky assets at a cost. At the other extreme, when the asset return is very low (the blue area), even if all short-term creditors roll over their debt, the bank can't cover its debt burden and is "fundamentally insolvent." (World Economic and Social Survey 2006). Interesting cases arise for intermediate values of the asset return, where the intermediary's ability to stay solvent depends on how much short-term funding it loses. For an intermediate asset return, if few creditors refuse to roll over their claims, the bank doesn't have to sell too many assets and can stay solvent. If, however, for the same asset return, too many creditors refuse to roll over their claims, the bank suffers significant liquidation costs and becomes insolvent. In the diagram, the red line represents the solvency threshold. Below and to the right of the red line, due to low asset returns or significant loss of short-term funding, the bank has negative equity and becomes insolvent (the shaded triangle) (World Economic and Social Survey 2006).

Banks in this situation are also referred to as "solvent but illiquid," since they could have stayed solvent in principle, but due to the illiquidity of their assets the loss of short-term funding forces them into insolvency.

Almost 95 percent of the Georgian financial sector is dominated by the 19 commercial banks with the remaining five percent allocated to the non-bank financing sector, which is comprised primarily of microfinance institutions, credit unions, insurance companies, pension funds and brokerage companies. This percentage breakdown between the banking and non-banking financial sectors is not unusual in developing and/or recently independent economies. The percentages undoubtedly will change as more non-banking institutions are created and encouraged to provide competitive services to the commercial banks.

The first step in the transition process for the financial sector was the development of market oriented financial institutions, banks being the most visible and often the dominant ones. In all transition countries,

the first step was the abolition of the mono-bank system. New banking legislation was introduced allowing private banks to develop and foreign financial institutions to enter the domestic banking sector. Banks were allowed to operate as universal trade banks, whilst the new Central Bank remained in charge of monetary policy, including exchange rate policy, and monitoring of the newly created banking sector. The new system was very similar to that already existing in EU. Thus, most transition countries experienced a rapid expansion of the banking sector due to the entry of new (foreign) banks and the decline in state ownership.

The transition generated macroeconomic turbulence and made any new bank lending extremely risky. During the 1990s, the increase in stocks of non-performing loans led to banking crises in many transition countries. The stock of bad loans evolved partly as a result of the gradual recognition of the quality of existing relationships in state-owned banks (the stock issue), and partly because of continuing bad lending practices (the flow problem) (Bonin and Wacht, 2009). The privatization of the state-owned banks and the participation of foreign strategic investors in banking represented effective ways to solve these problems. Thus, progress in the banking sector in CEE countries has led to a smaller amount of non-performing loans. Foreign banks have played an important role in the development of the financial system of the CEE countries by increasing credit availability, technology transfers and competition. They have been more innovative in terms of the number and range of new products offered, some of them already available in the foreign banks' home markets. Besides, they have helped consolidate the CEE's banking systems, producing waves of mergers and acquisitions that have decreased the number of banks. The majority of banks in the newly privatized banking sector are in fact foreign-owned. The majority of banks have been privatized and foreign banks hold the largest share of assets. The influence of the state-owned banks has declined substantially. In addition, the higher efficiency of foreign banks has stimulated economic growth, and the participation of foreign strategic investors in banking is an effective way to avoid bad loans.

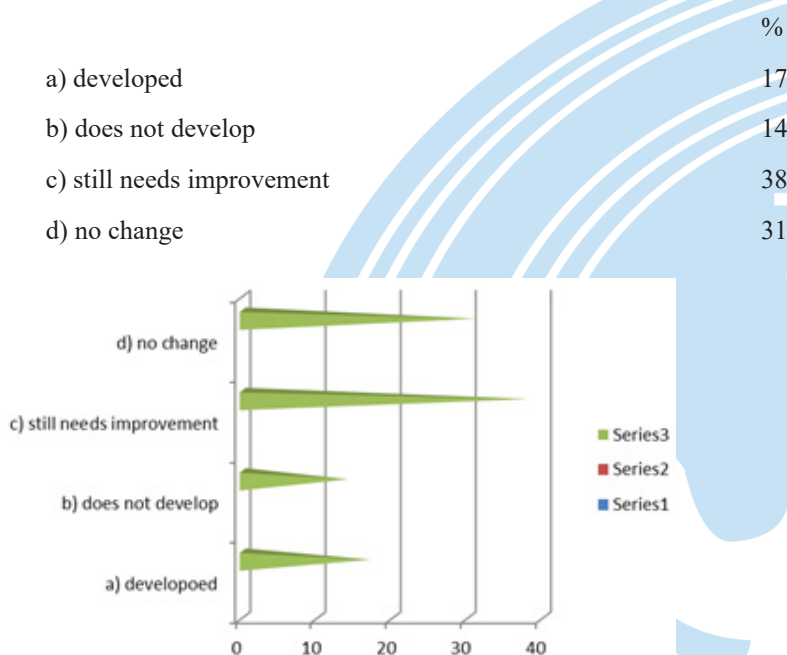
Research Methodology, Results and Findings

We conducted a research to analyze situation in the financial sector in Georgia. The data provided herein are based on a survey that contains the responses about the financial sector development and its effect on economic growth of the country. Allocation of sampling was used to analyze overall situation in Georgia. We interview more than 350 people in financial institutions and banks out of which 48% represented Banks, 17% investment companies, 30% insurance companies and 5% real estate.

Banks have more employees in Georgia than other investment, insurance and real estate companies together and the biggest share of employees are exactly from this sector.

How do you evaluate financial sector development process in the country?

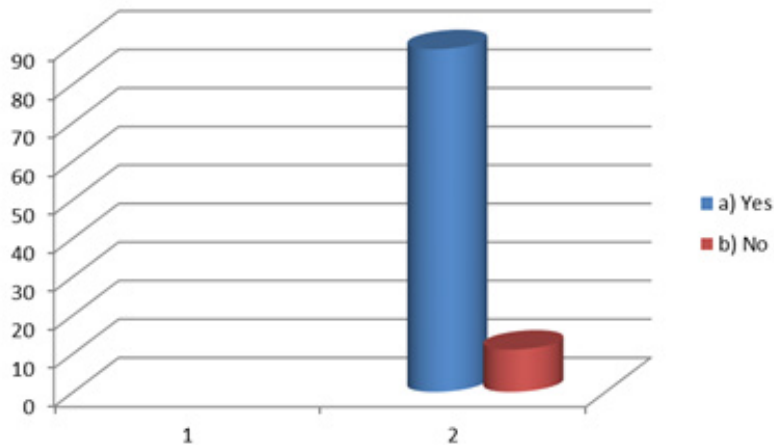
- a) developed
- b) does not develop
- c) still needs improvement
- d) no change



According to our research, people thinks that financial sector still needs improvement but nowadays this sector is the most development in the country.

Does financial sector development influence on economic growth of Georgia?

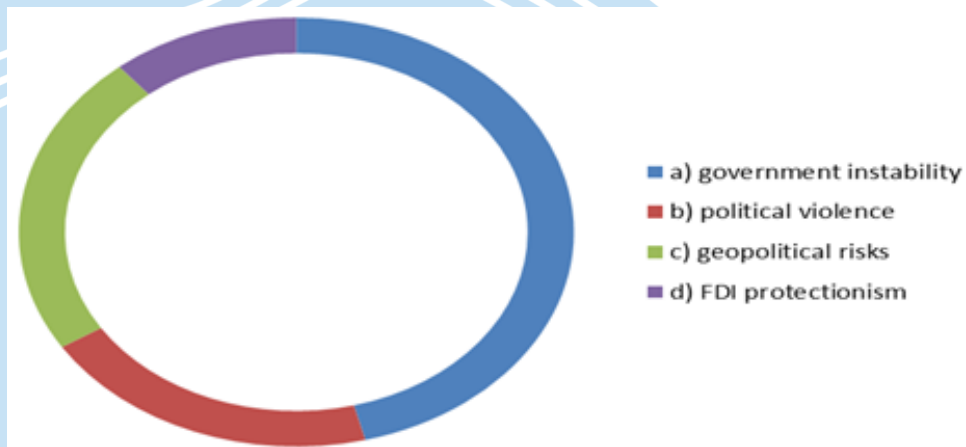
	%
a) Yes	89
b) No	11



89% thinks that financial sector development influence on economic growth.

Which of the following types of political risk influenced the financial sector development during the five years?

	%
a) government instability	46
b) political violence	20
c) geopolitical risks	23
d) FDI protectionism	11



We think that elections and new government who changed tax system and other rules in the constitution of Georgia impacted on financial sector. Also, geopolitical risk is important to take into consideration because of Russia. That's why investors are afraid to start business in Georgia and this fact directly impact on financial sector development.

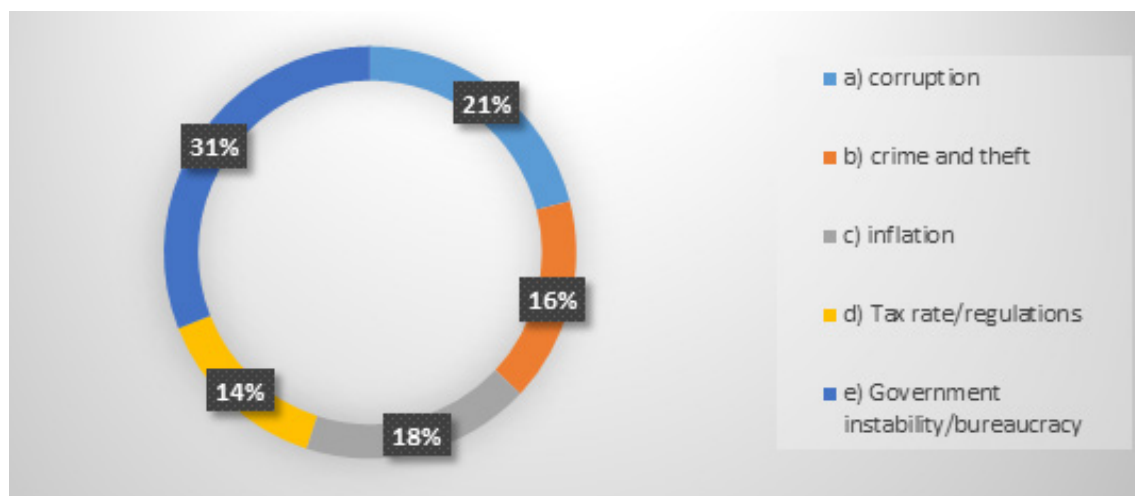
Which of the following factors influenced the financial development & economic growth of the country during the five years?

a) political stability	14	16
b) attracting FDI	39	38
c) low corruption level	35	32
d) government stability	12	14

Like most of the people in our research, we also think that attracting FDI influenced the financial development and economic growth of the country.

The most problematic factors that prevent/hamper economic development of the country

	%	
a) corruption	21	
b) crime and theft	16	
c) inflation	18	
d) Tax rate/regulations	14	
e) Government instability/bureaucracy	31	



Inflation in our country and generally situation in our region is the main problematic factor which impacts of economic and economic growth of the country.

Which of the following represent the most significant constraints on your company's plans to invest?

a) labor costs	13
b) exchange-rate strength	18
c) tax system complexity	9
d) scarcity of qualified staff	11
e) infrastructure constraints	6
f) political risk	19
g) corruption	4

- e) lack of access of financing 9
- f) insufficient intellectual property rights protection 10

Access of foreigners to local capital market is very good because it develops local market and creates more working places (% of respondents)

- a) very good 30
- b) good 60
- c) poor 8
- d) very poor 2



The degree of transparency and fairness of the political and legal system (% of respondents)

- a) very high 35
- b) high 55
- c) low 4
- d)very low 6

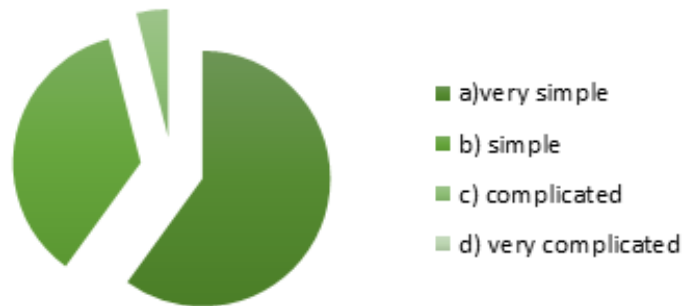


We think that the degree of transparency and fairness of the political and legal system is high but it still needs improvement.

Financial institutions evaluate the complexity of the Tax System like this: (% of respondents)

- a) very simple 60
- b) simple 36
- c) complicated 4
- d) very complicated 0

We think that the tax system complexity is very simple and this must be like this because this is what attracts investors.



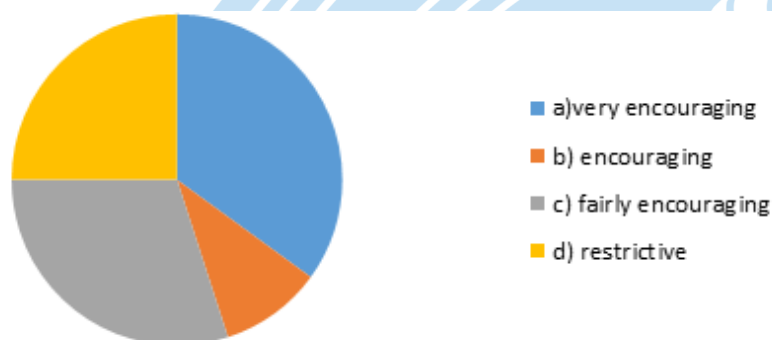
How did your expectations fulfilled about after investing in Georgia? (% of respondents)

a) increase substantially	27
b) increase moderately	53
c) stay unchanged	17
d) decrease substantially	2
e) decrease moderately	1

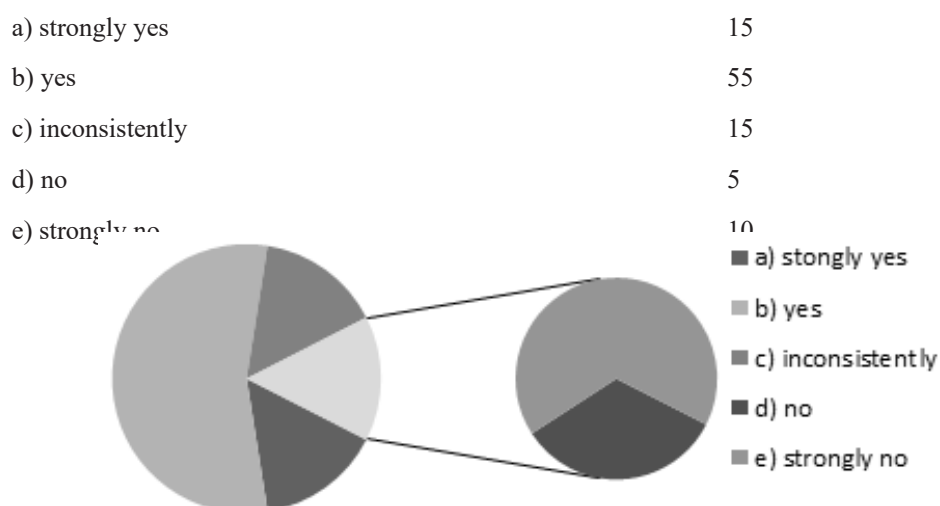


Government policy towards foreign capital (% of respondents)

a) very encouraging	35
b) encouraging	10
c) fairly encouraging	30
d) restrictive	25



Is the present or prospective government likely to implement open, liberal and pro-business policies for foreigners? (% of respondents)



Conclusion and Recommendations

It is incontestable that an efficient and effective financial system is essential for building a sustained economic growth. The success from the financial system can only be achieved through the safety, soundness and stability of the sector coupled with the effective and efficient management of the sector. It has also proved that the development of the financial sector will help in facilitating the real sector which will result into having a virile economic growth. The Georgian financial sector has not been virile enough to enhance the real growth that will push the Georgian economy into realizing her goal of being among the best countries. The intermediation role and investment of the financial sector are not targeted on a long-term basis which is making the real sector of the economy to continue to weak and therefore reducing the productivity level of the economy. With these, the growth of the financial sector cannot complement the expected growth in producing sector of the economy. The expansion of the real sector can significantly influence the development of the financial sector if Georgia is to have growth with a corresponding development. The major challenge to the Georgian financial sector development is how to engender healthy competition in addition to enhancing investments so as to achieve a desired economic growth and maintain its position as one of the emerging economies.

In order to ensure an accelerated economic growth the following recommendations are suggested that there is the need for consistent, transparent and fair policy to all the players in the sector, the need to develop viable and responsive financial services for the poor in Georgia, government should pay off all creditor contractors so they can pay banks and borrow new loans and also restore some of them to good financial health, there is the need for a resilient and strong institutional development of the sector, a strong emphasis on fund mobilization in order to bring help to the low income people to increase and stabilize their income and assets, the need to evolve an investment friendly interest rate regime supportive of the growth objective of the government. The lower costs of borrowing would induced the desired for credit expansion thereby encouraging investment activities in the country. Also, the implementation of tax incentives policies should be maintained. A vigorous sustainable human centered development strategy capable of achieving a structural transformation of the economy, the need for fiscal adjustment as well as the development of more flexible financing option for the government, there's the continuous need for political stability in the country. Also, the security of lives and properties should be seriously attended to, government should continue to intensify its efforts at promoting confidence of the public on this sector through adequate and effective regulation and supervision, the reforms in the financial sector should be sustained so as to be able to channel more resources for investment and productive purposes.

In conclusion, we want to point out that there are many domestic and foreign factors that might affect economy and business development. It's hard to influence foreign factors, but there are some issues inside

the country that should be taken into account. We believe that one of the main factors is political stability. Constant unrest and political confrontation gives impression of instability and scare investors. We also think that it would be better for the authorities to adopt laws and various restrictions, especially with regard to foreigners and foreign issues after in-depth analyses.

The fact that they had to change various laws many times for to improve situation, reveals that the amendments were adoption hastily, without much consideration. One of the most unfavorable facts is that as well that we export only 20% and import 80%, in fact we are dependent on other countries and their economies. The government should support local business more and boost domestic entrepreneurship.

Here are some more visions we agree and believe to promote the country's economic advancement:

1. Conduct campaign to urge the government to introduce some form of deposit insurance system, either jointly with the commercial banks or initially through the establishment of a government-run deposit insurance corporation under the supervision of the National Bank. This would go a long way in developing trust of the banking system among the public, and create a stable, liquid, and reliable source of funding for expansion of the banks' asset portfolios.

2. Support the diversification of commercial banks' business development activities to include expanded bank presence in the middle markets by: a. improvement of bank officer credit decision skills; b. introduction of middle market credit scoring mechanisms; c. simplification of loan procedures and documentation procedures for middle market; d. expanded use of cash flow lending and reduce reliance on collateral for best middle market borrowers.

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Perspectives of Deposit Insurance System Development in Georgia

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Abstract

Development of deposit insurance system in Georgia was proposed and supported by different scholars for promoting banking stability in Georgia, however, the system still remains the subject of discussion, the attempt of National Bank of Georgia to develop the system failed. The paper focuses on perspectives of deposit insurance system development in Georgia and the significant features of the systems for its successful implementation.

Keywords: Deposit Insurance, Coverage Limit, Risk-Based Insurance Premium, Cost-Benefit Trade-Offs of Insurance, Georgia.

Introduction

Deposit insurance system (DIS) was primarily developed to protect depositors against the loss of their savings in case of commercial bank failures. Deposit insurance agencies proved to be effective in reimbursing depositors' funds in those countries where the system is already implemented. Scholars still argue that deposit insurance often undermines banking stability due to the weakened market discipline, however, the international practices show that the system works and countries with deposit insurance system benefit from higher confidence level of depositors both in times of financial stability and financial crises.

Georgia remains among the list of those countries where the system is not yet implemented. Despite the fact that banking sector is systematically developing in Georgia and last years it gained significant confidence of Georgian population, the development of DIS would still support country's financial environment to gain additional tolerance of depositors. In addition, the system would work for banking stability in times of financial crises.

The first trial by National Bank of Georgia to develop deposit insurance system in Georgia failed in 2005, the draft law developed by NBG was rejected by the parliament of Georgia. Ministry of Finance raised the issue of developing DIS in Georgia recently and renewed the development of draft law on deposit insurance system.

The paper focuses on perspectives of developing DIS in Georgia and provides answers to the following research questions:

- 1) How much coverage limit is effective to keep positive effect of DIS in Georgia?
- 2) What are the tradeoffs between the costs of insurance and the benefits?
- 3) What risks should be considered in the process of computing risk-based insurance premiums? How this risks can be assessed?

The paper proposes the features of deposit insurance system that could fit best the Georgian context and the reality and would ensure successful implementation of the system.

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Literature Review on Significant Features of Deposit Insurance System

It is argued that coverage limit is an important determinant of depositors' behavior under DIS. Insufficient coverage of savings may diminish expected positive effect of the system. If depositors, consider that significant part of their savings are not insured the system may fail to preserve high level of confidence of depositors. On the other hand, full coverage may weaken market discipline or the desire of depositors to observe and control commercial bank performances. As a result of which commercial banks may be encouraged to follow too risky strategies. Ioannidou & Dreu (2006) argue that the higher the coverage rate, the larger the decrease in market discipline. Demirgüç-Kunt, Kane & Laeven (2014) claim the importance of imposing coverage limit for stronger market discipline. To keep institutional environment stronger the imposition of coverage limit is again proposed by Demirgüç-Kunt & Detragiache (2000). Therefore, it is critically important to determine the right level of coverage. There are two ways of determining coverage limit discussed by different scholars, these are GDP per capita and retail deposits per capita.

Scholars (Carapella & Giorgio, 2004) argue about cost-benefit trade-offs of DIS. Imposition of deposit insurance system may have positive effect over the volume of deposits through promoting confidence of depositors by promising reimbursements in cases of commercial bank failures. On the other hand, DIS increases depositors' costs by forcing commercial banks to pass their costs to deposit holders. In other words, the cost that commercial banks face through the system is indirectly carried by depositors as well. Commercial banks in most of the cases try to lower interest rates on insured deposits that may demotivate population to deposit their savings and may motivate them to look for other alternatives of investment.

Successful implementation of DIS and its positive effect over the banking system is largely conditioned by the right determination of insurance premium as well. Imposition of risk-based insurance premiums are advocated by scholars from the very beginning when DIS was developed, Cummins (1988) proposed imposition of risk-based insurance premium in 1988 to reduce risky strategies of commercial banks and developed formula to compute it. It is argued that risk-based insurance premium demotivates commercial banks to take too much risk and the opposite, flat premiums encourage them to follow risky strategies. Due to this it is often recommended to impose risk-based insurance premiums under DIS for the safety and stability of banking system. Acharya, Santos & Yorulmazer (2010) claim that risk-based insurance premiums should be even modified for systemic risks.

The Analysis of the Level of Coverage Limit

GDP per capita does not always show to be a logical determinant of coverage limit, even though it is recommended by different scholars. The observations showed that the value of retail deposits or individual deposits do not directly relate to the GDP per capita. Thus, GDP per capita do not solely determine decision of population to save.

The safety of deposits also significantly matter for savings as countries with deposit insurance system but much less GDP per capita (e.g. Moldova) are having considerably high value of individual deposits or retail deposits per capita and retail deposits as percent of GDP, compared to countries without deposit insurance system but higher GDP per capita (Georgia) (Khundadze, 2014).

Retail deposits per capita, or the value of individual deposits per person in a country may be considered as better determinant of coverage limit. It directly measures the financial capability of population to save if all the other conditions of savings are acceptable (e.g. safety of deposits). Countries with higher retail deposits per capita should have higher coverage limit imposed and the opposite. Full or high coverage of retail deposits per capita could ensure the positive effect of deposit insurance system or the high confidence level of population.

Table 1. Individual Deposits in Georgia

Date	Retail Deposits (Gel)	Retail deposit per capita
01/04/16	In NC	1,419,519,036
01/04/16	In FC	6,208,120,652
01/04/16	In total	7,627,639,688
		2050.220322

Source: table is constructed based on data provided by National Bank of Georgia, 2016

The Table 1 above displays 2016 data provided by National Bank of Georgia about the value of retail deposits and the retail deposits per capita in Georgia. As the data show retail deposits per capita in Georgia equals to Gel 2050 in 2016, which enables to conclude that Gel 5000 recently proposed by Ministry of Finance of Georgia by the draft law can be considered as a right coverage limit for a given moment. According to them 90% of retail deposits are covered by the proposed level of limit.

Cost-benefit Tradeoffs of Deposit Insurance System

To analyze and to check the effect of lower rates discussed by different scholars the following hypothesis was developed:

H0: lower interest payments paid to depositors for insured deposits decrease the number of depositors in Georgia.

To test the null hypothesis above the survey results conducted in 3 regions (Kartli, Imereti, Kakheti), 4 cities of Georgia (Tbilisi, Kutaisi, Samtredia, Akhmeta) were used. Sample size is 500. Number of respondents declaring that they would deposit their savings under DIS equals to 473 out of 500. The number of respondents declaring that they would still deposit their savings if lower rates are offered by commercial banks under DIS is again 473, which means that none of the respondents changed their decision to deposit their savings under lower rates.

The null hypothesis below proposes that the number of depositors in case of lower deposit rates (proportion 2 or p2) is less than the number of depositors under the current rates (proportion 1 or p1). The alternative hypothesis proposes that the number of depositors in case of lower rates does not change.

$$H_0: p_1 - p_2 > 0$$

$$H_a: p_1 - p_2 = 0$$

To test the null hypothesis statistical z testing was conducted (Table 2) at the significance level of 0.05 ($\alpha = 0.05$). As far as alpha is equal to 0.05, the testing results are true at 95% of confidence. Here are the results of testing the null hypothesis:

Table 2. Z Test for Differences in Two Proportions: Testing H0 lower interest payments paid to depositors for insured deposits decrease the number of depositors in Georgia

Data	
Hypothesized Difference	0.024
Level of Significance	0.05
Group 1	
Number of Successes	473
Sample Size	500
Group 2	
Number of Successes	473
Sample Size	500
Intermediate Calculations	
Group 1 Proportion	0.946
Group 2 Proportion	0.946
Difference in Two Proportions	0
Average Proportion	0.946
Z Test Statistic	-1.678954002

Lower-Tail Test	
Lower Critical Value	-1.644853627
<i>p</i> -Value	0.046580504
Reject the null hypothesis	

Source: Khundadze, 2012

Null hypothesis is rejected in favour of an alternative one if *p*-Value is less than alpha or the level of significance ($p\text{-Value} < \alpha$). Testing results show *p*-Value to be approximately 0.04658 when alpha is assumed to be 0.05 or *p*-Value is less than 0.05. It means that there is less than 5 % chance of type II error or chance that null hypothesis is accepted when actually it is not true.

Thus, testing results show that null hypothesis that lower interest payments paid to depositors for insured deposits decrease the number of depositors in Georgia can be rejected. The results can be explained in two ways: there are practically no alternative ways of investment in Georgia for individuals and the safety of deposits do matter for depositors. Individuals decide to deposit their savings even if lower interests are offered under the condition that their deposits are insured and safe.

Insurance Premiums

The model of DIS should contain the information about regular insurance premium long before the system is implemented. The regulators can use following financial ratios and the information about commercial bank performances to assess the risk for risk-based premiums: Capital Adequacy Ratios (CAR), quality of assets (Loan Loss Reserve (LLR) analysis), liquidity positions, market risk assessments.

Capital Adequacy Ratios contain both Primary and Regulatory Capital Adequacy Ratios that measure the solvency risk of a commercial bank. These financial ratios enable regulators to check whether commercial banks hold adequate amount of primary and regulatory capital relative to the risk-weighted assets or not. As for the quality of assets regulators currently are using LLR analysis, or the ratios checking the amount of nonperforming loans relative to total loans or the amount of loan loss reserves relative to total loans. These financial ratios enable regulators to check what quality of loans are extended by commercial banks. Liquidity positions of commercial banks is checked by leverage or current ratios, like equity to assets, liability to assets, more specifically total deposits to total assets, demand and core deposits to total assets, as well as total loans to total assets. As for the market risks, commercial banks are checked for interest and exchange rate risks. Interest rate risks are measured by GAP analysis or the difference between market rate sensitive assets and rate sensitive liabilities. It enables regulators to check how net income is affected by market rate fluctuations. Exchange rate risks are assessed by Overall Foreign Exchange Position Limit. It enables regulators to check how net income is affected by national currency exchange rate fluctuations relative to foreign currencies hold by commercial banks.

The ratios listed above are currently used by National Bank of Georgia to evaluate commercial bank performances. The only thing regulators should do for computing risk-based insurance premiums is the right use of the ratios for assessing risks commercial banks face and imposition of relevant insurance premiums. The assessment of these risks and the combination of the results of the assessment will enable regulators to compute different insurance premiums for different commercial banks. These combinations can be the results of assessment for bank capitalizations (solvency or adequacy of capital) versus other banking risks (liquidity, market risks and asset quality). The example of assessing the risks and imposing different percentages for risk-based premiums are provided through Table 3 below. Commercial banks with high risks should be charged with the high rates and the opposite, commercial banks facing low risk may be free of insurance premium. Percentage rates for premiums can be modified.

Table 3. Assessment of Risk for Risk for Risk-based Insurance Premiums

Capitalization	Liquidity and Market Risks, Asset Quality		
	All risk levels are acceptable	One of the risk levels exceeds accepted level	Two of the risk levels exceed accepted level
Primary CAR - 10% and above Regulatory CAR - 12% and above	0.0%	0.5 %	1.5 %
Primary CAR - 3% - 10% Regulatory CAR - 5% - 12%	0.5%	1.0%	2.5%
Primary CAR - below 3% Regulatory CAR - below 5%	1.0%	2.5%	3.0%

As table 3 proposes there can be 9 different risk categories according to bank capitalization, liquidity and market risks and asset quality. Commercial banks with proper capitalization (Primary CAR 10% and above, Regulatory CAR 12% and above) and acceptable level of risks in all three types of banking risks will not be charged with insurance premium. Banks with proper capitalization but with acceptable level of risks in only two types of banking risks will be charged with 0.5% of insured deposits. Commercial banks with poor capitalization (Primary CAR below 3%, Regulatory CAR below 5%) but with acceptable level of risks in all three types of banking risks will be charged with 1% of insured deposits and etc.

As discussed above, this will motivate commercial banks to keep safe strategies and to promote banking stability.

Conclusions and Recommendations

The analysis above and the results of testing enable to develop and formulate following conclusions and recommendations:

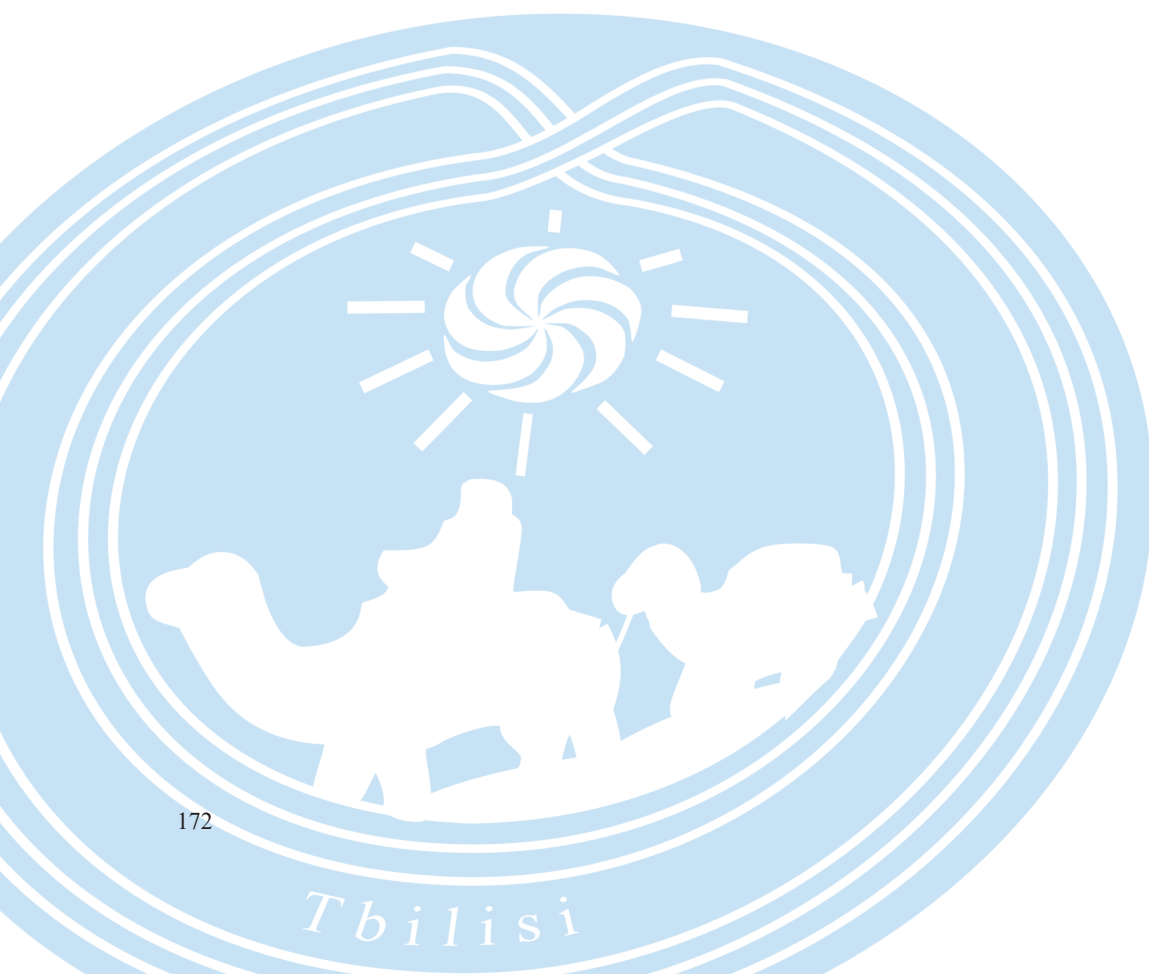
Testing results demonstrate that reduction of the number of depositors is less expected even if deposit interest rates go down as a result of imposition of deposit insurance system. It proves that depositors care not only about the interest earned through investments, but about the safety of their savings as well. They are ready to receive less interest in exchange for the guarantee that their savings are reimbursed.

Retail deposits per capita can be considered as a proper determinant of coverage limit as it directly measures the financial capability of population to save if all the other conditions of savings are acceptable. The analysis about retail deposits per capita in Georgia (Gel 2050) enables to conclude that Gel 5000 is the right limit for insurance. Coverage limit has to be imposed as it keeps market discipline stronger that in turn motivates commercial banks to follow safer strategies and to promote banking stability. Moreover, coverage limit creates additional mechanism of dealing with the financial crisis by enabling regulators to increase the limit or to impose full coverage during financial crisis to promote confidence of population.

The insurance premiums and the rules of computing risk-based insurance premiums have to be determined long before deposit insurance system is implemented. Regulators can use combination of current methods (financial ratios) of assessing risk levels that commercial banks face. The combination of the methods of assessing the risk can be composed of capital adequacy, liquidity, loan loss reserve ratios and market risk assessment methods. Commercial banks meeting all the required or recommended results of the ratios can be free of insurance premiums and those failing to meet either one or more of the required or recommended results of the ratios will be imposed to relevant insurance premiums. This may motivate commercial banks to meet all the requirements or recommendations that in turn will promote banking stability.

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Stock Valuation in Emerging Markets

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Abstract

The aim of the paper is to show some of the stock valuation methods and to get the information how and when to use them. Stock valuation is a method to calculate the theoretical value of companies and their stocks. The main reason of using these methods is to get the future prices of market and their movements. In these paper, I have discussed some valuation methods, such as: Dividend Discount Model, Discounted Cash Flow Model, Comparables Model. There are numerous factors that affect the stock price and they are almost impossible to predict.

Keywords: Stock, Common Stock, Preferred Stock, Valuation, Dividend, Cash Flow, Bond.

Introduction

When trying to figure out which valuation method to use to value a stock for the first time, most investors will quickly discover the overwhelming number of valuation techniques available to them today. There are the simple-to-use ones, such as the comparables method, and there are the more involved methods, such as the discounted cash flow model.

Unfortunately, there is no one method that is best suited for every situation. Each stock is different, and each industry sector has unique properties that may require varying valuation approaches. Here, we'll provide an overview of the two basic categories of stock - common and preferred - and then discuss how to value each.

Advantages of trading stocks:

- **Participate in profits**

The holders of Stocks are entitled to a dividend whenever a dividend is declared by the company's board of directors. This is an 'earning per share' and allows you to profit from a company's growth.

- **Superb selection**

Vast selection of instruments is available and you have the ability to diversify your portfolio with stocks from all over the world - in a range of companies and sectors.

- **'Membership' benefits**

As a stock holder, you have the right to participate in corporate actions. For example, a company has the right to sell new Stocks at a better price to shareholders or even distribute free shares to them.

- **The clock isn't ticking**

Unlike some financial instruments, there is no 'expiration' date with Stocks. Investors can hold on to their portfolio for an unlimited period of time and with some brokers this is a free service.

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- **Less worry...**

Investors in common Stock have no further economic requirements to the company. The amount you have invested is your only obligation.

- **In and out**

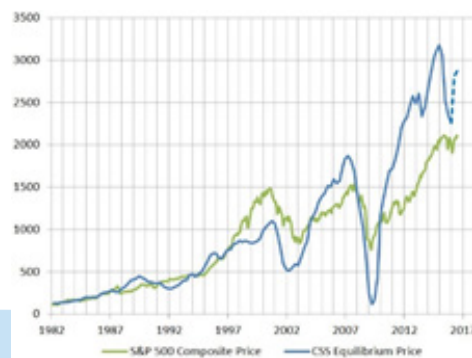
Large Cap Stocks usually offer deep liquidity. This implies that an investor not only has the ability to open a position easily but also close it easily. 'Large Cap' is an abbreviation of 'Large Market Capitalization' and refers to companies with a market capitalization over \$10 billion.

- **Make your Stocks work for you**

Investors at some banks or brokers are eligible to use a percentage of their investment collateral for margin trading of Forex, Futures and CFDs. It's a good idea to look into the pros and cons of margin trading as the amounts of leverage involved can lead to amplified profits but also amplified losses.

Urgency of Topic

The subject of the research was important for following reasons: First, there is currently no clear single 'best practice' for the valuation of stocks. In developed markets, best practitioners and scholars seem to converge on mainstream valuation practices. However, in emerging markets, practice varies more widely. Each stock is different, and each industry sector has unique properties that may require varying valuation approaches.



Emerging markets differ from developed markets in areas such as accounting transparency, liquidity, corruption, volatility, governance, taxes, and transaction costs. These differences are quite likely to affect stock valuation as well.

Investment flows into emerging markets are material: according to the World Bank, during the year 2015, \$800 million flowed into some 150 countries not regarded as developed, over \$600 million of which went into the 30 or so emerging countries most widely followed by international investors.

Emerging markets will continue to draw the attention of the world's investors. The roughly 30 emerging countries widely followed by investors grow at real rates two or three times higher than developed countries.

Literature Review

Common Stock Features

Stock is sometimes referred to as shares, securities or equity. Simply put, common stock is ownership in part of a company. For every stock, you own in a company, you own a small piece of the office furniture, company cars and even that lunch the boss paid for with the company credit card. More importantly, you are entitled to a portion of the company's profits and any voting rights attached to the stock. With some companies, the profits are typically paid out in dividends. The more shares you own, the larger the portion of the company (and profits) you own.

Objectives and Risks

Over the long term, no investment provides better returns at a reasonable risk than common stock. History dictates that common stocks average 11-12% per year and outperform just about every other type of security including bonds and preferred shares. Stocks provide potential for capital appreciation and income and offer protection against moderate inflation.

How to Buy or Sell It

The most common method for buying stocks is to use a brokerage, either full service or discount. There is no minimum investment for most stocks (other than the price per share), but many brokerages require clients to have at least \$500 to open an account. Dividend reinvestment plans (DRIPs) and direct investment plans (DIPs) are two ways individual companies allow shareholders to purchase stock directly from them for a minimal cost. DRIPs are also a great way to invest money at regular intervals.

Strengths

- Common stock is very easy to buy and sell.
- Thanks in large part to the growth of the Internet, it is very easy to find reliable information on public companies, making analysis possible.
- There are over 11,000 public companies in North America to choose from.

Weaknesses

Your original investment is not guaranteed. There is always the risk that the stock you invest in will decline in value, and you may lose your entire principal.

Your stock is only as good as the company in which you invest - a poor company means poor stock performance.

Three Main Uses

1. Capital Appreciation
2. Income
3. Liquidity

Preferred Stock Features

Within the vast spectrum of financial instruments, preferred stocks (or preferreds) occupy a unique place. Because of their characteristics, they straddle the line between stocks and bonds. Technically, they are equity securities, but they share many characteristics with debt instruments. Some investment commentators refer to them as hybrid securities. In this article, we provide a thorough overview of preferred shares and compare them to some better-known investment vehicles.

Bonds and Preferreds: Similarities

Interest Rate Sensitivity

Preferreds are issued with a fixed par value and pay dividends based on a percentage of that par at a fixed rate. Just like bonds, which also make fixed payments, the market value of preferred shares is sensitive to changes in interest rates. If interest rates rise, the value of the preferred shares would need to fall to offer

investors a better rate. If rates fall, the opposite would hold true. However, the relative move of preferred yields is usually less dramatic than that of bonds.

Callability

Preferreds technically have an unlimited life because they have no fixed maturity date, but they may be called by the issuer after a certain date. The motivation for the redemption is generally the same as for bonds; a company calls securities that pay higher rates than what the market is currently offering. Also, as is the case with bonds, the redemption price may be at a premium to par to enhance the preferred's initial marketability.

Senior Securities

Like bonds, preferreds are senior to common stock; however, bonds have more seniority than preferreds. The seniority of preferreds applies to both the distribution of corporate earnings (as dividends) and the liquidation of proceeds in case of bankruptcy. With preferreds, the investor is standing closer to the front of the line for payment than common shareholders, although not by much.

Convertibility

As with convertible bonds, preferreds can often be converted into the common stock of the issuing company. This feature gives investors flexibility, allowing them to lock in the fixed return from the preferred dividends and, potentially, to participate in the capital appreciation of the common stock.

Ratings

Like bonds, preferred stocks are rated by the major credit rating companies, such as Standard & Poor's and Moody's. The rating for preferreds is generally one or two tiers below that of the same company's bonds because preferred dividends do not carry the same guarantees as interest payments from bonds and they are junior to all creditors.

Common Stock Valuation

Valuation methods typically fall into two main categories: absolute and relative.

Two Categories of Valuation Models

Absolute valuation models attempt to find the intrinsic or "true" value of an investment based only on fundamentals. Looking at fundamentals simply means you would only focus on such things as dividends, cash flow and growth rate for a single company, and you wouldn't worry about any other companies. Valuation models that fall into this category include the dividend discount model, discounted cash flow model, residual income models and asset-based models.

In contrast to absolute valuation models, relative valuation models operate by comparing the company in question to other similar companies. These methods generally involve calculating multiples or ratios, such as the price-to-earnings multiple, and comparing them to the multiples of other comparable firms. For instance, if the P/E of the firm you are trying to value is lower than the P/E multiple of a comparable firm, that company may be said to be relatively undervalued. Generally, this type of valuation is a lot easier and quicker to do than the absolute valuation methods, which is why many investors and analysts start their analysis with this method.

Dividend Discount Model (DDM)

The dividend discount model (DDM) is one of the most basic absolute valuation models. The dividend model calculates the “true” value of a firm based on the dividends the company pays its shareholders. The justification for using dividends to value a company is that dividends represent the actual cash flows going to the shareholder, thus valuing the present value of these cash flows should give you a value for how much the shares should be worth. So, the first thing we should check if we want to use this method is if the company actually pays a dividend.

Discounted Cash Flow Model (DCF)

What if the company doesn’t pay a dividend or its dividend pattern is irregular? In this case, move on to check if the company fits the criteria to use the discounted cash flow model. Instead of looking at dividends, the DCF model uses a firm’s discounted future cash flows to value the business.

The DCF model has several variations, but the most commonly used form is the Two-Stage DCF model. In this variation, the free cash flows are generally forecasted for five to ten years, and then a terminal value is calculated to account for all of the cash flows beyond the forecast period. So, the first requirement for using this model is for the company to have predictable free cash flows, and for the free cash flows to be positive.

Comparables Method

The last method we’ll look at is sort of a catch-all method that can be used if you are unable to value the company using any of the other models, or if you simply don’t want to spend the time crunching the numbers. The method doesn’t attempt to find an intrinsic value for the stock like the previous two valuation methods do; it simply compares the stock’s price multiples to a benchmark to determine if the stock is relatively undervalued or overvalued.

This method can be used in almost all circumstances because of the vast number of multiples that can be applied, such as the price-to-earnings (P/E), price-to-book (P/B), price-to-sales (P/S), price-to-cash flow (P/CF) and many others. Of these ratios, the P/E ratio is the most commonly used one because it focuses on the earnings of the company, which is one of the primary drivers of an investment’s value.

No one valuation method is perfect for every situation, but by knowing the characteristics of the company, you can select the valuation method that best suits the situation.

Preferred Stock Valuation

Preferred shares have the qualities of both a stock and a bond, which makes valuation a little different than a common share. The owner of the preferred share is part owner of the company, just like a common shareholder. The stake in the company is in proportion to the held stocks. Also, there is a fixed payment which is similar to a bond issued by the company. The fixed payment is in the form of a dividend and will be the basis of the valuation method for a preferred share. These payments could come quarterly, monthly or yearly, depending on the policy stated by the company.

Valuation

Preferred stocks have a fixed dividend, which means we can calculate the value by discounting each of these payments to the present day. This fixed dividend is not guaranteed in common shares. If you take these payments and calculate the sum of the present values into perpetuity, you will find the value of the stock.

Considerations

Although the preferred shares give a dividend, which is usually guaranteed, the payment can be cut if there are not enough earnings to accommodate a distribution. This risk of a cut payment needs to be accounted for. This risk increases as the payout ratio (dividend payment compared to earnings) gets higher.

Callable

If the preferred shares are callable, the company gains a benefit and the purchaser should pay less, compared to if there was no call provision. The call provision allows the company to basically take the shares off of the market at a predetermined price. A company might add to this if the current market interest rates are high (requiring a higher dividend payment) and the company expects the interest rates to go down.

Also, there are several valuation methods as:

- Net Working Capital and Net Current Asset Value
- Asset Reproduction Value
- Benjamin Graham Valuation Formula
- Earnings Power Value (EPV) by Bruce Greenwald
- PE Model for Stock Valuation]

Summary

Corporations will generally issue common and preferred shares. Preferred shares have advantage over common shares, as their shareholders will receive any paid out dividends before the common shareholders. Investors looking for total return could consider stocks that pay out dividends and also provide growth.

The market capitalization of a company is determined by the number shares outstanding multiplied by its price per share. Large-caps are stocks of companies in “mature” stage with stable or limited growth potential. These companies tend to grow from acquisitions of other companies.

Investing in foreign stocks can potentially require higher tolerance for risk but could reward investors by providing diversification away from domestic assets.

Analysis

In an emerging market, such as Georgia, the valuation of stock is also depending on the industry and characteristics of a company. The Georgian Exchange Market is functioning very inert, maximum 2-3 trades in a day. There are also some brokerage companies, which will help investors in the right decisions in case of investing. They also help to invest in the foreign stocks and bonds.

So nowadays picture shows us that there is huge problem in stock exchange market and the solution itself must come from the companies.

No one valuation method is perfect for every situation, but by knowing the characteristics of the company, you can select a valuation method that best suits the situation. In addition, investors are not limited to just using one method. Often, investors will perform several valuations to create a range of possible values or average all of the valuations into one.

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Tbilisi

The Rise in Practice of Islamic Banking in Turkey: Opportunities and Challenges: An Overview

AHM Ershad Uddin*

Abstract

Despite the fact that Islamic finance market is not at its full maturity globally but after world economic crisis it turned to be among the economic hub to a certain percentage. However, this is the most discussed topic in the financial zone which resulted the Europe-America to look into this market as a sustainable economic process and a way to overcome the financial instability, hence, they open up an Islamic banking window in one of the Islamic banks or any conventional banks. Since turkey stands as a bridge between Asia-Europe geographically, in 1985 not for religious reasons but based on political strategies it initiated the Islamic banking journey which was known as participation banking. Currently, turkey owns 5% of the global Islamic financial asset.

This research mainly highlights the opportunities and challenges of Turkish Islamic banking growth along with conventional banks also, a visual perspective of what sort of future Turkish Islamic banking stands at.

Keywords: Islamic Banking, Turkey, Finance, Interest free, Participation.

Introduction

There draws a differential line between conventional banking and Islamic banking service. The conventional banks deposit the inability of the clients pass loan only under the conditions of an increase in return. Likewise, the Islamic banking invest in their needs with a share of profit and loss principles of banking.

Interest based banking provides loan to all sorts of business like tobacco, pork, alcohol and weapon etc. however, Islamic banking as it is shari'ah compliant does not disobey its laws and regulations in terms of loan/business.

Since turkey is a secular based established country and it is a total opposite to the cultures of the Muslim community, it almost follows the western model. In spite of the above, for the last 10 years, it has become a debate for the scholars about how the Turkish national and global financial world is turning into an Islamic financial hub. Globally, Turkey stands at 4th position in the collection of funds¹ which can be counted as a big opportunity.

However, the Turkish constitutional law circulates in secularism for the management of religion in public², but it is found that the current government is trying to reduce this control over religion up to a neutral point where the public fund can be shared from different religions only did turkey provide fresh face to it by doing this but also at international level it stands at influencing Islamic finance trustee by patronizing.

It paves way to a development in economy as well as a renowned power house along the side of the Muslim world. President Erdogan consults the business to not earn money from interest based business organizations like TUSKON but to create an investment and production process can bring about a new

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¹TKBB report- 2015

²Noah Feldman, Divided by God: America's church state problem and what we shame do about it.

Turkish stand in the economy respectively¹.

This paper mainly consists of a brief statement of the Turkish Islamic finance industry a comparison based on the Compound Average Growth Rates (CAGR) in the last years. And it indicates the domestic and global challenges of the notion along with Turkish participation banks at the present form.

Literature Review

Currently, Islamic finance is the most demandable term which presents its principles through the fundamentals of Shari'ah. In other words, to have a role of shari'ah in practice Islamic banks work as a trading and financial intermediate to exert activities free of interest. It poses various forms of differences with the conventional banks. Where, CB is interest based banking business; Islamic banking has created a concept of profit loss sharing (PLS) worldwide trading and initiated a resolution any reform in the world of economy. It can also be said that Islamic finance industry is a part of global economic. According to Ahmed et al (2010), it's a welfare based institution that comes forward to develop business activities by creating a reservoir the financial resources for the sake of profit and loss sharing mutual benefit². In a statistic, Islamic banks they have proved its worth in the last decade where they have grown their assets twice in 2003-2013 it spiked from 200 billion to 1.8 trillion dollar³. In the secular Egypt, by 1963, a person named Ahmad Al Naggar⁴, started an interest free commercial banking system through the mode of Islamic banking although the Egyptian gov. did not mention any Islamic based notion of it in banking charter⁵. At present, the industry of Islamic finance is running in the different ways: a) complete Islamization financial system. B) dual system but having separate forms of banking system in conventional and Islamic banks respectively. C) dual system falls under same regulation. Since Islamic banking is completely shari'ah compliant therefore, it is necessary to comprehend the shari'ah code properly and broadly. But some scholars believe that although its definition is stated perfect, yet some of the schools of Islamic law differ and did not develop enough in their jurisprudences of Islamic banking⁶ as the third source of Islamic shari'ah is consensus of the legal schools and they elaborate specific questions of various circumstances in the light of Quran and Sunnah. It is required for the shari'ah supervising boards to be directed by qualified Muslim jurists. So, they can categories what is permitted and what is prohibited⁷. It is not necessary for Islamic banks to be functional on to the Muslim countries only⁸ and that is why, Luxembourg established the pillar of Islamic banking in 1978⁹. Hence, in 2019, annual growth rates of Islamic banks expected to have increased to 17% up to 2 trillion¹⁰ and it is seen that the global magazine in its range has placed an award appreciation because of its global economic effect and its gradual strength known as a world's best Islamic financial institution¹¹ in comparison to the commercial banks in the last 10 years, Islamic Banks rapidly grew¹² anyways, a question remains that the global Muslim population counts 1.6 billion that represent 25% of the whole humankind. In that case, the whole global economy consists of only 2% in the Islamic finance industry, in countries like, Bahrain, Kuwait, Qatar, Pakistan, Indonesia, Malaysia, Turkey and Dubai those "Nine Core", their assets of 93% in Islamic bank finance industry which reached to 920 billion by 2015¹³ on the other hand, an in-

¹Marc, Champion and Joe, Parkinson " Turkey official says zero interest rates an "ideal", November 24, 2011.

²Ahmad, A, Humayoun, A, A, and Hassan, U, U. (2010), an analysis of functions performed by Islamic bank, a case study of Pakistan. European journal of social science, 17 (1), p, 7-12.

³TKBB report- 2015

⁴Ariff, Mohammad, "Islamic banking", Asian pacific economic literature, vol. 1-2, September 1988, p.p. 46-62.

⁵ibid

⁶Joseph, Schacht, "an introduction to islamic law" oxford university press, oxford, 1982, chapter 10.

⁷Anything but convention? (Islamic banking) Banker Middle East (CPI Financial), issue 43, January 2004.

⁸Chang, B, S, and Liu, M.H (2009), Islamic Banking: interest free or interest based? Pacific-basin finance Journal, 17, p.p. 125-144.

⁹Ariff, Mohammad, "Islamic banking", Asian pacific economic literature, vol. 1-2, September 1988, p.p. 46-62

¹⁰TKBB report- 2015

¹¹Malcolm, D, Knight, "The growing importance of Islamic finance in the global financial system", speech given at the 2nd Islamic financial services board (IFSB) forum, Frankfurt, December 6, 2007

¹²world Islamic banking competitiveness report- 2016

¹³ibid.

ternational commercial bank, Union Bank of Switzerland (UBS) has a total asset of 2,161 billion in 2008¹, that is why, to extend the range of its growth rate in assets and it is required for IB system to propagate in the non-Muslim countries as the fact that the percentage of the strong economic Muslim country is limited to only 1% in the global market.

A Brief Scenario of Islamic Banking in Turkey

Due to represent interest free banking the Turkish gov. introduced it in 1975 which was established² by the name “state industry and worker investment bank” (Devlet Sanayi ve Isci Yatirim Bankalari-DESIYAB). Its prime objective is to create a channel between Turkey and Europe to have a multi partnership and profit sharing business. Later on, this was changed to development bank of Turkey, however, in 1983, mainly the Islamic banking was implemented when the gov. passed a decree no: 83/7506, which is known as in 16 December 1983³. It maintains national trading and business with the help of the gulf, it intends to collect a capital that will be integrated in interest free banking⁴ and its primary name was given as Special Finance House (SFH) along with its first pilot project in 1984 started its official program of banking named “Al Baraka Turk Bank”, in the same year, a “Faisal finance” was launched in Saudi based on Islamic Banking⁵. Prior to 2001, 6 Islamic banks functioned with its interest free banking activities. Ilhas finance bank was shut down due to bankruptcy. Also, Anadolu family bank takes the name of Turkey finance in its progress. Instead, the Turkish government gives a new portrait to global Islamic banking into a bigger one in the 19th October of 2005 “special Finance House” to “Participation banks” under the legislation no of 5411⁶. It is to be noted that the name “participation banks” was proposed by Al-Baraka Turk Bank in 1999⁷ although it could not progress after 2005, necessary legislation, economic crisis, assets size and product launch was a barrier for them⁸. In 17 February 2016, a new Islamic bank called “Vakif participation” has joined in Islamic banking industry where currently 6 Islamic banks function in three categories, they are as follows⁹:

A) state owned participation banks:

1. Ziraat Participation.
2. Vakif Participation.

B) Private owned participation banks:

3. Bank Asya
4. Türkiye Finance

C) Foreign owned participation banks:

5. Al Baraka Turk Bank
6. Kuwait Turk Bank

These six Islamic banks work similar as the other conventional banking operating their activities accordingly. Their service and product could have maintained the fundamentals of shari’ah of their juris-

¹“first quarter 2008” report, USB financial highlights 6th may 2008.

²Galina, A. (2006) “the impact of international migration on the economic development of countries in the Mediterranean basin. International migration and development in the Arab region: challenges and opportunities, UN/POP/EGM/2006/04.

³Zaim, Sabahtin, “Turkiyenin yirmnnci yuzyil toplum, iktisat, siyaaseet”, Istanbul: isaret yaynlari, 2005.

⁴Pakdemirli, E. (2000), “Turkiyede Faizsiz Finans Kurumlarinin Kurulus Seruven”, Ozel finans kurumlar-teori ve uygulama, Al Baraka Turk yaynlari, 17, kultur kitaplar-2

⁵Erturk, Ahmet. “Turkiyede özel finans kurumlarinin Dunu, Bugunu ve yarini, (in) B. camel Rodoplu (ed.), Turkiyede özel finans kurumlar-teori uygulama (Istanbul: Al Baraka Turk Yayinlari- 2000, p.

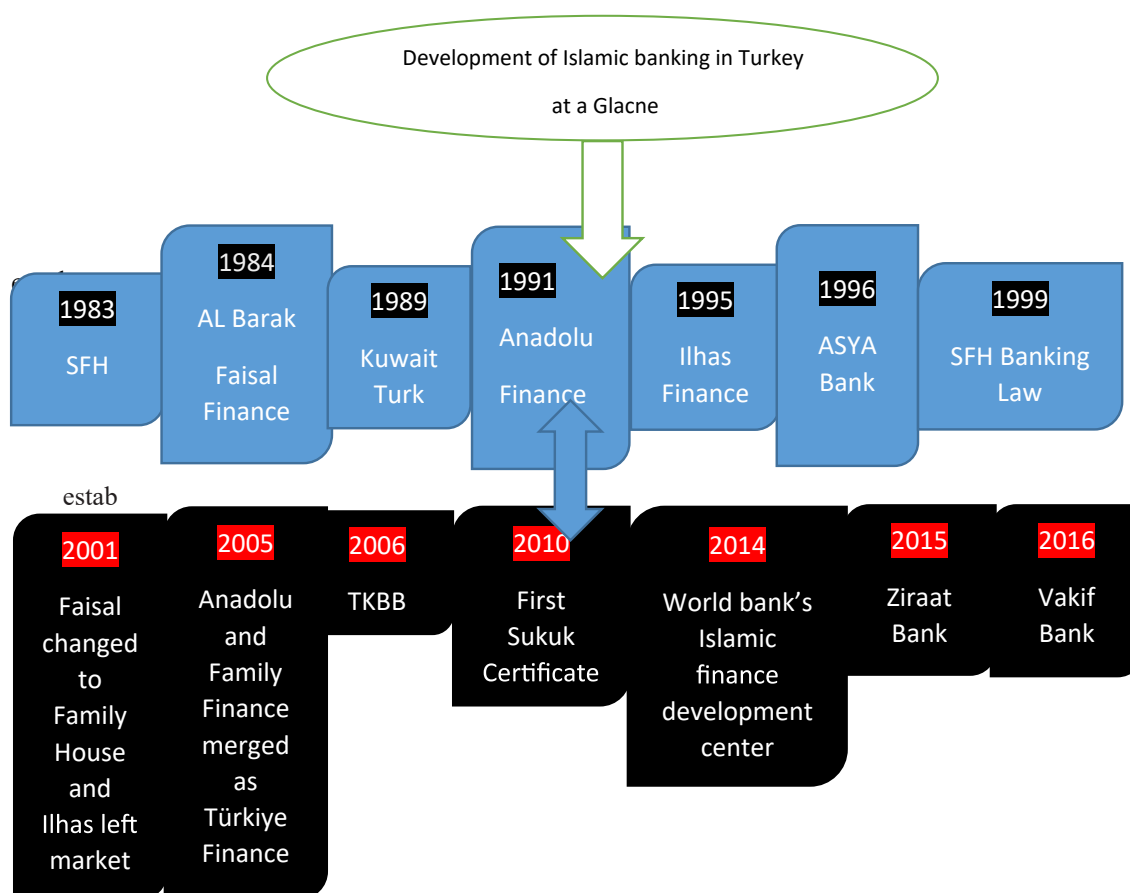
⁶Nalan, Ece (2011), “Dunya’da ve Turk Bankacilik Sektorunde Islam Bankalarinin Gelistirilmesi”, Akademik Bakis Dergisi, 25, P.7

⁷Bereket (1999) “Katitilim bankaciligi” retrieved may 2013, http://www.albaraka.com.tr./pdf/bereket_8pdf

⁸Turkish Participation Banks Strategy Document, 2015-2025.

⁹https://en.wikipedia.org/wiki/list_of_banks_in_turk.

diction board comprised of a central shari'ah board despite the fact that each bank has its own shari'ah advisory committee.



(source: TKBB- 2015)

In 20th of February 1997, Turkish military passed a memorandum in national security council meeting that aimed at closing off the Islamic Banks automatically or convert SFH into conventional banks, and for this reason, the two year 1997-1999 was a very hard period for SFH¹. It should be noted that the Banking regulations and supervision agency (BRSA) is an independent decision making body which made some amendment in 1999, yet in 2000-2001, it could not tackle the Turkish economic crisis. At that time, over 20 banks were shut down among them was Ilhas bank². Due to the fact that the Ilhas finance was not insured by central bank. When liquidity crisis attacked it, Ilhas banks was destroyed.

Current Position of Participation Banks in Turkey

Currently, Turkey is one of the nine global Islamic economy leading countries, though in 2001 and 2008 it was under domestic and international crisis, it felt over a drastic economic crisis yet participation banks or Islamic Banking has overcome all this turmoil and continued functioning as have stronger than before. It started affecting the Turkish economy. In the last decades, the participation banks were able to project a positive contribution to the investment category along with presenting a trustworthy. Islamic banking concept

¹Akyuz, O. (2011) "Kariyla, Zarariyla...Katilim bankalari" Retrieved May 2015, http://www.aksiyon.com.tr/kapak/kariyla-zarariyla-katilim-bankalari_529243

²Cetrez, Ozgur Rahsan, (2016), "Actors, legal formation and authenticity in Islamic banking and organic agriculture in Turkey, (PhD thesis).

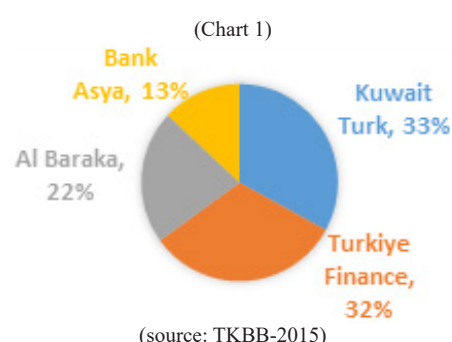
to the public eye and surely its credit can be claimed by the AKP government.

In the banking sector, a 4% of market share margin was achieved in 2009, which reached up to 5.5% in 2014 that estimates an average annual growth rate of 25% increase within the year 2009-2014. Last year, the volume of transaction and no of customer increased resulted in the average annual growth rate of 19% in its fund collection.

Another interesting factor is that in 2011 their stands a close ratio of percentage between conventional banks and participation banks in (1.7%: 1.6%) respectively. However, a descending number is shown in 2013 where participation banks at 1.6% and conventional banks at 1.3%¹

According to the insights of Ismail and Aydin, the Turkish Islamic banking is stronger than it was before as they are subjected to added regulations and a participation in a saving deposit insurance fund in case of liquidity², Though, turkey slightly decreased in the global Islamic economic market in 2014³

Having two more new banks in addition to the old four banks i.e. Ziraat and Vakif participation banks whose annual reports are not yet found. The statements of the four banks are evaluated to be as follows:

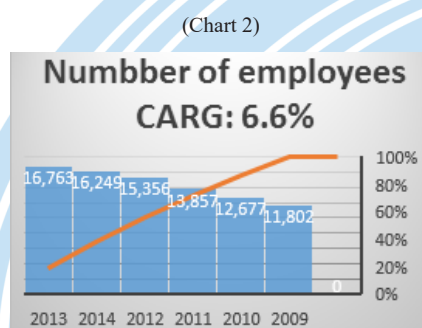


Prior to 2014, Kuwait Turk bank achieved 33% securing the 1st rank whereas Turkey finance with a decrease in 1% to it secured second place with 32%, meanwhile the 3rd and 4th position is taken by Al Baraka and bank Asya with 22% and 13% respectively.

Growth of Employment Numbers

As of 2009, it is seen in the participation banks that a total no of personnel workers were 11,802 persons which reached to no of 16,249 in 2014, which is 6.6% in accordance to the compound annual growth rate (CAGR)⁴.

In another statistic of 2013, conventional banks have had approx. 200 thousand officers which based on CAGR is 4.10%⁵.



¹Turkish Participation Banking Strategy Document 2015-2025, P. 18

²Ozsoy, Ismail and Aydin, Yabanli (2010), "the rising sector in turkey: participation banking market report", November 17, 2010.

³world Islamic banking competitiveness report- 2016, p. 58

⁴TKBB report- 2015

⁵Dereci, Mustafa (2014), "Participation Banks: a success story of financial inclusion in Turkey", published by Kuwait Turk Bank, Turkey.

Sukuk Development

In the global Islamic market, Sukuk is considered as the most profitable product. That is why, the gov. is targeting to flow trade from middle east using Islamic bank as a tool of investment that resulted in last five years a rapid annual growth rate to be 30% securing the second place in the global Islamic economic industry whereas, Indonesia is at the top with 43%¹.

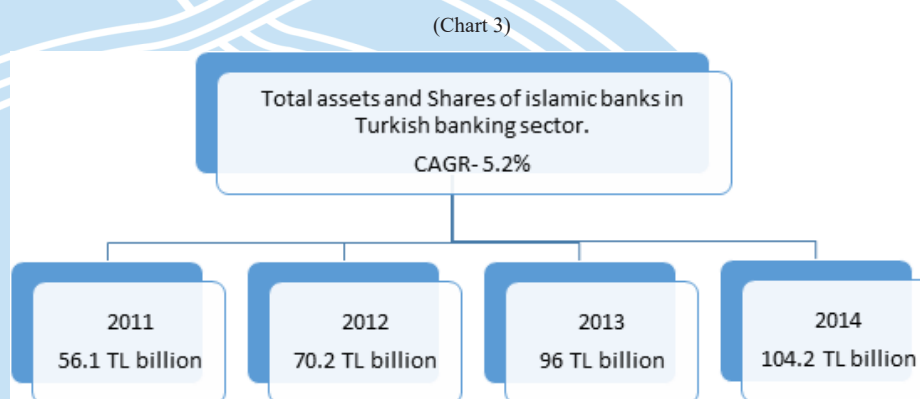
In the year 2010, the first Turkish Sukuk was issued through an ordinance under the capital market board belonging to the serial no 43 and deployed as the first bank, “Kuwait Turk Bank” was launched with a term of 5 years circulating Sukuk of 100 million dollars which one year later increased to 300 million dollars for a 5 years’ term basis that started a business with London stock exchange. Under the regulations of domestic and international demands Kuwait Turk bank with a term of 2 years has issued a Sukuk of approximately 1.5 billion dollars in the year 2012². Later on, bank Asya increased a total of 16.6% of their Sukuk. In 2013, Turkey is known to be securing 6th position. According to the experts, in the field of global Islamic market Turkey is secured to be most highly recommended for high growth economic position and investment as a big opportunity.

Title	Kuveyt Turk	Kuveyt Turk	the undersecretary of treasury	the undersecretary of treasury	Asya bank	Turkiye finance	Asya bank	Kuveyt Turk	undersecretary of treasury	Asya bank	Asya bank	Asya bank
Maturity (year)	3	5	2	2	2	5	3 months	1	2	3 months	4 months	3. 5 months
date of issuance	August 2010	October 2011	October 2012	February 2013	March 2013	May 2013	Nov. 2013	Nov. 2013	August 2013	Nov. 2013	December 2013	December 2013
Amount	100 mn USD	350 mn USD	1.5bn USD	1.6 bn TL	125 TL	500 mn USD	75mn TL	150 mn TL	1.8bn TL	50 mn TL	50 mn TL	70mn TL

(Source: PBAT, TKBB and Participation banks)

A Domestic Comparison Between Participation and Conventional Bank

A difference between participation banks in their assets, shares, branches, gold collection, debit and credit card with Conventional Banks based on compound average growth rates (CAGR). It is as followed in the chart given below:



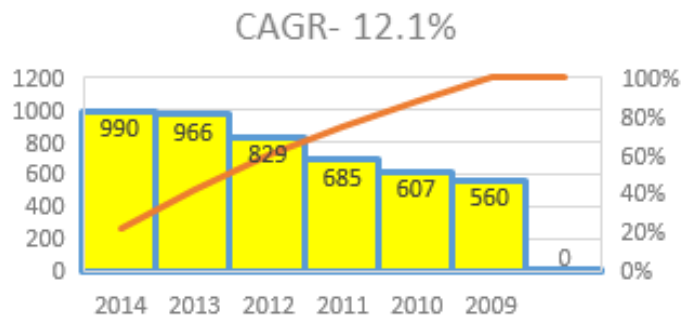
(Source: PBAT, BRSA and TBA data)

¹ world Islamic banking competitiveness report- 2016 and PBAT 2014-2015.

²TKBB report- 2015.

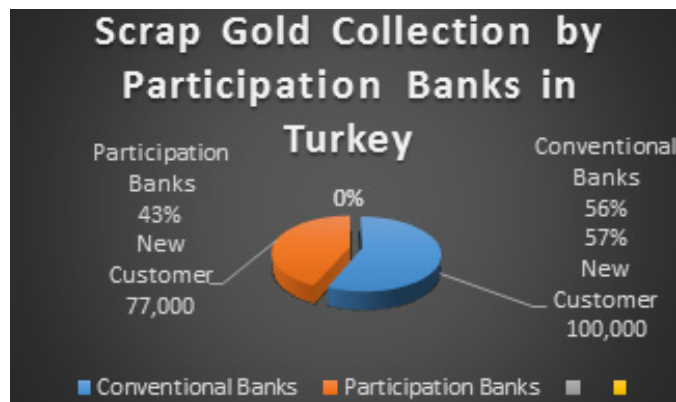
(Graph 1)

Branches of participation banks around the Turkey.



(Source: TKBB)

(Chart 4)

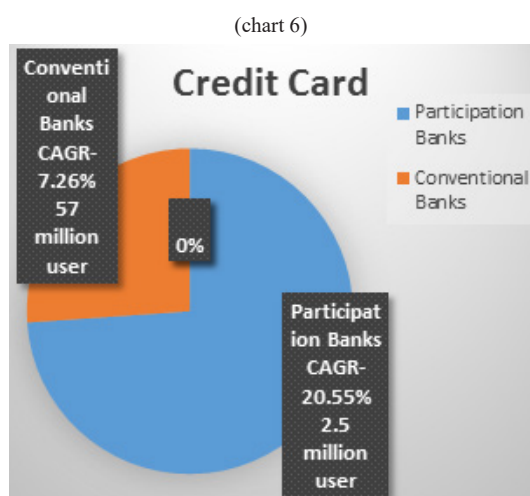


(Source: TKBB-2015)

(Chart 5)



(Source: TKBB- 2015)



(Dereci, Mustafa, Kuwait Turk Bank publication- 2014)

Currently, Turkey is headed to the right direction in the global Islamic market. Participation banks of Turkey also known as TKBB, recently, established a 2015-2025 strategy plan where participation banking sector will have to set a margin Turkish market of a 15% share development along with a world class financial products service in the next 10 years¹. In this case, participation banks will have to gather a total asset GDP of 20.5% that will reach 300 billion dollars in 2025².

Both Domestic and Global Challenges

The last 10 years, shows the rapid development of the global Islamic market if Turkey can up rise its political and economic zone then it will gradually uplift and transform it as a one of the leading Islamic financial hub. However, the advancements of conventional banks around the world and the progression the global finance based countries should not be over looked by turkey to reach above their success.

Some of the Challenges are Given Below

Domestic Challenges

1. In the coming ten years' conventional banks will have an approximately asset of 1.7 trillion dollars³ and that is why, more state Islamic banks like Ziraat and Vakif must launch to come head to head with conventional banks for building a strong position in the market.
2. It is estimated in the ATM sector that participation banks are in a total no of 1.9k whereas conventional banking is up to 42k⁴, as per CAGR though, participation banks are in a well-developed. But in terms of per people, conventional banks are more ahead than participation banks where CBs stand at unit 56, on the other hand participation banks are 2.5 unit.
3. In turkey, the microfinance sector is too minimum per annum USD 5 million, in that case participation banks can be made useful as the rate of the Turkish finance is 47%¹
4. BRSA, CMB along with many other organizations should develop widely because of the similar fundamental regulations encompassing CB and PB are facing limitations at numerous time in their process

¹Turkish Participation Banking strategy document- 2015-2025.

²ibid

³Ibid

⁴Dereci, Mustafa (2014), "Participation Banks: a success story of financial inclusion in Turkey", published by Kuwait Turk Bank, Turkey.

which is creating a deterioration of trust in Islamic banking structure among the people.

5. There does not exist any formal well-developed or qualified structure in the Islamic bank of turkey. Just as not having a central shari'ah advisory board will have a negative effect upon attracting CBs clients to PBs likewise, the services and products of Islamic banks will be questionable or doubtful to the clients.

6. According to the Turkish banking law, CBs and PBs fall under same umbrella an independent regulation monitoring and access window should be opened unless the outcome will not meet as aspired.

7. Product development: in Turkey Islamic banks launched only a few products like Murabaha, Sukuk (Ijarah) and Qard-e-Hasana. Here, 90% activities Murabaha product. Thence Musharaka, Mudarabah, Istijara, Salam products must be introduced.

International Challenges

1. Based on a statistic of 2014, in the session from 2011-2013 in the category of "Research Published" Turkey does not exist among the first 10 countries. Malaysia stands at first rating with 145 and Bahrain is positioned at 10th with 16 points².

2. To service globally as well as stabilize in the economic strength, the Turkey must establish world class institutes like: INCEIF, CIMA, CIFE, IFQ and build a course of Islamic finance at university level as offered developed countries like UK, USA and Malaysia. Also, Islamic law should extend widely in theology faculties across the turkey to compete with other world and research new products of Islamic finance according to shari'ah lens.

3. For the development of products collecting funds from IDB or from any foreign organizations creating market will support in forming a challenge to strengthen.

Conclusion

From the above-mentioned discussion and other researches, it can be said that in the last gone by years Turkey is able to for an Islamic finance industry zone. Especially, being able to make investments based on Gulf and allocating turkey into foreign policies without a doubt brought about a great opportunity for participation banking.

This success of Islamic finance pane must be propagated into Dubai, KSA and Malaysia etc. creating a central shari'ah board, products development and education along with a recovery in bureaucracy and English lacking with other weak points should be overcome. Nationally, for the current placement of turkey in the Muslim world and the upgrading of Islamic finance banking, a direct help from the gov. is a big fortunate opportunity. It is very much possible to domestically change turkey into an Islamic finance hub within the next ten years by the establishment of central Islamic bank or independent Islamic banking law under central bank applying AAIOFI regulation and establishing a new zakat bank which will change the life of low and middle class family in turkey.

¹ibid

²Turkish participation banking strategy document, 2015-2025.s

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Abbreviation of a few terms:

AAOIFI: Accounting and Auditing Organization for Islamic Financial Institutes.

BRSA: Banking Regulation and Supervision Institution.

CIMA: Chartered Institute of Management Accountants.

CMB: Capital Markets Board.

GDP: Gross Domestic Product.

IDB: Islamic Development Bank.

IFQ: Islamic Finance Qualification.

INCEIF: International Center for Education in Islamic Finance.

IFSB: Islamic Financial Services Board.

PBAT: Participation Banks Association of Turkey.





Tbilisi

Back Finance: Financial Derivatives and 2008 Process

Gürhan Uysal*

Abstract

This paper explores monetary perspectives of Keynes and Friedman, and financial derivatives. Thirdly, this study explores world money notion of M.Keynes. Keynes presented world money concept in 1944, in Bretton Woods Talk. His notion may be applied through global GDP today. Assumption of this study is that world money may finance debt payment of nations, and it finances balanced payment deficit of economies. Because capitalism of modern economy requires money to run business system.

Keywords: Back Finance, Financial Derivatives, GDP, Keynes and Friedman.

Introduction

Money is requirement of capitalism. If there is not money, crises of capitalism starts. Because market and firms need money for sales. If there is money in business markets, there is demand and sales. and sales strengthens production activity of firms. For example, professor Wasily Lentief emphasizes that notion with his input-output table. Accordingly, if there is sale in output line, there would become production in input line. Thus, markets need money for demand.

I. Back Finance (or Reverse Finance) Methodology

This paper explores 2008 Process with financial derivatives. George Soros, investors, warns of that 2008 process up again. 1990s witnessed financial innovations such as option, swap, future, forward etc. Those are called as financial derivatives. Financial derivatives resulted in financial baloon during 2000s. There are two reasons for 2008 global crises. They are financial baloon and mortgage baloon. Because 2008 is recession problem. Reason might become those baloons.

George Soros stresses that, new global crises is upcoming, maybe. What would be? What if derivatives create baloon and recessions again? Back Finance methodology may be used to stop upcoming crises. Fed financed USA banks in 2008 process. According to back finance, FED may have financed Europe banks. It is back finance. So, USA Fed may finance Japanese banks to hinder new crises. In this chain, Japanese would make its payment to European investors, and Europeans make its payment to USA investors. Thus, new financial crises and possible recession may stop. There might be two channels of derivatives in global economy:

1. USA – Europe – Asia (Japan)
2. USA – Europe – Africa

Financial innovations are made mostly in USA in 1990s and in Europe? Thus, FED may apply back finance according to those chains. In 3rd quarter of 2008, FED financed US banks with 700 billion dollars. Instead he may have financed European financial banks. and European could have made its payments to Africa or Asia. and they don't need to obtain their receivable from US banks. Hence, currently, FED may

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finance Japanese banks to stop new upcoming crises. To conclude, back finance methodology may be used for global economy to prevent economies from upcoming crises.

II. Monetary Perspectives of Keynes and Friedman

There are two persons of modern economy in 20th century. Keynes and Friedman. This paper explores their monetary policy perspectives. According to market theory, business markets need money for creating demand. For example, GDP per capita represents total demand in macroeconomy. Keynesian monetary aims to supply markets with money through public investment. This policy is called as IS-LM. IS-LM is presented by economists, John Hicks in 1937 after presentation of General Theory of Keynes, 1936. Major policy of Keynes is budget deficit policy. This policy is implemented in global economy in 1950s; however, it resulted in hyperinflation in 1970s. Thus, Keynesian economy attracted critics from politics and academy. There might be three reasons of 1970's stagflation: 1950s large budget deficit policy; 1967 Vietnam War; and 1973 Oil Crises.

Milton Friedman criticized Keynesian monetary system in 1970s. He assumed that over money supply results in inflation in economy. Central Bank must become independent to stop government's force of over money supply. Because Friedman assumes that budget deficit policy generates over money supply in economy.

III. Market Theory

Markets need money to increase demand, according to market theory. That policy is requirement of capitalism. Factory system is established for businesses in Industrial Revolution, and capitalism started with Industrial Revolution. Main result of factory system is mass production and scale of economies. Mass production needs consumption and demand. If there isn't demand, there wouldn't become production in the firm, and it will generate unemployment. Therefore, J.M.Keynes targeted for increasing total demand in economies. Market theory says that, money results in demand in market. Market theory claims that market needs money for demand. Model is:



Figure I. Market Theory.

Thus, IMF may adopt "world money" concept to increase total demand in world economy. World Money concept is presented by J.M.Keynes in establishment of IMF in 1940s. Its name is "bancor". However, world money is applied by IMF as SDR notion currently. It is abbreviation of special drawing rights. Aim of SDR is to finance balanced payment deficits of national economies. Thus, World money may replace SDR system of IMF as a new currency common. Because world money may supply markets with money to increase demand.

World Money Notion of Keynes

However, equality of world money might become "global GDP" quantity. Global GDP is 60 trillion dollars in global economy. %10 of global GDP might become quantity of world money. Thus, IMF may print 10 trillion dollars each year to finance balanced payment deficit of national economies. First Year, for example, IMF may print 50 trillion dollars as a world money. ***World Money concept by IMF may be sustained through next 50 years in global economy.*** Continued, that print of money each year may increase total demand in global economy. Because deflation appears on economy due to lack of money and lack of demand. Global economy currently has two faces: isomorphism and full competitiveness. Those two factors lead to deflation in economies.

Second dimension of World money is quota. Each country may have a quota in IMF in World money system. and it withdraws dollar as a world money when needing money for financing balanced deficit. For example, suppose Turkey has 1-billion-dollar account (or quota) in IMF. and Turkey needs 10 million

dollars in financing balanced payment deficit. Thus, it withdraws 10 million from its quota at IMF. Finally, this study assumes that small countries need world money for financialization. Hence, IMF may print US dollars as a world money.

IV. Process of 2008 Global Crises

Monetary Policy could be applied in 2008 crises process. There are two reasons of 2008. It is deeper as much as 1929 is deep. There are three economic crises in World economy. 1873, 1929, and 2008. All are USA emerged. Property of USA crises is long lasting and deeper, affect society long time. In 1929, economies applied Keynesian Policy of IS-LM. In 2008, economies may be applied monetary policy. Financial balloon and mortgage balloon of 2000s may result in 2008 process. In this case, FED may apply back finance methodology. He may support of European banks or Asian banks to stop upcoming crises instead of supporting only American banks. Because mortgage balloon exploded before 2008, they couldn't pay its mortgage payment, and financial derivatives chain was broken. Global Crises of 2008 continues as global at this moment. Because Turkish Economy, European Economy and Asian Economy has economic dilemmas. Either, USA economy experiences for deflation risk.

4.1. Institutional Golden Theory: Arbitrage

USA economy has two points: institutional economy and classical economic view. Institutional Golden theory is based upon those opinions. Accordingly, an institution will print golden, and will print dollar, and it distributes into global economy. That institution might become a financial bank in Washington D.C, USA. This financial bank would print golden, and it would print US Dollar, and the bank would distribution into global economy. That amount might become 10 trillion dollars. USA Fed applied that policy during 2008 crises process. Therefore, the financial bank may finance global economy with US dollars. Arbitrage Pricing Theory, if USA prints 1.000 \$ golden, it may make 100.000 USD in Japan.

Conclusion

Markets need money for demand. It is essential of this study. Currently, World economy has two perspectives: Full competitive market and isomorphism. Thus, firms experience demand problems in markets. Isomorphism is that products are resemble each other in market. Therefore, consumers have troubles for product choices. This paper suggests world money notion to increase demand in markets against firm's products.

Crises of modern economy, or capitalism, appears in economy due to lack of money in markets. If money disappears from economy, crises of economy starts such as recession problem. Global economy improves economic solutions for money problem of global economy. It may be world money notion against monetary problem of global economy. Solution of IMF might become world money with quantity of global GDP.

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Tbilisi

SECTION II: Innovations in Education





Tbilisi

The Role of Media Literacy in Changing the Paradigm of Education

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Abstract

The paper provides an overview of the different definitions and theories regarding forms of information from the nominalist to the mathematical and biological. The paper discusses the evolutionary and transformational processes in the system of electronic communication. It also gives an overview of the definitions of media literacy and their relationship to other literacies in the 21st Century, such as: information literacy, IT literacy and digital literacy. It discusses the importance of changing the educational paradigm as a precondition for transforming the information society into a learning society. The concepts of media literacy, media education, virtualization of education and the need for the modernization of school curricula were problematized. It also attempts to establish a set of competencies which would form media literacy as the key literacy of the 21st Century and in accordance with European development needs.

It discusses media literacy in the school environment, and raises the questions: How does the application of ICT solutions and converged media contribute to the media and information literacy of students? In a changing and increasingly digitalized, connected, and collaborative world, education must ensure that it is “fit for the digital era” and be ready for the paths of innovation, competitiveness and increased employability.

Keywords: Media Literacy, Knowledge Society, Digital Era, New Educational Requests.

Introduction

Required and appropriate skills and competencies are the drivers of economy everywhere. Without them, people remain on the margins of society, technological progress does not translate into economic growth and countries are not competitive in the global market. There are thousands of young and educated people that are unemployed, this indicates that education does not automatically mean better skills, a better job or a better life. Ensuring that education is in accordance with new requirements is imperative for current efforts in the transformation of education systems.

The paper deals with media literacy in the school environment, models of literacy and competencies, how the application and the quantity of the available information and communication technologies (ICT) affect the media competencies of students and contribute to the modernization of school curricula. The paper provides an overview of the definition of media literacy and its relationship to other literacies in the

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21st Century: IT, digital literacy, e-skills, media competence (literacies, competencies and skills are often used interchangeably as synonyms even though among them there are semantic nuances) and the role of media literacy in changing the information society into a learning society.

A change in the educational paradigm, whereby abandoning purely classical ex-cathedra approach is not visible in the short term. Being qualified for employment and active citizenship, which contribute to social cohesion and the reduction of social exclusion, are the key objectives of (lifelong) learning. They are the new basic skills which are required to actively participate in society and in a knowledge economy and form 21st Century literacy. Thereby, allowing for the understanding of natural and social processes and their critical relationship (Pastuović, 2006: 433).

The Theoretical Framework of the Information Society

Manuel Castells prefers to call today's Information Society a Network Society because it is the presence or absence in networks and the dynamics of each network that are critical sources of domination and change in current society (2000: 493). Castells argues that modern communication paradigm - 'paradigm of information technology' is evolving towards open networks and that contemporary social change can be seen as a shift from technology based on low-cost energy to technologies based on low-cost information (2000: 94). In the information society, the main source of productivity lies in new ICT and in other technologies that generate knowledge, and therefore knowledge and information are the basic elements upon which the entire development process is based.

Frank Webster highlights that the concept of information society can for example be identified by measuring the frequency of a certain phenomenon of growth, which is expected to be reflected in the qualitative changes in society. This would mean that the amount of information around us automatically means that we live in an information society. However, Webster views the Information Society through the lens of technological innovation and the expansion of their useful elements in the last two decades, as a sign of the arrival of an information society (2002: 94).

Brian Winston believes that it is about an evolutionary and transformational process, because all of the major changes in the development of the systems of electronic communication have already been situated within existing social forms. (1998: 1). His model shows, that based on historical samples of change and the development of communication as a field (social sphere), there is an intersection of two elements (science and technology). To properly understand the development of communication technologies it is essential that we understand the interactions between accelerators and brakes, or social needs and constraints. As the most obvious proof of the existence of a "law" of the suppression of radical potential is the continuation of all of the institutions of our culture, as forms which are subject to alternation, not revolutionary changes (1998: 15).

Mark Belnaves and Michelle Willson discuss different theories and definitions of information, such as the idea of information as a physical code and as people we decode - Wilbur Schramm's theory describes the process of communication, which consists of the sender, the message and the recipient. Sign, code or message bridge the gap between people or thoughts and is the main mediator that requires decoding (in Belnaves and Willson, 2011: 31-41). Shannon argues that the amount of significance and quantity of information are not equivalent. The fundamental problem with information, from an engineering reproduction standpoint, is that the semantic aspect is irrelevant. Respectively, information theory is not associated with the meaning of the message or the message itself, but with the possibilities associated with the message. With this, information is reduced to entropy (minus noise), which represents a measure of the information before the information itself (in Belnaves and Wilson, 2011: 21). Weaver's expanded mathematical theory of information expanded the definition of information on human communication in general, not only the written or oral speech, but also music, visual arts, theatre, ballet, in fact all human behaviour (in Belnaves and Wilson, 2011: 22). Thereby, Weaver moves us from Shannon's engineering discourse of entropy to that of social theory and philosophy. Wiener, on the other hand, argues that the "goods" that circulates in the communication system, no matter in what form, are information (in Belnaves and Wilson, 2011: 27). In this sense, information is the content of what is being exchanged with the external world and is more a matter of process, rather than storage. Analysing Shannon, Weaver and Wiener, we can conclude that there are two ways of formulating information: nominalist (reducing the concept of information to the state of a signal) and information as an object with duration and its own rights.

Sam Lehman-Wilzig and Nava Cohen-Avigdor talk about the inter-media struggle for survival in the Internet age, analysing the Internet and its impact on the old (er) media. It is an analysis based on a six-stage natural life cycle model of evolution of new media through six phases: birth (technical inventions), penetration, growth, maturity, self-defence, adaptation, convergence or obsolescence. This biological metaphor was chosen because of the interaction between the individual media and the environment of the media ecology. Choosing the best of the older theories (technological determinism, social constructivism), they propose a model that synthesizes the two approaches in a sub-theory media constructivism - the constant interaction between new and old media as a key factor in the evolution of new media. Particularly, also emphasizing the role of diffusion of innovation as a process by which the innovation (a new idea, opinion or product) is communicated among members of the social system (2004: 708-709). The authors agree with McLuhan's thinking that the real technological threat to new media is cognitive, shift from linear back to associative through hypertext and soundbite communication. Especially new generations of young people who are changing consumption patterns of media content simultaneously consuming (multitasking) different media, which is a problem for all old media, but also an opportunity for synergized intermediate cooperation (2004: 722).

Literacy or Literacies of the Information Society

Over the past 20 years, the term information society has generally become accepted and customary in terms of its ubiquity and the growing possibilities of electronic ICT which have almost eliminated some physical limitations since they do not recognize borders in the transmission of information and offer new opportunities for the improvement and enhancement of existing educational systems (Petrijevčanin-Vuksanovic and Boras 2010: 94).

The ability to use ICT has become a new form of literacy, without which citizens cannot fully participate in society, nor master knowledge and skills necessary for the 21st Century. Children and young people are growing up in a technological and media-saturated environment, in educational spaces that include hypermedia, networks, hybrids, and digital media in which information sources have taken a completely new role, an ability to search, evaluate and select information affecting the individual in their active search for information which constructs knowledge rather than just passively receiving it (Lasic-Lazic et al., 2012: 126). There are numerous literacies in the 21st Century: media, IT, digital, multi or trans-literacy ... Tyner, for example, differentiates technologically orientated literacy (tool literacies) which includes computers, networking and technological literacy, and representational literacies including media, information and visual literacy. Representational literacies are based on basic literacy skills of reading and writing and represent processing skills which are required to analyse information and to understand the meaning and the creation of new knowledge. The formal education system is focused on the literacy of using tools, even though the original objectives of education and contemporary learning models are achieved through literacy representation (in Lasic-Lazic et al., 2012: 130).

Cortes and Lau provide a balanced ratio of media and information literacy, considering these as related concepts developed in different initial areas and with different emphasis in competence. Information literacy emphasizes finding information whereas media literacy emphasizes information sharing, however both have evaluation and critical use of information in common (2009: 32).

In recent years, authors tend to conclude that clear boundaries do not exist between different types of literacy because of the powerful convergence of media, hybridization and fusion of different information and media space. UNESCO (2000) proposed a formal concept of unification: MIL - Media and Information Literacy in response to the emergence and growth of user created/generated content (UCC/UGC), citizen journalism and the intensification of virtual space. The meaning of media and information literacy, and its inclusion in educational systems is essential due to the change of media and information habits of children and young people. No matter how skilled the Net-generation is in using digital technology, it does not mean that they are also successful in finding information needed for education (Lasic-Lazic et al., 2012: 132). Formal education which is currently based on basic literacy, reading and writing, and the use of ICT, must be extended to media and information literacy and skills at a higher level: critical evaluation, interpretation and synthesis of information.

The Concept of “Knowledge Society”

Knowledge Society as a term refers to an economy based on knowledge and technology and represents social and economic order in highly developed societies. In a Knowledge Society, knowledge is used as an instrument, but in the knowledge economy, knowledge is the product - intellectual capital. The concept of a Knowledge Society is mentioned in 1966 by the American sociologist Robert. R. Lane (knowledgeable societies), while the American sociologist Daniel Bell popularized the concept of a knowledge society in 1973 in his study “The Coming of Post-Industrial Society”.

In this flat world, in which strengthening heterarchical relations of cooperation and connectivity, meaning e-connecting or e-inclusion, is growing, an individual cannot afford to be disconnected from the flow, because the potential for education is unforeseeable in a world that is moving from an information society toward a conceptual society (knowledge). It is important to be and remain associated by infrastructure and to have the skills and competencies for innovative work (Hutinski and Aurer, 2009: 265-266).

Information and knowledge are the key resources which lead modern society, so the concepts of the Information Society and Knowledge Society are generally accepted, and the main development factors are science and education. Many European countries and the EU itself have proclaimed the Knowledge Society as a strategy for social development. EU investments in research, education and training are the fundamental intangible investments, whereby the educational systems of EU member states are gradually being unified in order to promote transnational mobility of European citizens and to develop a European identity by sharing common values, promoting social cohesion and improving the conditions for the inclusion of the individual in society. Modern elites are the product of modern educational systems. Knowledge is rapidly becoming obsolete, changes are difficult to predict and overcoming this is not possible simply by intensifying education: lifelong learning, self-education, non-formal and informal (experiential) learning is necessary. The information age demands new skills that will provide qualifications necessary to successfully navigate in the competitive society of rapid change (Pastuović, 2006: 423).

Media Literacy / Media Competence

“Media literacy is the ability to access, analyse, evaluate and transmit messages through media.” (National Leadership Conference on Media Literacy, 1992) It includes: technical competence (the ability to access media), critical competencies (understanding of media content, interpretation and critical assessment) and practical competence (the ability to create media messages). The aim of the concept is to develop a reflective and productive ability to use media, an analytical and critical approach to media content and the method is to include knowledge about media in all levels of the education system (Zgrabljic Rotar, 2007). The basic change that media literacy ranked as a key competence, was the appearance of the producer - a citizen who is both a producer and consumer of media information: appearance connected with expansion of on-line social networks and with media that have moved the distribution of content to the Internet. In the new media, media literacy is the ultimate requirement, because a need for competencies in creating media content is imposed, which traditional media did not allow nor require (Media literacy in Croatia, 2013).

Hans Martens believes that the EU policy towards media literacy covers a wide range of topics: from e-learning, the competitiveness of the European film industry, to active citizenship in the European information society, the digital gap and the ability of minorities to responsibly use information services (2012: 111). Media literacy involves different kinds of literacy, not only skills, but also knowledge and insight, especially social and orientation competencies such as the ability to adapt to changing social situations and the ability to integrate new technologies into their lives.

The alternative or extended names of media literacy are: media upbringing, media education, media competence. Media education is a common term that covers all educational activities related to the media and cannot of course replace the media or educational policy, and can be viewed as a subsystem of the educational system that does not only apply to children and young people but also to lifelong learning. Media competence is the central concept and the ultimate goal of the development of media pedagogy. Mirela Tolić believes that media literacy is a narrower term than media education. Thus, media literacy is the level with which we master basic skills in identifying visual symbols and work on computers and other media resources, and the totality of the relationship of media literacy and media education is the concept of media

competence (2009: 98). Media literacy describes the ability to meaningfully connect technically acquired information with the communication processes of the social environment (Bauer in Tolic, 2009: 101).

Towards to the New Paradigm of Education

The New Learning Paradigm in School Education – a study by the European Commission from 2005 identified the existence of innovative trends in the theory and practice of the learning environment. The findings from the study suggest a clear move towards a new paradigm of learning - the shift from instructivism to constructivism. The constructivist paradigm for learning points to a number of potential changes, for example: students as individuals - more active and more responsible for their own learning process; increased focus on social participation, developing the skills of communication and cooperation; the changing role of teachers - from sources of knowledge to counsellors; from the reproduction of learned facts toward the construction and creation of knowledge, reorganization of traditional learning situations - a new paradigm of learning through a multidisciplinary approach - widespread use of ICT has great potential to support and transform the described shifts.

Trends in e-learning prompted reflection on the essence of learning and its grounds because the existing lines for interpreting learning, established by behaviourists, cognitivists even constructivists, do not satisfactorily explain the method of learning in the environment of new technologies. A theory is needed that will take into account the new technological environment of learning and explain it in a contemporary way. Up until the 1980s, students entered the workforce and built careers with the school knowledge which lasted until retirement because the usability of knowledge, then, lasted decades. Today knowledge is growing exponentially, and in many areas of life the usability of existing knowledge is measured in years and scientific progress requires changes to the educational paradigms.

Many questions remain open in the education system: how to educate people for the information age? Are digital literacy, the access to technologies or the awareness of the role of new media a priority? Do the existing regular and alternative forms of education respect the current and implied changes in the field of digital media? George Nadrljanski (2007: 540).

Discussion

The European Union is on the edge of a digital gap, it is estimated that 900,000 digital employees are needed and that the high shortage of IT employees in the EU is caused by the limited interest in studying in STEM fields (science, technology, engineering, mathematics). An ambitious Digital Agenda for Europe (DAE) predicts an increase in European GDP by 5%, increased investments in ICT, a workforce with a higher level of e-skills, strengthening innovation in the public sector and the reshaping of the framework of Internet economy by the end of 2020. To implement this, all of the newly created EU instruments should be used, strengthening the position of ICT in schools through infrastructure, and through teachers and content, raising awareness of the attractiveness of ICT careers through STEM studies and adjusting educational programs with the real needs of jobs and stimulate labour mobility. This requires mastering 21st Century literacies: media, IT, Internet, computer literacy ... literacies which deal with human relationships and technology, and critical analysis of information. This is key to building an informed and responsible European knowledge-based society, with the full development potential of the Internet to improve access to education and training, and new forms of literacy, without which citizens cannot fully participate in society. Since this contact area is extremely variable, should we anticipate not only a new educational but also communication paradigm? We see traces of this cognitive threat in new media already because we have seen changes in patterns of thinking and consumption - multitasking of new Net-Generations is changing the form of media consumption toward the synergy of intermedia collaborations.

Castells emphasizes that the specificity of the information society is generating new knowledge as a fundamental source of productivity (2000: 17), and calls this kind of development informationalism because it is founded on the introduction of a new paradigm that is based on information technologies. Information becomes a raw material, and the network an organizational infrastructure that is also a flexible basis for constant changes, enabling the retention of personality and cultural identity while also enabling

global connectivity such as online communications, schools online as the future global flexible education. Today, well known online universities, but soon I believe all education, will move to the network, whereby a great enigma remains, the question of human face to face interaction. How can we bridge the gap between individualism and globalization?

Conclusion

After reviewing the literature, it is apparent that there is generally a positive attitude and openness towards the necessity of media literacy as one of the key literacies for the 21st Century, as a competency framework for learning particularly important for members of the Net Generation and their patterns of search and use of information for educational purposes. The NG has a very positive and familiar relationship to new technologies; however, it is possible that it is a superficial interaction without high quality interpretation and critical review of data as a prerequisite for true learning. There is concern about the established forms of media and information habits especially in younger populations, therefore it is extremely necessary to start at the beginning of formal education when addressing media and information literacy.

Since the potentials of digital media have yet to be exhausted, it is difficult to have many conclusions about the integration of digital media in learning processes, however there is a clear indication that there is a need to connect traditional learning processes and learning assisted by new media, towards a new educational paradigm. This integration is often slow due to the discrepancy among the inertness of the innovation process in educational institutions and the fast paced cycles of technological innovation.

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Tbilisi

Hyper Personal Communication and Silence

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Abstract

The relevant scientific literature was used and described in detail the term “hyper personal communications (hyper personal communication)”, as part of a special type of communication that is used primarily in text-based communication interaction (Walther, 1996). It is part of the computer-mediated (Computer-Mediated Communication - CMC) communicative interaction, which is different from the “impersonal/non-personal” (impersonal) and “interpersonal/inter-personal” (interpersonal) connected (online) communication interactions (Licoppe, 2004). The communication process always involves organizational communication in a continuum from impersonal to interpersonal interactions. Scientists at the beginning of the development of e-mail communication system almost all online communications watched as essentially impersonal (business and academic) activity (Short, Williams and Christie, 1976; Parks and Floyd, 1996; Licoppe, 2004; Thurlow, Lengel and Tomic, 2004; Fusco, 2014). Researchers online communications based primarily on traditional research to develop relationships, which often emphasize physical presence as an element essential to the development of personal relationships (Nardi and Whittaker, 2002; Licoppe, 2004). The scientific literature has recognized that online interpersonal communication becomes more and “socially oriented” (Turner, Grube, and Meyers, 2001; Licoppe, 2004). The lack of visual characteristics of individual states to seek more intimate issues in relation to communication much earlier than would have happened in communication ‘face to face’ (Hian, Chuan, Trevor and Detenber, 2004; Licoppe, 2004).

This paper will explore the relevant literature and provide answers to some of the research questions: How do you treat ‘silence’ in the hyper-personal communication? Why people are silent, in the hyper personal communication? How people perceive hyper personal silence, in the modern communication and information context? How to deal with hyper personal silence, in modern communication? The assumed hypothesis of this research is: “It is possible to identify and describe the communications and information elements of the hyper personal silence, its key guidance and support determinants (specificities).”

Keywords: Communication, Silence, Hyper Personal, Computer-Mediated, Impersonal, Interpersonal.

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Introduction

In this paper, we have to present all what we collect and explore as the relevant literature which we need to analytically research with main aim to provide relevant basis for construction of the best scientific based answers to some of these interesting questions: (a) How do we treat 'silence' in the hyper-personal communication nowadays? (b) Why are people really 'silent', in the hyper-personal communication? (c) How do people today perceive 'hyper-personal silence', in the modern communication and information context? (d) How to deal (theoretically, or in practice) with 'hyper-personal silence', in modern communication? (e) How to check if the assumed hypothesis of the research can be text construction like this: "It is possible to identify and describe the communications and information elements of the hyper-personal silence, its key guidance and support determinants (specificities)."

About Communication

All organizational communication is on a continuum from impersonal to interpersonal interactions. Impersonal communication has characteristics as one-way information giving process, with transmit or transfer of information; used to give basic information about company policies, some facts, instructions, which methods usually include: e-mail, voice mail, memos, letters, manuals, bulletin boards. Advantages of impersonal communication are easy ways to get the word out, but limitations are: limited feedback from receiver, understanding of message usually not known, and timing of message usually not controlled. Interpersonal communication is 'better' because it represents mainly two-way communication, usually with verbal exchange of thoughts or information between two or more people, which descriptions include: share, discuss, argue, interact; and which formats include: meetings, interviews, phone calls, traditional classes; and usually response from receiver is necessary for effectiveness. Its advantages are that: builds stronger, more personal relationships, and sender can be sure the message was understood. But, its limitations are that: takes time, and often is not feasible. Usually 'effective communication' is composed mainly of 3 basic elements: sender, message and receiver. But, 'simple communication processes' give some 'feedback' between message sender and message receiver. Modern communication is also 'complex communication' because most communications are more and more complicated, messages travel through different filters which can alter the way how message is understood, and usually we really need to be aware of possible distortions so miscommunication can be interpreted. Diagram of more 'complex communication process' includes basic elements: sender, message and receiver, with some 'feedback' between message sender and message receiver, but also with sender and receiver 'communication filters'. Basic communication filters represent various: semantics, emotions, attitudes, language, culture differences, role expectations, gender-specific focus and some nonverbal messages. Semantics is study of relationship between words and their human meaning(s), where we often assume that the words we use mean the same things to others, but this assumption usually can create problems. Also, abstract terms are subject to more interpretations of meaning, for example: some words have imprecise meanings and can be interpreted in different ways, as: 'downsizing', 'job satisfaction', and 'word processing', etc.? Emotions are very powerful communication filter, because some receivers may think with their emotions, where strong emotions can prevent reception, or distort the strength of a message, and also, may shift attention from the message content to feelings, for example: some angry client can easily ruin effective communication. Attitude sometimes may be based on: voice, accent, gesture, delivery, dress, mannerisms and/or speaker's topic. For example: the listener may not like the speaker's voice and have a really hard time listening to the intended message, therefore breaking down communication. Attitudes can be negative and positive, and consequently they can create resistance or bias to a message. English language is the dominant language in the global marketplace. However, that accommodates the needs of those whose first language is not English. In communication, a good consideration is: when using English with non-native speakers please try to speak slowly, clearly, to avoid slang and sometimes ask if clarification is needed. Culture represents an accumulation of values, forms of expression, beliefs, and language, and shapes one's interpretations of what events mean. Culture differences are possible origin of cultural barriers when communication problems can be caused by conflicting cultural assumptions. Role expectations influence how people expect themselves, and others, to act, and there are two basic ways they can distort communication, for example: people may identify others too closely with their roles (verbal example: "It's just the boss again saying the same old thing."); people use their roles to alter the way they relate to others or to use 'position power' (practical example: managers expecting employees to accept

what they say simply because of their authority). Gender - specific focus can be 'seen' when learned gender roles can influence the way men and women communicate. Usually genders conditioned to approach communication in different ways, for example: as males: 'take charge'; or as females: 'be facilitative and cooperative'. But, maybe you have a biased about women in charge, or maybe you are a 'man hater', and do not want to be told what to do by another male in your life. Also, contrary to the comedian, most recent research finds the communication styles of men and women to be more alike than different. Always we need to think about improving our personal and organizational communication, especially in modern, interactive, digital and sometimes very complex environment (Short, Williams and Christie, 1976; Walther, 1996; Parks and Floyd, 1996; Licoppe, 2004; Thurlow, Lengel and Tomic, 2004; Fusco, 2014).

'Silence' in Modern Environment of ICT ('Information and Communication Technology') as HCS ('Hyperpersonal Communication Silence')

Here we used the relevant scientific literature to structurally describe in detail the term HC -"hyper personal communications (hyper personal communication)", as part of a special type of communication that is used primarily in text-based ('from impersonal to interpersonal and back') communication interaction (Walther, 1996). It is part of the computer-mediated CMC (Computer - Mediated Communication) communicative interaction (Fusco, 2014) which presents really specific social interaction at the internet as new interactive digital environment (Thurlow, Lengel and Tomic, 2004).

To better understand CMC as really specific social interaction at the internet (new interactive digital environment) someone have to provide itself with a good foundation to the social and communicative nature of ICT regards to engage itself with the key theoretical issues associated with CMC. That offers someone a sound based introduction to CMC and real 'picture' about the impact of the internet on technology and social interaction. Sound based introduction to CMC has four main parts about what someone need to learn about CMC: (a) as relatively new theory, (b) how to develop critique about current CMC issues, (c) how to explore modern CMC methods, and (d) how to better understand CMC reflections on today practice. All those four parts equip someone who has increasing interest in Internet Studies and CMC with the necessary research and technical skills as a 'stimulus' to independent communication enquiry. Basic CMC definition today has few more and very important aspects, like: technological (modern computer technology as new interactive, mobile and hybrid media of communication), psychological (interactive, but not really 'face to face' communication, new possibilities and new obstacles), social (modern and complex social environment, partially 'artificial', multidisciplinary, multi perspective) and cultural (multicultural, hybrid, specific, etc.). CMC is different from the "impersonal/non-personal" (impersonal) and "interpersonal/inter-personal" (interpersonal) connected (online) communication interactions, made usually by SMS (Short-Message Service), mobile phone or phone, or by different tools (Licoppe , 2004).

It is well known (from author's opinions in relevant literature) that the communication process always involves organizational communication in a continuum from impersonal to interpersonal interactions. Consequently, scientists at the beginning of the development of e-mail communication system (through social psychology of telecommunication, etc.) almost all online communications watched as essentially impersonal (primarily business and academic) digitalised activity (Short, Williams and Christie, 1976; Parks and Floyd, 1996; Licoppe, 2004; Thurlow, Lengel and Tomic, 2004; Fusco, 2014).

Researchers online communications based primarily on traditional research to develop relationships, which often emphasize physical presence as an element essential to the development of personal relationships (Nardi and Whittaker, 2002; Licoppe, 2004). The scientific literature has recognized that online interpersonal communication becomes more and "socially oriented" (Turner, Grube, and Meyers, 2001; Licoppe, 2004). The lack of visual characteristics of individual states to seek more intimate issues in relation to communication much earlier than would have happened in communication 'face to face' (Hian, Chuan, Trevor and Detenber, 2004; Licoppe, 2004). But, todays we are witnessing that modern communication have more and more technical possibilities for better visual (and even addition with other kind of different 'sensory') characteristics in interactive communication.

HCS ('Hyperpersonal Communication Silence') as New Paradigm of Digital Silence

According to Wikipedia 'silence' definition (Wikipedia, 2016), citation: "Silence is the lack of audible sound or presence of sounds of very low intensity. By analogy, the word silence can also refer to any absence of communication or hearing, including in media other than speech and music. Silence is also used as total communication, in reference to nonverbal communication and spiritual connection. Silence also refers to no sounds uttered by anybody in a room or area. Silence is an important factor in many cultural spectacles, as in rituals. In discourse analysis, speakers use brief absences of speech to mark the boundaries of prosodic units. Silence in speech can be due to hesitation, stutters, self-correction - or a deliberate slowing of speech to clarify or aid the processing of ideas. These are short silences. Longer pauses in language occur in interactive roles, reactive tokens, or turn-taking. According to cultural norms, silence can be positive or negative. For example, in a Christian Methodist faith organization, silence and reflection during the sermons might be appreciated by the congregation, while in a Southern Baptist church, silence might mean disagreement with what is being said, or perhaps disconnectedness from the congregated community."

The first definition the OED (Oxford English Dictionary, 2016) gives to 'silence' is (citation): "*Complete absence of sound: sirens pierce the silence of the night: an eerie silence descended over the house. The fact or state of abstaining from speech: Karen had withdrawn into sullen silence she was reduced to silence for a moment we finished our meal in silence.* The avoidance of mentioning or discussing something: politicians keep their silence on the big questions. A short appointed period of time during which people stand still and do not speak as a sign of respect for a dead person or group of people: *the game was preceded by a two-minute silence in his memory.* Cause to become silent; prohibit or prevent from speaking: *she was silenced by the Inspector's stern look the team's performance silenced their critics.* Phrases: 'silence is golden'; 'it's often wise to say nothing'. Middle English: from Old French, from Latin silentium, from silere 'be silent'." ... "The first definition provided by the OED is "*The fact of abstaining or forbearing from speech or utterance (sometimes with reference to a particular matter); the state or condition resulting from this; muteness, reticence, taciturnity*". In German (which, like English, belongs to the West Germanic group of languages) this type of silence would be "schweigen", and in Hebrew (a Semitic language) "shtika". The second definition provided by the OED is "*The state or condition when nothing is audible; absence of all sound or noise; complete quietness or stillness; noiselessness*". In German, this type of silence would be "stille", and in Hebrew "dmama" or "dumia". Its closest equivalent in English is "stillness" (Fernando, 2002). Definition of the OED, a definition which we will later propose to adopt for the purpose of the present research, is "*Neglect or omission to write (about something); failure to communicate or reply*", and would also be translated in German into "schweigen" and in Hebrew into "shtika".

Silence is an interdisciplinary research topic. Some of the confusion over the meaning of silence stems from the fact that silence has been researched within the confines of several academic disciplines. In relevant literature, some authors look at silence in a multidisciplinary manner, as a linguistic, discourses, literary, social, cultural, spiritual and meta-communicative phenomena, etc. Consequently, more quantitative attempts to define silence have taken place in the context of the study of pauses in conversation. Pauses are a normal part of conversation, and the question that is raised by researchers of conversation is "when is a pause a silence" (Tannen, 1985). Tannen's answer is that a pause is silence "...when it is longer than expected, or in an unexpected place, and therefore ceases to have its „business as usual" function and begins to indicate that something is missing". For example, others authors chose to define such lapses (or extended silences) at three seconds or more, citing a few researches showing that normal switching pauses in conversation were of a duration of less than one second; that pauses of over three seconds were absent from spontaneous speech; and, that silences of more than 3 and 4 seconds significantly impacted ratings of social competence.

According to Ph.D. thesis work of (Kalman, 2008), the comparing 'silence in speech' with 'part of white paper in print' serve to capture the ubiquity and the kind of centrality of silence in communication. Also, the comparing 'HCS ('Hyperpersonal Communication Silence') in HCSp ('Hyperpersonal Communication Speech')' with 'silence in speech' serve to capture the ubiquity and the kind of centrality of HCS in HC ('Hyperpersonal Communication'). Consequently, HCS as new paradigm of 'digital silence' means that HCS in HC serve to capture the ubiquity and the centrality of HCS in HC. Also, 'silence in speech' serves to acknowledging that silence is treated by lot of people as a useless emptiness, an insignificant background, and a meaningless default. But constructions like 'someone cannot not communicate' also serve to captures the uniqueness of silence which, like other forms of nonverbal communication, is central to communication, even in HC. It is how something is said that communicates at least as much as what is being said.

Like the empty page, which carries little meaning without graphic symbols, and the graphic symbols which can't exist without a substrate, so do silence (HCS, also) and speech (HCSp, also) coexist in a mutual dependence, each one providing the context, and thus the meaning, to the other. In addition to the speech that surrounds it, silence need also be understood in other contexts, such as other nonverbal signs, as well as in the context of culture (Kalman, 2008). Because 'silence' is so context dependent, it can express and be interpreted as expressing a wide range of meanings. The scope is so wide that actually silence can, in different contexts, mean opposites, according to (Kalman, 2008).

Here is short explanation of five main functions of silence which can have contrasting, positive and negative values, according to (Kalman, 2008):

(a) *a linkage function:*

'Silence may bond two (or more) people or it may separate them.';

(b) *an affecting function:*

'Silence may heal (over time) or wound.';

(c) *a revelation function:*

'Silence may make something known to a person (self-exploration) or it may hide information from others.';

(d) *a judgmental function:*

'Silence may signal assent and favor or it may signal dissent and disfavor.';

(e) *an activating function:*

'Silence may signal deep thoughtfulness (work) or it may signal mental inactivity.'

Those five main functions of silence which can have contrasting, positive and negative values also are valid for HCS. Silence has different meanings in different nations and cultures (Kalman, 2008), and that is also truth for HCS. In literature, a definition of silence and HCS is quite elusive and quite futile. Also, even national language itself can be an obstacle to clearly defining silence and HCS.

Conclusion

Many possible interpretations of silence and HCS, compounded by the fact that many of these possible interpretations are at odds with each other, make silence and HCS a topic which is really very difficult to categorize and define, and consequently it is really difficult to research HCS. This short literature research gives us relevant basis for analytically construction of scientific based questioner for finding answers to some of these interesting questions: (a) How we treat 'silence' in the HC nowadays? (b) Why people are really 'silent', in the HC? (c) How people today perceive HCS, in the modern communication and information context? (d) How to deal (theoretically, or in practice) with HCS, in modern communication? (e) How to check can the assumed hypothesis of the research be text construction like this: "It is possible to identify and describe the communications and information elements of the HCS, its key guidance and support determinants (specificities)."

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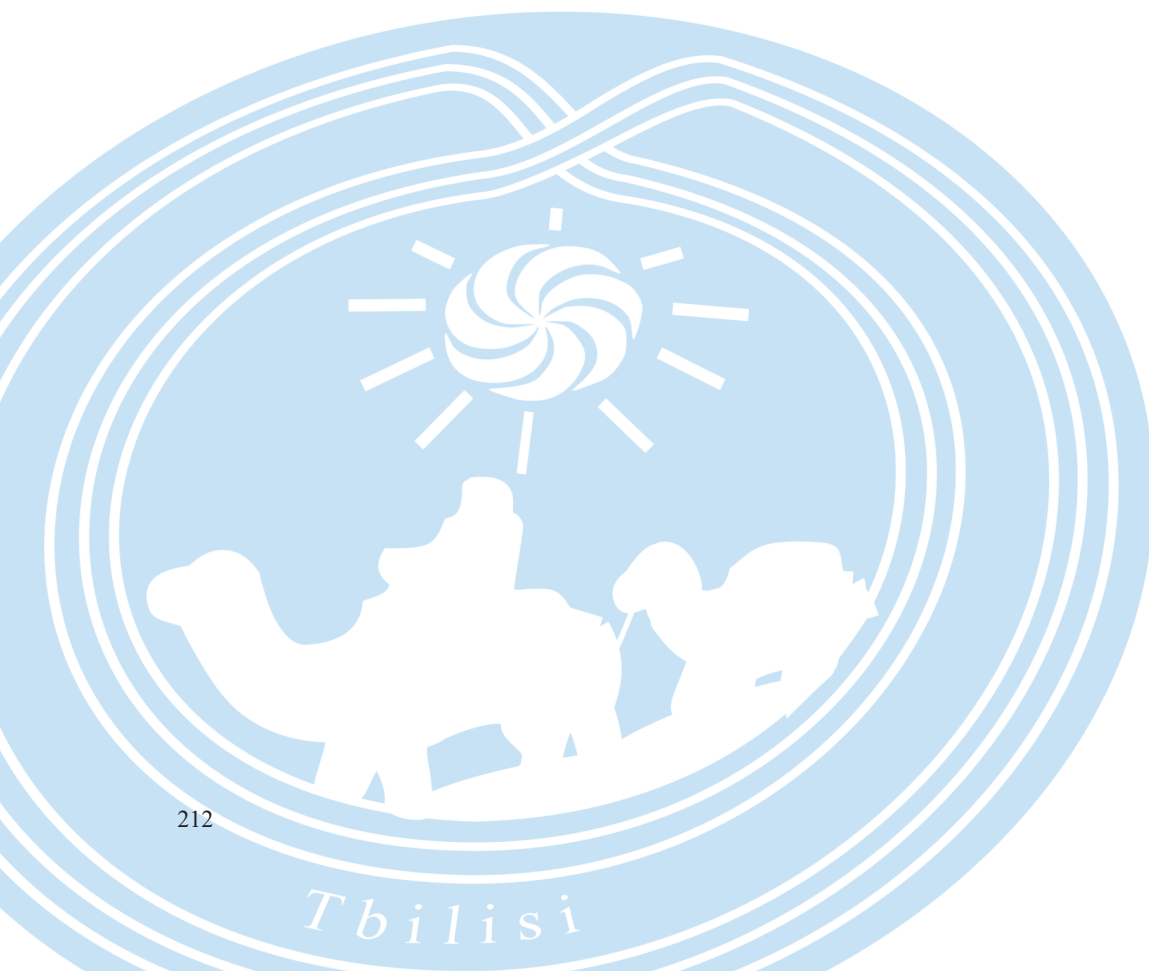
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Importance of the Introduction the Subject: Democracy and Human Right Protection Studies in the Educational Institutions of Georgia

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Abstract

Taking into consideration the importance of the development democratic institutions in Georgia, it should be mentioned in general, that the transition from a totalitarian system to a democracy and a market economy has turned out to be extremely difficult and painful process. The main reasons, which seriously hampers development of the democratic Institutions in Georgia and increasing the democratic thinking of the young population of the country are the following issues:

- Absence of democratic traditions in local political and economic culture and weakness of the civil elements including the representatives of the young generation;

- The presence of 'Soviet mentality' and Soviet management culture among the representatives of the State Authorities;

In this regard the following issues are worth of mentioning:

One the main reason of the existence the weak democratic institutions is the factor of lacking information among Georgian Society about the problem of lack of knowledge regarding their own civil, political, economic, social and cultural rights. The problem is highlighted in the young part of the population.

Taking into account of above-mentioned factors, the purpose of the article is working out appropriate recommendations with the following purposes:

How to Develop and consolidate of liberty values in the different Regions of Georgia – rural and minority areas;

How to introduce the subject: Democracy and Human Rights Protection Studies at the different educational institutions of Georgia

Keywords: Democracy, Education, Human Rights, Lecture Courses, Curriculum.

Introduction

The importance of Democracy in the Modern World

After the ending of the “Cold War” and disintegration of the communist system, the convenient base for the democracy enlargement and promotion of the peaceful co-existence among the states has been created.

As a result, in 2012, according to the Freedom House’s research, number of Free countries in the World were 90¹.

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In the modern World, the wealth is concentrated in the democratic states. As it is known, in the countries with the strong market economy, as a result of the socio-economic development, the middle class is becoming much stronger, the level of education is increasing and population expresses its interest into the peace, when it will be possible to continue the enlargement of the business, trade and accordingly, attraction of more profit. Due to it, the society in the democratic states considers the importance of peace and International cooperation. At the same time, in the democratic state, the process of decision-making does not promote the introduction of the chauvinistic or imperialistic policy and dominance of the militaristic ideas in the foreign policy. It is especially concerns the relations among of the democratic states and those relations are based on the each others respect and deeper economic and cultural cooperation. Even more, democratic states create so-called “zone of peace”, which is gradually enlarging.

However, there are many obstacles on the way of the democracy enlargement and providing the protection of human rights in the World. In this regard, should be mentioned about the most important negative factor - Absence of democracy in the most of the countries of the World. Despite the increasing the number of the democratic states in the World, according the Freedom House report for 2013, there were 58 only partly Free and 47 non-free countries with the authoritarian political regimes².

With regard to Georgia, it should be pointed out, that one of the main reasons of the comparative weakness the democratic institutions in the country is the factor of lacking information among Georgian Society regarding knowledge by citizens of Georgia their own civil, political, economic, social and cultural rights.

Possibilities of the Improvement the Awareness of Young Population on Democracy. Case of IBSU

Due to it that main priority of Georgia is to protect civil, political, economic, social and cultural rights of its citizens, other permanent residents and for this purpose implementation it is necessary to establish democratic system of governance and promote development of civil society that ensures protection of rights and interests of different individuals and groups, taking into account that there are many obstacles to implement those goals which are connected with the weaknesses of democratic institutions in the country and due to it, that violence of the human rights is going on which seriously hampers integration of Georgia to European and Euro-Atlantic Structures, also taking into consideration the fact, that: a) There is almost no University and Institute in Georgia, where subject related to Human Rights Law and Democracy is taught; b) There is lacking of literature in Georgian on Democracy issues; c) There are few active organizations in the country – especially in the regions, which are working on Human Rights Law and Democracy Studies issues-one of the main purposes of the pilot project is to organize one-semester study course as a mandatory for the all faculties on the subject: Human Rights Law and Democracy Studies at the International Black Sea University (IBSU). Today, IBSU is recognized as one of the leading University in Georgia. Taking into account this fact, IBSU, by the establishment of cooperation with Office of the Public Defender of Georgia, Committee of Humans Right of the Parliament of Georgia, local NGOs involved in Human Rights issues is planning the following activities:

By the introduction of the modern western educational style with its own credit system, thus deepening knowledge of future generation - students on Human Rights Law and Democracy issues with further purpose to introduce the course – Human Rights Law and Democracy Studies into curricula of the different Faculties of IBSU as a University subject.

Together with introducing for the first time the study course on Human Rights Law and Democracy issues at the International Black Sea University as a mandatory subject, the further plans should be the following: To share an experience on Human Rights Law and Democracy Studies with the representatives of the different leading Universities of Georgia with the further perspective of the introducing the subject Human Rights Law and Democracy Studies to the curricula at the appropriate faculties of the different Universities of the country.

¹<https://freedomhouse.org/report/freedom-world/freedom-world-2013>

²<https://freedomhouse.org/report/freedom-world/freedom-world-2013>

With regard to the other main purposes of the project, it should be pointed out:

Publishing book in Georgian with the inclusion to the book all topics, discussed during the lecture course and seminars together with other important issues related to the Human Rights Protection and models of Democracy;

What Will Be Achieved in the Framework of the Pilot Project?

By the introduction the subject – Human Rights Law and Democracy as a mandatory subject at IBSU the following goals will be achieved:

Generally, implementation of the project will play an important role in informing the students of IBSU (from about 19-20 countries) about Human Rights and Democracy, will show the importance of Democracy for the development of the country, strengthening statehood and providing national security. This factor will promote the further introduction of the liberal-democratic values among the representatives of young generation; will raise the support of the political forces, which are supporters of democracy in Georgia;

- At the leading University of Georgia, for the first time long-term mandatory study course in Human Rights Law and Democracy Studies will be organized, and this factor will play the key role for the introduction to the curricula of the subject - Human Rights Law and Democracy Studies and by this way students of the next courses-future specialists in the different fields will also have a possibility to get significant knowledge about Human Rights Protection and models of Democracy;

- Introducing the mandatory course Human Rights Law and Democracy Studies at the International Black Sea University will create a positive precedent for the introducing study course at the appropriate faculties and departments at the other leading Universities of Georgia;

Education about Democracy will help understanding of the importance of Democracy in providing development of the different countries;

- Students will be able to distribute different materials among other students who will not be participants of the study courses;

- Study courses will play the positive role in the establishment of the close contacts among students equipped with knowledge about Human Rights Law and Democracy from various faculties of IBSU;

- Study course will ensure communication between students and experts, students and government officials (invited people for the public lectures) providing an opportunity for experts and high rank officials to select and hire the most talented students especially undergraduates for the new posts in their ministries and other appropriate organizations. It will contribute to the successful career of young people who are educated on Democracy issues;

- Students will be informed about opportunity to participate in different joint scientific programs offered for example by different International Organizations (UN, EU, NATO, OSCE) by establishment of close contacts with their colleagues from the foreign countries. It will promote international cooperation among young scholars who are interested in Human Rights Law and Democracy priority spheres.

During the study process, will be discussed the following topics:

International Conventions

Universal declaration of Human rights;

International Bill of Human rights;

Economic, social and cultural rights;

Civil and Political rights;

The Convention on the protection and punishment of the crime of Genocide;
The Convention relating to the status of refugees;
The International convention on the elimination of all forms of racial discrimination;
The convention on the elimination of all forms of discrimination against Women;
The Convention against torture and other Inhuman or degrading treatment or punishment;
The Convention on the rights of the child;
The International Convention on the protection of the rights of all migrant workers and members of their families;
European Convention on Human Rights;
A Single Court of Human Rights;
The European Social Charter;
The European Convention for the Prevention of Torture
The Framework Convention for National Minorities;
Other Conventions adopted by European Union and Council of Europe

National legislation of Georgia in sphere of human rights

Constitution of Georgia;
The Judiciary system of Georgia;
Election legislation and voting process in the country;
National Minorities Protection issues;
The Law of Georgia on mass-media;
The labor law of Georgia;
The Law of Georgia on protection political, economic, social, religious, civil rights;
Taxation and custom systems in Georgia

Models of Democracy-Classical Democracy, Republicanism (Liberty, Self-government and the active citizen);

the development of liberal democracy, pluralism.

Political and legal systems of the leading democratic states-USA, EU member states, Canada, Japan etc.

During the study process at the Universities the following credit system will be introduced:

Subject	Human Rights Law and Democracy Studies
Number of Credits-5 (1 credit – 30 Hours)	5 Credits – 150 working hours <u>Classroom work</u> - 32 hours (2 hours per week during the 4 month period); <u>Preparation for the first quiz</u> -10 hours; <u>Preparation for the second quiz</u> -10 hours;

Subject	Human Rights Law and Democracy Studies
Number of Credits-5 (1 credit – 30 Hours)	5 Credits – 150 working hours <u>Preparation for the third quiz-10 hours.</u> <u>Preparation for the mid-term examination-20 hours</u> <u>Preparation for the Fourth quiz-10 hours;</u> <u>Preparation for the fifth quiz – 10 hours</u> <u>Preparation for the sixth quiz – 10 hours</u> <u>Preparation for the final examination – 38 hoursP</u>

Conclusion

Taking into account the importance for Georgia to provide protection civil, political, economic, social and cultural rights of its citizens, other permanent residents and necessity to establish democratic system of governance and promote development of civil society, furthermore integration with European and Euro-Atlantic Structures where key role plays the importance of development democratic Institutions-one of the most significant roles on this way has to play introduction of the disciplines related to Human Rights Protection and Democracy to the study program in the appropriate Departments of different educational institutions of Georgia. In this regard, introducing of the study course Human Rights Law and Democracy Studies at IBSU will be the first stage on the way of further inclusion of the long-term course - Human Rights Law and Democracy studies in the programmes of one of the leading Universities of Georgia and accordingly providing the teaching this discipline to students of the consequent courses. Furthermore, Introduction of the Human Rights Law and Democracy Studies long-term course at the two above-mentioned Universities and sharing experience in this field to the Administration of other Universities in Tbilisi and Regions, will create the convenient basis for the introduction of Human Rights Law and Democracy Study course at appropriate Departments of the other leading Universities and educational Institutions of Georgia (in the capital and regions) in future. This fact will also provide for spreading knowledge about Human Rights Protection issues in different regions of Georgia where Institutes with corresponding Departments (International Law, Political Science, Legal Studies etc.) are functioning.

It is very important to point out, that after publishing for the first time of the book about Human Rights Law and Democracy in Georgian the further spreading of the materials about Human rights issues in Georgian language (with English Translation) among the different circles will be possible. Materials from the book in the future can be used by the scientists, lecturers, students, government officials etc. for the preparation of lectures, writing research papers, thesis, articles related to Democracy etc.

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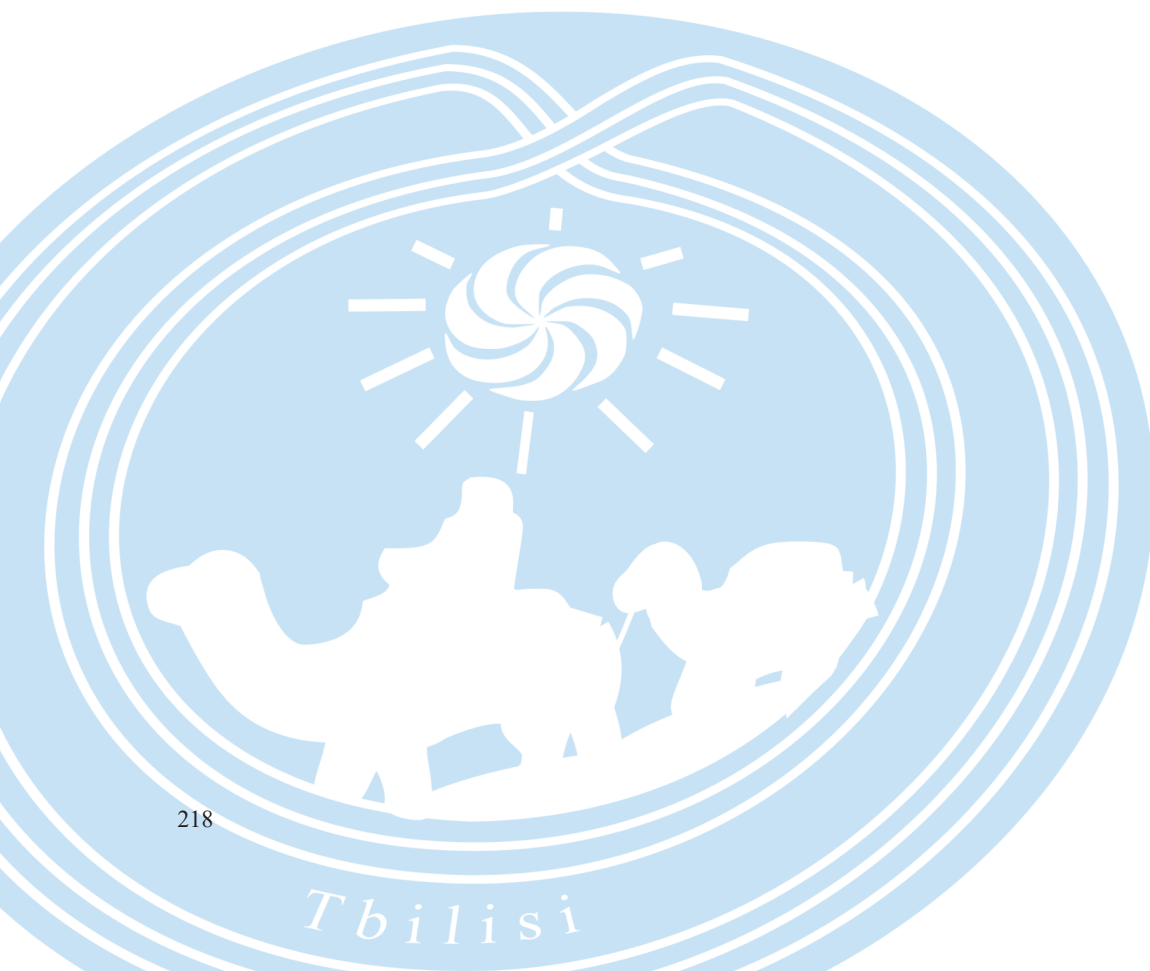
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Comparative Analysis of Gambling Addiction and its Consequences in Native American and Georgian Societies

Tea Chumburidze*

Abstract

The article aims to explore and examine the gambling addiction and its negative consequences within Native American and Georgian societies.

Although Native American and Georgian nations significantly differ from each other they share one problem – gambling addiction.

Gambling is a 21st century social problem, taking into consideration its scope and impact on the society, we can say that it is no less damaging than drug abuse. Gambling is characterized by the classic manifestations of drug abuse, particularly, psychological addiction, which causes a morbid passion towards gambling. This addiction results in the loss of property, divorce, and in some cases suicide.

Keywords: Tribal Gambling, Native Americans, Georgia, Suicide Rate, Poverty, Psychology, Gambling Law.

Introduction

Indian gaming has been a controversial issue since before the federal Indian Gaming Regulatory Act passed in 1988. Despite the fact that administration of Tribal casinos by state and federal government is codified in law, it is often placed alongside in the debate as to whether a casino should be approved in a community.

It is important to pay attention to the crime and moral decline that often accompanies Indian casinos – especially those associated with unions. If we provide the cost-benefit analysis of casino positives and negatives that devolve (increase) the community affected, social impacts should be a critical determinant.

If we discuss the case of cleanness in casinos, we can say that sleaze and filth are commonplace there. Unites States' largest union-controlled gaming venue Las Vegas is known as “Sin City”. Public Policy Analyst and Expert in Coalition Management, Kerri Toloczko describes, that along with its tourists, pornography, prostitution, drug use and alcoholism are visible on its sidewalks. “Gaming chips away at the innocence and morals of society and is antithesis to the notion that fiscal responsibility and embracing clean, healthy environment are good national characteristics” (Toloczko, 2008, p. 3).

Toloczko rigorously asserts that casinos are crime magnets with two types of illegal activity, first is internal corruption that includes money laundering, loan sharking and mob influence, and another is street crime. It implies the increase in crime directly spilling from casino doors that has the most immediate effect on surrounding communities.

For nearby neighborhoods, these include DUI-related (Drunk Driving) accidents, home robberies and mail theft. If a precedent is set that Indian casinos are no longer restricted to reservation lands, negatives will impact neighboring areas like never before (Toloczko, 2008).

For more than 200 years, government of the United States has held primary control over economic development and human security resources and programs impacting Native Americans. While identifying

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more promising pathways for increasing Native American development indicators, it is important to note that nowadays it stands as a political and moral imperative for both the U.S. and Tribal governments.

In recent years, promotion and media-advertising of gambling casinos and slot clubs in Georgia have become a highly contentious issue.

Since the election of 2012, some new political powers in Georgia have been trying to impose certain controls and restrictions on the gambling business. Taking into consideration that gambling is closely linked to tourism and accordingly lucrative for the national budget, it is unclear whether government officials intend to prohibit it or not.

Effects of Legalized Casinos on Indians

In 2012, researchers of the University of Maryland studied casino crime; they found out there is a 10 percent increase in substance abuse, suicide, violent crime, theft and bankruptcy when a new casino opens in town. Other studies found 8 and 9 percent increases at a cost near \$70 per year for every person living nearby (Toloczko, 2008). After Atlantic City's rapid casino growth in the 1980s, crime increased by 100 percent in a 30 mile radius surrounding the area.

Another noteworthy insight comes from *The Economist*, where X underscores that Americans have not put the bad old days of racially distorted coverage of poverty beyond them. The article claims that cash from casinos makes Native Americans poorer, particularly tribes have problem in distributing part of the revenues directly to members, it is typically known as per capita payments. These payments encourage 'sloth' (Poverty, 2015, p. 2).

We can provide a particular example of an Oregon Siletz Reservation, which is a desolate, wooded area along the coast of Oregon. Mike Justice is a member of the nearly 5,000-strong Siletz tribe. Despite the fact that there are jobs at the nearby casino, Mr. Justice is unemployed. He and his girlfriend Jamie, a recovering drug addict, live off their welfare payments of a few hundred dollars a month, plus the roughly \$1,200 he receives annually in "per capita payments", cash the tribe distributes each year from its casino profits. That puts the family of three below the poverty line.

This condition is not ideal for Mr. Justice, however it is better than pouring hours into a casino job that pays minimum wage and barely covers the cost of commuting. Some 13% of Mr. Justice's tribe work at the Chinook Winds Casino, including his mother, but it does not appeal to him.

As Mr. Justice asserts, the casino lies an hour away down a long, winding road, he has no car, and the shuttle bus runs only a few times a day, after getting off the shift, one may have to wait three hours for the shuttle, and spend another hour on the road, which, of course, is not worthwhile for him.

Since the 1987 Supreme Court decision concerning the Native American tribes being sovereign and entitled to sponsor gambling, casinos have begun popping up on reservations everywhere. Nowadays, almost half of America's 566 Native American tribes and villages operate casinos, which in 2013 took in \$28 billion; this information is provided by the National Indian Gaming Commission (Commission, 2016).

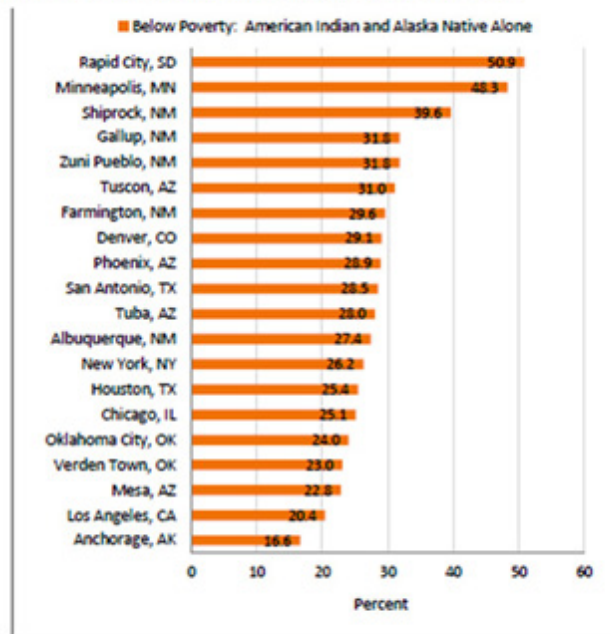
Small tribes with land close to big cities have done well. *The Economist* provides information about a new study of *the American Indian Law Journal* which suggests that growing tribal gaming revenues can make poverty worse. The study looks at two dozen tribes in the Pacific north-west between 2000 and 2010. During that time, casinos owned by those tribes doubled their total annual take in real terms, to \$2.7 billion. Yet the tribes' mean poverty rate rose from 25% to 29%. Some tribes did worse: among the Siletz poverty jumped from 21.1% to 37.8% (Poverty, 2015).

We should emphasize one of the biggest problems concerning the way casino profits are sometimes paid out. Per capita payments have grown as gaming revenues have risen. The more generous these payments become, the more people fall into the trap of not working, and accordingly they can be destructive.

Impact of Tribal Gaming on Native American Communities

According to the 2016 Census, 27 percent of Native Americans live in poverty. This is higher than any other racial group, and nearly double the national average. In 2012-2013, the median household income of Native Americans was \$35,310, and the national average was \$51,371 (Census, 2016).

Poverty Rates for the American Indian and Alaska Native Alone Population in the 20 Cities Most Populated by this Group, 2007-2011



(Census, 2016, p. 1)

Native Americans have the highest rate of suicide in the U.S., and a homicide rate three times higher than whites (Control, 2011).

Figure 1. Suicide rates, by race/ethnicity and age group – United States, National Vital Statistics System, 1999-2007, p. 58.

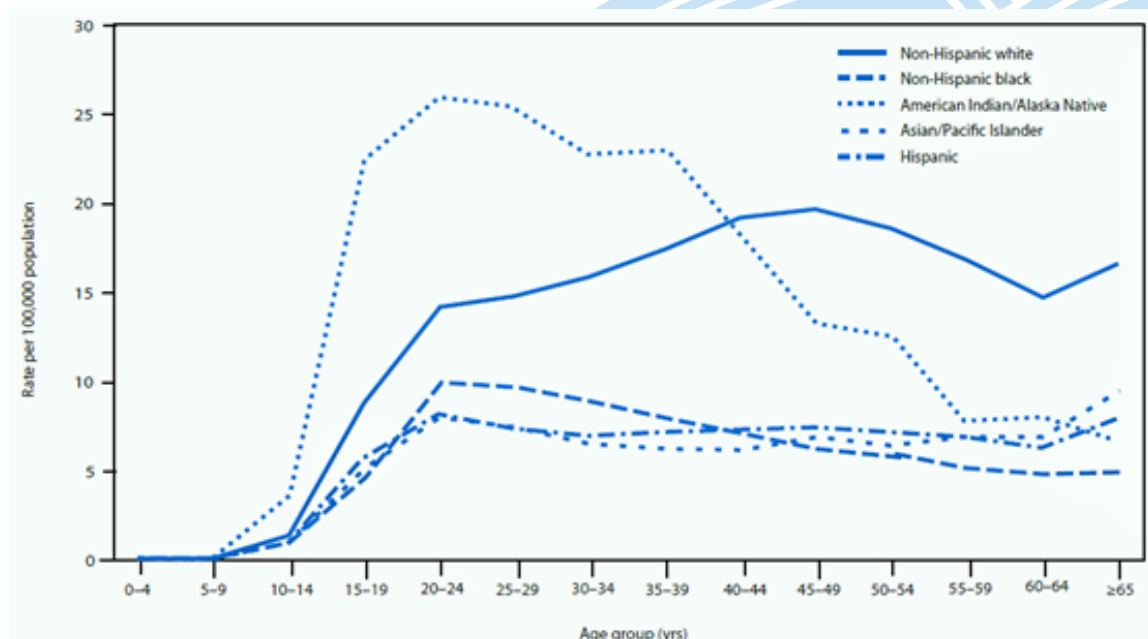
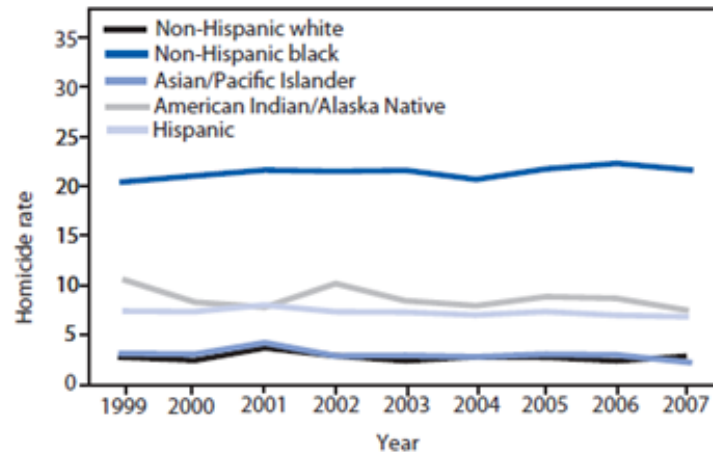


Figure 2. Age-adjusted homicide rates (Per 1000,000 population), by race/ethnicity and year – National Vital Statistics System, United States, 1999-2007, p. 70.



Researcher from the Jackson School of International Studies Greg Guedel examines the hypothesis that economic development and human security indicators for Native Americans can be improved by shifting more control over socio-economic programs and resources to Tribal governments, for example, enhancing Tribal sovereignty (Guedel, 2014). Enhanced Tribal sovereignty allows economic and human security development programs to be tailored to specific local needs and conditions, be implemented more efficiently, and maintain consistency with indigenous culture and traditions. It is important to test whether increased control by a Tribal government over a specific resource or program results in a measurable increase in a related human security condition for the Tribal community.

As Guedel finds out, a chronic problem that has hampered the advancement of Tribal development and human security has been a lack of economic resources available to Tribes (Guedel, 2014).

Every community has its fundamental elements like education, health care, infrastructure, public safety resources, etc. require significant capital to implement and maintain a quality of life.

Due to the factors such as geographic isolation, lack of access to markets, and a lack of willingness of traditional financing resources to invest in Tribal communities, Indian tribes have enduring struggles to raise development capital. According to Guedel, “with the cost of essential human security components subject to continual inflation, it is imperative for Tribal governments to cultivate sustainable sources of capital that can be used to fund development programs” (Guedel, 2014, pp. 23-24).

Gambling in Georgia – Threat to the Society?

In the mid-1920s the first casino was opened in Tbilisi, Georgia. It was the first casino among the Soviet republics. By that time, the taxes for casino organization were high. Due to the interest income, taxation system was not very effective and was difficult to control.

Georgia was the first republic which declared criminal responsibility for organizing illegal gambling, it was a time when gambling was banned in the whole Soviet Union. In 1989, the first casino was opened in Batumi, in the fashionable night club “The Interclub” (Melikishvili, 2015).

In recent years, promotion and media-advertising of gambling casinos and slot clubs in Georgia have become very frequent, more and more people are involved in gambling.

The journal *Liberal* published an article concerning the disastrous consequences of gambling, Omiadze provides a particular example of one family; young Marika remembers how happy she was during the first years of marriage with her two children and husband. However, this happy life did not last a long time, her husband, an addicted gambler, gradually sold all family savings, valuables and finally his parents had to sell their house to pay a debt. This unbearable condition became more complicated when Marika’s seven year old boy died. Despite this jeopardy, Marika’s husband did not give up gambling and even during the funeral days, he was used to leave house every evening for playing in casino; he lost the money collected

by his relatives for funeral. The result of this hard condition was lethal. He committed suicide by hanging himself (Omiadze, 2013).

This is one out of many cases that happened in Georgia in the last decade. In best cases families are broken up, and in worst cases the results are lethal.

Psychological Perspectives on Gambling Addiction

Psychologists discuss gambling addiction in the context of mental pathology which has negative impact particularly on young generation. In an interview with *Civil Press*, the psychologist Manana Sologashvili asserted that heavy addiction to gambling causes mental deficiency which may lead young people to suicide (Salukvadze, 2014).

To the question why do people become addicted to gambling and how it is possible to free people from that addiction, psychologist Manana Sologashvili replied that one of its manifestations is addiction. This implies dependence on drugs, alcohol, gambling, etc. Sologashvili speaks about the reasons and causes of this dependence, which includes personal addiction, as well as some social factors and upbringing mistakes (Salukvadze, 2014).

To the question whether gambling propaganda increases the number of suicide rates, Sologashvili responds that this propaganda resulted in a dramatic increase of gambling addiction; on the basis of her experience, Sologashvili asserts that such an addicted person needs cure and compared to drug abuser his/her exposure to the therapeutic process is more difficult.

She talks about ways to overcome this disease, emphasizes early childhood upbringing, and asserts that it is absolutely necessary to share child's interest in such a way that he/she doesn't have too much free time. As for adults,, (where the disease is chronic and its full recovery is almost impossible) this dependence must be replaced by something, e.g. sport, or another hobbies. For that purpose there exists a special psychological rehabilitation program known as 12 Steps Method, this program aims to recover person's addiction to gambling, gradually, he/she studies the roots of this disease and learns how to overcome it. This is very slow, gradual process and needs lifelong encouragement.

Sologashvili talks about the damage that gambling brings for the player, these include: material, spiritual, and physical damage as well. Material damage causes damage to the gambler's psychological equilibrium and may provoke psychosomatic disease as well. Most common is depression, which often results in suicide (Salukvadze, 2014).

Legal Aspects of Gambling Business in Georgia

In order to find out how gambling activities are regulated by the Georgian Law, what is the statutory age limit to enter the gaming facility, and what restrictions are imposed on the territorial layout of gaming establishments, *Civil Press* directed to the CCE lawyer Lasha Giorgadze, who pointed out that gaming business in Georgia is not well regulated (Salukvadze, 2014).

There is imposed an age limit on the establishment of these gaming facilities: entry is prohibited to those under 18 and, in some cases, 21 years of age, however, this regulation is often violated when 15-16 year old children are actively engaged in gambling. In this case, the controlling authority is obliged to investigate these violations and take appropriate measures to eradicate it.

According to the Georgian Law, it is prohibited to establish gaming facilities in medical and educational institutions. The local authority is obliged to specify the places where it is possible to arrange such facilities (#4127-6, 2010).

Gambling Market Research Report in Georgia

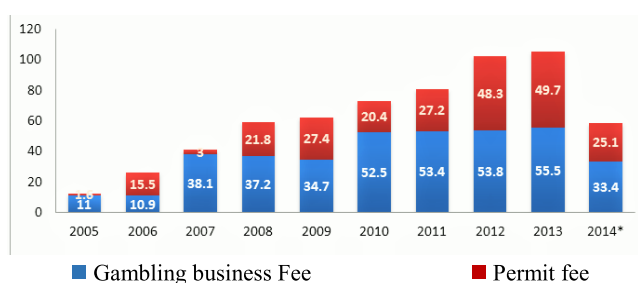
Gambling business is well developed in Georgia, and the state budget revenue is a significant contributor in it. However, the market has not been studied in details yet.

Non-governmental organization Transparency International Georgia released report regarding the gambling market in Georgia. The research reviews the Georgian Law that regulates gambling market and highlights the main features of market, statistics, the main players and information about the owners of these businesses (Georgia T. I., 2014).

A significant increase in turnover and profits of gambling business has begun since 2011. During this period of time gambling business turnover exceeded 3.2 which is more than that of the year 2010, and profit exceeded 54 as well. The significant growth trend continued in the years of 2012-2013.

Gambling and other cash games related enterprises total turnover reached 1,213 billion USD. While the total amount of gaming business and the total fee exceeded 105.2 million GEL, which comprises approximately 1.4% of state budget revenue (Georgia T. I., 2014).

Gambling Fees Paid to the State Budget
(Million GEL)
(2005-2014)



(Georgia T.I., 2014)

In 2013, the cash gaming and gambling establishments involved 5046 employees which comprise 0.3% of the total number of employees in Georgia.

In 2014, this growing trend reduced, cash games and gambling-related facilities comprised only 338.1 million GEL in I and II quarters.

Main Players of the Market

According to the data of October 1, 2014, the total number of market operating enterprises comprise 94 units, out of which 32 are large enterprises. This type of business is the most common in Tbilisi, followed by Batumi and Kutaisi.

Besides Georgia, owners and directors of gambling companies are from Russia, Turkey, Armenia and the United Kingdom (Georgia T. I., 2014).

Conclusion

Gambling is a social issue which has emerged as a problem in both Native American and Georgian societies. Gambling can be profitable for states and organizations as a source of business, but not for Native American and Georgian societies.

Although, Native American and Georgian nations significantly differ from each other (in all spheres of life) they share one, common problem – Gambling addiction and its negative consequences.

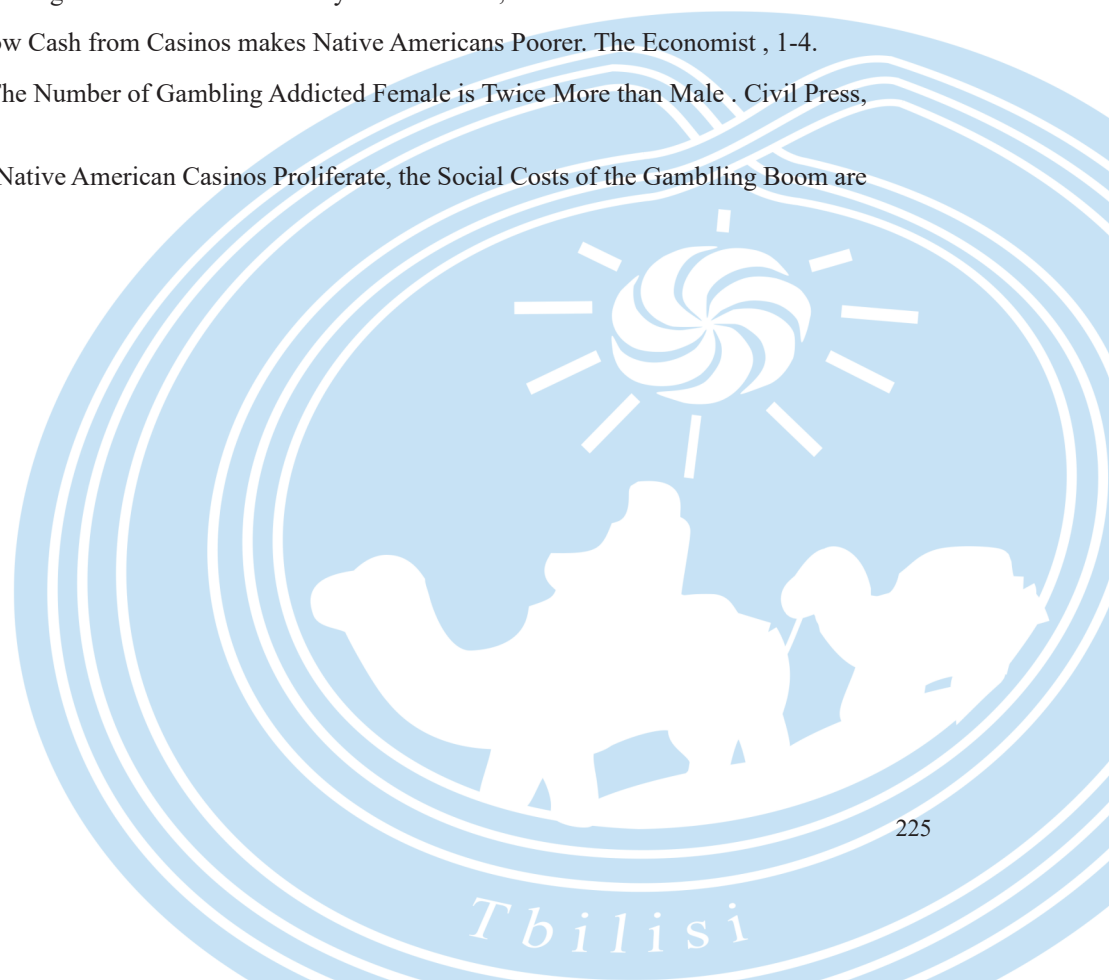
However, with the close cooperation between the government and public organizations, it is possible to take measures and protect the majority of population from gambling addiction (Omiadze, 2013).

It is necessary to take measures in terms of informing the public and prevent gambling addiction. Moreover, it is necessary to restrict and ban gambling facilities and internet bet offers and their advertisement on the legislative level.

Society should understand that gambling is not the way of entertainment and the way of making money, but it causes severe and detrimental results for the individual, his/her family and for the whole country as well.

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Tbilisi

Applying Correlation in a Classroom for Teaching Italian as a Foreign Language

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Abstract

This paper is about the importance of applying “correlation” for teaching Italian in a classroom. I will use “correlating” particularly in terms of cultural differences and underline the pivotal role of specific techniques, in a language class, to help finding common ground between groups of people with different backgrounds. In this sense, I will highlight the beneficial role that expatriate teachers like me play in language departments, as examples of successful integration in another culture, as “bridges” between two cultures who physically embody the joining of two or more backgrounds and effectively erase the distance between the two, and as travellers who have geographically connected the distance between two countries. Drawing from my experience both as a native speaker with a background in anthropological studies and as an instructor in a language class, I will illustrate a few examples of in-class strategies promoting multiculturalism ranging from simple vocabulary presentations to role playing and target language discussion groups focusing on controversial differences between Italy and Georgia. Finally, I will argue that multilingual and multicultural native speakers are key players of globalization, and are able, in class, to transmit with their own physicality the very condition of our globalized society, which rests on the ability to bridge cultural gaps and accept a less determined, more fluid identity.

Keywords: Classroom, Teaching, Method, Language, Italian.

Introduction

Expressions as bilingualism, multilingualism, and multiculturalism have generated animated debates in the last few years. Both the scholarly community and media outlets have discussed at length the pros and cons of exposing children to different languages and cultures. While the general consensus is that multilingualism and multiculturalism represent a benefit rather than a drawback, two recent books presented opposite perspectives on these issues, reigniting a controversial discussion. In Aneta Pavlenko’s *The Bilingual Mind* (2014) and John McWhorter’s *The Language Hoax* (2014), the authors take opposite standpoints in discussing whether multilinguals demonstrate different personalities, or even different worldviews, when they speak their different languages.

While discussing this point at length would exceed the scope of this sheet, it is relevant to note that the debate on multilingualism and multiculturalism has begun to acknowledge differences, even separate worldviews, within one and the same bilingual individual. In this sense, expatriates who teach their native language and culture abroad, represent examples of both a complex interplay of different cultures within the same individual and an attempt to reconcile them. Having moved from the country where they were born and raised into a new and often foreign geographical and cultural environment, expatriate inhabit a mediated space between two cultures. Further, as instructors they expand and redefine that space by confronting and reassessing the relationship between two or more cultures in the language classroom setting. Thus,

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expatriate instructors embody a fluid subject position. In light of this, they are ideal candidates to facilitate the connection of cultural and linguistic differences in the classroom and to help students mediate between different worldviews in the wider context of a today's globalized and connected world.

The focus of this paper is this act of “correlating” in the classroom; yet, in order to begin it is first necessary to define what is meant by ‘correlate’.

Applied to a native speaker in a foreign country “correlating” can refer to several contexts. The first and more basic is a geographical meaning: the expatriates have “correlated” the geographical distance between their home country and their new home (in my case the Republic of Georgia) and continue to do so in their travels back and forth. In this way, they not only mediate between two cultures in which they live and work, but they also strengthen their knowledge of the journey that they undergo in order to be citizens of two countries. Second, “correlating” can be understood linguistically: the expatriate teachers in order to become bilingual to the best of their abilities, learn and welcome a new language as their primary means of communication in the new country and, simultaneously, they retain and reassess the perception of their native language when teaching it (especially if confronted with an advanced language class, which usually allows for in-depth linguistic discussions). In this sense, language instructors who master several languages are well-suited to understanding the process of learning and relearning every language in light of different experiences. Third, “correlating” can refer to the process of mediating and communicating through different sets of values and cultural practices. Since the expatriate teachers are not just visiting but living and working in the new country, they acknowledge and adapt to new values and cultural practices as they retain and present their own culture to students.

I will use “correlating” particularly in this sense of cultural differences and underline the beneficial role that the expatriate teachers, as examples of successful integration in another culture, play in language departments to help finding common ground between groups of people with a different background. Drawing from my experience as a language instructor with a background in anthropological studies, I will illustrate a few examples of in-class strategies aimed at promoting multiculturalism, ranging from simple vocabulary presentations to role playing and target language discussion groups; I will focus on the controversial differences between the countries and discuss the importance of the mediating role of expatriate teachers.

As instructors in a language classroom, expatriate teachers are often the first medium to a foreign language and culture for high school students. They present a foreign language to students in comprehensible input bits, which build day-by-day to form an understanding of the structure of the language. Along with that, language instructors in the universities include cultural aspects associated with the target language. In the case of Italian, examples can be found in the importance of the formal “*Lei*” form, in the criteria for the distinction between the greeting “*buon giorno*” and “*buona sera*” or, at a more advanced level, in the preeminent use of passive form and of the impersonal “*si*” in institutional Italian.

Perhaps the most relevant example of culturally-informed language is represented by vocabulary choices and the specificity of particular words dedicated to describe areas of interest of a specific culture. In Italian, for example, a wide variety of words is used to describe food and the preparation of food.

Particularly in the case of delicate topics, such as family, religion, or politics, instructors must be careful to mediate the cultural differences and fill the cultural gap between countries. In these situations, expatriate teachers emerge as the true strength of a language department. There can, of course, be teaching assistants born and raised in Georgia who have travelled extensively in the foreign country and absorbed the cultural landmarks which they can later transmit to the students. But the specificity and delicacy of the task of mediating and negotiating between cultural set of values and practices usually benefits from the presence of the expatriate teachers.

Why is that? First of all, a language instructor born and raised in Georgia shares, or is aware of, the same core values of his/her students. The class can discuss the cultural differences between the two countries with respect and competence, but the interaction will probably lack a genuinely comparative (even if clashing) component, which arises when two members of different cultures meet and negotiate meaning. On the contrary, expatriate teachers have been raised in the foreign country, and even in the case of incompatible and/or untranslatable worldviews, they can offer more insight on why different values and cultural practices are important to the country's population. Second, expatriate teachers have already experienced a successful negotiation between their own culture and the Georgian culture by living and working in Geor-

gia. Though such a negotiation can be long and difficult at times, it has already taken place, and expatriate teachers are more likely to identify points of closeness and distance between the two cultures and to devise strategies to bridge cultural gaps, as the examples below show. Third, thanks to their native mastery of the target language, expatriate teachers can consistently draw more ties between language and culture, helping to explain how language mirrors the social and cultural practices of a country.

In short, expatriate teachers can effectively recreate, in a classroom setting, the genuine communicative exchange that students encounter in a foreign country, and thanks to their personal experience with bridging cultural, geographical, and linguistic differences, they can help students more effectively negotiate between their native language and culture and the target language and culture.

A few examples, drawn from my experience in the classroom, might help to illustrate successful language strategies that benefited from a expatriate teachers' presence. I will start with a simple vocabulary presentation, specifically concerning the vocabulary related to clothing. In one of my classes, I prepared a PowerPoint presentation about the changes in the clothing styles of young Italians from the end of WWII to the present. I drew from my own experience during my teen years in Italy, as well as that of my family and friends to create a comprehensive list of most of Italian fashion subcultures in the past fifty years: it is beyond doubt easier, faster, and usually more accurate for native speakers to have access to cultural trends or popular personalities that are rarely advertised and/or known outside of Italy. It is also more common for expatriate teachers, in my experience, to make connections to different media, such as songs, films, TV shows or commercials, books, and magazines with relation to a specific topic. In this case, I was able to recall how various media popularized different clothing trends (in magazine pictures, TV ads, newspaper articles, etc.) and provide additional material for the students. Further, by portraying my own experience at the same age of my students but in a different geographical and cultural space, I could create productive comparisons and discussions. By presenting the clothing vocabulary embedded in a cultural and personal context, I was able to spark interest in my students. They not only remembered the basic vocabulary better and faster, but also learned words and cultural tidbits often pushed to the side in traditional language teaching (such as punk and goth subcultures, the influence of U.S. trends— jeans, the hippie subculture—, and other more recent controversial trends like tattoos). They also shared their newly-acquired vocabulary both in guided writing assignments and in spontaneous oral and written interaction (such as class debates and the class blog).

A second example of the beneficial role of expatriate instructors in language teaching is the use of humorous anecdotes, often employed in “warm up” sessions at the beginning of class or after long and difficult grammar explanations, to ease a tense atmosphere and create a relaxed environment, more conducive to learning. While non-native instructors can, and have, successfully presented anecdotes about their own adventures and mishaps while learning the target language, this approach might create a vertical relationship between teacher and students. While this isn't necessarily negative, it places the instructor “further ahead” on the road to language proficiency, making the interaction one-sided. Students can laugh, but their participation is mostly passive, as they haven't yet experienced the context of reference. In the case of a expatriate teacher instead, the linguistic and cultural misunderstandings or mistakes are framed in a context familiar to the students. The expatriate teachers can provide a mirroring image of a foreign learner trying to learn the language in which students have native proficiency, effectively erasing hierarchies in the process of language learning and creating a collaborative atmosphere, which has been proven to foster competence.

In my experience, for example, I have often used anecdotes of my own troubles with cultural and linguistic discrepancies between Georgia and Italy: for example, my surprise at the way Georgians use the “*maionese*” as pizza topping, my bewilderment when the idiom “*memento mori*” is mixed with the phrase “*momento amore*” probably quoted from one Adriano Celantano's movie which are often broadcasted by the Georgian television, and my sense of astonishment (since nowadays) when standing up in marshukta or in a bus somebody asks me to lay my bag on his or her legs. Also, I usually ask for students' help when I can't recall an appropriate translation of words or expressions; in my experience, students respond very well to this input, creating a truly collaborative class atmosphere.

The expatriate teachers can also be great sources of linguistic and cultural material that is otherwise unavailable or not included in textbooks, such as regional dialects, slang expressions and jargon, proverbs, and idioms. When interacting with a expatriate instructor, students can experience difficulties that would arise for them in the foreign country when confronted with language that is closely tied with the local cul-

ture. They can thus learn how to find common ground and negotiate meaning in different communicative situations, such as understanding and comparing idioms from one context of reference (Italian) to the other (Georgian). A good example of this is the Italian saying “*gliela hanno tirata*” which translates in Georgian into “ის დათარსა/ is daitarsa or დათარსულა/ datarsulia.” The original Italian expression resides in one of the most popular traditional beliefs in Italian culture as well as the Georgian one i.e. the wicked ability of someone to “*put a jinx*” on somebody else.

As students, along with the expatriate teacher, understand how these expressions are constructed, they explore the relationship between a language and its worldview. Further, as they compare different languages and their cultures of reference, students, with the help of the expatriate instructor, can find common ground between different languages and cultural practices, effectively recreating a genuine interaction in a class environment. What is more, thanks to the mirroring experience offered by the expatriate instructor, students can reflect on the importance of finding common ground and appreciate how the process of learning a foreign language requires not only negotiating meaning, but also mediating between different worldviews.

When considering all these reasons, the expatriate teachers pivotal role in language departments is apparent. While I am not suggesting that language departments across Georgia should be widely populated by expatriate teachers, the importance of their role should be highlighted, especially in light of the bureaucratic difficulties that at times create overwhelming circumstances for foreign students and teachers, such as lack of scholarships and limited time for staying in the country. This situation is made all the more acute and relevant considering the recent change of government, where the scholarships for teaching Italian language are basically stopped and also the Italian Education Department cut part of the fundings directed to the expatriate Italian teachers abroad. The expatriate teachers cannot become adjuncts for long periods of time, since these positions don't offer security, a work visa, or even health insurance. Therefore, in light of the benefits represented by expatriate teachers that I hope to have underscored in this paper, it would be beneficial to language departments in all the world to acknowledge the importance of these figures in helping students to go beyond cultural stereotypes, in filling the gap between two countries, and in creating a productive, solid bridge on which to construct mediated meaning.

As Aneta Pavlenko writes: “a bilingual is not a sum of two monolinguals but a unique speaker/hearer in his/her own right” (2014). By the same token, language learning in a classroom setting should not be a sum of two cultures facing each other, but rather a unique experience in which students and the instructor can come together and joint cultural differences in a productive way. The expatriate teachers can thus serve to help students understand the overlapping of different stories that create the multifaceted nature of a country's ‘culture,’ going beyond stereotypical views of foreign countries and promoting a mutual understanding.

This is particularly true when considering that language teaching is undergoing a process of restructuring through new computer-mediated communication that has developed at high speed in the past decade due to technological advancements and particularly the exponential development of the Internet (Kern 2000, 2006, and 2011). In light of this ease of access to foreign speakers and cultures provided by online communication tools, it becomes not only relevant, but necessary to address the best practices to teach and to “correlate” language and cultures in the language classroom. In fact, approaching multiculturalism without mediation leads to the exacerbation of the discrepancies in social and cultural modes of communication. Thus, particularly in our globalized society, mediation is needed and is best represented by the multicultural and multilingual native language instructor. The instructor's ability to transmit the very condition of our globalized society rests on the ability to bridge cultural gaps and accept a less determined, more fluid and complex identity.

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Tbilisi

Effect of Innovation and Education on Economical Growth: An Analysis Study

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Abstract

Education and innovation has been the supporting power behind the economical growth in recent years. Education and innovation loom large in development of countries and peoples prosperity. In the view of development process; Education and innovation are at the front to find qualitative and in wished quantity workforce, information generating and distributing, pave the way for innovative ideas, by doing this they support the economical growth. Difference in the education level and lack of innovation works are the main reasons of economical differences between improved and improving countries.

Aim of this study is to emphasize the importance of education and innovation in economy and development. There is an obvious connection between the improvements in education level and prosperity – efficiency. At the same time it has been accepted that effectiveness of educational teaching and efficiency of innovation works, affects the quality of the economic, social, political and cultural improvements of the community which people live in. Study reveals that there is a linear relation between education level and development components such as economical growth, political and social development. According to Education Economists; starting point of development and improvement is education and innovation. Generally when the population, education level and socio-economic data of developing countries compared to developed ones, there are obvious differences. Improvements in educational quality and activating innovation works are very important components in order to have economical growth.

Keywords: Education Economy, Education and Innovation, Qualitative Improvement.

Introduction

Today rapid change has been considerably resulted from developments in science and technology and our world has shaped emerging technologies (Ersöz, 2009). The investments which have made in science and technology have become the most valuable investment in the way of future of countries. The countries which have not comprehend the importance of science and technology and have not made an invest in this area, have not increased their societies welfare by supporting competition superiority in international markets (Çalışır & Gülmez, 2009). There is matter of positive relationship between economical growth,

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searching-developing and innovation. The growth of a country in economical has been closely related with the growth of being talked about factors. When the developed country experiences have been examined, it has been saw that these countries has done mass production and has attached importance to export. In this context the relation between searching-developing, innovation, export and the economical growth have had importance (Sungur, Aydın & Eren, 2016).

At the start of factors that have influenced a country's rapid and sustainable development have becomes the universities, science and technology centers, inquisitor foundations, trained and well-developed manpower, substructure of science and technology, human capital and the industry which can manufacture high technology and has been over value added. The performing and the qualifying of these factors in real world has recognized with indicator of innovation (Ersöz, 2009). Innovation is the key of existing in future world. In globalizing world, being integrated of countries to world economy and being increased their incomes on world economy has been possible with the innovation that globalize will get transform into benefit. For this reason, countries are required to give importance innovation, R&D and production of technology and they are required rapidly to do necessary displace for it (Özberk & Atik, 2013).

Innovation, in the abstract, means financial benefit by striking out new product and production processes or recovering the availables (Tüylüoğlu & Saraç, 2012). Innovation, in the abstract states both a process (renovate/renew) and a result (novelty). Innovation, in the process, states the transforming what an opinion to a tradeable product or service, new or a developed manufacturing or distribution management, or a new service government. Innovation, are defined as new and developed processes, new organizational structures, using in new areas of available technology or exploring new markets (Özberk & Atik, 2013). To this respect, in order to talk about innovation at least; it is required marketing with products and processes and new organizational methods. Innovation is the developed successfully in economical term of a new synthesis of a new technology or the available technologies so as to create a noteworthy change which offers the user in the rate of value/cost (Işık, Işık & Kılınç, 2015).

The trapping level of human capital is one of the factors behind a successful growth performance of developed countries. On the other hand, the qualified trapping level of human capital which has been lived on nowadays and has been based on knowledge has rapidly increased also in new economical term. Therefore, many developed and developing countries has increased their educational expenses in order to develop country's human capital and thus to catch the innovationist process (Tüylüoğlu & Saraç, 2012). Human needs are endless but the sources that will supply these wants are limited. When we approach these limited sources as physical and humane; a country's physical sources are as important as human sources. No matter how rich, a physical sources of a country deprived of human sources will not be available operating resources to operate economically for them to remain deprived of human sources. So, ensuring human source that today is one of the most important source, have the characteristics of an important and effective investment and the fact that the best investment is investment in people now accepted (Söylemezoğlu & Doruk, 2014; Yıldız, 2005). The subject of education is human. His size of the inletmen required improvements are the source of the human element is an important factor in a country's socio-economic development.

Constant and unpredictable social and technological development affect the educational institutions like all institutions. Educational institutions which incumbent on answer to needs by increasing these developments, in this process, should develop more resilient and innovator methods compared to past (Fidan, 2015). Education and consequently human capital constitute the basis of economical growth in case of production of technology and more rapidly absorbing the producing technology and using it. Technological process traces the most important factor in nowadays affecting economical performance. Because of the peculiar features of this technology, all countries are in search of variety political applications in order to produce technology, get it, use it and spread in whole country (Çalışır & Gülmez, 2010). Besides to human capital, R&D investment is another basic factor indicating innovation level of a country (Tüylüoğlu & Saraç, 2012). Considering the relation between R&D and innovation, it is seen that there is direct relationship between this two facts. Many countries developing with innovation strategies get this kind of growth results of deep R&D studies (Demir & Geyik, 2014).

Education provides employing efficiency by increasing the ability to have certain information in certain areas and access the new information (Mark, 2010). In the light of this information; Education is the factor which increases the Social Capital Accumulation. Social Capital Theory accepts "Education" as the most important factor which decreases the persons unemployment risk, effects life-long income directly and

positively, and as a main source of Social Capital (Zafar & Hina, 2000). While developed countries provide the educational opportunity almost whole population, because developing countries can not increase their education level to the desired level they could not supplied adequately the manpower which is the essential need depending on development. These problems affect not only scientific and technological developments also growth of economical and social in a negative way (Yıldız, 2005). All investments which based on knowledge like R&D, education and training, and innovative study approaches are accepted quality of the key for economical growth. Trained manpower is the main source of R&D and innovation. Existing of highly educated and growth, highly skillful sufficient number of scientist and engineers are one of the most important factors for both productive innovation activities and spreading of innovation (Ersöz, 2009).

There is a mutual relationship between education and industry. Industry has an impact on education as education has an impact on industry. Technically, when the physical investment is approached together with humane investments, it makes a sense and human capital has increased more rapidly than physical capital. For this reason, physical sources of a country has importance as far as human sources, also physical sources sufficiency of a country do not provide using of that country's sources in active and productively because economic development are activities that realize thanks to factor of human walking with qualified labour and creating modern tools rather than foundations and machineries (Söylemezoğlu & Doruk, 2014; Yıldız, 2005). As a process, economical growth arises as result of a chain reaction which the growth brings investment, technology brings growth, innovation brings technology, and investment brings technology. In this process, tasks of the governments are sequenced as; to constitute education system in highly qualified and to found universities aimed at R&D and to build technicities supporting the innovation (Demir & Ge-yik, 2014).

Economical Growth is defined as number and volume variances which supplies continuous income increase per capita in main magnitudes of National Economy (Ulgener, 1991). Economical Growth which is one of the main subjects of macro economy is important because it effects population and prosperity level (Miroslav & Others, 2009). Technological developments, which increase the companies' competitive power and cause increasement in market share, will ensure the active use of resources by executing activeness in production. When it is seen in Macro view, Technological developments will be an important factor in increasement of life quality by accelerating the economical growth (Korkmaz, 2010)

In the research which is made by Söylemezoğlu and Doruk (2014), is aimed to analyze of innovation term all around the world in perspective of composing competitive capacity in economy of knowledge. In this study, the effects on innovation of education and human sources in internal level and the effects on innovation of economic incentives in external level are examined. In this study, the effects on innovation of education and human sources are confirmed as 54% and also the effects on innovations of economic incentives are confirmed as 39%. In the research, which is made by Özbek and Atik (2013), countries that are handled, classified as 4 sets. According to this, first set; Austrian, Germany, Denmark, Finland, France, Holland, Sweden, Iceland, second set; Belgium, South Cyprus, Estonia, Spain, Hungary, Ireland, Lithuania, Maltha, England, third set; Bulgarian, Czech Republic, Italia, Poland, Portuguese, Romania, Slovenia, Slovakia, Croatia and Turkey, fourth set; Luxemburg are founded.

The research which aims to reveal the determinants of innovation in both the developed and developing countries is conducted by Tüylüoğlu and Saraç (2012). Samples of countries using in the research is selected from groups of country which are classified by depending on per person gross domestic product (GDP) of the World Bank. In composing innovation model is investigated 26 the developed countries which contain England and Germany (12.196 \$ and more) and 18 the developing countries which contain also Turkey and Georgia (996-12.195 \$). In this study, the basic determinants which is considered as the most effecting the innovation are determined as GDP, R&D, level of human capital, openness, foreign direct investment (FDI) and intellectual property rights. Analysis results which are resulted in statistically meaningless for whole country except from FDI, introduce that the other varying effect the innovation in a positive way.

Model Selection and an Analysis Study

In this chapter of the study, the relationship between “*Innovation and Education with the Economical Growth*” is tried to be examined taken into account by means of circumstances of the developed and devel-

oping countries. In this direction, the proper variables are determined to aim to associate the fact of innovation and education with the economical growth first of by following the literature dealing with innovation, education and economical growth and the datum are produced by going to the analysis of causality relationship between these variables. The datum using in the study have prepared and analyzed by considering the datum which are sent by inspected countries in 2005-2015 to foundations like United Nations and the World Bank.

The purpose of this study is to emphasize the importance of innovation and education on progress through the paradigm of England, Germany, Turkey and Georgia in the context of the developed and developing countries. There is a connection between with the increasing of people's education level the welfare level and the efficiency. Also, effectiveness of education and training activities and productivity of innovation studies are considered to have effect on quality of person's living society's economical, social, political and cultural developments.

For that purpose, the training of countries involved in this study, innovation, and economical datum have accepted as the variables. These variables have compared with the charts and graphics. The results have revealed by considering the tangible data.

Findings

Population changes between the years 2005-2015 of the countries in this study are shown in Chart 1 and 2.

Total population is based on the de facto definition of population, which counts all residents regardless of legal status or citizenship-except for refugees not permanently settled in the country of asylum, which are generally considered part of the population of their country of origin. The values shown are midyear estimates.

Chart 1. Total Population of the Countries (2005-2010)

	2005	2006	2007	2008	2009	2010
Georgia	4,190,000.0	4,136,000.0	4,082,000.0	4,030,000.0	3,978,000.0	3,926,000.0
Germany	82,469,422.0	82,376,451.0	82,266,372.0	82,110,097.0	81,902,307.0	81,776,930.0
Turkey	67,860,617.0	68,704,721.0	69,515,492.0	70,344,357.0	71,261,307.0	72,310,416.0
United Kingdom	60,401,206.0	60,846,820.0	61,322,463.0	61,806,995.0	62,276,270.0	62,766,365.0
Created from: World Development Indicators Series : Population, total						

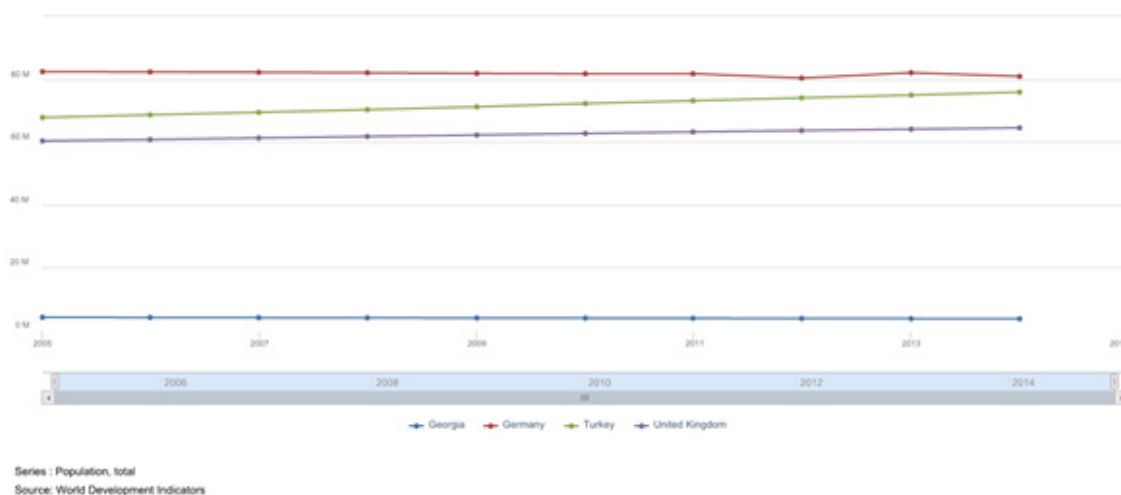
Chart 2. Total Population of the Countries (2011-2015)

	2011	2012	2013	2014	2015
Georgia	3,875,000.0	3,825,000.0	3,776,000.0	3,727,000.0	..
Germany	81,797,673.0	80,425,823.0	82,132,753.0	80,970,732.0	..
Turkey	73,199,372.0	74,099,255.0	75,010,202.0	75,932,348.0	..
United Kingdom	63,258,918.0	63,700,300.0	64,128,226.0	64,559,135.0	..
Created from: World Development Indicators Series : Population, total					

(Source: URL-1)

According to Chart 1 and 2, between the years 2005-2015 while Georgia's population continuous shows decrease, Turkey and England's population show a tendency to increase. However, between the years 2005-2010 Germany's population shows continuous decrease, between the years 2010-2015 it is seen increases and decreases.

Figure 1 Total Population of the Countries (Source: URL-1)



In Chart 3-6 is shown gross schooling rate according to the education level of selected countries. Total enrollment in education levels, regardless of age, expressed as a percentage of the total population of official pre-primary education age. GER can exceed 100% due to the inclusion of over-aged and under-aged students because of early or late school entrance and grade repetition.

Chart 3. Gross enrolment ratio in pre-primary education for selected countries (2005-2015)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	56.6	60.8	60.9	59.5
Germany	97.0	108.2	109.7	112.2	114.0	114.1	115.4	116.3	109.7
Turkey	10.9	13.8	16.2	18.0	20.8	25.5	29.0	30.2	27.6
United Kingdom	71.0	72.0	73.2	80.5	80.8	82.5	85.5	83.6	78.1

Created from: World Development Indicators
Series : Gross enrolment ratio, pre-primary, both sexes (%)

(Source: URL-2)

When the Chart 3 is analyzed it is seen that in preschool education the lowest schooling rate is in Turkey, the highest schooling rate is in Germany. Between the years 2005-2012, in preschool education the schooling rate has increased steadily in Germany, Turkey and England. All three countries have shown decrease the schooling rate in 2013.

Figure 2 Gross enrolment ratio in pre-primary education for selected countries (Source: URL-2)

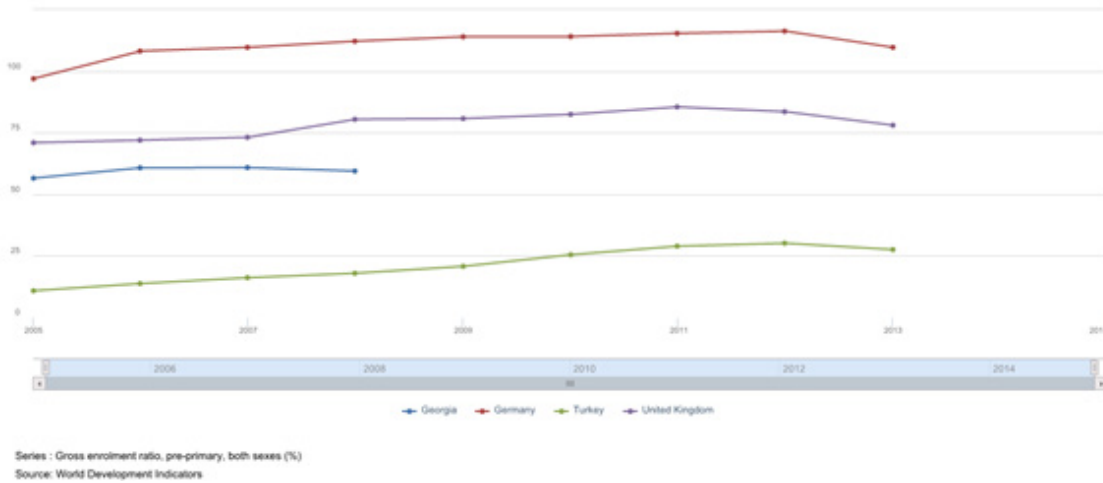


Chart 4. Gross enrolment ratio in primary education for selected countries (2005-2015)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	95.1	100.6	107.3	110.1	110.5	109.9	110.7	114.5	116.9	116.9	..
Germany	104.7	105.6	106.0	105.0	104.2	103.7	103.1	103.1	103.0
Turkey	103.2	102.7	103.1	102.8	100.4	101.6	101.2	98.6	106.9
United Kingdom	106.3	105.0	103.2	105.3	105.0	105.9	106.3	108.2	108.7

Created from: World Development Indicators
Series : Gross enrollment ratio, primary, both sexes (%)

(Source: URL-3)

According to Chart 4, in all selected countries the schooling rate in primary education is in higher-up. In Georgia and England, the schooling rates in primary education have shown generally increase. In Germany, while the schooling rate in primary education has shown increase up to 2007, in the later years it has shown a tendency to decrease. In Turkey, while the schooling rate in primary education has in tendency to decrease up to 2012, in 2013 it has shown a considerable increase.

Figure 3 Gross enrolment ratio in primary education for selected countries (Source: URL-3)



Chart 5. Gross enrolment ratio in secondary education for selected countries (2005-2015)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	81.7	83.5	89.9	90.7	88.1	97.7	99.4	..
Germany	102.5	103.2	102.5	103.6	103.3	104.0	103.6	102.9	102.5
Turkey	83.4	87.5	90.0	88.3	79.9	84.2	88.3	85.1	114.6
United Kingdom	105.4	98.3	96.9	97.8	99.4	101.9	92.8	91.4	124.4

Created from: World Development Indicators
Series : Gross enrolment ratio, secondary, both sexes (%)

(Source: URL-4)

When the Chart 5 is analyzed it is seen that the lowest schooling rate in secondary education is in Germany and England. According to the years, in Turkey and England, while the schooling rate in secondary education have varied, especially in 2013, it has seen a considerable increase in both countries. In Georgia, while the schooling rate in secondary education has tendency to increase steadily, in Germany, the schooling rate in secondary education have not important variables.

Figure 4 Gross enrolment ratio in secondary education for selected countries (Source: URL-4)

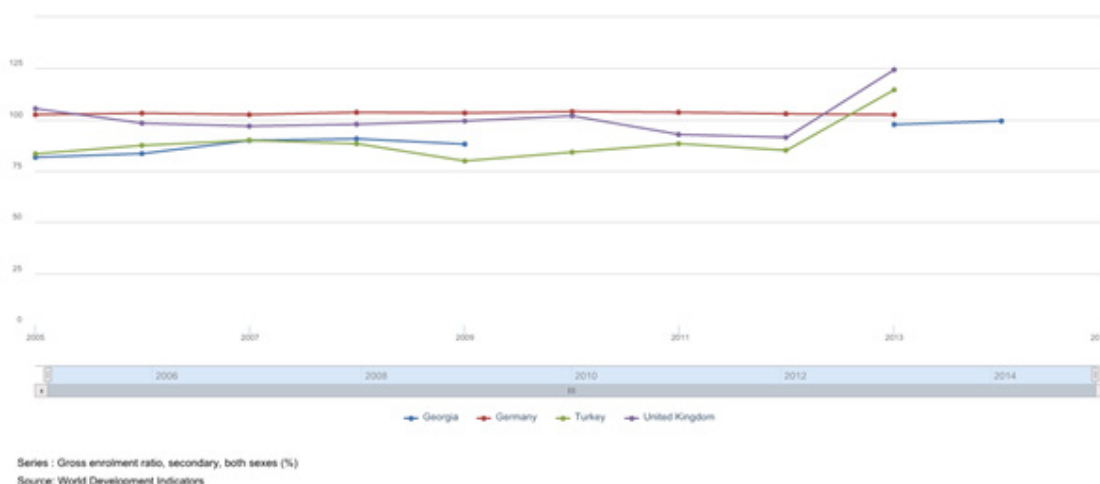


Chart 6. Gross enrolment ratio in tertiary education for selected countries (2005-2015)

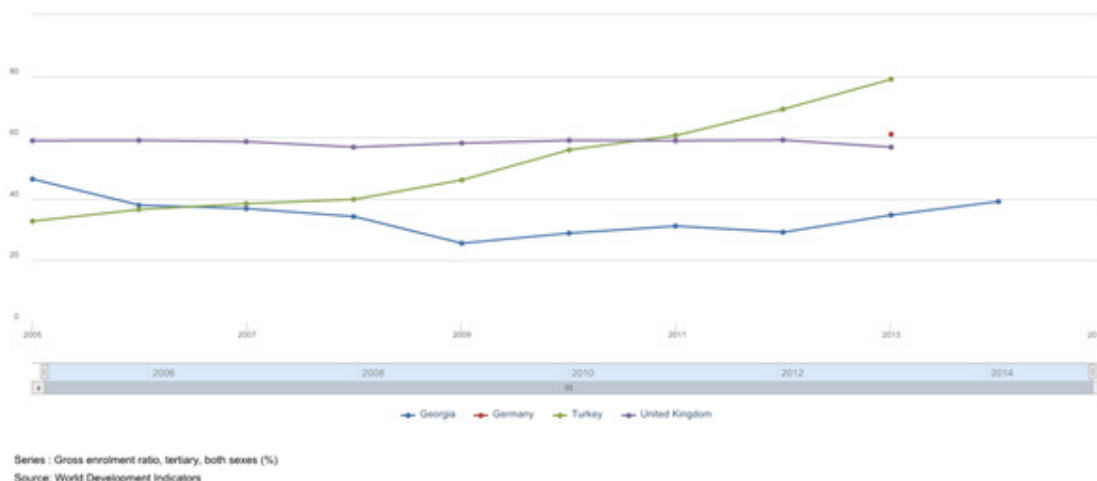
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	46.5	38.0	36.9	34.3	25.6	28.9	31.2	29.2	34.8	39.2	..
Germany	61.1
Turkey	32.8	36.6	38.5	39.9	46.2	56.0	60.7	69.3	79.0
United Kingdom	59.0	59.1	58.7	56.9	58.2	59.1	59.0	59.2	56.9

Created from: World Development Indicators
Series : Gross enrolment ratio, tertiary, both sexes (%)

(Source: URL-5)

According to the datum in Chart 6, in Turkey the schooling rate in higher education continuously to the years, especially after 2011 has shown a considerable increase and it has risen the highest rate among the elected countries. In Georgia while the schooling rate in higher education has tendency to decrease up to 2012, then 2012 there has been a significant increase. In England, the schooling rate in higher education has not show an important variable.

Figure 5 Gross enrolment ratio in tertiary education for selected countries (Source: URL-5)



The datum which belong to searching and developing expenditures as a percentage of Gross Domestic Product (GDP) of the elected countries between the years 2005-2015, are presented in Chart 7.

Research and development expenditures are current and capital expenditures (both public and private) on creative work undertaken systematically to increase knowledge, including knowledge of humanity, culture, and society, and the use of knowledge for new applications. R&D covers basic research, applied research, and experimental development.

Chart 7. Research and development expenditure as % of GDP for selected countries

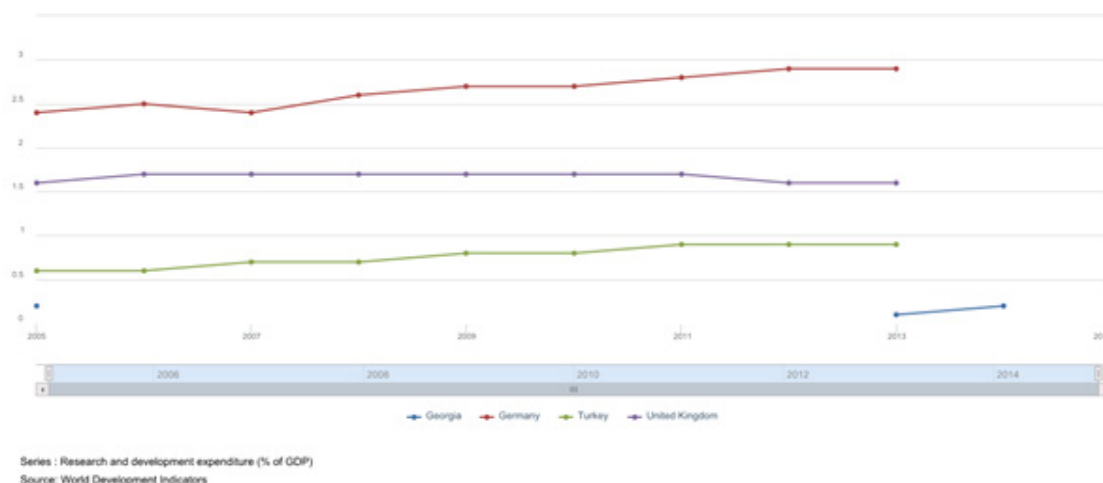
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	0.2	0.1	0.2	..
Germany	2.4	2.5	2.4	2.6	2.7	2.7	2.8	2.9	2.9
Turkey	0.6	0.6	0.7	0.7	0.8	0.8	0.9	0.9	0.9
United Kingdom	1.6	1.7	1.7	1.7	1.7	1.7	1.7	1.6	1.6

Created from: World Development Indicators
Series : Research and development expenditure (% of GDP)

(Source: URL-6)

When the Chart 7 is analyzed expenditures of research and development Gross Domestic Product (GDP) rate is the highest in Germany and the lowest is in Georgia. From years to years, while research and development expenditures have shown a tendency to continuous increase in Turkey, in England it has gone on fixed value and in recent years it has tendency to decrease.

Figure 6 Research and development expenditure as % of GDP for selected countries (Source: URL-6)



The datum which belong to the number of scientific and technical journal articles between the years 2005-2015 of in the elected countries are presented in Chart 8.

Scientific and technical journal articles refer to the number of scientific and engineering articles published in the following fields: physics, biology, chemistry, mathematics, clinical medicine, biomedical research, engineering and technology, and earth and space sciences.

Chart 8. The number of scientific and technical journal articles in selected countries

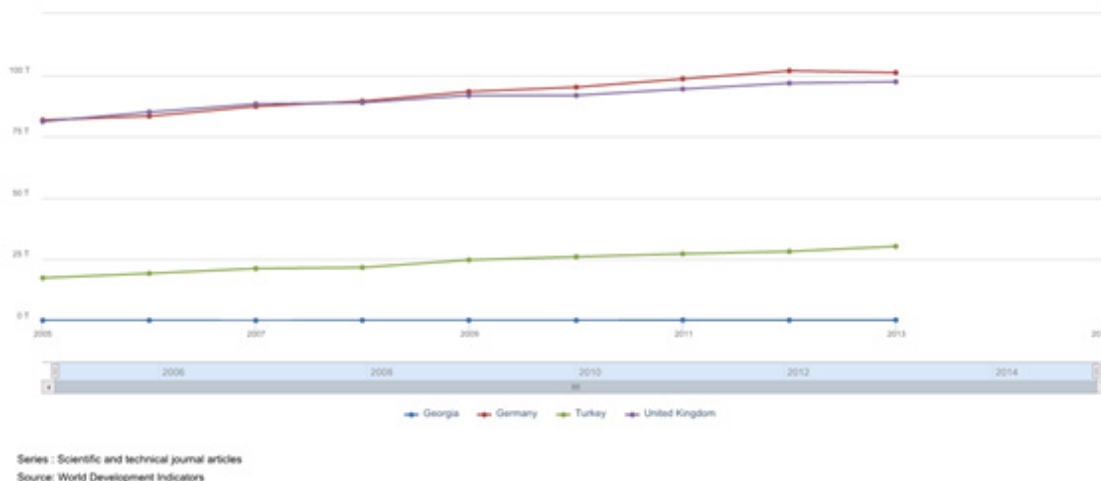
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	277.5	329.0	271.6	323.7	385.8	340.4	451.4	415.2	468.4
Germany	81,76 5.2	83,33 5.1	87,31 9.9	89,47 0.3	93,32 8.5	95,13 5.1	98,49 2.8	101,77 7.8	101,07 3.9
Turkey	17,55 5.1	19,37 1.9	21,39 6.4	21,81 6.2	24,88 5.0	26,17 2.8	27,35 5.1	28,329. 2	30,402. 3
United Kingdom	81,15 6.4	84,99 1.3	88,31 2.4	88,85 1.5	91,75 7.6	91,78 8.5	94,37 6.1	96,764. 7	97,332. 2

Created from: World Development Indicators
Series : Scientific and technical journal articles

(Source: URL-7)

The data from the Chart 8 have been seen that in Germany and England the number of scientific and technical journal articles is very high as compared to other two countries. The number of scientific and technical journal articles in selected countries has shown a tendency to increase steadily.

Figure 7. The number of scientific and technical journal articles in 2005-2015 (Source: URL-7)



The datum which belong to the number of patent applications for selected countries between the years 2005-2015 have presented in Chart 9.

Patent applications are worldwide patent applications filed through the Patent Cooperation Treaty procedure or with a national patent office for exclusive rights for an invention- a product or process that provides a new way of doing something or offers a new technical solution to a problem. A patent provides protection for the invention to the owner of the patent for a limited period, generally 20 years.

Chart 9. The number of patent applications for selected countries

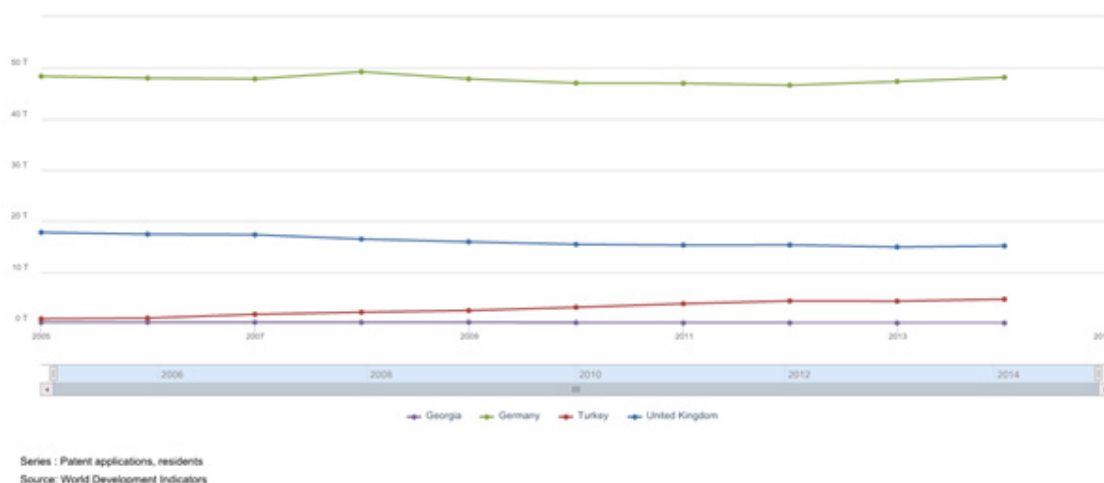
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	225.0	236.0	248.0	222.0	256.0	183.0	138.0	139.0	114.0	110.0	..
Germany	48,367.0	48,012.0	47,853.0	49,240.0	47,859.0	47,047.0	46,986.0	46,620.0	47,353.0	48,154.0	..
Turkey	928.0	1,072.0	1,810.0	2,221.0	2,555.0	3,180.0	3,885.0	4,434.0	4,392.0	4,766.0	..
United Kingdom	17,833.0	17,484.0	17,375.0	16,523.0	15,985.0	15,490.0	15,343.0	15,370.0	14,972.0	15,196.0	..

Created from: World Development Indicators
Series : Patent applications, residents

(Source: URL-8)

When the datum in Chart 9 are analyzed it has been seen that according to years the highest number of patent application is Germany, the lowest one is Georgia. While in Turkey the number of patent application has shown a tendency to increase according to years, in England and Georgia the number of patent application have shown a tendency to decrease. In Germany the numbers of patent application have varied according to years and in recent years, it has been tendency to increase.

Figure 8 Patent applications for selected countries in 2005-2015 (Source: URL-8)



The datum which belong to the number of Labor force for selected countries between the years 2005-2015 are presented in the Chart 10 and 11.

Total labor force comprises people ages 15 and older who meet the International Labour Organization definition of the economically active population: all people who supply labor for the production of goods and services during a specified period. It includes both the employed and the unemployed. While national practices vary in the treatment of such groups as the armed forces and seasonal or part-time workers, in general the labor force includes the armed forces, the unemployed and first-time job-seekers, but excludes homemakers and other unpaid caregivers and workers in the informal sector.

Chart 10. The number of Labor force for selected countries (2005-2010)

	2005	2006	2007	2008	2009	2010
Georgia	2,175,854.0	2,154,534.0	2,133,065.0	2,117,677.0	2,105,818.0	2,087,405.0
Germany	41,271,369.0	41,616,206.0	41,855,864.0	41,910,666.0	41,935,807.0	41,936,673.0
Turkey	22,329,132.0	22,634,826.0	23,016,698.0	23,705,831.0	24,695,170.0	25,644,596.0
United Kingdom	30,662,175.0	31,175,248.0	31,286,031.0	31,695,036.0	31,850,479.0	31,977,257.0

Created from: World Development Indicators

Series : Labor force, total

Chart 11. The number of Labor force for selected countries (2005-2010)

	2011	2012	2013	2014	2015
Georgia	2,067,905.0	2,052,252.0	2,033,780.0	2,017,915.0	..
Germany	42,444,325.0	41,732,006.0	42,755,645.0	42,207,318.0	..
Turkey	26,585,102.0	26,941,990.0	27,354,730.0	27,778,482.0	..
United Kingdom	32,196,994.0	32,533,294.0	32,772,204.0	32,994,128.0	..

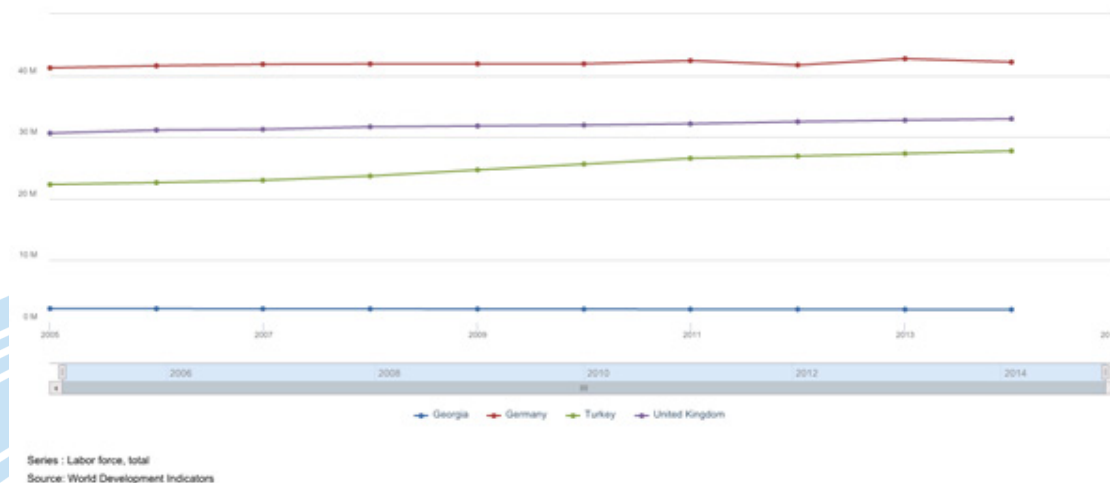
Created from: World Development Indicators

Series : Labor force, total

(Source: URL-9)

According to the datum in the Chart 10 and 11 between the years 2005-2015 in Germany, England, and Turkey the numbers of labor force have shown a tendency to increase steadily. In Georgia, in 2005-2015 periods, the numbers of labor force have shown decrease. Germany has the higher value than other countries in terms of the number of labor force.

Figure 9 Labor force for selected countries in 2005-2015 (Source: URL-9)



The datum which belong to the number of high-technology exports for selected countries between the years 2005-2015 are presented in the Chart 12 and 13.

High-technology exports are products with high R&D intensity, such as in aerospace, computers, pharmaceuticals, scientific instruments, and electrical machinery. Data are in current U.S. dollars.

Created from: World Development Indicators

Chart 12. The number of high-technology exports for selected countries (2005-2010)

	2005	2006	2007	2008	2009	2010
Georgia	75,237,675.0	65,778,042.0	41,072,248.0	20,792,486.0	14,196,325.0	10,602,755.0
Germany	146,388,837,000.0	163,169,386,000.0	153,418,544,000.0	159,811,532,000.0	139,960,752,000.0	158,507,039,742.0
Turkey	881,846,891.0	1,281,261,668.0	1,643,907,482.0	1,679,724,101.0	1,359,242,821.0	1,713,837,053.0
United Kingdom	82,538,262,330.0	119,362,439,325.0	57,564,225,109.0	60,467,765,449.0	47,568,044,646.0	60,172,818,879.0

Series : High-technology exports (current US\$)

Chart 13. High-technology exports for selected countries (2005-2010)

	2011	2012	2013	2014	2015
Georgia	10,871,872.0	18,944,703.0	20,109,619.0	25,567,911.0	..
Germany	183,371,439,118.0	183,354,358,704.0	193,087,960,652.0	199,826,256,755.0	..
Turkey	1,921,400,175.0	1,979,030,628.0	2,176,908,249.0	2,348,380,310.0	..
United Kingdom	69,611,885,161.0	67,786,969,582.0	69,223,896,551.0	70,652,924,421.0	..

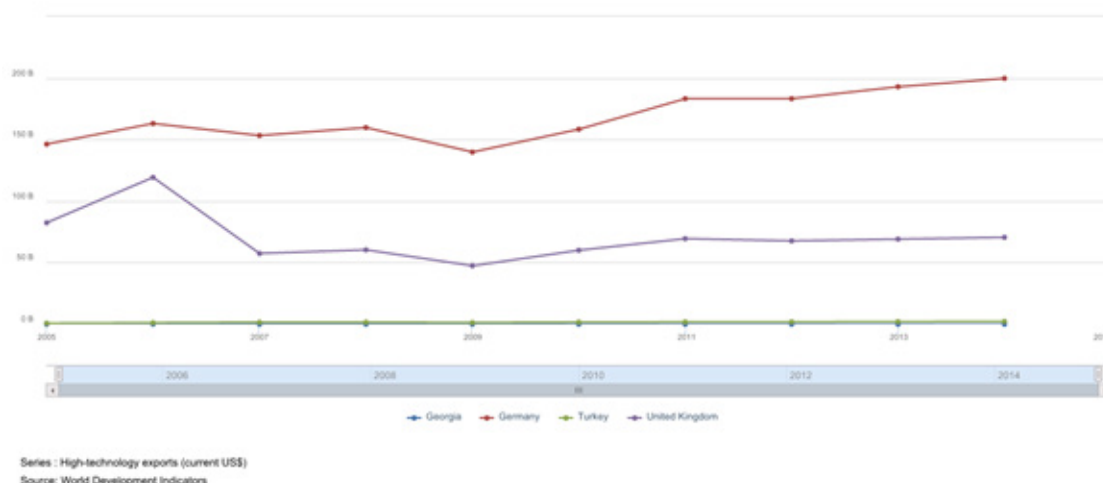
Created from: World Development Indicators

Series : High-technology exports (current US\$)

(Source: URL-10)

When the datum in Chart 12 and 13 are analyzed it has been seen that the number of high-technology export of Germany is very high as compared to other countries. In Georgia, while the number of high-technology has shown a tendency to decrease up to 2010, in recent years (2011-2015), it has shown increase in all countries. Especially in 2009 the number of high-technology export of all countries has increased. Except from 2009 according to years, the one country whose the number of high-technology export has increased steadily, is Turkey.

Figure 10 High-technology exports for selected countries in 2005-2015 (Source: URL-10)



The datum which belong to government expenditure on education as percentage of Gross Domestic Product (GDP) between the years 2005-2015 are presented in the Chart 14.

Total general (local, regional and central) government expenditure on education (current, capital, and transfers), expressed as a percentage of GDP. It includes expenditure funded by transfers from international sources to government. Divide total government expenditure for a given level of education (ex. primary, secondary, or all levels combined) by the GDP, and multiply by 100. A higher percentage of GDP spent on education shows a higher government priority for education, but also a higher capacity of the government to raise revenues for public spending, in relation to the size of the country's economy.

Chart 14. Government expenditure on education as % of GDP for selected countries

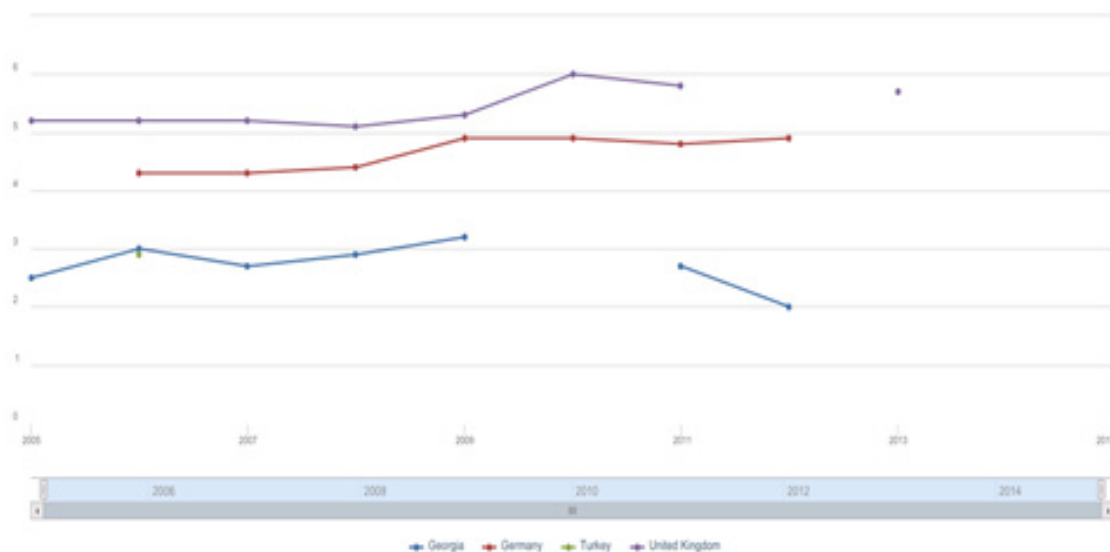
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	2.5	3.0	2.7	2.9	3.2	..	2.7	2.0
Germany	..	4.3	4.3	4.4	4.9	4.9	4.8	4.9
Turkey	..	2.9
United Kingdom	5.2	5.2	5.2	5.1	5.3	6.0	5.8	..	5.7

Created from: World Development Indicators

Series : Government expenditure on education as % of GDP (%)

(Source: URL-11)

According to the datum in Chart 14 the government expenditure on education as % of GDP of Germany is higher rather than other countries. Especially in 2009 government expenditure on education as % of GDP and then 2009 government expenditure on education as % of GDP has shown increase. Government expenditure on education as % of GDP of Georgia has been tendency to decrease in recent years.



Series : Government expenditure on education as % of GDP (%)
Source: World Development Indicators

Chart 15: Gross Domestic Product (GDP) Ruling Prices (United States Dollars)

Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	7.745 0	10.17 30	12.79 50	10.76 70	11.63 80	14.43 50	15.84 70	16.14 10	16.53 60	13.75 30
Germany	3,005. 0810	3,444. 7230	3,770. 1500	3,426. 6720	3,423. 4660	3,761. 1420	3,541. 5750	3,746. 4880	3,874. 4370	3,371. 0030
Turkey	529.2 780	646.4 250	730.6 280	614.3 890	731.5 390	774.7 290	788.6 050	823.0 250	798.3 320	722.2 190
United Kingdom	2,582. 9740	2,963. 4300	2,785. 9220	2,310. 6740	2,407. 3510	2,593. 4520	2,623. 8250	2,678. 3840	2,950. 0390	2,864. 9030

(Source: URL-12)

When the datum in Chart 15 are analyzed it has been seen that GDP values of England and Germany are the higher than Turkey especially Georgia. In all selected countries, in 2009, has increased because of economic crisis that has lived a previous year.

Chart 16. Percentages Belonging to Growth Rate of Selected Countries

Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Georgia	9,4	12,3	2,3	-3,8	6,3	7,2	6,2	3,3	4,8	n.d.
Germany	3,7	3,3	1,1	-5,6	4,1	3,7	0,4	0,3	1,6	1,7
Turkey	6,9	4,7	0,7	-4,8	9,2	8,8	2,1	4,2	2,9	4
United Kingdom	2,7	2,6	-0,5	-4,2	1,5	2	1,2	2,2	2,9	2,3

(Source: URL-12)

When Chart 16 is analyzed, growth rate of Germany which has the highest GDP value has been lower ebb as compared to other countries. When look at the years; however, in Turkey and Georgia realize high growth rate, stadiness in growth rate could not provide.

Results

Education and innovati on are the basic components of economical growth. These components which are in mutual interaction are also the main factors to will provide be qualified and permanent of economical growth. Being talked about components, on one hand, provide qualified labor force, on the other hand, will provide efficiency and composing of multiplier effect that will be traced by efficiency. Conducted many researches and examinations have shown that also term in “the new economy based on knowledge” need of qualified human capital have protected it’s existence. Providing of this human capital and protecting it’s regularity are closely associated with education and innovation investment of countries. Investments both in education and in innovation will directly affect welfare level of countries in the future. In this context, economical growths, growth rates, education indicators of countries which are examined in this study such issues are evaluated together it has been seen direct proportion between economical growth, welfare level with innovation and stakes for education.

According to gross domestic product, the stake allocated to education of the countries which are subject to this study in Germany is about %5, in England is about %6, in Turkey is %3, and in Georgia have realized about %2 by showing decrease. When considering economical growths of Germany and England, the distinction between developed and developing countries have traced.

When the schooling rates in primary and secondary education of the countries in question are close each other, the schooling rate in preschool education in Turkey has rather low level especially as compared to Germany and England. However, in Georgia the rates are higher than Turkey it has been low as compared to Germany and England. When considering the importance of preschool education it has been seen that these rates deal with economical growth of countries and progress of them. The relationship between the datum of developed and developing countries and their progress with economical growth of them manifests itself on the relationship between innovation and economical growth.

While GDP rate of the stake for R&D of Germany is 2,4% in 2005, this rate have increased to 2,9% in 2013. In the same years, the stake for R&D activities of England is 1,6%. At the same years, the stake for R&D activities of Turkey is orderly 0,6% and 0,9%. In 2013, the stake for R&D activities of Georgia is only 0,1%. The rate in question is direct proportion with advanced situations and the set which they are in.

The same scene is seen in high-technology export that has high added value. At this point the high-technology export of Germany have realized as 199.826.256.755 \$ in 2014 year by increasing for years. However, England is a bit unstable proportionally Germany, the high-technology export of England have realized as 70.652.924.421 \$. At the same year, while the high-technology export of Turkey is 2.348.380.310. \$ the high-technology export of Georgia have realized as 25.567.911 \$.

In patent applications which is another effective component on welfare level of countries, Germany is rather high level with “48.154” patent for 2014 year as compared to the countries which are subject to this study. England have followed Germany with “15.196” patent applications for the same year. For the same period, Turkey has only “4.766” patent applications and Georgia has only “110” patent applications.

Germany and England are also the higher level on scientific journal which is an indicator of development and provides on the development of countries as compared to Turkey and Georgia. In consideration of 2013 year, the number scientific journal of Germany have “101.073.9”, the number of scientific journal of Turkey have “97.332.2”, the number of scientific journal have realized as “468,4”

Above mentioned the stakes on education of countries, the schooling rates, the stakes for R&D activities, the values of high-technology exports, patent applications, the number of scientific journals deal closely with economical growth and welfare level of countries. The subject which is the indicators in question effect development level of countries is a stubborn fact, as seen in this study.

It is accepted that effectiveness of education and training activities and efficiency of innovation studies effect on development quality economical, social, political and cultural of person’s living society. Research conducted has revealed that there are linear relationships between education level with economical growth which are basic elements of progress, social and political development. According to education economists exist point of progress and development is innovation. Generally, when comparing the indicators of social economical education situation and population of developing countries and the datum of developed countries it has traced that there are important differences. Increasing quality of the education and more activating of innovation studies loom large about economical growth.

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MOOC Revolution: Powerful Tool for Massive Education or an Effective Tool for Blended Educational Process in Universities

Karpliuk Anastasia*

Abstract

High quality higher education is an essential factor for building a contemporary, competitive and fair state. Future development of Georgia is heavily depending on easy access to high quality education. Having better educated citizens will be the necessary prerequisite to improving many other aspects of society. Georgia's Education index value for 2013 is 0.770 (79 out of 187 countries).

MOOC platforms have already helped entire countries build their labor forces and create conduits for dramatic social change. For example, Saudi Arabia's Ministry of Labor offers free training to anyone with a will to learn – providing technical education to 400,000 students within two years.

MOOCs are widely seen as a major part of a larger disruptive innovation taking place in higher education. A massive open online course (MOOC) is a model for delivering learning content online to any person who wants to take a course, with no limit on attendance.

Currently Georgia is facing problems as a lack of specialist in educational field, high rate of unemployed people, not quality education and high prices for education in general.

Research is needed to explore a range of open issues:

Do MOOC suitable for Georgian mentality?

Do we have resources to create MOOC courses in Georgia?

Which courses would be relevant and in demand on Georgian market?

What motivates and will motivate students and citizens to become seriously engaged in participating in MOOCs?

The research methodology contains following components:

- Situation analysis based on desk studies and secondary data.
- Analysis of the current educational framework.
- Focus groups with students and representatives of higher educational institutions.
- Case studies; studying experiences of countries and regions similar to Georgia.
- Development of conclusions and recommendations for relevant changes in the educational system of Georgia and particular universities as well.

Keywords: MOOC, Education, Georgia, Innovation, Online Education.

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Introduction

The Excitement About the Opportunity from MOOCs

Much of the hype and hysteria surrounding MOOCs is caused by different perceptions of what MOOCs are and the motivations people have for making them, and different expectations about their impact across a range of learners and learning environments.

MOOCs are held by many to be the vanguard of a revolution in online learning, and this revolution is expected to disrupt current business models for education, or at least for higher education. The causes of this revolution in online learning are:

- that there is a growing need for higher education, particularly in developing countries,
- that cannot be satisfied fast enough by building more institutions;
- that traditional education is increasingly expensive, particularly if you factor in the cost of living in a university city;
- that there is a demand for greater flexibility in education (any time, any place);
- that there is an increasing demand for on-the-job continuous professional development as employment patterns change.

Roots of Massive Online Education

Since MOOCs have started to multiply on the web, many discussions about their structure, effectiveness and openness have been appearing. Students, teachers, e-learning specialists, academics, the media: everyone has an opinion.

The evolution of technology and of new learning experiences have always been closely related. As distance learning specialists affirm, the field of distance-learning had three main generations:

- Correspondence study
- Multimedia
- Computer-mediated

The first of these distance learning models grew exponentially in Europe and United States after the Industrial Revolution, especially because a more qualified work force was needed for the factories. In addition, postal services were becoming faster, cheaper and more reliable. For example, in the 19th century, students from Australia were already able to take correspondence courses from prestigious universities, such as the London School of Economics, one of the first in the United Kingdom to offer distance education.

First generation was still far from reaching massive numbers of students like MOOCs are doing today. Correspondence study only predominated until the arrival of electronic media, which led to popularization of radio and television as educational tools in the 20th century. Teachers and learners from all parts of the world took advantage of the new technology. Those who did not have access to formal learning could watch or listen to classes for free, wherever they were. The content was adapted to reach different types of audiences, and even students in remote areas could have knowledge in academic subjects.

But a main pedagogical factor was still lacking: students had hardly any interaction with professors or other students. Videotape was used by many distance learning initiatives but was criticized because of its passivity. The multimedia generation had popularized distance learning and allowed new possibilities, but only computers and the web could unite forces to provide a new e-learning infrastructure, mainly built upon networks and communities on-line.

Another initiative appeared in the United Kingdom in 1969 — the Open University. An influence to many other ideas in the future, the Open University revitalized distance education because it combined correspondence instruction, supplementary broadcasting and publishing, residential short courses and support

services at local and regional levels. Its founders believed communication technologies could be explored to provide high-quality degrees.

And most importantly, Open University adopted an open policy to allow more students to have access to academic knowledge. Nowadays, Open University also offers online courses and has a strong community of students in many countries. Much of the MOOC philosophy is based on their special approach to higher education.

The computer-mediated generation of distance learning was only complete after many could have access to technology through personal computers connected to the Internet. In the 1990's, educators rapidly took advantage of digital improvements for the purpose of teaching. CD-ROMs could store more information than floppy disks, and user-friendly software changed how we relate to computers. Even regular pedagogy — formal textbooks and written assignments — were influenced by digital technologies such as Blackboard, leading physical classrooms to integrate knowledge with hardware and software interfaces.

Many courses also adopt this strategy of teaching. Although the course is online, professors have been trying to keep it similar to a “real class.”

One example is Introduction to Biology, from the EdX platform. Professor Eric Landen, famous for his pioneering work on the human genome project, decided to record his regular class and not only addresses his students in the physical room. We see him addressing undergraduates at M.I.T. and from time to time, he looks at the camera and talks directly to students around the world at their computers. Of course, we cannot (yet) raise our hands and ask questions. But the MOOC will offer many tools for that kind of interaction, such as forums and study groups on social networks.

In 2012, MOOC experiment caught academics' attention. Two Stanford Professors Sebastian Thrun and Peter Norvig decided to offer “Introduction to Artificial Intelligence” for free online. Designed to resemble real classroom experiences and offer high-quality classes for everyone, the idea had the advantage of carrying the prestigious Stanford name.

More than 160,000 students in 190 countries signed up, and for the first time, an open online course was truly ‘massive’. This led Thrun and Norvig to build a new business model for online knowledge, the start-up Udacity.

It did not take long until other professors adapted their ideas using own resources. Within one year, two more American start-ups for MOOCs appeared: Coursera and EdX. In 2013, the Open University is building its own MOOC platform, Future learn, which will feature universities from the United Kingdom. And there are many other independent MOOC initiatives appearing, including Open2Study in Australia and Iversity in Germany.

What is Massive Open Online Course?

The term MOOC was coined during the course “Connectivism and Connective Knowledge” by Dave Cormier, from the University of Prince Edward Island (Canada).

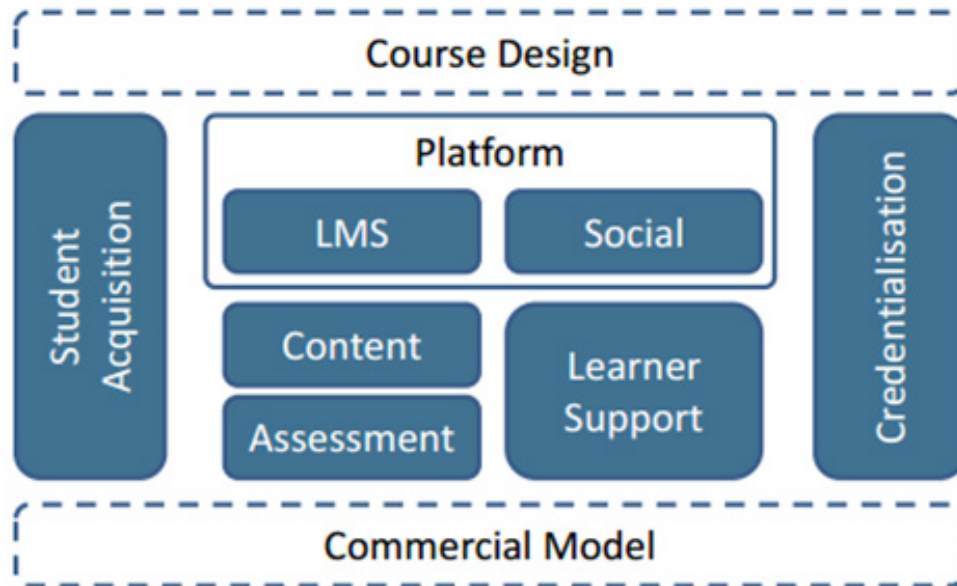
In the Wikipedia, the following definition of Massive open online course is provided:

A massive open online course (MOOC) is an online course aimed at large-scale interactive participation and open access via the web. In addition to traditional course materials such as videos, readings, and problem sets, MOOCs provide interactive user forums that help build a community for the students, professors, and teaching assistants (TAs). MOOCs are a recent development in distance education.

In The MOOC model for digital practice, a clear definition of a MOOC can be found:

A MOOC is an online course with the option of free and open registration, a publicly-shared curriculum, and open-ended outcomes. MOOCs integrate social networking, accessible online resources, and are facilitated by leading practitioners in the field of study. Most significantly, MOOCs build on the engagement of learners who self-organize their participation according to learning goals, prior knowledge and skills, and common interests.

However, it is not entirely clear when a course is or is not a MOOC, but there are a number of features that are typically required for a course to be considered a MOOC:

Figure 2: Components of MOOCs and other e-learning provisions

Course

It should have some learning objectives to be achieved by students after certain activities within in a given period of time (therefore, it should have a beginning and an end). In addition, it should have some quizzes and exams to assess the knowledge acquired by students. And there should be some kind of interaction between students and teachers in every possible way (student-student and student-teacher).

Open

Open has several meanings in MOOCs. On one hand, the course should be open to everyone and should not require some prerequisites such as possession of a qualification or a level of performance in earlier studies. On the other hand, the access to educational resources (videos, lecture notes) should be free (but other things, like being able to ask direct questions to the teacher, the correction of the activities, or obtaining a certificate at the end of the course may have an economic cost). .Open. is also often interpreted as it does not make use of a closed learning platform, but educational resources are hosted in different places like websites, blogs, wikis, or multimedia repositories. Finally, “open” is also often interpreted as the course makes extensive use of open content, and in turn, content generated by the course is also published open so it can be reused by others. This latter interpretation of “open” is the least fulfilled nowadays, as the most successful MOOCs are organized by companies, such as Coursera or Udacity, who have little interest in sharing their courses open.

Online

The course is done remotely via the Internet and does not require physical attendance at a classroom. This feature is essential for anyone from anywhere in the world with an Internet connection can participate in these courses.

Massive

It should allow access to a very large number of students, much larger than a face-to-face class, or a traditional online course. In addition, the course should be prepared to accept changes in the number of students

in several orders of magnitude, for example, going from 1,000 to 100,000 students, without a major problem for operation.

Classification of MOOCs

At the beginning, the first MOOCs had a strong and deep collaborative philosophy (cMOOCs), but this philosophy has evolved to a commercial sense (xMOOCs).

cMOOC

A cMOOC emphasizes the connectivist philosophy: it is a social platform for collaboratively sharing and building knowledge within a community of people.

xMOOC

An xMOOC relies on a more traditional model of education, based on lectures recorded in videos, and usually is well-financed.

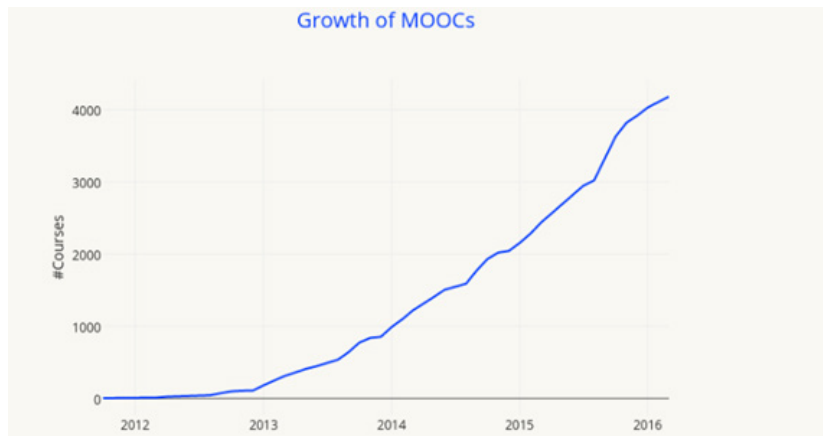
There isn't a single model for MOOCs, and there isn't even convergence towards a core set of models – rather the MOOC universe is fragmenting. New models, and associated acronyms, include:

- xMOOCs – structured courses
- cMOOCs – connectivist courses; interaction is more important than content
- pMOOCs⁵
 - o project-based MOOCs,
- iMOOCs⁶
 - o focused on driving innovation
- BOOCs⁷
- (big online open course) – smaller than massive, to facilitate group-work
- SPOCs⁸
- (small private online courses) – even smaller, less open, generally for
 - existing students
- SMOCs⁹
- (synchronous massive online course) – lectures broadcast at fixed time,
 - charged
- DOCCs¹⁰ (distributed open collaborative courses) – a cMOOC+, less anchored to
 - content
- VOOCs – vocational MOOCs
- Flex-MOOCs¹¹
 - o Courses that are more customizable to the learner's preference

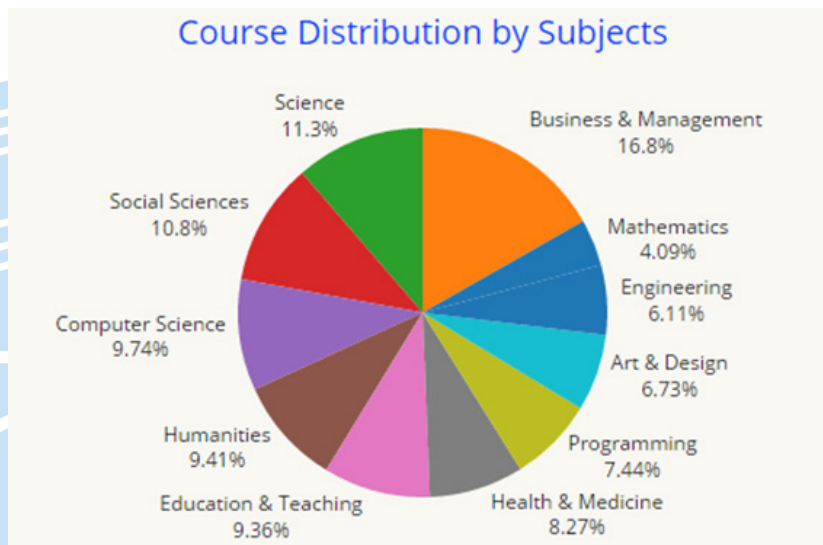
MOOC in Numbers

The MOOC space essentially doubled this year. More people signed up for MOOCs in 2015 than they did in the first three years of the “modern” MOOC movement (which started in late 2011—when the first Stanford MOOCs took off). According to data collected by Class Central, the total number of students who signed up for at least one course has crossed 35 million—up from an estimated 16-18 million last year.

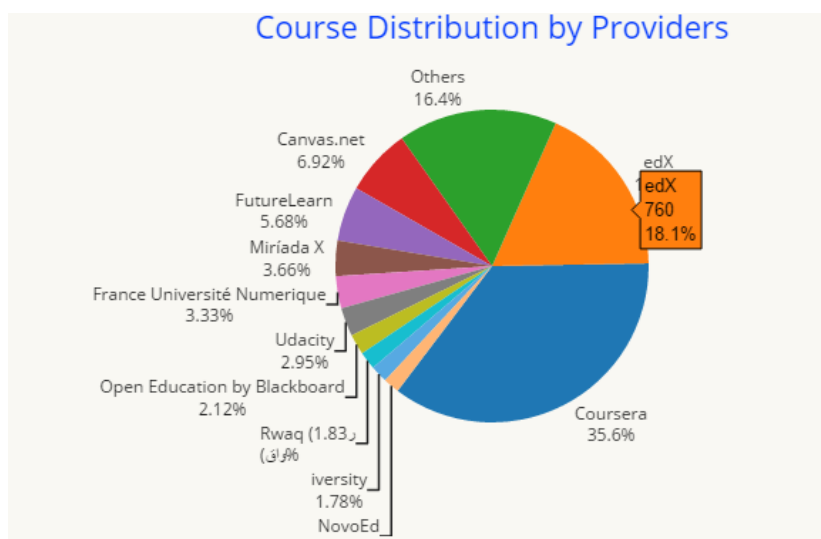
Coursera, the largest online course provider in the world (MOOC or otherwise), added 7 million new students to its user base (and so it now has 17 million students in total).



In 2015 there was a distinct focus on monetization by MOOC providers. This focus has led to an increase in the percentage of courses focusing on the field of technology and business. The percentage of Computer Science and Programming courses grew more than 10%. Due to this growth, we had to split the single “Computer Science and Programming” subject into two different subjects — Computer Science, and Programming.



The top three providers by number of courses are still Coursera, edX, and Canvas Network. Like last year, Coursera still has the largest number of courses, and its course catalogue is twice as large as that of edX. Kadenze, a MOOC platform optimized for arts education, was the only new major MOOC provider to launch in 2015. It offers 30 courses from universities like Stanford, Otis, Princeton, and others. Some of its courses can also be taken for credit.



MOOC- Education for all or Education for Employability?

The New York Times crowned 2012 as “The Year of the MOOC.” That was the year computer science professor Sebastian Thrun announced that, after an experiment teaching an online course that attracted 100,000 enrollees, he could no longer teach at Stanford; he was founding an online education startup, Udacity. That same year, his colleagues in the department, Andrew Ng and Daphne Koller, founded a competing MOOC startup, Coursera. Harvard and MIT also launched their own (nonprofit) MOOC initiative, edX. And universities around the world scrambled to partner with one or more of these organizations, amidst claims from investors, entrepreneurs, and pundits that MOOCs were poised to bring about the end of the university as we know it.

MOOC startups Udacity, Coursera, and edX all promised that their free online courses with massive enrollment figures would “democratize education.” In Daphne Koller’s 2012 TED Talk, for example, she argued that “the best courses from the best instructors at the best universities,” available for free for anyone with an Internet connection, would address both the high costs and the high demand globally for post-secondary education. She spoke of a stampede of students desperate for their chance at enrollment at the University of Johannesburg, something MOOCs would end thanks to online course offerings. Her proclamations about new levels of access to education were echoed by other MOOC proponents: There were now learners in Afghanistan, Mongolia, war zones, and refugee camps, according to these tales—all able to pursue a college education for the very first time.

Despite well-rehearsed and triumphant stories of MOOCs’ global outreach, the notion that MOOCs could provide higher education to everyone quickly proved flawed. The success stories were the exception, rather than the rule. MOOCs were lambasted for having a high dropout rate; the average completion rate still hovers around 15 percent, a level that would be unacceptable for a traditional face-to-face college class. And when the demographics of “successful” MOOC students were scrutinized in one University of Pennsylvania study, it was discovered that 80 percent already had college degrees. Rather than providing opportunities for the educational “have-nots,” MOOCs seem just as likely to further the opportunities of the educational “have-alreadys.” The average completion rate still hovers around 15 percent, a level that would be unacceptable for a traditional face-to-face college class.

MOOCs will “allow people who lack access to world-class learning—because of financial, geographic or time constraints—to have an opportunity to make a better life for themselves and their families,” Koller told the New York Times’ Thomas Friedman in 2012. But the blue-sky promises made in the “Year of the MOOC” have not borne fruit. As such, their rebranding is hardly surprising, as Udacity and Coursera in particular now tout themselves as providers of job training.

This training could be seen as simply a continuation of some of the first classes that Coursera and Udacity offered: that is, computer science courses. Early on, Udacity made it clear that it was partnering with tech companies to formulate its curriculum—teaming up with Hadoop distributor Cloudera, for exam-

ple, to offer big data classes. Udacity also partnered with AT&T and Georgia Tech to offer a master's degree in computer science—a program in which about a fifth of those enrolled were AT&T employees.

But with such courses not widely accepted for credit within the traditional university system, MOOC providers have instead trumpeted certification for and with employers themselves. It's a particularly appealing tack within the tech industry, with its purportedly cavalier attitude toward degrees. Employer certification is likely an appealing sell to venture capitalists too, who have been investing heavily in “learn-to-code” startups.

Key Learnings from the Experience to Date with MOOCs

There are many more studies on MOOCs that focus on higher education and lifelong

learning than do on school-age learning, but it is not our intention to do more than lightly summarize the state of this provision.

Lifelong learning:

- Very large numbers of learners (well over 10m at this point) have tried a MOOC.
- Drop-out rates are very high. It is typical to see 30-60% of registrants never participate, and of the learners who participate in the first week, normally only 5-15% complete the course in its entirety.
- Student satisfaction (of those who do complete) is very high. It is typical that 80-95% of completing students express that they are happy or very happy, and indicate that they would recommend the course.
- Most MOOC learners in the US and UK are educated, white, middle-class.
- The highest completion rates are seen in courses relating to work or personal circumstances (UPenn – Cardiac Arrest; Edinburgh – Equine Nutrition)

Higher Education learning:

- In the US, one third of higher education students take at least one course online; and 90% of academic leaders believe that this will exceed 50% within the next five years.
- However only 23% of US academic leaders believe that MOOCs represent a sustainable method for offering online courses. Approximately 5% of US higher education institutions offer a MOOC, and c.10% are in various stages of planning for one
- American Council on Education has recommended a small selection of MOOC courses from Coursera and Udacity for college credit
- “Pure” online MOOCs have not been particularly well-received. San Jose State University's (SJSU) MOOC partnership with Udacity was put on hold following disappointing pass rates
- Blended programs and SPOCs using MOOC platforms and courses have seen greater success. SJSU's blended engineering course with edX is being rolled out to other campuses following high pass rates; the University System of Maryland has seen some success in a trial funded by the Bill and Melinda Gates Foundation
- In the UK, as of February 2014, there were 58 MOOCs offered by universities (29 on the Futurelearn platform, 21 on Coursera, and 8 built independently). Two of these (at Edge Hill and Oxford Brookes) are offered for credit.

But this is more spin than truth. In fact, an increasing number of college students in the U.S. are “nontraditional,” something other than the picture that comes so readily to mind when talking about higher education: the 18-24 year-old full-time student living on campus. According to the National Center for Edu-

education Statistics, almost 40% of those enrolled in undergraduate and graduate programs are over age 25; far from being neglected by the education system, these students attend two- and four-year programs at public, private, and for-profit institutions. Indeed, much of the history of higher education in the 20th century involved efforts to serve precisely that “nontraditional” population: the GI Bill, Pell Grants, and the Higher Education Act. The roots of online and distance education, decades before “The Year of the MOOC,” also involved serving these students—those for whom work schedules or parenting responsibilities, for example, made attending classes on a campus next to impossible.

Conclusion

- MOOCs can be used as supplemental learning opportunities
- MOOCs can be used to provide diverse cultural, international, and interdisciplinary perspectives for both teachers and students
- MOOCs can be used as professional development by teachers or professional development leaders
- MOOCs can be used to improve and increase teacher community.

Universities see MOOCs as a promising possibility to better address the needs of developing countries, for example, by creating partnerships with educational institutions in developed countries to develop MOOCs that specifically address the needs of developing regions, such as public health or agricultural technology. Other motives are at play as well – prestigious universities (or professors) may attempt to publicize their name and “brand”, or to avoid being “left out of the game” if MOOCs do prove to change higher education irreversibly in the future. This, however, does not imply that educational institutions’ interests in pursuing MOOCs cannot be harnessed for national development. MOOCs as they are today do not really address barriers to access, and they seem to give more education to those who have already benefitted from a higher education, and better employability skills to those who are already employed.

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An Innovative Method of Quality Improvement in Higher Education in India

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Abstract

Higher education system in India is the third largest one in the world. Under the Ministry of Human Resource Development (MHRD) of India the Department of Higher education is functioning as an apex body for the overall development of the basic infrastructure of Higher Education sector. The University Grants Commission (UGC) under the Department of Higher Education has the role of coordinating and prescribing the standards for higher education in the country. Higher education in India is defined as a not-for-profit sector. The quality of the higher education is very essential since the sustainable development of a nation rests in domain of higher education. The UGC was formally established in the year 1956, by an Act of Parliament as a statutory body of the Government of India. By setting up six regional centres the UGC has decentralised its operations in order to ensure effective region-wise coverage throughout the country. Under the UGC the National Assessment and Accreditation Council (NAAC) is functioning to assess the quality of the universities, Colleges and other higher education institutions through assessment and accreditation. It is an outcome of the recommendations of the National Policy in Education (1986) which laid special emphasis on upholding the quality of higher education in India. To address the issues related with quality, the National Policy on Education (1986) and the Plan of Action (POA-1992) advocated the establishment of NAAC in 1994 as an independent body. The present paper entitled An innovative method of quality improvement in higher education in India is an attempt to explore the functions of NAAC in monitoring and improving the quality of higher educations. NAAC accreditation is a mandatory one so that the accredited institutions will be eligible to receive development grants from the UGC and other agencies functioning under Ministry of Human Resource Development. For the purpose of the study Secondary Sources of Data were collected from various sources. The paper concludes that NAAC is an innovative body through which the higher education institutions are improving their qualities by getting Grade points which exhibits their qualities.

Keywords: MHRD, UGC, Assessment, Accreditation, Quality.

Introduction

The paper entitled an innovative method of quality improvement in higher education in India is an attempt to bring out the role of National Assessment and Accreditation Council (NAAC) an autonomous body sponsored by University Grants Commissions (UGC). To improve the quality of higher education it is mandatory to asses and accredited with the NAAC by the higher education institutions. The institutions

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which are not volunteering for accreditation will not be considered for funding and other facilities which are provided by UGC. Secondary data were collected and narrated the role of NAAC in improving the quality of higher education.

Challenges in Higher Education

Globalization of education and the use of educational technology have made the issue of quality measurement even more complex. The quality assurance systems have to constantly modify their procedure to address a growing variety of open and distance learning opportunities, which is stimulated by the use of information technologies. The review procedures developed for conventional system are hardly sufficient for electronic delivery methods, which has a wider reach.

Many institutions are offering distance education programmes. Using multimedia strategies, these institutions enroll higher number of students of heterogeneous backgrounds and differ considerably in their capacities to use electronic media and delivery infrastructure. The development has serious implications for quality assurance agencies. A similar concern arises in the context of international students' mobility due to globalization of education. When student enroll in other countries of foreign universities offering programmes in the students home country, the study plans must be evaluated to establish equivalence of their degree programmes.

The growth of private higher education institutions is also a greater concern to maintain quality and standard. Privatization creates little problem but the commercialization of self-financing institutions create lot of problems for maintaining quality as making profit is their main concern. They run the institution without well qualified staff, needed infrastructure, student facilities, research etc. In such type of institutions, the relationship between the capacity to offer quality programmes and the scale of delivery of services is hard to establish. Because of the internationalization of education, the solution to the major issues and problems concerning quality assurance should be sought through co-operation among institutions and countries. Therefore, global effort is needed to deal with the challenge to quality assurance.

National Assessment and Accreditation Council (NAAC)

NAAC is an autonomous body to assess and accredit institutions of higher education in the country and it was established by the University Grants Commission (UGC) of India. It is an outcome of the recommendations of the National Policy in Education (1986) which laid special emphasis on upholding the quality of higher education in India. To address the issues of quality, the National Policy on Education (1986) and the Plan of Action (POA-1992) advocated the establishment of an independent national accreditation body. Consequently, the NAAC was established in 1994 with its headquarters at Bangalore.

Vision and Mission of NAAC are presented in the following passages.

Vision of the NAAC

To make quality of the defining element of higher education in India through a combination of self and external quality evaluation, promotion and sustenance initiatives.

Mission of the NAAC

1. To arrange for periodic assessment and accreditation of institutions of higher education or units thereof, or specific academic programmes or projects;
2. To stimulate the academic environment for promotion of quality of teaching-learning and research in higher education institutions;
3. To encourage self-evaluation, accountability, autonomy and innovations in higher education;

4. To undertake quality-related research studies, consultancy and training programmes, and

5. To collaborate with other stakeholders of higher education for quality evaluation, promotion and sustenance.

Guided by its vision and striving to achieve its mission, the NAAC primarily assesses the quality of institutions of higher education that volunteer for the process, through an internationally accepted methodology.

Very important changes are taking place in Indian higher education system since Higher Educational Institutions are functioning in a different situation. As significant changes happen from time to time, there are new challenges and demands that seek innovation. The ever-expanding higher education, impact of technology on educational delivery, increasing private participation and the impact of globalization (including liberal cross-border and trans-border educational imperatives) have necessitated marked changes in the Indian higher education scenario. While formulating its Core Values for Accreditation framework, NAAC is in cognizance of the swift changes and consequent metamorphosis in values pertaining to the Indian Higher Education.

Core Values

- Contributing to National Development
- Fostering Global Competencies among Students
- Inculcating a Value System in Students
- Promoting the Use of Technology
- Quest for Excellence

Logical Base

Assessment and Accreditation is applied for measuring the “Quality Status” of a higher institution. In the context of Higher Education, the accreditation status indicates that the particular Higher Educational Institutions (HEI) – a College, a University, or any other recognised Unit therein, meets the standards of quality as set by the Accreditation Agency, in terms of its performance, related to the educational processes and outcomes, covering the curriculum, teaching-learning, evaluation, faculty, research, infrastructure, learning resources, organisation, governance, financial well-being and student services. Education plays a vital role in the development of any nation. Therefore, there is a premium on both quantity (increased access) and quality (relevance and excellence of academic programmes offered) of higher education. The NAAC has been set up to facilitate the volunteering institutions to assess their performance vis-a-vis set parameters through introspection and a process that provides space for participation of the institution.

Benefits to the Institutions

- Institution to know its strengths, weaknesses, and opportunities through an informed review process.
- Identification of internal areas of planning and resource allocation collegiality on the campus.
- Funding agencies look for objective data for performance funding.
- Institutions to initiate innovative and modern methods of pedagogy.
- New sense of direction and identity for institutions.
- The society look for reliable information on quality education offered.
- Employers look for reliable information on the quality of education offered to the prospective recruits.
- Intra and inter-institutional interactions.

Eligibility Criteria of the Institutions

The following types of Higher Education Institutions (HEIs) are eligible to apply for the process of Assessment and Accreditation (A&A) of NAAC, if they have a record of at least two batches of students graduated or been in existence for six years, whichever is earlier and fulfil the other conditions or are covered by the other provisions, if any, mentioned below:

a) Universities (Central/State/Private/Deemed-to-be) and Institutions of National Importance

- Provided further that the duly established campuses within the country, if any, shall be treated as part of the universities / Institutions of National Importance for the A&A process.

- NAAC will not undertake the accreditation of off-shore campuses.

b) Colleges (i.e., colleges/institutions affiliated to, or constituent of, or recognized by universities, including autonomous colleges)

- Provided Teacher Education / Physical Education colleges shall have a standing of at least three years..

- However, colleges/institutions offering programmes recognized by Statutory Professional Regulatory Councils concerned as equivalent to a degree programme of a university shall also be eligible for A&A even if such colleges/institutions are not affiliated to a university.

Process of NAAC

NAAC's process of assessment is towards holistic, systematic, objective, data-based, transparent and shared experience for institutional improvement and the process consists of the following steps.

- Preparation of Self-study Report (SSR), and uploading on the institution website prior to submission of LOI.

- On-line submission of the Letter of Intent (LOI).

- On-line submission of Institutional Eligibility for Quality Assessment (IEQA) for applicable institutions.

- Submission of Hard Copies of SSR

- Peer team visit to the institution.

- Final decision by NAAC.

Criteria of Assessment

NAAC has identified the following seven criteria to serve as the basis of its assessment procedures:

- Curricular Aspects

- Teaching-Learning and Evaluation

- Research, Consultancy and Extension

- Infrastructure and Learning Resources

- Student Support and Progression

- Governance, Leadership and Management Innovations and Best Practices

Key Aspects

The Seven Criteria is further divided into “Key Aspects”. Certain important Assessment Indicators are identified under the Key Aspects and the Seven Criteria which encompasses them, as probes or leads for the Peer Team members to capture the micro-level quality parameters. These indicators facilitate the computing of the Key Aspect-wise Grade Points (KA-GPS) and the Criterion-wise Grade Point Averages (CR-GPAs) in order to arrive at the quality status of the institution.

Table No.1 Key Aspects and Weightages

Criteria	Key Aspects	Universities
1. Curricular Aspects	1.1 Curriculum Design and Development	50
	1.2 Academic Flexibility	50
	1.3 Curriculum Enrichment	30
	1.4 Feedback System	20
	Total	150
2. Teaching – Learning and Evaluation	2.1 Students Enrolment and Profile	10
	2.2 Catering to Student Diversity	20
	2.3 Teaching-Learning Process	50
	2.4 Teaching Quality	50
	2.5 Evaluation Process and Reforms	40
	2.6 Students Performance and Learning Outcomes	30
Total	200	
3. Research Consultancy and Extension	3.1 Promotion of Research	20
	3.2 Resource Mobilization for Research	20
	3.3 Research Facilities	30
	3.4 Research Publication and Awards	100
	3.5 Consultancy	20
	3.6 Extension Activities and Institutional Social Responsibility	40
	3.7 Collaboration	20
Total	250	

Criteria	Key Aspects	Universities
4. Infrastructure and Learning Resources	4.1 Physical Facilities	30
	4.2 Library as a Learning Resource	20
	4.3 IT Infrastructure	30
	4.4 Maintenance of Campus Facilities	20
	Total	100
5. Students Support and The Progression	5.1 Student Mentoring and Support	40
	5.2 Students Progression	40
	5.3 Student Participation and Activities	20
	Total	100
6. Governance Leadership and Management	6.1 Institutional Vision and Leadership	10
	6.2 Strategy Development and Deployment	10
	6.3 Faculty Empowerment Strategies	30
	6.4 Financial Management and Resource Mobilization	20
	6.5 Internal Quality Assurance system	30
Total	100	
7. Innovations and Best Practices	7.1 Environment Consciousness	30
	7.2 Innovations	30
	7.3 Best Practices	40
	Total	100
Total Score		1000

NAAC has categorized the Higher Educational Institutions into three major types (University, Autonomous College, and Affiliated/Constituent College) and assigned different weightages to these criteria under different key aspects based on the functioning and organizational focus of the three types of HEIs.

Institutions are graded for each Key Aspect under four categories, viz. A, B, C and D, denoting Very good, Good, Satisfactory and Unsatisfactory levels respectively. The summated score for all the Key Aspects under a Criterion is then calculated with the appropriate weightage applied to it and the GPA is worked out for the Criterion. The Cumulative GPA (CGPA), which gives the final Assessment Outcome, is then calculated from the seven GPAs pertaining to the seven criteria, after applying the prescribed weightage to each Criterion.

There are two outcomes of Assessment and Accreditation:

1. Peer Team Report

The qualitative part of the outcome is called Peer Team Report (PTR) which is an objective report prepared by the Team highlighting its evaluative judgements, mostly using precise keywords instead of long sentences.

2. Institutional Grading

The quantitative part of the outcome comprises the criterion-wise quality assessment, resulting in the final Cumulative Grade Point Average (CGPA), a letter grade and a performance descriptor. The CGPA, letter grade and the performance descriptor constitute the certification by the NAAC on institutional accreditation. Thus, at the end of A&A process, each applicant institution will be awarded with a Letter Grade to represent its quality level along with its Performance Descriptor and Accreditation Status, based on the CGPA earned by it through the assessment process, as mentioned below:

Table No.2 Cumulative Grade Point Average

Range of institutional Cumulative Grade Point Average (CGPA)	Letter Grade	Performance Descriptor
3.01 - 4.00	A	Very Good (Accredited)
2.01 - 3.00	B	Good (Accredited)
1.51 - 2.00	C	Satisfactory (Accredited)
≤ 1.50	D	Unsatisfactory (Not accredited)

Institutions which secure a CGPA less than or equal to 1.50 will be intimated and notified by the NAAC as “assessed and found not qualified for accreditation”. The accreditation status is valid for five years from the date of approval by the Executive Committee of the NAAC.

Role of NAAC in Changing Scenario

Role of NAAC in the changing scenario of higher education needs to be redefined with respect to recognition cum accreditation, programme accreditation, national level ranking of universities, preparation of national benchmarks, national and international database, research and development center, developing reports and policy papers to Government of India (GOI), accreditation of multiple accreditation agencies, recognition of regional/state level accreditation bodies etc. Assessment and Accreditation by NAAC may be made mandatory for all higher education institutions of the country.

Suggestions of NAAC

Suggestions NAAC for overall development of the higher educational institutions, given below;

1. Since the state Govt. is deputing a large number of teachers for undergoing B.Ed programme, this is making the classes a bit crowded.
2. Further, the Govt. colleges in the state are under the dual control of the University on one side and the Govt. on the other. Would it be possible for the Govt. & the University to make these colleges as constituent colleges of the University, thus paving the way for their better growth & development?
3. In view of the increased number of seats & diversification of courses, the college needs to have more number of teachers, especially in languages.
4. Laboratory facility needs to be enriched and expanded.
5. College should have a well-equipped language lab, especially in view of the fact that every B.Ed Trainee opts for one language.
6. The college caters to the academic needs of the students who came from far off areas like Kargil and Ladakh; it needs to have hostels for boys and girls students.
7. As internship & practice of teaching are separately shown in the syllabus, internship needs to be streamlined & broad based.
8. Provision of some merit cum means scholarships need to be made for students from weaker section of society in view of the trend of increase in fee structure every year.
9. The suggestions put forth by the faculty to the University that the Project work should not be group work, needs immediate attention to avoid discrimination.
10. The Computer lab should be expanded, have more qualified Teachers; Faculty improvement programme should be strengthened.

Conclusion

As part of NAAC the Internal Quality Assurance Cell plays a crucial role in protecting the quality of education service in India. The establishment of an Internal Quality Assurance Cell is a mandatory task before every higher education institution that is planning to go for NAAC accreditation. It is obvious that the importance of quality deliverables in this sector to protect the local institutions from the foreign institutions which has already entered into the country and received prominent response from the prospective students. If our higher education institutions and regulatory bodies failed to maintain quality aspects in delivering the quality education service; those institutions definitely will disappear from the education map of India. Therefore, sustaining quality in this crucial sector which will mould the future of our upcoming generations is a prime responsibility of our education system which will be possible only through continuous monitoring with the support of National Assessment and Accreditation Council.

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Objections and Scopes of Application of Social Media by Business Education Students of Higher Education in India

Anita Gaurang Shastri*

Abstract

Universal household management or economy today in full of elegance. All over the world, business and marketing efforts are undergoing remarkable revolution. In recognition with the reality, the government of India has put in place a sturdy or technological revolutions program in order to get India in a improved or finer point to be ambitious competitor and in the of measure transform all sectors of its economy. New Technologies, especially the internet are the compelling impact behind this revolution. However, technology has inadvertently over whelmed the way people do business and thus constraining the procurement of new expertise. In developing countries like India, citizens are still contending with adequate utilization of those technologies, certainly, students of business education and any other field need to promote compatible business philosophy to be able to travel or carry in to the world or area of the work on graduation from school and complete favorably in the activity display. Therefore, efficient application of social media by both educator and student can help broadly in privileging students with the needed proficiency. Social media which is a group of internet based utilization made up on the intellectual ground work of web, that allow the formation and swap of user originated content, and if integrated in to the classroom participation may be the needed answer to the inflation and deficit in India as stipendiary can freely connect with existing and abeyant enterprises and consumers, enroll with them and emphasize collective business and learners gain. Objections and assets of social media use in education in Indian education system is presented in this study.

Keywords: Technologies, Business Education, Social Media.

Introduction

Education system in India perceive the basis that making perfect in the Vital expertise and concepts of new technologies as the origin of education must be the important platform through which revolution schedule in education could be accomplished. The reason besides it is the education is a stimulant for any meaningful variation in the society. According to Adesina 1985, Education is the equipment for assimilation of particular efficiency in to society so that the individual can attain self-recognition, evolve national consciousness, advocate unity, and complete for social, economic, scientific, political, cultural and technological process. In the view of Alufohal 2012, education is integral appliance that unbinds the people from disregard and encourages advancement.

The advance of social medial over the past five to six years has transformed by the ways in which the technology is participated by most users. Now a day internets in only one way broadcast delivery system. During one way, broad cast individual use to only download data, information and other resources produced by nearly small content workers. Instead, the internet is now forced by (and to some level resolute through)

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the different functioning of its ordinary users in which it is explain to one to one and one to many users, or connectivity.

Social media use is often expressed in provision of association, sociability and imagination, social media utilization are observed to be open rather than closed, bottom-up rather than top-down. Majority of social media users go online to share and rate, mash-up and remix, friend and trend. It was believed that during 2012-13 Internet will certainly very different to that of 10 year earlier – hence it is almost proved that technology has played major role in almost all the fields.

During these technological advancements, many higher education institutions now find themselves conventional to clump with this technological world of social media utilization and social media users. Obviously, Allegations of a technological lag between higher education and the remaining society can be imprinted back to the theme of the film and radio during the first decades of the 20th century. Actually, with this most prior waves and beliefs of new technologies, social media remain an interest of noticeable assumption, enlargement and hyber-bole. It is necessary, therefore, that the higher educators are able to access social media in an expressed and equitable manner. The issues presented in rest of paper are straight forward. The main focus of presenter is on the implications of social media on the modern period higher education. Objections and scopes of social media in the higher education. Finally, what changes are required in higher education in order to remain applicable in allegedly fast changing digital age?

Understanding Implications of Social Media for Higher Education

As a computer scientists are very true and quick at the point out, most of the allegedly new features of social media endured long before the advent of Facebook. Internet users usually swap the messages with each other, update with personal profiles, pastor lists of friends and write blog-like journal entries. It is therefore, relevant to recognize from the starting that the web has always been social presented by Halpin 2010.

Yet It is a challenged of technical necessity of re-branding and re-versioning the web 2.0. The recent generation of social media utilization is apparently specific from the previous internet in provisions of dimension of use. Unlike the web instruments of even 10 years before, modern social media are used by hundreds of millions of users. As such, the social media of the 2010s new boast an acceptable analytical mass of users and utilization to be of absolute unified benefits and social implications.

Additionally, Christakis 2009, conclude, as part of a social network, we outstrip ourselves for good or ill, and become a part of something much larger: Despite or against most conversation of social media disposed to target one or two the very banal or the very intelligent growing numbers of education its is are starting to consider the adequate implications and likely significance of social media for education practice and provision – especially in Indian education system.

Constructing Improved Sense of the Existence of Social Media and Higher Education

The extended development of social media put forward a bunch of transparent confirmation to the future nature of higher education foundation and convention. Many new researches about the technologies came up previously, even then intellectual conversations and deliberation remains broadly hypothetical rather than well acquainted and specific. Obviously, there is a materialized concept of small range, ‘Pragmatic’ studies that perfectly reports all manner of specific learning profits and welfare from social media. We have currently explained, for example, about the decisive approach or feedback of twitter use on higher class student commitment and results is put forward by Junco et. al 2011, and the proficiency of social networking sits to generate or arouse ‘cherished perception about learning experience’ said by Hung and Yuen 2010.

Still, somewhat totally good or bad thing for higher education, social media are reasonably appreciated in more enigmatic terms. This is exclusively case when one particular imagine or believe the convoluted and often arbitrated actuality of students real uses of social media within educational contexts and their broder horizon in everyday lives. Certainly after investigating in more accurate, there are various disagree-

ment in the reality of social media use that arise some momentous limitations to the pretentious assertion and antipodal assertion mentioned earlier. In reality, discussion of social media consider an aligned of pervasiveness of internet approach and use that commonly not endure in many people lives. According to Audit dates across the worlds, people's involvement with social media equipment (which includes computers and internet in general) has persisted symbolic comprehended over the time – even in developed countries best in high tech such as North America and Europe. Jones et.al 2009 explains about the best inequalities or digital discrimination are basically unmistakable in field of socio economic valves, social status, race, gender, geography, age and educational status. In every manner divisions that hold appropriate for younger class of higher school same or is equivalent for the order school staff.

Challenges and Opportunities (Objections)

In this generation, contingency in education are applicable which can never be through before. Many of teachers refer the online sources, and they permissive to students to fit in part of their education, they can also some of un relevant material or sources, and imperious and unethical approach by students groups. I will present some of the challenges and opportunities for the use of social media sites in higher class.

Challenges

(1) Privacy

In the present era or generation, the social networking sites such as Facebook and twitter are open for almost all. The various participants who uses the social media in every aspect of the life. However, scholars have survey in relationship between private aspects and online behaviors. Dwyer 2007, have shown that the one who use social media will deliberate very authoritative provision about the confidentiality of their personal instruction but be less, than anxious about protection of it.

Majority of the individual put up all the information's on social networking sites and it is considered to be discretionary. Moreover users of social media are moderately more satisfying with presenting a great deal of intimate information online. Therefore, one of the important factors for the user who join in such sites is privacy. What level of private information that user that on social network? Who has approach to the information and at what level it is used for? Whose role is it – parent, guardian, student, teacher, web developer to make confirmation that individual understood his duty to follow privacy and update it accordingly? Everybody has to ask questions to self. So, privacy is one of the obstructions that have to be faced in use of social media in education.

(2) Real Friendship

Many individual has various friends through social networking. But the quality attribute, nature and principle of these friendship is not always genuine. On other hand, information on such social networking sites for an individual is not all the time authentic and stable, and they do not justify or certify personal information (age, location etc) of their members.

(3) Taking Up Time

Use of maximum time in social media or keep of browsing these sites, affect the human body in various aspects. The study on such conclude that different individual spent time with each other online chatting and communicating will directly affect health of individual, because spending a cot time on internet affect the genes operate in human body. If weakness the immune system and hormone levels and function of arteries. Additionally, it affects the mental health too. Furthermore, the students dislike to sit in one place towards computers and keep of browsing, they easily get bored. To attract student for learning, we schooled provide the scientific method / material such as audio and video with different animations and short films according to their level of understanding such type of activity can attract the student for learning.

(4) Miscommunication

E-learning is not similar to classroom learning. During classroom interaction student get much more clarification and get the explanation more clearly but during E-learning only one way communication is held and students are unable to present their ideas and not able to clear their doubts.

Humeed 2008, Present a view that learners who present their idea through writing approach is not much clear and many learners prefer to present their view or idea through oral presentation. Face to face presentation allows a individual to recognize physical trace like way of presentation in tone, inflection, body gesture, all this are lacking in online approach.

Opportunities

Due to the social network site, the student gets opportunity to connect with other students, scholars, educators, researches, both within and outside the institution. Mills 2011 presents that scholars compliment social media because of their competency to engage, promote and make student busy in most attractive and meaningful communicative system, context presentation, and association.

1. Flexibility

The meaning of flexible learning is various choice on what, when, where and how people learn. Flexible learning basically also support E-learning. According to Australian flexible learning framework quick guide series, flexibility means prognosticate, and answering to the ever modifying needs and assumption of vocational education and training customers- campaign learners and communities. Face to face classes are likely to enables high levels of sentimental understanding, while the accessibility and flexibility of online features can promote learners to finish the educational tasks.

2. Repeatable

Brytan 2007, present all the information depends on all our sensory, on other hand respond depend on the characteristics of individual and the promotion to learn. Therefore it is necessary to give a way that has put forward for students the probability of repetition, which is possibly gained by traditional / vocational educational methods.

3. Accessibility and Receptiveness

The social networking is simply and fast in terms of approach and quail ability, presenting review on it, updating and modifying study material needs anytime and anywhere required, this idea is put forward by cheong 2002. Moreover, it permit to select require material and it has many alternates of particular concepts. The learners can select the require material from large quantity and easily can approach its accessibility.

Conclusion

The demand to make ready students of business education to fit in to the world of work in the 21st century and ahead and encounter unemployment threat in India is the major reason that social media expertise must be promoted in them.

Business education scholars need this expertise to be able to attempt in the universal economy or the other way for intimate continuity or for formation of affluence which country craves for advancement. Although objections or challenges consideration across the approval of social media in education are plentiful, they are not impregnable.

There are some welfare and hurdles that face the using the social media as educational equipment. The important challenges or objections facing education through social media are privacy, real friendship,

taking up time and miscommunication. On other hand the scope or opportunities of using social media education are flexibility, repeatable and accessibility and receptiveness.

In addition, this paper consigned some of previous reviews and research by scholar's studies about the Intimacy between social media and education. This study acknowledges the scope social media could attempt if teachers and students of business education or other field in Indian education system can productively endorse technologies in their studies.

Recommendation

1. Higher education authority should ensure the continuous review of business education curriculum and also facilitate the use of social media technologies.
2. The Indian government should fund the education sectors so that they can effectively manage classrooms with required social media technologies.
3. Technology sectors should improve the working factors of the broadband.
4. Well-developed institute should promote awareness and should collaborate with different institute to improve social media practice.
5. All educational institutes should have digital libraries.

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Tbilisi

The Comparison of the Innovativeness of the Methods Used in Turkish Course Books Prepared by Georgian Turcologists

Ilyas Üstünyer*
Mehmet Selim Ayhan**

Abstract

The teaching of Turkish as a foreign language in Georgia started in the 18th century. Since then Turkish language has been taught through different course books prepared by different authors representing different nationalities.

In the 19th century Turkish language was taught in Georgia through course books prepared in Russian language and, since the beginning of the third quarter of the 20th century through the sources prepared in Georgian-Turkish languages; after Georgia gained the independence from Soviet Union in 1991 Georgian Turcologists preferred teaching Turkish through overwhelmingly Turkish sources prepared in Turkey by Turkish Turcologists.

The first course book for Turkish teaching as a foreign language in Georgia was prepared by Georgian Turcologist in 1965; as for the last one it was prepared in 2015 by the Georgian Turcologists Elizabet Bjalava and Teona Aphazava. Between the mentioned two periods there exist other Turkish course books prepared by the Georgian Turcologists in Georgia.

This paper will deal with the innovativeness of the methods used in the all above mentioned Turkish course books prepared by Georgian Turcologists.

It is presumed that the findings will be used in the determination of the most relevant methods in teaching Turkish as a foreign language to Georgians.

Keywords: Turkish Teaching as a Foreign Language in Georgia, The Methods Used in Foreign Language Teachings, Georgian Turcologists, Turkish Course Books, Comparison of the Innovativeness of Methods Used in Turkish Course Books.

Introduction

Rapid technological developments and spread of knowledge in today's world has also affected sources of foreign language teaching and methods. Such type of affection, diversification and improvement of teaching tools is revealed in teaching materials, accessibility of information in short period of time and utilization of different methods of teaching. This very process in language teaching is generally labeled as innovation in language teaching. According to Clarke (2005), as foreign language teaching is a complicated process with a broad structure, learners are trying to find new ways of learning and be innovative in the learning process in terms of exercises.

Important developments can be observed in the field of foreign language teaching especially starting from 1900's. From the beginning of the 20th century approaches like grammar teaching, lexicology and

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consideration of cultural aspects have been developed in foreign language teaching. In the mentioned approaches components like grammatical rules, proverbs, history of literature, geography, cultural aspects were given priority in the process of teaching. In the following years Behaviorist Method has been developed. Behaviorist method implied using strategy of stimuli-response, repetition, imitation, memorization and conditioning. In 1950's this very approach was replaced with teaching method of setting a communication in foreign language teaching process. Different role and responsibilities holding by different members of society has increased the numbers of fields of specific language usage. In the last years as the language holds the crucial place in terms of social interaction, new approaches like activities, projects, role assignment are being used instead of grammatical rules, proverbs, history of literature, geography, cultural aspects (Güneş, 2011:124).

Language teaching methods used in the past and which are still used today are the following (Richard & Rodgers, 1999):

- 1 - Grammar-Translation Method
- 2 - Direct Method
- 3 - The Oral Approach and Situational Language Teaching
- 4 - The Audiolingual Method
- 5 - Communicative Language Teaching
- 6 - Total Physical Response
- 7 - The Silent Way
- 8 - Community Language Learning
- 9 - The Natural Approach
- 10 - Suggestopedia
- 11 - Eclectic Method (Kılıç & Şahin, 2012:96)
- 12 - Audiovisual Method
- 13 - Task Based Method
- 14 - Content Based Method (Memiş & Erdem, 2013:299).

Methods like Eclectic Method, Audiovisual Method, Task Based Method, Content Based Method are methods that are actively used within the innovative teaching framework in the last decades. The aim of the given research paper is to examine the extent and intensity of utilization of the above mentioned innovative methods by Georgian Turkologists in their text books. We will try to compare the latest innovation in language teaching methods with ones used in the Turkish course books by Georgian Turkologists.

Literature Review

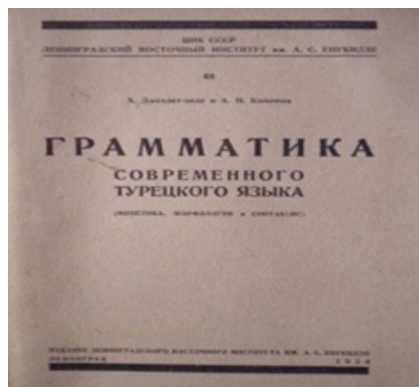
History of teaching Turkish as a foreign language in Georgia goes back to 18th century. According to Georgian scientist and Turkologist, Sergi Jikia, the first Turkish text book was written by a missionary from Cyprus named İoakim Protosingelos written and used in Georgia presumably between 1771-81 years (Джикиа, 1954:187-206).

In the time period between the second part of 19th century and the first part of 20th century Ottoman Turkish was being taught in Georgia. According to information given by Kononov in his book entitled *History of Turkish Language Teaching*, Ottoman Turkish was taught in Georgia during 19th century using Russian textbooks of Turkish Language teaching by language instructors who were not native Turkish speakers. Between time period of 1856-1914 years there were 9 Turkish textbooks used in Turkish Language Teaching (Kononov, 2006:118-133). After the establishment of the Soviet rule in Georgia, when Batumi was finally gained back, sources needed for Turkish teaching were brought from the city of Trabzon,

Turkey. In the following years of the World War I, Batumi city municipality negotiated with Ottoman state and requested Turkish Language instructors and textbooks in order to meet the needs of Batumi city Muslim community in terms of learning formal Turkish. Upon the request of Batumi city municipality in 1918, Turkish Language instructor Hikmet Jevdetzade was sent from Istanbul to Batumi. Jevdetzade was using textbooks brought from Azerbaijan (Batumi city archive: 5-1-152).

In 31 May, 1931, one of the Russian documents preserved in Batumi city archive has the following title: “Working Plan of Adjara Region Commission of Education Regarding the Publishing of Turkish Textbooks” (Batumi city archive, No: 5-1-198).

Sergi Jikia was a student of a prominent Turkish philologist Fuat Koprulu in 1927-1928 years at the Istanbul University in Turkey. After returning to Georgia Sergi Jikia played the major role in establishing the Department of Turkish Language and Literature (Üstünyer, 2013: 2) at The Ivane Javakhishvili Tbilisi State University (TSU). After establishing the department of Department of Turkish Language there was a need for preparing different textbooks in Turkish Language teaching. In 1 November, 1928, Ottoman alphabet was changed into Latin alphabet in Turkey. Georgian Turkologists could not adopt to new development that took place in terms of alphabet change in Turkey and continued using old Ottoman sources and teaching old Turkish (Ottoman Turkish). Georgian Turkologists were using Turkish textbook entitled *Grammar of Modern Turkish Language: Phonetics, Morphology, Syntax*, which was written by Hikmet Jevdetzade together with A. N. Kononov, in 1934, in the city of St. Petersburg. Authors have used the method of grammar-translation in the book (Üstünyer & Diasemidze, 2015).



In the second part of the 20th century the Department of Turkish Studies was established at the Ivane Javakhishvili Tbilisi State University, Faculty of Oriental Studies. After opening Department of Turkish Studies, Russian sources in Turkish Language Teaching were still used by Georgian Turkologists but at the same time they started preparing Georgian sources in Turkish Language Teaching. Method of Grammar-Translation has been used in the above mentioned Russian sources of Turkish Language Teaching as well as in Turkish textbooks prepared by Georgian Turkologists.

Turkish textbooks prepared by Georgian Turkologists can be classified under three categories: (Kamal, 2013).

1. Grammars

- a. *Turkish Grammar* by Elida Kvantaliani and Nana Janashia
- b. *Turkish Grammar* by Irine Gotsiridze

2. Textbooks

- a. *Turkish Textbook* by Sergi Jikia
- b. *Turkish Textbook* by Irine Gotsiridze and Edisher Sarishvili
- c. *Turkish Textbook* by Elida Kvantaliani

3. Workbooks

- a. *Turkish Workbook* by Nunu Gurgenidze
- b. *Turkish Workbook* by Elida Kvantaliani

Method

The aim of the given research paper is to examine the extent and intensity of utilization of the above mentioned innovative methods by Georgian Turkologists in their text books. We will try to compare the latest innovation in language teaching methods with ones used by Georgian Turkologists.

In the first Turkish textbooks prepared by Georgian Turkologists method of Grammar-Translation has been used. Turkish textbook prepared by Georgian Turkologists Elida Kvantaliani and Nana Janashia entitled *Turkish Grammar Textbook* and textbook with the same title by Irine Gotsiridze contain various examples that confirm the use of the above mentioned method in Georgian sources of teaching Turkish language. The method of grammar-translation which was used between 1840-1940 years contain following components (Richard & Rodgers, 1999: 3-4):

a - Starts with a detailed analysis of language teaching and grammatical rules and translates various texts from the source language to the target language.

b - Reading and writing are central exercises. Speaking and listening are of secondary importance.

c - Word memorization is based on the texts used. Words are given in the form of a list and they are memorized.

d - Grammatical rules are taught with the method of deduction. Firstly, grammatical rules are learned and afterwards exercises made once the texts are translated.

კითხვითი სახე	
მხ. რიცხვი	
I. Öğretmen miyim?	მასწავლებელი ვარ?
II. Öğretmen misin?	მასწავლებელი ხარ?
III. Öğretmen midir?	მასწავლებელია?
მრ. რიცხვი	
I. Öğretmen miyiz?	მასწავლებლები ვართ?
II. Öğretmen misiniz?	მასწავლებელი/მასწავლებლები ხართ?
III. Öğretmen midirler?	მასწავლებლები არიან?
უარყოფითი სახე	
მხ. რიცხვი	
I. Öğretmen değilim	მასწავლებელი არ ვარ
II. Öğretmen değilsin	მასწავლებელი არ ხარ
III. Öğretmen değildir	მასწავლებელი არ არის
მრ. რიცხვი	
I. Öğretmen değiliz	მასწავლებლები არ ვართ
II. Öğretmen değilsiniz	მასწავლებელი/მასწავლებლები არ ხართ
III. Öğretmen değildirler	მასწავლებლები არ არიან

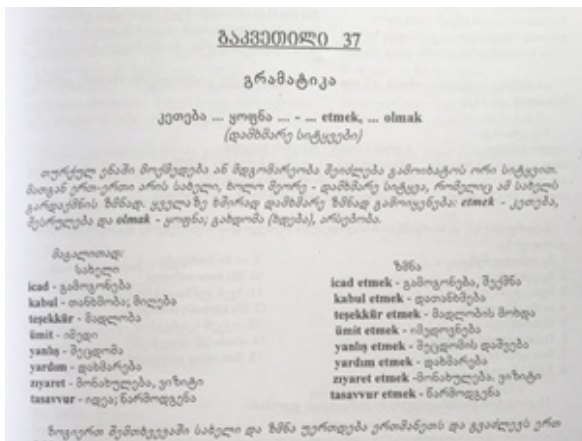
(Kvantaliani & Janashia, 2009 :21)

დრო	
დრო არის ზმნის ფორმა, რომელიც გვიჩვენებს მოქმედების შესრულების მიმართებას თქმის მომენტთან. ზმნით გამოხატული მოქმედება შეიძლება ხდებოდეს თქმის მომენტში ან თქმამდე, ან თქმის შემდეგ. ამის მიხედვით დრო სამია: ახლანდელი, წარსული და მომავალი. ყოველი ეს დრო შეიძლება წარმოდგენილი იყოს ერთი ან მეტი გრამატიკული დროით, რომლებიც ერთმანეთისგან სემანტიკით განსხვავდება. თურქულ ენაში ან-მყო დროს ეკუთვნის ერთი დრო - ანმყო-განსაზღვრული; მყოფადის ჯგუფში შედის: მყოფადი-კატეგორიული და ანმყო-მყოფადი; ნამყო დრო კი ყველაზე მდიდარია.	
დროის გრამატიკული ფორმა თურქულ ენაში ათია: აქედან 5 მარტივია და 5 რთული.	
მარტივი დროის ფორმებია:	
1. ანმყო-განსაზღვრული	- -yor
2. მყოფადი-კატეგორიული	- -acak
3. ანმყო-მყოფადი	- -ar

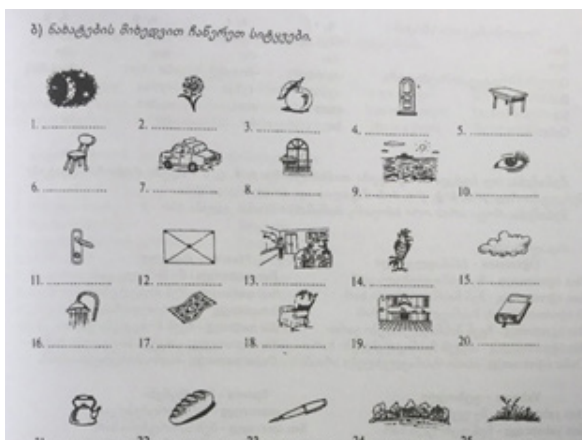
(Kvantaliani & Janashia, 2009 :119)

In the textbooks written in the last years other teaching methods are also used. In the Turkish textbook entitled *Turkuli Enis Tvitmastsavlebeli* (Turkish Self-study Textbook) written in 2014 after reading the tex-

tual material examples of visual and audio aids are heavily used by the author. Grammar-translation method is also used in some of the topics of the mentioned textbook. First, source language is being used in order to explain the grammatical rules of the target language. Reading material is given in both languages. Word meanings of the source language are presented to learners. All the sentences are translated and explained in a detailed manner, meanings of the source language are presented to learners. All the sentences are translated and explained in a detailed manner.



(Commission, 2014:65)



(Commission, 2014:17)

Various language teaching methods have been used in the Turkish textbook by Teona Aphazava and Elizabet Bjalava. Task Based Method is among other teaching methods used in the book. Texts are given in the source language and learners are required to create their own texts based on the examples given.



(Abhazava & Bjalava, 2015:16)

In dialogues and reading-listening texts audio-visual method is used.



(Abhazava & Bjalava, 2015:19)

Findings and Suggestions

Turkish textbooks prepared by Georgian Turkologists and teaching methods used in those textbooks is in partial compliance with modern innovations that are relevant in foreign language teaching methods. As mentioned above, first Turkish textbook prepared by Georgian Turkologists were based on grammar-translation method only while modern day textbooks of Turkish used in Georgia contain more innovative teaching methods like audio-visual aids, Task Based Method and alike.

The Turkish Textbook by Teona Aphazava and Elizabet Bjalava is characterized by use of various teaching methods while in earlier textbooks only grammar-translation method has been used. It is obvious that there is a certain need in Georgia for preparing Turkish textbooks that will contain modern methods of teaching.

Besides, it is of a crucial importance to focus on various skills in the process of teaching Turkish as a foreign language rather than concentrating on concrete skills while ignoring others.

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Tbilisi

Creativity and Collaboration in a Learning Activity

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Abstract

There is consensus among curriculum developers of Business Schools around the world that along with technical knowledge students should also be trained to acquire soft skills. Communication, collaboration, creativity, critical thinking and problem solving are mentioned by some authors as the most important skills for professionals of the 21st century to be successful. In order to develop these skills students must perform learning activities where they need to apply them. In the literature we found many works about learning activities designed for training creativity which have been used in Business Schools. They do not make use of technology. On the other hand, there are many works about learning activities which make use of technology to train collaboration and problem solving skills. In this work we present a learning activity which makes use of a tool for supporting it, which promotes collaboration, creativity and critical thinking. An experiment shows that the perception which students get from the activity and the ability of the tool for supporting these factors is positive.

Keywords: Creativity, Collaboration, Business Schools, Mobile Devices, Brain Sketching.

Introduction

There is currently an increasing need that students develop not only technical competences but also the so called “soft skills” in order to perform professional activities in an effective and efficient way in a globalized world. This is especially valid for professionals of the business and economics field, who need to perform tasks in a highly competitive, changing and demanding environment, in order to adapt themselves to the constant changes and generate strategies which provide added value to business practice. In order to achieve this goal it is necessary to include pedagogical activities, methods and tools in their university curricula.

[Griffin, 11] presented the KSAVE (Knowledge, Skills, Attitudes, Values, Ethics) model which defines ten key competences professionals of the 21st century should have in order to be successful. The KSAVE model categorizes creativity as part of the Ways of Thinking competences, along with others, like critical thinking, problem solving, decision making, learn to learn, and meta-cognition. The operational definition of creativity provided by the KSAVE model includes knowledge, skills, and attitudes related to thinking and working creatively, individually and collaboratively. In the same way, KSAVE highlights the relevance of collaboration and communication skills, which are named as Ways of Working skills.

According to [Schlee, 14] and [Fekula, 11], creativity and the ability of working in teams are the most relevant and required skills for professionals of the business area in order to be successful. Moreover, the Association to Advance Collegiate Schools of Business highlighted the importance of consider-

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ing various competences, among these creativity and the ability of working in teams, when designing curricula for business schools students [AACSB, 13] which is in line with the KSAVE model. In 2015, the AACB held various seminars on Curriculum Development Series. One of them was called Teaching Design for Creativity and Innovation [AACSB,15], which again highlights the importance of creativity as the way to cope with the requirements of the modern business environment. The Harvard Business Review also gives importance to creativity by publishing many articles on this subject [Harvard, 15].

The literature reports about many works on how to encourage creativity in university students, presenting learning activities introduced in courses in business schools. However, we have not found pedagogical practices supported by recent technologies among them. On the other hand there are some works reporting on successful pedagogical activities supported by technology in order to promote creativity but applied to other learning scenarios. Thus we want to take these works as example, adapt and extend them, in order to be used for the business school curricula.

This paper presents a pedagogical activity designed to help the development and application of skills and attitudes related to collaborative work and creativity in undergraduate students of a business school. The activity, which is performed inside the classroom, is supported by a collaborative application called Sketchpad, which runs on wirelessly interconnected tablet PCs. Sketchpad was designed based on the principles of collaboration and externalization using brainsketching, promoting the development and practice of creativity according to previous research works on this subject reported by the literature. Compared with previous works, the contribution of Sketchpad is that it promotes the consideration of various points of views when students work on a creative task. This is done by incorporating rotation among the members of various groups working on the same task. Sketchpad was tested in a real classroom in order to formally evaluate its contribution to creativity.

Based on the ideas described above, this research work has been guided by the following questions: (1) According to the students' perception, to what extent the provided tool (Sketchpad) contributes to the development of creativity?; (2) which is the perception the students get about the contribution of Sketchpad to promote collaboration?; and 3) is there a difference in this perception when students work in groups where members have to rotate among the various groups and when they do not?

The results obtained show that Sketchpad enhances creativity in teams working with rotation compared to those working without rotation. There was also positive evidence on the perception students had about the ability of Sketchpad supporting collaboration and externalization.

The rest of the article is organized as follows. Chapter 2 examines Creativity. Chapter 3 explores ways of stimulating creativity in learning activities. Chapter 4 deals with Sketchpad. Chapter 5 presents the evaluation methodology, while Chapter 6 shows the results of the evaluation. Finally, Chapter 7

What is Creativity?

Several authors and experts in the field of Creativity have attempted to define it within the context of their studies. [Seeling, 12] defines it as “provocative. Just one word ... provocative”. [Gryskiewics, 87] defined creativity as “novel associations that are useful”. [Noller, 79] developed a symbolic equation for creativity as a function of Knowledge, Imagination, and Evaluation, reflecting an interpersonal attitude towards the beneficial and positive use of creativity. Other descriptions include: novelty, valuable, healthy, enjoyable, important, imperative, enhance natural inventiveness, complex and dynamic set of processes and conditions that change with knowledge and experience. Or, a natural phenomenon in human being, associated with wealth of knowledge, and ability to generate ideas, connections, and concepts based on creative imagination gained from the environment lived in. It comes from human burning curiosity, wonder, and delight at solving problems. [Rhodes, 61] compiled 56 definitions of Creativity all intertwined and overlapped, from which [Isaksen, 11] described a six step process for Creative Problem Solving (CPS) based on the concept of creativity as being a whole system model based on the four overlapping themes identified by [Rhodes, 61], namely Persons- the characteristics of creative people, Process- the operations within the creative process, Product- the creative results and outcomes, and Press- the context or place for creativity [Isaksen, 84]. A comprehensive study and analysis on 91 exceptional individuals was conducted by [Csikszentmihalyi, 96] to define and analyze the flow of creativity and the

psychology of discovery and invention. This research observed creativity as interrelations within a system model made up of three parts - domain (cultures), field, and person-. Creativity occurs when a novelty generated by a person is selected by the field for inclusion into the relevant domain.

[Weisberg, 93] challenged the common belief that product novelty requires creativity to come from extraordinary and unconscious thinking, sudden leap of insight, or possession of extraordinary –genius- flexibility and sensitivity. Using examples from our daily activities, he proved that creativity can also be an outcome of ordinary thinking, since ordinary thinking processes, which are based on continuity with the past, can also bring about novel work of value to the future, especially when they are subjected to a radical shift or discontinuity in thoughts, whether those are internal or external discontinuity thoughts.

Creativity within the context of organization and work environment is best described by [Harvard, 99] as that intertwined and complex system that exists within an organization, based on strong internal desire (internal motivation) to solve problems leading to solutions, due to interests (expertise- technical, procedural and intellectual knowledge that the person possesses), and environment stimulating imagination and creative problem solving.

In conclusion, Creativity can be explained as an outcome of a complex dynamic process that include several elements for generating unique and valuable outcomes by transformation of existing ones through complex processes. The uniqueness of the outcome must be accepted by the environment, leaving a trace of cultural change, and meeting the purpose and the value established by the creator. Creativity involves human curiosity, wonder, and delight to solving problems. It cannot accept complaint, suppression, frustration, or shut down of organizations.

Creative products are characterized with style- how well the product extends beyond the basic requirement, novelty- what is the newness or the originality of the new product, and suitability- how well the new product is suited to solve the new problem.

Creative Thinking and Critical Thinking

From above, it becomes clear that creative thinking is the generation of new knowledge and ideas within or across domains, intentionally breaking the established rules and processes. It includes behaviors such as preparation, incubation, insight, evaluation, elaboration, and communication. Creative thinking can be stimulated by both unstructured process using brainstorming, and structured process using Lateral Thinking. The concept of lateral thinking was developed by [De Bono, 90] to describe the process of using information to bring about creativity and insight. It can be learned, practiced and used. Unlike Vertical Thinking, Lateral thinking is not analytical, does not seek clarity or a likely path, it involves restructuring, explores the least likely path to move in order to generate directions, new ideas, and new thinking leading to creative results. Like brainstorming, the Lateral thinking is used to generate new ideas, developing new properties, and new configurations from existing ones. Brainstorming processes combine the Lateral Thinking and the Vertical Thinking for generation of new unstructured ideas.

Creative thinking, also known as generating (divergent) thinking, is a process requiring starting from a single point, from a single question, asking as-many questions and seeking as-many answers as possible to extend the search in many different directions, generating wide variety of new ideas. Questions need to be open-ended, effective, poking, and generative looking for gaps, paradoxes, opportunities, challenges, concerns, and searching for meaningful new connections, new possibilities from different viewpoints or perspective, and seeking unusual, non-standard possibilities and details to expand or enrich the existing ones. Simple questions like “what if, where, when, why, who, and how, ... etc.” are used for new knowledge generation and gathering while thinking creatively.

Critical thinking, on the other hand, also known as focusing (convergent) thinking, is a process that attempts to identify many different ideas and challenging assumptions, draw them together towards a single goal or result through recognizing the importance of the context, exploring alternatives, and developing a concluding action plan. It involves examining the different ideas and possibilities carefully, fairly, and constructively, then focusing all thoughts and actions by organizing and analyzing possibilities, refining and developing promising solutions, choosing, ranking or prioritizing and deciding on final options.

Both Creative thinking and Critical thinking are important parts of any successful and creative problem solving.

Creative Problem Solving

Creativity and creative thinking are closely linked to Creative Problem Solving (CPS) [Isaksen, 85] as both seek new unstructured, open ended outcomes and opportunities, overcome challenges, encouraging innovation, closing gaps and clearing uncertainties, and meeting new solutions and opportunities. Creative Problem solving is also linked closely to the critical thinking as they both need to reach to a novel, workable, satisfying close ended solution and opportunity, recognizing and exploring alternatives, then focusing constructively on a workable solution. Therefore, the successful CPS process is dependent on both generating and focusing parts – divergent and convergent thinking – drawing from the entire system of people, method, and content and context approach of both parts. [Rhodes, 61; Isaksen, 85] describe the CPS as a six stage process of continuously generating and focusing ideas to understand the challenge, generate ideas, and prepare for action from constructing opportunities, exploring data, framing problems, to generating ideas, developing solutions and building acceptance. One can draw similarities between this process and the Global Sharing Pedagogy (GSP), which constitute the basis for learning in digital storytelling [Niemi, 14] and brainsketching [Van der Lugt, 02], thus basing both on the same principles namely, interpretation and validation of ideas and knowledge, collaboration, exchange of information, and networking. These are the same skill set called for 21st Century teaching and assessment for business leaders, politicians, and educators.

Research should be conducted and technologies are to be developed for creatively solving highly complex problems with highly effective collaborative networks and teams, in large diverse and internationally dispersed as well as small local coherent groups. Detailed investigation into the process of CPS, and the collaboration and networking process is required. The kind of approach to sharing and exchanging information at every step of the CPS is also needed to be investigated.

In this work we focus only on the relation between collaboration and creativity by presenting and evaluating a collaborative learning activity and a tool supporting it, which allows students to train their creativity by developing ideas (like new business proposals or deployment of technology to improve life in their communities) within a group, sharing them with other groups, and improving their initial proposal with the help of the ideas of their classmates.

Supporting Creativity Development

The complexity of teaching students to be creative lies in the fact we cannot teach that skill but to foster its development through educational activities that include specific design principles, pedagogical practices that generated positive previous experiences based on theories explaining how to generate creativity [Rotherham, 09].

The design principles of the pedagogical activity, and consequently of the tool supporting it, presented in this work are based on a pedagogical frame that incorporates mainly two elements: collaboration and externalization. Regarding collaboration, [Fisher, 04] proposes that creativity emerges from the interactions between individuals and the world, and between the individual and others; in the same way, [Csikszentmihalyi, 96] emphasizes human interaction as the place where creativity emerges. [Fischer, 2004] adopts a similar approach when proposing that creativity lies in interactions between persons' thoughts and their socio cultural context. Sawyer [Sawyer, 11] proposes that creativity breakthroughs occur during the dialog among persons when they answer to each other; this contrasts with the myth of individual inspiration, which represents the idea that creative inspiration comes from the individual. Likewise, [Wegerif, 10] and [Hennessy, 11] identify that the base of creativity lies in the tension between different perspectives. Therefore, interactions among people having different points of view, which are in opposition (tension), can be the base for a suitable activity where creative ideas may arise. From the importance of collaboration we can derive the convenience of designing activities that include intensive and varied interaction with other persons, allowing the sharing and discussion of ideas, and observing new points of view.

The second element of creativity we consider, externalization, refers to “taking out of her/himself” the ideas and thoughts in order to translate them in concrete artifacts representing them, in order to make them accessible for working and reflect about them [Bruner, 96]. This attribute of externalization is based on what [Schön,83] calls the “back-talk”. The meaning is that the process of externalizing ideas can unveil questions about them which were initially ignored, facilitate the emergence of new perspectives, show new possibilities or obstacles, as well as new relationships to other ideas. Sketching, drawing and diagramming are good examples of externalization processes [Antunes, 13], which can facilitate creative work and foster the development of this competence. From the advantages of externalization we can derive the usefulness of designing activities which include the elaboration of sketches or other forms of graphic expression [Zurita, 06; Zurita, 08].

Pedagogical Practices and Technological Tools Supporting Creativity

The literature reports on a number of pedagogical practices that make no use of technology which are aimed at fostering expressiveness and externalization in order to stimulate creativity. Some of them make use of various methods which combine the collaborative exchange of ideas [Guzdial, 01] based on drawing and sketching [Van der Lugt, 02; Van der Lugt, 05; Lane, 10].

The simplest case is the brain sketching technique [Pickens, 80], in which students first draw their ideas individually and then exchange them, so that other participant can complement or modify them, either silently or explaining them at the moment they pass them to other participants [Linsey, 11]. C-sketch was conceived to foster collaboration in industrial design. Five persons work individually on a problem simultaneously proposing a solution by drawing a sketch. After this, they pass their sketches to the following person who complements, modifies or deletes parts of the original design. Sketches are passed among the members of the group until each participant has worked on each proposal once, thus incorporating the aspect of rotation of the ideas to implement collaborative work [Shah, 01].

There is positive evidence about the use of technology for supporting brainstorming processes using sketches and drawings, although not precisely focused on creativity support: Inkboard [Beavers, 04], Collboard [Alvarez, 13], Magic Paper [Beavers, 04], y Co-lab [Van Joolingen, 05] are some examples.

Inkboard was designed to be used along with videoconferencing, where participants synchronously can draw sketches over a shared workspace (a virtual board) [Beavers, 04]. Collboard, incorporates collaborative elements and freehand sketches using digital pens and interactive boards with private and public spaces; sketches first drawn on private workspaces can be then shared in public ones in order to continue working collaboratively [Alvarez, 13]. Magic paper was developed by the MIT and allows teacher and students to draw physical model on a virtual board working collaboratively [Beavers, 04].

All mentioned applications use technology to support creativity. A common aspect to all of them is that participants first develop ideas individually and then share them, in order to converge to a single idea collaboratively; therefore we incorporate this aspect in the design of Sketchpad. Another common aspect of all mentioned applications is that working groups remain static from the beginning to the end of the activity.

Regarding pedagogical practices in business schools' curricula for developing creativity skills in students, the literature reports some research works made on pedagogical methodologies introduced in the courses of their curricula. For example in the year 2007, the Creative Marketing Breakthrough (CMB) presents a reference frame for the development of creativity in lectures through specific activities related to Marketing [Titus, 07]. The CMB model defines creativity as the process through which disruptive ideas are generated, and considers five theoretical concepts as its key elements: (1) *task motivation*, (2) *cognitive flexibility*, (3) *disciplinary knowledge*, (4) *serendipity* and (5) *uncertainty* [Titus, 07]. [Aylesworth,08] proposed to develop creativity in the business classroom through the improvemindset based on the use of techniques of theater improvisation applied to discussion of case analysis. For this purpose, students must follow five steps of theater improvisation: (1) “Yes, and...” they have to accept what their classmates say and add something to it. They cannot deny or reject what others previously said. (2) “Deny, order, repeat and question”, none of these actions is permitted. (3)

“Driving in the rearview mirror”, they have to build on the context proposed at the beginning. (4) “Take Care of yourself ... by Taking Care of Everyone Else”, collaboration instead of competition is promoted. (5) “Mistakes are good offers in disguise”, there are no mistakes during the discussion since all ideas can lead to new perspectives and better understanding of the case [Aylesworth, 08]. The improve-mindset is meant to generate a collaborative and highly participative atmosphere in the classroom, which leads to spontaneity and creativity [Aylesworth, 08].

We think it is worthwhile to explore which is the role technology can play for developing creativity in students of a business school, like for example, using tablets for supporting externalization through brainsketching.

Evaluating the Creativity Factor in Technological Tools

[Carroll, 09] proposed a questionnaire called Creativity Support Index (CSI), which evaluates the contribution of a technological tool to creativity. CSI identifies six factors which are considered relevant when designing such a tool: (1) *exploration* of the various ideas, concepts or proposals; (2) *collaboration* among participants; (3) *engagement* with the activity being performed; (4) *the effort/reward* of the task must be adequate; (5) *tool transparency*, which means the tool be a mean and not the center of the task; (6) *expressiveness*, (or *externalization*) of ideas must be supported by the tool [Carroll, 09].

The collaboration and externalization factors identified by [Carroll, 09], are relevant aspects for designing a computational tool. Moreover exploration and tool transparency should also be considered. In our opinion engagement and effort/reward result from the user’s perception of the tool.

Sketchpad Design

Sketchpad is a collaborative tool running on tablets (specifically iPads) designed to support pedagogical activities which are aimed at developing creativity in fourth year undergraduate students at the Business School of the University of Chile. It has been implemented using HTML5 and the Coupled Object technology (described in [Frez,12; Baloian, 13]) so it can be run using web browsers Chrome, Mozilla, or Safari regardless from the operative system of the computational device. Its main interface, shown in Figure 1, consists of a workspace, which can be private or shared, where the user creates sketches by freehand drawing and text typewriting, including basic edition functionalities like deleting, copy and paste, undo, redo, changing colors, zooming in and out, etc.

Students can make their contributions through brainsketching to several individual and/or shared pages but they can work on one at a time only. Icons with a small view of the page content are shown at the right hand side of the interface, separated in two areas: private (“Personal”) and public (“Groupal”). The page that is currently edited is highlighted with a blue frame (Figure 1). In order to share a private page the user has simply to drag and drop its icon from the private to the public area. A copy of the page will appear in the public area, keeping the original page in the private one. After this, all users participating in the session will see this page as a new icon in the public area. They can start working collaboratively by selecting it, clicking on the icon. Figure 1 shows that the user has created two private pages; one of them has been copied to the shared area and has received another icon of someone else who shared a page. The second public page is highlighted with a blue frame indicating that the user is currently working on it, thus it is shown in the main workspace at the center of the interface. By sketching, students can externalize ideas and proposals, thus promoting creativity [Bruner, 96; Zurita, 08, Zurita, 06]. [Bruner, 96] and [Schön, 83] mention the advantages of translating ideas into sketches in order to gain new viewpoints.

Collaborative work using Sketchpad promotes creativity as stated by [Fisher,04; Csikszentmihalyi, 96; Fischer, 04] and [Sawyer, 11], who say that the base for creativity lies in the interaction with others. The easy way that students can access the working pages in the collaborative area contributes to the tool transparency (section 3.2). Since Sketchpad can be used on tablets it is easy to perform rotations of students among the groups. The rotation strategy is a way to get students involved in the others’ proposals and create positive interdependencies [Guerrero, 03]. We think the more students can contribute to one idea or

proposal, the better will be the exploration factor described in section 3.2, since various points of view can defy the thinking and knowledge structures previously built.

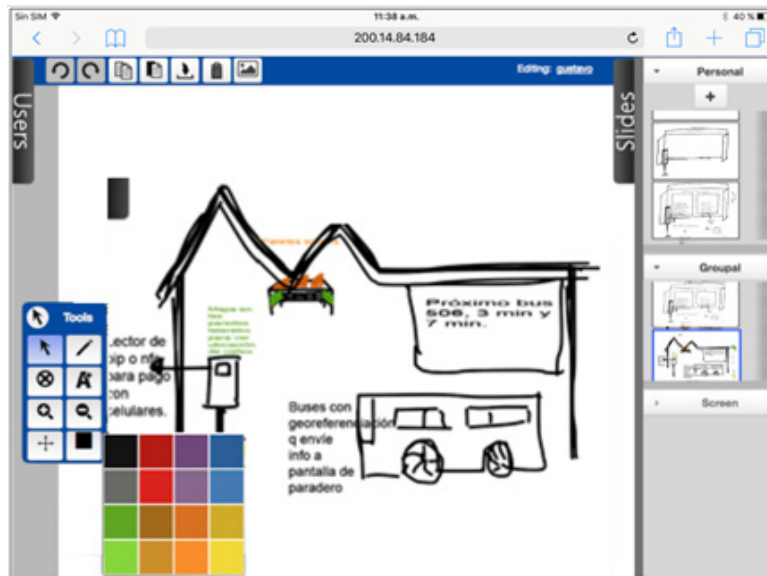


Fig. 1. Main interface of Sketchpad showing in the main workspace a proposal for the design of “technological bus stop”; that is being edited collaboratively. The selected page (highlighted with a blue frame) is in the public (“Groupal”) area.

Evaluation of the Sketchpad’s Contribution to Creativity and Collaboration

Sketchpad was tested in a real classroom in order to formally evaluate its contribution of two strongly related aspects: creativity, and collaboration. In order to evaluate the Sketchpad’s contribution to creativity, our research work has been guided by the following questions: (1) According to the students’ perception, to what extent the provided tool contributes to the development of creativity?, and (2) is there a difference in this perception when students work in groups where members have to rotate among the various groups and when they do not?. To evaluate the Sketchpad contribution to collaboration, we were guided by the next two questions: (1) does rotation of students among groups make a difference in the students’ perception of collaboration, communication and generation of ideas? (2) Which is the perceived collaborative contribution to the activity?

A pilot experiment was conducted with students of a fourth-year “Technology Information” undergraduate course with students of the Business and Economics Faculty, from the University of Chile. Nineteen students (13 men and 6 women, average age = 22.7 years) were randomly assigned to six groups consisting of three students each and one of four students; three of these groups were part of the experimental group (EG) and the other three were a control group (CG). The group with four students was part of the control group.

Before applying the pilot experiment, all students were instructed in Sketchpad, a week before during 90 minutes. For the activity, all groups were asked to identify requirements that people have in a common bus stop, in Santiago de Chile, and make a technological proposal to fulfill those requirements. Both, the design of the learning activity and Sketchpad, address the developing of “collaboration” and “communication” that we mentioned before as part of the 21st century skills. The pilot experiment was done during a period of 90 minutes. For performing the learning activity each student received an iPad running Sketchpad. All students worked collaboratively in their groups (EG, and CG) to come to a single solution together.

For the experimental groups we have included the rotation aspect, in order to observe if this aspect allows them to benefit from a wider range of possibilities and viewpoints. Our focus is on supporting collaboration as much as possible and giving students the possibility to evaluate and approach the

problem from different perspectives. Therefore, two students of each experimental group had to rotate to the group next to them, in order to see the other group's solution and share their own. They did this until they rotated among all the other groups and viewed all other proposed solutions. After finishing the rotation, they joined their original group and helped modifying their original solution, inspired from ideas seen in other groups. The control groups performed the activity without rotation, i.e., only sharing ideas among their own groups.

Figure 2 shows schematically how rotations were performed. There were three working groups G1, G2 and G3, each one with three students. The first sketch (upper right) shows status 1, where participants are in the original arrangement. The second sketch (upper right, status 2) shows the groups after two students have moved to the next group. The third sketch (bottom right, status 3) shows the groups after the second rotation. The fourth sketch (bottom left, status 4) shows the groups after the final rotation where students return to their original groups. It is important to highlight that sketches do not rotate, but only the students. So when students arrive to a new group they have to join the new group by joining the public session in which the sketch corresponding to that group is being worked out. This activity shares some similarities with brain sketching, Gallery method and C-sketch, because it involves sketching and the possibility of having various perspectives on them. The main difference lies on the interaction with other group members before producing the final proposal of the group. Figure 3 shows a picture taken during the learning activity.

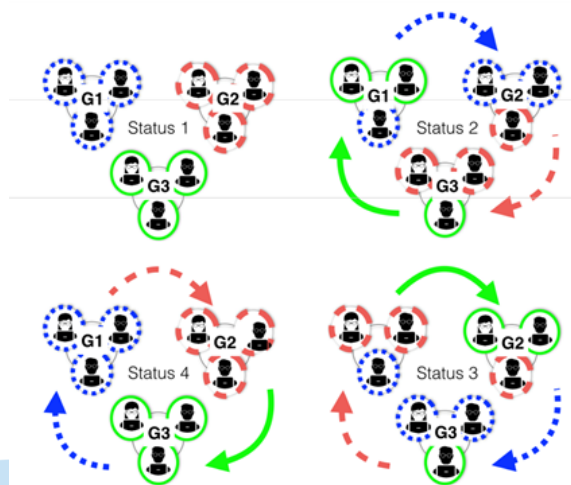


Fig. 2. The figure shows a descriptive schema of the collaborative activity during rotations among group members. The four statuses show the composition of the groups after the rotations indicated by the arrows.

Evaluating the Sketchpad Contribution to Creativity

In order to collect information about the contribution of Sketchpad to the creativity, we used a closed questionnaire based on the Creativity Factor Evaluation (CSI) proposed by Carroll et al. [Carroll, 09]. Additionally, we used an open questionnaire in order to evaluate the interaction among participants, and their opinion about the possibility of approaching the problem from different points of views, which is very important to facilitate the creativity process. We also included an external viewer who registered aspects about collaboration and externalization. The CSI questionnaire consisted of two parts. In the first one, students answered questions of the Likert type, assigning values from “totally disagree” to “totally agree” to five assertions, each one expressing positively that the tool was able to support one of the five factors (collaboration, exploration and expressiveness (externalization), effort/reward, tool transparency, and engagement) according to their opinion. In the second part they were presented with a list of all possible factor pairs. Since there are five factors the list consisted of 10 pairs. From each pair they had to select which factor they considered more important than the other one for performing the activity.

The obtained data was analyzed in two steps. First, the data collected with the modified CSI questionnaire were processed according to what the authors propose in [Carroll, 09] in order to generate values from

0 to 100 for each factor. Second, the data was processed for obtaining descriptive statistical information using a standard software application (SPSS). On another hand, the data obtained by the observations were analyzed manually. As we mention before, the activity was performed during a normal class, after which the questionnaire was applied.



Fig. 3. The picture shows a room layout where students performed the collaborative activity with Sketchpad. Note that the furniture eases the rotation of the team members.

Results of the Sketchpad Contribution to Creativity

Results associated to the CSI questionnaire are shown in Table 1. According to them, Sketchpad favors creativity on a 67.85 level, from 0 to 100. Students who participated in the activity with rotation evaluated better the support of the technological tool with a CSI of 75.07, compared with a CSI of 58.96 from the students who participated in the activity without rotation. Yet, this difference is not statistically significant and cannot be generalized. Now we will analyze the CSI factors applied to Sketchpad, this is the pairwise comparison of the factors: a) collaboration was the factor which was perceived as the most relevant by the students who worked with rotation as well as by the students who worked without rotation; b) exploration and expressiveness (externalization) are the factors which come next, and are within the 53.2% of the total relevance of the factors, therefore, we can consider that Sketchpad supports the expression and exploration of the proposed ideas; c) although effort/reward factor received a good evaluation ($VP = 6.97$), it was seldom selected as the most relevant factor for performing the activity d) Also the tool transparency was well evaluated but was seldom regarded as important for the activity; e) engagement was the factor with the lowest evaluation and at the same time the least important for performing the activity.

Table 1. Results of the first part of the questionnaire

Factor	Total			Group without rotation			Group with rotation		
	ANF	VP	Rate	ANF	VP	Rate	ANF	VP	Rate
Collaboration	5	6.40	21.33	5	5.32	17.73	5	7.60	25.33
Exploration	4	6.68	17.82	4	5.86	15.63	3	7.60	15.20

Expressiveness (Externalization)	3	7.16	14.32	3	6.58	13.16	3	7.80	15.60
Effort/reward	2	6.97	9.29	1.5	6.58	6.58	3	7.40	14.80
Tool Transparency	1	6.21	4.14	1	6.22	4.15	1	6.20	4.13
Engagement	0	5.64	0.94	0.5	5.14	1.71	0	6.20	0.00
	Rate: 67.85			Rate: 58.96			Rate: 75.07		

ANF = mean number of times this factor was selected as the more important in the pair wise comparison; VP = Average score assigned by the students to each factor computed as (number of times the factor was selected *ANF)/1.5. Rate= the rate of the factor according to the answers to the Likert scale evaluation, modified according to the CSI to obtain values between 0 and 100.

From the analysis of the answers given to the open answers questionnaire related to the aspects of interaction among participants, approaching the problem from various points of view and having them included in the final proposal, the possibility to approach the solution we can conclude the following remarks: a) regarding the ability of the activity and the tool to support interaction among participants, students in general responded with totally agree, or strongly agree; they said they could discuss with their classmates various ways to approach the problem and the ideas that were proposed. Only 5% of the answers were negative. B) Regarding the ability for approaching the solution through various points of view the perception of the students was also positive and most answers were totally agree, strongly agree or agree. Again only 5% were negative. C) Regarding the ability to contribute from various points of view to the final result, students said they could know ideas from other participants and this helped to refine the final proposal. Most answers to this assertion were totally agreed, strongly agree or agree. Only 7.9% of the answers was negative.

The analysis of the observation guideline has shown that students actively interacted with their classmates, sharing their ideas and explaining them to the rest. Then students proceeded to merge the individual proposals. In this way, new solutions emerged from the elements of the initially proposed ideas and the discussion. In this way we can consider that the activity fosters creative products collaboratively. During the discussion the individual ideas complemented each other and disagreements were part of the merging process. New ideas emerged when individual proposals were challenged transforming the original ones in new contributions. Sketches made individually helped students to explain their proposals promoting discussion among them. We observed that the number of ideas proposed by the groups which worked with rotation was higher than the number of ideas generated by the groups without rotation.

Evaluating the Sketchpad Contribution to Collaboration

After completing the activity, students answered a questionnaire related to it and the Sketchpad tool to evaluate the contribution to collaboration. The questionnaire was designed to measure two dimensions: Collaboration (D1) and Sketchpad contribution (D2) during the activity in the classroom. Each dimension was divided into three sub dimensions each: SD1.1 = interaction, SD1.2 = approaching through various viewpoints, SD1.3 = integration of various points of view in the final solution, SD2.1 = contribution to collaboration, SD2.2 = contribution to sketching, SD2.3 = contribution of technology. The sub dimensions of D1 were extracted from [O'Donnell, 13]. The questionnaire also included a box of comments.

The questionnaire contained a set of assertions to which the students had to express their agreement or disagreement using a 6-point Likert scale (1= totally disagree 2= strongly disagree 3 = disagree 4 =Agree 5 = strongly agree 6= totally agree). For the analysis, a majority of responses from 1 to 3 represents a negative result and majority from 4 to 6 is a positive result. The questionnaire also included a box of comments. Table 2 shows in detail the assertions presented to the students associated with the two dimensions and the six sub dimensions evaluated.

Table 2: Student assertions regarding Collaboration and Sketchpad contribution.

		Assertions
Collaboration (D1)	SD1.1	The activity promotes interaction among students. (2) We were able to discuss each other's ideas. (3) We could discuss how to approach the solution.
	SD1.2	The interaction with other participants allowed me to learn different points of view. (2) The interaction with other participants allowed me to see the problem from various perspectives. (3) The interaction with other participants allowed me to think about various solutions to the problem.
	SD1.3	The interaction with other participants was very important for the final solution proposal. (2) Knowing other groups' solutions influenced the final solution proposed by my group (for experimental group only). (3) Knowing the ideas of my group members was of great help for proposing the final solution.
Sketchpad contribution (D2)	SD2.1	Sketchpad facilitated the Exchange of ideas between participants. (2) Sketchpad was useful for sharing sketches with other members of the group. (3) Sketchpad helped me to better explain my own ideas to other participants. (4) Sketchpad helped me to better understand other participants' ideas. (5) Sketchpad helped me to better explain the ideas of my group to the members of the other groups (for control group only).
	SD2.2	Sketching helped me gain new perspectives of my own idea. (2) Sketching helped me to better understand the problem addressed. (3) Sketching helped me think about solutions I did not considered first. (4) Sketching helped me to communicate my ideas in a better way.
	SD2.3	The activity could not have been carried out in the same way without Sketchpad.

Result of the Sketchpad contribution to collaboration

Figure 4 shows percentages of the Likert-type answers showing the students' perception regarding the assertions for Collaboration (D1) and for Sketchpad contribution (D2) to the learning activity. Numbers are given for the control group (CG), the experimental group (EG).

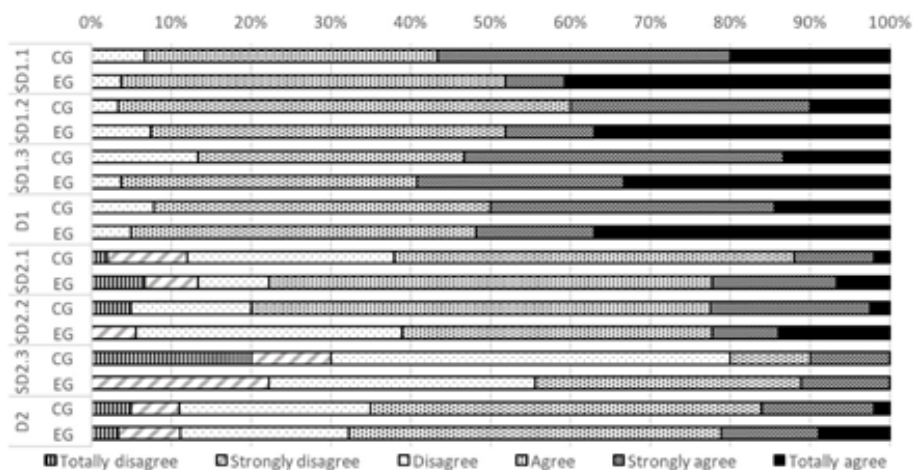


Fig. 4 Percentages of questionnaire answers for CG=Control Group, EG=Experimental Group

Data shows that students of both control and experimental groups tend to positively agree with the assertions of the Collaboration dimension. Agree, strongly agree and totally agree numbers add up to 90.1%. An interesting result is the much higher percentage of students of the experimental group who “totally agree” with the assertions compared with the control group on all sub-dimensions. These results indicate that the activity supported by Sketchpad including rotation among group members increases the possibility of interacting and discussing with peers, as well as obtaining and developing different perspectives.

We also observe that for the assertions related to Sketchpad contribution dimension the answers from the students were positive in both, the control and experimental group. In fact, percentage of all positive answers (“totally agree”, “strongly agree” and “agree”) is 66.31%. This indicates that the perception the students have about the contribution of Sketchpad is overall positive. Moreover, its facility of using sketches allows for a better expression of ideas, obtaining new perspectives, and supporting the activity. Once again responses tend to be much more positive among students from the experimental groups, indicating that students’ perceive Sketchpad to be useful for supporting a collaborative activity with rotation between groups.

Regarding the students’ comments, there were four aspects which were frequently mentioned: a) Sketchpad presented some problems that should be corrected (mentioned 17 times). The problems mentioned were mainly technical problems and a few about design and usability: “I had problems when I wanted to move my personal slide to the group space. Some images appeared in different places of the slide and the application sometimes got stuck when working collaboratively. The application is a little bit slow loading and performing some instructions”. “The tool must be improved with more functions, for example, something to erase parts of the sketch”. B) There is a positive perception of the activity and the utility of the tool (mentioned 10 times): “If the problems of this prototype are solved this tool would be very useful to support better group work”. “The activity was very good, no complaints”. C) The technical problems the tool has are an obstacle for an optimal performance of the activity (mentioned 3 times): “Moreover, it is necessary that the tool works in an optimal way. It is critical that the users know how to use it; otherwise it will block creativity while sketching solutions. It also hinders the individual and collaboration. I did not know how to edit something or when I did not know which button I should use to create a rectangle, etc.” d) Sketching helps them express and understand ideas (mentioned 2 times): “Sketching ideas is much better than explaining them with a text”.

Discussion

The obtained results allow us to answer positively to the research question about the perception students get regarding the contribution of Sketchpad to the collaborative activity. They expressed they could inter-

act with the rest of the participants during the activity and that this interaction was fruitful. This assertion is backed by the 67.85 over 100 score they assigned to the creativity factor of the tool. In the same way, we can conclude that students had a positive perception about working with rotations, since students who worked this way evaluated all factors better than those working without rotations. Performing the activity with rotations gave students the opportunity to get acquainted with various points of view, often different from their own ones, in a short period of time and considering them when preparing the final proposal. In this way, we wanted to shape a pedagogical activity with a strong collaborative component, a key element for the emergence and development of creativity, based on the approaches proposed by [Csikszentmihalyi, 96], [Fischer, 04] and [Sawyer, 11]. This has been backed by the observations of a collaborative activity performed by students, where we identified that new ideas emerged from discussions among participants. Another key element considered for shaping the activity was externalization, proposed by [Bruner, 13] and [Schön, 83], which was achieved by incorporating sketches which students had to elaborate and share; this gave students the opportunity to know new perspectives, thus promoting creativity. During the activity sketches were used to explain ideas, being a central element for discussion.

Results obtained about collaboration during the activity let us believe that the proposed tool, Sketchpad, can be successfully used to support pedagogical activities in classrooms that promote creativity skills. The difference between the results obtained with participants who worked with rotations and without them let us think that Sketchpad could be most effective when used for supporting collaborative activities, as well as in activities requiring a tool for sharing ideas.

Other students who worked in both types of group, with and without rotation, mentioned collaboration as the factor which Sketchpad supports most, which indicates this is perhaps the most relevant factor of the tool. Although the expressiveness (externalization) was the third one selected by the students as the most important factor, it was the one with the best evaluation. This let us consider that Sketchpad is successful for supporting an activity based on collaboration and externalization for promoting creativity through brain sketching.

We could find some evidence supporting the hypotheses stated at the beginning of this paper regarding the differences in the perceived collaboration between the control and experimental groups and the contribution of Sketchpad to the collaboration during the activity. The positive results for the collaboration dimension mean that the proposed activity does promote the interaction necessary for collaborative learning and developing collaboration skills. Although we cannot assure that it will produce collaborative learning, we can say that it provides students with the necessary environment for this kind of learning. The predominantly positive results regarding the students' perception of the tool's ability to support collaboration confirm the ideas previously expressed. The use of sketches has also shown to be a good vehicle to express ideas and approach a solution to the problem including various points of view. Therefore, we think that despite the technical problems of the tool (which have been mostly solved in a new version already developed) we consider the activity successful for both, the control and experimental groups. Negative comments from the students mostly addressed technical problems with the tool and the positive ones were related to the activity itself and the contribution of the tool.

As future work we will use the already improved version of Sketchpad to support similar learning activities on a larger scale and for a longer period of time for the same "Information Technology" undergraduate course. Sketchpad will also be tested for preparing and performing presentations, taking personal and group notes in other knowledge areas.

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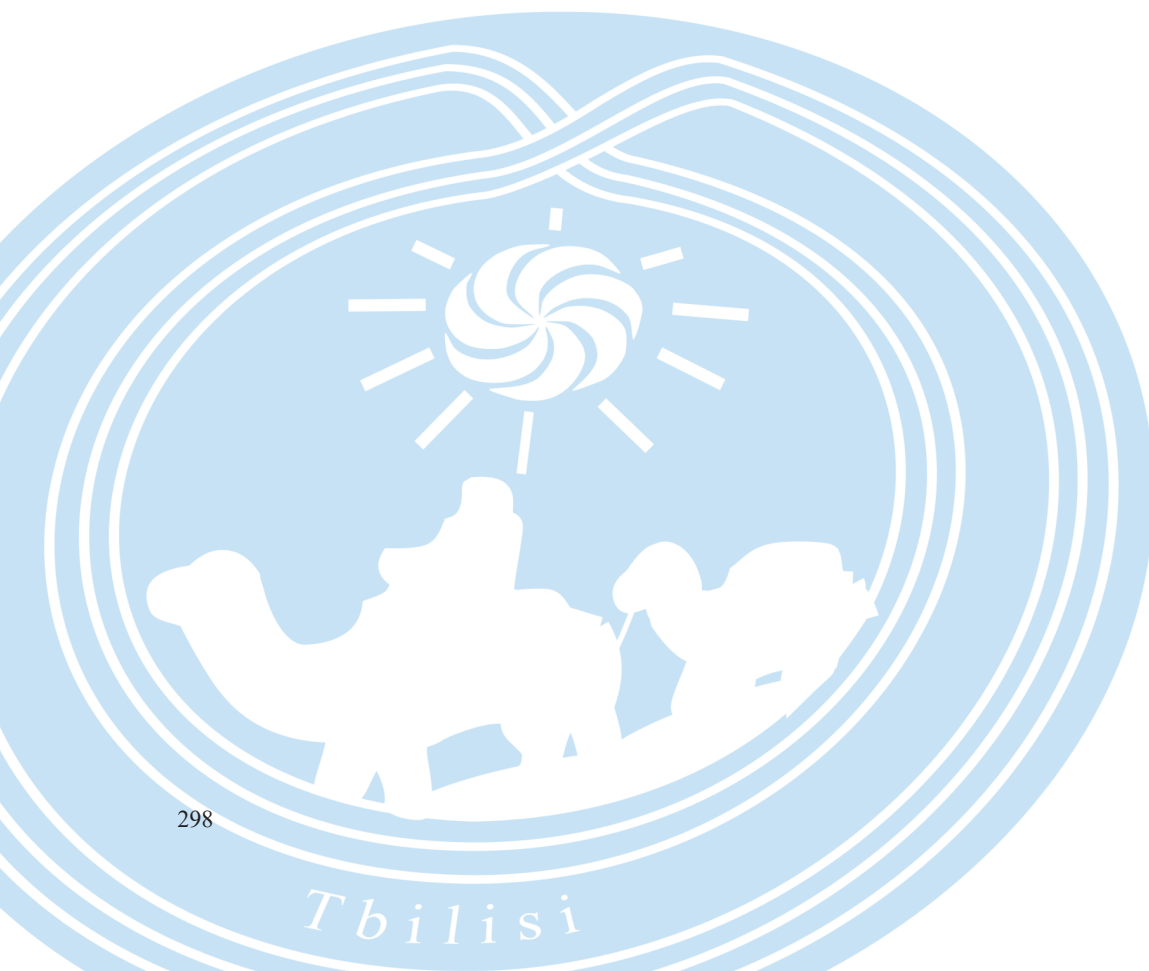
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SECTION III: Innovations in Sciences

1

Modern Trends in Applied Computer Science





Tbilisi

User Interfaces Design to Introduce a Risk-Based Approach in Maritime Transportation

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Emre Akyuz**

Abstract

Risk assessment is one of the serious concerns in maritime transportation industry where a variety of accidents can take place. Therefore, maritime safety practitioners have attempted to create proactive solutions to minimize risk and enhance safety standards. The purpose of this paper is to present user interfaces which is developed for a risk-based model approach in maritime transportation. The proposed approach takes advantage of Shipboard Operation Human Reliability Analysis (SOHRA) technique which has been recently introduced as a marine-specific approach to quantify human error. The main aim of programming language in the system is to transform operational human error probability (HEP) values into meaningful information to perform a risk assessment in maritime transportation. Since the risk assessment is a great challenge of ship management companies, the proposed risk-based approach has flexibility to cover the ships in an advance user interface. In conclusion, the proposed approach provides not only theoretical contributions but also practical benefits in knowledge based systems in maritime risk assessment.

Keywords: Knowledge-Based System, Applied Computer Science, Risk Assessment, Maritime Transportation.

Introduction

Risk assessment is one of the most cited topics in maritime literature due to the nature. There are various hazards which have serious consequences to human life, commodity and maritime environment. Therefore, there are a large number of researches undertaken to perform risk assessment and analyze results. The expectation is to enhance safety, prevent loss of life and environmental protection. The maritime regulatory bodies also enforce a set of rules and regulation to minimize risk and improve safety control level on-board ship. However, fatal incidents are still on-going due to the high amount of tasks conducted and commercial concerns.

Risk is basically defined as combination of the likelihood of an occurrence of hazards and the severity of consequences (Akyuz, 2015a). The consequences of hazards might pose a threat to the human life, maritime environment as well as ship. Therefore, maritime safety practitioners are seeking proactive solutions since a robust approach predicting risk can be beneficial for maritime safety managers and maritime occupational safety experts. To achieve this purpose, this paper aims to present user interfaces designed for a new risk-based approach. The proposed approach based on SOHRA which have been developed as a marine-specific tool to predict human error probability (HEP) (Akyuz et al., 2016a). In this context, the organi-

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zation of this paper is to be as follows. This section briefly introduces the idea, aim and scope of study. The next section outlines literature review about maritime risk assessment. Section three provides theoretical background for a risk-based approach. Section four introduces user interfaces adopted in knowledge-based system. The final section gives conclusion and practical contribution of study.

Literature Review

Due to the nature of maritime domain, researches on risk analysis have highly cited in recent years. It has become one of the most substantial topics. A wide range of risk analysis studies have been conducted to mitigate risk and improve safety in maritime industry. However, most of those have suffered one major limitation; challenges of data scarcity. For instance, a large number of statistical risk assessment studies were performed in the field of maritime accidents (Fabiano et al., 2010; Price et al., 2004) and transportation. In the view of risk assessment in maritime transportation, there have been a couple of probabilistic risk assessment researches undertaken to improve analyze outcomes. Goerlandt and Montevka (2014), for instance, performed a comprehensive risk assessment associated with tanker collision case. A similar study presented by adopting Bayesian Network model in order to analyze risk of ship grounding (Akhtar and Utne, 2014).

In order to enhance safety in operational aspect and to protect marine environment, the studies upon risk analysis have been gradually increasing. Maritime safety researchers, specifically, have a strong tendency to seek creative solutions. For example, Wang et al. (2011) presented a different risk-based approach combining fuzzy fault tree and Bayesian network in marine and off-shore industry. An extended version of fuzzy fault tree analysis has been presented to perform a quantified risk analysis in marine and off-shore industry in recent months (Lavasani et al., 2015). A fuzzy based failure mode and effects analysis (FMEA) approach has recently been employed to point out the risk prioritization numbers (RPN) in maritime transportation (Akyuz et al., 2016b). The method supported with a rule-based expert system to conduct an extensive risk analysis.

In the view of brief literature review about risk assessment in maritime industry, apparently, risk assessment is regarded as one of the most important topics. The aim of this paper is to contribute risk assessment researches by presenting knowledge-based system user interfaces which has been developed for a new risk-based approach.

Theoretical Background of a New Risk-Based Approach

The fundamental background of a new risk-based approach basis on SOHRA which has been recently introduced as a marine-specific approach to quantify human error (Akyuz et al., 2016a). The method provides marine-specific error producing conditions which have been validated. It has capable of quantification of human error in decision-making. The method has two fundamentals parameter to calculate human error; generic task type and error-producing conditions. Relevant task type and error-producing conditions are selected from list presented in SOHRA. The proposed a new risk-based approach calculates likelihood of human error by adopting SOHRA. Then the consequences analysis combines with the result of HEP values to calculate the risk.

Design a Risk-Based Methodology

Designing of a risk-based methodology is based on SOHRA method. The main components of proposed risk-based approach are follows.

i) Identifying Potential Hazards: In this step, potential hazards related to operation/activities are determined in light of the experts' assistance.

ii) Defining Scenario: A large number of conditions are defined according to the relevant operation/activities. This may include numerous situations such as experience of operator, working environment, noise level, time of day, workforce morale, time availability, etc.

iii) Determining Generic Task Type (GTT) and Error-Producing Conditions (EPC): In this step, assessor selects the best matches task type and relevant EPCs according to the scenario. The GTT and EPCs are selected from the lists introduced in SOHRA (Akyuz et al., 2016a).

iv) Calculating APOA: In SOHRA, if there are more than one EPC is selected, then a sensitive assessed proportion of affect (APOA) calculation is needed to quantify the subjective judgements of experts. This is one of the key aspects of human error weighting in EPC calculation. The method adopts Analytic Hierarchy Process (AHP) to enhance consistency of calculation in the process of APOA calculation since it is one of the most powerful multi-criteria decision making methods in literature to quantify the subjective judgment and confirm the consistency of collected data (Saaty, 1980). The process involves following steps respectively; i) Composing a pair-wise comparison matrix, ii) Calculating criteria weights, iii) Controlling consistency ratio. (Saaty, 1986).

$$(1) \quad a_{ij} \times a_{ji} = 1$$

$$(2) \quad w_i = \frac{1}{n} \sum_{j=1}^n \frac{a_{ij}}{\sum_{k=1}^n a_{kj}}$$

v) Calculation Likelihood of Human Error: In order to determine risk, likelihood of human error is calculated by using following equation (Akyuz, 2015b; Williams, 1988).

$$(3) \quad HEP = GEP \times \left\{ \prod_i [(EPC_i - 1) APOA_{pi} + 1] \right\}$$

vi) Analyzing Consequences: In this step, consequences analysis of each operation/activity of process through the likelihood of human error since risk is defined as a combination of the failure probability of hazard/event and severity of the consequences. The consequences categories are demonstrated in Table 1 where consequence severity is identified (DiMattia et al., 2005).

Table 1: Consequence categories.

Severity	Consequences
Critical	C Extremely important because of being or happening at a time of special difficulty, leads to death danger
High	H Significant physical injury can happen
Medium	M There is a chance of minor to moderate injuries to occur
Low	L Most likely there will be no injuries
Warning	W Lack of implementation

vii) Determining Risk: In this step, likelihood of human error (occurrence) and severity of consequence (severity) are assessed together in order to determine risk for each hazard. In order to accomplish this, a risk matrix which is illustrated in Figure 2 is used (DiMattia et al., 2005).

Table 2: Risk matrix.

Category	HEP	Consequences severity				
		Critical (C)	High (H)	Medium (M)	Low (L)	Warning (W)
A	1.00E+00 to 1.00E-01	1A	2A	3A	4A	5A
B	1.00E-01 to 1.00E-02	1B	2B	3B	4B	5B
C	1.00E-02 to 1.00E-03	1C	2C	3C	4C	5D
D	1.00E-03 to 1.00E-04	1D	2D	3D	4D	5D

User Interface Design for New Risk-Based Approach

In the view of risk-based methodology corporate infrastructure, a knowledge-based system is established to present user interfaces for the new approach. This approach use knowledge-based techniques to support human decision-making when determining risk in maritime transportation industry. The programming language used in risk-based system is Java which is applied for simple or complex applications. The software is developed using Java programming language, following the object-oriented software engineering paradigm. While developing the user interface (UI), the aim is to keep it simplistic so that users will have an easy user experience (UX). But further improvements in UI/UX design for this software requires feedback from users. Parameters for the algorithm will be acquired from users by interacting with the tabs. Some tabs have additional submenus, so that in the end we have a parameter-category hierarchy. In the view of software infrastructure, operational likelihood values along with severity of consequences can be transformed into meaningful information to perform a risk assessment in maritime transportation.

The user interface screenshots are illustrated in Figure 1 accordingly. The programme is quite user-friendly since it provides various interfaces that allows multiple choice. In order to calculate risk, the software requests user to follow each step proposed in design section. After complete each task, the software determines risks and presents reporting modules for details.

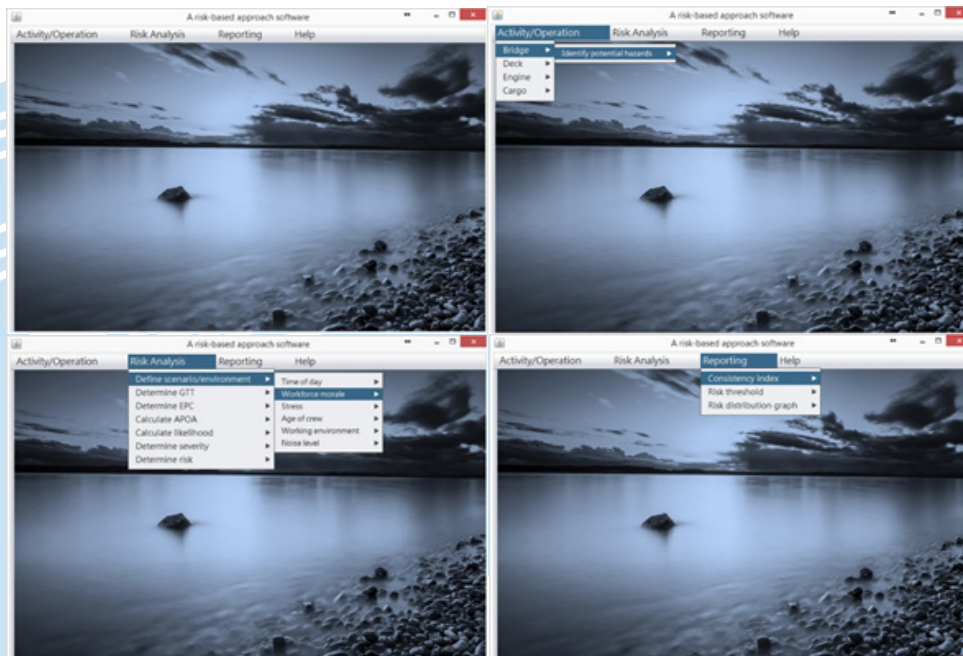


Fig. 1: User interface screenshots

Conclusion

Risk assessment has become a critical concern in maritime transportation industry as there are numerous hazards involved for human, maritime environment as well as commodity itself. Therefore, there is a strong tendency for maritime safety researchers to introduce creative solutions for risk mitigation measures. In this context, this paper intrudes user interfaces design for a new risk-based approach to improve safety level and prevent serious consequences that may arise due to risky operations/activities on-board ship. The proposed approach is extension of SOHRA approach which has been recently developed for maritime transportation to quantify human error probability. In the view of proposed approach framework, a knowledge-based system user interfaces are designed by using Java programming language. The software is practical and easy to use for risk assessment.

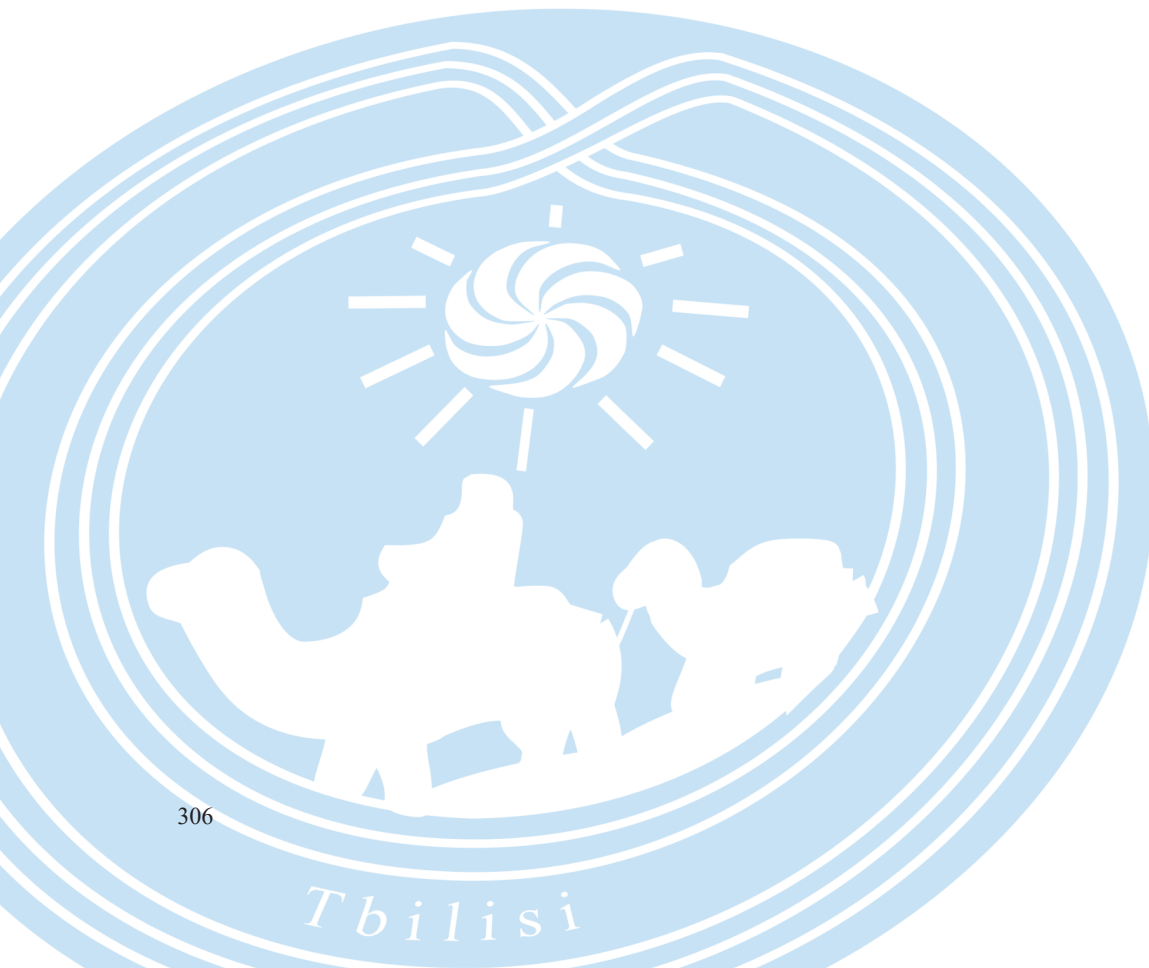
In conclusion, this paper presents a new tool through knowledge-based system in maritime transportation industry. The software developed for risk analysis can provide practical contributions for ship owners, ship management companies and safety managers prior to commencement of any hazardous operation/activity on-board ship.

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An Artificial Neural Network (ANN) Model to Predict Fresh Water Consumption On-Board Ship in Maritime Transportation

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Abstract

Sustainable efficiency has become one of the core concerns in maritime transportation industry. Nowadays, reducing fuel oil, fresh water, lub oil consumptions or greenhouse gas emission are prominent parameters to enhance safety and prevent environmental pollution. However, there is a lack of research in the literature to deal with relevant problems, in particular fresh water consumption at ship. The purpose of this paper is to predict fresh water consumption of ship during her voyage to measure operational efficiency. To fulfill these purposes, artificial neural network (ANN) model is employed. The method can provide consistent outcomes against the other conventional statistical methods since it is capable of solving a wide range of tasks. The main objective of the method is to transform a large numbers of input data into meaningful output. As the prediction of fresh water consumption in ship poses a great challenge, this paper provides not only a theoretical insight but also practical solution for ship owners and ship management companies to perform an effective voyage planning.

Keywords: Artificial Neural Networks (ANN), Applied Computer Science, Ship Efficiency, Maritime Transportation.

Introduction

Maritime transportation industry has been growing as the most of solid or liquid commodities are being transported by sea. The statistics show that almost 80 percent of global world trade by volume is carried by sea (UNCTAD, 2015). In order to enhance standards of seaborne trade, most of overaged ships are being demolished and a wide range of modern ship designs appeared to improve of voyage efficiency as well as protect environment. Specifically, ship owners or large ship management companies have become the target for the efficiency ships which have capable of reducing fuel oil, diesel oil, fresh water, lub oil or greenhouse gas emission. A growing concern has risen with respect to the improvement of ship efficiency, in particular in developing countries. The maritime authorities have encouraged ship owners or managers to focus on reducing fossil fuel consumptions since achieving and retaining a high level of safety and environment awareness are paramount in maritime transportation.

In light of the above, sustainable ship efficiency plays a key role to enhance safety, prevent environmental pollution and reduce costs in operational aspects. Maritime researches have attempted to perform studies with respect to the ship efficiency but most of them suffered due to lack of data. To overcome aforementioned limitation, this paper uses a real time data to estimate fresh water consumption and measure ship efficiency in operational aspect. The ANN method is adopted since it is one of the best approaches solving a wide range of tasks in statistically. In this context, the paper is organized as follows. This section presents a motivation behind the study. The next section gives a brief literature review. The section three introduces ANN methodology. In section four, fresh water consumption and ship efficiency effect is analyzed. The final section includes conclusion and contribution of study.

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Literature Review

In maritime transportation industry, forecasting of consumption is very onerous task since there is lack of raw data. Most of ship management companies or ship owners are not eager to share existing data because of commercial risk. Therefore, a couple of leading researches on ANN have been undertaken in the past decades in maritime industry. For instance, Stateczny (2004) was proposed for computer ship's position plotting by means of ANN which is used to overcome ship's positioning process problem. Lyridis et al. (2004a; 2004b) performed detailed researches to estimate freight rates in dry bulk and tanker shipping market since it is one of the most critical concerns for maritime business success. In the papers, the authors collected a wide range of actual data to forecast freight rate tendency in dry bulk and tanker market. A similar study was conducted to predict tanker freight rate in monthly basis (Li and Parsons, 1997). Large numbers of data covering 1980 to 1995 was obtained to perform a comprehensive research. Furthermore, Praczyk (2006) presented a different approach to deal with ship position fixing problem by using ANN. The author applied ANN into maritime and coastal position system to fix ship's position based on the information gathered from navigational radar.

A different perspective was reflected with respect to the marine safety (Jian-Hao, X., 2011). In the paper, the author aimed to characterize the hydrodynamic effects that might seriously affect marine habitat by using ANN. A couple of simulation modeling was carried out by using ANN to establish network structure for a particular problem. For instance, a spread mooring system modeling in off-shore industry was exercised to analyze different environmental conditions (Mentes et al., 2013). Likewise, another modeling study with respect to ship manoeuvring was introduced to create a safe and appropriate berthing manoeuvre (Ahmed and Hasegawa, 2013). The authors utilized ANN along with nonlinear programming. In another study, the application of ANN to estimate water level in river was discussed as case study (Sztobryn, 2013). The authors predicted water level fluctuation and recommend preventive actions.

In the context of ANN application in maritime industry, there is a lack of research in the maritime literature. To overcome this limitation, this paper proposes a practical application of ANN into maritime industry by prediction fresh water consumption on-board ship.

Artificial Neural Network (ANN) Model

ANN is originally developed on mimic basic biological neural systems. It is applied in different fields of business (Wong et al., 1997), industry and science (Widrow et al., 1994), pattern classification, pattern recognition (Zhang et al., 1998) and forecasting (Gumus et al., 2010; Beşikçi et al., 2016). ANN are composed of interconnected neurons and Weights, bias and activation function are the basic elements of ANN that is presented in Figure 1. Each neuron receives inputs x_1, x_2, \dots, x_n , attached with a weight (w_j) which indicates the connection strength for a particular input for each connection. Then it multiplies every input by the corresponding weight of the neuron connection. A bias b_i can be defined as a type of connection weight with a constant nonzero value added to the summation of inputs and corresponding weights u , given as follows:

u_i is the net inside activity level of i th neuron and n is the number of the neurons. The activation function y_i will create an actual output.

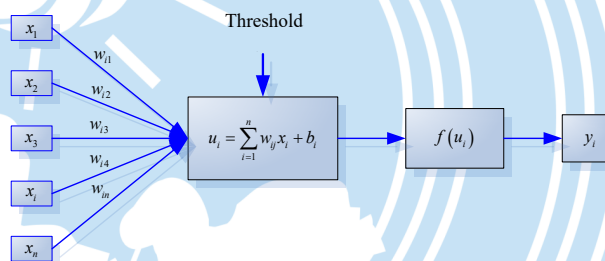


Fig. 1. Basic elements of an artificial neuron

$$u_i = \sum_{j=1}^N x_j w_{ij} + b_i$$

$$y_i = f(u_i)$$

This transfer function should be changed as hyperbolic tangent or sigmoid transfer function. In this paper, we applied multi-layer perceptron (MLP) network that is a back-propagation algorithm (Beşikçi et al., 2016) and the most common neural network model. It consists of an input layer, one or more hidden layers, and an output layer. Each layer calculates a nonlinear activation function of a weighted sum of the layer's inputs. The learning algorithm is the generalized delta rule, which "learns" by performing gradient descent on the error surface that aim to minimize the error for a particular training pattern (Gumus and Guneri, 2008).

Analysis

In this section, the ANN model is used to predict fresh water consumption of ship during her voyage to measure operational efficiency.

Problem Statement

In order to assess ship operational efficiency, it is substantial for ship owners or ship management companies to know how much the ship consume fuel oil, lub oil, and fresh water or emit greenhouse gas. Although fuel costs, crew wages and repairing costs become the most critical challenges for ship owners, fresh water consumption concern has risen due to the excessive barge/truck costs. Therefore, prediction of fresh water consumption during the voyage plays a key role in reducing operational costs as well as performing an effective voyage planning. To remedy the aforementioned problem, this paper takes benefits of ANN to forecast fresh water consumption on-board ship in maritime transportation.

Data Acquisition

Since the nature of ANN bases on raw data, a large amount of data set is substantial in the neural network process. The real-data set used in this paper are daily and were obtained from one of the shipping company who has bulk carrier ship fleets. Four parameters are taken into account as inputs data for this study; daily crew consumption, hold/tank cleaning consumption, weather effects and boiler consumption. The data set were gathered from one of the oceangoing bulk carrier ship, whose capacity is about 45k, in the fleet in the range of 90 consecutive days.

Analysis Results

In this study, MLP is applied using neural network toolbox presented in MATLAB 2010b. A total 63 (70%) consecutive days' data are used in training and the remaining 27 (70%) consecutive days' data are used in test (validation). The range of the four inputs and one output is presented in Table 1.

The proposed model is feed forward back-propagation network with one hidden layer. The used parameters in the proposed model are presented in Table 2. These parameters are determined through a trial and error method.

The optimal architecture of the ANN was constructed as, 4-10-1 neural networks architecture for water consumption representing the number of inputs, neurons in hidden layers, and outputs, respectively.

Table 1. Range of values of input and output

Parameters	Min	Max
Daily crew consumption (Ton/day)	5	7.3
Hold/tank cleaning consumption (Ton/day)	0	5.1
Weather condition (Cold, moderate, warm)	1	3
Boiler consumption (Ton/day)	0	1.5
Fresh water consumption (Ton/day)	6	14.2

a) Training

b) Testing

Fig. 2. The ANN output and actual value for training and testing

Table 2. Parameters of the proposed model

Parameter	Value
Normalization technique	[0,1] normalization
Activation function of input	Log-sigmoid
Activation function of output	Hyperbolic tangent sigmoid
Error variance criteria	Mean square of error (MSE)
Learning algorithm	Levenberg-Marquardt
Learning rate	0.05%
Momentum constant	0.1%
Error tolerance	0.0%
Maximum epochs number	5000

The ANN is implemented with respect to predefined parameters that are presented in Table 2. MSE value is obtained as 7.21×10^{-5} that is acceptable rate for training.

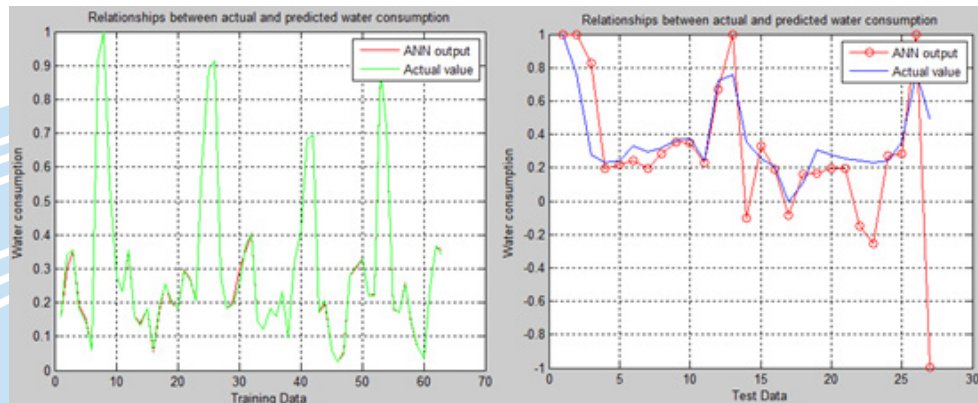
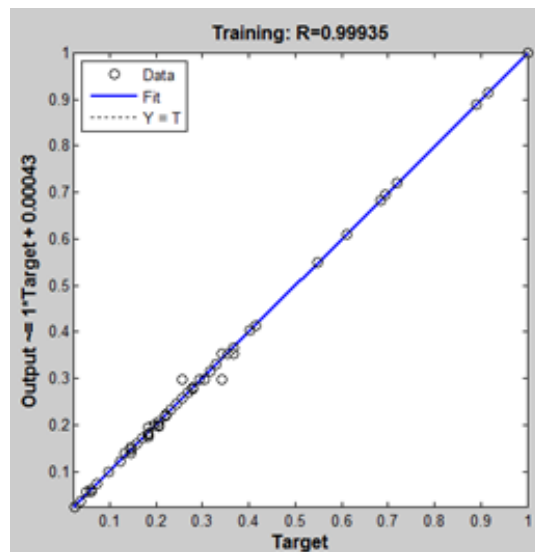


Figure 3. Relationships between actual and water consumption for training

Figure 3 illustrate the training of the ANN model for observed and predicted values for water consumption. The R2 was 0.99 for training of the ANN model. Two cases are solved for illustrate the functionality of the proposed ANN model that is presented in Table 3.



ANN calculation is executed with respect to input values. Then, the outputs (water consumptions) are 14.1956 ton/day for Case 1 and 14.1922 ton/day for Case 2 (Step 2).

Table 3. Range of values of two cases

Inputs	Case 1	Case 2
Daily crew consumption (ton/day)	7	6.5
Hold/tank cleaning consumption (ton/day)	3	5
Weather condition (Cold, moderate, warm)	Warm	Moderate
Boiler consumption (ton/day)	1.2	0.9

Conclusion

This study aims to forecast fresh water consumption on-board ship in maritime transportation. To achieve this purpose, the paper utilizes ANN method which is capable of solving a large numbers of tasks. A multi-layer perceptron (MLP) network which is a back propagation algorithm for four inputs and one output is applied to reach realistic outcomes. Thus, fresh water consumption can be predicted to measure operational efficiency of ship. In light of a large amount of data set, a comprehensive analysis is carried out through four inputs and one output. Then, fresh water consumption is estimated. Two different cases are solved to demonstrate flexibility of method. The results are found satisfactory. In conclusion, besides its theoretical insight in maritime transportation industry, the method has practical contribution for ship owners and ship management companies forecasting of fresh water consumption on-board ship to measure operational efficiency during her voyage. The outcomes can be extended somehow by obtaining more data set.

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Development of Interface of Technologist of Power System

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Abstract

Interface of communication between technologist of power system and expert system is developed for effective management of normal daily modes of Georgian power system. Interface allows technologist to input the initial data quickly, get and modify intermediate data at any stage of system's operation, show these data on the screen, etc. These factors significantly improve the quality of management of daily modes of power system and polish the working place of technologist.

Keywords: Power System, Daily Mode, Expert System, Interface.

Introduction

Review and analysis of literature related to expert systems, which are used for solution of problems of power engineering, shows that expert systems are mainly used for effective management of active, emergency and post-emergency modes of power system. Such systems are rarely used for effective management of daily modes of power systems.

Research Methodology

Expert system is developed for management of daily modes of Georgian power system [1,2]. The expert system demands input of initial data from technologist of power system at the initial stage of operation. If initial data coincides with data from previous period, then it can be read and used as new. Otherwise, technologist of power system supplies expert system with initial data, particularly maximal and minimal powers of each hydroelectric and thermoelectric power station, minimal powers of hydroelectric power stations before the zone of break, minimal desired powers of thermoelectric power stations, power consumption at each hour, volume of usable water for each hydroelectric power station, etc. The corresponding window is shown at Fig. 1.

At the following stage the data is checked. Afterwards, expert system begins to form the daily mode. The result will show on the screen as a table. Sample is Table 1.

Afterwards, the technologist of power system can change the initial data and repeat the process of formation of daily mode. These processes are repeated until daily mode is permissible for technologist.

Fig. 2 shows the window, in which technologist of power system gives commands to expert system, for instance, "Turn off Khrami_1 at 13.00".

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Fig. 3 shows the window, in which technologist of power system gives questions to expert system, for instance, “why did you turn off Shaori at 15.00?”.

Fig. 4 shows the window, in which expert system gives questions to technologist, for instance, “At which hour should be Lajanuri turned off?”.

In addition to initial data, technologist of power system may indicate sequence of load of hydroelectric and thermoelectric power stations, hours, when hydroelectric power stations should be turned off for some reason, such as repair works.

Scheme of dialogue is shown at fig. 5. According to scheme, data is checked after the input. If data is incorrect, technologist of power system begins to manage. Otherwise, daily mode is calculated. After the formation of mode technologist of power system begins to manage. Technologist makes the final decision whether the daily mode is permissible or not.

If daily mode isn't permissible, then technologist of power system modifies the initial data and repeats calculations. The process repeats until the permissible mode is formed. Afterwards, permissible mode is saved and used, when the initial data is repeated.

After the input of initial data, it is compared to data from previous period. If there is coincidence, then corresponding mode is selected without calculations.

Fig. 1. - The First Window of Expert System

Table 1. Winter

Hour	Enguri	Lajanuri	Kharani 1	Kharani 2	Shaori	Tbilisi	TPS	Consumption	Debt/over
1	200	200	200	100	50	50	950	1650	0
2	200	50	50	50	0	0	950	1300	0
3	20	50	50	50	0	0	950	1250	0
4	20	50	50	50	0	0	950	1250	0
5	0	150	50	50	0	0	950	1750	0
6	140	150	50	50	20	20	950	1400	0
7	150	150	50	50	0	0	950	1750	0
8	250	240	70	50	20	30	950	1650	0
9	300	200	100	100	50	50	950	2750	0
10	200	200	50	50	50	40	950	2000	0
11	250	200	50	0	0	0	950	1950	0
12	400	200	70	70	20	30	950	1350	0
13	400	110	70	70	20	20	950	1350	0
14	400	100	50	70	0	0	950	1850	0
15	400	120	50	50	0	0	950	1350	0
16	200	170	90	90	0	0	950	1950	0
17	200	120	50	50	0	0	950	1950	0
18	300	200	100	100	50	50	1050	2350	0
19	300	200	100	100	50	50	1050	2450	-100
20	300	170	90	90	0	0	950	2350	-100
21	250	170	90	90	0	0	950	2050	0
22	250	120	50	50	0	0	950	2050	0
23	200	150	90	50	0	0	950	1950	0
24	200	100	50	50	0	0	950	1850	0
Sum	1990	1310	1810	1770	570	340	23000	43640	-100

Form2

Command Block

Enter Command: Turn off Khrami 17:14:28 Time

OK

Fig 2. The Window of "Command Block"

Form3

Question Block

Enter Question: Why Turn off Khrami 17:18:23 Time

OK

Fig 3. The Window of "Technologist's Question

Form4

Question Block

Question: At which hour should be Lajanuri turned off?

Enter answer: 17:22:14

OK

Fig 4. The Window of "Expert System's

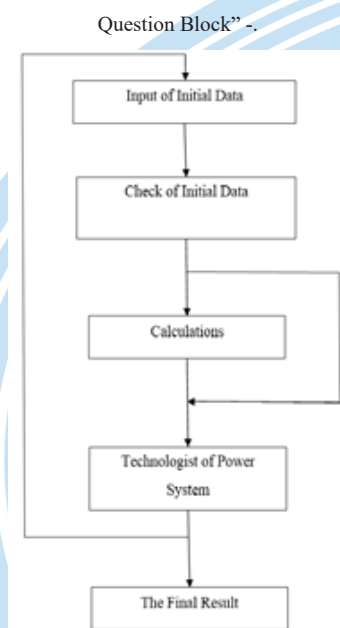


Fig. 5. Scheme of Dialogue

Conclusion

Interface of communication between technologist of power system and expert system is developed for effective management of normal daily modes of Georgian power system. Interface allows technologist to input the initial data quickly, get and modify intermediate data at any stage of system's operation, show these data on the screen, etc. These factors significantly improve the quality of management of daily modes of power system and polish the working place of technologist.

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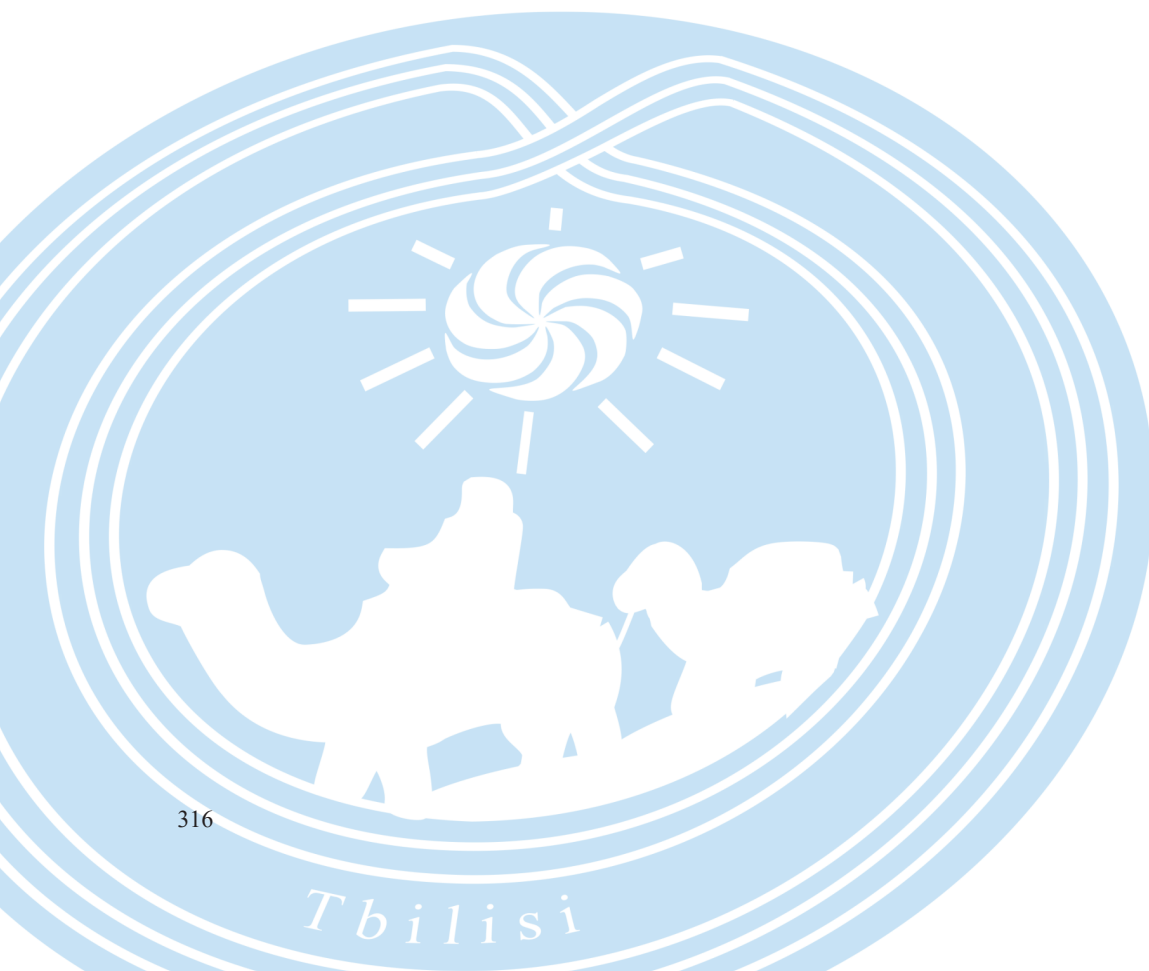
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Ranking Decision Making Units, for Radial and Non-Radial Models, Using Bootstrap Method

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Abstract

Data envelopment analysis (DEA) is a mathematical programming method in Operations Research that can be used to distinguish between efficient and inefficient decision making units (DMUs). However, the conventional DEA models do not have the ability to rank the efficient DMUs. This article suggests bootstrapping method for ranking measures of technical efficiency as calculated via radial and non-radial models of DEA and the method is used in 74 high schools.

Keywords: Data Envelopment Analysis, Ranking, Bootstrap, Radial Models, Non-Radial Models.

Introduction

DEA is a nonparametric linear programming method used for determining the efficiency of a set of companies as compared to the best practice frontier. It can be employed to analyze organizations. The application of the method in the transport sector is wide-spread, especially in the evaluation of airports, ports, railways and urban transport companies [10]. The aim of the present article is ranking decision making units (DMUs) in radial and non-radial models. As is well known, DEA assigns the efficiency value of one to the DMUs which are strongly or weakly efficient. All the DMUs lying on the efficiency frontier are considered efficient and thus there might be several units with an efficiency value of unity. To be able to distinguish the performance of these units, numerous ranking methods have been developed since the introduction of the DEA technique. It must be noted that several of the solutions found in the literature are not anymore distinct measures that can easily be categorized into one or the other group of applications, the approaches frequently overlap. Hence, the aim was to give a clear and concise picture of the models at hand and list them below the heading which is the most revealing as to the content of the method. More recently, bootstrapping method in radial model have been studied by Ebadi and Jahanshahloo [4]. The main drawback in existing methods for ranking efficient DMU is non-extreme efficient DMU in which including such a DMUs do not alter PPS (Production Possibility Set), and methods can not be used for ranking them. The method is powerful in the sense that the repetition of the procure has no limitation. These DMUs have been ranked using AP [1], CSW [7], NORM1 [8], MAJ [9].

This article shows how bootstrapping techniques can be used to ranking the efficiency scores produced by non-radial model. The bootstrap is a nonparametric approach to statistical inference. Alternatively, parametric or semi-parametric methods could be used to ranking efficient units. The bootstrap was chosen because, like the linear programming approach itself, it is nonparametric and therefore does not impose any structure on the shape of the efficiency distributions. The article proceeds as follows. First, the radial and non-radial model approach to efficiency measurement is outlined. Our implementation of the bootstrap to establish statistical properties of the efficiency measure is then described. We then offer an illustration of this method by applying it to 74 high schools.

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Background

DEA provides a measure of the efficiency of a DMU relative to other such units, producing the same outputs with the same inputs. The units to be compared may be enterprisers, banks, schools, hospitals, etc. [3]. DEA is related to the concept of technical efficiency and can be considered as a generalization of efficiency measure.

Assume that there is a sample of n DMUs, each producing an s -dimensional row vector of outputs y , from an m -dimensional row vector of inputs x . Technology governs the transformation of inputs into outputs; the reference technology relative to which efficiency is assessed is given by the input requirement set $L(y) = \{x : x \text{ can produce } y\}$. Farrell's [6] input-based measure of technical efficiency for each observation $t=1, \dots, n$ is given by:

$$(1) \quad TE_t(x_t, y_t) = \min\{\theta_t : \theta_t x_t \in L(y_t)\}$$

that is, t th DMU's observed input vector (x_t) is scalar $(0 \leq \theta_t \leq 1)$ until it is still just able to produce the observed level of output (y_t) . The solution, $TE_t = \theta_t^*$, gives the proportion of the t th DMU's actual input vector that is technologically necessary to produce its observed output vector $x_t^* = \theta_t^* x_t$ given the best practice technology as revealed by the observed data. The vector x_t^* would give the technically efficient (optimal) input vector for the t th DMU.

One way to calculate this measure of technical efficiency is by the following Radial model once for each $DMU_t, t=1, \dots, n$:

$$(2) \quad \begin{aligned} \min \quad & \theta_t \\ \text{st: } & \lambda Y \geq y_t \\ & \lambda X \leq \theta x_t \\ & e\lambda = 1 \\ & \lambda \geq 0 \end{aligned}$$

Where Y is the n by s matrix of the observed outputs of all DMUs, X is the n by m matrix of the observed inputs for all DMUs, and λ is a n -dimensional row vector of weights that forms convex combination of observed DMUs relative to which the subject DMU's efficiency is evaluated. The constraint in this problem simply describe the input requirement set as given by the observed data.

In basic models of DEA, we distinguish between input-oriented and output-oriented models. In non-radial model, we combine both orientations in a single model, called Additive model. The Additive [2] model is presented as follows:

$$(3) \quad \begin{aligned} \max \quad & \theta_t = es^- + es^+ \\ \text{st: } & \lambda Y - s^+ = y_t \\ & \lambda X + s^- = x_t \\ & e\lambda = 1 \\ & \lambda \geq 0, s^-, s^+ \geq 0 \end{aligned}$$

Note that a DMU's efficiency is a relative measure. It compares a DMU's performance to the best practice performance implicit in the observed input-output combinations. If different input-output combinations were observed, a DMU's efficiency score would likely change. This idea is the bootstrap performed below.

The Bootstrap

The essence of bootstrapping is to use computational power as a substitute for theoretical analysis. In this method, artificial, or pseudo-samples are drawn from the original data; the statistic is recalculated on the basis of each pseudo-sample; the resulting bootstrapped measures are then used to construct a sampling distribution for the statistic of interest. Note that in order for the bootstrap to work, the empirical distribution of the sample must be a good representation of the underlying population distribution that generated the sample in first place [5].

We use the efficiency scores calculated from the original data to form pseudo-samples of artificial data. Each artificial data set is similar to the original data set in that both follow the same distributions of inefficiency; this assures that the levels of performance within the bootstrapped results are within the realm of observed behavior.

The efficiency measures being considered in this article are input-based measures; the bootstrap is performed over the original efficiency scores. For this reason only the inputs are adjusted in the formation of the pseudo-samples. The data in the pseudo-samples thus consist of the original output level for all DMUs, the original input data for the DMU whose efficiency is being calculated, and adjusted input data for the remaining $n-1$ DMUs. After forming a pseudo-sample, the efficiency of a DMU's original input vector is then assessed relative to the technology implicit in it. Recalculating a DMU's efficiency relative to a large number of pseudo-samples generates a sampling distribution for the efficiency score.

To perform our analysis, we modify a form of the bootstrap that is commonly used in the analysis of regression equations. In this case we re-sample, with replacement, $n-1$ times from a uniform distribution over the set of original efficiency scores, $M^* = \{\theta_1^*, \dots, \theta_n^*\}$, produced by solving equation (3) once for each observation in the original data set. A set of pseudo-efficiency scores, $M^b = \{\theta_1^b, \dots, \theta_{n-1}^b\}$, $\theta_j^b \in M^*$, $j=1, \dots, n-1$ are then used to construct a new reference technology relative to which efficiency is recalculated. Note that only $n-1$ pseudo-efficiency scores are drawn; we hold the efficiency of the DMU being assessed constant at its original value. A large number of pseudo-samples, say B , are formed, efficiency is calculated relative to each resulting pseudo-reference technology, and the empirical distribution for the efficiency measure is constructed from the resulting B efficiency scores. Note that a total of $B \times n$ pseudo-reference technologies and bootstrapped efficiency scores are generated in this process (B pseudo-samples are generated for each of the n observed DMUs in the data set). Specifically, the bootstrap we perform proceeds in four steps:

1) Solve equation (3) once for each DMU to obtain the set of empirical technical efficiency scores, $M^* = \{\theta_1^*, \dots, \theta_n^*\}$, based on the observed input and output data, X and Y .

2) Adjust the observed matrix of inputs, X by the calculated efficiency scores, to get a matrix of efficient inputs, $X^* = D X$, where D is a $n \times n$ diagonal matrix as its elements: $\theta_1^*, \dots, \theta_n^*$ (observed efficiency scores).

3) For each DMU $t=1, \dots, n$:

(i) Draw, with replacement efficiency scores from the set M^* to get a pseudo-sample of efficiency scores, $M_t(b) = \{\theta_1^b, \dots, \theta_{t-1}^b, \theta_t^*, \theta_{t+1}^b, \dots, \theta_n^b\}$, $\theta_j^b \in M^*$, $j=1, \dots, t-1, t+1, \dots, n$. Note that the t^{th} DMU's efficiency score is maintained at its original level.

(ii) Construct a new matrix of observed pseudo-inputs as follows:

$$(4) \quad X_t(b) = [D_t(b)]^{-1} X^*$$

where $D_t(b)$ is a $n \times n$ diagonal matrix containing the bootstrapped efficiency scores $\theta_1^b, \dots, \theta_{t-1}^b, \theta_t^*, \theta_{t+1}^b, \dots, \theta_n^b$ as its diagonal elements. Note that some of the DMUs in the pseudo-sample will be efficient; others will be inefficient. Further note that the t^{th} DMU's original input vector x_t will be contained in the t^{th} row of $X_t(b)$.

(iii) Calculate the technical efficiency of the t^{th} DMU relative to the pseudo-technology implicit in $X_t(b)$ and Y by solving the linear programs:

$$\begin{aligned} \max \quad & \theta_t(b) = es^- + es^+ \\ \text{st:} \quad & \lambda Y - s^+ = y_t \\ & \lambda X_t(b) + s^- = x_t \\ & e\lambda = 1 \\ & \lambda \geq 0, s^-, s^+ \geq 0 \end{aligned}$$

and

$$\begin{aligned} \min \quad & \theta_t(b) \\ \text{st:} \quad & \lambda Y \geq y_t \\ & \lambda X_t(b) \leq \theta_t(b) x_t \\ & \sum_{t=1}^n \lambda_t = 1 \\ & \lambda_t \geq 0, t = 1, \dots, n \end{aligned}$$

to get the bootstrapped efficiency score $\theta_t^*(b)$.

Repeat steps (i)-(iii), B times to get the set of bootstrapped efficiency scores $\{\theta_t^*(1), \dots, \theta_t^*(B)\}$ for the t^{th} DMU.

4) Put $\theta_t^*(b) = [\theta_t^*(1) + \dots + \theta_t^*(B)] / B$, $(t=1, \dots, n)$ for each DMU.

By increasing the number of steps (B), distinct means of efficiency scores is obtained and this makes possible the ranking of DMUs.

An Illustration Using High-Schools

The data used in this study are based on the data collection from 74 high-schools in the north of Iran. The high-schools used four inputs to produce three outputs. The results of the Radial model and Non-radial model for this inputs and outputs are summarized in table 1. This results does not supply much information to decision makers as it is not possible to distinguish among the performances of many of the high-schools. The bootstrap helps to shed more light upon the performance levels of the observed DMU.

Of the 74 high-schools in the original sample, 36 were found to operate on the best practice frontier. In this paper all DMUs has been ranked using Bootstrap Method. The result is shown in table 1 which seems quite satisfactory.

Table 1. Results use bootstrap method for Radial and Non-radial models

DMUs	Results use bootstrap method for Non-radial model				Results use bootstrap method for radial model			
	Original scores (θ_t^*)	Mean	Median	Ranking	Original scores (θ_t^*)	Mean	Median	Ranking
1	131.3415	295.7869	285.1855	48	0.8991	0.7747	0.7783	55
2	11.5334	181.0444	171.4837	32	0.9933	0.8827	0.8885	38
3	0	27.2438	0	11	1.0000	0.9912	1	9
4	61.4810	231.5400	216.0695	40	0.9798	0.8887	0.8949	42

5	0	11.0808	0	8	1.0000	0.9972	1	6
6	208.0993	314.8967	303.0562	52	0.8391	0.7549	0.7576	66
7	0	198.5641	198.511	37	1.0000	0.9174	0.9257	31
8	51.2502	341.4607	332.7379	56	0.9956	0.8840	0.8938	38
9	317.8716	437.8243	422.6616	69	0.8423	0.7418	0.7454	65
10	418.1922	575.9821	547.7911	72	0.8243	0.6997	0.7049	70
11	129.1713	309.3655	295.4552	51	0.9248	0.7986	0.8056	53
12	289.3216	426.7248	412.7409	66	0.8325	0.7186	0.7262	69
13	546.4621	607.1318	593.9522	73	0.6599	0.5828	0.5852	74
14	244.3494	425.9299	411.8093	65	0.8152	0.7138	0.7205	71
15	261.9596	516.2404	507.4521	71	0.9651	0.8275	0.8339	45
16	0	27.2438	0	11	1.0000	0.9234	0.9278	13
17	230.9844	387.8819	371.6051	61	0.8977	0.7939	0.7960	57
18	127.7186	384.1676	363.3315	60	0.9728	0.8093	0.8174	43
19	127.5180	326.7460	313.4282	55	0.9320	0.8295	0.8286	52
20	182.6145	227.2144	219.1959	39	0.9179	0.8480	0.8582	55
21	142.5254	325.3711	307.2538	54	0.8756	0.7860	0.7947	60
22	42.7581	186.5603	175.5914	34	0.9683	0.8712	0.8758	44
23	0	6.5172	0	6	1.0000	0.9969	1	29
24	0	32.6251	0	14	1.0000	0.9925	1	8
25	0	342.5704	330.4306	57	1.0000	0.8898	0.8937	36
26	0	149.2227	0	30	1.0000	0.9781	1	14
27	0	0.3227	0	3	1.0000	1	1	3
28	130.0709	192.0315	173.9406	36	0.9958	0.9355	0.9605	37
29	226.0627	430.8881	417.3520	67	0.9549	0.8311	0.8352	48
30	0	0.5198	0	5	1.0000	0.9999	1	5
31	0	407.1029	412.9359	64	1.0000	0.8992	0.9046	33
32	0	264.8964	266.8159	46	1.0000	0.9341	0.9485	25
33	0	59.3172	0	17	1.0000	0.9881	1	10
34	0	185.9570	171.8360	33	1.0000	0.9105	0.9090	32
35	299.4050	380.3721	375.9367	59	0.8347	0.7508	0.7581	68
36	202.7305	275.4625	267.9147	47	0.8562	0.7492	0.7531	62
37	0	19.7869	0	9	1.0000	0.9942	1	7
38	0	188.1389	178.2205	35	1.0000	0.8978	0.9046	34
39	0	139.4116	132.5936	26	1.0000	0.9272	0.9360	28

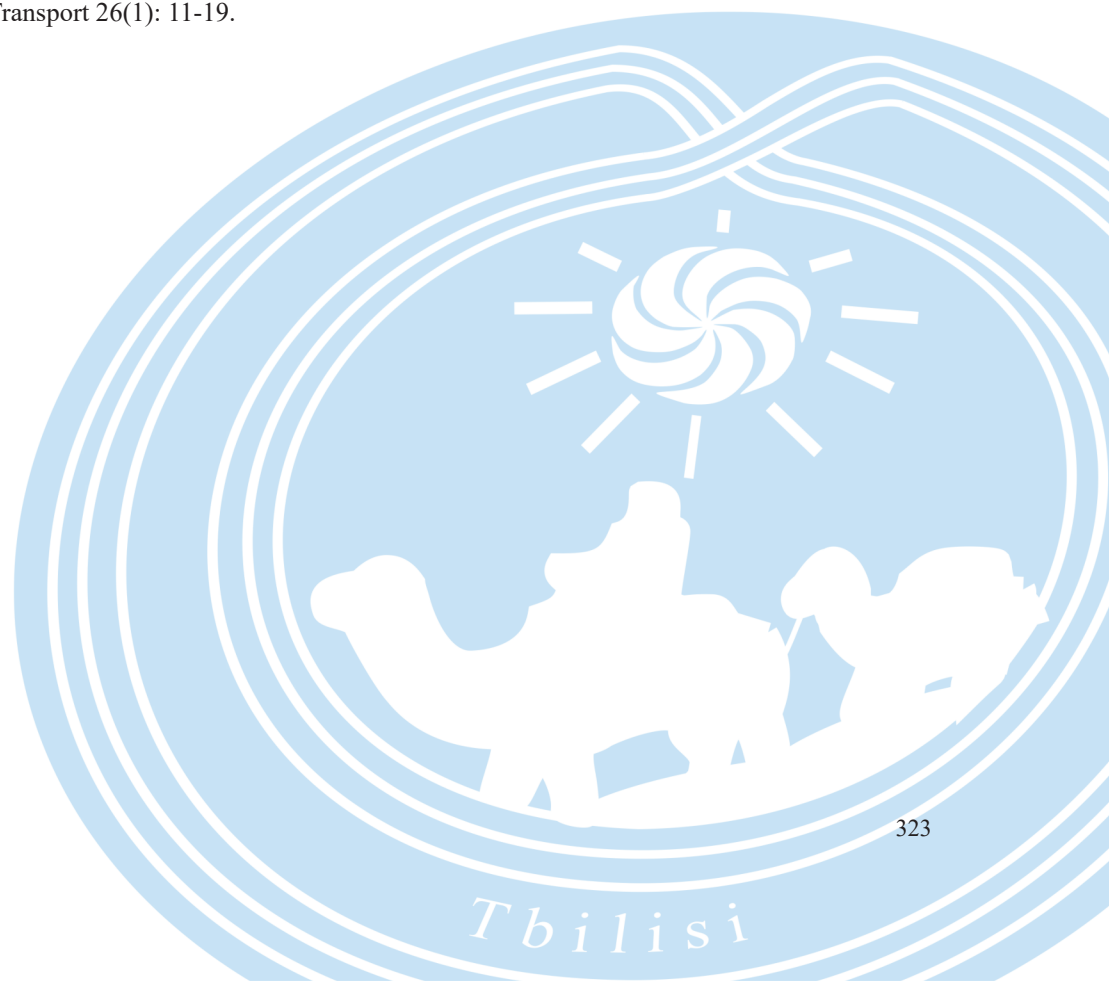
40	67.8972	151.6794	141.3201	31	0.9642	0.8812	0.8902	46
41	0	96.3132	89.7632	19	1.0000	0.9399	0.9485	24
42	0	136.6381	138.248	25	1.0000	0.9304	0.9387	26
43	66.6398	206.2988	194.0092	38	0.9445	0.8539	0.8659	49
44	72.7699	147.7936	141.4345	29	0.9885	0.9253	0.9400	40
45	0	108.0977	84.3604	22	1.0000	0.9653	0.9832	21
46	0	10.4951	0	7	1.0000	0.9833	0.1	12
47	0	139.5439	134.1846	27	1.0000	0.9228	0.9299	30
48	124.8167	236.6065	228.6723	41	0.9411	0.8493	0.8574	50
49	0	45.0839	0	16	1.0000	0.9781	1	15
50	234.1879	305.2661	297.0225	50	0.7759	0.7125	0.7207	72
51	0	34.8665	0	15	1.0000	0.9845	1	11
52	120.8030	259.5217	245.1513	45	0.9641	0.8654	0.8781	47
53	0	22.1295	0	10	1.0000	0.9771	1	17
54	373.1328	470.6007	442.1664	70	0.8542	0.7571	0.7658	63
55	270.0360	396.0343	378.0329	63	0.8515	0.7642	0.7704	64
56	0	97.8545	100.1324	20	1.0000	0.9628	1	22
57	0	84.9918	64.6058	18	1.0000	0.9661	0.9882	20
58	260.4233	392.9342	379.7449	62	0.8383	0.7644	0.7695	67
59	190.6638	301.0276	295.0580	49	0.9181	0.8107	0.8148	54
60	0	0.4227	0	4	1.0000	1	1	4
61	275.9170	361.1228	357.3825	58	0.8894	0.7849	0.7923	59
62	0	0.1221	0	1	1.0000	1	1	1
63	0	141.3358	128.4637	28	1.0000	0.8916	0.9008	35
64	347.4769	434.5885	406.3480	68	0.9333	0.8383	0.8421	51
65	131.1285	247.5961	232.1854	43	0.9821	0.8856	0.8877	41
66	0	101.6720	0	21	1.0000	0.9770	1	16
67	0	31.5332	0	13	1.0000	0.9770	1	18
68	175.2277	318.5097	298.9120	53	0.8904	0.8026	0.8078	58
69	0	121.0747	95.9211	23	1.0000	0.9661	0.9961	19
70	0	127.5704	123.3151	24	1.0000	0.9423	0.9545	23
71	0	0.221	0	2	1.0000	1	1	2
72	594.6988	730.6583	704.4613	74	0.7698	0.6668	0.6718	73
73	174.1718	237.4257	230.9656	42	0.8750	0.8005	0.8052	61
74	0	251.9113	244.0799	44	1.0000	0.9298	0.9486	27

Conclusion

This study proposed a procedure based on the Bootstrapping method to rank the all DMUs in radial and non-radial models. The result is shown is Table 1. It can be seen that the difference between the results obtained by radial and non-radial models is not significant.

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Tbilisi

Personality and Credibility Evaluation: Online Health Information from the Viewpoint of Expert Users

Hamid Keshavarz*

Abstract

Purpose: Exploring how expert users including students and faculty members evaluate health information on the web especially with regard to their personality trait of conscientiousness.

Methodology: A random sample including 148 students and faculty members located at the two faculties of Medicine Sciences and Nursing and Midwifery at the Tehran University of Medical Sciences was the population of the study. Two validated questionnaires related to credibility and conscientiousness were distributed among the participants. Gathered data were then analyzed by SPSS software.

Findings: Some problems in evaluating credibility of online health information and quick retrieval were identified. About half of the participants evaluate web health information as credible often and very often. Most important quality assessment criteria were objectivity, currency and authority. There was a significant correlation between conscientiousness and credibility assessment of the students and faculty members. There appears a change in trust to information found accord with change in conscientiousness levels. There was no significant correlation between conscientiousness and trust to information among ill people.

Conclusion: Quality and credibility were identified as most important problems in assessing health information on the web. There is a significant and meaningful correlation between conscientiousness and trust or mistrust to health information available via the web.

Keywords: Health Information Credibility, Evaluating Information, Medical Users, Information Behavior, Web Information Resources.

Introduction

In the present era, the highest volume of accessibility to information resources has been provided for human being and what users currently are faced is a kind of selection crisis (Lankes, 2008) or nightmare (Fensel et al, 2005) in choosing information resources to the point that some researchers called such a situation as epidemic of misinformation (Coeira, 1998). Such conditions have posed serious challenges in terms of evaluation of credibility, resources' quality and credibility for the web users.

Among a wide scale of subject areas which is searched in internet, health information is very important. Nowadays there are many medical and health information in the internet which no information about their accuracy is available and recognizing their credibility will expose to user a lot of difficulty. Varied statistics about the application of health information worry each involved person's mind such as doctors, patients, health care workers, managers and policy makers, economists and researchers. Although such accessibility to information is considered as a kind of progress and development but the subject of information credibility and the way it affects users and patients negatively is one of researchers' serious concerns in searching area and evaluation health information resources.

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There are various statistics for searching and application of health information on the web. In Harris's survey in 2000, it was identified that 98 million of English adults often have used web for health information (Childs, 2005). According to Madden (2003) 73 million American and in Reuters's report (2003) 53% of Americans have used such information through the web and only 16% of them had used obtained information (Huntington et al, 2007).

Health information has some specific features; hence, the users of such information have their own specific characteristics (Huntington et al, 2007). Health information should be considered in terms of its terminology (Liew, 2011), specialty (Cader, 2013), short half-life and influence on health behavior (Dean et al, 2004), sensitivity to the extent of life and death, being on first demand and excessively dependent to the time and type of request, high availability for patients, preventing attendance in physician's office, high influence on teens and youth (Eysenbach, 2008) and features of site design (Liew, 2011). Particularly, the users' desire for anonymity and freedom of search is one of highly considered issues (Eysenbach, 2008).

However, there are some concerns in this area such as unclear motivation of content providers and in many cases their lack of expertise, trust of lower age groups, youth, and special patients, variety of sites except traditional and governmental sites (Huntington et al, 2007), lack of familiarity of searchers with search and evaluation techniques, exaggeration of some sites about some diseases and not being based on medical evidences (Childs, 2005).

Physical-mental harm capacity and special condition of health information in one hand and lack of mechanisms for controlling and evaluating it on the other hand has brought much concerns. Some reports show that searchers often trust to health information (Cader, 2013). According to Eysenbach (2008), the ability rate of users in evaluating health information is lower than other available information such as news, business and sciences.

Regarding the role, effectiveness and quality of available health information on the web, there should be some research to verify the credibility and reliability of such information. Among the most important users of health information on the internet are faculty members and students of medical and health fields who use information continuously. Such continuity is created due to class works and projects and also dependency to the internet for searching health information. On the other hand, faculty members of medical fields also use the health information on the web for teaching-research activities and also their treatments especially due to its' evidence-based nature. This study aims to evaluate the credibility of health information on the web in view of a sample of medical Science students and faculty members of Iran.

Literature Review

Childs (2005) in a project evaluated English health websites with qualitative methods like interview, and focus groups from March 2002 to February 2003. Findings indicated the necessity of helping users, the need for guidelines, standards and training. The results were provided in two fields of user guidelines and support group guidelines. User guidelines included of how to search the web, how to evaluate the quality of a site, how to manage information using the help of health professionals; and support group guidelines focused on how to produce quality information, how to design quality sites, how to do marketing of sites, how to help users for using health information and each of which with their details.

A meta-analytic review of 79 research in the field of health sites evaluation (Eysenbach et al, 2002) showed that 70% of studies (55 studies) concluded that the quality is an issue on the web, 22% (17 studies) were neutral and 9% (7 studies) reached good results. Findings of this research suggest that internet health information is usually unclear, incomplete and misleading (Glenton, Paulsen and Oxman, 2005).

Liew (2011) evaluated thirty public free health information sources for studying the help options from content and visual aspects. The results indicated that 63% contained the option "about the site", 73% had contact information and 20% were accessible for professionals and general public, 23% contained medical residency terms, 83% were linked to related resources, 31% were written in a language other than English, 13% had special helps for disable and elderly people, 23% had advanced search feature and 47% had clear support options.

Kalichman et al, (2006) found that 32% of respondents described the information of an unreliable

site as accurate and 29% described it as a reliable and credible site. These results are an evidence for vulnerability of patients from incorrect information due to inability for critically evaluation of information of unreliable sites.

Accessing to reliable health information was identified as a global concern in the research of Health on the Net Foundation. Respondents believed that improving credibility, reliability and accuracy can be a great help for users. Results of the research of Gerrish et al, (2011) indicated that 42% of nurses take their medical evidences from the internet, while only 48% of them call themselves efficient in health information evaluation.

Cader (2013) in his research has studied nurses for information quality of health and nursing on the internet using grounded theory in a two stages evaluation. Semi-structured interviews and focus groups were stated as methodologies of this research. The evaluation process was presented as a form of recognition. The evaluation methods were depended on factors such as evaluation skills of nurses, available time and information level of the sites. The six stages of evaluating nurses were: assessing the user friendliness, appearance and authors, in relation with nurses' work, investigating evidences and cross-checking strategies.

However, Spink and Jansen (2004) found that a low volume of searching is allocated to the health information compared with the other topics. Their research revealed that 5 major subjects have been searched more than others including: public health, weight, puberty, pregnancy and human relations. Based on these results, the volume of searching health information has been reduced from 1997 to 2003 due to increasing specialized tools.

Huntington et al, (2007) conducted a research with a sample of 1000 people to investigate how users evaluate health information in England and compared the two important sites of BBC and NHS in winter 2004. Both sites were considerable but there were different access methods. 923 users evaluated 19 health sites. The rate of using was determined based on the usage, gender and site. 56% of them could have reached the sites guided by search engines which 48% was by entering keywords. Searching strategies were also determined. NHS site had lower visibility in search results. The searched topics were related to the patient's needs and the level of specific words, difficulty in reading and a summary of information were reviewed. There were more information and services on BBC site compared with the NHS. The results announced a relative inefficiency in these two national sites in England.

A study results (Murray et al, 2003) among 1050 American doctors showed that 73/8% of doctors have stated that the patients printed information are usually correct. The information of patients was new for 65% of doctors, 44/7% also considered the patient's description of disease to be correct but more than 50% of patient's descriptions were wrong!

The meta-analysis of Dean et al, (2004) has revealed good results in a comparison of web-based interventions and medical intervention without the web. Some advantages from web health information for patients are: increasing the knowledge of nutrition, increasing therapeutic knowledge, more participation in health cares and weight retention. The results of this research have considered medical web-based intervention appropriate both for doctors in diagnostic and therapeutic activities and for patients in changing behavior.

Methodology

The present study has aimed to evaluate the level of credibility of existing health information on the web in the view of students and faculty members of Tehran University of Medical Sciences. It is an applied study and conducted in survey-descriptive method. Since such searches inside the country are more carried out by experts, our statistical population are the experts including students and faculty members. Due to high dispersion of medical specialties, we selected medicine and nursing as statistical population which seem to need more internet searches. Thus, the Faculty of Medicine and School of Nursing and Midwifery of Tehran University of Medical Sciences were selected as the location of the research. Two questionnaires were distributed among a random sample consisting of 148 respondents. Statistical data were collected and entered into SPSS software for more analysis.

Data collection tools were included for two questionnaires. The first questionnaire was related to us-

ers' behavior in search and credibility evaluation of medical and health information on the internet with 22 questions. The second questionnaire also included 12 questions about personality trait of conscientiousness in search and evaluation method of users. Given that one of the research aims was to investigate the effect of personality trait of conscientiousness in credibility evaluation, the sixty-question questionnaire of Costa and McCrae (1992), which is applied in many researches, was chosen as the base. Among five aspects of personality, conscientiousness was detected to have the most relation with evaluation of information resources and related questions were selected from main questionnaire and were provided to statistical population. The questionnaire was distributed between faculty members and experts of information science field. After collecting their opinions, initial questionnaire was modified using their recommendations; then it was given to the respondents. The questionnaire was also distributed among a group of 30 medical students of different fields for reliability assessment. In this study, Cronbach's alpha coefficient was 0/93.

Research Questions

This study is conducted in order to answer the following questions:

1. What are the credibility evaluation criteria for online health information?
2. How much is the level of conscientiousness in medical students and faculty members?
3. Is there any relationship between conscientiousness of medical field users and their credibility evaluation the health web information?
4. Is there any relationship between conscientiousness of medical field users and their trust to online health information?

Research Findings

Initially, table 1 has indicated demographic characteristics of statistical population:

Table1. Demographic features of participants in the research

variable	Number	Percent of total	
gender	Female	59	39.9
	Male	89	60.1
	total	148	100.0
position	Students	113	76.4
	Ba	33	22.3
	Masters	44	29.7
	PhD	36	24.3
	Faculty members	35	23.6
	Assistant professor	26	17.6
	Associate professor	8	5.4
	Professor	1	.7
	total	148	100.0

1. What are the Criteria in Credibility Evaluation of Online Health Information?

Reviewing the ideas of the faculty members and students of Tehran University of Medical Sciences about credible resources of internet information shows (table 2) that in their opinion, "objectivity" is the most important criterion in determination of internet information credibility; it is so that more than 31% of them have noted this point. Currency and credibility of the author are next important issues (respectively 20% and 17%). In view of participants, accuracy in presentation and subject coverage are less important than the other credibility sources.

Table 2. Credibility evaluation criteria of internet information in view of participants

Credibility sources	Frequency	Percent	Percent of the participants
Authority	57	17.7%	39.0%
Subject coverage	50	15.5%	34.2%
Currency	65	20.2%	44.5%
Objectivity and no bias	100	31.1%	68.5%
Accuracy in presentation	50	15.5%	34.2%

The reasons for rejection health information online regarding credibility criteria are also shown in table 3.

Table3. Reasons for rejection of medical information by participants

Reasons for rejection	Frequency	Percent	Real percent	Density percent
Presence of advertisements	14	9.5	9.5	9.5
Inappropriate appearance	17	11.5	11.5	20.9
Unknown author	30	20.3	20.3	41.2
Lack of references and links	49	33.1	33.1	74.3
Lack of contact information	12	8.1	8.1	82.4
Not up to dated	26	17.6	17.6	100.0

As indicated in table (3), references are the most important criterion for faculty members and students of University of Medical Sciences for accepting or rejecting information provided on the internet. More than 33% of students and faculty members reject the medical information of a site in the absence of references. Another variable assessed in this study is conscientiousness which is one of important aspects of peoples' character (Costa and McCrae, 1992). The study results of Costa and McCrae based on multiple factor analysis showed that character is consisted of five fundamental factors. These five factors are emotional stability, extraversion, openness, agreeable and conscientiousness which have been approved by a variety of measuring methods including self-reports and many character questionnaires. People with high scores in conscientiousness factor are described by others as farseeing, intelligent and trustworthy people. These people avoid trouble and reach high levels of success through targeted and consistent planning. From a negative side, these people may be obsessive perfectionists and workaholics. On the other hand, people may seem to be excessive conscientious, cold and boring.

2. How Much is the Level of Conscientiousness in Medical Students and Faculty Members?

Descriptive statistics related to the conscientiousness of medial students and faculty members participating in this study are provided in table (4) separating demographic characteristics. Data analysis shows that total average of participants' conscientiousness was 2.1 from 4. This rate is higher than the average scores of this characteristic trait.

Table4. Mean and standard deviation of conscientiousness of medical students and faculty members

Validation rate	Mean	Standard deviation
Total population groups	2.1095	.74702
Based on gender		
Female	2.0932	.70502
Male	2.1203	.77735
Based on condition		
Student	2.1154	.76441
BS	2.1364	.72103
Master	2.0823	.80024
PhD	2.1365	.77814
Faculty members	2.0904	.69813
Assistant professor	2.0352	.72835
Associate professor	2.3125	.62321
Professor	1.7500	-

Comparative evaluation of different demographic groups showed that the average of conscientiousness in men (with 2.12 out of 4) is more than women and students (with 2.11) is more than faculty members. Among different levels of students, conscientiousness of PhD students (with 2.13) is also more than the students of other levels. Among different levels of faculty members, the conscientiousness of associate faculty members was more than others. Independent T test and ANOVA test were used to check whether the difference between different demographic groups is significant or not. The results are also given in below table.

Table 5. ANOVA test to evaluate the differences of different demographic groups in conscientiousness

	Levene (F/sig)	Mean difference	T	Freedom degree	Significant level	95% reliability range	
						Lower	Higher
Males*females	.411/.680	.02710	.215	146	.830	-	.22156
Students*faculty members	.326/.973	.02495	.172	146	.864	-	.31149

Since the Levene test for exploring homogeneity between the scores of two groups showed a homogenous conscientiousness score among the samples, independent T-parametric test was used to check differences between the groups. As can be seen in table 5, although the average for the score of males' conscientiousness is more than females, the difference between the mean of two groups (.02710) was not enough to be significant difference among these two groups. This is also true for the difference between students and faculty members and based on obtained T (.172), there was not any difference between the two groups in conscientiousness variable and the difference which has been observed is due to random factors. Again, we have considered the differences among the groups of students and faculty members according to academic and scientific degrees and also analyzed those using ANOVA test. The results of Levene homogeneity analysis indicated the homogeneity of score between different groups of students and faculty members according to their scientific degrees. Thus, using parametric ANOVA test was permissible.

Table6. Single variable ANOVA test for the difference of conscientiousness in people with different degrees

	Total squares	Freedom degree	Mean square	F	Significant level
Between group	.685	5	.137	.239	.945
Intergroup	81.347	142	.573		
total	82.032	147			

different degrees

Levene (sig=.390)

As can be seen (table 12), despite the high scores of PhD students towards the other students and associate faculty members towards other faculty members, there was not a significant relation between different groups in terms of scientific degree in conscientiousness factor. This means that the students of different levels and also the faculty members of different scientific degree have similar levels of conscientiousness and have no difference in this respect.

3. Is there Any Relationship Between Conscientiousness of Medical Students and Faculty Members and Their Credibility Evaluation of Health Web Information?

By changing data related to conscientiousness to ordinal ones, we used the Spearman correlation test to explore the relationship of conscientiousness from character factors and the resource credibility from credibility factor. This test is a nonparametric test which is used for evaluating concurrency/homogeneity changes in the values of two variables. It is used in the condition of normal distribution of scores, and also being categorical the measuring scale; and homogeneity of variances have not occurred (means similar variability in scores of each position with another position). Table 7 indicates the results of this test.

Table7. The correlation coefficient between conscientiousness level and variables of the credibility

		Credibility of internet information resources	Reasons of rejecting information	Accuracy in information collectors
conscientiousness	Spearman correlation	.363**	.443**	-.075
	Significant level	.000	.000	.364
	number	148	148	148

The results of correlation test show that there is a significant correlation between conscientiousness of medical students and faculty members with the credibility rate which they consider for online health information (0.363). Also, there is a relation about 0.443 between conscientiousness of medical students and faculty members and their reasons for rejecting online information and this rate is significant at the level of 1%. This results show that by changes in levels of students and faculty members' conscientiousness, their reasons for rejecting medical information change simultaneously. Different people express different reasons for rejecting information in terms of conscience such as advertisements, inappropriate appearance, unknown author, lack of references or links, lack of contact information and not updated information.

Reviewing the relationship between conscientiousness and accuracy rate in information providers also shows that these two variables are correlated about .075 which is not significant in any significant levels of 1 and 5. To be more precise, by changing the level of conscientiousness in medical students and faculty members, no change is occurred in their accuracy rate of information providers.

4. Is There Any Relationship Between Conscientiousness of Medical Students and Faculty Members and Their Trust to the Online Health Information?

We applied a procedure similar to previous question to examine the relation between conscientiousness of medical students and faculty members and their trust to online health information as shown table 8.

Table 8. Correlation coefficient between conscientiousness level and variables of resource credibility

		Total reliability to the internet resources	Trusting internet resources in treating patients
Conscientiousness	Spearman correlation	.307**	.004
	Significant level	.000	.961
	Number	148	148

The results of correlation analysis using Spearman correlation coefficient indicates that there is a relationship about 0.30 between conscientiousness of medical students and faculty members and their total trust to the internet resources which is significant at the level of 0.01. According to the results, it can be stated that by changing the level of people's conscientiousness, the level of their trust to the online health information will be changed. Also, there was no significant relation between people's conscientiousness and their trust level towards the application of web information for treating issues (the second column of table 8).

Conclusion

The research findings indicated that the sample in the study of online health information noted some problems such as difficulty in determination of information quality, incredibility of found information, inability in finding information, inability in retrieving information quickly and time consuming. These findings are consistent with findings of many previous researches such as Eyenbach et al, (2002) and Cader (2013) have noted the quality and credibility as a pressing concern.

Given that nearly half of the samples have always or most of the time considered credible the medical information existing on the internet, the necessity of awareness and education is more and more sensed. Confirming the researches such as Childs (2005) and Kalichman et al, (2006), these findings remind the necessity of education and updating of evaluation skills among the users affected by such reliance. References were the most important criterion for students and faculty members of medical sciences in accept or reject information and undeniably indicate the importance of citation and reference to the past scholars. In addition, the most important criterion of qualitative assessment in studied sample was objectivity, then currency and authority; while accuracy in presentation and subjective coverage had less importance than the other credibility criteria. Such findings should be more studied; because accuracy and subject coverage are also important criteria in information evaluation which are less considered by the studied sample. The trust rate of most faculty members and students (more than 35%) to the medical information provided on the internet sites show their interest and dependency to such resources which can lead to some concerns.

We also reached interesting results regarding the ratio between conscientiousness and credibility evaluation or rejection of inappropriate information. The results of correlation analysis showed a significant correlation between conscientiousness of medical students and faculty members and their credibility rate for the online health information which is consistent with findings of previous studies (e.g. Kalichman, et al, 2006; Huntington et al, 2007). This correlation was also observed in information rejection. By changing the levels of conscientiousness in students and faculty members, their reasons for rejecting medical information change simultaneously. In terms of conscientiousness, different people have different reasons for rejecting information including advertisements, inappropriate appearance, unknown author, lack of references or links, lack of contact and current information. There is also a high correlation in the accuracy rate of information providers. To be more precise, by changing the levels of conscientiousness of medical students and faculty members, no change is occurred in their accuracy rate in information providers. Considering the significant relation between conscientiousness of medical students and faculty members and their total trust to the internet resources, we can say that by changes in people's conscientiousness level, people's trust level to the internet resources will also be changed. Also, we couldn't see a significant relationship between people's conscientiousness and their trust level to the health internet resources in patients' treatment.

Findings of the current study recognize the necessity of serious attention of all people involved in the

field of health information including users, patients, specialists and officials to the issue of credibility and information quality and the need for adequate and continuous training skills in this domain. Some of immediate actions in this regard are: training skill in credibility evaluation of resources according to specific and strong criteria in form of training courses, workshops, laboratories, projects and researches. Particularly, policy-makers and officials of the Ministry of Health and Medical Education should apply practical and technical measures in the field of providing mechanisms for controlling the quality of online health web sites.

Given that the present study is descriptive and implemented in a limited community of users, it is recommended to use mixed and qualitative methodologies such as interviews, thinking aloud, videotaping or very standards check lists and conduct more extensive researches in order to achieve broader and more generalizable results.

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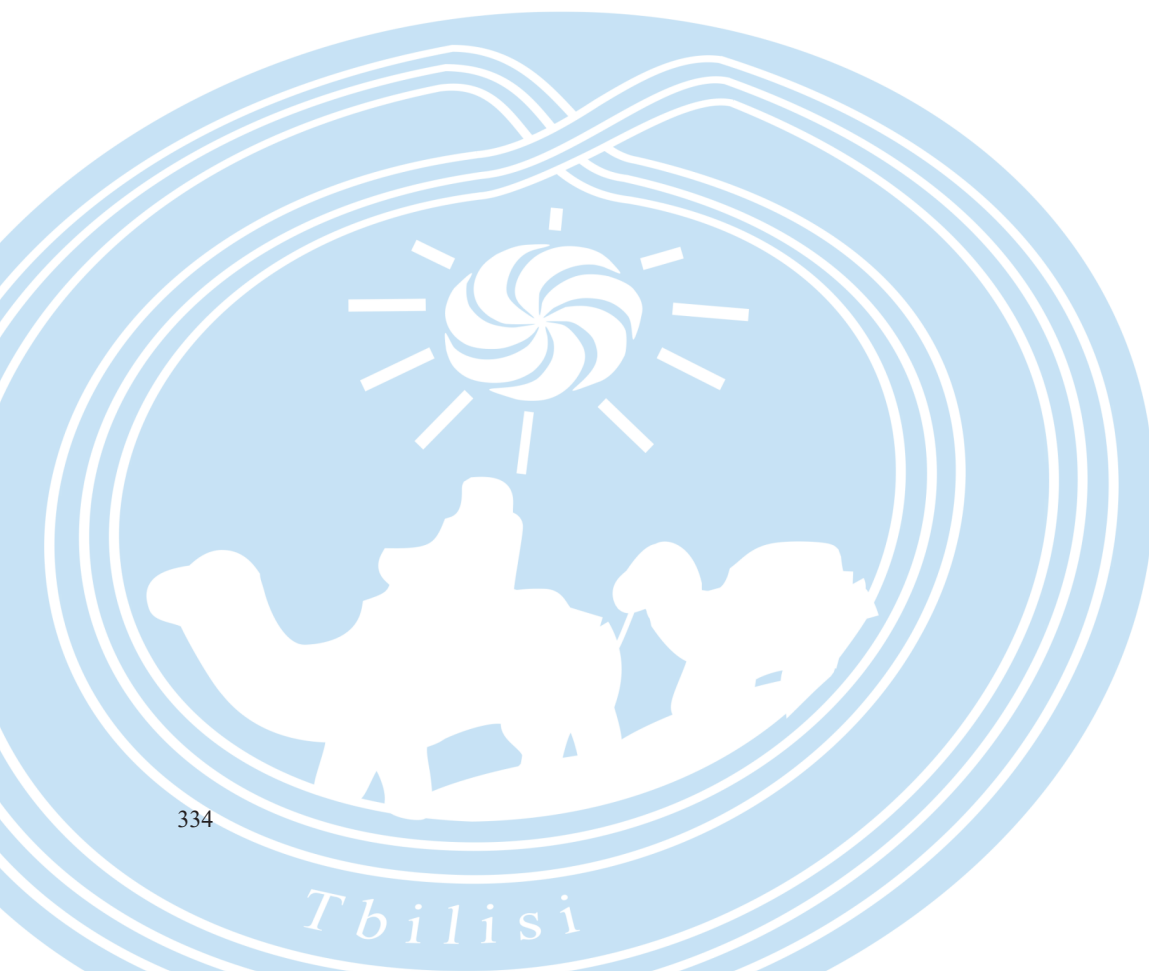
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Identification of Effective Parameters in the Success of Bio-Entrepreneurship (Case Study: Iran)

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Abstract

Nowadays, biotechnology has become one of the major technologies because of the development of companies dealing with pharmaceutical drugs, medical equipment, and genetically modified agricultural products. With the advent of competitive environment in biotechnology industry, the bio-entrepreneurship concepts have targeted scientists who have feasible business ideas in the field of biotechnology. One of the limitations in development of bio-entrepreneurial firms is the lack business skills of scientists who direct these firms. In this study, the most effective parameters which result in acceptable performance of Iranian knowledge-based biotechnology companies are investigated. To do this, the performance of 25 entrepreneurial companies in biotechnology industry is studied during 2010 – 2015 period. A questionnaire with 20 questions was provided and it was available to the managers of the companies and 85 managers answered all the questions. Partial least square regression results showed that having a clear understanding of the market, expert human resources, and ability of taking risks were the most effective parameters in the success of bio-entrepreneurship among other factors. Results also showed that successful biotechnology companies were directed by life scientists instead of MBA or finance-educated managers. According to the obtained results, it is necessary for biotechnology companies to use the expertise of economists and business experts for better understanding of the industry.

Keywords: Entrepreneurship, Biotechnology Industry, Life Scientists, Entrepreneurial Firms.

Introduction

Biotechnology is a newly emerged technology based on cellular and bio-molecular processes to develop products which help improve life of human and other livings. Biotechnology methods try to provide breakthrough products and technologies to eliminate genomic rare diseases, reduce environmental issues, produce bio-driven food, and have cleaner and more efficient industrial manufacturing processes (Audretsch and Stephan, 1996). At the moment, hundreds of biotechnology health care products and vaccines are produced by biotechnology companies all over the world and are available to human, animals, and plants (McCarty, 2012). Globally, the biotechnology industry worth more than 200 billion U.S. dollars and the important role of biotechnology companies in food security and emerging pharmaceutical drugs is now clear for governments.

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With the advent of competitive milieu in new-emerged industries and the need to seek innovative strategies to capture financial profits, entrepreneurship is introduced as a key solution in almost all industries. Schumpeterian entrepreneurs seek out preexisting opportunities and building organizations to create and capture financial profit (Shane and Venkataraman, 2000). They believe that a technology is something to discover rather than something to influence and its success somehow depends on entrepreneurial process (Shah and Tripsas, 2007). Furthermore, they state that technologies – especially young ones are at least partially changeable and entrepreneurship is the main factor which can change them (Hargadon and Douglas, 2001). This change, sometimes, is called evolution because of its importance in the performance of the industry (Kaplan and Tripsas, 2008).

Biotechnology is a relatively young technology replacing chemical-based pharmaceutical firms that have dominated for roughly 100 years, aiming to produce genetically-driven pharmaceutical drugs, medical equipment, and genetically modified agricultural products. From the beginning, biotechnology has been often thought to hold huge potential in one hand and suffering from uncertainties about complex scientific issues on the other hand (Weick, 1990). However, with development of advanced biotechnological methods and instruments, these uncertainties have been faded out.

During the last two decades, several studies have shown that small and newly established biotechnological firms even in developed countries are supported financially by established pharmaceutical firms through loans (Powell et al., 1996). Since biotechnology industry need expertise in scientific biological method, most of the small biotechnology firms have entered the industry based on university theses and dissertations of the managers to initiate scientific and technological changes.

In their study, Roijackers and Hagedoorn (2006) reported that the entrepreneurial source of innovation has shifted from biotechnology firms to large and established firms during the last decade. Kaplan and Murray (2010) showed that across three time periods, entrepreneurs constructed different economic logics for biotechnology, often in highly contested settings against multiple entrepreneurial adversaries. They also figured out that an economic logic was not easily stabilized; biotechnology's evolution was arrested by moments when the stabilized constellations fell apart and new logics were constructed.

Furthermore, Bianchi et al. (2011) focused on R&D partnerships in the innovation process of biotechnology industry. They stated that the innovation process can be divided into research (discovery and pre-clinical stages) and development phases (the trial stages and pending approval from the FDA).

Jeon et al. (2016) identified the original entrepreneurs in the biotechnology and pharmaceutical industry by determining the players with the highest outflows in the research stage and inflows in the development stage.

Currently, a large number of Schumpeterian entrepreneurs created new organizations (i.e. Genentech and Amgen in developed countries and many other companies in developing countries such as Iran) to commercialize various biotechnological products and services.

The objective of this study was a) to investigate the characteristics of managers of entrepreneur biotechnology companies and, b) to identify the effective parameters in the success of bio-entrepreneurship of Iranian biotechnology companies.

Methodology

Theoretical Model

According to the model shown in Figure 1, success of the bio-entrepreneurship can be investigated by five main parameters: strategy and leadership, organizational structure, expert human resources, having a clear understanding of the market, and finally, ability of taking risk. In order to collect information, a combination of library search and field methods was used. In the field method, a standard questionnaire was obtained based on the proposed model in Figure 1 and was available for managers and administrative experts of Iranian entrepreneurial companies in biotechnology industry. To examine the impact of considered parameters on the success of entrepreneurship of biotechnology companies and performance of these companies during 2010 – 2015 period, this questionnaire was prepared containing 20 questions (20 variables)

with 5-choice Likert quality scale from “very high” to “very low” which all the independent variables of theoretical model in Figure 1 was included.



Figure 1. Theoretical model of the effective parameters in the success of bio-entrepreneurship

The Population and Sampling

The population of this research included all managers and executives of entrepreneurial companies in biotechnology industry. To carry out the research, 25 companies were randomly selected from the Iranian biotechnology companies. The reason for selecting no more than 25 companies was the limitations of this study including limited access to managers and financial data of the companies. One-hundred and fifty copies of questionnaire were prepared and randomly distributed among managers of the companies. From the distributed copies of questionnaire, 111 copies were returned which a total of 26 copies were not completely filled and therefore could not be used and removed and finally, 85 completed questionnaires were used in this study.

Determination of the Questionnaire Reliability and Validity

There are several ways to determine the reliability of the questionnaire such as: retest method, bisection method, Kuder-Richardson method and Cronbach's alpha. In this study, the Cronbach's alpha criterion was used. Eighty completed questionnaires were selected randomly and reliability for them was calculated 0.88 which was acceptable. To determine its validity, questionnaire was confirmed by 10 experts with industry experiences and factor analysis. If the number of distributed copies of questionnaire is at least 2 times greater than the number of variables, it will be possible to use factor analysis. Since the number of distributed copies in the first stage was 80, it was possible to interpret the results of factor analysis which are given in Table 1. According to the Kaiser-Meyer-Olkin (KMO) value equal to 0.802, analysis of variables was acceptable.

Table 1. Factor analysis of the questionnaire

Kaiser-Meyer-Olkin (KMO) value	0.802
Bartlett's test Test value	0.612
Sig.	0.0001

Data Analysis Method

After the initial reliability and validity tests of the obtained questionnaire, 70 more copies of questionnaire were distributed to test hypotheses of this study. Given that the variables used in this research are in qualitative scale and normality assumption is not acceptable in this case, so that the central and dispersion

parameters of the studied population are not given, as well as the results of Kolmogorov-Smirnov test (Sig. < 0.05), path analysis using MATLAB Software (R2015a, MathWorks) was used considering the following hypothesizes:

H11: There is a positive relationship between the strategy and leadership and the success of bio-entrepreneurship;

H12: There is a positive relationship between the organizational structure and the success of bio-entrepreneurship;

H13: There is a positive relationship between the expert human resources and the success of bio-entrepreneurship;

H14: There is a positive relationship between having a clear understanding of the market and the success of bio-entrepreneurship;

H15: There is a positive relationship between ability of taking risk and the success of bio-entrepreneurship;

Results

Descriptive Statistics of the Survey

The results of explanatory variables of respondents to the questionnaire are presented in Table 2. According to this table, it can be seen that the majority of the respondents had an age between 40 and 50. This reveals that most of Iranian entrepreneurial companies in biotechnology industry are managed with relatively young managers. Furthermore, a significant part of managers who answered the questions were well-educated persons which can show that university education is very important for entrepreneurial companies in biotechnology industry. The most interesting result from this table is that the majority part of biotechnology companies is directed by life scientists instead of MBA or finance-educated managers.

Table 2. Respondents' demographic variables

Variable	Levels	Frequency	Percentage (%)
Gender	Male	53	79
	Female	32	21
Age	<40	7	8
	>40 and <50	59	69
	>50	19	23
Degree of education	A.D and lower	4	5
	B.Sc.	20	24
	M.Sc. and higher	61	71
Field of education	Biological science	53	62
	Engineering	16	19
	Humanities	14	16
	Other	2	3

Hypotheses and Questions Test

The results of Partial Least Squares path analysis are shown in Figure 1 to indicate the effects of parameters on the success of bio-entrepreneurship. The number shown on paths connecting the input parameters to output parameter indicates the positive and significant effect of input parameters on the success of bio-entrepreneurship. The higher these ratios are, the stronger the relationship between corresponding input parameters and the output variable. Due to the positive results obtained in all the path, there will be no reason to reject the considered hypotheses.

These results seem to be interesting; the greatest impacts on the success of bio-entrepreneurship belonged to the expert human resources, having a clear understanding of market, and ability of taking risk, respectively. This can be interpreted that managers have to be educated in specific biological scientific fields in one hand and employ expert and educated human resources to achieve proper performance. Since the descriptive statistics of the survey showed that the majority part of biotechnology companies is directed by scientists instead of economists, one of limitations in development of bio-entrepreneurial firms is the lack business skills of scientists who direct these firms.

From the perspective of technology innovation, the results are somehow consistent with Schumpeter's studies since he believed in creative destruction and creative accumulation stages about innovative firms (Schumpeter, 1934). The existence of innovative milieu in entrepreneurial biotechnology firms is because of biological expertise of the managers which can simplify the widening and deepening processes in biotechnology industry.

Conclusion

The biotechnology and pharmaceutical industry has experienced rapid changes in terms of the industrial characteristics and technology. With the advent of biotechnology methods and instruments during the last decades, entrepreneurship has shifted from various pharmaceutical firms to biopharmaceutical firms.

The results of this study lead to several conclusions. Partial least square regression results which was utilized for path analysis showed that having expert human resources, clear understanding of the market, and ability of taking risk were the most effective parameters in the success of bio-entrepreneurship compared with other factors, respectively. Results also showed that successful Iranian biotechnology companies were directed by biological scientists instead of economists. In conclusion, it seems that using the expertise of economists and business experts in addition to biotechnology experts can result in better understanding of the industry and hence, better capturing financial profit in biotechnology industry.

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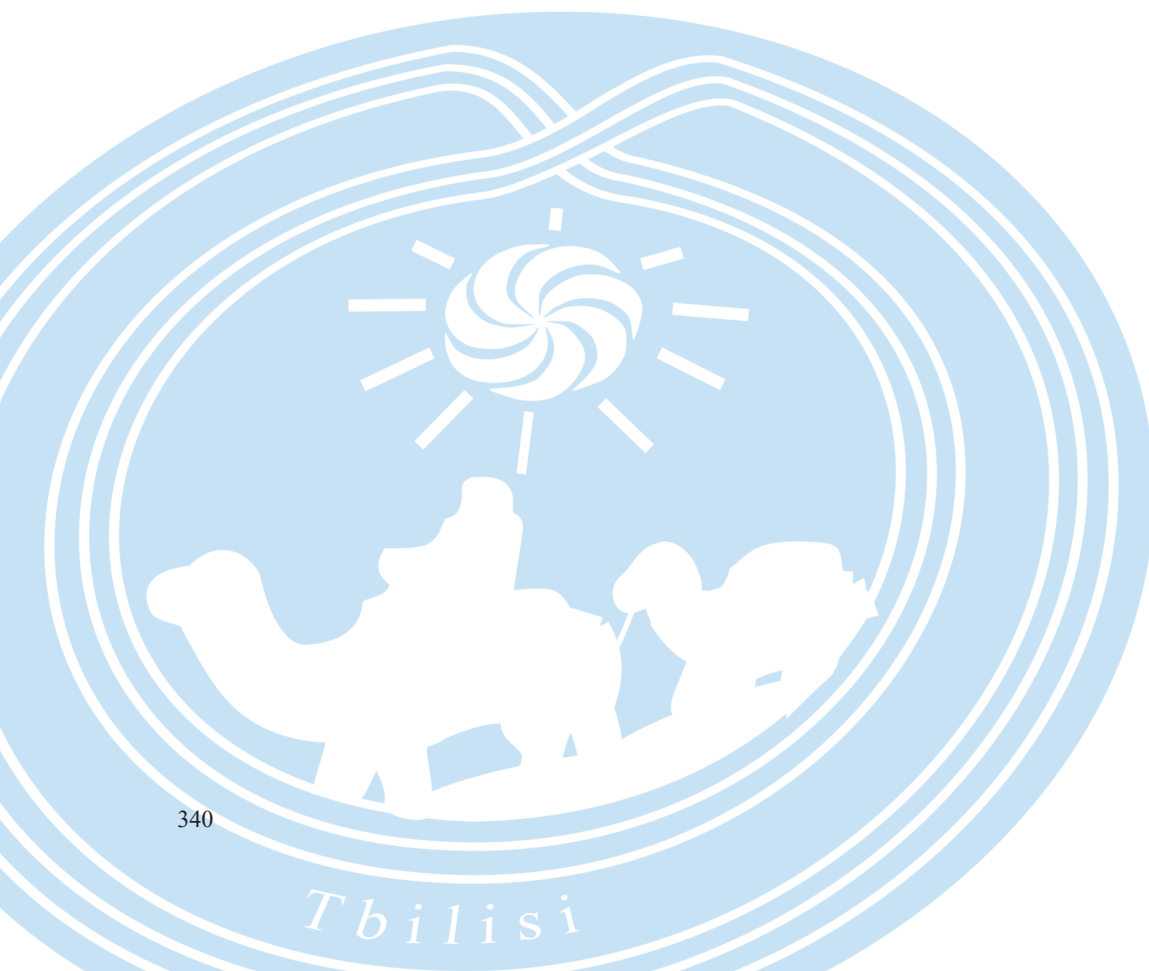
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Effects of Rearing Periods on Some Reproductive Characteristics of Caucasian (*Apis Mellifera Caucasica*) Queen Bees

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Abstract

This study was conducted to determine some reproductive characteristics of Caucasian queen bees (*Apis mellifera caucasica*) such as larva acceptance rate, length of sealed queen cells, queen body weight at emergence, mating rate and the pre-oviposition period. While the difference between years in terms of larva acceptance rate was found to be statistically insignificant ($P>0.05$), the difference between months was found statistically significant ($P<0.01$). Generally, the number of accepted larvae has decreased in all years with the change of seasons. The average length of sealed queen cells of queen bees was 30.34 ± 0.038 mm, the average body weight at emergence was 201.27 ± 1.75 mg and the effect of both years and months on queen body weights at emergence was found to be statistically significant ($P<0.01$). While the effect of years on pre-oviposition period of queen bees was determined as insignificant ($P>0.05$), the effect of months was found to be significant ($P<0.01$).

Keywords: *Apis Mellifera Caucasica*, Queen Bee Rearing Periods, Reproduction Characteristics.

Introduction

In bee rearing, the queen bee is the most important individual in the colony and has the first-degree liability for the future of the colony. Therefore, the profit to be made from a colony by a beekeeper depends on the quality of the queen bee that manages the colony (Morse, 1982). Many environmental factors affect the quality of the queen bee in queen bee rearing. These factors include the age of the transferred larvae, origin of the larvae, young worker bees and food supplies of starter and finisher colonies, and mating of the queen bee with a sufficient number of male bees (Laidlaw, 1985; Morse, 1982; Öder, 1997).

One of the factors to produce a queen bee of high quality is the age of larvae used for implantation. In a study where eggs and 1, 2, 3 or 4-day old larvae were implanted; a reduction was found in the body weights of queen bees, the size of spermatheca diameters, and the number of ovariole depending on the increase of the implanted larva age (Woyke, 1967).

It has been reported that the queen bees reproduced from eggs had higher body weights at emergence than the ones reproduced from 1-day old larvae, however the difficulty of the process and the low acceptance rates made the method of larva transfer superior in queen bee rearing (Firatlı, 1982). In most of the studies conducted on the queen bee's body weight at emergence, it has been reported that the body weight

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at emergence can be considered a quality and selection criterion (Eid, Eweiss, & Nasr, 1980a; Eid, Eweiss, & Nasr, 1980b; Gül, & Kaftanoğlu 1990; Wen-Cheng, & Chong-Yuan, 1985; Woyke, 1971;).

Breeding value of the queen bee is not only related to its age but also the period it is bred and the methods used for its breeding. The most ideal breeding period for queen bees with high breeding value is the swarming season. In a study, it has been stated that the queen bees bred in the swarming season had higher body weights at emergence (Weiss, 1983). The periods when nectar and pollen are sufficient, the number of sexually mature male bees is abundant and climatic conditions are convenient for bees continuously flying in regions where apiculture is performed are indisputably more convenient for breeding queen bees of good quality and despite all this, it is recommended to constantly feed the breeding colonies (Genç, & Dodoloğlu, 2002; Kaftanoğlu, Kumova & Yeninar 1992; Woyke, 1986).

The purpose of this study was to analyze the Caucasian queen bees bred in the city of Ardahan, which is an isolated region, in terms of some reproduction characteristics such as larva acceptance rates, length of queen cells, body weights of queen bees at emergence, mating rates and periods before laying eggs.

Materials and Methods

The study was conducted in the city of Ardahan in three separate periods in the months of June, July and August in the years of 2013, 2014, and 2015. Caucasian bee race (*A. mellifera caucasica*) colonies were used for the study. Larvae transferred through Doolittle method were distributed to starter colonies prepared without queen bees (Laidlaw, 1985). 0-24-hour old larvae taken from the breeding colony were implanted on the royal jelly diluted in the rate of 1:1. In each period, 3 starter colonies were prepared and 20 larva transfers were made to each of them. During the experiment, colonies breeding queen bees were constantly fed with sugar syrup with a rate of 1:1. 60 larvae (3 x 20) in each year and a total of 180 larvae in 3 periods (3 x 60) were transferred. The queen cells sealed by the bees (queen cell cups) were encaged and transferred to an incubator with an internal temperature of 33 ± 1 °C and proportional moisture of 60-65% for emergence (Öztürk, 1994; Reid, 1975). Queen bees completing their emergences in the incubator were weighed with a sensitivity of 0.001 and their emergence body weights were determined. Queen bees with an emergence body weight less than 180 mg have been combed out and a total of 60 queen bees were randomly distributed to mating boxes with three frames every year. Queen bees distributed to mating boxes for naturally-occurring mating were controlled twice a day every day after the sixth day and their dates of laying eggs and mating rates were determined.

Measurements related to larva acceptance rate, length of queen cells, body weights of queen bees at emergence, mating rates and pre-oviposition period were performed and reproduction characteristics of the Caucasian race were determined in this study (Genç & Aksoy, 1993; Gül & Kaftanoğlu, 1990).

Statistical Analysis

During the statistical analysis of the obtained data; larva acceptance rates and mating rates were compared according to Z test; on the other hand, the average queen cell lengths, body weights at emergence and the pre-oviposition periods of queen bees were compared according to one-way analysis of variance. LSD test was used for comparison of mean values. All the statistical analyses were performed with the SPSS 16.0 (2007) software package.

Results

Table 1 illustrates larva acceptance rates of Caucasian queen bees according to years and months. While the difference between years in terms of larva acceptance rates was statistically insignificant, the difference between months was significant ($P < 0.01$). Larva acceptance rate was found to be higher in June than July and August. The queen bee emergence rate of the accepted larva was determined to be 100.00% according to years and months.

Table 1. Larva acceptance and emergence rates of Caucasian queen bees according to years and months (%).

Years	Months	Inoculated Larva (item)	Accepted Larva (item)	Larva Acceptance Rate (%)	Queen Bee Emergence Rate (%)	Average Yearly Larva Acceptance Rate (%)
2013	June	40	38	95.00 ^a	100	83.33
	July	40	33	82.50 ^b	100	
	August	40	29	72.50 ^c	100	
2014	June	40	35	87.50 ^a	100	75.83
	July	40	30	75.00 ^b	100	
	August	40	26	65.00 ^c	100	
2015	June	40	37	92.50 ^a	100	80.83
	July	40	32	80.00 ^b	100	
	August	40	28	70.00 ^c	100	
General		360	288	80	100	79.99

a, b, c: The differences between the rates in the same column with different letters are significant ($P < 0.01$).

Sealed queen bee cells produced through controlled larva transfer every year were measured. The average length of closed queen bee cells of the experiment colonies was 32.63 ± 0.056 mm in 2013; on the other hand, this average value was determined to be 25.87 ± 0.049 mm in 2014 and 32.53 ± 0.050 mm in 2015 (Table 2). It was determined that the queen bee cells in 2013 and 2015 were significantly longer than the cells in 2014. The effect of both years and months on the queen bee cell length was found to be significant in the analysis of variance applied on queen cell length values ($P < 0.01$).

Body weights at emergence of queen cells bred in different years were determined as mg. The average body weights at emergence in experiment colonies according to years were respectively 208.20 ± 2.80 mg, 188.37 ± 2.75 mg, and 207.25 ± 2.83 mg (Table 2). As a result of the analysis of variance applied on the body weights of queen bees at emergence, the effect of both years and months on the body weights at emergence was found to be significant ($P < 0.01$).

Table 2. It indicates the values of the length of sealed queen cell and emergence weight of the queen bees in Kafkas breed.

Years	Sealed Queen Cell (item)	Average Sealed Queen Cell Lengths (mm)			
		June $\bar{x} \pm S\bar{x}$	July $\bar{x} \pm S\bar{x}$	August $\bar{x} \pm S\bar{x}$	Yearly Average $\bar{x} \pm S\bar{x}$
2013	60	$36.10 \pm 0.045a$	$33.40 \pm 0.047b$	$28.40 \pm 0.095c$	$32.63 \pm 0.056a$
2014	60	$29.40 \pm 0.029a$	$26.10 \pm 0.039b$	$22.10 \pm 0.081c$	$25.87 \pm 0.049b$
2015	60	$36.30 \pm 0.035a$	$32.20 \pm 0.041b$	$29.10 \pm 0.084c$	$32.53 \pm 0.050a$
General	180	33.93 ± 0.047	30.57 ± 0.048	26.53 ± 0.064	30.34 ± 0.038
		Average Body Weight at Emergence (mg)			
2013	60	$224.95 \pm 3.05a$	$212.55 \pm 2.13b$	$187.10 \pm 4.49c$	$208.20 \pm 2.80a$
2014	60	$206.10 \pm 2.66a$	$187.90 \pm 2.34b$	$171.10 \pm 5.06c$	$188.37 \pm 2.75b$
2015	60	$224.20 \pm 2.55a$	$210.95 \pm 2.27b$	$186.60 \pm 4.98c$	$207.25 \pm 2.83a$
General	180	218.42 ± 1.93	203.80 ± 1.94	181.60 ± 2.92	201.27 ± 1.75

a, b, c: The averages in the same row and column are different ($P < 0.01$).

According to table 3, queen bee mating rates, 20 queen bees for every 3 periods and therefore 60 queen bees at total were delivered to mating boxes every year. A total of 180 queen bees were assessed within three years and 132 of them were fertilized. In the conducted rate test, no statistical difference was found between the mating rates of queen bees in all months and years ($P>0.05$).

Table 3. Values related to the mating rates (%) of Caucasian queen bees.

Years	Queen Bee (n)	June	July	August	X
2013	60	80.00	70.00	75.00	75.00
2014	60	75.00	65.00	70.00	70.00
2015	60	80.00	70.00	75.00	75.00
General	180	78.33	68.33	73.33	73.33

The data related to the average pre-oviposition periods of queen bees were 11.55 ± 0.45 , 13.85 ± 0.49 , 12.40 ± 0.39 days in 2013, 11.35 ± 0.47 , 15.60 ± 0.63 , 12.50 ± 0.58 days for 2014 and 11.70 ± 0.42 , 14.40 ± 0.52 , 13.10 ± 0.40 days for 2015 for the months of June, July and August respectively (Table 4). The average pre-oviposition period of Caucasian race was 12.93 ± 0.18 days. While the effect of years on the pre-oviposition period of queen bees was insignificant ($P>0.05$), the effect of months on the pre-oviposition period of queen bees was significant ($P<0.01$). The longest pre-oviposition period was determined in July; whereas the shortest period was found in June.

Table 4. Mean and standard error values related to the pre-oviposition periods of queen bees bred in different periods (days).

Years	Queen Bee (n)	June $\bar{X} \pm S\bar{x}$	July $\bar{X} \pm S\bar{x}$	August $\bar{X} \pm S\bar{x}$	\bar{X}
2013	45	$11.55 \pm 0.45b$	$13.85 \pm 0.49a$	$12.40 \pm 0.39b$	12.60 ± 0.28
2014	42	$11.35 \pm 0.47b$	$15.60 \pm 0.63a$	$12.50 \pm 0.58b$	13.15 ± 0.40
2015	45	$11.70 \pm 0.42c$	$14.40 \pm 0.52a$	$13.10 \pm 0.40b$	13.06 ± 0.29
General	132	$11.53 \pm 0.25c$	$14.62 \pm 0.32a$	$12.67 \pm 0.27b$	12.93 ± 0.18

a, b, c: The averages in the same row differ from each other ($P<0.01$).

Discussion

The general mean of larva acceptance rate of Caucasian colonies was 79.99% in this study. The larva acceptance rate was lower than a larva acceptance rate of 95.00% reported in a study (Cengiz, Emsem & Dodoloğlu, 2009) whereas it was found to be higher than the larva acceptance rate of 71.67% reported in another study (Arslan & Hangir, 2010) and it showed similarity with the average larva acceptance rate of 78.32% reported in another study (Şahinler & Kaftanoğlu, 2005).

The average sealed queen bee cell lengths in the colonies analyzed in the study were respectively found to be 32.63, 25.87 and 32.53 mm in the years of 2013, 2014, and 2015. The obtained results showed that colonies constructed queen cells with different lengths in different years. The difference between queen cell lengths showed that colony condition, climate, and flora affected the constructed queen cell lengths. The average queen cell length of 30.34 mm obtained from the study according to years showed similarity with the value of 30.82 mm obtained from colonies without queen bees in a study (Wilkinson & Brown, 2002).

In a study (Woyke, 1971) where the average queen bee body weight value obtained from experiment colonies through controlled reproduction methods was 201.27 mg, the average values reported for the queen bees bred from 0 and 1 day old larvae were found to be between 209 ± 2.40 mg and 189 ± 1.00 mg.

According to obtained results, the effect of both years and months on the body weight at emergence was significant ($P < 0.01$). Body weights of queen bees at emergence and colony condition decrease or increase depending on the climate and flora.

While the highest mating rate was 78.33% in June, the lowest mating rate was 68.33% in July. The mating rate of 73.33% obtained from the study was higher than the average mating rate of 71.60% reported by a study (Kaftanoğlu, Kumova & Yeninar, 1992) but it was lower than the average mating rate of 75% determined by another study (Güler, Korkmaz & Kaftanoğlu, 1999). The obtained results are thought to be arising from the difference of breeding regions. As a matter of fact, it has been reported that weather conditions, the number of male bees in mating regions and the age of queen bee affect the mating success of sexually mature queen bees (Koeniger, 1986; Laidlaw & Eckert, 1962).

Generally, a tendency of laying eggs earlier was found in June in all years. This is thought to be related to the climate of the region.

The average pre-oviposition period of the Caucasian race was 12.93 ± 0.18 days. This obtained result shows similarity with values reported to be an average of 12.15 ± 0.39 days among bees bred through controlled methods and an average of 12.36 ± 0.43 days for queen bees obtained from natural queen cells by a study previously conducted in the region of Erzurum (Dodoloğlu & Genç, 1997), and the value reported to be an average of 11.80 ± 0.533 days received through single implantation by another study conducted in the region of Ardahan (Yazıcı & Kırmızıbayrak, 2009).

In this study, the larva acceptance rates, queen cell lengths, body weights of queen bees at emergence and pre-oviposition period varied according to the breeding periods of Caucasian queen bees bred in different years and different months in the city of Ardahan; on the other hand, no significant difference was observed in terms of mating rate. Since the city of Ardahan is a region where Caucasian bees are isolated, the queen bees bred in this region are in great demand from other regions. Generally speaking, even though a low level of activity was observed in characteristics such as larva acceptance rates and body weights of queen bees at emergence in August when queen bee breeding is not possible in many regions, it can be asserted that this period is convenient for queen bee breeding under the conditions of Ardahan. However, if body weights at emergence are considered a reliable index in terms of queen bee quality according to these results, it is more appropriate to perform queen bee breeding in the months of June and July in the city of Ardahan for a reproduction of higher quality.

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Security and Performance Issues in Autonomic Component Ensembles

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Abstract

The paper proposes a new technique for detecting malware threats in autonomic component ensembles. The technique is based on the statistic complexity metrics, which relate objects to random variables and (unlike other complexity measures considering objects as individual symbol strings) are ensemble based. This transforms the classic problem of assessing the complexity of an object into the realm of statistics. The proposed technique requires implementation of the process X (which generates 'healthy' flows containing no malware threats) and objects generated by the actual (possible infected) process Y . The component flows files are used as objects of the processes X and Y . The result of the proposed procedure gives us the distribution of probabilities of malware infection among autonomic components. The possibility to use the results obtained to perform quantitative probabilistic verification and analysis of ASEs using the probabilistic model checking tool PRISM is demonstrated.

Keywords: Clou Computing, Autonomic Component, Performance, Security, Statistic Complexity.

Introduction and literature Review

The problem of anomaly detection in autonomic component ensembles was considered in (Prangishvili et al., 2013), (Prangishvili et al., 2014). The technique described there implemented Kolmogorov complexity metrics to reveal possible malware attacks and performance maintenance. Despite its usefulness, Kolmogorov complexity does not capture the intuitive notion of complexity very well. For example, Kolmogorov complexity is based on algorithmic information theory considering objects as individual symbol strings, whereas the measures effective measure complexity (EMC) (Grassberger 1986), excess entropy (Crutchfield J et al., 1983), predictive information (Bialek W et al., 2001), etc., relate objects to random variables and are ensemble (that is, set of interrelated objects –symbol strings) based. In (David P. Feldman et.al.,1997), (Ziv Bar-Yossef et al, 2003), statistic complexity that is not only different to all other complexity measures introduced so far, but also connects directly to statistics, specifically, to statistical inference, was introduced. In the paper a new technique which is based on complexity measure (Emmert-Streib F., 2010) and overcomes the difficulties of Kolmogorov complexity is suggested.

Methodology

The proposed technique transforms the classic problem of assessing the complexity of an object into the realm of statistics. More precisely, a complexity measure with the following properties is introduced. First, the measure is bivariate comparing two objects, corresponding to pattern generating processes, on the basis of the normalized *compression distance (NCD)* with each other:

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$$NCD(x, y) = \frac{C(xy) - \min\{C(x), C(y)\}}{\max\{C(x), C(y)\}}$$

where $C(x)$ denotes the compression size of string x and $C(xy)$ the compression size of the concatenated strings x and y . Second, this measure provides the quantification of an error that could have encountered by comparing samples of finite size from the underlying processes. Hence, the statistic complexity provides a statistical quantification of the statement ‘ X is similarly complex as Y ’. Based on these considerations, the statistic complexity measure, suggested in (Emmert-Streib F., 2010), is defined by the following procedure:

1. Estimate the empirical distribution function \hat{F}_{xx} of the normalized compression distance from n_1 , $S_{x,x}^{n_1} = \{x_i = NCD(x', x'') | x', x'' \prec X\}_{i=1}^{n_1}$ from objects x' and x'' of size m generated by process X (here ‘ \prec ’ means ‘is generated by X ’)
2. Estimate the empirical distribution function \hat{F}_{xy} of the normalized compression distance from n_2 , $S_{x,y}^{n_2} = \{y_i = NCD(x', y') | x' \prec X, y' \prec Y\}_{i=1}^{n_2}$ from objects x' and y' of size m generated by two different processes X and Y
3. Determine $T = \sup_x |\hat{F}_{x,x}(x) - \hat{F}_{x,y}(x)|$ and $p = Prob(T \leq t)$
4. Define $C_s(S_{x,x}^{n_1}, S_{x,y}^{n_2} | X, Y, m, n_1, n_2) := p$ as statistic complexity

This procedure corresponds to a two-sided, two-sample Kolmogorov- Smirnov (KS) test based on the normalized compression distance obtaining distances among observed objects. The statistic complexity corresponds to the p -value of the underlying null hypotheses, $H_0: F_x = F_y$, and, hence, assumes values in $[0,1]$. The null hypothesis is a statement about the null distribution of the test statistic $T = \sup_x |\hat{F}_{x,x}(x) - \hat{F}_{x,y}(x)|$ and because the distribution functions are based on the normalized compression distances among objects x' and x'' , drawn from the processes X and Y , this leads to a statement about the distribution of normalized compression distances. Hence, verbally, H_0 can be phrased as “on average, the compression distance of objects from X to objects from Y equals the compression distance of objects only taken from X ”. If the alternative hypothesis, $H_1: F_{xx} \neq F_{xy}$ is true, this equality does no longer hold implying differences in the underlying processes X and Y , leading to differences in the NCDs.

Applied to the problem of finding malware threats in the flows between autonomic components CPI (Prangishvili et al., 2014), the above procedure will look as follows. For *each autonomic component* (AC) of the (ACEs) the processes X and Y are considered as the processes generating objects represented in the form of strings. The strings, in turn, represent traffic flows through these autonomic components. The specific ways of how flows are transformed into strings are considered later in the paper. The process X (‘training process’) is the process generating flows in the conditions when there are no malware threats. So, objects (strings) generated by the process X are ‘healthy’ (they do not contain any patterns of malware). These strings have to be generated preliminary (before actual workload on autonomic components ensemble). For randomly taken pairs x' and x'' (the amount of such pairs is n_1) of the generated strings the metric $NCD(x', x'')$ is calculated. Then the empirical distribution function F_{xx} is being built and stored to the specific place. When the ensemble starts actual operation (receives workload), the process Y (‘production process’) generates objects (strings) y' , which represent actual current traffic between ensemble’s components. Some of these objects may contain malware patterns. The sample of the size n_2 of objects x' (generated preliminary by the ‘training process’ X) and objects y' is being created and the metric $NCD(x', y')$ is calculated for each pair. Then the empirical distribution function F_{xy} is being built. Now, by applying the steps 3 and 4 of the above procedure, the values of the *statistic complexity* for *each autonomic component* can be computed.

However, it is well known that the p -value is *not* the probability that the null hypothesis is true, nor is it the probability that the alternative hypothesis is false. To calculate the probability that the null-hypothesis is true, given some data, we have collected, we use the approach of (J.Cohen, 1994). He showed how the posterior probability of the null-hypothesis, given a *statistically significant* result (the data), can be calculated based on a formula that is a poor man’s Bayesian updating function. In this approach the following values are introduced. $P(H_0)$ is the prior probability (P) the null hypothesis (H_0) is true. $P(H_1)$ is the probability (P) the alternative hypothesis (H_1) is true ($P(H_1) = 1 - P(H_0)$). $P(T|H_0)$ is the probability (P) of the data D , which was obtained by the *KS* procedure:

$$T = \sup_x |\hat{F}_{x,x}(x) - \hat{F}_{x,y}(x)|$$

given that the null hypothesis (H_0) is true. $P(T|H_0)$ is the probability of the data (a significant result), given that H_0 is not true. $P(H_0|T)$ is the probability of the null-hypothesis, given the data T . This is our posterior belief in the null-hypothesis, after the data has been collected. According to (J.Cohen, 1994), it's what we really want to know:

$$P(H_0|T) = \frac{P(T|H_0)P(H_0)}{P(T|H_0)P(H_0) + P(T|\neg H_0)(1 - P(H_0))}$$

Therefore, the obtained numerical value of the statistic complexity can be interpreted in the following sense: in the current conditions the flows of packets through the given autonomic component cannot be regarded as complex flows (with the probability equal to $1 - P(H_0|T)$). That is, the flows may contain some patterns (indicating the possible presence of some malware threats) with the probability $P_{infect} = 1 - P(H_0|T)$. In our approach, we assume that the probability $P_{infect} \geq 0.6$

In autonomic cloud computing datacenters, can be considered as autonomic-component ensembles (ACEs) and be represented by constructions of SCEL (Software Component Ensemble Language), a kernel language for programming autonomic computing systems (De Nicola R. et al, 2013). Each (virtual) machine is running one instance of the Cloud Platform called Cloud Platform instance (CPI). Each CPI is considered to be a service component. Multiple CPs communicate over the Internet (IP protocol), thus forming a cloud and within this cloud one or more service component ensembles. In our approach the notions of *netflows*, their *informational-theoretical metrics* and *components' autonomic manager* are essentially leveraged. A network *flow* can be defined in many ways. In a general sense, a flow is a series of packets with some attribute(s) in common. Each packet that is forwarded within a router or switch is examined for a set of IP packet attributes. These attributes are the IP packet identity or fingerprint of the packet and determine if the packet is unique or similar to other packets. All packets with the same source/destination IP address, source/destination ports, protocol interface, and class of service are grouped into a flow and then packets and bytes are labeled. This methodology of fingerprinting or determining a flow is scalable because a large amount of network information is condensed into a database of netflow information called the netflow cache. A *netflow-enabled device (netflow exporter: router or switch)* sends to the *netflow collector* single flow as soon as the relative connection expires. Flows accumulated at the flow storage, are then subdivided into *component flows*. That is, flows which have the component's IP address as a destination address are grouped and sent to the corresponding component. After receiving their destined flows, the component's autonomic manager can start the processing in order to reveal the abnormal behavior of flows in accordance with the following technique. Application for collecting and processing NetFlow statistics are defined as follows. Once the collector populates the raw file, the file is passed on to the second component in the system, which is called an aggregator. The aggregator receives the file from the collector and processes it using predefined information from the database. The data thus processed (aggregated) is stored in the database. In the proposed approach the different files with the particular titles (relevant to the concrete SCP_i 's IP addresses) to store component flows are used. As it was described, the proposed procedure requires implementation of the 'training process' X (which generates 'healthy' flows containing no malware threats) before starting real 'production' (real-time) process Y . In order to decrease overheads, this process is executed just once with as large value of the sample size n_1 as it is possible. The obtained results (the empirical distribution function F_{XY}) is stored to each CP_i which can run applications subsequently. When applications are executed on the CP_s , the objects $y', y'', y''' \dots$ (corresponding component flows files) are created and the empirical distribution functions F_{XY} are calculated on each CP_i . Then, according to the steps 3 and 4 of the procedure, the value of statistic complexity for each autonomic component is calculated. The result of the proposed procedure gives us the distribution of probabilities of malware infection among autonomic components of the datacenter. As it was said above the probability $P_{infect} \geq 0.6$ can be practically regarded as a serious malware threat. In this condition the immediate migration of the application from the VM (where the application is being run currently) to another VM (which is to be selected by using the ensemble's components autonomic managers' knowledge base) is required. A new CP_i must be found according to some requirements: probability P_{infect} and CPU load must be rather low, integrated hardware index (which includes such indicators as processor speed, available memory, available disk space, number of cores, etc) must correspond to the application resource requirements (they are published in the interface of the CP_i where the application is running). If the required CP_i is found, the application has to migrate there as soon as possible and stop its running on the "old" CP_i . In our approach this process is described and implemented in SCEL (Software Component Ensemble Language - a kernel

language for programming autonomic computing systems statements). The time of migration must be taken into account when determining the response time. In general, streams of requests generated by each client (application) may be decomposed into a number of different *VMs*. Migrating a *VM* between servers causes a downtime in the client's application. Duration of the downtime is related to the migration technique used in the datacenter. The downtime is the function of the malware infection probability (computed as it was described above), links speeds and *VM* memory sizes. The response time of a *VM* (placed on server *j*) is computed according to the Pollaczek-Khinchin formula. Then the expression for migration time is updated by adding the term representing the expected downtime of the VM_{ij}

The result of the proposed procedure gives us the distribution of probabilities of malware infection among autonomic components. The possibility to use the results obtained to perform quantitative probabilistic verification and analysis of *ASEs* using the probabilistic model checking tool PRISM (M. Kwiatkowska et al., 2010) is demonstrated in our approach. Proceeding from the distribution of migration probabilities for all *ACs*, parameters of applications being performed by each *AC* (such as service times, response times (including migration times), etc.) which are being computed and stored in the repositories of corresponding autonomic managers of an *AC* we can perform quantitative probabilistic analysis of security, availability and performance of *ASEs*. In particular, the use of PRISM and data obtained by implementation of the above techniques allows us to define and obtain answers for the following types of questions: 1) $P = ? [F^{[0;600]} \text{ migrate } AC_i]$ – “the probability that component AC_i will migrate within 10 minutes”; 2) $P = \{ \text{“responseTime”} \} = ? [RS_{AC_i} > RS_{SLA}]$ – “the probability that response time of the component AC_i will be more than the response time required by SLA term”.

Conclusions and Future Works

In the paper, we presented a new technique for detecting malware threats and performance maintenance in autonomic component ensembles. The technique is based on the statistic complexity metrics. Unlike the Kolmogorov complexity, which is based on algorithmic information theory considering objects as individual symbol strings, the statistic complexity relate objects to random variables and are ensemble based. It is a bivariate measure that compares two objects, corresponding to pattern generating processes, on the basis of the normalized compression distance with each other. Besides, this measure provides the quantification of an error that could have been encountered by comparing samples of finite size from the underlying processes. The approach transforms the classic problem of assessing the complexity of an object into the realm of statistics. This may open a wider applicability of this complexity measure to diverse application areas. In particular, the statistic complexity is applied to the problem of detecting malware threats in autonomic component ensembles. The proposed procedure requires implementation of the ‘training process’ *X* (which generates ‘healthy’ flows containing no malware threats) and objects generated by the actual (possible infected) process *Y* (‘production process’). The component flows files are used as objects of the processes *X* and *Y*. The result of the proposed procedure provides the distribution of probabilities of malware infection among autonomic components of the datacenter. The proposed procedure of detecting malware threats and consequent migration are being executed in real-time. This also contributes to maintaining the required SLA. The possibility to use the results obtained to perform quantitative probabilistic verification and analysis of *ASEs* using the probabilistic model checking tool PRISM is demonstrated.

In future work, we plan to develop a hybrid technique which combines aspects of symbolic and explicit approaches to overcome some performance problems. We are planning to add a MTBDDs (multi-terminal binary decision diagrams) to a purely symbolic framework of PRISM.

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Tbilisi

SECTION III: Innovations in Sciences

2

Contemporary Studies in International Relations





Tbilisi

Iranian-Azerbaijan Relations: What Lies on the Bases of those Relations?

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Abstract

Since the restoration of Azerbaijan's independence with the disintegration of the Soviet Union, the relations with South Caucasus has covered a considerable part of Iranian foreign policy agenda. It was expected that Iran would provide necessary assistances to the consolidation of Azerbaijan's independence in fragile South Caucasus based on two reasons. First, Persians and Azerbaijanis have been culturally very close to each other. Second, shia sect has been seen a factor that would bring the sides together. Iran and Azerbaijan are the top shia populated states. However, hostility has been observed in Iranian foreign policy toward Azerbaijan, as Iran violated Azerbaijan's internationally recognized borders several times, and forced Azerbaijan stop exploration in Caspian Sea near to Iranian border. The article attempts to explain why Iran's foreign policy toward Azerbaijan has been predominantly hostile: it was the dilemma of Iran regarding Azerbaijan's increased relations with the West and Israel. The concept of security dilemma is used to explain Iranian foreign policy toward Azerbaijan during 1991-2013. Iranian foreign policy toward Azerbaijan has been largely dominated by two issues: Azerbaijani possible territorial claims to Northern Iran during Azerbaijan's early independence years, and Iranian concerns for the increase of Azerbaijan-Western energy and Azerbaijan-Israel military relations. Both primary and secondary data was used in the research. The method the research uses is based on qualitative research methods where secondary data was collected from academic articles and official sources, and analyzed and measured.

Keywords: Iranian Foreign Policy, South Caucasus, Security Dilemma, Territorial Integrity, and South Azerbaijan Question.

Introduction

The end of the cold war brought a new geopolitical situation to South Caucasus or Transcaucasia that means the other side of Caucasus Mountains Ranges. South Caucasus is a geopolitically strategic part of Eurasia where a powerful state has never originated inside, but has been always the center of the political competitions among the external powers. Its position in modern international system was shaped by new geopolitical changes after demise of Soviet Union that restored the independence of three nation states, Armenia, Azerbaijan and Georgia. However, different foreign policy orientations, and lack of socio-economic and political among these three nations hardly makes South Caucasus a region. The disintegration of South Caucasus from the former Soviet Union opened new perspectives for Iran to politically, economically and culturally involve in the region. At first glance, Iran was expected to provide necessary assistances to Azerbaijan on its way toward the consolidation of its independence. Particularly, it was anticipated that Iran would provide a considerable support to Azerbaijan regarding Azerbaijan-Armenian war over

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Nagorno-Karabakh. The expectations regarding Iranian support to Azerbaijan were based on two reasons. First, Azerbaijanis and Iranian (historically Persians) are culturally close to each other. Second, both Iran and Azerbaijan are dominantly shia populated countries. Religion has been a factor connecting Iranians and Azerbaijanis.

However, despite of anticipated close Iranian-Azerbaijan relations during presidency of the first Azerbaijan President Ayaz Mutallimov, pro-western Abulfaz Elchibey's attainment of Azerbaijan presidency post deeply changed the streams: starting from that period the relations between two Islamic states were strongly contaminated. Thus, despite of good expectations on the further development of bilateral Azerbaijan-Iranian ties, the later direction of relations between the sides showed that two shia states were no longer strategic partners in South Caucasus as Iran pursued a hostile foreign policy toward Azerbaijan. Iran violated Azerbaijan's internationally recognized borders at least twice. First, Iran intervened BP's attempts to make exploration of Alov natural gas field in south of Caspian Sea within Azerbaijani sector near to Iranian border. Second, Iranian jets violated Azerbaijan's land territory in its Astara district. The research addresses the question of why Iran followed a hostile foreign policy toward Azerbaijan, despite of good expectations.

Theoretical Framework: Security Dilemma

The concept of security has taken a great significance in the debates on IR theories with the end of WWII, which was strongly affected by the dominance of the realist theories that deeply influenced the shaping of world order after the war. It was during these following years that substantial theoretical researches brought about diverse conceptual developments in order to address the challenges associated with security. These theoretical developments on security produced various texts. It was one of these texts that defined the concept of security dilemma as a situation where states "are driven to acquire more and more power in order to escape the impact of the power of others", which "renders the others more insecure and compels them to prepare for the worst". Consequently, security dilemma brought about a situation, in which "none can ever feel entirely secure" (Herz, 1950, p. 157). Although security dilemma as a concept developed after the WWII, its origins go back Thucydides's "Peloponnesian Wars", which articulates Athenian fear of Spartan military development as a key reason for the Peloponnesian Wars. The concept gained a historical momentum in international relations scholarship with the introduction of "Cooperation under the Security Dilemma" article by Jervis in World Politics Journal in 1978, aftermath of which many theoretical questions and challenges associated with theories of international relations and security issues, including those of imperial expansion (Snyder, 1991), ethnic conflict (Tang, 2011) (Kaufmann, 1996), nuclear proliferation (Feldman, 1982), military doctrine (Posen, 1984) have been explained through the use of security dilemma concept.

Iran-Azerbaijan relations are investigated through security dilemma concept. Security dilemma occurs in the situation where "many of the means by which a state tries to increase its security decrease the security of others" (Jervis, 1978, p. 169). Many factors explain the severity of security dilemma. First, offense-defense balance argues that that the greater offense, the more severe the security dilemma, or vice versa (Jervis, 1978, p. 187). Second, offense-defense differentiation argues that what types of weapons are used affects the severity of security dilemma. The more offense and defense are distinguished, the less severe security dilemma is (Jervis, 1978, p. 199), since the differentiation of offensive weapons from defensive weapons makes one's intentions clearer that reduces the level of security dilemma. Third, greed and unit-level knowledge of the other's motives also affects the magnitude of security dilemma, as "security dilemma is driven by the adversary's uncertainty". Hence, the lack of unit level knowledge of the adversary's motive increases the magnitude of security dilemma. Otherwise, "the security dilemma is of less significance when the state's adversary is greedier" (Glaser, 1997).

The Question of South Azerbaijan

First, one of the factors that strongly shaped Iranian foreign policy toward Azerbaijan was originated from Azerbaijan's stance on large Azerbaijan ethnicity living in northern Iran. The question of Southern Azerbaijan was on top of Iranian foreign policy agenda after the disintegration of Soviet Union, since restoration of Azerbaijan's independence was motivational moment for development of Azerbaijani irredentism in north-

ern Iran (Brown, 2004, p. 587). The research tracks Iranian foreign policy toward Azerbaijan by analyzing the question of south Azerbaijan.

Why 9 million Azerbaijanis living in northern part of Araxes River have independent state, while more than three times of that Azerbaijani ethnic group living in south of Araxes is under Iranian control (World Factbook, 2013). The answer for the question lies in the historical developments and directions that each ethnic group has taken. It is clear that starting from the beginning of second millennium, the vast territory covering present-day South Georgia, Dagestan, Azerbaijan, Armenia and Iran have been a center of interactions among Persians and Oghuz Turkic groups (i.e. Azerbaijanis). Although Iranian historians claim that Persian rulers controlled the vast territory, Azerbaijani historians put the fact that the dynasties ruled the mentioned territory were indeed Turkic-oghuz origins (Nassibli, 2003, p. 5). Through the second half of the second millennium, the unification of present-day South Caucasus under Safavids state started beginning of the geopolitical competition among Russian, Ottoman and Safavids Empires in the following centuries. Decline of Safavids power led to the establishments of small political units in both north and south of Araxes River called as khanates. It should also be mentioned that khanates locating at southern and northern Azerbaijan were Turkic origins (Brown, 2004, p. 582) Two Russo-Persian Wars (1804-13, 1826-28) concluded with the defeat of Persia that was resulted with the signing of Gülistan (1813) and Türkmanchay Treaties (1828), the historical agreements for the future of Azerbaijan. In accordance with the treaties, the khanates locating in the northern part of Araxes River were joined to Russia, while Turkic originated khanates in the south of river were annexed to Persia (Souleimanov & Ditrych, 2000, p. 102). The annexation of northern khanates roughly covering the present-day Azerbaijan was a historical momentum for Azerbaijan, since for the first time in history, the territory covering the present-day Azerbaijan joined new direction in terms of political, economic and cultural developments. The westernization of Russia during rule of Great Peter was also transferred to present-day Azerbaijani territories, where for the first time, a nation-state of Azerbaijanis, Azerbaijan Democratic Republic (ADR) was established. Consequently, Azerbaijan became the part of the Westphalian system. Hence, disintegration of territory covering present-day Azerbaijan from Persian control brought nation-state system to Azerbaijan, while the territories covering south of Araxes stayed under Persian control (Valiyev, 2012, p. 2). Thus, unification of northern side of Araxes River to Russia Empire, which experienced westernization initiated by the Great Peter was a turning point for establishment of nation state in north of Araxes River. The consolidation of socialism in its northern neighborhood compelled Iran to follow preventive policies against spread of socialism in its territorial integrity, and this, in turn, impeded Iran to follow active foreign policy activities in South Caucasus.

However, the disintegration of Soviet Union brought new geopolitical situation in the region leading to emergence of three nations following different foreign policy directions. The fall of Soviet Union brought new hopes for the unification of South Azerbaijan with Northern Azerbaijan, as unity of nation was called under the principle of “same ethnicity and language” (Brown, 2004, p. 591). It was before the demise of Soviet Union that the elimination of all obstacles, which had prevented the development of economic and cultural bonds with Iranian Azerbaijan, was added to the program of Azerbaijan Republic’s People Front Party. The Party declared: “It supports the restoration of ethnic unity of Azerbaijanis living on both sides of the border. The Azeri people should be recognized as a united whole. Economic, cultural, and social ties between our divided nations should be restored. All obstacles to the creation of direct human contacts should be abolished” (Shaffer, 2011, pp. 132-133). Call for unification was followed by the huge crowds crossing the stony walls separating Iranian Azerbaijan from Independent Azerbaijan, which later was drawn similarities with the fall of Berlin Wall, and the crossing day of large crowds was declared as International Solidarity Day of World Azerbaijanis in Azerbaijan’s history (Nassibli, 2003, p. 10).

Although Ayaz Mutallimov, the first president of Independent Azerbaijan, pro-Russian Azerbaijani leader constructed good relations with Iran and gained Iranian support over the Nagorno-Karabakh War, a historical turning point in Iranian-Azerbaijan relations came to view, when the second Azerbaijani president Abulfaz Elchibey attained the presidency post that turned the tides, which led to the contamination of Azerbaijan-Iranian relations (Zarifian, 2008, p. 130). As the leader of People Front Party, Elchibey followed pro-Turkish and pro-western foreign policy that antagonized not only Iran, but also Russia. Former President indeed perceived the annexation of South Azerbaijan to Independent Azerbaijan as a precondition for the solution of Nagorno-Karabakh conflict, as he stated that “if we look at the map we will clearly see the ties that link the solution of the Karabakh problem with that of the South ... it is impossible to find a comprehensive solution of these problems, especially the problems resulting from the Armenian aggression,

without the solution of the problem of the South. The failures that we encountered in our fights against Armenian aggression in the [1980s] and [1990s] is the result of Azerbaijan being separate” (Brown, 2004, pp. 588-589). However, the call for unity by Abulfaz administration should not be understood as use of military means to achieve the annexation of South Azerbaijan to Independent Azerbaijan. It was believed that Soviet Union would be a president for Iran, and a liberation movement would bring the independence of Iranian Azerbaijan, and later unification of South Azerbaijan with Independent Azerbaijan. Therefore, the unification of Iranian Azerbaijan was not suggested using military forces, rather it was believed that Iran would collapse like the Soviet Union, and “the Azerbaijanis living in Iran will start a national liberation movement” (Turan, 1999). The unrealistic statements by Elchibey based on miscalculations deepened Azerbaijan’s military crisis and economic collapse that brought the end of his presidential period. To make the matters worse, Iran perceived Azerbaijan as a potential threat for its territorial integrity that reflected in its policy of supporting Christian Armenia against dominantly Muslim populated Azerbaijan (Cornell, 1998).

Haydar Aliyev’s ascendancy to Azerbaijan presidency brought a new period of Iranian foreign policy toward Azerbaijan that was called *détente* by several analysts due to the commencement of normalization of bilateral relations (Souleimanov & Ditych, 2000, p. 104). Principle of territorial integrity was accepted by Haydar Aliyev as base of the construction of statehood and nation state. This is what he expressed in his inaugural speech of October 1993: “[Azerbaijan] foreign policy is peace-loving and it [does] not aim to violate the sovereignty, [or] territorial integrity of any other state. At the same time, through our foreign policy we should try at any price to safeguard the sovereignty, independence, and territorial integrity of our republic” (Aliyev, 1993). Several official visits to Iran were organized in order to convince Iran that Azerbaijan did not have any claims for Iranian Azerbaijan. During meetings with Iranian officials, Aliyev made considerable efforts to persuade the Iranian Government that Azerbaijan did not have any intention to support Azeri irredentism in northern Iran. Consequently, a friendship agreement was signed between two states. However, the friendship agreement did not change Iranian perception of Azerbaijan, since “Iran’s strategy towards Azerbaijan had already been defined by that time” (Brown, 2004, p. 104).

To sum up, Iranian foreign policy toward Azerbaijan in early 1990s was largely shaped by the question of south Azerbaijan, as early Azerbaijani leaders expressed their concerns regarding Azeri ethnic group settled in northern Iran. It was Iranian concerns on Azeri irredentism in its north area and possible Azerbaijani support for that that compelled Iran to follow a hostile foreign policy toward Azerbaijan during the early 1990s.

Azerbaijan’s Rapprochement with the West and Israel

Second, Iran faces security dilemma as Azerbaijan increases its arm sales from Israel, since it perceives Israel-Azerbaijan military relations as threat to its national security. It is obvious that Iran had been surrendered by the United States and NATO armed forces, which coerced Iran to prevent Azerbaijan from providing any access for US armed bases. Therefore, the greater external pressures against Iran, the greater Iran tend to be cautious of its relations with Azerbaijan by sending messages that what expects Azerbaijan if the state allows Israel armed forces to use its territory to attack Iran.

Penetration of western powers to Azerbaijan stemmed from energy interests that enabled Aliyev to construct a balanced foreign policy utilizing oil as a strategic tool to counterbalance the Russian influence, which was practically achieved with signing of Deal of Century in 1994 (Souleimanov & Ditych, 2000, p. 105). Haydar Aliyev, a pragmatic leader of Azerbaijan strongly tried to develop Azerbaijan’s damaged relations with Iran by expressing its solidarity and friendship with Iranian population. National Iranian Oil Company (NIOC) was allocated with 25% share of Azerbaijan International Operating Company (AIOC), the international consortium established for the exploitation of Azerbaijan oil resources from Caspian Sea in order to pump oil to projected Baku-Tbilisi-Ceyhan Pipeline, the pipeline that served as the cornerstone of Azerbaijan economy (Souleimanov & Ditych, 2000, p. 106).

However, Azerbaijan was enforced to expel the NIOC from the consortium, since US Congress adopted a law declaring that no US Company will work on side by side with Iranian company within the same project. Azerbaijan governments had no choice, but had to cut the share of National Iranian Oil Company (NIOC). Azerbaijan’s energy collaboration with the West shaped hostile Iranian foreign policy toward

Azerbaijan. Later, hostile Iranian foreign policy toward Azerbaijan was reflected in several aggressive Iranian actions toward Azerbaijan, in which Iran threatened Azerbaijan by coercing BP to halt the oil and gas exploration in Azerbaijan's Caspian sector near to Iranian border as well as by violating Azerbaijan's air territory from its Astara district (Cutler, 2013).

Furthermore, Azerbaijan increased its arm sales from Israel, since one of foreign policy priorities of the state is the restoration of territorial integrity of the state by working on construction of a modern army capable of liberating occupied territories of the state from Armenian occupation. Israel military sales to Azerbaijan brought about Iran to face a security dilemma, since the Iranian Government perceived those military sales directed to Iranian national security. Azerbaijan signed arms deal with Israel worthy of \$1.4 billion in 2012. In the same year, State Oil Company of Azerbaijan (SOCAR) took a part at the investment of an Israeli oil exploration initiative. In addition, the governmental statistics shows that annual trade relations between Israel and Azerbaijan amounts for \$3 billion (Fiske, 2013). These developing Azerbaijan-Israel relations were reflected on the formation of Iranian foreign policy agenda regarding Azerbaijan.

Conclusion

Thus, the question of South Azerbaijan, and Azerbaijan-Israel and Azerbaijan-Western relations lied on the bases of Iranian perception of Azerbaijan. Open claims by Former Azerbaijani President Elchibey regarding the unification of South Azerbaijan with Independent Azerbaijan (North Azerbaijan) deeply contaminated the relations with Iran. Furthermore, development of Azerbaijan-Western energy relations and Azerbaijani-Israel military cooperation led Iran perceive to be surrounded by Western powers, and concerned on possible usage of Azerbaijan territory by United States and Israel to attack its territory. Azerbaijani support to the US military intervention to Afghanistan by supplying the US military jets with air territory and sending peacekeeping forces to both Iraq and Afghanistan shaped Iranian image of Azerbaijan. To sum up, the article concludes that it was the security dilemma Iran faced regarding Azerbaijan's relations with the West and Israel. Iran was strongly concerned on Azerbaijan's arms deals with Israel. Although Azerbaijan has repeatedly stated that the arms purchases from Israel are directed to the liberation of its occupied territories from Armenia, Iran has been very concerned of Azerbaijan's intentions.

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Eurasia Energy Security Dimensions Perspective of the Russia and Iran influence

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Abstract

In the contemporary world, increasing the significance of the energy issue emerged different type of the political and economic consequences. In this regard, characteristic of the energy is quietly fragile and sensitive, particularly nowadays, decreasing energy price caused reshaping the energy security dimensions not only on the Eurasian region but also whole global scale. Taking the Russian foreign policy in case of the energy into account, Russian plays significant role in terms of the supplying energy resources to international market so that depending on the Russian oil and gas especially by European countries gained political and economic impression over the Eurasian countries. One of the main foreign policy of the European countries is the increase the diversification of the new energy pipeline projects which mainly depends on the Caspian Sea natural resources. Besides, after the sanction lifted in Iran, means that opening the door to international relations, got advantage to involve the international market so that Europe is quietly significance market for Tehran. Furthermore, Turkey is quietly significant country in order to supplying energy from Caspian Sea to the European country so its position plays critical role in order to increase diversification of the energy projects. In this regard, this article will assess the role of the energy factors between the regional and global actors. In this content, research mainly will focus on the Russian and Iran energy implementations which address to increase its penetration on the region.

Keywords: EU, Russia, Iran, Energy Security, Caspian Sea.

Introduction

Perspective of the Energy Security as a Background

Since long time, energy factor has brought new approach as economic, social and political that is why long time ago, as an energy region Middle East was also in the international agenda.

In this regard, during the last century, this region had paid more attention by regional and global actors in order to supplying energy to international market.

Furthermore, reflection and consequences of the Cold War international energy price increased because of the energy cooperation among US and the Saudi Arabia.

After Saudi Arabia increased the amount of the oil production because of the breaking out the Iran and Iraq war so that oil factor played one of the main reason in ending Cold War in favor of the West.

Influence of the Russian Position in Terms of the Energy Factor Over the West

After the Cold War period, it is important to point out the role of energy reserves because when price of oil

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fell in the beginning of 90-th, somehow Russia was forced to push its policy in favor of the West.

During that time, a Russian ambition is decreased. During the 2000-2004, first stage presidency of Putin, foreign policy priority of Russia was concentration policy which means that the strengthening position of the Federal Government at the same time, Russia had normal relations with West.

However, during the 2000-2006 periods, it was so-called as a Liberal Empire that means Russian's purpose is to lift its economic influence over the Soviet place and some part of Western Europe by using energy somehow.

As an example, Russian monopolistic Gazprom signed profitable agreement with Austria, France, Italy and German Company in order to increase the Russian natural resources in the European market and with this agreement, Russia took advantage in this factor.

On the third stage presidency of Putin, in 2007, in this period Russia had sovereignty over its democratic policy so increasing the price of the oil and establishment of the Russian control over the several companies on the post-soviet place and in Europe.

In this case, Russia's influence in the international market is no other thanks but to its energy reserves. Besides, aggression of Russia over Georgia increased price of the oil and at the same time, this case influenced GDP of the Russia on the positive way.

Russian Energy Diplomacy

Russian energy diplomacy has taken place in terms of the having high authority on the global market. It brought the great opportunity not only for economic sector but also for political movements which may whole international energy policy so it is significant to taken characteristic of the Russian energy diplomacy into account. In this context, as Milov indicate that the Russian energy diplomacy are following:

- Selling energy resources is importance in order to gain political status over the foreign countries which depend on Russian energy resources;
- Having huge energy resources brought new potential advantage for increasing the its influence over the region particularly new oil and gas pipeline projects to promote certain Russian interests in various countries;
- Engaging certain investors of the energy importing nations to participate in upstream oil and gas production projects in Russia to promote a certain bilateral relations agenda with these energy importing nations;
- Gaining the control over the downstream energy assets in the energy importing nations in order to pursue both commercial and, presumably, political goals (Milov, 2006).

As the Goure mentioned that energy is key factor for the economic sector which includes gas and oil trade. It is important to stay breaking up energy conflicts over the energy diplomacy. To give an example, Iraq threat to Kuwait which effects all energy markets because end of this war Saudi Arabia increased the price of the oil with agreement on United States. In this regard, it is clear that re-emerging the energy conflict brought multidimensional factions among the states (Goure, 1995).

During the past several decades, the world has seen much transformed on many sectors economic political etc. Furthermore, increasing the technological development quietly play in order to change diplomacy instrument as the Lindstrom mention that the revolution in information technology and increased international trade has fueled the process in recent years so that energy factor is one of the significant arguments for diplomacy on the international relations (Lindstrom, 2002).

Energy diplomacy is relation among the energy producer and supplier. In this regard, as the Goldthau indicate that energy consumer countries try to increase energy agreements, while energy producer's purpose is that increasing the expanse for its energy reserves. It is clear that energy diplomacy is not new concept in the international relations because oil and gas, since long period, those energy arguments has taken place on the foreign policy of the instruments. It is significant to mention regarding to reflection of the

energy diplomacy that this diplomacy is quietly connecting with zero-sum game. Taking the characteristic of the energy diplomacy into account, it is important to answer the question that is energy diplomacy influential as a key factor on the foreign policy of states? It is clear that some author's argue that using energy as politic tool in order to prevent energy relations to be clear that is why this factor according the some authors is brought negative advantage on the energy diplomacy. Energy diplomacy is not new issue on the international relations as the Goldthau indicated that it has taken place since long time, at the beginning of the 20th century, presence conflict among the Russia and British in order to control Persian region which was popular in case of the energy resource. In this context, it is significant to highlight that energy and diplomacy, those relations over the military actions is actual topic on the international energy arena (Goldthau, 2010).

Consequences of the Russian energy diplomacy on the international energy market

Presence of the huge energy resources on Russia brought to become influential country on the energy sector which quietly connected political and global prestige.

Resources can play as economic factor among the regional power in order to be powerful country because with bilateral trade relations Russia gains political and economic benefits.

In case of the increasing the energy relation with others countries, the Russia purposes to increase its energy dependence.

Increasing the technological and shifting environment struggled the resources to be more effective that is why Russian aims to have close relations. In this regard, Russian energy diplomacy includes those factors that increasing the foreign investment and mutual market expanse.

It is important to mention energy factor on the international relations, according to Zhiznin energy diplomacy is such kind of the foreign policy argument. In this regards, energy has took place on the foreign policy of the states and brought new perspective which cause disintegration or provide cooperation among the states. Taking significance of the energy factor on the international arena into account, it is necessity to stay regarding to energy is that taking critical position on the political, social and economic aspects. National energy security is related to international energy security that is why stability of the energy on the global level is possible with regional sustainable regional energy cooperation. Increasing the demanding the energy brought two critical consequences. One of them is that increase the escalation energy conflict among the global actors. As for other, intergovernmental movements which consolidate the building up the regional and global energy policy (Zhiznin, 2010).

It is clear that as the Zhiznin stated that energy security become one of the significant issue on the international relations so that conflicts causes instability of the sustainable energy diplomacy. Furthermore, infrastructure and facilities of the energy security which includes energy transit, energy supply and energy pipelines. There are close relations among them damaging one those factors may deeply destroy energy security system. On the one hand, it is important to mention that using energy instruments gain advantage for competitor states on the energy sector or states who tries involve to another country `s internal or external policy. In this regard, international energy security is quietly delicate that is why diplomatic relations on the energy sector is complicate. On the another hand, geopolitics has taken importance role in the international energy diplomacy because this concept explains state`s position as theory of international relations. There is also energy geopolitics which is not clarify its definition argued by same international expert. There is also another concept is energy geo-economics which is relate to energy diplomacy as well. In this regard, Russian energy diplomacy is significant on the Eurasian continent so that it is necessity analysis the Russian energy diplomacy by following factors:

- Using energy resources as political tools
- Challenging the states with cut gas off in order to influence its position over the region
- Having idea which is became superpower on the energy sector
- Controlling area with providing energy resources (Zhiznin, 2010).

Taking energy Russian energy diplomacy into account, it is significant to indicate that its energy resources quietly bring the sensitive consequences over the international energy market. In this regard, Russia plays significant role in case of the energy sector because having energy resources connection political and economic relations that is why Russia use this energy card more effective on the Eurasian counties.

Conclusion

Importance of the energy factor has brought the new dimension which effect political, social and economic conditions towards Russian-Georgian relation.

In this regard, energy factor plays not only over the political situations but also on the economic because there are close relations among energy factor and internal/external instruments.

It is important to indicate that Russian political military impressing to foreign policy of the Georgia has struggled to be Independent County.

Taking the Georgian position into account, it is clear that this county is such buffer zone on the Caucasus region so that in case of the transferring the Russian natural to international market especially to European countries.

Presence of the frozen conflict prevent not only sustainable of the energy sector but also stability of the economic structure.

Increasing new energy pipeline projects provide that increasing the diversification of the energy supply so that breaking the out new energy conflict among Russia and others may possible. As a matter of fact, regional cooperation on energy sector bring the sustainable of the regional consequences.

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ქართული სემცია

სემცია I: ინოვაციები ბიზნესში





Tbilisi

ადვოკატირება და კონკურენციის პოლიტიკა

Advocating and Competition Policies

მარიამ ქუჩულორია*

აბსტრაქტი

თავისუფალი ვაჭრობისა და კონკურენტუნარიანი ბაზრის განვითარების საფუძველი უპირველეს ყოვლისა არის ქვეყანაში კონკურენციის კანონის და მისი აღსრულების სათანადო მექანიზმების არსებობა.

კონკურენცია შეიძლება შეიზღუდოს არამარტო კერძო სამართლის იურიდიული პირების ანტიკონკურენტული ქმედებით, როგორცაა კარტელები, დომინირებული მდგომარეობის ბოროტად გამოყენება, ანტიკონკურენტული შეწყობები და ა.შ., არამედ ასევე საჯარო ხელისუფლების მიერ კანონშემოქმედებით ან კონკურენციის პრინციპების სანინაღმდეგო განწყვეტილებების მიღებით.

ვინაიდან უმრავლეს ქვეყნებში კონკურენციის პოლიტიკის განხორციელებისთვის არსებობს სპეციალური ორგანო - როგორც კონკურენციის სააგენტო,¹ მნიშვნელოვანია მისი სათანადო ჩართულობა საკანონმდებლო და რეგულატორულ პროცესებში, რადგან ეს შესაძლებელს ხდის კონკურენციასთან მაქსიმალურად თავსებადი იყოს კანონმდებლობა და სახელმწიფოს ეკონომიკური პოლიტიკა. ეს კი საბოლოო ჯამში დადებითად აისახება ქვეყნის კონკურენტულ გარემოზე. „ქვეყნის ეკონომიკური პოლიტიკის ფორმირებაში კონკურენციის სააგენტომ უნდა შეასრულოს კონკურენციის დამცველის, ადვოკატის როლი, იმოქმედოს პროაქტიურად, რომ შექმნას ისეთი სახელმწიფო პოლიტიკა, რომელიც შეამცირებს ბაზარზე შესვლის ბარიერებს, ხელს შეუწყობს დერეგულაციას, ვაჭრობის ლიბერალიზაციას და სხვაგვარად შეამცირებს არააუცილებელ სახელისუფლებო ჩარევას.“²

საკვანძო სიტყვები: ადვოკატირება, კონკურენცია, ეკონომიკა, სამართალი, პოლიტიკა, კულტურა.

Abstract

The existence of regulations regarding competition and mechanisms of their effective enforcement is the fundamental point for developing free trade and competitive market in a particular country.

Competition may be restricted not only with anti-competition behavior patterns of private legal persons such as cartels, benefiting from the dominant position held in the market, anti-competitive business combinations etc., but also with adopting specific laws and regulations by public authorities and making decisions that are potentially harmful for competition terms in general.

As in majority of countries there exists a special body that ensures effective enforcement of rules and regulation regarding competition which is an Agency of Competition,³ it is of a crucial importance to get the mentioned institution involved in lawmaking and regulatory processes as it will ensure the maximum compatibility between the legislation and the economic policies of a particular country. Consequently, all these measures will lead to improvement of a competitive environment. „Agency of Competition has to be an institutional body that protects, advocates the terms of fair competition and pro-actively functions in order to form such a state policy which decreases barriers for businesses while entering markets, ensures deregulation, liberalization of trade and restrains unwanted meddling of the state“⁴

Keywords: Advocating, Competition, Economy, Law, Policy, Culture.

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¹ კონკურენციის კანონის აღსრულებაზე პასუხისმგებელ ორგანოებს სხვადასხვა ქვეყნებში განსხვავებული სახელწოდება შეიძლება ქონდეთ, თუმცა ნაპრობში მათ ერთიან სახელწოდებად გამოყენებულია „კონკურენციის სააგენტო“, რაც გულისხმობს ყველა ქვეყანაში არსებული კონკურენციის კანონის აღმასრულებელ ორგანოს.

² The World Bank. OECD: A Framework for the Design and Implementation of Competition Law and Policy, 1998.

³ Legal entities that are responsible for enforcing the norms of competition have different titles in different countries, however, in the given work we use the term „Agency of Competition“.

⁴ The World Bank. OECD: A Framework for the Design and Implementation of Competition Law and Policy, 1998.

შესავალი

კონკურენციის ადვოკატირების განმარტება

საერთაშორისო კონკურენციის ქსელის ადვოკატირების სამუშაო ჯგუფის 2002 წლის ანგარიშის მიხედვით:

„კონკურენციის ადვოკატირება მოიცავს კანონის აღსრულების გარდა ყველა იმ საქმიანობას, რომელსაც ახორციელებს კონკურენციის სააგენტო კონკურენტული გარემოს ხელშეწყობისთვის, მათ შორის სახელისუფლებო ორგანოებთან ურთიერთობით და კონკურენციის სარგებელზე საზოგადოების ცნობიერების ამაღლებით.“¹

როგორც ამ განმარტებაშია მოცემული, კონკურენციის ადვოკატირება არ გულისხმობს კანონის აღსრულებას. თუმცა ყოველთვის არ არის ცხადი რა იგულისხმება კონკურენციის კანონის აღსრულებასა და ადვოკატირებაში და ეს ცნებები შეიძლება განსხვავებულად აღიქმებოდეს სხვადასხვა იურისდიქციის ქვეყნებში. იმ ქვეყნებში, სადაც კონკურენციის სამართალს უფრო დიდი ხნის ისტორია აქვს, კონკურენციის სამართლის მოქმედება ვრცელდება მხოლოდ კერძო სამართლის იურიდიულ პირებზე - ეკონომიკურ აგენტებზე, მაგრამ ზოგი გარდამავალი ეკონომიკის და განვითარებადი ქვეყნების მიხედვით, კანონი ეხება ასევე საჯარო ხელისუფლებას. მაგალითად, კონკურენციის შესახებ საქართველოს კანონის მოქმედება ვრცელდება როგორც ეკონომიკური აგენტების, ასევე სახელმწიფო ხელისუფლების, ავტონომიური რესპუბლიკის ხელისუფლების, ადგილობრივი თვითმმართველობის ორგანოს ან/და მისი თანამდებობის პირის ქმედებასა და გადაწყვეტილებებზე (მუხლი 2.3). ამ შემთხვევაში ადვოკატირების ნაწილი შეიძლება მივიჩნიოთ კონკურენციის კანონის აღსრულებად.

კონკურენციის ადვოკატირებას ორი მთავარი დანაყოფი აქვს: პირველი ეხება კონკურენციის სააგენტოს ურთიერთობას სხვა სახელისუფლებო ორგანოებთან კონკურენციასთან თავსებადი საკანონმდებლო აქტების და გადაწყვეტილებების მისაღებად, მეორე კი - კონკურენციის სააგენტოს საქმიანობას, რომელიც მიმართულია ეკონომიკური აგენტების, საჯარო სექტორის და მთლიანად საზოგადოების ცნობიერების ამაღლებაზე კონკურენციის სარგებელში.

განსაკუთრებით მნიშვნელოვანია კონკურენციის ადვოკატირების ფუნქციის გამოყენება განვითარებადი და გარდამავალი ეკონომიკის ქვეყნების კონკურენციის სააგენტოების მიერ. ამ ქვეყნების ეკონომიკური პოლიტიკა განიცდის ფუნდამენტურ ცვლილებებს, ბაზარი ხდება უფრო ღია, იქმნება ახალი სახელისუფლებო და მარეგულირებელი ინსტიტუტები, ხორციელდება სახელმწიფოს საკუთრებაში არსებული საწარმოების პრივატიზაცია. ამ გარდამავალ პროცესში კონკურენციის პოლიტიკას უნდა ქონდეს ფუნდამენტური როლი, მაგრამ ახალჩამოყალიბებული კონკურენციის სააგენტოსთვის არცთუ ისე იოლია ამ მიზნისთვის საჭირო გავლენის და შესაბამისი უნარ-ჩვევების შექმნა.

კონკურენციის ადვოკატირების წინაპირობები

კონკურენციის სააგენტოს მიერ ადვოკატირების ფუნქციის ეფექტიანად განხორციელების წინაპირობებია:

1. სააგენტოს პოლიტიკური გავლენისგან მაღალი დამოუკიდებლობის ხარისხი. სააგენტოს დამოუკიდებლობა მნიშვნელოვანია როგორც კანონის აღსრულების, ასევე ადვოკატირების ფუნქციის ეფექტიანად განხორციელებისთვის.

არსებობს სააგენტოების დამოუკიდებლობის ორი ასპექტი: სტრუქტურული და ფუნქციონალური. სააგენტო, რომელიც შექმნილია როგორც დამოუკიდებელი ორგანო და არა როგორც რომელიმე სამინისტროს ნაწილი და პასუხისმგებელია საკანონმდებლო ორგანოს წინაშე, მიიჩნევა რომ არის სტრუქტურულად უფრო დამოუკიდებელი. ასეთ შემთხვევაში, სააგენტო კანონის აღსრულებისა და ადვოკატირების ფუნქციის გამოყენებისას უფრო მეტი თავისუფლებით სარგებლობს. თუმცა არსებობს ქვეყნები, სადაც მიუხედავად სახელისუფლებო სტრუქტურაში კონკურენციის სააგენტოს ადგილისა, მას მაინც შეუძლია შეიძინოს მაღალი ხარისხის დამოუკიდებლობა.

კონკურენციის სააგენტოს ფუნქციონალური დამოუკიდებლობა ადვოკატირების კონტექსტში გულისხმობს სააგენტოს თავისუფლებას, გააკეთოს კომენტარები კანონმდებლობის შესახებ, მიიღოს მონაწილეობა სახელისუფლებო რეგულატორულ პროცესებში. საერთაშორისო კონკურენციის ქსელის ზემოხსენებული 2002 წლის კვლევის თანახმად², სააგენტოს ფუნქციონალური დამოუკიდებლობა შეიძლება გაძლიერდეს ქვეყანაში ისეთი კანონმდებლობის არსებობით, რომელიც უფლებას აძლევს, და ავალდებულებს კიდევ კონკურენციის სააგენტოს კანონმდებლობის ან რეგულირების მიღებამდე თავისი

¹ International Competition Network: Advocacy and Competition Policy, Report prepared by Advocacy Working Group, ICN's Conference, Naples, Italy, 2002.

² კვლევა დაფუძნებულია საერთაშორისო კონკურენციის ქსელის 50 წევრი ქვეყნის მიერ მიწოდებულ ინფორმაციაზე

მოსაზრება წარადგინოს კანონპროექტებზე. და პირიქით, სააგენტოს ფუნქციონალურ დამოუკიდებლობას ასუსტებს სიტუაცია, როდესაც მას შეუძლია ამ პროცესებში მიიღოს მონაწილეობა მხოლოდ სხვა სახელისუფლებო ორგანოს მონვევის ან ნებართვის საფუძველზე.

2. სააგენტოს უნდა გააჩნდეს საკმარისი რესურსები როგორც ადვოკატირების, ასევე კანონის აღსრულებისთვის. კონკურენციის სააგენტოებს, როგორც განვითარებად, ასევე განვითარებულ ქვეყნებში იშვიათად აქვთ საკმარისი რესურსები, ამიტომ მნიშვნელოვანია კანონის აღსრულებისა და ადვოკატირების ფუნქციის განხორციელებისას სააგენტოების მიერ პრიორიტეტულობის განსაზღვრა. შესაძლებელია წარმატებული კონკურენციის ადვოკატირებამ უფრო მეტი ეკონომიკური სარგებელი მოიტანოს ვიდრე კონკრეტულ საქმეზე კანონის აღსრულებამ, მაგრამ რესურსების სიმცირის გამო კარგად უნდა შეფასდეს ყოველი ადვოკატირების პროექტი, ქვეყნის ეკონომიკისთვის მისი მნიშვნელობა, რესურსები, რასაც ის მოითხოვს და წარმატების ალბათობა.

თუმცა კითხვა რჩება რა არის ის ოპტიმალური პროპორცია მთლიანი რესურსებისა, რაც სააგენტომ უნდა მიუძღვნას ადვოკატირების ფუნქციის განხორციელებას და უნდა იყოს თუ არა ის მეტი პროპორციით საქართველოში. წინამდებარე ნაშრომი არის იმის მცდელობა, პასუხი გასცეს აღნიშნულ შეკითხვას.

3. სააგენტომ უნდა მოაპოვოს საზოგადოების ნდობა და ის აღიქმებოდეს როგორც კონკურენციის დამცველი. მნიშვნელოვანია მისი სათანადო რეპუტაციის არსებობა საკანონმდებლო, აღმასრულებელ და სასამართლო ხელისუფლებასთან, ბიზნეს სექტორთან, მომხმარებლებთან - მათ უნდა ესმოდეთ რა სარგებელი აქვს კონკურენციის ეკონომიკისთვის, მათი ბიზნესისთვის და პირადად მათთვის, როგორც მომხმარებლისთვის. მათ უნდა გააჩნდეთ სააგენტოს მიმართ ნდობა, როგორც ამ ღირებულების დამცველის.

კონკურენციის ადვოკატირება პრაქტიკაში

კონკურენციის ადვოკატირების მრავალი შესაძლებლობები არსებობს და ის სხვადასხვაგვარი ფორმით შეიძლება განხორციელდეს. განვითარებად ქვეყნებში სააგენტოებმა განსაკუთრებით აქტიურად შეიძლება გამოიყენონ ადვოკატირება პრივატიზებისას, კანონმდებლობის და სახელმწიფო პოლიტიკის რეფორმისას, კონკურენციის კულტურის განვითარებისას.

სახელმწიფო სანარმოების **პრივატიზების** პროცესში სააგენტოს ჩართულობის მიზანი არის სამომავლოდ კონკურენტული ბაზრის ფორმირების ხელშეწყობა. ზოგ ქვეყანაში სააგენტოს კანონით აქვს უფლება მინიჭებული ჩაერთოს პრივატიზების პროცესში (თუნდაც უარყოს პრივატიზების გადაწყვეტილება), თუმცა უმრავლეს ქვეყნებში სააგენტოს მხოლოდ ადვოკატირების შესაძლებლობა რჩება. პრივატიზების პროცესში სააგენტოს მონაწილეობით უნდა შეფასდეს ტრანზაქციის კონკურენციასთან თავსებადობა. შესაძლოა პოლიტიკურად მიზანშეწონილი არ იყოს პრივატიზების პროცესის მთლიანად უარყოფა სააგენტოს მიერ, თუმცა სააგენტოს შეუძლია შესთავაზოს ალტერნატივები, როგორცაა მაგალითად ბაზარზე შესვლის ბარიერების შემცირება და სხვა.

არაერთი ქვეყნის კანონმდებლობა ითვალისწინებს კონკურენციის სააგენტოს ჩართულობას ისეთი **კანონმდებლობის** მიღებისას, რომელმაც შეიძლება გავლენა მოახდინოს კონკურენციაზე.

სხვადასხვა **სახელმწიფო პოლიტიკას**, როგორცაა სავაჭრო პოლიტიკა, სახელმწიფო დახმარება, შესყიდვების პროცედურები და სხვ. შეუძლია გავლენა მოახდინოს კონკურენციაზე და ბაზარზე. ვაჭრობის ლიბერალიზაცია შესაძლოა არ იყოს ხელსაყრელი ადგილობრივი მწარმოებლებისთვის, სახელმწიფოს მიერ ადგილობრივი მწარმოებლების სუბსიდირებას შესაძლოა ქონდეს ანტიკონკურენტული ეფექტი. ამ შემთხვევაში შეიძლება არსებობდეს ისეთი სახელმწიფო პოლიტიკა, რომელიც არ არის კონკურენციასთან დაკავშირებული, როგორცაა სოციალური მიზნები, ადგილობრივი მუშახელის ხელშეწყობა, რომელიც ამართლებს სახელმწიფოს მიერ მიღებულ ამ ზომებს. კონკურენციის სააგენტოს არ შეუძლია რომ უარყოს ეს საკითხები, თუმცა უნდა მოითხოვოს რომ ეს შემზღვევები იყოს დროებითი, უშუალოდ დაკავშირებული ამ პროგრამებთან და უნდა იქნეს განხილული ბაზარზე ჩარევის გარდა სოციალური მიზნების პირდაპირი მიღწევის გზები.¹

აუცილებელია სააგენტოს ადვოკატირების ფუნქციის გამოყენება სახელმწიფო შესყიდვების რეფორმების პროცესში, რადგან შესყიდვების პროცედურა შესაძლოა გახდეს კორუფციის წყარო, უარყოფილი იყოს კონკურენტული პროცედურები.

დიდი მნიშვნელობა აქვს კონკურენციის სააგენტოს მიერ ადვოკატირების გამოყენებას ეკონომიკის რეგულირებად სფეროსთან, როგორცაა ენერჯეტიკა, ტელეკომუნიკაცია და ა.შ., ასევე შესაბამის

¹The World Bank. OECD: A Framework for the Design and Implementation of Competition Law and Policy, 1998

მარეგულირებელ ორგანოებთან. შესაძლოა რეგულირების პროცესის დროს შეიზღუდოს კიდევ კონკურენციის წესები, ან კონკურენციის კანონმა არ მოიცვას ყველა სფერო, თუმცა აუცილებელია შეფასდეს ამ გამოწვევების დაშვების აუცილებლობა და ლეგიტიმური ინტერესი.

კონკურენციის კულტურა

კონკურენციის ადვოკატირების ერთ-ერთი მთავარი მიზანი არის კონკურენციის კულტურის ჩამოყალიბება ქვეყანაში, რომელიც გულისხმობს საზოგადოების გათვითცნობიერებას კონკურენციის წესებში და კონკურენციის პოლიტიკის ძლიერ მხარდაჭერას. ეს ეხება საზოგადოების ყველა წევრს: მომხმარებლებს, მენარმეებს, ასოციაციებს, აკადემიურ წრეს, იურისტებს, ხელისუფლებას, მათ შორის სასამართლოს.

კონკურენციის კულტურის განვითარებისთვის სააგენტოებმა შეიძლება გამოიყენონ სხვადასხვა საშუალება, როგორცაა: სააგენტოს გადანყვეტილებების გამოქვეყნება, კანონის აღსრულების გამამკვეთების (გაიდლაინების) მიღება, ფართო საზოგადოებისთვის საინფორმაციო ბროშურების გამოქვეყნება, წლიური ანგარიშის, ბაზრის კვლევების გამოქვეყნება, რეგულარული კომუნიკაცია პრესასთან და ელექტრონულ მედიასთან, ვებგვერდის არსებობა, ხელმძღვანელი პირების საჯარო გამოსვლები, სემინარები და კონფერენციები სხვადასხვა ჯგუფებთან.

კონკურენციის კულტურის განვითარება მნიშვნელოვანია ყოველი ქვეყნისთვის, თუმცა განვითარებადი ქვეყნის კონკურენციის სააგენტოებმა მეტი ყურადღება უნდა დაუთმონ ამ საკითხს იქიდან გამომდინარე, რომ ამ ქვეყნებში საკმაოდ დაბალია საზოგადოების გათვითცნობიერება კონკურენციის წესებში. ამას ადასტურებს ICN-ის 2002 წლის ანგარიშიც, რომლის მიხედვით, კონკურენციის კულტურა უფრო სუსტი იყო განვითარებად და გარდამავალი ეკონომიკის ქვეყნებში, განსაკუთრებით იქ, სადაც ახალი მიღებული იყო კონკურენციის რეგულირება; სასამართლო ხელისუფლებას არ ქონდა გამოცდილება კონკურენციის საკითხებში; კონკურენციის პრინციპების მიღების ნაკლებობას ქონდა ადგილი ხელისუფლებაში და ეკონომიკურ აგენტებთან. კონკურენციის კულტურა ძლიერი იყო სადაც: კონკურენციის სააგენტოები იღებდნენ მონაწილეობას რეგულატორულ რეფორმებში და პრივატიზაციის პროცესებში; იყო გამოცდილი კონკურენციის სააგენტო; ქეისები მნიშვნელოვნად იზიდავდა მედიის ყურადღებას; არსებობდა სპეციალიზებული კონკურენციის ტრიბუნალი; ხდებოდა სააგენტოს მიერ მიღებული გადანყვეტილებების გამოქვეყნება.

კონკურენციის ადვოკატირება საქართველოს კანონმდებლობის მიხედვით

საქართველოს კონკურენციის სააგენტოს ადვოკატირების ფუნქციას ეხება კონკურენციის შესახებ საქართველოს კანონის მე-101 მუხლი, რომლის მიხედვით, „კონკურენციის პროცესის ადვოკატირების უზრუნველსაყოფად სააგენტო საქართველოს მთავრობის გადანყვეტილების საფუძველზე აფასებს ეკონომიკის სფეროსთან დაკავშირებულ მისაღებ გადანყვეტილებებსა და სამართლებრივ აქტებს, განსახორციელებელ საპრივატიზებო და საინვესტიციო პროექტებს მათი ამ კანონთან შესაბამისობის დადგენისათვის.“

როგორც ამ მუხლის შინაარსიდან ირკვევა, იმისათვის, რომ სააგენტომ განახორციელოს ადვოკატირების ფუნქცია და წინასწარ ჩაერთოს ეკონომიკურ პოლიტიკასთან დაკავშირებულ საკანონმდებლო და მარეგულირებელ პროცესებში, აუცილებელია არსებობდეს მთავრობის გადანყვეტილება. უნდა აღინიშნოს, რომ კონკურენციის სააგენტოს შექმნიდან ღლეწმდე მთავრობას მსგავსი გადანყვეტილება არ აქვს მიღებული. ამის ერთ-ერთი მიზეზი კი შესაძლოა იყოს ხელისუფლების წარმომადგენელთა დაბალი გათვითცნობიერებულობა კონკურენციის სამართალში, რაც შესაძლოა გამოსწორდეს კონკურენციის სააგენტოს მიერ ადვოკატირების ფუნქციის გამოყენებით - ცნობიერების ამაღლებით. მნიშვნელოვანია სააგენტომ თავად გამოიჩინოს ინიციატივა და მოახდინოს რეაგირება ისეთ კანონმდებლობაზე ან სახელმწიფო პოლიტიკაზე, რომელმაც შესაძლოა შეზღუდოს კონკურენცია.

როგორც უკვე აღვნიშნეთ, კონკურენციის შესახებ საქართველოს კანონის მოქმედება ვრცელდება როგორც ეკონომიკურ აგენტებზე, ასევე სახელმწიფო ხელისუფლების ორგანოებზეც, თუმცა ეკონომიკური აგენტებისგან განსხვავებით, კანონის დარღვევისთვის ფინანსური პასუხისმგებლობა სახელმწიფო ხელისუფლების ორგანოს არ ეკისრება. კონკურენციის შესახებ საქართველოს კანონის მე-18 მუხლის მე-2 პუნქტის „ბ“ ქვეპუნქტის მიხედვით, კანონის დარღვევის შემთხვევაში სააგენტოს უფლება აქვს სახელმწიფო ხელისუფლების ორგანოს წარუდგინოს „დასაბუთებული წერილობითი დასკვნა და შესაბამისი რეკომენდაცია ამ ორგანოს მიერ მიღებული კანონსაწინააღმდეგო გადანყვეტილების თაობაზე, მათ შორის, მოსთხოვოს კანონსაწინააღმდეგო გადანყვეტილების გაუქმება, ხოლო მოთხოვნის შეუსრულებლობის შემთხვევაში აღნიშნული საკითხი დასვას შესაბამისი ზემდგომი ორგანოს ან თანამდებობის პირის წინაშე.“

როგორც ვხედავთ, საუბარია სახელმწიფო ხელისუფლების მიერ მიღებულ გადანყვეტილებაზე და არა კანონმდებლობაზე. რაც შეეხება კანონმდებლობას, მიუხედავად მისი კონკურენტულ გარემოზე

უარყოფითი გავლენისა, სააგენტოს არ აქვს უფლება მოახდინოს მასზე რაიმე ზემოქმედება. უფრო მეტიც, **კანონმდებლობით დადგენილი კონკურენციის შემზღვეველი ქმედებები არ მიიჩნევა კონკურენციის შესახებ კანონის დარღვევად.**

კონკურენციის შესახებ საქართველოს კანონის მე-10 მუხლის მიხედვით, სახელმწიფო ხელისუფლების, ავტონომიური რესპუბლიკის ხელისუფლებისა და ადგილობრივი თვითმმართველობის ორგანოების მიერ კონკურენციის შეზღუდვა დაუშვებელია. ამ მუხლში ჩამოთვლილია ისეთი ქმედებები, რომლითაც სახელმწიფო ხელისუფლების ორგანოებმა შეიძლება შეზღუდონ კონკურენცია, თუმცა ამ ჩამონათვალში ყველა ქმედების ბოლოს მითითებულია „გარდა საქართველოს კანონმდებლობით გათვალისწინებული შემთხვევებისა“, რაც თითქოს ერთგვარ იმუნიტეტს ანიჭებს კანონით დადგენილ კონკურენციის შემზღვეველ ქმედებებს.

მსგავს შემთხვევაში კონკურენციის სააგენტოს შეუძლია გამოიყენოს ისევ ადვოკატირების ფუნქცია და კანონმდებლობის გაუმჯობესების მითითებით მიმართოს შესაბამის სახელისუფლებო ორგანოებს. სახელმწიფო ხელისუფლების ორგანოების მიმართ კონკურენციული გარემოს გაჯანსაღებისთვის რეკომენდაციების გაცემის შესაძლებლობას კონკურენციის სააგენტოს კონკურენციის შესახებ საქართველოს კანონის მე-18 მუხლის მე-2 პუნქტის „ვ“ ქვეპუნქტიც ანიჭებს, თუნდაც ეს რეკომენდაციები შეეხებოდეს კანონმდებლობას.

როგორც პრაქტიკა მოწმობს, საქართველოს კონკურენციის სააგენტო ხელისუფლების ორგანოებისადმი რეკომენდაციით მიმართვის პრაქტიკას ხშირად იყენებს. 2015 წლის ანგარიშის მიხედვით სახელმწიფო ხელისუფლების ორგანოების მიმართ სააგენტომ გასცა 31 რეკომენდაცია, აქედან: საქართველოს მთავრობის მიმართ - 10 და სახელმწიფო ხელისუფლების სხვა ორგანოების მიმართ - 21.

კანონმდებლობის გაუმჯობესების რეკომენდაციით კონკურენციის სააგენტოს მიერ მთავრობისადმი მიმართვის მაგალითად შეიძლება მოვიყვანოთ კერძო დაცვითი კომპანიების საქმე.¹ 2016 წლის 11 იანვარს კონკურენციის სააგენტოს მიმართა ერთ-ერთი კერძო დაცვითი კომპანიის წარმომადგენელმა, რომელიც მიიჩნევდა, რომ ადგილი ქონდა კონკურენციის შეზღუდვას დაცვის პოლიციის მიერ, რომელიც წარმომადგენდა როგორც მის კონკურენტს, ასევე მაკონტროლებელ ორგანოს. სააგენტომ გამოიწვია დაცვის პოლიციის მიერ კონკურენციის კანონის მე-10 მუხლის დარღვევის ფაქტი, რადგან დაცვის პოლიციის საქმიანობა რეგულირებული იყო საქართველოს კანონმდებლობით, მაგრამ რეკომენდაციით მიმართა საქართველოს მთავრობას კერძო დაცვის მომსახურების ბაზარზე კონკურენტული გარემოს გაჯანსაღებისათვის კანონმდებლობის გადახედვის მიზნით.

ყოველივე ზემოაღნიშნულიდან გამომდინარე ცხადია, კონკურენციის ადვოკატირებას პირდაპირი კავშირი აქვს კონკურენციის კანონის აღსრულებასთან - კანონის აღსრულება ძლიერდება ადვოკატირების აქტიური გამოყენებით და ასევე ადვოკატირება ნაკლებეფექტიანია კანონის სათანადო აღსრულების გარეშე.

კონკურენციის ადვოკატირება განსაკუთრებით აქტუალურია საქართველოსთვის, რადგან კონკურენციის პოლიტიკის რეფორმა სულ რამოდენიმე წელია, რაც გატარდა ქვეყანაში. რეფორმამდე კი საქართველო ულტრალიბერალური მოსაზრებებით თითქმის 10 წლის განმავლობაში ფაქტიურად უარს ამბობდა კონკურენციის სფეროს რეგულირებაზე, ამ ხნის მანძილზე, შეიძლება ითქვას, რომ საჭარო და კერძო სექტორი არ მოქმედებდა კონკურენციის პრინციპების დაცვით, ეკონომიკური კანონმდებლობის მიღებისას არ ხდებოდა კონკურენტული ეფექტის შეფასება, მომხმარებელი არ იყო ინფორმირებული კონკურენციის სარგებელზე და ზოგადად საზოგადოება არ იყო გათვითცნობიერებული კონკურენციის სამართალში.

აქედან გამომდინარე,

- კონკურენციის სააგენტო საქართველოში უნდა იყოს უფრო აქტიური კონკურენციის ადვოკატირების პროცესში, მიუხედავად იმისა, რომ მას შესაძლოა არ გააჩნდეს საკმარისი დამოუკიდებლობა, რესურსები და საზოგადოების ნდობა;

- ადვოკატირების პროექტების განხორციელებისას სააგენტომ უნდა გამოიყენოს ისეთი საკითხები, რომელიც არის ეკონომიკისთვის მნიშვნელოვანი, არ მოითხოვს ძალიან დიდ რესურსებს და სადაც სააგენტოს აქვს წარმატების რეალური შანსი;

- სააგენტომ სათანადო ყურადღება უნდა დაუთმოს კონკურენციის კულტურის განვითარებას აქტიური საზოგადოებასთან ურთიერთობით და ინფორმაციის გავრცელებით;

¹ კონკურენციის სააგენტოს 2016 წლის 9 მარტის გადაწყვეტილება N02/436

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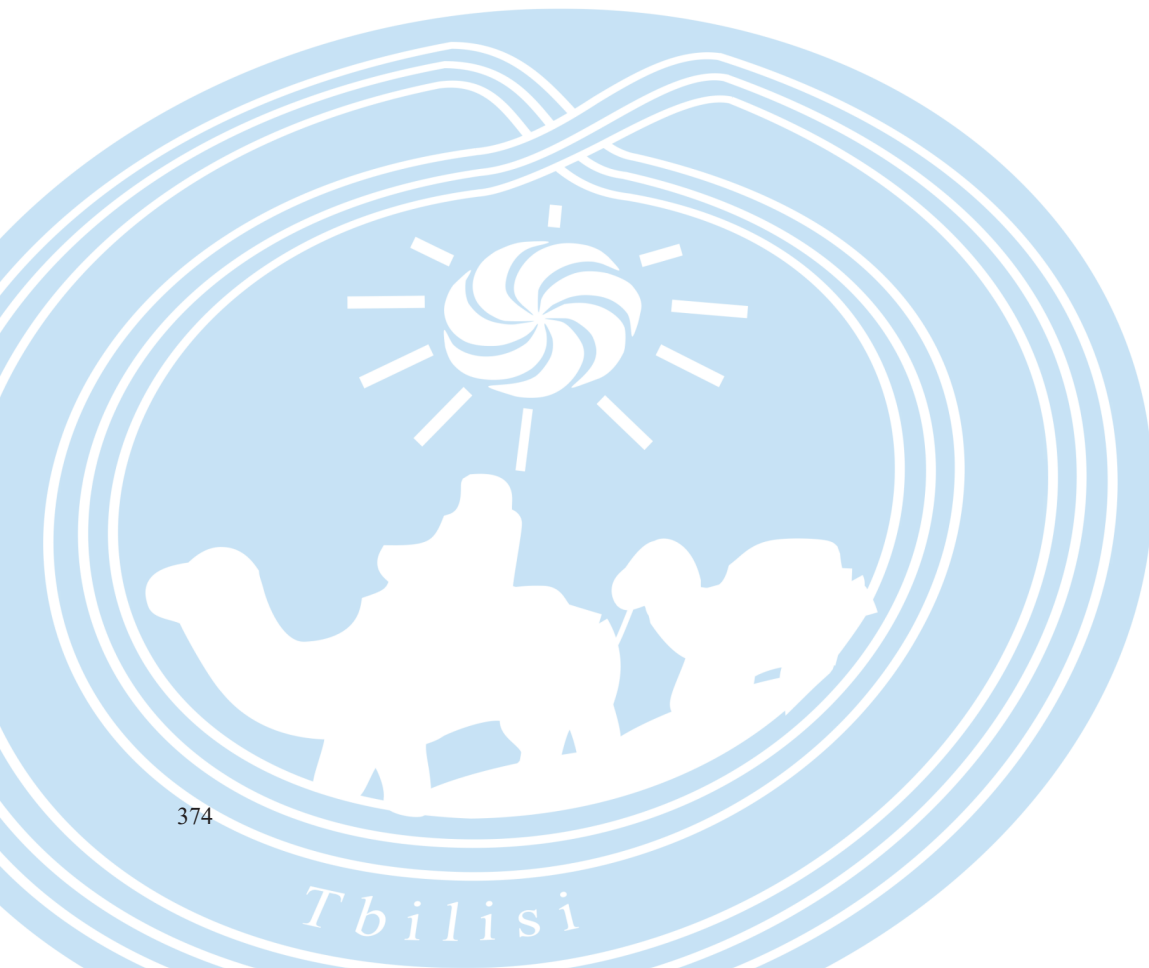
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**კონკურენციის შეზღუდვის ქეისი
საფოსტო მომსახურების ბაზარზე საქართველოში**

**The Case of Restriction of Free Competition in the Market of
Georgian Postal Services**

ნათია კუტივაძე*

აბსტრაქტი

კვლევაში განხილულია საქართველოში საფოსტო მომსახურების ბაზარზე სახელმწიფო ორგანოების ჩარევის შემდეგ შექმნილი რეალობა და თავისუფალი და სამართლიანი კონკურენციის არამართლობიერი შეზღუდვის ფაქტები. საფოსტო გადაზიდვების ბაზრის კვლევის შედეგები მიუთითებს, რომ ამ ბაზარზე სახელმწიფო ორგანოების მიერ კანონისმიერი მონოპოლიის დანესების გზით შესაძლოა ადგილი ქონდა სახელმწიფო კომპანიის - „საქართველოს ფოსტა“ პრივილეგირებული მდგომარეობის შექმნის ფაქტებს, რაც გამოიხატა ამ კომპანიის სასარგებლოდ ბაზარზე შესვლის ადმინისტრაციული, სამართლებრივი და დისკრიმინაციული ბარიერების დანესების გზით.

ბაზარზე თავისუფალი კონკურენციის შეზღუდვის ასეთმა შემთხვევებმა სერიოზულად შეიძლება შეაფერხოს ქვეყნის ეკონომიკური განვითარება, რადგან ამ შემთხვევაში სახელმწიფო ინსტიტუტების მიერ გადაწყვეტილების მიღება ხდება არა საჯაროინტერესისსაფუძველზე, არამედ-მხოლოდ კონკრეტული ინტერესის გამტარებელი მცირე ჯგუფის სასარგებლოდ. თავისუფალი კონკურენციის შეზღუდვის მსგავსი ფაქტების აღკვეთისა და პრევენციის ერთ-ერთი აუცილებელი პირობა ქვეყანაში ეფექტიანი კონკურენციის პოლიტიკისა და, შესაბამისად, ეფექტიანი კონკურენციის სააგენტოს არსებობაა, რომელიც სათანადო რესურსებითა და უფლებამოსილებით იქნება ადჭურვილი, უზრუნველყოფს ბაზრის ღიაობასა და გამჭვირვალობას, ეკონომიკური აგენტების საქმიანობის პროცესში თანასწორუფლებიანობის პრინციპის დაცვას და კონკურენტული გარემოს ეფექტიანი სახელმწიფო ზედამხედველობის განხორციელებას, რათა ბაზარზე სახელმწიფო ხელისუფლების ორგანოს ჩარევის შედეგად არ მოხდეს კანონისმიერი მონოპოლიის დანესება (ბაზარზე შესვლის ადმინისტრაციული, სამართლებრივი და დისკრიმინაციული ბარიერების დანესების გზით) და კონკურენციის არამართლობიერად შეზღუდვა.

რების დანესების გზით) და კონკურენციის არამართლობიერად შეზღუდვა.

საკვანძო სიტყვები: საფოსტო მომსახურება, საქართველოს ბაზარი, კონკურენცია.

Abstract

In the given research the reality existing after the intervention by the official institutions in the sector of postal services in Georgia and cases illegal restriction of fair competition terms is being examined. Results of the research conducted regarding the market of postal transportations have indicated to the possible cases of putting the “Georgian Post” company in a favorable position by artificially creating monopolistic conditions as certain barriers were put for other market players in terms of administrative and juridical aspects.

These types of restriction of a fair competition terms may seriously harm country’s economic development as the decisions made are not in favor of public interest but for the interest of concrete business corporations that benefit from specific regulations. In order to prevent such types of restriction of competition terms it is crucial to establish an official institution that will ensure effective functioning of competition terms within the market. Mechanisms of monitoring, regulation and transparency should be implemented in order to make markets accessible for all players.

Keywords: Postal Services, Georgian Market, Competition.

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შესავალი

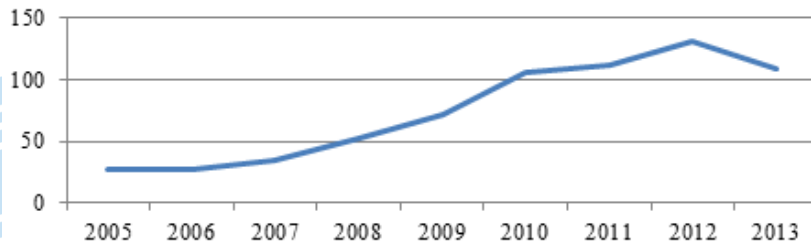
ქვეყანაში არსებული ქმედითი კონკურენციის პოლიტიკა მნიშვნელოვანია ბაზარზე სამართლიანი კონკურენციის ხელშეწყობის პირობების შესაქმნელად ქმედითი სახელმწიფო პოლიტიკის არსებობისა და კორუფციის პრევენციის კუთხით. ამასთან ერთად, რაც უფრო მაღალია კონკურენცია შიგა ბაზარზე, მით უფრო მეტი მოტივაცია აქვთ კომპანიებს, რომ შეამცირონ ხარჯები და გააუმჯობესონ პროდუქციის ხარისხი. აკადემიური კვლევის შედეგები [1] ადასტურებს, რომ კონკურენციასა და ეფექტიანობას შორის და კონკურენციასა და პროდუქტიულობის ზრდის ტემპს შორის დადებითი კორელაცია არსებობს, რაც, თავის მხრივ, ეკონომიკური ზრდის ერთ-ერთი ძირითადი წინაპირობაა [2].

კონკურენციის პოლიტიკის ანალიზის მნიშვნელობა სწორედ ეკონომიკური რეფორმების წარმატებაში ამ სფეროს წამყვანი როლით არის განპირობებული [3]. ქვეყნის კონკურენციის პოლიტიკის ეფექტიანობის შეფასების მიზნით საინტერესოა მსხვილი ბიზნესსექტორების კვლევა, რომლებშიც კონკურენციის შეზღუდვას ქვეყნის ეკონომიკისთვის სერიოზული ზიანი შეიძლება მოჰყვეს [4]. აღნიშნული კვლევა საფოსტო მომსახურების ბაზარზე თავისუფალი კონკურენციის კვლევას ეხება.

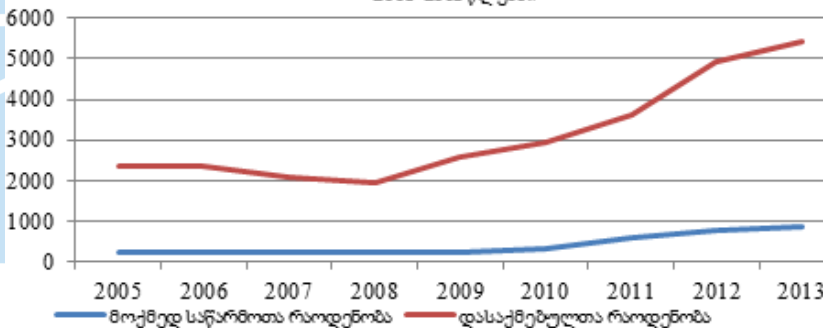
კვლევის მეთოდოლოგია

საფოსტო მომსახურების ბაზარი¹ საქართველოს ეკონომიკის განვითარებაში მნიშვნელოვან როლს თამაშობს და ბოლო ათწლეულის განმავლობაში ახასიათებს ზრდის მკვეთრად გამოხატული ტენდენცია (იხ. დიაგრამა 1 და დიაგრამა 2). ამასთან, საფოსტო მომსახურების სხვადასხვა სახეობის როლი და განვითარების დინამიკა არსებითად იცვლება: მოთხოვნა მცირდება წერილობითი კორესპოდენციის, ბეჭდვითი/პერიოდული გამოცემების და სხვა დოკუმენტაციის მიწოდების მომსახურებაზე; ხოლო მოთხოვნა იზრდება ამანათებისა და მცირე პაკეტების მიწოდების მომსახურებაზე, რაც განპირობებულია ელექტრონული კომერციის განვითარებით, ასევე მომსახურების სხვა სახეობებისა და ბიზნესის განვითარების სხვადასხვა ტენდენციის არსებობით და თანამედროვე ელექტრონული ტექნოლოგიების განვითარებით. საქართველოს სტატისტიკის ეროვნული სამსახურის უკანასკნელი მონაცემებით 2013 წელს საგზაო-სატვირთო და საჰაერო ტრანსპორტით გადაზიდვების სფეროში რეგისტრირებული იყო 800-ზე მეტი საწარმო, რომელთა მიერ შექმნილმა დამატებულმა ღირებულებამ დაახლოებით 110 მლნ. ლარი შეადგინა. ამ სფეროში დასაქმებულია 5 500-მდე ადამიანი.

დიაგრამა 1. საგზაო სატვირთო და საჰაერო ტრანსპორტით დაკავებული საწარმოების მიერ შექმნილი დამატებული ღირებულება 2005-2013 წლებში (მლნ. ლარი)



დიაგრამა 2. საგზაო სატვირთო და საჰაერო ტრანსპორტით დაკავებული საწარმოების, აგრეთვე, მათში დასაქმებულადამინათა რაოდენობა 2005-2013 წლებში



წყარო: საქართველოს ეროვნული კლასიფიკატორი (სეკ 001-2004 სექცია I)

¹წერილობითი კორესპოდენციისა და ამანათების მიწოდების მომსახურება, რომელიც ხორციელდება კერძო ან სახელმწიფო კომპანიების მიერ.

აქედან გამომდინარე, მნიშვნელოვანია, რომ საფოსტო მომსახურების ბაზარზე სახელმწიფოს ჩარევის და კანონისმიერი მონოპოლიის დაწესების გზით არ მოხდეს ბაზარზე ბუნებრივი წონასწორობისა და კონკურენტული ბიზნესგარემოს ხელშეწყობის რეგულაცია. ასევე, მნიშვნელოვანია, რომ საფოსტო მომსახურების სახელმწიფო რეგულირების წესი შეესაბამებოდეს მონინავე საერთაშორისო პრაქტიკას.

კვლევის მეორე თავის პირველ ნაწილში განხილულია საქართველოში საფოსტო მომსახურების ბაზარზე არსებული ინსტიტუციური ჩარჩო და ამ კუთხით ქვეყნის მიერ აღებული საერთაშორისო ვალდებულებები; მეორე ნაწილში გააანალიზებულია 2013 წლიდან საფოსტო გადაზიდვების ბაზარზე სახელმწიფოს მიერ შემოღებული და ასევე მომავლისთვის შემოსაღებად გათვალისწინებული სამართლებრივი ბარიერები და ინსტიტუციური ჩარჩოს ხარვეზები; მესამე ნაწილში კი მოცემულია ქვეყანაში ეფექტიანი საფოსტო მომსახურების პოლიტიკის დანერგვის ხელშეწყობისათვის საჭირო კონკრეტული რეკომენდაციები.

კვლევის ძირითადი მიგნებები

საფოსტო მომსახურების ბაზარზე არსებული ინსტიტუციური ჩარჩო და საერთაშორისო ვალდებულებები

დამოუკიდებლობის მოპოვების შემდეგ საქართველო მსოფლიო საფოსტო კავშირის მალევე – 1993 წელს მიუერთდა, რის შედეგადაც ქვეყანამ აიღო ვალდებულება, უზრუნველყო ქვეყნის მოქალაქეები უნივერსალური საფოსტო მომსახურებით. საფოსტო მომსახურების სფეროს რეგულირების მიზნით საქართველოს პარლამენტმა 1999 წელს მიიღო კანონი „კავშირგაბმულობისა და ფოსტის შესახებ“. ამავე კანონით კავშირგაბმულობისა და ფოსტის სამინისტროს დარგში პოლიტიკის განმსაზღვრელი ორგანოს ფუნქცია, ხოლო კავშირგაბმულობისა და ფოსტის მარეგულირებელ კომისიას – მარეგულირებელი ორგანოს ფუნქცია მიენიჭა. საქართველოში საფოსტო მომსახურების ბაზრის ლიბერალიზაცია 2003 წელს დაიწყო და 2005 წელს დასრულდა. შედეგად, 2005 წელს ძალადაკარგულად იქნა ცნობილი „კავშირგაბმულობისა და ფოსტის შესახებ“ კანონი. კანონმდებელმა ასევე გაითვალისწინა „ფოსტის შესახებ“ კანონის მიღება, რომელსაც უნდა უზრუნველყო საფოსტო მომსახურების ბაზრის მარეგულირებელი კანონმდებლობის შესაბამისობა ლიბერალიზებული საფოსტო მომსახურების ბაზრის შესაბამის რეგულაციებთან. კერძოდ, საქართველოს პარლამენტს დაევალა კანონის ამოქმედებიდან 6 თვის ვადაში „ფოსტის შესახებ“ საქართველოს კანონის მიღება¹. მოგვიანებით ამ ვადამ რამდენჯერმე გადაინია და აღნიშნული კანონის მიღება დღემდე ვერ მოხერხდა.

ამასთანავე, საქართველოს პარლამენტმა 2005 წლის 24 ივნისს მიიღო კანონი „ლიცენზიებისა და ნებართვების შესახებ“, რომლის თანახმად საფოსტო კავშირით მომსახურება ლიცენზირებას აღარ ექვემდებარებოდა. შედეგად, საფოსტო მომსახურების ბაზარზე საქმიანობის დაწყების მსურველ მენარმეს აღარ სჭირდებოდა ლიცენზიის აღება სექტორის მარეგულირებელი კომისიისგან. 2006 წლიდან საქართველოს კავშირგაბმულობისა და ფოსტის სფეროში საქმიანობის მარეგულირებელი კომისია (ამჟამად საქართველოს კომუნიკაციების ეროვნული კომისია) ასევე აღარ არეგულირებდა საფოსტო ბაზარს². აღსანიშნავია, რომ საქართველოში განვითარებულმა ლიბერალიზაციის პროცესმა მნიშვნელოვნად შეუწყო ხელი ბაზრის ამ სეგმენტში კონკურენციის განვითარებას.

ევროკავშირთან დადებული ასოცირების შესახებ შეთანხმებით³ საქართველომ საფოსტო მომსახურების სფეროს რეგულაციების შემდგომი გაუმჯობესების ვალდებულება აიღო. კერძოდ, ხელშეკრულების XV-C დანართის თანახმად, საქართველო ვალდებულია, ამ ხელშეკრულების ძალაში შესვლიდან 5 წლის ვადაში შეასრულოს 97/67/EC დირექტივის დებულებები. ეს დირექტივა [5] და მასში შეტანილი ცვლილებები ამ სფეროს წარმატებული რეფორმირების გზად მიიჩნევენ ამ ბაზრის სრულ ლიბერალიზაციას, თავისუფალი კონკურენციის ხელშეწყობასა და უნივერსალური საფოსტო მომსახურების მიწოდების ვალდებულების მქონე საფოსტო ოპერატორისთვის „საფოსტო სარეზერვო მომსახურების“ არეალის (ე.წ. „მონოპოლიური საქმიანობის“ ბაზრის) გაუქმებას.

ამასთანავე, საქართველო-ევროკავშირის ასოცირების შესახებ ხელშეკრულება [6] ითვალისწინებს საკურიერო და საფოსტო მომსახურების მარეგულაციონირებელ ნორმებს. 99-ე მუხლის მე-2 პუნქტის ბ) ქვეპუნქტში მოცემულია უნივერსალური საფოსტო მომსახურების დეფინიცია, რომელიც ამ ტიპის მომსახურებას განსაზღვრავს, როგორც ქვეყნის მოსახლეობის სპეციფიკური ხარისხის საფოსტო მომსახურებით უზრუნველყოფას ხელმისაწვდომი ფასებით. გარდა ამისა, მე-100 მუხლის თანახმად,

¹ https://matsne.gov.ge/index.php?option=com_idmssearch&view=docView&id=29620&publication=0&lang=ge

² http://www.gncc.ge/index.php?lang_id=GEO&sec_id=3100 (2005 წლის ანგარიში გვ. 35; 2006 წლის ანგარიში გვ. 28)

³ აღნიშნულ დირექტივაში შევიდა ცვლილებები 2002 წლის 10 ივნისს N2002/39/EC და 2008 წლის 20 თებერვლის ევროპარლამენტისა და საბჭოს 2008/6/EC დირექტივებით.

„თითოეულ მხარეს აქვს უფლება განსაზღვროს ისეთი უნივერსალური მომსახურების ვალდებულება, როგორც მას სურს. თავის მხრივ, ასეთი ვალდებულებები არ უნდა განიხილებოდეს როგორც ანტიკონკურენტული, იმ პირობით, რომ ისინი აღმინისტრირებულია გამჭვირვალე, არადისკრიმინაციული და ნეიტრალური წესით და არ წარმოადგენს იმაზე მეტად დამამძიმებელს, ვიდრე აუცილებელია მხარის მიერ განსაზღვრული უნივერსალური საფოსტო მომსახურებისთვის.“

სახელმწიფოს მიერ ბაზარზე დაწესებული სამართლებრივი ბარიერების ანალიზი

მიუხედავად იმისა, რომ მოწინავე საერთაშორისო პრაქტიკა და საქართველოს მიერ აღებული საერთაშორისო ვალდებულებები ქვეყანას საფოსტო გადაზიდვების ბაზრის შემდგომი ლიბერალიზაციისკენ უბიძგებს, 2013 წლიდან საქართველოს ხელისუფლების მიერ სხვადასხვა გზით ხდებოდა ეკონომიკის ამ სექტორზე კონკურენციის შეზღუდვის მცდელობა. ბოლო სამი წლის განმავლობაში მთავრობის მიერ უკვე შემოღებული და, ასევე, მომავლისთვის შემოსაღებად გათვალისწინებული სამართლებრივი ბარიერები აჩვენებს საფუძვლიან ეჭვს, რომ სახელმწიფოს სურს ამ დარგის გარკვეული სექტორების მონოპოლიზება მის საკუთრებაში არსებული კომპანიის - შპს „საქართველოს ფოსტის“ სასარგებლოდ. კერძოდ, მთავრობის მიერ საფოსტო გადაზიდვების ბაზარზე სამართლებრივი ბარიერების დაწესება რამდენიმე ეტაპად განხორციელდა. ამ ნაწილში დეტალურად არის გაანალიზებული ეს პროცესები.

ფინანსთა მინისტრის ბრძანება: საფოსტო გადაზიდვების ბაზარზე სამართლებრივი ბარიერები პირველად საქართველოს ფინანსთა მინისტრის 2013 წლის 25 იანვრის №30 ბრძანებით იქნა შემოღებული. ამ ბრძანების საფუძველზე საქართველოს საბაჟო ტერიტორიაზე საქონლის შემოტანასთან/საქართველოს საბაჟო ტერიტორიიდან საქონლის გატანასთან და დეკლარირებასთან დაკავშირებულ პროცედურებში არსებითი ცვლილებები განხორციელდა, რამაც საქონლის გადაზიდვით დაკავებულ მენარმეებს სერიოზული პრობლემები შეუქმნა. ადგილობრივი მენარმეების შეფასებით, აღნიშნული რეგულაციები მათი ბაზრიდან განზრახ განდევნას ემსახურებოდა და ერთი კონკრეტული გადამზიდველის - „საქართველოს ფოსტის“ (რომლის 100%-იანი წილი სახელმწიფოს მფლობელობაშია) მონოპოლიური მდგომარეობის მინიჭებას ისახავდა მიზნად.

საქართველოს ფინანსთა მინისტრის ბრძანების ანალიზის დროს იკვეთება რამდენიმე პრობლემა, რომლებიც მცირე და საშუალო გადაზიდველების საქმიანობისთვის ხელის შემშლელ ფაქტორად შეიძლება მივიჩნიოთ. კერძოდ, ბრძანების თანახმად, საქონლის გადაზიდველს, იმისათვის, რომ მას საქმიანობის გაგრძელება შეძლებოდა, საქართველოს შემოსავლების სამსახურის „სპეციალური სატვირთო საბაჟო დეკლარაციის მონაცემთა ავტომატიზებულ სისტემაში“ დაშვება მოეთხოვებოდა. საქართველოს შემოსავლების სამსახური კი გადაზიდველს აღნიშნულ დაშვებას მხოლოდ მაშინ მისცემდა, თუ ის სხვა პირობებთან ერთად, აკმაყოფილებდა შემდეგ მოთხოვნებს:

- **გადამზიდველს აქვს საქონლის ორგანიზებულად გადაზიდვის სათანადო გამოცდილება და კარგი რეპუტაცია** - ეს მოთხოვნა ბაზარზე შესასვლელ ფორმალურ ბარიერს ქმნიდა და ბაზრის აღნიშნულ სექტორზე საქმიანობის დაწყების მსურველ ახალ მენარმე სუბიექტს მოქმედ სუბიექტთან შედარებით არათანაბარ პირობებში აყენებდა. გარდა ამისა, აღნიშნული მოთხოვნა სუბიექტური შეფასების რისკებსაც აჩენდა;

- **გადამზიდველი აქვს საბაჟო სანყობი** - ეკონომიკურად და სამართლებრივად არ იყო დასაბუთებული, თუ რატომ მოეთხოვებოდა გადაზიდველს ყოფილიყო საბაჟო სანყობის მფლობელი, მაშინ, როცა მას საბაჟო სანყობის მომსახურებით სარგებლობა საკონტრაქტო პირობების საფუძველზედაც შეეძლო. ეს ნორმა არ აზუსტებდა, საკმარისი იყო თუ არა, რომ გადაზიდველს საკონტრაქტო მომსახურებით მიეღო საბაჟო სანყობის მომსახურება, რათა საქმიანობის გაგრძელება შეძლებოდა. როგორც ცნობილია, საბაჟო სანყობს ძირითადად მცირე და საშუალო გადაზიდველები ქირაობენ, რადგანაც მათ არ აქვთ ძვირად ღირებული სასანყობო ინფრასტრუქტურის ფლობის შესაძლებლობა;

- **გადამზიდველმა უნდა უზრუნველყოს იმპორტიორის მიერ იმპორტის გადასახდლებისა და მომსახურების საფასურის დროულად გადახდის ორგანიზება.** იმის გამო, რომ გადაზიდველი მხოლოდ გადაზიდვის მომსახურებას ეწევა, არ შეიძლება გამართლებულად იქნეს მიჩნეული მისთვის სხვა იურიდიული/ფიზიკური პირის (ამ შემთხვევაში - მისი კლიენტის - იმპორტიორის) მიერ გადასახდლების გადახდის უზრუნველყოფის ვალდებულების დაკისრება. გარდა ამისა, ამ მოთხოვნის შესრულებაც შეუძლებელი იყო, რადგანაც არ შეიძლება გადაზიდველს პასუხი მოეთხოვოს იმისთვის, რომ მისი კლიენტები არ იხდიან დაკისრებულ გადასახადებს. ეს ნორმა საქართველოს კანონმდებლობასაც ეწინააღმდეგება, რადგან აღნიშნული გადასახადების დროულად გადახდის კონტროლი სწორედ საგადასახადო ორგანოთა ვალდებულებაა [7];

- **გადამზიდველს აქვს საქართველოს შემოსავლების სამსახურის შესაბამის სერვერთან მიერთების შესაძლებლობა** და ამდენად, შეუძლია განახორციელოს საქონლის წინასწარი დეკლარირება სპეციალური ელექტრონული სისტემის საშუალებით, თუმცა იმისათვის, რომ ეს შესაძლებელი გამხდარიყო, მენარმეებს

სპეციალური პარამეტრების შესაბამისი პროგრამა უნდა წარედგინათ, რასაც გარკვეული დრო და ფინანსური რესურსები სჭირდება. აღმოჩნდა, რომ საქართველოს შემოსავლების სამსახურის უფროსის 2013 წლის 6 თებერვლის №4257 ბრძანების შესაბამისად, გადაზიდვებებს ეს მოთხოვნები 7 დღეში უნდა დაეკმაყოფილებინათ – ასეთ მცირე ვადაში შეუძლებელი იყო გადაზიდვების მიერ შესაბამისი პროგრამის შემუშავება, ტესტირება და საქართველოს შემოსავლების სამსახურის მიერ ამ პროგრამის საკუთარ სისტემაში დაშვებაზე თანხმობის მიღება.

აუცილებელია იმ გარემოების გათვალისწინება, რომ ზემოაღნიშნული მოთხოვნების შემოღებით პრაქტიკულად მოხდა საქონლის გადაზიდვების საქმიანობაზე შინაარსობრივად სალიცენზიო/სანებართვო რეჟიმის დაწესება საქართველოს ფინანსთა მინისტრის ბრძანებით, რაც „ლიცენზიებისა და ნებართვების შესახებ“ საქართველოს კანონის დარღვევაა. კერძოდ, გადაზიდვები ვალდებული იყო განებაშეებინა საქონელი. ის ვერ განაბაშეებდა საქონელს, თუ არ ექნებოდა დაშვება შემოსავლების სამსახურის სპეციალური სატვირთო საბაჟო დეკლარაციის მონაცემთა ავტომატიზებულ სისტემაში, ხოლო იმისთვის, რომ ამის უფლება მიეღო, უნდა დაეკმაყოფილებინა ფინანსთა მინისტრის ზემოაღნიშნული ბრძანებით დადგენილი კრიტერიუმები. ვინაიდან სპეციალური სატვირთო საბაჟო დეკლარაციის მონაცემთა ავტომატიზებულ სისტემაში დაშვება აუცილებელი წინაპირობა იყო საქონლის გადაზიდვების მიერ თავისი საქმიანობის განხორციელებისათვის, ბრძანებაში მითითებული მოთხოვნების შესრულება და ამის საფუძველზე შემოსავლების სამსახურის თანხმობა წარმოადგენდა გადაზიდვების საქმიანობის განხორციელებისთვის დადგენილ პირობას. აქედან გამომდინარე, ამ მოთხოვნების შემოღებით პრაქტიკულად მოხდა საქონლის გადაზიდვების საქმიანობაზე შინაარსობრივად სალიცენზიო/სანებართვო რეჟიმის დაწესება კანონქვემდებარე ნორმატიული აქტით – საქართველოს ფინანსთა მინისტრის ბრძანებით. საქართველოს კანონმდებლობით კი მხოლოდ კანონმდებელი განსაზღვრავს იმ წინაპირობებს, რომლებიც ამ უფლების რეალიზაციას უზრუნველყოფს.

ამასთანავე, საყურადღებოა ის გარემოება, რომ საბაჟოზე დამატებითი ბიუროკრატიული ბარიერების დაწესება არ შეესაბამება ვაჭრობის მსოფლიო ორგანიზაციის (WTO) მოთხოვნებს, რომლებიც წევრი სახელმწიფოებისგან, პირიქით, იმპორტ-ექსპორტის ბიუროკრატიული პროცედურების გამარტივებასა და საქონლის გაფორმების დროს წარსადგენი დოკუმენტების რაოდენობის შემცირებასა და გამარტივებას ითხოვს.

ფინანსთა მინისტრის ბრძანების ანალიზის საფუძველზე, შეიძლება ითქვას, რომ „საქართველოს ფოსტა“ წარმოადგენდა ერთადერთ ეროვნულ გადაზიდვებს, რომელიც ფინანსთა მინისტრის ბრძანებაში ჩამოთვლილ ყველა კრიტერიუმს აკმაყოფილებდა. კერძოდ, მის საკუთრებას წარმოადგენდა საბაჟო სანყოფი, ჰქონდა საქონლის გადაზიდვის სფეროში საქმიანობის გამოცდილება და საქართველოს შემოსავლების სამსახურის შესაბამის სერვერთან მიერთების შესაძლებლობა. აქედან გამომდინარე, ბაზარზე მოქმედ სხვა კომპანიებს, ფაქტობრივად, შეეზღუდათ ოპერირების საშუალება. ამასთან ერთად, ზოგიერთ გადაზიდვებს საბაჟოზე ტვირთის განაბაშეების შეფერხების დროს პირდაპირ შესთავაზეს ტვირთის საქართველოს ფოსტაში გადატანა და ამ შემთხვევაში მის წინააღმდეგ განაბაშეებს დაჰპირდნენ. აღსანიშნავია ისიც, რომ, გადაზიდვებთან განცხადებით, „საქართველოს ფოსტის“ მიერ შეთავაზებული ტვირთის გადაზიდვის მომსახურების საფასური რამდენჯერმე აღემატებოდა სხვა ეროვნული გადაზიდვების მიერ შეთავაზებულს. სწორედ ზემოაღნიშნული ფაქტორების გათვალისწინებით ჩნდება საფუძვლიანი ეჭვი იმასთან დაკავშირებით, რომ აღნიშნული ნორმების ამოქმედების მიზანი იყო რეგულაციების დაწესება საქართველოს ფოსტის სასარგებლოდ, რაც კონკურენტ ეროვნულ გადაზიდვებს ბაზრის აღნიშნულ სექტორზე საქმიანობისთვის ხელსაყრელ პირობებს არ შეუქმნიდა და ბაზრიდან საბოლოოდ განდევნიდა.

საყურადღებოა ისიც, რომ ახალი სისტემის შემოღებამდე, მისი სრულფასოვანი და ეფექტიანი ამოქმედებისათვის აუცილებელი იყო სათანადო ღონისძიებების განხორციელება ბაზარზე მოქმედი მენარმეების ინფორმირების, მათი აღნიშნულ სისტემასთან თავსებადობის, სამენარმეო საქმიანობის პროცესში შეფერხებების თავიდან აცილებისა და ამ პროცესის მდგრადობის უზრუნველსაყოფად. შესაბამისად, ზემოხსენებული ბრძანების ძალაში შესვლამდე საჭირო იყო გარკვეული მოსამზადებელი სამუშაოების ჩატარება და გონივრული ვადის დაწესება. ვინაიდან საქართველოს ფინანსთა სამინისტრომ ვერ უზრუნველყო მითითებული ღონისძიებების განხორციელება, ქვეყნის საბაჟო ტერიტორიაზე საქონლის გადაადგილებისა და გაფორმების ახალი პროცედურების შემოღების პროცესი დაიწყო და სერიოზული პრობლემებიც წამოიქმნა – ეროვნულ გადაზიდვებთან ჯგუფის ტვირთები, გაფორმების ორგანოში შეფერხდა, აღმინისტრაციული ორგანოს წარმომადგენლები პრობლემის მოსაგვარებლად სათანადო ზომებს არ იღებდნენ და მენარმეები გაურკვეველ მდგმარეობაში აღმოჩნდნენ. უფრო მეტიც, გადაზიდვებმა (შპს „Stargroup-ი“, შპს „კარა“) თავიანთი ტვირთის საბაჟო გაფორმება მხოლოდ მას შემდეგ შეძლეს, როდესაც ის საქართველოს ფოსტის საბაჟო სანყოფიში გადაიტანეს. ამის შედეგად, მათ მიერ სამენარმეო საქმიანობის გაგრძელების პერსპექტივას სერიოზული საფრთხე შეექმნა.

მიზანშეწონილი იქნებოდა, რომ ქვეყნის საბაჟო ტერიტორიაზე საქონლის გადაადგილებისა და გაფორმების პროცედურების სამართლებრივი მონესრიგების ახალი წესის ამოქმედებასთან დაკავშირებული რისკები ჯერ კიდევ აღნიშნული ცვლილებების ამოქმედებამდე შეფასებულიყო,

ვინაიდან საბაჟო ადმინისტრირების შემთხვევაში ყოველთვის არის რისკის ელემენტი მაშინ, როდესაც ქვეყნის საბაჟო ტერიტორიაზე საქონლის გადაადგილებისას კონტროლის პროცედურები იცვლება. ამდენად, ადმინისტრაციული ორგანოებისთვის ახალი საბაჟო პროცედურების დანერგვასა და სათანადო კონტროლის უზრუნველყოფას შორის ბალანსის პოვნა მნიშვნელოვანი გამოწვევაა.

ამასთანავე, საბაჟო ადმინისტრირების პროცესში რისკის (მათ შორის, არალეგალური ტვირთის გადატანის) მენეჯმენტის საერთაშორისო პრაქტიკა განსხვავდება საქართველოს მთავრობის მიერ შერჩეული მოდელისგან. რისკის მენეჯმენტის საერთაშორისო პრაქტიკა საბაჟო გამშვებ პუნქტში „მწვანე“, „ყვითელი“, „წითელი“ და „ლურჯი“ საბაჟო კონტროლის დერეფნების დანერგვას გულისხმობს. სისტემაში ინტეგრირებული გადაზიდვების რისკის პროფილების გამოყენების საფუძველზე ხდება საქონლის შერჩევითი ინსპექტირება და, შესაბამისად, საბაჟო კონტროლის ადეკვატური დერეფნის განსაზღვრა. საბაჟოზე რისკის მენეჯმენტის სისტემის არსი კომპიუტერული პროგრამის მიერ კონკრეტული ტვირთისათვის საბაჟო კონტროლის დერეფნის ფერის მინიჭებისას შერჩევითი მიდგომის და ადამიანის ხელოვნური ჩარევის ფაქტორის მაქსიმალურად გამორიცხვას უნდა უზრუნველყოფდეს.

ადგილობრივმა გადაზიდვებმა თავიანთი უფლებების დასაცავად და ფინანსთა მინისტრის ბრძანების ბათილად ცნობის მოთხოვნით მიმართეს სასამართლოს. გადაზიდვების სასარჩელო მოთხოვნის თანახმად, ფინანსთა მინისტრის მიერ აღნიშნული ბრძანების გამოცემით დაირღვა საქართველოს კონსტიტუციით, „ლიცენზიებისა და ნებართვების შესახებ“ საქართველოს კანონით, „თავისუფალი ვაჭრობისა და კონკურენციის შესახებ“ საქართველოს კანონითა და საქართველოს საგადასახადო კოდექსით დადგენილი მოთხოვნები.

გადაზიდვებმა აღნიშნული საქმე მოიგეს სამივე ინსტანციის სასამართლოში. კერძოდ, თბილისის საქალაქო სასამართლოს 2013 წლის 27 მაისის # 3/362-13 გადაწყვეტილებით, გადაზიდვების სარჩელი დაკმაყოფილდა და ბათილად იქნა ცნობილი საქართველოს ფინანსთა მინისტრის 2013 წლის 25 იანვრის №30 ბრძანება და ამ ბრძანების საფუძველზე გამოცემული შემოსავლების სამსახურის უფროსის 2013 წლის 6 თებერვლის №4257 ბრძანება. ასევე, ნიშნდობლივია ისიც, რომ სასამართლო დავის პარალელურად 2013 წლის 8 მაისს საქართველოს ფინანსთა მინისტრმა თავად გამოსცა ბრძანება, რომლის თანახმადაც სადავო რეგულაციები გაუქმებას დაექვემდებარა.

სააპელაციო სასამართლომ 2013 წლის 19 სექტემბრის გადაწყვეტილებით ძალაში დატოვა თბილისის საქალაქო სასამართლოს 2013 წლის 27 მაისის # 3/362-13 გადაწყვეტილება. სააპელაციო სასამართლოს გადაწყვეტილების ძალაში შესვლა და გადაზიდვებისთვის ბაზარზე დაბრუნების შესაძლებლობის მიცემა კვლავ ფერხდებოდა, ვინაიდან ფინანსთა მინისტრმა და შემოსავლების სამსახურმა თბილისის სააპელაციო სასამართლოს გადაწყვეტილებაც გაასაჩივრეს. საბოლოო გადაწყვეტილება აღნიშნულ საკითხზე მიღებული იქნა საქართველოს უზენაესი სასამართლოს მიერ. კერძოდ, საქართველოს უზენაესი სასამართლოს ადმინისტრაციულ საქმეთა პალატის 2014 წლის 6 მარტის #ბს-571-551 (2კ-13) განჩინებით, საქართველოს ფინანსთა მინისტროს და შემოსავლების სამსახურის საკასაციო საჩივრები ცნობილი იქნა დაუშვებლად. შესაბამისად, ძალაში დარჩა თბილისის საქალაქო და სააპელაციო სასამართლოს ის გადაწყვეტილება, რომლითაც ფინანსთა მინისტრისა და შემოსავლების სამსახურის უფროსის ბრძანებები ბათილად იქნა ცნობილი.

მთავრობის დადგენილება: სასამართლო დავის პარალელურად ხელისუფლებამ გააგრძელა საფოსტო მომსახურების ბაზარზე ლეგალური ბარიერების შემოღება: 2014 წლის 6 იანვარს საქართველოს მთავრობამ მიიღო #40 დადგენილება ფოსტის სფეროში გასატარებელი დროებითი ღონისძიებების შესახებ. ამ დადგენილების თანახმად, ფოსტის სფეროსთან დაკავშირებული საქართველოს კანონმდებლობის საერთაშორისო სამართლის ნორმებთან შესაბამისობაში მოყვანამდე, საფოსტო გზავნილის – ამანათის მიღება-გაგზავნის შეუფერხებლად განხორციელების მიზნით, მხოლოდ შპს „საქართველოს ფოსტას“ ენიჭებოდა უფლებამოსილება განხორციელებინა:

- საქართველოში სახმელეთო ან საზღვაო გზით შემომავალი ამანათის შემოტანა, დამუშავება და ადრესატისათვის ჩაბარება, ასევე საქართველოდან სახმელეთო ან საზღვაო გზით გამავალი ამანათის გამგზავნისაგან მიღება, დამუშავება და გაგზავნა;
- სახმელეთო ან საზღვაო გზით შემოტანილი ამანათის საქართველოს ტერიტორიაზე სახმელეთო გზით ტრანსპორტირება, მისი დამუშავებისა და ადრესატისათვის ჩაბარების (მათ შორის დატარებით) ან გაგზავნის მიზნით.

ამავე დადგენილებით საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტროს 2014 წლის 1 თებერვლამდე საქართველოს მთავრობისთვის შესაბამისი საკანონმდებლო აქტის პროექტის წარდგენა დაევა. დადგენილება გამოქვეყნებისთანავე ამოქმედდა და 2014 წლის 1 იანვრიდან წარმომოიბოლო ურთიერთობებზე გავრცელდა. შესაბამისად, ყველა სხვა კომპანიას (მათ შორის შ.პ.ს. STAR GROUP-ს), რომელიც საქონლის გადაზიდვის საქმიანობით იყო დაკავებული, დადგენილებით განსაზღვრული საქმიანობა აეკრძალა.

ნათელია, რომ, ერთი მხრივ, სადავო ბრძანებების მოქმედების ვადის გასვლა, ხოლო, მეორე მხრივ, წარუმატებელი სასამართლო დავები დაედო საფუძვლად საქართველოს მთავრობის #40 დადგენილების გამოცემას, რომელიც პრინციპული ხასიათის ცვლილებებს არ შეიცავდა და ფინანსთა მინისტრის მიერ გაუქმებული ბრძანების ანალოგიურ ქვევის წესს ადგენდა, თუმცა გასათვალისწინებელია ის გარემოება, რომ #30 ბრძანება ფორმალურად შეიცავდა დაკმაყოფილების შესაძლებლობას, ხოლო #40 დადგენილება მიუთითებდა, რომ „საქართველოს ფოსტა“ დადგენილებაში ასახული საქმიანობის (რაც სრულად მოიცავს საფოსტო საქმიანობას) ექსკლუზიური განმახორციელებელია.

გადამზიდავმა კომპანია STAR GROUP-მა მთავრობის #40 დადგენილება საქართველოს საკონსტიტუციო სასამართლოში გაასაჩივრა მისი არაკონსტიტუციურად ცნობის მოთხოვნით. „საკონსტიტუციო სასამართლოს შესახებ“ საქართველოს კანონის 26-ე მუხლის თანახმად, ნორმატიული აქტის შემოწმებისას საკონსტიტუციო სასამართლო მხედველობაში იღებს სადავო ნორმაში გადმოცემულ მთავარ აზრს და მისი გამოყენების პრაქტიკას, აგრეთვე შესაბამისი კონსტიტუციური ნორმის არსს. შესაბამისად, გადამზიდავი კომპანიის საკონსტიტუციო სარჩელში ყურადღება გამახვილებული იყო:

- ნორმის პრაქტიკული გამოყენებასა და მის გავლენაზე მოსარჩელის ინტერესებზე;
- შესაბამისი კონსტიტუციური ნორმის შინაარსსა და ფარგლებზე.

გადამზიდავების საკონსტიტუციო სასამართლოსადმი წარდგენილ სარჩელში მითითებული იყო, რომ გადამზიდავების ბაზარზე არსებული სიტუაცია არ შეცვლილა #30 ბრძანების გაუქმების და #40 დადგენილების ამოქმედების შემდეგ. უფრო მეტიც, ამჯერად „საქართველოს ფოსტა“ არა მხოლოდ პრაქტიკულად, არამედ სამართლებრივადაც ერთადერთი საფოსტო ოპერატორი გახდა. ასევე აღნიშნული იყო პარალელურად, რომ საქართველოს ფოსტა ანალოგიური საქმიანობით დაკავებულ კომპანიებს სთავაზობდა საქმიანობა მის დაქვემდებარებაში გაეგრძელებინათ. სხვაგვარად რომ ვთქვათ, შექმნილი ბარიერის გამო გადამზიდავი კომპანია შპს STAR GROUP-ი იძულებული გახდა, მომსახურების ხელშეკრულება გაეფორმებინა შპს „საქართველოს ფოსტასთან“, რათა მის მიერ გადამზიდავ ტვირთს საქართველოს საბაჟო საზღვარი გადმოეკვეთა. აღნიშნულით, ერთი მხრივ, დაირღვა სამენარმეო სუბიექტის თავისუფლება, ხოლო, მეორე მხრივ, მას მოუხდა ამ კომპანიისთვის დამატებითი საფასურის გადახდა.

გადამზიდავების სარჩელი ასევე შეიცავდა მოთხოვნას, რათა მომხდარიყო #40 დადგენილების შინაარსობრივი მხარის შეფასება. კერძოდ:

1. მიზნები, რომელთა მიღწევასაც ეს დადგენილება ემსახურებოდა;
2. რამდენად პროპორციული იყო დადგენილებით გათვალისწინებული ჩარევა.

როგორც წესი, უფლების შეზღუდვის საფუძვლების და ლეგიტიმური მიზნების შესახებ საკანონმდებლო აქტის განმარტებით ბარათში უნდა ყოფილიყო მითითებული. #40 დადგენილებიდან ირკვევოდა, რომ იგი დროებითი ხასიათისაა და ფოსტის სფეროსთან დაკავშირებული საქართველოს კანონმდებლობის საერთაშორისო სამართლის ნორმებთან შესაბამისობაში მოყვანამდე იმოქმედებდა. თუმცა, რატომ შეირჩა „საქართველოს ფოსტა“ ერთადერთ სუბიექტად, დადგენილება მითითებას არ შეიცავდა. მიუხედავად ამისა, შეიძლება პარალელური გავლენები იქონიეს ფინანსთა მინისტრის #30 ბრძანებასთან, რომლის თანახმადაც, ასევე საქართველოს ფოსტა აღმოჩნდა უპირატეს მდგომარეობაში. ფინანსთა მინისტრის განმარტებით, #30 ბრძანების მიღება კონტრაბანდასთან ბრძოლის მიზნით გახდა აუცილებელი (იგივე მიზნის შესახებ მიუთითებდნენ საერთო სასამართლოში საქმის განხილვისას ფინანსთა სამინისტროს და შემოსავლების სამსახურის წარმომადგენლები. თუმცა, კონკრეტული შემთხვევები, ისევე როგორც ბრძანების გამოცემის შემდეგ მიღწეული დადებითი შედეგი მათ მიერ ნაჩვენები არ ყოფილა). იმ შემთხვევაშიც კი თუ ვივარაუდებთ, რომ #40 დადგენილების მიღების ლეგიტიმური მიზანი კონტრაბანდასთან ბრძოლაა, დაწესებული შეზღუდვა მიზნის მიღწევის ერთადერთ და მით უფრო პროპორციულ ზომად ვერ ჩაითვლებოდა, რადგან:

1. კონტრაბანდასთან, როგორც დანაშაულის სახესთან ბრძოლა სამართალდამცავი ორგანოების მოვალეობას წარმოადგენს;
2. საბაჟო ადმინისტრირების პროცესში რისკის (მათ შორის, არალეგალური ტვირთის გადატანის) მენეჯმენტის საერთაშორისო პრაქტიკა განსხვავდება საქართველოს მთავრობის მიერ შერჩეული მოდელისგან.

დადგენილებაში მითითებული ფოსტის სფეროსთან დაკავშირებული კანონმდებლობის საერთაშორისო სტანდარტებთან შესაბამისობაში მოყვანის მიზანი - შესრულებული არ იყო დადგენილების გამოცემიდან 9 თვის შემდეგაც კი. რაც შეეხება ნორმის დროებით ხასიათს, საქართველოს საკონსტიტუციო სასამართლო მიუთითებს რომ “წესი, რომელიც მოქმედებს შეზღუდული ვადით, შესაძლებელია იწვევდეს უფლების იმაზე ნაკლები ინტენსივობით შეზღუდვას, ვიდრე მუდმივად მოქმედი წესი”. შესაბამისად,

შემზღვევას ვერც მისი დროებითი ხასიათი ამართლებს. უფლების შემზღვეველი ნორმატიული აქტის მოქმედების ვადას, არც იმ შემთხვევაში აქვს არსებითი მნიშვნელობა, როდესაც [...] დადგენილია, რომ კონსტიტუციური უფლების დარღვევა გარდაუვალია სადავო ნორმით უფლებაში ჩარევის ინტენსივობის მიუხედავად. შედეგად, ნათელია, რომ უფლების შემზღვევის არა მუდმივი ხასიათის მიუხედავად სასამართლო მნიშვნელობას ანიჭებს, მიიღწევა თუ არა დასახული მიზანი შერჩეული გზით. კონკრეტულ შემთხვევაში კი ლეგიტიმური მიზნები ერთის მხრივ ბუნდოვანია, ხოლო თუ ასეთად ახალი კანონმდებლობის მომზადებას ან/და კონტრაბანდის წინააღმდეგ ბრძოლას ჩავთვლით, დავრწმუნდებით, რომ დადგენილი აკრძალვა მიზნების მიღწევის არა თუ ერთადერთი, არამედ ზოგადად შეუფერებელი ფორმაა.

გადამზიდავი კომპანიების სარჩელში აღნიშნული იყო, რომ კონკრეტული მთავრობის დადგენილების გამოცემით სახელმწიფომ ყველა დაკისრებული ვალდებულება დაარღვია. სახელმწიფომ, კონკრეტულად კი საქართველოს მთავრობამ, #40 დადგენილების მიღებით მიანიჭა რა საქართველოს ფოსტას ექსკლუზიური უფლებამოსილება, აკრძალა სხვა სუბიექტების დამკვეთი ბაზარზე და შექმნა არამართლზომიერი კონკურენციის პირობები. შედეგად, #40 დადგენილებით აკრძალა საქართველოს ბაზარზე, აღნიშნულ სექტორში, წლების მანძილზე დამკვიდრებული კონკურენტული გარემო და არამართლზომიერად შეიქმნა კანონისმიერი მონოპოლია ამ საქმიანობაზე. აღნიშნული კი აკრძალულია “კონკურენციის შესახებ” კანონის მე-10 მუხლით, რომელიც სახელმწიფო ხელისუფლების, ავტონომიური რესპუბლიკის ხელისუფლებისა და ადგილობრივი თვითმმართველობის ორგანოებს უკრძალავს კონკურენციის შემზღვევაში ქმედების განხორციელებას. მათ შორის ისეთი გადაწყვეტილების მიღებას, რომელიც იწვევს ეკონომიკური აგენტისათვის მონოპოლიური მდგომარეობის შექმნას, რაც არსებითად ზღუდავს თავისუფალ ფასწარმოქმნას და კონკურენციას, გარდა საქართველოს კანონმდებლობით გათვალისწინებული შემთხვევებისა.

გადამზიდავების საკონსტიტუციო სარჩელში ასევე ყურადღება გამახვილებული იყო იმ ფაქტზე, რომ იგივე ქმედება—საქართველოს მთავრობის #40 დადგენილების მიღება—ასევე შეიძლება დაკვალიფიცირდეს სახელმწიფო დახმარებად და ეკონომიკური აგენტის მიმართ მიღებულ გადაწყვეტილებად. აღნიშნულთან დაკავშირებით, გასათვალისწინებელია ის გარემოება, რომ სახელმწიფო დახმარების განხორციელება მხოლოდ კანონით პირდაპირ განსაზღვრული მიზნებისთვის შეიძლება რასაც ამ დადგენილების გამოცემის შემთხვევაში ადგილი არ ქონდა. ხოლო ეკონომიკური აგენტისათვის ან კონკრეტული სახის საქმიანობისათვის სახელმწიფო დახმარება ნებისმიერი ფორმით, რომელიც აფერხებს კონკურენციას ან ქმნის მისი შეფერხების საშიშროებას, “კონკურენციის შესახებ” კანონით აკრძალულია. შესაბამისად, “კონკურენციის შესახებ” კანონის დასახელებული ნორმების ანალიზის საფუძველზე შეიძლება გავკეთებულიყო შეფასება, რომ საქართველოს მთავრობის #40 დადგენილებით განსაზღვრული ქვეყნის წესი არ შეიძლება განხილულიყო ეკონომიკური კონსტიტუციის 30-ე მუხლის მე-2 პუნქტში მითითებულ “კანონით გათვალისწინებულ” გამონაკლისად, რომელიც მონოპოლიურ საქმიანობას დასაშვებად მიჩნევდა.

გადამზიდავლები საკონსტიტუციო სარჩელით ითხოვდნენ მთავრობის #40 დადგენილების არაკონსტიტუციურად ცნობას საქართველოს კონსტიტუციის 30-ე მუხლის მე-2 პუნქტის პირველ და მეორე წინადადებასთან წინააღმდეგობის გამო. საკონსტიტუციო სასამართლოს პირველი სხდომა 2014 წლის 5 სექტემბერს იყო დანიშნული, მაგრამ მთავრობის მოთხოვნით საკონსტიტუციო სასამართლოს სხდომა 7 ოქტომბრისთვის გადაიდო. საკონსტიტუციო სასამართლოს 7 ოქტომბრის სხდომის გამართვამდე მთავრობამ თავადვე გააუქმა საკუთარი დადგენილება 2014 წლის 2 ოქტომბრის N586 დადგენილებით. შედეგად, დღეისათვის გადამზიდავების ბაზარზე ლეგალური ბარიერები არ მოქმედებს და გადამზიდავების ბაზარი ღიაა.

„ფოსტის შესახებ“ კანონპროექტი: ზემოთ აღნიშნული სასამართლო დავების პარალელურად საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტრომ შეიმუშავა და 2014 წლის 25 იანვარს დაინტერესებულ მხარეებს წარუდგინა „საფოსტო კავშირის“ რეფორმის პროექტი, რომელიც საფოსტო კავშირის სფეროში საქმიანობის სამართლებრივი საფუძვლების ახლებურად მოწესრიგებას ითვალისწინებდა. კერძოდ, რეფორმის შედეგად პრაქტიკულად გათვალისწინებული იყო სახელმწიფო რეგულირების კვლავ შემოღება და საფოსტო მომსახურების ბაზრის რე-რეგულაცია. საყურადღებო იყო ის ფაქტიც, რომ საფოსტო კავშირის რეფორმის პროექტი ბაზრის ამ სეგმენტზე თავისუფალ და სამართლიან კონკურენციას სრულად გამოირიცხავდა. აღნიშნული ასევე ეწინააღმდეგებოდა საქართველო-ევროკავშირის ასოციაციის ხელშეკრულებით გათვალისწინებულ ვალდებულებებს¹, რომელიც ითვალისწინებს საფოსტო და კურიერული მომსახურების ბაზრის ლიბერალიზაციის პრინციპებს. საქმიანობის სამართლებრივი მოწესრიგების აღნიშნული წესი არ შეესაბამებოდა არც მონინავე საერთაშორისო პრაქტიკას, რომლის მიხედვით საფოსტო კავშირის სფეროში ბაზრის სრული

¹ იხ. საქართველოს საკონსტიტუციო სასამართლოს 2014 წლის 24 ივნისის განჩინება საქმეზე მათიას ჰუტერი საქართველოს პარლამენტის წინააღმდეგ.
² საქართველო-ევროკავშირის ასოციაციის შესახებ შეთანხმება, კარი 4, ქვეწილი 4 საფოსტო და საკურიერო მომსახურება

ლიბერალიზაცია, თავისუფალი კონკურენციის ხელშეწყობა¹ და „საფოსტო სარეზერვო მომსახურების“ არეალის გაუქმება² ამ სფეროს წარმატებული რეფორმირების გზად არის მიჩნეული.

ამ რეგულაციების შემოღება ბაზრის ამ სეგმენტზე მოქმედი საერთაშორისო კომპანიებისთვის (DHL, TNT, UPS, FEDEX) და ორმოცამდე სხვა კომპანიისთვის საქმიანობის დროს სერიოზულ ფორმალურ/ბიუროკრატიულ ბარიერად შეიძლება აღიქვას. ამ კომპანიებმა ყურადღება გაამახვილეს საფრთხეზე, რომ ისინი იძულებული გახდებიან დატოვონ ბაზარი დაეტოვებინათ. გადამზიდავი კომპანიების მიერ გამოთქმული პროტესტის შემდგომ, „ფოსტის შესახებ“ კანონპროექტი სამინისტრომ გადაამუშავა და ახალი ვარიანტი მიანდა დაინტერესებულ პირებს. კანონპროექტი არ აისახა ის დებულებები, რომლებიც გადამზიდავი კომპანიების პროტესტის მიზეზი გახდა. შესაბამისად, პროექტი კვლავ არ ითვალისწინებდა საფოსტო კავშირის სფეროში საქმიანობის სამართლებრივი მოწესრიგების ახალი წესის მოწინავე საერთაშორისო პრაქტიკასთან შესაბამისობას. კანონპროექტის გადამუშავებული ვერსია კვლავ ითვალისწინებდა უკვე ლიბერალიზებული საფოსტო მომსახურების ბაზრის რე-რეგულაციას და ვერ უზრუნველყოფდა ბაზრის ღიაობას. უფრო მეტიც, საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტროს მიერ გადამუშავებული „ფოსტის შესახებ“ კანონპროექტი „საქართველოს ფოსტას“ ენიჭებოდა კანონისმიერი მონოპოლია არა მხოლოდ საფოსტო და საამანათო გადაზიდვების ბაზარზე, არამედ უკვე რამდენიმე ბაზარზე, კერძოდ:

- საფოსტო და საამანათო გადაზიდვების ბაზარზე;
- საბაჟო სანყოფის მომსახურების ბაზარზე;
- კურიერული მომსახურების ბაზარზე;
- ფულადი გზავნილების ბაზარზე.

შესაბამისად, კანონპროექტის გადამუშავებული ვერსიით უკვე გათვალისწინებული იყო საბაჟო სანყოფის მომსახურებაზე რეგულაციების შემოღებაც და საერთაშორისო საფოსტო გზავნილების გაცვლის ადგილებისა და დამუშავების ცენტრების ნუსხის საქართველოს ეკონომიკისა და მდგრადი განვითარების მინისტრის ბრძანებით დამტკიცება. ამის შედეგად იქმნებოდა შესაძლებლობა, რომ როგორც საერთაშორისო გადამზიდავი კომპანიები (DHL, TNT, UPS, Fedex) ისე ადგილობრივ გადამზიდავი კომპანიები, რომლებიც მომსახურებას საქართველოს ბაზარზე კონკურენტულ ვარეშოში ახორციელებენ, შეებრებოდნენ საქმიანობა, ვინაიდან ის საბაჟო სანყოფის, რომლებითაც აღნიშნული გადამზიდავი კომპანიები დღეს სარგებლობენ, შეიძლება უკვე აღარ აღმოჩენილიყვნენ მითითებულ ნუსხაში. ამის გამო ეს კომპანიები იძულებული გახდებიან, მხოლოდ საქართველოს ფოსტის (უნივერსალური ოპერატორის) ქსელით ესარგებლოთ.

გადამუშავებული კანონპროექტი ითვალისწინებდა ლეგალური ბარიერების დანესებას იმ სუბიექტების საქმიანობაზე, რომლებიც ახორციელებენ საკურიერო მომსახურებას ქვეყნის შიგნით (მაგ.: საქართველოში მომუშავე ინტერნეტმერჩანტის მომხმარებლებისთვის საქონლის ადგილზე მიტანა როგორც თავად ინტერნეტმერჩანტის მიერ, ისე მის მიერ შერჩეული ნებისმიერი მესამე პირის საშუალებით; მარკეტინგული მასალის დისტრიბუცია და ფლაერების დარიგება; მაღაზიაში/კვების ობიექტში შეძენილი საქონლის ადგილზე მიტანა როგორც თავად მაღაზიის/კვების ობიექტის მიერ, ისე მის მიერ შერჩეული ნებისმიერი მესამე პირის საშუალებით (მაგ., პიცის მიტანის სერვისი) და სხვ.). ასევე, შეიზღუდებოდა საფინანსო ინსტიტუტების – ბანკების უფლებები. კერძოდ, ისინი ვერ განახორციელებდნენ დამატებით დისტანციურ საბანკო მომსახურებას, ვინაიდან კანონპროექტის რეგულირების სფეროში მოექცეოდა კომერციული ბანკის მომსახურების ისეთი სახეობები, როგორებიცაა მის მიერ კლიენტებისთვის PIN კონვერტების ადგილზე მიტანა, საბანკო ბარათების, ამონაწერებისა და სხვა კონფიდენციალური საბანკო დოკუმენტების მინოდება და ა. შ. კანონპროექტით აღნიშნული საქმიანობების განხორციელების უფლება მხოლოდ ავტორიზებულ საფოსტო ოპერატორს ენიჭებოდა. ამის შედეგად კომერციული ბანკების საქმიანობა ამ ბაზარზე რეგულირებას დაექვემდებარებოდა. საქმიანობის გასაგრძელებლად მათ მოუწევდათ საქართველოს კომუნიკაციების ეროვნულ კომისიაში ავტორიზაციის გავლა და საფოსტო ოპერატორებთან დარეგისტრირება, აგრეთვე რეგულირების საფასურის გადახდა.

კანონპროექტის მიხედვით, კომერციული ბანკი ასევე ვეღარ განახორციელებდა კლიენტების კუთვნილი ფულისა და სხვა მატერიალური ფასეულობების ინკასაციას – ამ ფუნქციის შესრულება მხოლოდ სპეციალური საფელდეგრო საფოსტო ოპერატორს შეეძლო. კერძოდ, სპეციალურ საფელდეგრო საფოსტო ოპერატორს ენიჭებოდა ექსკლუზიური უფლებამოსილება, განეხორციელებინა ფულის ნიშნების, საკრედიტო ბარათებისა და სხვა ფასეულობების მიღება, გაგზავნა, გადაზიდვა და აღრესატიისთვის ჩაბარება. აღნიშნული შეზღუდვა ეწინააღმდეგებოდა საქართველოს ეროვნული ბანკის პრეზიდენტის 2012 წლის 29 ნოემბრის №105/04 ბრძანებას, რომლით დამტკიცებული „კომერციულ ბანკებში ნაღდ

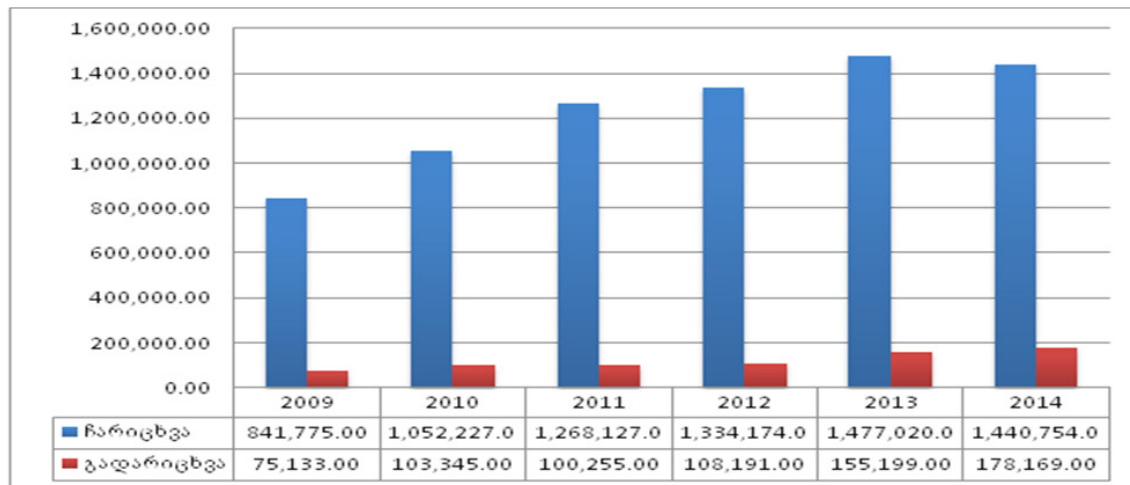
¹ ევროკავშირის დირექტივა 2002/39/EC.

² ევროკავშირის დირექტივა 2008/6/EC.

ფულსა და სხვა ფასეულობასთან დაკავშირებული ოპერაციების წარმოების წესის“ პირველი მუხლის მე-6 პუნქტის თანახმად, კომერციულ ბანკს შეუძლია განახორციელოს კლიენტურის ფულადი სახსრებისა და სხვა ფასეულობის გადაზიდვების ოპერაციები საკუთარი საინკასაციო სამსახურების საშუალებით. გარდა ამისა, მითითებული შემლუდვა პრობლემას შეექმნიდა საქართველოს ეროვნულ ბანკს მის საქმიანობაში (საფოსტო გზავნილით ბანკნოტების/მონეტების ნიმუშების საზღვარგარეთ გაგზავნა ან საზღვარგარეთიდან მიღება).

გადამუშავებული „ფოსტის შესახებ“ კანონპროექტით ასევე განსაზღვრული იყო რეგულაციების შემოღება ფულადი გზავნილების ბაზარზე. კერძოდ, „საქართველოს ფოსტას“ ენიჭებოდა ექსკლუზიური უფლებამოსილება, განხორციელებინა საერთაშორისო ფულადი გზავნილებით მომსახურება. ეს რეგულაცია, საგარეოდ, უარყოფით გავლენას მოახდენდა ბაზრის აღნიშნულ სექტორზე თავისუფალი, სამართლიანი და კონკურენტული ბიზნესგარემოს არსებობაზე და შემლუდავდა ბანკებისა და იმ ოპერატორების (Western Union, MoneyGram და სხვა) საქმიანობას, რომელთათვისაც სტანდარტული ფულადი გზავნილები ფინანსური მომსახურების ერთ-ერთი ყველაზე მნიშვნელოვანი სექტორია. დიაგრამა #3-ზე მოცემულია 2009–2014 წლების სტატისტიკა, რომელიც ადასტურებს, რომ საქართველოში ფულადი გზავნილების ბაზარი სტაბილურად მზარდი ბაზარია – მისი მოცულობა 2013 წელს დაახლოებით 1,6 მლრდ. ამერიკული დოლარი იყო. ამდენად, „ფოსტის შესახებ“ კანონპროექტით წესდებოდა კანონისმიერი მონოპოლია 1,6 მლრდ ამერიკული დოლარის მოცულობის ბაზარზე და ამჟამად სადავო იყო ამ კანონისმიერი მონოპოლიის დანესების როგორც ეკონომიკური, ისე სამართლებრივი მიზანშეწონილობა:

დიაგრამა 3. ფულადი გზავნილების მოცულობა საქართველოში 2009–2014 წლებში (ათასი აშშ დოლარი)



წყარო: საქართველოს ეროვნული ბანკი

კანონპროექტის მიხედვით, მხოლოდ საქართველოს ფოსტა იქნებოდა უფლებამოსილი, განხორციელებინა საფოსტო ფულადი გზავნილების მიღება, დამუშავება, გაგზავნა და ადრესატისთვის ჩაბარება. მსგავს პრეცედენტს არ ითვალისწინებს არც ევროკავშირის კანონმდებლობა და არც ფოსტის სფეროში მოქმედი ის საერთაშორისო შეთანხმებები, რომელთა მონაწილეც არის საქართველო.

საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტროს მიერ მომზადებულ „ფოსტის შესახებ“ კანონპროექტზე 2014 წლის 29 ივლისს შენიშვნები გამოაგზავნა ევროკომისიამ. დასკვნაში კანონპროექტით გათვალისწინებულ მთელ რიგ დებულებებთან დაკავშირებით დასმული იყო კითხვები. კერძოდ, ევროკომისიის დასკვნის თანახმად, „ფოსტის შესახებ“ საქართველოს კანონის პროექტი უნდა განიხარტოს ღრმა და ყოვლისმომცველი თავისუფალი ვაჭრობის შეთანხმების (DCFTA) ნაკისრი ვალდებულებების ჭრილში და პროექტი პატივს უნდა სცემდეს საქართველოში საფოსტო მომსახურების სფეროში ბაზრის ლიბერალიზაციის არსს. ამასთანავე, ხაზგასმული იყო, რომ არსებული პროექტი ეწინააღმდეგებოდა ამ პრინციპს დასკვნაში მითითებული ქმედებებით.

„ფოსტის შესახებ“ კანონპროექტზე თავიანთი შენიშვნები და წინადადები გამოაგზავნა ევროპის ექსპრესგადაამზიდავთა ასოციაციაშიც (წევრები FedEx, DHL, TNT, UPS). ევროპის ექსპრესგადაამზიდავთა ასოციაციის დასკვნაში გაკრიტიკებული იყო „ფოსტის შესახებ“ კანონპროექტით გათვალისწინებული რეგულაციები, რომლებიც ეხებოდა: უნივერსალურ საფოსტო სარეზერვო მომსახურებას; ბაზარზე ახალი რეგულაციების დანესებას; ბაზარზე ახალი მონოპოლისტის გაჩენას.

მიუხედავად, ევროკომისიიდან მიღებული ზემოაღნიშნული შენიშვნებისა, ეკონომიკისა და მდგრადი

განვითარების სამინისტრომ არ უზრუნველყო „ფოსტის შესახებ“ კანონპროექტის გადამუშავება. შედეგად, ევროკომისიის მიერ მონოღებული შენიშვნები „ფოსტის შესახებ“ კანონპროექტში არ აისახა.

საერთაშორისო გადაზიდვებში კომპანიებმა 2014 წლის 30 ოქტომბერს მოაწვეეს გამაფრთხილებელი გაფიცვა, რომლის მიზანი იყო საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტროსთვის ინფორმაციის მიწოდება იმის შესახებ, რომ უზრუნველყოფილიყო „ფოსტის შესახებ“ კანონპროექტის გადამუშავება ევროკომისიის მიერ მონოღებული შენიშვნების შესაბამისად. გამაფრთხილებელი გაფიცვის დროს ეკონომიკისა და მდგრადი განვითარების მინისტრი დაუკავშირდა გადაზიდვების კომპანიებს და მათთან შეხვედრის დროს კანონპროექტის მიმართ გამოთქმული შენიშვნების განხილვას დაჰპირდა. მინისტრთან გადაზიდვების კომპანიების წარმომადგენლის შეხვედრის დროს დეტალურად იქნა განხილული და მინისტრის მიერ გაზიარებული გადაზიდვების კომპანიების შენიშვნები. შეხვედრაზე მიღწეული იქნა შეთანხმება, რომ შედგებოდა სამუშაო ჯგუფი და მოხდებოდა „ფოსტის შესახებ“ კანონპროექტის იმგვარად გადამუშავება, რომ თავსებადი ყოფილიყო ევროკომისიის წინადადებებთან. სამუშაო ჯგუფმა მოამზადა „ფოსტის შესახებ“ კანონპროექტის გადამუშავებული ვერსია. ამ ეტაპზე „საფოსტო მომსახურების ბაზრის“ რეფორმა კვლავ არ არის დასრულებული.

ძირითადი დასკვნები და რეკომენდაციები

საქართველოში საფოსტო მომსახურების ბაზარზე სახელმწიფო ორგანოების ჩარევის შემდეგ შექმნილი რეალობის ზემოაღნიშნული ანალიზი და თავისუფალი და სამართლიანი კონკურენციის არამართლზომიერი შეზღუდვის ფაქტების არსებობის გამო შეგვიძლია ვივარაუდოთ, რომ ამ ბაზარზე შესაძლოა აღვიღოთ ქონდა „პოლიტიკური კორუფციის“ ერთ-ერთ სახეს, ე.წ. „სახელმწიფო თანამდებობის პირებზე გავლენის მოხდენას“ (State Capture¹), რაც ბაზარზე სახელმწიფო კომპანიის „საქართველოს ფოსტის“ მიერ ეკონომიკური პოლიტიკის პასუხისმგებელ თანამდებობის პირებზე გეგავლენის მოხდენასა და ამ კომპანიისთვის ბაზარზე შესვლის ადმინისტრაციული, სამართლებრივი და დისკრიმინაციული ბარიერების დაწესების გზით, ბაზარზე პრივილეგიებული მდგომარეობის შექმნაში გამოიხატა.

კორუფციის ასეთმა შემთხვევებმა სერიოზულად შეიძლება შეაფერხოს ქვეყნის ეკონომიკური განვითარება, რადგან ამ შემთხვევაში სახელმწიფო ინსტიტუტების მიერ გადანაცვლებების მიღება ხდება არაა საჯარო ინტერესის საფუძველზე, არამედ - მხოლოდ კონკრეტული ინტერესის გამტარებელი მცირე ჯგუფის სასარგებლოდ. კორუფციის ამ სახეობის აღკვეთისა და პრევენციის ერთ-ერთი აუცილებელი პირობა ქვეყანაში ეფექტიანი კონკურენციის პოლიტიკის და, შესაბამისად, ქმედითი კონკურენციის სააგენტოს არსებობაა, რომელიც სათანადო რესურსებითა და უფლებამოსილებებით იქნება აღჭურვილი, უზრუნველყოფს ბაზრის ღიაობასა და გამჭვირვალობას, ეკონომიკური აგენტების საქმიანობაში თანასწორუფლებიანობის პრინციპის დაცვას და კონკურენტული გარემოს ეფექტიანი სახელმწიფო ზედამხედველობის განხორციელებას, რათა ბაზარზე ხელისუფლების ორგანოს ჩარევის შედეგად არ მოხდეს კანონისმიერი მონოპოლიის დაწესება (ბაზარზე შესვლის ადმინისტრაციული, სამართლებრივი და დისკრიმინაციული ბარიერების დაწესების გზით) და კონკურენციის არამართლზომიერად შეზღუდვა.

საფოსტო მომსახურების ბაზარზე კონკურენტული გარემოს კვლევის საფუძველზე, ეფექტიანი სახელმწიფო ზედამხედველობისა და ბაზარზე თავისუფალი კონკურენციის ხელშეწყობი უკეთესი პირობების შესაქმნელად, აგრეთვე საქართველოსა და ევროკავშირის ბაზრების თავსებადობის გასაზრდელად მიზანშეწონილია, საქართველოს ხელისუფლებამ გაითვალისწინოს შემდეგი რეკომენდაციები:

- მნიშვნელოვანია საფოსტო, კურიერული მომსახურების და საფინანსო მომსახურების ბაზრებზე თავისუფალი, სამართლიანი და კონკურენტული ბიზნესგარემოს არსებობის ხელშეწყობა, სავარაუდო პოლიტიკური კორუფციის ფაქტების აღკვეთა და პრევენცია, რათა ბაზარზე სახელმწიფოს ჩარევის შედეგად არ მოხდეს კანონისმიერი მონოპოლიის დაწესება (ბაზარზე შესვლის ადმინისტრაციული, სამართლებრივი და დისკრიმინაციული ბარიერების დაწესების გზით) და თავისუფალი კონკურენციის არამართლზომიერად შეზღუდვა;

- მნიშვნელოვანია ლიბერალიზებული საფოსტო და კურიერული მომსახურების ბაზრების ხელახალი რეგულირების დაუშვებლობა, ბაზარზე ბუნებრივი წონასწორობის, კონკურენტული ბიზნესგარემოს, ეკონომიკური აგენტების საქმიანობაში თანასწორუფლებიანობის პრინციპის დაცვისა და ბაზრის ღიაობის უზრუნველყოფა;

- მნიშვნელოვანია, შემუშავდეს და საქართველოს კანონმდებლობაში დაინერგოს უნივერსალური საფოსტო მომსახურების მარეგულირებელი ინსტიტუციური ჩარჩო, რომელიც შეესაბამება საქართველოს კანონმდებლობასა და მონინავე საერთაშორისო პრაქტიკას;

¹http://www.transparency.org/files/content/corruptionqas/State_capture_an_overview_2014.pdf

- საქართველოს მთავრობამ დროულად უნდა განახორციელოს უნივერსალური საფოსტო მომსახურების მარეგულირებელი კანონპროექტის საქართველოს პარლამენტში ინიცირება, პარლამენტმა კი უნდა უზრუნველყოს ამ რეფორმის გატარებისათვის აუცილებელი ინსტიტუციური ბაზის შექმნა;
- უნივერსალური საფოსტო მომსახურების მარეგულირებელი პოლიტიკის შემუშავებისა და იმპლემენტაციის პროცესში უნდა უზრუნველყოფილი იყოს გამჭვირვალობის მოთხოვნების დაცვა;
- მნიშვნელოვანია, უნივერსალური საფოსტო მომსახურების გამწვევი ეროვნული (დანიშნული) ოპერატორის შერჩევის პროცესში გამჭვირვალობისა და არადისკრიმინაციული მიდგომის დაცვა;
- უნდა გაიზარდოს კონკურენციის სააგენტოს ქმედითობა, თუ არსებობს ბაზარზე თავისუფალი კონკურენციის შეზღუდვის სათანადო ნიშნები და შექმნილი მდგომარეობა კონკურენციის მარეგულირებელი ორგანოს ჩარევას საჭიროებს.

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**ინოვაციური ბიზნესის საგადასახადო სტიმულირების
ზოგიერთი საკითხი**

Some Issues of the Tax Stimulation of Innovation Businesses

მერაბ მიქელაშვილი*

აბსტრაქტი

სახელმწიფო მართვის თანამედროვე სისტემამ უნდა უზრუნველყოს ეკონომიკის პრიორიტეტული მიმართულებების ფინანსური უზრუნველყოფა, ამისთვის კი მნიშვნელოვანია საგადასახადო დაბეგვრის სახელმწიფო მართვა სწორი საგადასახადო პოლიტიკის საფუძველზე. ამ საქმეში განსაკუთრებული მნიშვნელობა ენიჭება ინოვაციური ბიზნესის საგადასახადო სტიმულირების საკითხებს, რადგან თანამედროვე კანონმდებლობა, ქვეყნის ნორმატიული და მეთოდური ბაზა არ იძლევა არსებული შესაძლებლობების სრულად გამოყენების საშუალებას. ინოვაციური საქმიანობის საგადასახადო რეგულირება და საგადასახადო სტიმულირება განსაკუთრებულ მნიშვნელობას იძენს, რადგან სახეზეა ბიზნესის შინაარსობრივი ცვლილებების ფართო სპექტრი ინფორმაციული ტექნოლოგიების განვითარების კვალდაკვალ. მსოფლიო პრაქტიკაში საგადასახადო შეღავათების ინსტრუმენტი არ განიხილება როგორც ინოვაციური პროცესების რეგულირების თვითკმარი საშუალება, ის შეადგენს ისეთი ღონისძიებათა სისტემის ნაწილს, როგორცაა პირდაპირი საბიუჯეტო დაფინანსება, კერძო და სახელმწიფო გრანტები, სახელმწიფო კორპორაციების შექმნა, საპროცენტო განაკვეთების სუბსიდირება, საამორტიზაციო პოლიტიკა, საბაჟო პრეფერენციები, სახელმწიფო შეკვეთები და სახელმწიფო გარანტიები

საკვანძო სიტყვები: ინოვაციური საქმიანობა, საგადასახადო სტიმულირება, საგადასახადო შეღავათები, ინოვაციური ხარჯები, ინოვაციური კომპანია, ახალგაზრდა ინოვაციური კომპანიები.

შესავალი

სახელმწიფოს ინოვაციური პოლიტიკა სახელმწიფოს სოციალურ-ეკონომიკური პოლიტიკის ერთ-ერთი მიმართულებაა, რომლის მიზანია ეკონომიკის მდგრადი განვითარება, ეროვნული წარმოების კონკურენტუნარიანობისა და ეროვნული უსაფრთხოების უზრუნველყოფა.

Abstract

The modern system of state governance should ensure the financial support of prioritized economic sectors. The crucial point in this context is a proper management of the taxation process in the framework of governmental policies. Special importance is being attached to the issue of the Tax Stimulation of Innovation Businesses as the legislative and methodological basis does not fully allow an effective management of the taxation policies. These kinds of regulations are especially important nowadays as businesses go through significant changes in parallel with the latest technological developments. Generally, tax remissions are not considered to be a sufficient means of regulation of innovative processes, it is rather a part of a system that consists of direct budget financing, private and government granting, state corporations, subsidizing of interest rates, customs preferences, state orders and guaranties.

Keywords: Innovative Business, Tax Stimulation, Tax Remissions, Innovation Spending, Innovative Company, New Innovative Companies.

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ინოვაციური საქმიანობა უნდა მივიჩნიოთ როგორც საქმიანობა ინტელექტუალური პროდუქტის შექმნისა და გამოყენების მიზნით, ახალი ორიგინალური იდეების მზა პროდუქტის სახით ბაზარზე რეალიზაციით გზით.

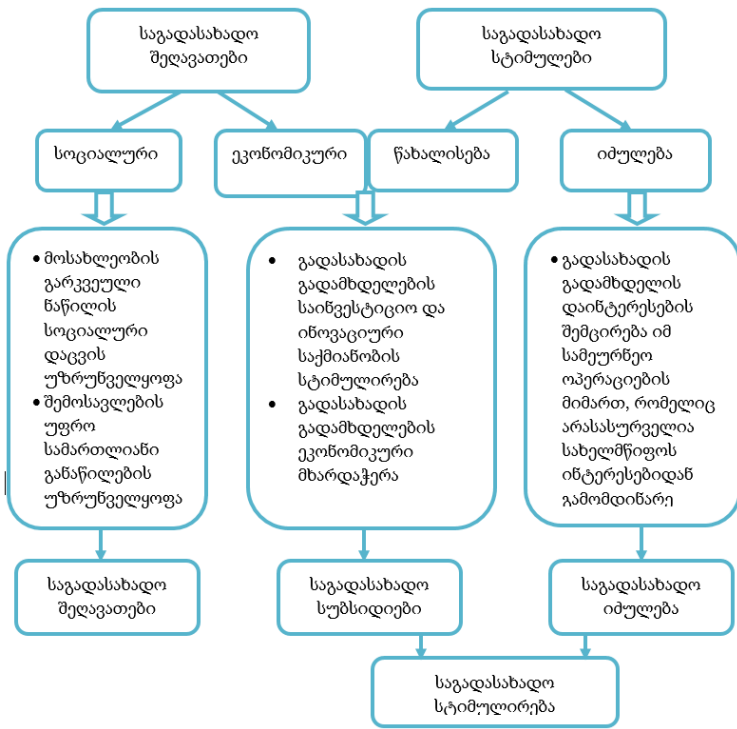
საქართველოს საკანონმდებლო ბაზა არ შეიცავს ინოვაციებისა და ინოვაციური საქმიანობის ზუსტ დეფინიციას, ამიტომ ამ ცნებების შინაარსი დღემდე დისკუსიის საგანია.

ინოვაციური საქმიანობის საგადასახადო რეგულირების ქართული პრაქტიკა აჩვენებს, რომ დღემდე საქართველოში არ არის ჩამოყალიბებული ინოვაციური საქმიანობის ქმედითი სტიმულები. ინოვაციებთან დაკავშირებული საგადასახადო კანონმდებლობის ნორმები ნაკლებად დეფექტურია და არ ითვალისწინებს ინოვაციების დანერგვის ხელშეწყობისადმი კომპლექსურ მიდგომას. ინოვაციური საქმიანობის საგადასახადო სტრუქტურების სრულყოფილი სისტემის ნაცვლად გვხვდება მხოლოდ ამ სისტემის ცალკეული ელემენტები, რომელთა პრაქტიკული ღირებულება მცირეა. ინოვაციური საქმიანობის და მცირე ინოვაციური საწარმოს სუბიექტის ტერმინების სტანდარტიზაციის არ არსებობა ხელს უშლის მიზნობრივ სახელმწიფო მხარდაჭერის განხორციელებას და ამცირებს საგადასახადო სტიმულირების ეფექტს. თავის მხრივ, დღემდე არ არის საგადასახადო სტიმულების სახეებისა და შემადგენლობის მიმართ ერთიანი მიდგომა, რაც შეუძლებელს ხდის მათი შედეგების ეფექტურობის მონიტორინგსა და აუდიტს, ყოველივე ეს კი აფერხებს მცირე ინოვაციური ბიზნესის ვაჭტურების ამოცანების გადაჭრას და განსაზღვრავს ინოვაციური ბიზნესის საგადასახადო სტიმულირების თეორიული დებულებებისა და რეკომენდაციების შემუშავების აუცილებლობას.

ტერმინი „ინოვაცია“ ლათინური „novatio“-სგან მომდინარეობს და პირდაპირი მნიშვნელობით განახლებას (ცვლილებას) ნიშნავს, ხოლო პრეფიქსი „in“ ლათინურიდან ითარგმნება როგორც „მიმართულებით“. შესაბამისად, სიტყვასიტყვით „ინოვაცია“ – „ცვლილებების მიმართულებით“ შეიძლება ითარგმნოს.

ტერმინი „საგადასახადო შეღავათი“ მოცემულია საქართველოს საგადასახადო კანონმდებლობაში და გულისხმობს სხვა გადასახადის გადამხდელთან მიმართებაში საგადასახადო უპირატესობას, გადასახადის ნაკლები განაკვეთით გადახდის, ან გადასახადისგან სრულად გათავისუფლების გზით. საგადასახადო შეღავათის დანესებისას, სახელმწიფოს მიზნებიდან გამომდინარე, გამოყოფენ სოციალურ და ეკონომიკურ შეღავათებს. პირველ შემთხვევაში შეღავათი ეფუძნება გადასახადის გადამხდელის სოციალურ სტატუსს და ის არ შეიცავს მასტიმულირებელ ფაქტორს, განსხვავებით ეკონომიკური საგადასახადო შეღავათებისაგან, რომელიც, როგორც წესი, ენიჭებათ იმ გადასახადის გადამხდელს, რომლებიც ბიზნესსაქმიანობით არიან დაკავებული.

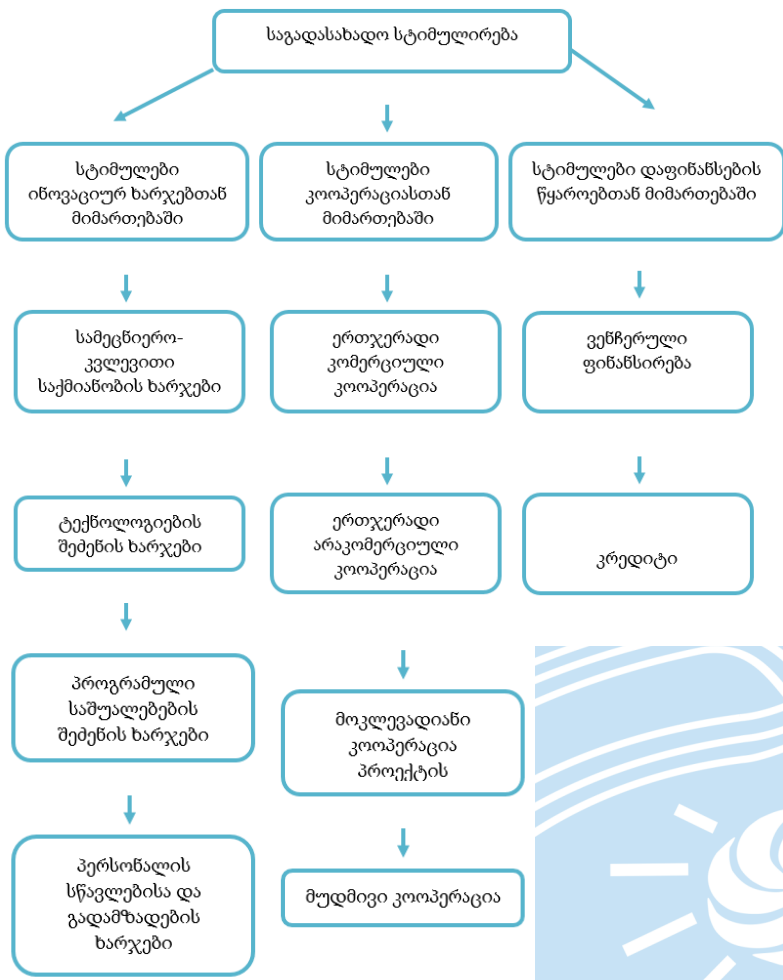
სახელმწიფო ზემოქმედების მიმართულებიდან გამომდინარე, გამოყოფენ ორ განსხვავებულ კატეგორიას: საგადასახადო შეღავათებს და საგადასახადო სტიმულებს.



ნახ. 1. საგადასახადო ინსტრუმენტის სახეები

საგადასახადო შეღავათები ატარებენ საკომპენსაციო ხასიათს და მოწოდებულნი არიან ეკონომიკური სუბიექტებისათვის გამათანაბრებელი პირობების შექმნისაკენ. ეკონომიკური შეღავათები ან წახალისება მიზანშეწონილია აისახოს ტერმინში „საგადასახადო სუბსიდიები“. საგადასახადო შეღავათების და საგადასახადო სტიმულების გამოყენის პრაქტიკული მნიშვნელობა იმაში მდგომარეობს, რომ მათი მინიჭება იწვევს სახელმწიფო ბიუჯეტის ხარჯების შემცირებას. საგადასახადო სტიმული, საგადასახადო შეღავათისგან განსხვავებით, ყოველთვის არ ქმნის უპირატესობას გადასახადის გადამხდელთა ცალკეული კატეგორიისთვის. მაგალითად, მოგების გადასახადის განაკვეთის შემცირება საგადასახადო სტიმულია, მაგრამ არა საგადასახადო შეღავათი. მსოფლიოში არსებული გამოცდილებით ინოვაციების სფეროში საგადასახადო სტიმულების უმრავლესობა იღებს საგადასახადო შეღავათების ფორმას, რადგან გულისხმობს ინოვაციურად აქტიური გადასახადის გადამხდელებისთვის უპირატესობის მინიჭებას. ამასთან, დადგენილია, რომ საგადასახადო სტიმულს, საგადასახადო სუბსიდიისგან განსხვავებით, შეიძლება არ ჰქონდეს ფულადი დახმარების ფორმა - მაგალითად, ნეგატიური საგადასახადო სტიმულები, რომლებიც თავისი შინაარსით ახლოს არიან ჯარიმებთან, არა თუ ეწინააღმდეგებიან საგადასახადო დაბეგვრის ფისკალურ მიმართულებას, არამედ ხელს უწყობენ ბიუჯეტის შემოსავლების ზრდას.

საგადასახადო სტიმულირება ინოვაციების სფეროში შემდეგი სახით შეიძლება წარმოვიდგინოთ:



ნახ. 2. საგადასახადო სტიმულირების სისტემატიზაცია ინოვაციების სფეროში

სტიმულები ინოვაციურ ხარჯებთან მიმართებაში

- ადგილი აქვს საგადასახადო სტიმულების მოდელის გართულებას, რაც განპირობებულია ინოვაციური პროცესის მრავალნაზნაგოვნებით, კერძოდ, მიმდინარეობს საგადასახადო შეღავათების დიფერენციაცია გადასახადის გადამხდელის საქმიანობის ხანგრძლივობის, კომპანიის სიდიდის, ხარჯების ტიპის და ა.შ. მიხედვით
- შეიმჩნევა შეღავათების საგადასახადო ადმინისტრირების დეტალიზირების ტენდენცია, რომლის მიზანია გადასახადის გადამხდელის საგადასახადო რისკების მართვა

- ნეგატიური სტიმულის შემუშავება სამეცნიერო-კვლევითი საქმიანობის ხარჯების ქვედა ზღვრის დანესებით (GlobalInnovationIndex-GII)

სტიმულები კოოპერაციასთან მიმართებაში

- დიდ ბრიტანეთში გამოყენებული საგადასახადო შეღავათის ანალიზის საფუძველზე, შემუშავებულია საგადასახადო სტიმული კომერციული ორგანიზაციებისთვის, რომლებიც ერთჯერადი კოოპერაციის საშუალებით ახდენენ არამატერიალური აქტივების რეალიზაციის შედეგად მიღებული შემოსავლების რეინვესტირებას.

- აშშ-ის გამოცდილების საფუძველზე შემუშავებულია საგადასახადო სტიმული იმ ორგანიზაციებისთვის, რომლებიც ინტელექტუალურ საკუთრებას უსასყიდლოდ გადასცემენ უნივერსიტეტებს და სამეცნიერო ორგანიზაციებს.

სტიმულები დაფინანსების წყაროებთან მიმართებაში

- ინვესტირების ძლიერ სტიმულს წარმოადგენს ინვესტორებისათვის საგადასახადო შეღავათების დანესება

- ამ მიმართულებით საქართველოსთვის სერიოზული პრობლემაა ვენჩერულ ბიზნესთან დაკავშირებული საკანონმდებლო ბაზის არ არსებობა.

საგადასახადო სტიმულირების პრაქტიკამ მთელი სიგრძე-სიგანით დააყენა სტიმულირების ობიექტისა და შესაბამისი ტერმინების ზუსტი განსაზღვრის საკითხი. ყველაზე ყოვლისმომცველი განმარტება „ინოვაციისა“ და „ინოვაციური კომპანიისა“ მოცემულია საერთაშორისო ორგანიზაცია OECD (ეკონომიკური თანამშრომლობისა და განვითარების ორგანიზაცია) მიერ 1997 წელს მიღებულ დოკუმენტში, რომელიც ცნობილია, როგორც „ოსლოს სახელმძღვანელო“ (The Oslo Manual).

ამ დოკუმენტის მიხედვით:

- „პროცესის და პროდუქტის სამეცნიერო-ტექნიკური ინოვაცია“ შეიცავს კომერციულად რეალიზებულ (დანერგილ), ტექნიკურად ახალ პროდუქტსა და პროცესს ან ტექნიკურად მნიშვნელოვნად სრულყოფილ პროდუქტს ან პროცესს.

- „ინოვაციური კომპანია“ არის ფირმა, რომელიც არსებობდა განსახილველი პერიოდის განმავლობაში და რომელმაც ამ პერიოდის განმავლობაში დანერგა ტექნიკურად ახალი პროდუქტი ან პროცესი;

ეს განსაზღვრებები არ ემთხვევა ტერმინების საგადასახადო განმარტებებს, რომლებიც გამოიყენება ნაციონალურ საგადასახადო კოდექსებში და ბუღალტრული აღრიცხვის სტანდარტებში და რომლებიც დაკავშირებულია ინოვაციების საგადასახადო სტიმულირებასთან. საგადასახადო განსაზღვრება უფრო დეტალურად აკონკრეტებს, რომელი საქმიანობა შეიძლება იქნეს მიჩნეული ინოვაციურად და როდის შეიძლება საგადასახადო შეღავათის გამოყენება.

ერთ-ერთ ყველაზე მთავარ საგადასახადო განმარტებას წარმოადგენს ტერმინი „R&D“, რომელსაც ადრე განმარტავდნენ, როგორც „სამეცნიერო კვლევები და საცდელ-საკონსტრუქტორო სამუშაოები“, ხოლო დღეს მისი შინაარსი განმარტება უფრო მოკლედ - „კვლევები და დამუშავებები“. ინოვაციური საქმიანობის ყველა ასპექტიდან, სამუშაოების ყველაზე დიდი ნაწილი მოიცავს სწორედ „R&D“, ამიტომ, როდესაც საუბარია საგადასახადო სტიმულირებაზე, აუცილებელია კონკრეტული საგადასახადო საკანონმდებლო განსაზღვრებები (სწორედ ამაზე დაყრდნობით, ევროკავშირის ქვეყნებმა ამ ტერმინის საკანონმდებლო განმარტებისათვის მიიღეს ე.წ. „ფრასკატის დოკუმენტი“ (1993).

„კვლევები და დამუშავებები „R&D“ თავის თავში მოიცავს შემოქმედებით სამუშაოს სისტემურ საფუძველზე ცოდნის მარაგის გაზრდის მიზნით, აღამიანის, საზოგადოებისა და კულტურის ცოდნის ჩათვლით, რომელიც ცოდნის ამ მარაგს მიმართავს ახალი მიმართულებით. ეს ტერმინი შეგვიძლია მიუხადავით საქმიანობის სამ სახეს - ფუნდამენტალურ კვლევებს, გამოყენებით კვლევებს და ექსპერიმენტალურ დამუშავებას.

ტერმინის „სამეცნიერო და ექსპერიმენტული კვლევების ხარჯები „R&E expenditure“ განმარტება აშშ-ში პირველად 1957 წელს შემოიღეს და განახლეს 1981 წელს სამეცნიერო კვლევითი საგადასახადო კრედიტის შემოღების დროს. ეს ტერმინი გულისხმობს ყველა ხარჯს, რომელსაც ადგილი აქვს საცდელი ნიმუშის შექმნის, გამოგონებისა და დანერგვის დროს. ამერიკული კანონმდებლობის მიხედვით, ტერმინი „ფუნდამენტალური სამეცნიერო კვლევები“ ნიშნავს ნებისმიერ ორიგინალურ კვლევას, რომელსაც არ გააჩნია კონკრეტული კომერციული მიზანი და მიმართულია სამეცნიერო ცოდნის გაღრმავებისაკენ.

„ფინანსური ანგარიშგების სტანდარტების ამერიკული ბიურო“ შემდეგნაირად განსაზღვრავს ტერმინებს:

• „სამეცნიერო კვლევები (research) - ესაა დაგეგმილი კვლევები ან კრიტიკული განხილვა ახალი ცოდნის აღმოჩენის მიზნით, იმ იმედით, რომ ასეთი ცოდნა სასარგებლო აღმოჩნდება ახალი პროდუქტის ან მომსახურების ან ახალი პროცესის ან მეთოდის შემუშავების დროს ან უკვე არსებული პროდუქტის ან პროცესის მნიშვნელოვან სრულყოფამდე მიგვიყვანს.

• „საცდელ-საკონსტრუქტორო დამუშავებები (development) – ეს არის სამეცნიერო აღმოჩენების გადაყვანა პროდუქტის ან პროცესის გეგმაში, პროექტში, სქემაში ან უკვე არსებული პროდუქტის ან პროცესის მნიშვნელოვან სრულყოფაში.

აშშ-ის საგადასახადო სამსახური შემდეგ წესებსა და კითხვებს იყენებს იმის შესამოწმებლად, თუ რამდენად შეესაბამება კომპანიის კვლევითი საქმიანობა შეღავათიან საგადასახადო დაბეგვრას:

- შეესაბამება თუ არა კომპანიის საქმიანობა განსაზღვრებას „R&E ხარჯები“
- კვლევითი საქმიანობის შინაარსი წარმოადგენს თუ არა ახალი ინფორმაციის აღმოჩენის ან ცოდნის მიღების მიზანს, რომელიც აუზომბესებს ან აფართოებს მეცნიერებისა და ტექნიკის კონკრეტული სფეროს პროფესიონალების ცოდნას.
- საჭიროა თუ არა კონკრეტული კვლევითი სამუშაოებისათვის ექსპერიმენტული ეტაპის გავლა

სამეცნიერო კვლევებისა და დამუშავებების ხელშესაწყობად, სახელმწიფოს შეუძლია ესა თუ ის საგადასახადო შინაარსის შეღავათი მიმართოს ეკონომიკის სხვადასხვა სექტორში მოქმედი ბიზნეს საქმიანობის სუბიექტებისკენ. ამასთან, სახელმწიფოს შეიძლება გააჩნდეს ერთი ან რამდენიმე მიზანი, კერძოდ:

- ყველა კომპანიის სტიმულირება R&D საქმიანობის განსახორციელებლად, მიუხედავად მისი ზომის, საქმიანობის დარგის ან ადგილისა
- R&D საქმიანობის სტიმულირება მაღალტექნოლოგიურ მეცნიერებატევად დარგებში
- მცირე და საშუალო ბიზნესის სტიმულირება
- ახალგაზრდა სამეცნიერო-კვლევითი ორგანიზაციების მხარდაჭერა მათი საქმიანობის საწყის ეტაპზე. ამის ნათელი მაგალითია ახალგაზრდა ინოვაციური კომპანიის (The Young Innovative Company) სტატუსის შემოღება და საკანონმდებლო დონეზე მათი ამ სტატუსით რეგისტრაცია, შემდგომი საგადასახადო შეღავათების მიღების მიზნით.

2007 წლის 1 იანვრიდან ევროკავშირში მოქმედებს სახელმწიფო დახმარების ახალი წესები, რომლის თანახმად, დადგენილია ახალგაზრდა ინოვაციური კომპანიის სტატუსი, რამაც ძალიან გაადვილა კერძო ბიზნესის სუბსიდირების წესი და საშუალება მისცა ევროკავშირში შემავალ ქვეყნებს სხვადასხვა საგადასახადო შეღავათების დაწესების გზით მოახდინონ ინოვაციური საქმიანობის სტიმულირება. მნიშვნელოვნად გაიზარდა ასეთი დახმარების ადრე არსებული „ზედა ზღვარი“ და ის განისაზღვრა თითოეული ქვეყნისთვის 3%-იანი ორიენტირით (R&D წილი მ.შ.პ-ში). აქვე ხაზგასმით უნდა აღინიშნოს, რომ ევროკავშირის პოლიტიკა ამ მიმართებით უფრო ხისტი და მკაცრია, განსხვავებით აშშ-გან, სადაც 1999 წლიდან გაუქმდა ადრე არსებული შეზღუდვები. ასევე ყურადსაღებია ინოვაციების მხარდამჭერი ღონისძიებები, გათვალისწინებული მცირე და საშუალო ბიზნესისთვის, კერძოდ:

- ახალგაზრდა ინოვაციური კომპანიები - მაქსიმუმ 1 მლნ ევრო;
- ინოვაციების მხარდამჭერი საკონსულტაციო მომსახურება - მაქსიმუმ 200 ათასი ევრო;
- მაღალკვალიფიციური სპეციალისტების მოზიდვა - მაქსიმუმ სამწლიანი საქმიანობის მანძილზე ხარჯების 50%;
- ფუნდამენტალური კვლევებისთვის 20 მლნ ევრომდე, გამოყენებითი კვლევებისთვის 10 მლნ. ევრომდე;
- ინოვაციური კლასტერების განვითარებისთვის მცირე საწარმოებისთვის ხარჯების 35%, საშუალო საწარმოებისთვის ხარჯების 25%;
- იდეების რეალიზაციის ტექნიკური შესაძლებლობების შესწავლა ხარჯების 75% ;

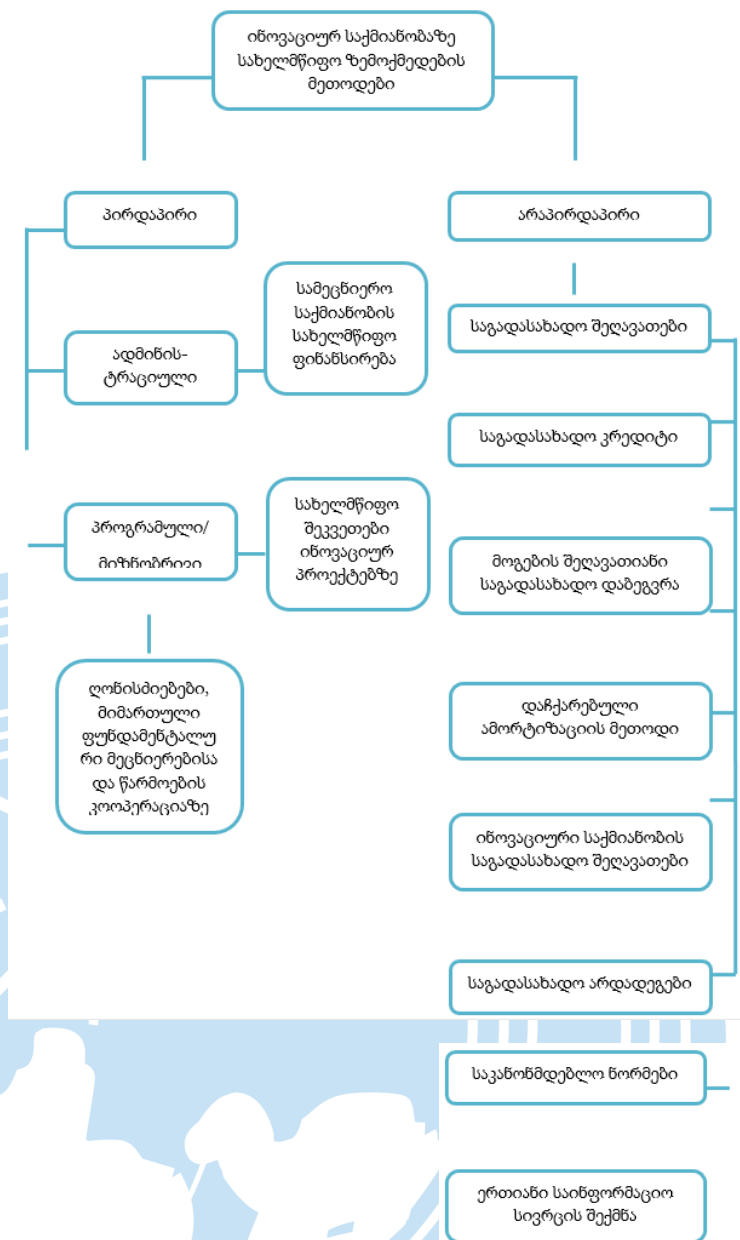
ახალგაზრდა ინოვაციური კომპანიის სტატუსის მისაღებად აუცილებელია შემდეგი პირობების დაკმაყოფილება:

- კომპანიის ზომა - დასაქმებულთა რაოდენობა არა უმეტეს 50 და განაცხადის წარდგენის დღისთვის არაუმეტეს 6 წლიანი საქმიანობის ისტორია;
- ინოვაციურობას განსაზღვრავს გარე ექსპერტი, კომპანიის მიერ წარდგენილი ბიზნესგეგმის საფუძველზე;

- სამეცნიერო კვლევებზე ხარჯები შეადგენს წლიური ბრუნვის არანაკლებ 15%-ს, რომელიც უნდა იქნეს დადასტურებული უკანასკნელი სამი წლის ფინანსური დოკუმენტებით;
- სახელმწიფო დახმარების მოცულობა არ უნდა აღარბედეს 1 მლნ ევროს;
- სტატუსის მიღების და შემდგომი საქმიანობის პერიოდში კომპანიას მხოლოდ ერთხელ შეუძლია დახმარების მიღება;
- სხვა სახელმწიფო დახმარების მიღება კომპანიას შეუძლია მხოლოდ ახალგაზრდა ინოვაციური კომპანიის სტატუსით მიღებული დახმარების დღიდან სამი წლის შემდეგ.

ბიზნეს საქმიანობის სუბიექტის სახელმწიფო მხარდაჭერის ორი მიდგომა არსებობს - პირდაპირი და ირიბი. პირდაპირი რეგულირება გულისხმობს სამეცნიერო-კვლევითი საქმიანობის სუბსიდირებას, სახელმწიფოს შეკვეთების ან გარანტიების წარდგენის გზით. ირიბი რეგულირება ხორციელდება საგადასახადო პოლიტიკის საშუალებით. ირიბ მეთოდებს მიეკუთვნება საგადასახადო შეღავათები და საგადასახადო სტიმულები.

ინოვაციურ საქმიანობაზე სახელმწიფო ზემოქმედების სისტემა მოცემულია შემდეგი სახით:



ნახ. 3. ინოვაციურ საქმიანობაზე სახელმწიფო ზემოქმედების მეთოდები

სტანდარტული საგადასახადო ღონისძიებების გარდა, რომელიც რეგულირებადი ხასიათისაა, ისეთი, როგორცაა გადასახადისგან გათავისუფლება, საგადასახადო განაკვეთის შემცირება, საგადასახადო განაკვეთის დიფერენციაცია, ინოვაციური საქმიანობის სტიმულირების მიზნით გამოიყენება სხვა საგადასახადო შეღავათებიც. ეს საგადასახადო შეღავათები მოქმედების მექანიზმის მიხედვით სამი სახისაა:

- გადასახადის გადახდის გადავადება;
- საგადასახადო ბაზის შემცირება;
- გადასახადის განაკვეთის ოდენობის შემცირება;

საგადასახადო შეღავათები ძირითადად ეხება კაპიტალისა და შრომის დაბეგვრას და ნაკლებად მოხმარების საგადასახადო დაბეგვრას. მნიშვნელობის მიხედვით ბიზნესისთვის პირველ ადგილზეა საგადასახადო შეღავათები მოგების გადასახადზე, შემდეგ მოდის შეღავათები როიალტე და ფასიანი ქაღალდების გაყიდვით მიღებულ შემოსავალზე. შრომის საგადასახადო დაბეგვრის შეღავათები, როგორც წესი, შედის პერსონალური შემოსავლების საგადასახადო კანონმდებლობაში. ყველაზე ნაკლებად გამოიყენება შეღავათები მოხმარებაზე.

მოგების გადასახადის ფარგლებში არსებული საგადასახადო შეღავათები შემდეგ ფორმით ხორციელდება:

- ინოვაციურ საქმიანობაზე განეული ხარჯების ჩამოწერა;
- დამატებითი საგადასახადო შეღავათი;
- საგადასახადო კვლევითი კრედიტი;
- ინოვაციურ საქმიანობასთან დაკავშირებული ძირითადი საშუალებების ამორტიზაციის სპეციალური რეჟიმები;
- საინვესტიციო საგადასახადო კრედიტი ;
- საგადასახადო დაბეგვრის შეღავათიანი რეჟიმი შემოსავლის იმ ნაწილზე, რომელიც არარეზიდენტისგანაა მიღებული;

ყველა განვითარებულ ქვეყანაში კომპანიებს უფლება აქვთ, ინოვაციური საქმიანობის ფარგლებში განეული ხარჯები - პირველ რიგში, ხელფასი და საქმიანობის მატერიალურ საშუალებებში განეული ხარჯი, რომელიც მთლიანი ხარჯის 90%-ს შეადგენს, მთლიანად ჩამოწეროს. ამავე დროს, ზოგიერთ ქვეყანაში, მაგალითად, გერმანიაში და საფრანგეთში, შესაძლებელია ზარალის შემთხვევაში ზარალის გადატანა ერთი წლით ადრე ან მომავალი ხუთი წლით.

დამატებითი საგადასახადო შეღავათის მიზანია ბიზნესისთვის საგადასახადო ტვირთის შემცირება იმ მიმართულებით, რომელიც დაკავშირებულია ინოვაციურ საქმიანობასთან. ამ ფორმის საშუალებით ბიზნეს საქმიანობის სუბიექტები საგადასახადო დაბეგვრის ბაზას უფრო მეტად ამცირებენ. მაგალითად, დიდ ბრიტანეთში 2000 წლიდან დღემდე ბიზნესმა მიიღო შესაძლებლობა საკუთარი შემოსავალი გაეთავისუფლებინა საგადასახადო დაბეგვრისგან ინოვაციურ ბიზნესზე განეული ხარჯების 130%-ის ოდენობით, ხოლო მცირე ბიზნესმა 175% ოდენობით. საგადასახადო კვლევითი კრედიტი გახდა ყველაზე ქმედითი ინსტრუმენტი, რომელიც მიზანმიმართულ საგადასახადო შეღავათად იქცა ინოვაციების საგადასახადო სუბსიდირების საქმეში. პირველად იგი 1981 წელს აშშ-ში იქნა შემოღებული და მიმართული იყო იაპონიის წინააღმდეგ, რომელიც 70-იანი წლებიდან მოყოლებული მუდმივად ზრდიდა თავის ხარჯებს სამეცნიერო კვლევების მიმართულებით. უკანასკნელი წლების განმავლობაში სულ უფრო ბევრი ქვეყანა მიმართავს საგადასახადო კვლევითი კრედიტის გამოყენების პრაქტიკას, რომელიც მთავარ საგადასახადო ბერკეტად იქცა იმ ქვეყნებისთვის, რომლებიც ეკონომიკის ინოვაციური განვითარების სტადიაში იმყოფებიან და შესაბამისად, საგადასახადო კონკურენციის რეჟიმში არიან ერთმანეთთან ინოვაციების ხელშეწყობის მიმართულებით.

ინოვაციურ საქმიანობასთან დაკავშირებული ძირითადი საშუალებების ამორტიზაციის სპეციალური რეჟიმები მონოპოლიზებულია ინოვაციურ საქმიანობისთვის საჭირო კაპიტალის შექმნის სტიმულირებაში. ამორტიზაციის ჩვეულებრივი რეჟიმი გულისხმობს იმას, რომ კაპიტალური აქტივების ღირებულება უნდა ჩამოიწეროს მათი მოხმარების მთელი პერიოდის განმავლობაში. ამ მიმართულებით შეღავათები ძირითადად ეხება კაპიტალური აქტივების ღირებულების ჩამოწერის ვადებს და ნორმებს. შეღავათების ოდენობა დამოკიდებულია აქტივების ტიპებზე და მათი გამოყენების ეკონომიკურ ვადებზე. ევროკავშირის ქვეყნებში და აშშ-ში გამოიყენება ძირითადი საშუალებების ამორტიზაციის სპეციალური საშუალებების ორი ვარიანტი - „თავისუფალი“ და „დაჩქარებული“ ამორტიზაცია. „თავისუფალი“ ამორტიზაცია ინოვაციურ საქმიანობასთან დაკავშირებული კაპიტალური ხარჯების საქმიანობის პირველივე წელს ერთდროულად და სრულად ჩამოწერის საშუალებას იძლევა. „დაჩქარებული“ ამორტიზაციის შემთხვევაში ინოვაციური საქმიანობის განმარტაციის სუბიექტს უფლება აქვს პირველ წელს უფრო მეტი ჩამოწეროს, ვიდრე მომდევნო წლებში ან შეამციროს ჩამოწერის ვადები ეკონომიკურ ვადებთან შედარებით უფრო მოკლე

დროში. ორივე შემთხვევაში საგადასახადო სტიმულირება გამოიხატება საგადასახადო განაკვეთების მიხედვით ბიუჯეტის კუთვნილი თანხების გადახდის გადავადებაში, ამასთან, ეს მეთოდი ამცირებს ინოვაციური საქმიანობის თვითღირებულებას. სხვადასხვა ქვეყნებში, სხვადასხვა მეთოდებს ანიჭებენ უპირატესობას. დაჩქარებული ამორტიზაცია გათვალისწინებულია ავსტრიის, ბელგიის, დანიის, ფინეთის, იტალიის, შვეიცარიისა და აშშ კანონმდებლობით. ირლანდია, ესპანეთი და დიდი ბრიტანეთი უპირატესობას „თავისუფალ ამორტიზაციას“ ანიჭებს. საფრანგეთის საგადასახადო კანონმდებლობის მიხედვით, ბიზნეს საქმიანობის სუბიექტს არსებული ორივე ფორმიდან არჩევანის საშუალება აქვს.

ქვეყანა	მანქანა-დანადგარები	შენობები
ავსტრალია	0	40 წელი
ავსტრია	5 წელი	25 წელი
ბელგია	3 წელი	20 წელი
კანადა	100%	4%
დანია	100%	100%
ფინეთი	25%	20%
საფრანგეთი	40%	20 წელი
გერმანია	30%	4%
იტალია	10 წელი	33 წელი
იაპონია	18%	50 წელი
ჰოლანდია	5 წელი	25 წელი
ნორვეგია	20%	5%
ესპანეთი	100%	33 წელი
შვედეთი	30%	25 წელი

ცხრილი 1. ინოვაციური საქმიანობის კაპიტალური აქტივების ამორტიზაციის პირობები

საინვესტიციო საგადასახადო კრედიტი თავისი შინაარსით ახლოსაა დაჩქარებულ ამორტიზაციასთან. ის საშუალებას იძლევა მანქანა-დანადგარების და მონცობილობების ღირებულების მნიშვნელოვანი ნაწილი პირველივე წელს იქნეს ჩამოწერილი. მაგალითად, აშშ-ში საინვესტიციო საგადასახადო კრედიტი კომპანიებს საშუალებას აძლევს პირველ წელს ჩამოწეროს 20 000 დოლარის ღირებულების ძირითადი საშუალებები, ხოლო მეორე წლისთვის 24 000 დოლარის ღირებულების, რაც ჯამში ეთანაბრება დაჩქარებული ამორტიზაციის ნორმებს.

საგადასახადო დაბეგვრის შეღავათიანი რეჟიმი შემოსავლის იმ ნაწილზე, რომელიც არარეზიდენტისგანაა მიღებული, ითვალისწინებს იმ გარემოებას, რომ ინოვაციური საქმიანობა სულ უფრო ინტერნაციონალური ხდება - იზრდება ინოვაციური საქმიანობის უცხოური დაფინანსების მოცულობა და წილი, ინოვაციური პროდუქტების იმპორტი და ექსპორტი, მათ შორის სახეგა ინტელექტუალური საკუთრების უფლების გლობალური გამოყენების ტენდენციები. თუ ინოვაციური კომპანია თავის ფილიალს ხსნის სხვა ქვეყანაში, მაშინ ეს ბიზნეს ერთეული იყენებს ტექნოლოგიებსა და პატენტებს, რომელიც სათაო კომპანიის საკუთრებაა. ამისთვის სათაო კომპანიას, როგორც წესი, უხდებიან როიალტს. ასეთ შემთხვევებს ორმაგი დაბეგვრის თავიდან ასაცილებლად იყენებენ საგადასახადო სფეროში ორმაგი დაბეგვრის თავიდან ასაცილებლის საერთაშორისო ხელშეკრულებებს, რომელიც ფორმდება ორ ქვეყანას შორის. ასეთი ხელშეკრულებების აუცილებლობა გათვალისწინებულია OECD ქვეყნების კანონმდებლობით.

კერძო ინოვაციური საქმიანობის სტიმულირება ხორციელდება ხელფასთან დაკავშირებული ხარჯების შემცირებით, რომელიც ეხება საშემოსავლო გადასახადსა და ბევრ ქვეყანაში მოქმედ სოციალურ ანარიცხებს. ამისთვის გამოიყენება ისეთი საგადასახადო ინსტრუმენტი, როგორცაა საგადასახადო კრედიტი და კვლევითი კრედიტი. იგი მონოლინგუალურია მოახდინოს მენარმის ხარჯების კომპენსირება, რომელიც გამოწვეულია ინოვაციური საქმიანობით დაკავებული პერსონალის მაღალი ხელფასით. ეს საგადასახადო შეღავათი არსებობს საშემოსავლო გადასახადის საკანონმდებლო ფარგლებში.

ინოვაციური საქმიანობის სტიმულირება შესაძლებელია არაპირდაპირი გადასახადების საშუალებით. დამატებული ღირებულების გადასახადის განაკვეთის შემცირება ინოვაციური დანიშნულების საქონელზე გათვალისწინებულია ესპანეთის საგადასახადო კანონმდებლობით. დღე და სხვა არაპირდაპირი გადასახადისგან გათავისუფლება ამცირებს ინოვაციური პროდუქტის ღირებულებას, შესაბამისად, ამაღლებს მის კონკურენტუნარიანობას, ზრდის მასზე მოთხოვნას და ასტიმულირებს მის წარმოებას. ამიტომ მდგრადი ეკონომიკის ქვეყნებში, როგორც წესი, იყენებენ დღე-ს დიფერენცირებულ განაკვეთებს. მაგალითად, გერმანიაში დღე-ს განაკვეთი 16%, ინოვაციებთან მიმართებაში 9,4%, დიდ ბრიტანეთში სტანდარტული განაკვეთი 17,5%, ხოლო შეღავათიანი განაკვეთი 8,8%, შვედეთში 25% და 10%, ხოლო იტალიაში 20% და 8,5%.

მთლიანობაში უნდა აღინიშნოს, რომ საგადასახადო შეღავათების მოცულობა და სახეები განისაზღვრება კომპანიის ისეთი მახასიათებლების საფუძველზე, როგორცაა მისი ზომა (მცირე, საშუალო, დიდი), საქმიანობის ხასიათი და თითოეულ ქვეყანაში არსებული საგადასახადო კანონმდებლობა. ზოგიერთ საგადასახადო შეღავათი ატარებს ზოგად ხასიათს და გამოიყენება ყველა კომპანიის მიერ, სხვა შეღავათები მიმართულია კვლევების ზოგიერთი სახეების სტიმულირებისკენ ან კომპანიების განსაზღვრული კატეგორიის ხელშეწყობისკენ.

საგადასახადო შეღავათების მოცულობა, სახეები და პირობები ქვეყნების მიხედვით დამოკიდებულია იმ მიზნებზე, რომელსაც ისახავს ესა თუ ის სახელმწიფო, ინოვაციური საქმიანობის ხელშეწყობის პოლიტიკის განსაზღვრის დროს. საქართველოში ამ მიმართულებით მხოლოდ პირველი ნაბიჯები იდგმება და სახელმწიფო პოლიტიკა ინოვაციებთან მიმართებაში ჩანასახოვან მდგომარეობაშია.

ჩვენი აზრით, მიზანშეწონილია საგადასახადო სტიმულირების ეფექტურობის მიღწევა, შემდეგი საკითხების გადამწყვეტით:

- მხარდასაჭერი სუბიექტთა პრიორიტეტების განსაზღვრა (ახალგაზრდა, მზარდი კომპანიები; საქმიანობის სახეების მიხედვით; ზომის - მცირე, საშუალო, დიდი კომპანიები - მიხედვით);
- საგადასახადო დაბეგვრის ზოგადი სისტემის სრულყოფა ინოვაციური საქმიანობის საგადასახადო სტიმულირების მსოფლიო გამოცდილების ანალიზის საფუძველზე;
- „ახალგაზრდა ინოვაციური კომპანიის“ სტატუსის საკანონმდებლო გაფორმება;
- მცირე ინოვაციური კომპანიებისთვის, რომელთაც შემოსავალი არ აქვთ, გადაუდებელი ფულადი კომპენსაციების გაცემის პრაქტიკის შემოღება;
- ფართო სახელმწიფო საკონსულტაციო ცენტრების ქსელის შექმნა ინოვაციური საქმიანობით დაკავებული ბიზნესსაქმიანობის სუბიექტებისთვის;
- ინოვაციური საქმიანობის შესახებ საქართველოს კანონის მიღება დაინტერესებული საზოგადოების ფართო მონაწილეობით.

ინოვაციური საქმიანობის სტიმულირება მნიშვნელოვანი საკითხია საქართველოს წინაშე მდგარი გამოწვევების გათვალისწინებით და ევროპასთან ასოცირების ხელშეკრულების ეკონომიკური ნაწილის ერთ-ერთ სამუშაო მიმართულებას წარმოადგენს.

რეზიუმე

ინოვაციური ბიზნესის საგადასახადო სტიმულირების ზოგიერთი საკითხი

სახელმწიფო მართვის თანამედროვე სისტემამ უნდა უზრუნველყოს ეკონომიკის პრიორიტეტული მიმართულებების ფინანსური უზრუნველყოფა, ამისთვის კი მნიშვნელოვანია საგადასახადო დაბეგვრის სახელმწიფო მართვა სწორი საგადასახადო პოლიტიკის საფუძველზე. ამ საქმეში განსაკუთრებული მნიშვნელობა ენიჭება ინოვაციური ბიზნესის საგადასახადო სტიმულირების საკითხებს, რადგან თანამედროვე კანონმდებლობა, ქვეყნის ნორმატიული და მეთოდური ბაზა არ იძლევა არსებული შესაძლებლობების სრულად გამოყენების საშუალებას. ინოვაციური საქმიანობის საგადასახადო რეგულირება და საგადასახადო სტიმულირება განსაკუთრებულ მნიშვნელობას იძენს, რადგან ინფორმაციული ტექნოლოგიების განვითარების კვალდაკვალ სახეზეა ბიზნესის შინაარსობრივი ცვლილებების ფართო სპექტრი. მსოფლიო პრაქტიკაში საგადასახადო შეღავათების ინსტრუმენტი არ განიხილება როგორც ინოვაციური პროცესების რეგულირების თვითკმარი საშუალება, ის შეადგენს ისეთი ღონისძიებათა სისტემის ნაწილს, როგორცაა პირდაპირი საბიუჯეტო დაფინანსება, კერძო და სახელმწიფო გრანტები, სახელმწიფო კორპორაციების შექმნა, საპროცენტო განაკვეთების სუბსიდირება, საამორტიზაციო პოლიტიკა, საბაჟო პრეფერენციები, სახელმწიფო შეკვეთები და სახელმწიფო გარანტიები.

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საქართველოს ეკონომიკისა და მდგრადი განვითარების მინისტრის ბრძანება №1-1/66, 2014 წლის 5 მარტი „საჯარო სამართლის იურიდიული პირის - საქართველოს ინოვაციების და ტექნოლოგიების სააგენტოს დებულების დამტკიცების შესახებ“

საქართველოს ეკონომიკისა და მდგრადი განვითარების მინისტრის ბრძანება №1-1/282, 2014 წლის 1 ოქტომბერი „საჯარო სამართლის იურიდიული პირისათვის – საქართველოს ინოვაციების და ტექნოლოგიების სააგენტოს მიერ გრანტის გაცემის წესის დამტკიცების შესახებ“.

სექცია II: ინოვაციები ბანათლებში





Tbilisi

სახელმწიფო პოლიტიკის ინოვაციური მიმართულებების განხორციელება საჯარო სკოლებში

Implementing Governmental Innovative Policies in Public Schools

ხალიანა ჩიტაძე*

გიორგი თენაძე**

აბსტრაქტი

ნაშრომში „სახელმწიფო პოლიტიკის ინოვაციური მიმართულებების განხორციელება საჯარო სკოლებში“ განხილულია საქართველოში განათლების სისტემაში დანერგილი უამრავი ინოვაციური პროექტის გამოყენება, თუ როგორ ხორციელდება ინოვაციური პრინციპები, ხერხები და მეთოდები საჯარო სკოლებში.

საქართველოს ეკონომიკის მნიშვნელოვანი გაძლიერება წარმოუდგენელია სწორად აღზრდილი და განათლებული კადრების გარეშე, რომელთაც უნდა დააკმაყოფილონ პირველ რიგში შრომის ბაზრის ძირითადი მოთხოვნები.

ამ ინოვაციური მიმართულებების განხორციელება საჯარო სკოლებში შესაძლებელია ზოგადი განათლების ეროვნული მიზნებისა და საზოგადოებრივი მოთხოვნების გათვალისწინებით ეროვნული სასწავლო გეგმის გამოყენებით.

ეროვნული სასწავლო გეგმა გამოყოფს 9 პრიორიტეტულ გამჭოლ კომპეტენციას, რომელთა ფლობა გადამწყვეტია თანამედროვე სამყაროში თვითრეალიზებისა და სათანადო ადგილის დამკვიდრებისათვის.

ნაშრომში „სახელმწიფო პოლიტიკის ინოვაციური მიმართულებების განხორციელება საჯარო სკოლებში“ განხილულია საჯარო სკოლებში საგნის „მენარმეობის საფუძვლების“ სწავლების შესახებ. ჩამოყალიბებულია ამ საგნობრივი სტანდარტის მნიშვნელობა, რომელიც ორიენტირებულია როგორც მოსწავლის ინფორმირებულობაზე, ასევე პრაქტიკული სამენარმეო უნარჩვევების განვითარებაზე.

საკვანძო სიტყვები: განათლება, ინოვაცია, საჯარო სკოლები, სახელმწიფო პოლიტიკა, კომპეტენციები.

Abstract

In the given work various innovative projects implemented in the Georgian educational system are being discussed. We examine ways, means and methods by which those projects are realized in public schools.

All those innovative projects are designed and implemented in accordance with the requirements of the National Education Plan.

Within the framework of the National Education Plan nine basic priorities are determined that are necessary for self-realization and approaching modern standards in terms of education.

Within the policies adopted by the government in primary and secondary public schools, teaching practices of a new subject entitled “Basics of Entrepreneurship” are being examined.

Keywords: Education, Innovation, Public Schools, Government Policies, Competences.

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შესავალი

დღეს საქართველოში განათლების სისტემაში ინერგება უამრავი ინოვაციური პროექტი. ამ პროექტის საფუძველზე მუშავდება და ვითარდება მოსწავლე ახალგაზრდობისათვის ინოვაციური განათლების სწავლების პრინციპები, ხერხები და მეთოდები მათი სწავლების დონის ასამაღლებლად.

საქართველოს ეკონომიკის მნიშვნელოვანი გაძლიერება წარმოუდგენელია სწორად აღზრდილი და განათლებული კადრების გარეშე, რომელთაც უნდა დააკმაყოფილონ პირველ რიგში შრომის ბაზრის ძირითადი მოთხოვნები. სწორედ ამ მიზანს ემსახურება დღეს საქართველოს განათლებისა და მეცნიერების სამინისტრო.

2015-2016 სასწავლო წლიდან საქართველოს სხვადასხვა რეგიონის საჯარო სკოლაში განათლებისა და მეცნიერების სამინისტროს მიერ სავაჭრო-სამრეწველო პალატასთან თანამშრომლობით დაინერგა ინოვაციური პროექტი არჩევითი საგნის „სამეწარმეო საფუძვლების“ შესწავლა. პროექტის მიზანია მენარმეობის როგორც სწავლების მეთოდის გამოყენებით ახალგაზრდების გააქტიურება და მოტივირება საკუთარი კომერციული და სოციალური ბიზნეს იდეების გენერირებისათვის, მცირე სასწავლო მიზნების მქონე სიმულაციური კომპანიების ფორმირება სავაჭრო-სამრეწველო სივრცეში (მეთოდით- სწავლება კეთებით). პროექტის ფარგლებში „ჯუნიორ ენთრპრენერის“ სასწავლო მასალების საფუძველზე „ჯუნიორ ენთრპრენერ საქართველოს“ მიერ, საქართველოს სავაჭრო-სამრეწველო პალატასთან თანამშრომლობით მომზადდა მასწავლებელთა და მოსწავლეთა სახელმძღვანელოები სამეწარმეო საფუძვლებში. აღნიშნული სახელმძღვანელოები ძირითადად მოიცავს იმ თეორიულ და პრაქტიკულ საკითხებს, რაც აუცილებელია მცირე ბიზნესის დასაწყებად, რომლის მიზანია მოსწავლეებს ჩამოეყალიბდეთ მენარმეობრივი ხედვა და შესაძლოა თვითონვე შემდგომში წამოიწყონ ბიზნესი. სახელმძღვანელოში ჩამოყალიბებულია პროგრამის ძირითადი პრინციპები: კეთილსინდისიერება, პიროვნების პატივისცემა, პირადი განვითარება, მენარმეობის სულისკვეთება, გუნდური მუშაობა, ლიდერობა. სწორედ ამ პრინციპების და ეკონომიკური ტერმინების შესწავლით მოსწავლეები მუშაობენ ერთად, რეალურად აყალიბებენ ბიზნესს. მათ მენარმეობის საფუძვლების პროგრამის ფარგლებში პრაქტიკულად საშუალება ეძლევათ გამოესცადონ საქმიანობის წამოწყების, აწყობის, მართვისა და დასაქმების უნარები.

შერჩეული სკოლების პედაგოგებისთვის „ჯუნიორ ენთრპრენერ საქართველოს“ ტრენინგებმა „საქართველოს უნივერსიტეტის“ მხარდაჭერით ჩაატარეს პროგრამის ტრენინგი.

ამჟამად, საქართველოს მასშტაბით შერჩეულ სკოლებში მიმდინარეობს ახალი პროგრამის პილოტირების პროცესი, რომლის განმავლობაშიც 10, 11 და 12 კლასების მოსწავლეები, მასწავლებლის მხარდაჭერით, ქმნიან საკუთარ მინი კომპანიას, არეგისტრირებენ მას „ჯუნიორ ენთრპრენერ საქართველოს“ პროგრამის წესების შესაბამისად, ახდენენ საწყისი კაპიტალის მოძიებას, მთელი სასწავლო წლის განმავლობაში კომპანიის ოპერირებას, წარმოებული პროდუქციის რეალიზაციას, ხოლო სასწავლო წლის ბოლოს ახდენენ კომპანიის ლიკვიდაციას. მთელი წლის მანძილზე განეული შრომა დასასრულს მიუახლოვდა.

ზოგადი განათლების ეროვნული მიზნებისა და საზოგადოებრივი მოთხოვნების გათვალისწინებით ეროვნული სასწავლო გეგმა გამოყოფს ცხრა პრიორიტეტულ გამჭოლ კომპეტენციას, რომელთა ფლობა გადამწყვეტია თანამედროვე სამყაროში თვითრეალიზებისა და სათანადო ადგილის დამკვიდრებისათვის.

1. წიგნიერება. ტრადიციული გავებით, სიტყვა „წიგნიერება“ გულისხმობს კითხვის, წერის, მოსმენის და ლაპარაკის მიზნით ენის გამოყენების უნარს.

2. მედიანწიგნიერება

3. ციფრული წიგნიერება (იგივეა, რაც კომპიუტერული წიგნიერება)

4. რაოდენობრივი წიგნიერება

5. ეკოლოგიური წიგნიერება. ეკოლოგიური წიგნიერება გულისხმობს გარემოსადმი ადამიანის ჯანსაღი დამოკიდებულების ჩამოყალიბებას, რაც იმას ნიშნავს, რომ მოსწავლემ უნდა გააცნობიეროს პირადი პასუხისმგებლობა გარემოში მიმდინარე პროცესების მიმართ, შეძლოს მონაწილეობა მის დაცვაში და აღდგენაში.

6. მრავალენობრივი (პლურილინგვიური) კომპეტენცია. მრავალენობრივი კომპეტენცია არის ადამიანის შინაგანი უნარი, დაეუფლოს და გამოიყენოს ენა/ენები. ნებისმიერ საგანში ცოდნასა და უნარებს მოსწავლე ენობრივი აქტივობების საშუალებით იძენს. შესაბამისად, ყველა საგანს შეუძლია თავისი წვლილი შეიტანოს მოსწავლის მრავალენობრივი კომპეტენციის განვითარებაში.

7. სემიოტიკური კომპეტენცია. სემიოტიკური კომპეტენცია არის ვერბალური და არავერბალური საშუალებით გადმოცემული ინფორმაციის გაზიარებისა და ინტერპრეტაციების საკუთარი ნაზრებისა და განცდილის სხვადასხვა საშუალებით გადმოცემის უნარი.

8. სწავლის სწავლა. სწავლის სწავლა არის სასწავლო პროცესის დამოუკიდებლად მართვის უნარი. მასწავლებელმა უნდა მიმართოს მოსწავლის ყურადღება სწავლის პროცესზე, მის მიმდინარეობაზე, დაეხმაროს მოსწავლეს იმ ფაქტორებისა და პირობების გაცნობიერებაში, რომლებიც აფერხებს ან ხელს უწყობს სასწავლო პროცესის მსვლელობას. აღმოაჩინოს ის ხერხები და მიდგომები, რომლებიც აუმჯობესებს სწავლის შედეგებს და გამოუმუშაოს სწავლის სტრატეგიების დამოუკიდებლად გამოყენების უნარი.

9. სოციალური და სამოქალაქო კომპეტენცია. სოციალური და სამოქალაქო კომპეტენცია გულისხმობს სამოქალაქო ცხოვრებაში ინტეგრირებისათვის აუცილებელი ისეთი უნარებისა და ღირებულებების ჩამოყალიბებას, როგორებიცაა კონსტრუქციული თანამშრომლობა, პრობლემების მოგვარება, კრიტიკული და შემოქმედებითი აზროვნება, გადანაცვტილების მიღება, შემწყნარებლობა, სხვისი უფლებების პატივისცემა, დემოკრატიული პრინციპების აღიარება და სხვა.

ჩამოთვლილი პრიორიტეტები მართლაც რომ ანვითარებს და ხელს უწყობს საგნის „სამწარმო საფუძვლების“ შესწავლას.

საგანი „სამწარმო საფუძვლები“ ეხმარება მოსწავლეებს სხვადასხვა უნარების განვითარებაში, რაც მათ შესაძლებლობას მისცემს პირველ რიგში გააკეთონ სწორი გადანაცვტილება პროფესიის არჩევასთან დაკავშირებით. მომავალში იყვნენ თვითდასაქმებულები და დააფუძნონ საკუთარი საწარმოები. ახალგაზრდების განვითარება ამ მიმართულებით ხელს შეუწყობს ქვეყნის ეკონომიკური განვითარების პროცესს და შრომის ბაზრის ძირითადი მოთხოვნებს. ბიზნეს-ეკონომიკური ცოდნის ამაღლება გამოიწვევს განათლების დონის ამაღლებას. ინოვაციური პროექტების დანერგვა სკოლებში, იქნება კიდევ ერთი სახელმწიფო პოლიტიკის ინოვაციური მიმართულებების განხორციელება საჯარო სკოლებში. კარგი იქნება კიდევ განხორციელდეს პედაგოგების გადამზადება, რაც ხელს შეუწყობს სწავლების მეთოდების მეტად დახვეწას და საგნის უკეთ ათვისებას.

ლიტერატურა

საქართველოს განათლებისა და მეცნიერების მინისტრის ბრძანება #224/ნ 11.10.2012 წელი

განათლებისა და მეცნიერების სისტემის განვითარების სტრატეგიული მიმართულებები

მწარმობის საფუძვლები (მოსწავლის და მასწავლებლის სახელმძღვანელო) - თბილისი 2015 წელი. ავტ. ეკა გვეგშიძე, გიორგი ჭიაბრიშვილი, ნინო ჭიაბრიშვილი





Tbilisi

რუსული ენის მნიშვნელობა ბიზნეს სფეროში Importance of the Russian Language in Business

გულნარა დიასამიძე*

ხათუნა ტაბატაძე**

აბსტრაქტი

სტატიაში განხილულია რუსული ენის მნიშვნელობა ბიზნესის სფეროში. ბევრი უცხოელი არა ერთხელ შეჯახებია ენობრივ პრობლემას. რა თქმა უნდა, შესაძლებელია თარჯიმნისთვის მიმართვა, მაგრამ ეს პროცესი ხშირად დამღლეელია. გარდა ამისა ყოველთვის თარჯიმნისთვის მიმართვა გარკვეულ უხერხულობასაც წარმოადგენს. რუსული ენის შესასწავლად ზოგჯერ საერთოდ ვერ გამოინახება თავისუფალი დრო. როგორ უნდა მოიქცეთ, თუ ბიზნეს პარტნიორმა ცუდად იცის უცხო ენა? როგორ ქმედებას უნდა მიმართოთ, რომ წარმოქმნილი ენობრივი პრობლემები გადაიჭრას? იმ ადამიანებისათვის, რომელნიც ფლობენ უცხოურ ენებს - საკუთარი ბიზნესის ორგანიზება პრობლემას არ წარმოადგენს და გაცილებით იოლად ვითარდება. მაშ ასე, ბიზნესის სფეროში მთავარი მიზანი მდგომარეობს იმაში, რომ უცხო ქვეყნების მოქალაქეებმა ბიზნესის უკეთ წარმართვისთვის უნდა შეისწავლონ რუსული ენა.

საკვანძო სიტყვები: ბიზნესის სფერო, უცხოური ენები, საქმიანი რუსული ენა, ოფიციალურ-საქმიანი სტილი, ეფექტური კომუნიკაცია.

Abstract

In the given article we discuss the importance of the Russian Language in the realm of business. Many foreigners have experienced a language barrier. Indeed, it is possible to refer to translators while conducting business deals, however, it is rather a tiresome process. In addition to that, it is not always convenient to refer to the interpreters of Russian Language. Studying Russian may also be time consuming. What should one do when he/she needs the minimum knowledge of Russian? It is absolutely crucial for those individuals who are planning to conduct business activities with Russian speaking businessmen learn Russian Language.

Keywords: Business Realm, Foreign Languages, Business Russian, Official-Business Style, Effective Communication.

შესავალი

ეკონომიკის გლობალიზაციის პირობებში უცხო ენა ხდება მნიშვნელოვან საინფორმაციო პროდუქტად. იგი ეხმარება (გვეხმარება) ობიექტურად შევაფასოთ სიტუაცია მსოფლიო ეკონომიკაში, გამოამუშავებს ეკონომიკის ეფექტურობის ამაღლების სტრატეგიას. უცხო ენის ცოდნა ძალზედ მნიშვნელოვანია თავისუფალი ორიენტაციისათვის საქმიან და პროფესიონალურ სფეროში, ასევე ეფექტურ კომუნიკაციაში უცხოურ სპეციალისტებთან მიმართებაში ეკონომიკისა და ფინანსების სფეროში.

ბიზნესის დანყებისას თქვენ მზად უნდა იყოთ რუსულად სასაუბროდ. რუსულად საუბარი ძალზედ მნიშვნელოვანია არა მხოლოდ რუსეთში, არამედ ყველა პოსტსაბჭოურ ქვეყნებში ანუ ცენტრალური აზიის, ამიერკავკასიისა და ბალტიისპირეთის მაცხოვრებელთათვის.

ბიზნესის სფეროში რუსული ენის ცოდნა აუცილებელია წარმატებული საქმიანობისთვის. აქ მთავარ ამოცანას წარმოადგენს - სტუდენტთა ლექსიკური მარაგის გაუმჯობესება და მათი შეყვანა თანამედროვე საქმიანი საუბრის სამყაროში.

ლექციებზე სტუდენტები სწავლობენ რუსული ენის გამოყენებას სხვადასხვა საქმიან სიტუაციებში, ასევე ავითარებენ გრამატიკის ცოდნას, სასაუბრო უნარსა და რუსული ზეპირი მეტყველების აღქმას.

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გარდა ამისა, ყოველდღიურ პროფესიულ საქმიანობაში სპეციალისტებისთვის ეკონომიკისა და ფინანსების დარგში უცხოური ენა (რუსული) აუცილებელია საერთაშორისო ბიზნესის საგარეო ეკონომიკური საქმიანობის თეორიისა და პრაქტიკის შესწავლაში. ასევე საერთაშორისო ბიზნესის თეორიისა და პრაქტიკის საგარეო ეკონომიკურ საქმიანობაში.

- მსმენელს უნდა შეეძლოს ეკონომიკური ტერმინების ლექსიკონით ხელმძღვანელობა და ამით ეკონომიკური მეცნიერების სფეროს გაგაცნობა;
- სპეციალური ლიტერატურის და მასალების კითხვა და აუცილებელი ინფორმაციის ამოღება, რეფერირების და ანოტირების უნარის ათვისება;
- მასიური ინფორმაციის დამუშავება რუსულ ენაზე;
- თავისუფალი პროფესიული საუბრის გამართვა კოლეგებთან როგორც რუსეთში, ასევე მის საზღვრებს გარეთ;
- საქმიანი მიმონერა და დოკუმენტაციის წარმოება;
- კულტურათაშორისი კომუნიკაციის, სხვადასხვა ხალხის კულტურათა დაახლოება.

სტუდენტებმა უნდა შეიგრძნონ ოფიციალურ-საქმიანი სტილის გამოყენება. რადგან მათი გამოყენება სასაუბროდ და ახლობლებთან მიმონერაში დაუშვებელია.

ოფიციალურ-საქმიანი სტილი ხასიათდება საერთო ნიშნებით. მას მიეკუთვნება:

- გადმოცემული ტექსტის კომპაქტურობა, ენობრივი საშუალებების ეკონომიური გამოყენება;
- ტერმინოლოგიის ფართო გამოყენება, სახელწოდებების (იურიდიული, დიპლომატიური, სამხედრო; ადმინისტრაციული და სხვ.),
- ლექსიკის და ფრაზეოლოგიის მარაგი (ოფიციალური, საკანცელარიო), აბრევიატურის გამოყენება.

რაოდენ წარმატებულად წარმართება საქმიანი ზეპირი საუბრის პროცესი: საუბრის მოლაპარაკებების წარმართვა, თათბირის ხელმძღვანელობა, ტელეფონზე საუბარი, საუბრის ეთიკური ფორმების, ბევრად დამოკიდებულია ნებისმიერი სახის პროფესიული საქმიანობის წარმართვა. საქმიანი ენის შესწავლის აქტიური ფორმები ეხმარებიან წარმატებულ მიახლოებაში ფინალურ გამოცდამდე, რომლითაც სრულდება საგნის შესწავლა.

ოფიციალურ-საქმიანი სტილისთვის დამახასიათებელია სიტყვათა რაოდენობის შემცირება, მათი სემანტიკური სტრუქტურების შეკვეცა. ამიტომაც ხშირად გვაქვს მოცემული გამოყენებული სიტყვებისა და ფრაზების ზუსტი განსაზღვრებები. აქ დაუშვებელია პოლისემია (მრავალმნიშვნელობა), სიტყვათა გამოყენება გადატანილ მნიშვნელობით, ხოლო სინონიმების გამოყენება დაყვანილია მინიმუმადე. სიტყვები, როგორც წესი, მიეკუთვნებიან ერთ სტილს: მომარაგება = მოწოდებას = განხორციელებას; გადახდისუნარიანობა = კრედიტუნარიანობა; ამორტიზაცია = ცვეთას (Лебедев, Петухова, 2002).

რუსული საქმიანი საუბრის ტრადიციათა ათვისება გახლავთ მოტივირებულ ფაქტორად რუსული ენის ლინგვისტური და სტილისტური თავისებურებების შესწავლაში და შესწავლის პროცესში შემოაქვს პროფესიონალური კომპონენტი (Марсакова, 1994).

სტუდენტების დასახმარებლად რუსული ენის კურსის ასათვისებლად მისი პრაქტიკული გამოყენება საქმიან სფეროში, ჩვენს მიერ შედგენილი სახელმძღვანელო „საქმიანი რუსული ენა“, რომელიც უკვე რამდენიმე წელი პრაქტიკაში გამოიყენება არა მხოლოდ ჩვენს უნივერსიტეტში. სახელმძღვანელოში ყველაზე დიდია მე-5 თავი, რომელიც მოიცავს 11 პარაგრაფს. იგი ეძღვნება ბიზნესის ირგვლივ არსებულ საკითხებს და რჩევებს, დასებს საქონელზე და ა.შ.

თავი 5. ბიზნესი. ბანკები.

- 5.1. ბიზნესი და ფული თანამედროვე სამყაროში. როგორ დავინყოთ ბიზნესი?
- 5.2. მომსახურების და საქონლის ფასი.
- 5.3. ვალუტის გადაცვლა.
- 5.4. ბანკები და ფინანსები. ბანკში.
- 5.5. ბანკების ისტორიიდან.

- 5.6. ფული, ფული, ფული...
- 5.7. კრედიტები მოსახლეობას.
- 5.8. ყველაფერი სტუდენტურ კრედიტზე.
- 5.9. სამომხმარებლო კრედიტი.
- 5.10. ასაკობრივ ცენზში გამონაკლისი შეტანა კრედიტის აღების დროს.
- 5.11. ახალგაზრდა ბიზნესმენი.

უცხო ენის ცოდნა ძალზედ გამოსადეგარია ისეთ სწრაფად განვითარებად სფეროში, როგორცაა დაზღვევა. სპეციალისტებმა აუცილებლად უნდა იცოდნენ საერთაშორისო დაზღვევის ძირითადი სახეობები და ფორმები; იმუშაონ უცხოურ დოკუმენტაციასთან; გამოიყენონ თავისი პროფესიული ცოდნა სახელმწიფოს ინტერესების დასაცავად; გადაწყვიტონ ნებისმიერი პრობლემები თარჯიმნის დახმარებით გარეშე. ძალზედ მნიშვნელოვანია პროფესიული ტერმინოლოგიის ცოდნა, ვინაიდან თარგმანის ნიუანსებზეა ზოგჯერ დამოკიდებული სადაზღვევო შემთხვევის სწორი ინტერპრეტაცია. (Диасамидзе Г., Табатадзе X., 2013).

საქმიანი რუსული ენა განკუთვნილია იმ პიროვნებებისთვის, რომელთათვისაც რუსული ენის ცოდნა აუცილებლობას წარმოადგენს წარმატებული საქმიანობისთვის ბიზნესის სფეროში. სასურველია, რომ შემსწავლელი ფლობდეს არა მხოლოდ ენობრივ, არამედ კულტურათაშორის ცოდნას, ესმოდეს პარტნიორის კულტურული კოდები, ეტიკეტი, ბიზნეს-რეკლამა (დიასამიძე გ., ტაბატაძე ხ., 2014).

ჩვენი მეცადინეობები გრამატიკაში აგებულია ისე, რომ გრამატიკის ათვისება ხდება ბუნებრივ-ინტუიციურად, მოსწავლეთა მოტივაციის ამალღებით. ისინი მზად არიან ყოველგვარი სარეკომენდაციო სიტუაციისთვის და სწავლობენ ყველანაირ ხელსაყრელ ენობრივ სტრუქტურების გამოყენებას.

სტუდენტმა უნდა შეძლოს: მონოლოგური და დიალოგური საუბრის წარმართვა; დისკუსიებში მონაწილეობის მიღება; წარმოდგენა საკუთარი პროფესიული უნარების და აღწერა პასუხიმგებლობის სფეროსი და მოვალეობების; უნდა შეეძლოს კომპანიის წარდგენა, სტრუქტურის და ისტორიის ჩათვლით; თავისუფალი კითხვა და არა ადაპტირებული ტექსტების თარგმნა ლექსიკონის საშუალებით; საჭირო ინფორმაციის ამოღება ზეპირი და წერილობითი საქმიანი დოკუმენტებიდან და შემდგომში მისი გაფორმება ანოტაციის სახით; შეადგინოს საქმიანი ხასიათის ანოტაციები რუსულ ენაზე; მოამზადოს ზეპირი საჯარო გამოსვლა.

ფლობა: მეტყველების უნარით რუსულ ენაზე; სტატიების თარგმნის უნარით; პრეზენტაციის უნარით, რომელიც ეხება პროფესიონალურ საქმიანობას.

ფინანსური (საინვესტიციო) ანალიტიკოსები უნდა ფლობდნენ რუსულ ენას თავისუფალ დონეზე მონიტორინგისა და ანალიზის ჩასატარებლად მსოფლიო ფინანსური ბაზარზე; ფასიანი ქაღალდების ბაზარზე; კომპანიის ფინანსური საქმიანობის გამოკვლევაში, რომელნიც უშვებენ ფასიან ქაღალდებს; რეკომენდაციის გამომუშავება აქციების ყიდვა / გაყიდვაზე.

დასკვნა

ამრიგად, „საქმიანი რუსული ენის“ კურსის მსვლელობისას იდება მომავალი სპეციალისტის პროფესიულად მნიშვნელოვანი თვისებების საფუძველი; საქმიანი საუბრის ხერხის, საკუთარი იმიჯის შექმნის, რომელიც მეტყველების კულტურასაც მოიცავს. სასურველია, რომ სტუდენტი ფლობდეს არა მხოლოდ ენობრივ, არამედ კულტურათაშორის ცოდნასაც, ესმოდეს პარტნიორის კულტურულ-ენობრივი კოდები, ეთიკის ნორმები და ბიზნეს - რეკლამა.

რუსული საქმიანი საუბრის ტრადიციათა ათვისება გახლავთ მოტივირებულ ფაქტორად რუსული ენის ლინგვისტურ - სტილისტური თავისებურებების შესწავლისა, რომელსაც სწავლების პროცესში პროფესიონალური კომპონენტი შემოაქვს.

ბიზნესის ფაკულტეტის მიერ გამოშვებულ სტუდენტს უცხო ენის კარგი ცოდნით ეძლევა ყველა შანსი რათა მიიღოს სამსახური საერთაშორისო კომპანიაში ეკონომისტის, ფინანსური მენეჯერის, ანალიტიკოსის პოზიციაზე.

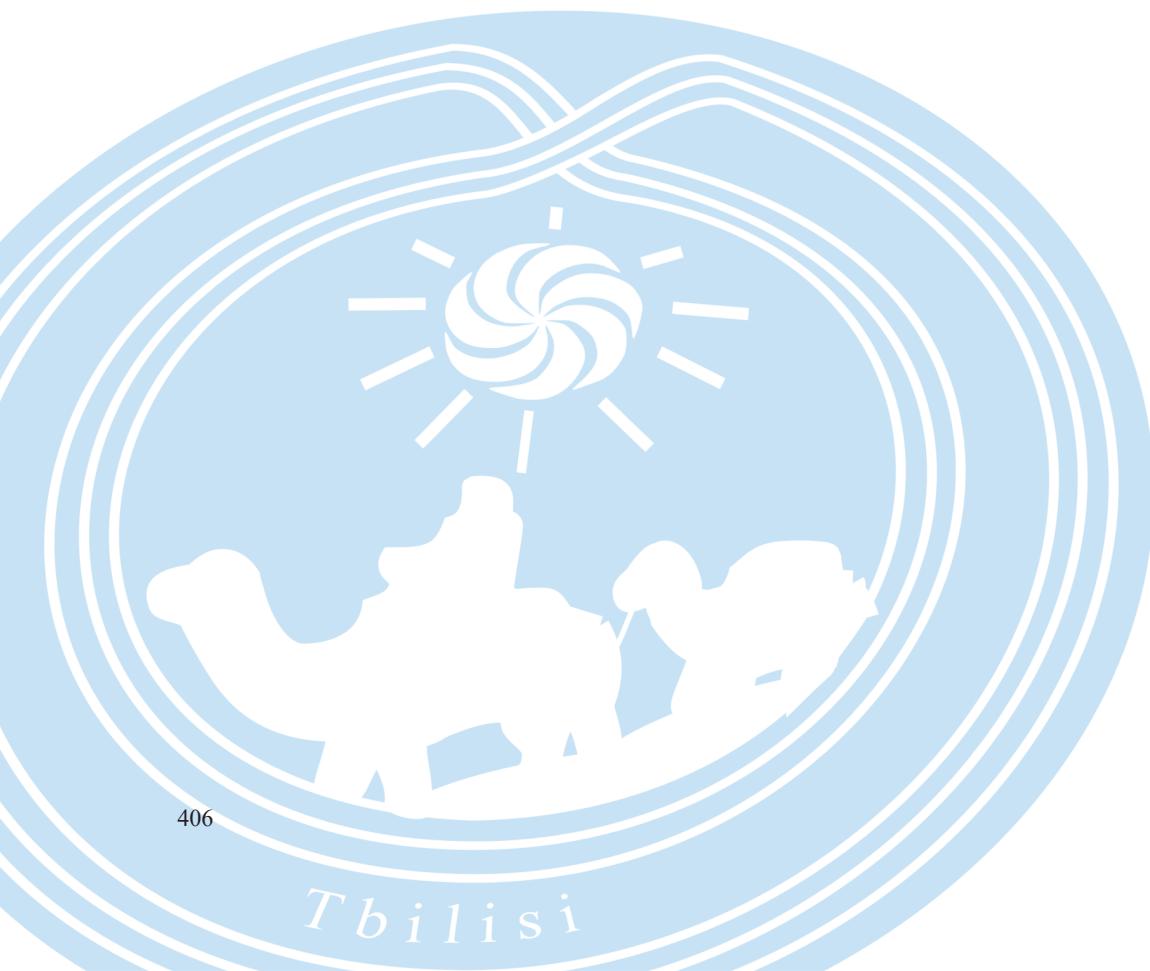
საუბარი რუსულ ენაზე მოცემთ გაცილებით ბევრი ფულის გამომუშავების საშუალებას. მაშ ასე, უცხო ენის შესწავლით მიიღე უპირატესობა სხვების წინაშე. კონკურენციის პირობებში, ბაზარზე რუსული ენის ცოდნა მოცემთ დიდ უპირატესობას, რათა უცხო ენის ცოდნა გიხსნით ყველა კარს.

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Technology Based Teaching Perspectives in Georgia

სოფიკო გოგოლაძე*

შორენა ოკუჯავა**

აბსტრაქტი

ბოლო პერიოდში მიღწეულმა ტექნოლოგიურმა პროგრესმა გამოიწვია ინფორმაციული ტექნოლოგიების გამოყენების აუცილებლობა განათლების სისტემაში. უმაღლეს სასწავლო დაწესებულებებში სწავლების ტრადიციულ ფორმებთან ერთად, უფრო და უფრო მოთხოვნილი და მნიშვნელოვანი ხდება ტექნოლოგიებზე დაფუძნებული სწავლების ახალი ფორმების დანერგვა და გამოყენება. უნდა აღინიშნოს, რომ რაც წარმატებით მიმდინარეობს ერთ საგანმანათლებლო კონტექსტში, შეიძლება არ იყო ეფექტური სხვა სასწავლო სივრცისთვის. ასევე, ის მეთოდები და მიდგომები, რაც ამართლებს ერთ მიზნობრივ ჯგუფთან შეიძლება არ იყოს ისეთივე ეფექტური სხვა ჯგუფთან გამოყენების შემთხვევაში. შესაბამისად, ისმის კითხვა რამდენად შეიძლება დისტანციური, ტექნოლოგიაზე დაფუძნებული სწავლება დაინერგოს ქართულ საგანმანათლებლო სივრცესა და რეალობაში, ვინ იქნება მისი ძირითადი მომხმარებელი და ცოდნის მიღებისა და გაუმჯობესების რა ეტაპზე იქნება ამგვარი სწავლების ფორმის გამოყენება წარმატებული? ამჟამად ქართული სასწავლო დაწესებულებები სხვადასხვა ფორმითა და დოზით იყენებენ ტექნოლოგიაზე დაფუძნებული სწავლების ისეთ ელემენტებს, როგორცაა შეფასებისა და აღრიცხვის ელექტრონული სისტემა, ვიდეო, აუდიო თუ სხვა ტიპის ფაილების გამოყენება სასწავლო პროცესში, სიმულაცია, დავალებების შესრულება ვირტუალურ სივრცეში და ა.შ. მაგრამ, როგორც წესი, მათი გამოყენება ხდება როგორც დამატებითი საშუალებები ტრადიციული მეთოდით ლექციების ჩატარების პროცესში. საქართველოში, იმისათვის, რომ მოხდეს ტექნოლოგიებზე დაფუძნებული სწავლების უფრო აქტიურად გამოყენება და პოპულარიზაცია, ძალზედ მნიშვნელოვანია ქართული საგანმანათლებლო სივრცის გამოკვლევა და იმის დადგენა, თუ როგორ შეიძლება სწავლების ამ ფორმის დანერგვა სასწავლო პროცესში, რა მეთოდები და ინსტრუმენტები იქნება ამისათვის ყველაზე მეტად

ეფექტური. ასევე, აუცილებელია დადგინდეს, თუ რა შესაძლო პრობლემებისა და ბარიერების გადაჭრა არის საჭირო ამ პროცესში.

საკვანძო სიტყვები: ინფორმაციული ტექნოლოგიები, უმაღლესი განათლება, ტექნოლოგიაზე დაფუძნებული სწავლება, ელექტრონული სწავლება.

Abstract

Latest technological developments turned the usage of informational technologies in educational system to an absolute necessity. Together with traditional methods of teaching, utilization of latest informational technologies has become a widespread practice in higher educational institutions. It should be mentioned, that specific innovations that are implemented in certain educational spheres, may not be that successful in other educational spheres just like methods and approaches used towards one particular target group may not be relevant in relation with others. In this very context, we can pose a question: how effective will the method of distance teaching be in Georgia, who will be its users and how useful will the system be in terms of improving the level of knowledge in learners. Today, Georgian higher educational institution use technology based distant learning methods which are electronic system of evaluation and registration, video/audio and other types of files, simulation, conducting homework in virtual spaces etc., however, they are used as additional means of teaching. In order to ensure more intensive usage of technologies in Georgian educational system, it is of a crucial importance to figure out methods and approaches that will optimally suit different

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spheres of an educational system. It is also important to find solutions and provide with recommendations for those areas which are problematic.

Keywords: Informational Technologies, Higher Education, Technology Base Teaching, Electronic Teaching.

შესავალი

დღევანდელ გარემოში წარმოდგენილია სფერო, სადაც არ ხდება ინფორმაციული ტექნოლოგიებისა და ინოვაციური პროცესების აქტიური გამოყენება. შესაბამისად, განათლების სფეროშიც ტექნოლოგიური სიახლეები უფრო და უფრო მნიშვნელოვან ადგილს იკავებს. ერთის მხრივ, დასაქმებული და ტექნოლოგიებში გათვითცნობიერებული სტუდენტების რაოდენობის ზრდისა და მეორეს მხრივ მსოფლიოში მიმდინარე გლობალიზაციის პროცესების ფონზე, საჭირო ხდება სწავლების ტრადიციული მიდგომების გადასინჯვა და თანამედროვე მოთხოვნებთან შესაბამისობაში მოყვანა.

ტექნოლოგიაზე დაფუძნებული სწავლება – ეს არის სასწავლო პროცესის თანამედროვე ფორმა, რომელიც ემყარება საინფორმაციო-საკომუნიკაციო ტექნოლოგიების ფართოდ დანერგვას სასწავლო პროცესში. თანამედროვე საგანმანათლებლო სისტემის დანიშნულება არის არა მხოლოდ ის, რომ სტუდენტი აღჭურვოს სათანადო ცოდნით, არამედ ისიც, რომ ეს ცოდნა შექმნილი იყოს სტუდენტისათვის მისაღები და მოსახერხებელი ფორმით. აუცილებელია სტუდენტს მიეცეს საშუალება დაუბრუნდეს საკვლეობად და უწყვეტად მიიღოს განათლება, როგორც სასწავლო დაწესებულებაში, ასე მის ფარგლებს გარეთ, დროისა და სივრცისაგან დამოუკიდებლად. განათლების მიღების სწორედ ასეთი ფორმაა დისტანციური სწავლება.

ზოგადად, ტექნოლოგიაზე დაფუძნებული სწავლების ორგანიზების სხვადასხვა ფორმები არსებობს, კერძოდ:

- **ელექტრონული სწავლება** - სწავლების ფორმა, როდესაც სასწავლო პროცესში აქტიურად არის გამოყენებული ინფორმაციული სისტემები და ტექნოლოგიები.
- **ონლაინ სწავლება** - სწავლების პროცესი მიმდინარეობს დისტანციურად, მაგრამ საჭიროა სტუდენტებსა და პედაგოგებს ჰქონდეთ ინტერნეტთან წვდომა და ერთიდაიმავე მომენტში იყვნენ ონლაინში.
- **დისტანციური სწავლება** - სწავლების ისეთი ფორმა, როდესაც ცოდნისა და ინფორმაციის მიღები და გამცემი სუბიექტები იმყოფებიან დროსა და სივრცეში ერთმანეთისაგან დაშორებით. დისტანციური სწავლების ძირითადი დანიშნულება და უპირატესობა არის ის რომ, სტუდენტებს, რომლებიც ნებისმიერი მიზეზის გამო ფიზიკურად ვერ ესწრებიან სასწავლო პროცესს, სრულფასოვანი ცოდნის შეუფერხებლად მიღების საშუალება მიეცეთ.
- **შერეული სწავლება** - მოიცავს სწავლების ტრადიციული და დისტანციური მეთოდების ელემენტებს ერთდროულად.

დისტანციური სწავლების ორგანიზება

ლონდონის უნივერსიტეტი University of London აცხადებს, რომ 1858 წელს პირველად სწორედ მან დანერგა ოფიციალური დისტანციური სწავლება. მას შემდეგ ეს სისტემა უფრო და უფრო ვითარდებოდა და 21 საუკუნეში კომპიუტერებისა და ინტერნეტის ფართოდ გავრცელების შემდეგ, საკმაოდ პოპულარული და მოთხოვნილი გახდა. დღეს მსოფლიოს ისეთი წამყვანი უნივერსიტეტები, როგორებიცაა ბოსტონის უნივერსიტეტი, სტენფორდის უნივერსიტეტი, ბარსელონის უნივერსიტეტი, ინდირა განდის სახ. ელექტრონული სწავლების უნივერსიტეტი სტუდენტებს სთავაზობენ დისტანციურ საგანმანათლებლო პროგრამებს.

სასწავლო პროცესში ტექნოლოგიების ჩართვა და/ან მისი დისტანციურად წარმართვა წარმოადგენს მრავალი მეცნიერისა თუ ექსპერტის კვლევის საგანს. ბლევკორი და სხვა მკვლევრები აცალიბებენ იმ ძირითად პრობლემებს, რომლებიც წარმოიქმნება ტექნოლოგიაზე დაფუძნებული სწავლების დანერგვის პროცესში, კერძოდ:

- **პერსონალური პრობლემა** – სწავლების ამ ფორმის პერსონალური მიუღებლობა, პერსონალური (პირისპირ) ურთიერთობის სიმცირე, ფსიქოლოგიური ბარიერები;

- **დიდაქტიკური პრობლემა** – დიდაქტიკური მეთოდოლოგიის ინსტრუმენტების და მეთოდების შერჩევისა და რეალიზაციის პრობლემა სწავლების ამ ფორმისათვის;
- **ორგანიზაციული პრობლემა** - ტექნოლოგიებზე დაფუძნებული სწავლების დანერგვა მნიშვნელოვან ორგანიზაციულ პროცესებს მოითხოვს;
- **სასწავლო მასალის გრძელვადიანი სტაბილურობის პრობლემა** – ერთხელ შემუშავებული და მომზადებული სასწავლო კურსი საჭიროებს მუდმივ განახლებასა და გადმზადებას;
- **ტექნოლოგიური ბარიერები** – როგორც შემსწავლელთა, ასევე მასწავლებელთა მხრიდან;
- **და სხვ.**

თუმცა, ზემოთ ჩამოთვლილი პრობლემების მიუხედავად დისტანციურ სწავლებას გააჩნია ისეთი მნიშვნელოვანი უპირატესობები, როგორიცაა:

- არჩევანის მრავალფეროვნება/თავისუფლება - სტუდენტს შეუძლია ისწავლოს მსოფლიოს ნებისმიერ სასწავლო დანესებულებაში სახლიდან გაუსვლელად;
- მოქნილობა - სტუდენტს აქვს შესაძლებლობა დაკავდეს სწავლით მისთვის ხელსაყრელ დროსა და ადგილას;
- ინდივიდუალური სასწავლო განრიგი - სტუდენტს აქვს შესაძლებლობა თავად აირჩიოს სასწავლო პროცესის დატვირთვა და შეარჩიოს მისთვის სასურველი სასწავლო განრიგი;
- ფინანსური ეკონომია - როგორც წესი, დისტანციური სასწავლო პროგრამები გაცილებით იაფი ღირს ტრადიციულ პროგრამებთან შედარებით;
- კავშირების დამყარება - დისტანციური სწავლების დროს მსმენელს აქვს შესაძლებლობა გაიცნოს და კავშირები დაამყაროს „თანაკურსელებთან“ მსოფლიოს მასშტაბით;
- ცოდნის მიღების ეფექტური გზა შეზღუდული შესაძლებლობების პირებისა და პატიმრებისათვის;
- **და სხვ.**

ზოგადად, არსებობს დისტანციური, ტექნოლოგიაზე დაფუძნებული სასწავლო პროცესის რეალიზების სხვადასხვაგვარი სქემები და მეთოდოლოგიური სტრატეგიები, რომლებიც უნდა შეირჩეს მსმენელების ინტერესებისა და საჭიროებების მიხედვით. სასწავლო დანესებულებაში ტექნოლოგიაზე დაფუძნებული სწავლების წარმატებით დანერგვის მიზნით, საჭიროა გარკვეული ნაბიჯების განხორციელება კურსის როგორც ტექნიკურად ასევე შინაარსობრივად ორგანიზების მიმართულებით:

კერძოდ, დისტანციური სასწავლო კურსის მოსამზადებლად საჭიროა შემდეგი ტექნიკური საკითხების გადაჭრა:

- ელექტრონული სწავლების დაგეგმვა;
- ელექტრონული სასწავლო კურსების შექმნა;
- სასწავლო მეთოდების შემუშავება;
- მატერიალურ-ტექნიკური ბაზის ორგანიზება;
- სპეციალური პროგრამული უზრუნველყოფა;
- მონაცემთა ბაზების შექმნა;
- დისტანციური სწავლების ცენტრის, როგორც სტრუქტურული ერთეულის ფორმირება;
- კადრების მომზადება;
- სასწავლო პროცესის დოკუმენტბრუნვის სისტემის შემუშავება.

ხოლო, რაც შეეხება დისტანციური სასწავლო კურსის ორგანიზებას მისი შინაარსის მიხედვით, საჭიროა შემდეგი და დიდაქტიკური მეთოდებისა და რეკომენდაციების გათვალისწინება:

- აუცილებელია, რომ სასწავლო პროგრამა მსმენელს შედარებით მცირე მოცულობით, ადვილად გასაგები და მოსახერხებელი ფორმით მიწოდებული იქნება. ასევე მნიშვნელოვანია ზომიერების დაცვა სწავლის პროცესში სხვადასხვა მედია-კომპონენტების (სიმულაცია, გრაფიკა, ანიმაცია) გამოყენების დროს.

- სასურველია, რომ სასწავლო კონტენტი შეიცავდეს განვლილი მასალის ათვისების ხარისხის შემოწმების მექანიზმს (მაგ. თვით შეფასების ტესტებს), რაც სასწავლო კონტენტს ინტერაქტიულობას მიანიჭებს. ამავე დროს, სტუდენტს ექნება შესაძლებლობა დროულად და ობიექტურად შეაფასოს მიღებული ცოდნის დონე და, საჭიროების შემთხვევაში, დროულად აღმოფხვრას არსებული ხარვეზები.
- სასწავლო კონტენტი უნდა იყოს კარგად სტრუქტურირებული და შეიცავდეს კარგად ორგანიზებულ სარჩევ სისტემას. სასწავლო კონტენტის სხვადასხვა ნაწილები უნდა იყოს ერთმანეთთან დაკავშირებული ბმულებით, რაც იძლევა აქტიური და ცოცხალი კონტენტის შექმნის შესაძლებლობას;
- აუცილებელია სასწავლო კურსი ითვალისწინებდეს მსმენელთა აქტიულობის აღრიცხვის შესაძლებლობას. საჭიროა, რომ შესაძლებელი იყოს ინფორმაციის დაგროვება იმის შესახებ, თუ როგორ პროგრესირებს თითოეული შემსწავლელის ცოდნა, რათა შემდგომ მოხდეს ამ ინფორმაციის ანალიზი და გარკვეული დასკვნების გაკეთება. ამ შესაძლებლობით, როგორც წესი, სწავლების მართვის ყველა სისტემა აღჭურვილი;
- აუცილებელია, რომ სასწავლო კურსი ითვალისწინებდეს სასწავლო კურსის მსმენელთა შორის სინქრონული და ასინქრონული კომუნიკაციის განხორციელების შესაძლებლობას. ამ ტიპის კომუნიკაციები ხელს უწყობს ადამიანებს შორის შედარებით ნაკლებად ფორმალური ურთიერთობის ჩამოყალიბებას, რაც აადვილებს ცოდნის მიღებას. სტუდენტებს ეხსენებათ მასწავლებლებისა და მეგობარი სტუდენტებისათვის შეკითხვების დასმის ფსიქოლოგიური ბარიერი, უფრო თამამად ცდილობენ მიიღონ განმარტება გაუგებარ საკითხებზე და, ასევე, გამოთქვან მოსაზრებები ამა თუ იმ საკითხის შესახებ. ძალიან აქტუალურია სასწავლო პროცესში Web 2.0-ის ისეთი საშუალებების გამოყენება, როგორცაა ე. წ. "ბლოგი" (blog) და "ვიკი" (wiki), ასევე, არატორა-მალური კომუნიკაციისათვის განკუთვნილი ისეთი პროგრამული უზრუნველყოფებისაც, როგორცაა Skype და Facebook. ბლოგებისა და ვიკების შესაქმნელად ყველაზე ხშირად Blogger.com, Wordpress.com, Pworks.com, Pwiki.com და სხვა მსგავს ვებ-გვერდებს იყენებენ.

ინფორმაციული ტექნოლოგიების გამოყენება საქართველოს განათლების სისტემაში

საქართველო, როგორც ბოლონიის ხელშეკრულების წევრი და ევროპულ თანამეგობრობაში საკუთარი ადგილის დამკვიდრების მსურველი ქვეყანა, მუდმივად სიახლის ძიების პროცესშია. ჩვენს უნივერსიტეტებში მიმდინარეობს მთელი რიგი კვლევითი სამუშაოები, რაც სწავლების პროცესის თანამედროვე სტანდარტებთან გათანაბრებას ისახავს მიზნად. შესაბამისად, ისევე როგორც მთელს მსოფლიოში, საქართველოშიც დისტანციური სწავლების გავრცელება შეუქცევადი პროცესია. მართალია, საქართველოში ტექნოლოგიაზე დაფუძნებული სწავლება ჯერ ისე ფართოდ არ არის გავრცელებული, როგორც სხვა განვითარებულ ქვეყნებში, თუმცა უკვე ბევრგან ვხვდებით სასწავლო პროცესის ელექტრონული საშუალებებით გამდიდრების შემთხვევებს. უკვე ბევრი საგანმანათლებლო დაწესებულება იყენებს ისეთ ინტერაქტიულ ინსტრუმენტებს როგორცაა სიმულაცია, ანიმაცია, ხშირია ვიდეო/აუდიო ფაილების გამოყენება სასწავლო პროცესში და ა.შ., მაგრამ, როგორც წესი, ამას არ აქვს სისტემატიზებული ხასიათი, ეს ინსტრუმენტები არ წარმოადგენს დისტანციური სასწავლო პროცესის შემადგენელ კომპონენტებს. მათი გამოყენება ხდება როგორც დამატებითი საშუალებები სტუდენტებთან პირისპირ შეხვედრებისას.

იმისათვის, რომ მოხდეს დისტანციური სწავლების ფართო მასშტაბებით დანერგვა ქართულ საგანმანათლებლო სივრცეში, უპირველესად საჭიროა მისი გამოკვლევა და დადგენა იმისა, თუ როგორ შეიძლება სწავლების ამ ფორმის დანერგვა სასწავლო პროცესში, რა მეთოდები და ინსტრუმენტები იქნება ყველაზე მეტად ეფექტური და რა არის ის ბარიერები, რომლებიც აფერხებს სწავლების ამ ფორმის ფართოდ დანერგვას ქართულ სასწავლო გარემოში.

ამჟამად საქართველოს უნივერსიტეტებში ძველი სასწავლო სპეციფიკის ახლით შეცვლის საკმაოდ რთული პროცესი მიმდინარეობს. საგანმანათლებლო დაწესებულებები ცდილობენ სასწავლო პროცესი გახადონ მაქსიმალურად თანამედროვე სტანდარტებსა და სტუდენტების მოთხოვნა/საჭიროებებზე მორგებული. ზემოთ განხილული ტექნოლოგიებზე დაფუძნებული სწავლების ფორმებიდან, ქართულ უნივერსიტეტებში უმეტესად ვხვდებით ელექტრონული სწავლების მაგალითებს, როდესაც სწავლების ტრადიციული ფორმები უხვად არის გაჯერებული ინფორმაციული და საკომუნიკაციო სისტემებით. კერძოდ, შექმნილია შესაბამისი ვირტუალური გარემო, უმეტესად სწავლების მართვის სისტემა Moodle-ის პლატფორმაზე, სადაც ხდება სასწავლო კონტენტის, დავალებების, ტესტების და სხვა მასალების მსმენელთათვის მიწოდება. აქვე შესაძლებელია დისტანციურ რეჟიმში ტესტირების, სტუდენტთა თვითშეფასებისა თუ სხვა აქტივობების განხორციელება. ელექტრონული კომუნიკაციის დამყარება და ა.შ. ამის მაგალითია შავი ზღვის საერთაშორისო უნივერსიტეტში დანერგვილი სისტემა: www.smart.ibsu.edu.ge, საქართველოს ტექნიკურ უნივერსიტეტში არსებული სისტემა: <http://leqtori1.gtu.ge> და სხვა. ასევე შექმნილია სტუდენტების აღრიცხვისა და შეფასების ელექტრონული პლატფორმები. ზოგიერთ უნივერსიტეტში საგამოცდო პროცესი ხორციელდება ელექტრონულად. თუმცა, როგორც უკვე აღვნიშნეთ, მოცემული

მაგალითები არის ელექტრონული სწავლების ფორმის დემონსტრაცია. ხოლო რაც შეეხება წმინდა დისტანციურ სწავლებას ამ მიმართულებით საქართველოში საგანმანათლებლო პროგრამები თითქმის არ ხორციელდება, თუ არ ჩავთვლით რამდენიმე სასწავლო დაწესებულებას, რომლებიც სტუდენტებს სთავაზობენ არაფორმალურ დისტანციურ კურსებს სხვადასხვა საგნებში. მაგ: ACCA აკადემიას აქვს ონლაინ ლექციები, რომელიც ეხმარება დაინტერესებულ პირებს მიიღონ არაფორმალური განათლება ფინანსებსა და საბუღალტრო აღრიცხვის სფეროში. ვებ გვერდზე განთავსებულია ვიდეო მასალა ქართულ ენაზე, რომელიც სხვადასხვა სფეროში ინფორმაციის დიად მოძიების საშუალებას იძლევა. ასევე არის უცხო ენების შემსწავლელი კურსები და სხვადასხვა ტრენინგები კომპანიებისა, თუ სასწავლო ცენტრების, მაგარამ ეს საშუალებას არ იძლევა გაიცეს სახელმწიფოს მიერ აღიარებული სერთიფიკატი, ან დიპლომი.

საქართველოში უკვე დაწყებულია ფიქრი იმაზე, თუ როგორ უნდა განხორციელდეს უმაღლეს სასწავლებლებში დისტანციური სასწავლო პროგრამების დანერგვა, ამისათვის კი უპირველესად იმ პრობლემებისა და ბარიერების დადგენაა საჭირო, რაც ამ პროცესს ახლავს თან. ჩატარებული სხვადასხვა კვლევებისა და შეფასებების საფუძველზე, გამოიკვეთა რამდენიმე მნიშვნელოვანი ხელისშემშლელი ფაქტორი და პრობლემა იმისა, რომ განხორციელდეს დისტანციური სწავლების დანერგვა ქართულ სასწავლო დაწესებულებებში.

ერთ-ერთი მთავარი პრობლემა არის ის, რომ საქართველოში არ არის შემუშავებული სრულყოფილი საკანონმდებლო ბაზა, რომელიც დაარეგულირებს აღნიშნულ პროცესს. ამჟამად არსებული კანონმდებლობის მიხედვით, უმაღლეს სასწავლო დაწესებულებებს არ აქვთ უფლება გასცენ დისტანციურად მიღებული განათლების დამადასტურებელი ოფიციალური დიპლომი. იგი არეგულირებს მხოლოდ სწავლების ელექტრონულ ფორმებს. არსებულ კანონში ვკითხულობთ, რომ „ელექტრონული სწავლება – საქართველოს ტერიტორიაზე მყოფი პირებისათვის უმაღლესი საგანმანათლებლო დაწესებულების მიერ საქართველოში აკრედიტებულ უმაღლეს საგანმანათლებლო პროგრამაზე კვალიფიკაციის მისაღებად ორგანიზებული, თანამედროვე საინფორმაციო-საკომუნიკაციო ტექნოლოგიებზე დაფუძნებული სასწავლო პროცესი ან მისი ნაწილი, რომელიც არ ითვალისწინებს განსაზღვრულ ადგილზე სტუდენტისა და მასწავლებლის ერთდროულად ყოფნას. ელექტრონული სწავლების განხორციელებისათვის აუცილებელია კურიკულუმის დაგეგმვის, სასწავლო პროცესის ორგანიზებისა და ადმინისტრირების შესაბამისი მიდგომებისა და მეთოდების გამოყენება“;

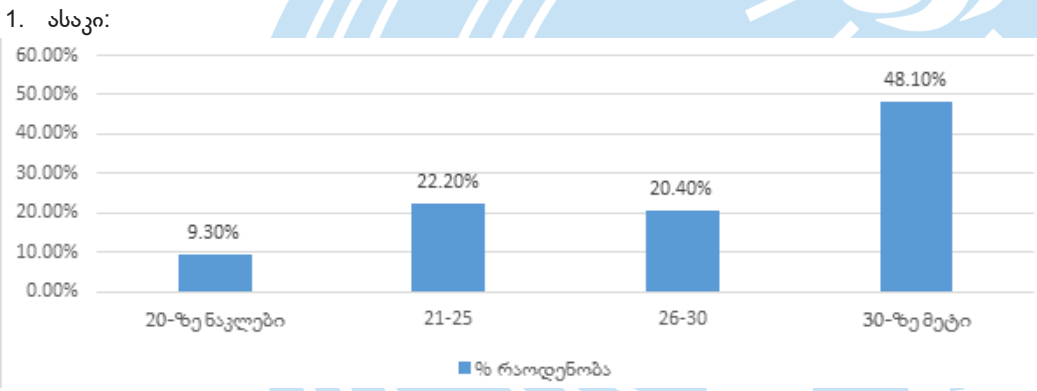
ასევე მნიშვნელოვანია აღინიშნოს დაფინანსების პრობლემაც, ცხადია ტექნოლოგიებზე დაფუძნებული სწავლების დანერგვა მნიშვნელოვან ფინანსურ დანახარჯებთან არის დაკავშირებული, რადგან საჭიროა თანამედროვე ტექნოლოგიებით აღჭურვილი ლაბორატორიებისა და აუდიტორიების მოწყობა, თანამშრომლების გადამზადება, დამატებითი საშტატო ერთეულების გამოყოფა და ა.შ.

გარდა ამისა, საჭიროა მოსახლეობაში დისტანციური სწავლებისადმი ინტერესის გაღვივება, მათთვის საჭირო ინფორმაციის მიწოდება სწავლების ამ ფორმის უპირატესობებისა და ეფექტურობის შესახებ.

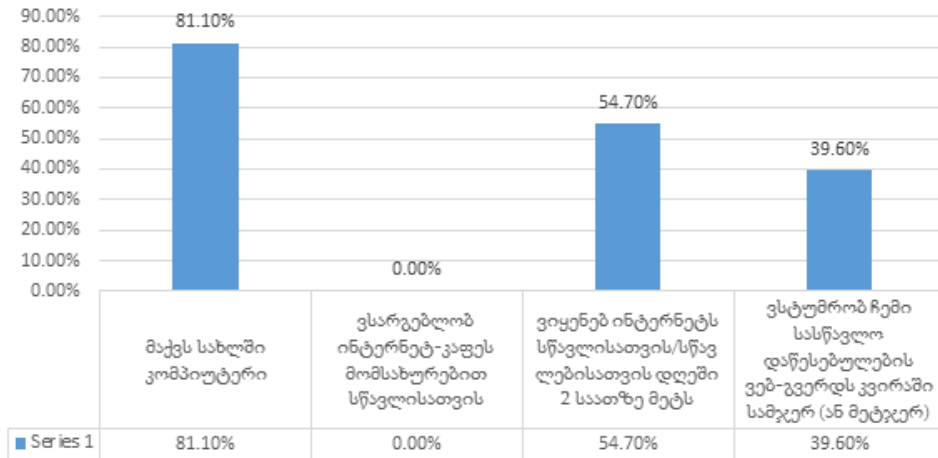
აკადემიური პერსონალის გადამზადება, მათთვის ტექნოლოგიური სიახლეების გაცნობა, რეკომენდაციების გაწევა, იმის შესახებ, თუ როგორ უნდა მოხდეს სასწავლო კურსების მომზადება, სტუდენტებისათვის მიწოდება და შემდგომი მენეჯმენტი.

ინტერნეტისა და კომპიუტერული მოწყობილობების ხელმისაწვდომობა საზოგადოების ყველა ფენისათვის.

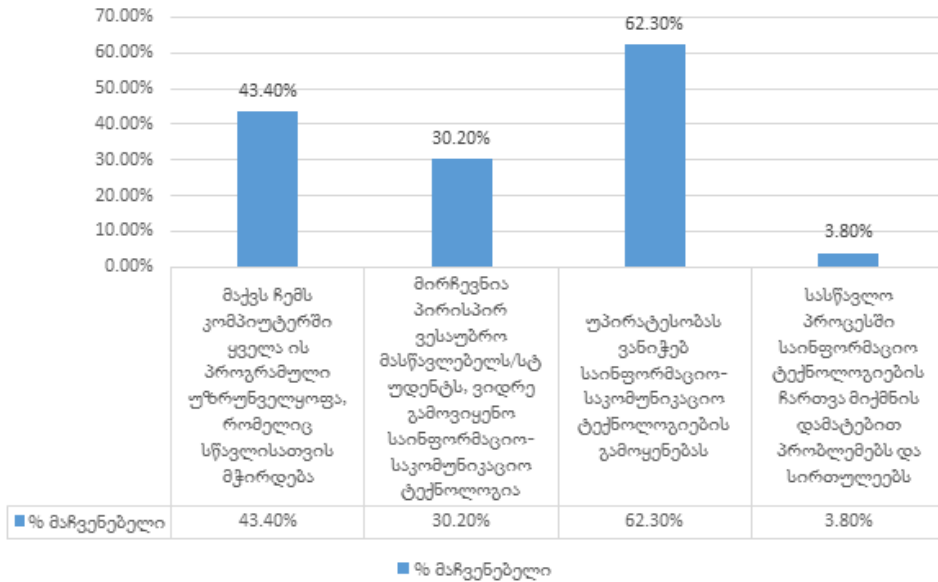
თუმცა, აღნიშნული პრობლემების მიუხედავად, აღსანიშნავია ის გარემოებაც, რომ წინა წლებში ჩატარებული კვლევების ანალიზის შედეგად, შესაძლებელია იმის ვარაუდი, რომ ქართული საზოგადოება მზად არის სიახლეებისათვის და მათ შორის დისტანციურ სწავლებასთან მიმართებაშიც აქვს დადებითი შეფასებები. ქვემოთ მოცემულია 2013 წელს ჩატარებული კვლევების შედეგები. აღნიშნული კვლევა ეხება დისტანციური და ელექტრონული სწავლების პრობლემების აღმოჩენის, მისი გადაჭრის გზების მოძიებისა და დანერგვის სტრატეგიების შემუშავებას.



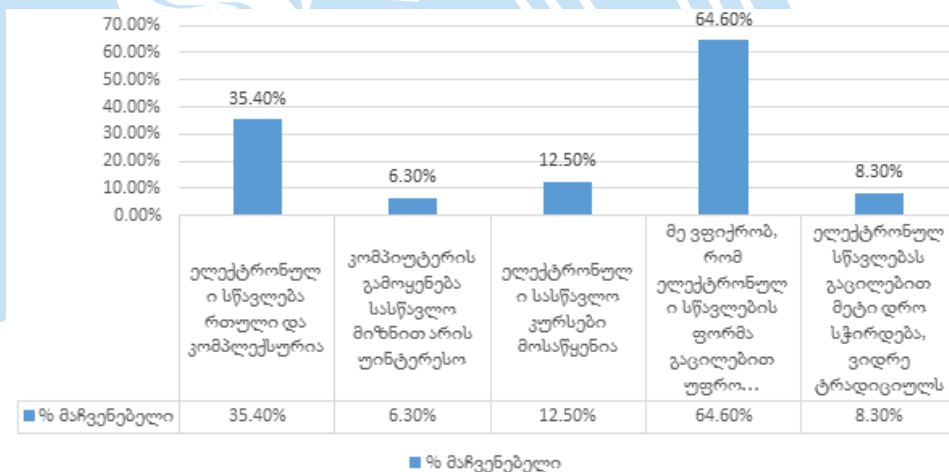
2. რომელი ვარიანტია თქვენთვის მისაღები (შეგიძლიათ აირჩიოთ რამდენიმე პასუხი)



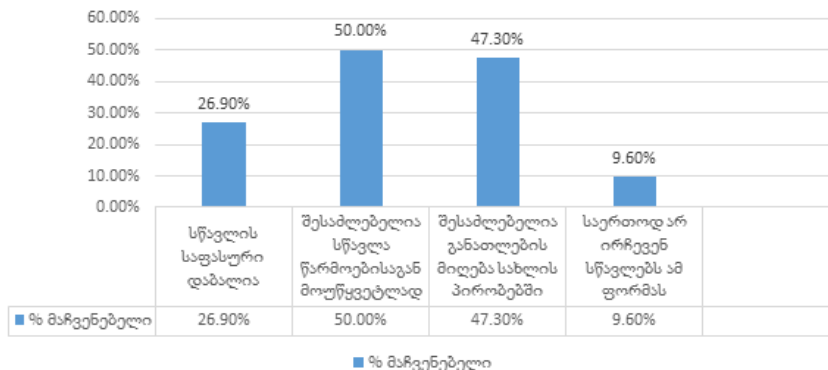
3. სწავლების როგორი ფორმაა თქვენთვის მისაღები (შეგიძლიათ აირჩიოთ რამდენიმე პასუხი)



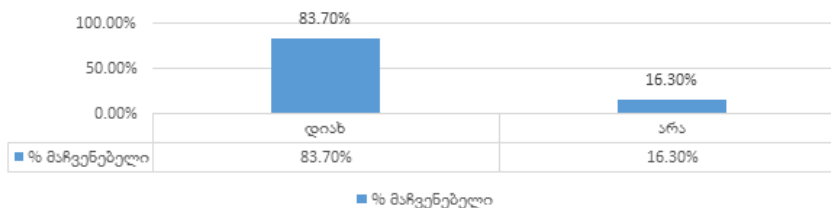
4. როგორია თქვენი შეხედულება ელექტრონულ სწავლებაზე? (შეგიძლიათ შეარჩიოთ რამდენიმე პასუხი)



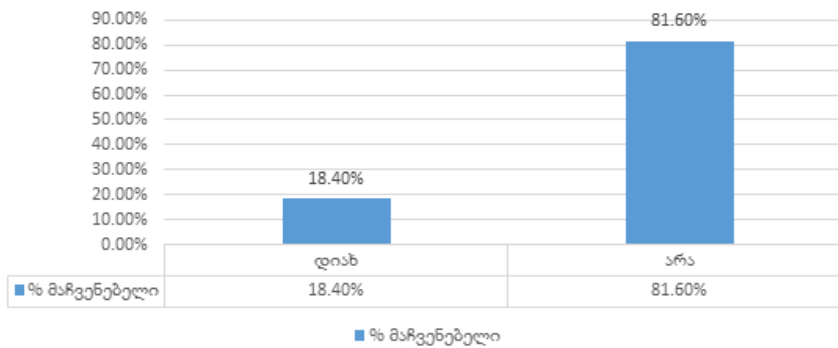
5. სტუდენტები ირჩევენ დისტანციურ სწავლებას იმიტომ, რომ



6. ელექტრონული სწავლება კარგად ერგება თქვენი ცხოვრების სტილს



7. უტარდებათ თუ არა თქვენი სასწავლო დანესებულების პედაგოგებს/მსმენელებს რეგულარული სწავლება ელექტრონული სწავლების საშუალებების უკეთ გამოყენების მიზნით?



8. გთხოვთ აღნიშნოთ მნიშვნელოვანი ბარიერები, რომლებიც, თქვენი აზრით, ყველაზე საყურადღებოა სწავლების ელექტრონული ფორმის დანერგვისა და განვითარების პროცესში? ამ კითხვაზე მიღებული პასუხების ანალიზის შედეგების შედეგად გამოიკვეთა შემდეგი სახის ბარიერები:

- მენეჯმენტის პასიურობა; ნაკლები ინფორმირებულობა; მწირი ფინანსები;
- არასაკმარისი ინვესტიცია; არასათანადო ტექნიკური აღჭურვილობა; იგნორირება თანამედროვე მეთოდების მიმართ;
- ინტერნეტის და კომპიუტერის არქონა; თვითმოტივირება; საერთო მხარდაჭერა;
- სიახლის შიში; დრო; საინტერესოდ მონოღებული სასწავლო კურსის საფასური;
- უნივერსიტეტის რეიტინგი; ლექტორების მომზადება ელექტრონული სწავლებისათვის; კვალიფიკაციურობა;
- მენტალური საკითხი; ტექნიკური უზრუნველყოფა; ინფორმაციის ნაკლებობა;
- ინტერნეტის ხელმისაწვდომობა; მენტალური პრობლემა, როგორც მსმენელის, ასევე იმ დარგის სპეციალისტების მხრიდან; ინოვაციებისადმი „მტრული“ მიდგომა;
- კვალიფიციური მენტორები; ტექნიკური ბაზა; ანაზღაურება.
- ფულადი რესურსი; საზოგადოების სკეპტიკურობა აღნიშნული საკითხის მიმართ; დარგობრივი არაპროფესიონალიზმი;

- ტექნიკის და ქსელის გამართული მუშაობა; მსმენელის უკუკავშირის გათვალისწინება; მიღწეული შედეგების შენარჩუნება და ასევე, მათი მორგება პრაქტიკულ მოთხოვნილებებთან;
- პროგრამული ხელმისაწვდომობა; თემატიკის და პროგრამის კარგად შედგენა; პროგრამის პრაქტიკული სავარჯიშოებით გამდიდრება;
- ინფორმაციის უქონლობა დისტანციური სწავლების შესახებ; ტექნოლოგიური ცოდნის უქონლობა და შესაბამისი უნარ-ჩვევების საჭიროება ;დისტანციური სწავლების მაღალი ხარისხის კურსების სიმცირე;
- პროფესურა, რომელთაც არ იციან და არც სურთ გამოიყენონ ელექტრონული სწავლების მეთოდები და მიდგომები; დაინტერესება; მონდობა;კადრები; ფინანსური და პროგრამული უზრუნველყოფა.

დასკვნა

ამრიგად, ზემოთ მოყვანილი კვლევების შედეგებისა და დარგის სპეციალისტების მიერ საქართველოში არსებული მდგომარეობის შეფასების შედეგად შეგვიძლია დავასკვნათ შემდეგი: საქართველოში დისტანციური სწავლების დანერგვის პროცესში ვანყდებით რამდენიმე მნიშვნელოვან პრობლემას, კერძოდ:

სრულყოფილი საკანონმდებლო რეგულაციების სიმცირე;

ინფორმაციის სიმცირე და ხშირად სკეპტიკური დამოკიდებულება დისტანციური სწავლების მიმართ;

სიახლის შიში, გამოხატული სწავლების ახლებური ფორმის მიუღებლობით როგორც მასწავლებლების გარკვეული ნაწილის, ასევე შემსწავლელების მხრიდან;

ტექნიკური ხასიათის პრობლემები, რომელიც უკავშირდება ინფორმაციული თუ საკომუნიკაციო სისტემების არასათანადო ცოდნასა და უნდობლობას;

მოტივაციის ნაკლებობა და სოციალური კომუნიკაციის საჭიროება.

ინტერნეტისა და კომპიუტერის ხელმისაწვდომობა, განსაკუთრებით რეგიონებში.

შესაბამისად, იმისათვის რომ ქვეყანაში განვითარდეს ტექნოლოგიაზე დაფუძნებული სწავლება, საჭიროა კომპლექსური მუშაობა როგორც სახელმწიფოს, ასევე საგანმანათლებლო დაწესებულებების მხრიდან. თუმცა, ამასთან ერთად სასიხარულოა ის ფაქტიც, რომ ერთის მხრივ ახალგაზრდა თაობის ინფორმაციულ-საკომუნიკაციო ტექნოლოგიებში გათვითცნობიერება და მეორეს მხრივ, ქვეყანაში ტექნოლოგიური ინფრასტრუქტურის მოწესრიგება მნიშვნელოვნად უწყობს ხელს დისტანციური სწავლების ფორმების დანერგვასა და განვითარებას ჩვენს ქვეყანაში.

ლიტერატურა

რუსუდან შაპიაშვილი – სადისერტაციო ნაშრომი „დისტანციურ ტექნოლოგიებზე დაფუძნებული სწავლების ორგანიზების სქემის დამუშავება და დანერგვა“

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Maggi Savin-Baden and Kay Wilkie– Problems-based learning online

МАССОВЫЕ ОТКРЫТЫЕ ОНЛАЙН-КУРСЫ: ОЦЕНКИ ЭФФЕКТИВНОСТИ И РЕКОМЕНДАЦИИ ЭКСПЕРТОВ

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პროექტი – მუსიკოსთა საქმიანობის წარმართვის ფორმა

Project – Managing the Activities of Musicians

რუსუდან თაყაიშვილი*

აბსტრაქტი

მოსხენებაში განხილულია მსოფლიოში მიმდინარე რამდენიმე მუსიკალური პროექტი, მათ შორის, გამოჩენილი მუსიკოსის დანიელ ბარენბოიმის მიერ ჩამოყალიბებული „აღმოსავლურ–დასავლური დივანის ორკესტრი“, რომელიც სხვადასხვა ეროვნებისა და რელიგიური აღმსარებლობის მუსიკოსების შემოქმედებით კოლექტივში გაერთიანებას გულისხმობს. საქართველოში მიმდინარე პროექტებიდან მოყვანილია ფონდ „იავნანას“ საქმიანობა, „მე მიყვარს კლასიკური მუსიკა“, და, ასევე, მუსიკოს–სტუდენტთა მიერ ბოლო წლებში განხორციელებული პროექტები.

პროექტები ერთმანეთისგან განსხვავდება მიზნებით, ამოცანებით, მასშტაბითა და მნიშვნელობით, მაგრამ აქვთ შემდეგი გამაერთიანებელი ნიშნები: მუსიკალურ პროექტს შეუძლია გავლენა მოახდინოს და შეცვალოს ქვეყანაში როგორც კულტურული, ასევე, სოციალურ–პოლიტიკური ვითარება, მეორე მხრივ, მუსიკოს–სტუდენტისთვის პროექტი შეიძლება განვიხილოთ, როგორც პლატფორმა მომავალი პროფესიული საქმიანობის დაუფლებისაკენ.

გაკეთებულია დასკვნა, რომ პროექტი – ორგანიზების მიღებული და დამკვიდრებული ფორმა ჩვენ ეპოქაში, საქმიანობის ერთ–ერთ ყველაზე აქტუალურ ფორმადაა აღიარებული მუსიკალურ სფეროშიც.

საკვანძო სიტყვები: მუსიკალური პროექტი, კულტურის განვითარება, საქმიანობის დაგეგმვა, სამუსიკო განათლება, სოციალური კონტექსტი.

შესავალი

პროექტი მე–20 საუკუნის მოვლენად ითვლება და დღეს ადამიანის საქმიანობის ყველა სფეროში დამკვიდრებული. მუსიკოსთა საქმიანობაში, ისევე როგორც ხელოვნების სხვა დარგების, მეცნიერების, ბიზნესის სფეროში პროექტს წამყვანი ადგილი უჭირავს და ითვლება პროცესის დაგეგმვის მოსახერხებელ ფორმად (ვესტლენდი). სტატიაში მიმოვიხილავთ საქართველოსა და სხვა ქვეყნებში მიმდინარე, ან განხორციელებულ მუსიკალურ პროექტებს. განსხვავება მათ შორის მიზნებში, თემატიკაში, განხორციელების გზებსა და მასშტაბებში გამოიხატება.

1999 წელს გამოჩენილი არგენტინელი ღირსი დიონისა და პიანისტის დანიელ ბარენბოიმისა და პალესტინელი ამერიკელი მეცნიერის ედვარდ ვადი საიდის ინიციატივით შექმნილი **აღმოსავლურ–**

* დოქტორი, ვანო სარაჯიშვილის სახ. თბილისის სახელმწიფო კონსერვატორია, თბილისი, საქართველო.

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დასავლური დივანის ორკესტრის მიზანია კონფლიქტური ქვეყნების წარმომადგენელი ახალგაზრდა მუსიკოსების შემოქმედებითი გაერთიანება. ეს მუსიკოსები ისრაელის, პალესტინის, სირიის, ეგვიპტის, ტუნისის, თურქეთის, ესპანეთის სხვა ქვეყნების წარმომადგენლები არიან. ისინი ყოველ წელს იკრიბებიან საზაფხულო ვორქშოპზე. აქ, შემოქმედებითი თანამშრომლობის გარდა, მათ შორის არაფორმალური ურთიერთობებიც მყარდება, რაც რეგიონში არსებული დაძაბული სიტუაციის განმუხტვისა და მშვიდობიანი გზით მოგვარების მცდელობას წარმოადგენს. ორკესტრის დამაარსებლებმა ასტურისის პრინცის ჯილდო მიიღეს „ერთაშორის ურთიერთგაგების გაუმჯობესებისთვის“. ორკესტრის ერთ-ერთი წევრის, ისრაელის მოქალაქის აზრით, მისტრო უარყოფს ამას, მაგრამ პროექტს აშკარად აქვს პოლიტიკური დატვირთვა. იგი თვლის, უმნიშვნელოვანესია, როდესაც ხალხი ხედავს, რომ შესაძლებელია, უკრავდე არაბ მუსიკოსთან ერთად. ეს ორკესტრი არის ლაბორატორია, რომლის მეშვეობითაც შეგიძლია განუცხადო მთელ სამყაროს, როგორ ითანამშრომლო სხვებთან.

ვოკალურ-ინსტრუმენტული ანსამბლის **II Giardino Armonico**, რომელიც XVII-XVIII საუკუნეების მუსიკას ასრულებს შესაბამისი ეპოქის ინსტრუმენტებზე და ჩეჩილია 3 ბარტოლის მიერ განხორციელებული პროექტი **Viva Vivaldi** ანტონიო ვივალდის შემოქმედების შესწავლას და ავთენტურთან მაქსიმალურად მიახლოებულ აუღერებას ისახავს მიზნად (3,4). როგორც თავად მომღერალი ამბობს, მსგავს პროექტებს ხანგრძლივი მოსამზადებელი ეტაპი უძღვის წინ – ბიბლიოთეკებში მოპოვებული მასალის დამუშავება, სანოტო მასალის შესწავლა, ეპოქისა და სტილის დამახასიათებელი უღერადობის მიღწევა დიდ კვლევით და შემოქმედებით სამუშაოს მოიცავს, რაც მუსიკალური ხელოვნების გარკვეული სეგმენტის გამოშვებულთან და საზოგადოებისათვის გაცნობით გვირგვინდება. აქვე ვიტყვით, რომ 2014 წლიდან ანსამბლი **II Giardino Armonico** მუშაობს პროექტზე, რომელიც მიზნად ისახავს ი. შაიდნის ყველა სიმფონიის შესრულებასა და ჩანერას კომპოზიტორის დაბადების 300 წლის იუბილესათვის 2032 წელს.

სახელმწიფო სამუსიკო განათლების სისტემა – **EL Systema** ვენესუელაში 1975 წლიდან მოქმედებს და ბევრ სხვა ქვეყანაშიც იკიდებს ფეხს. მობარდთა მხატვრულ-ესთეტიკურ განვითარებასთან ერთად სისტემის დამსახურებაა მათთვის სოციალური განვითარებისა და წინსვლის შესაძლებლობის მიცემა, ე. წ. „სოციალური ლიფტის“ ფუნქციის შესრულება. მითუმეტეს, რომ მონაწილეთა უმეტესობა სოციალურად დაუცველი ოჯახებიდანაა და სახელმწიფო მათთვის სტიპენდიას გამოყოფს. ვენესუელაში ამ სისტემაში, როგორც 125 ახალგაზრდული და საბავშვო კოლექტივის – გუნდების და ორკესტრების – წევრი, გაერთიანებულია 350 000 ადამიანი.¹

საქართველოში განხორციელებული პროექტებიდან გამოვყოფთ 2014-2015 საკონცერტო სეზონზე თბილისის სახელმწიფო კონსერვატორიის დიდ დარბაზში განხორციელებულ პროექტს – **მე❤კლასიკური მუსიკა**. ამ შემეყენებითი პროგრამის ფარგლებში 10 კონცერტი გაიმართა და მიზნად ისახავდა კლასიკური მუსიკის პოპულარიზაციას მისი სხვადასხვა ჟანრის გაცნობის საშუალებით. კონცერტების წამყვანთა შორის მსოფლიოში აღიარებულ მუსიკოსებთან ერთად – ნინო ანანიაშვილი, ნინო სურგულაძე, იყვნენ კონსერვატორიის პროფესორ-მასწავლებლები და ახალგაზრდა მუსიკოსები. სამიზნე ჯგუფად სკოლის მოსწავლეები მოიაზრებოდა, თუმცა კონცერტებზე დასწრების სურვილი უფრო ფართე საზოგადოებაში გამოავლინა.

საქართველოს ბავშვთა და ახალგაზრდული საგუნდო კოლექტივების ეროვნული კონკურსი ორჯერ (2015, 2016) გაიმართა ორ ტურად და მიზნად ისახავდა აკადემიური საგუნდო სიმღერის პოპულარიზაციას, ეროვნული სასიმღერო ტრადიციების დაცვას, ქართველი კომპოზიტორების შემოქმედების პოპულარიზაციას, ბავშვთა და ახალგაზრდული საგუნდო კოლექტივების მხარდაჭერასა და მონიტორინგს. კონკურსის ერთ-ერთ ძირითად დამსახურებად უნდა ჩაითვალოს მაღალი აკადემიური დონე და ის, რომ ბოლოს განხორციელებული მსგავსი ღონისძიებიდან დიდი პაუზის შემდეგ, ფაქტობრივად, მთელი საქართველო მოიცვა და მასში მონაწილეობის საშუალება ყველა ტიპის საგუნდო კოლექტივს (საჯარო, სახელოვნებო სკოლების, სტუდიების, მოყვარულთა გუნდები) ეძლევა გარკვეულ კატეგორიაში.

განცხადებამ მოედინის რეკონსტრუქციის შესახებ გამოიწვია დიდი საპროტესტო კამპანია **„გაამაგრე გუდაშვილი“** (2012 წ.) საქართველოს მოქალაქეების მხრიდან ეს იყო პირველი საზოგადოებრივი, შემოქმედებითი, შესაბამისად, მშვიდობიანი პროტესტი. მისი პირველი ტალღა იყო “მინიფესტი, როგორც მანიფესტი”, რომლის დროს ჩატარდა კონცერტები, პერფორმანსი, მუშაობდა ასევე თბილისისთვის ტიპური შემოქმედებითი სახელოსნოები, გაიმართა “ვორკშოპები”, ბაზრობა.

ორგანიზატორებმა დასკვნით ღონისძიებებს კონცერტის სახე მისცეს და უწოდეს “მრავალფეროვანი თბილისი”, სადაც ადგილობრივი ახალგაზრდობისთვის საყვარელ პოპულარულ შემსრულებლებთან ერთად – “Landspeakers”, “Lady heroine”, “Riffer Band” და სხვა – მიწვეული იყვნენ თბილისის ეროვნული უმცირესობების წარმომადგენლები, მათ შორის, ძირძველი - იეზიდების, აზერბაიჯანული, სომხური და ახალი დიასპორების, როგორცაა ინდოელების მუსიკალური ანსამბლები.

¹ ამ სისტემის აღმრდელია გამოჩენილი ღირსიური ვუსტავო დუდამელი, რომელიც 18 წლის ასაკიდანვე ვენესუელას ახალგაზრდული ორკესტრის მუსიკალური დირექტორი

მაღალი საზოგადოებრივი ინტერესის გამო, რაც კულტურული ღირებულებების, მათ შორის, მუსიკალური პროექტის დამსახურებადაც უნდა ჩაითვალოს, ქალაქის მერიამ გაითვალისწინა მოქალაქეთა პროტესტი, გამოცხადდა კონკურსი მოედნის რესტავრაციის პროექტზე, რომელიც უკვე ხორციელდება საერთაშორისო ორგანიზაცია ICOMOS-ის მიერ (International Council on Monuments and Sites).

წარმოვიდგინო ასევე თბილისის სახელმწიფო კონსერვატორიის დოქტორანტთა მიერ ჩემი სალექციო კურსის – პედაგოგიკის სასწავლო კურსის ფარგლებში განხორციელებულ პროექტებს.

2013 წლის დასაწყისში დოქტორანტმა, ამჟამად ხელოვნებათმცოდნეობის დოქტორმა – რუსუდან თაბაგარმა, სურვილი გამოთქვა, მოეწყო კონცერტი # 200 საჯარო სკოლა-პანსიონში, სადაც სწავლება ინკლუზიური განათლების პრინციპით მიმდინარეობს. მან შეკრიბა მუსიკოს-შემსრულებლები, შეარჩია მათთან ერთად რეპერტუარი, ორგანიზება გაუწია რეპეტიციებსა და კონცერტს. ღირსეულობამ დიდი გამოხმაურება ჰპოვა მოსწავლეებში, მათ თავადაც წარმოადგინეს რამდენიმე საკონცერტო ნომერი.

თანამედროვე სანოტო დამწერლობა საჯარო სკოლების მოსწავლეებისათვის კომპოზიტორ-დოქტორანტთა – ლევან გომელაური, თამარ ფუტკარაძე – ინიციატივით გაიმართა 2014 წ. ივნისში. შეხვედრის დასაწყისში მოსწავლეებს გააცნეს ტრადიციული და არატრადიციული მუსიკალური დამწერლობის ნიმუშები, რის შემდეგ მათ დიდი ფორმატის ქალაქებში შექმნეს ერთობლივი ნამუშევრები, რაც იცოდნენ, რომ არატრადიციული ნოტაციის ნიმუშად იქნებოდა განხილული. მართლაც, დოქტორანტთა ხელმძღვანელობით წარმართული რეპეტიციის შემდეგ სტუდენტური ბენდის მიერ (ხელმძღვანელი პაატა ბერიძე) შესრულებულმა მუსიკალურ კომპოზიციებმა ნათელი გახადა მოსწავლეთა ინფორმაცია თანამედროვე სანოტო დამწერლობის შესახებ.

ფოლკლორული ანსამბლის ჩამოყალიბება და კონცერტი ბოლნისის სოფელ თამარის საჯარო სკოლაში მოსწავლეთა შეკრებას, მათთვის რეპერტუარის შერჩევას, რეპეტიციებს, თბილისში ორჯერ ჩამოყვანას, მათი კონცერტისა და შემეცნებითი პროგრამის ორგანიზებას გულისხმობდა (ნინო რაზმაძე – ეთნომუსიკოლოგიის მიმართულება, მედია ქავთარაძე – აკადემიური გუნდის დირიჟორობის მიმართულება, 2015 წ. მარტი), რაც მოსწავლეების მუსიკალურ-შემოქმედებით პროცესში ჩართვას და მათი თვალსაზრისის გაზრდას ემსახურებოდა.

პროექტის ავტორთა ინიციატივით (ანა მამისაშვილი – ვიოლინო, ლია ხორბალაძე – მუსიკის თეორია, ფორტეპიანო) კომპოზიტორ თამარ ფუტკარაძის მიერ პროექტისთვის საგანგებოდ შეიქმნა პიესა ვილინოსა და ფორტეპიანოსთვის. ამ ნაწარმოების ტექსტი ყოველგვარი საშემსრულებლო ხერხების მითითების გარეშე დაურიგდა შემსრულებელთა 4 წყვილს, თავად დოქტორანტებს და „ნიჭერთა ათწლეულის“ მოსწავლეებს. ერთსაათიანი რეპეტიციის შედეგად მოვისმინეთ 4 სრულიად განსხვავებული შესრულება, რამაც მოსწავლეებს ტექტის წაკითხვის, ნაწარმოების ინტერპრეტაციის, შემსრულებლის ხედვის შემუშავების პროცესზე, ასევე, საანსამბლო შესრულების თავისებურებებზე გაუმახვილა ყურადღება. ავტორს შესთავაზეს პიესის სათაურის რამდენიმე ვერსია (2016 წ. იანვარი).

როგორც ვნახეთ, დღევანდელ დღეს მუსიკალურ ინდუსტრიაში თუ სასწავლო პროცესში განხორციელებული ყველა ტიპის საქმიანობას, იქნება ეს ნებისმიერი სახის ღირსეულობა, პერფორმანსი, კონკურსი, ფესტივალი, კვლევა თუ სხვა, პროექტის სახე ეძლევა.

ზემოთ განხილული პროექტები ერთმანეთისგან განსხვავდება მიზნებით, ამოცანებით, მასშტაბითა და მნიშვნელობით, მაგრამ ყველა მუსიკალური პროექტის გამაერთიანებელი ნიშანი გარკვეული მუსიკალური კულტურის განვითარება (კვლევა, შესწავლა, შექმნა, შესრულება), წარმოჩენა და მსმენელამდე მიტანაა და, როგორც წესი, გათვლილია ესთეტიკური განცდის მინიჭებაზე. თუმცა, როგორც ვნახეთ, მუსიკალური პროექტი ზოგჯერ სცდება ამ ფარგლებს და შეუძლია, გავლენა მოახდინოს და შეცვალოს ქვეყანაში როგორც კულტურული, ასევე, სოციალურ-პოლიტიკური ვითარება. საზოგადოების პრობლემებთან სიახლოვე ამ პროექტებს ძალიან აქტუალურს, მაღალი დონის ხდის და აფართოებს მუსიკის შეგავლენის სფეროს.

სრულიად განსხვავდება ერთმანეთისგან სასწავლო მუსიკალური პროექტებიც. მათში ნათლად გამოხატული სტუდენტთა პროფესიული ინტერესები, რაც გვიჩვენებს, რომ პროექტი სტუდენტებს აძლევს ინდივიდუალური მიდგომისა და ხედვის გამოვლენის, შემოქმედებითი და კვლევის უნარების პრაქტიკული გამოყენების, და ამით გამოცდილების შეძენის საშუალებას. მუსიკოსი-სტუდენტისთვის პროექტი შეიძლება განვიხილოთ, როგორც პლატფორმა მომავალი პროფესიული საქმიანობის დაუფლებისაკენ.

ზემოთ თქმული გვაძლევს საშუალებას, რომ პროექტი – ორგანიზების მიღებული და დამკვიდრებული ფორმა ჩვენ ეპოქაში, საქმიანობის ერთ-ერთ ყველაზე აქტუალურ ფორმად მივიჩნიოთ მუსიკის სფეროშიც.

ლიტერატურა

Charlotte Gardner Confirmation that Bartoli remains one of today's greatest artists.

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კამერული ანსამბლის Il Giardino Armonico ვებგვერდი <http://www.ilgiardinoarmonico.com> ჩამოტვირთულია 20.07.16

ინტერვეუ ჩეჩილია ბარტოლისთან <http://tribuna.mosconsv.ru/?p=1256> ჩამოტვირთულია 20.07.16



სწავლა-სწავლების ინფორმაციული ტექნოლოგიები „ციფრული აბორიგენების“ ეპოქაში

Teaching-learning Technologies in the era of “Digital Aborigines”

მარიამ ზაქარიაშვილი*

ირაკლი ჭიჭაშვილი**

აბსტრაქტი

დროსთან ერთად იცვლება თაობები და მათი მოთხოვნილებები. განათლების სისტემაში აუცილებელი ხდება სწავლების ინოვაციური მეთოდების დანერგვა. როგორ ვასწავლოთ „ციფრული ეპოქის აბორიგენებს“? როგორ მოგვარდეს ინფორმაციულ ტექნოლოგიებზე დაფუძნებული სწავლა-სწავლების პროცესი თაობებს შორის? რატომ არის საჭირო სწავლებაში ტექნოლოგიების ინტეგრირება? როგორ მოვახდინოთ ტექნოლოგიების ეფექტური ჩართულობა სასწავლო პროცესში? როგორ ავაგოთ ინტერაქტიული მეთოდებზე დაფუძნებული ელექტრონული სასწავლო რესურსი სასწავლო მიზნების შესაბამისად? ეს გახლავთ ნაშრომის მთავარი შტრიხები, რაც ეფუძნება განათლების სფეროში ელექტრონული სწავლების ევროპულ და ქართულ გამოცდილებას, თანამედროვე პედაგოგიურ სტრატეგიებს. ნაშრომში წარმოდგენილი მეთოდოლოგია რეალიზებულია iSpring Suite - E-learning Software გარემოში ელექტრონულ პრეზენტაციაზე ინტერაქტიური ვიდეო-აუდიო მულტიმედია Flash კონვერტირების პრაქტიკული მოდელის აგებისა და სასწავლო პროცესში მის გამოყენების მაგალითზე.

საკვანძო სიტყვები: iSpring Suite - E-learning Software environment; ელექტრონული პრეზენტაცია; მულტიმედია Flash კონვერტირება-პუბლიკაცია.

შესავალი

XXI საუკუნე ციფრულ საუკუნედ მოიაზრება... ციფრულ საუკუნეს ციფრული თაობა და უამრავი გამოწვევა მოყვა საგანმანათლებლო სივრცეში.

ციფრულ თაობას ჯერ კიდევ 2001 წლიდან ამერიკელი პროფესორის მარკ პრენსკი (Marc Prensky) „ციფრული ეპოქის აბორიგენებად“ მოიხსენიებს. მარკ პრენსკის თქმით ეს შესიტყვება იმ ახალგაზრდებს ესადაგება, რომლებიც კომპიუტერული თამაშების, ციფრული კამერებისა და მობილური ტელეფონების გარემოცვაში დაიბადნენ და გაიზარდნენ. უფროსი თაობისგან განსხვავებით, მათ არ მოუხდათ

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ტექნოლოგიური ბარიერის გადალახვა. მათ არც კომპიუტერზე მუშაობის სწავლება დასჭირვებიათ, ვინაიდან როდესაც დაიბადნენ კომპიუტერი ისედაც იდგა მათ სახლებში და კომპიუტერს თამამ-თამამით დაეუფლნენ. ისინი ციფრული ეპოქის მკვიდრნი, ახალი ფსიქოტიპები არიან. ინტერნეტს, მობილურ კავშირს, პერსონალურ კომპიუტერს, ნოუთბუქს აღიქვამენ როგორც ჩვეულებრივსა და აუცილებელს, მათთვის წარმოუდგენელია ცხოვრება ამ ტექნოლოგიების გარეშე.

დღეისათვის საგანმანათლებლო სისტემაში „ციფრულ აბორიგენებთან“ ძირითადად უფროსი თაობა ურთიერთობს, რომლებსაც მარკ პრენსკი „ციფრული ეპოქის ემიგრანტებს“ უწოდებს. იგი ტერმინით ახასიათებს უფროსი თაობის ადამიანებს, ვისაც მოუხდა ტექნოლოგიურ პროცესთან შეჯახება, რადგან მათ ბავშვობაში ან თუნდაც ახალგაზრდობაში ასეთი რამ არ არსებობდა. მათ კომპიუტერზე მუშაობის სწავლა მოუწია და საერთოდ, მაღალტექნოლოგიური მონაცხობილობებით გაჯერებულ სამყაროსთან ადაპტაციის რთული პროცესი გაიარეს. (Prensky) სამუხებაროდ, უფროსი თაობას კვლავაც აქვს ტექნოლოგიური ბარიერი სწავლებაში ინფორმაციული ტექნოლოგიების ეფექტური გამოყენების თვალსაზრისით.

ციფრული თაობა კი ახალ განათლებას, სწავლების ახალ მეთოდებს ითხოვს...

„ციფრული ეპოქის აბორიგენები“ ფიქრობენ ვიზუალურად და უპირატესობას მულტიმედია გარემოს ანიჭებენ 3D ტექნოლოგიების ჩათვლით. ტრადიციულ სასწავლო გარემოში მათ მალე სწყინებათ და სჭირდებათ სტიმული რათა სწავლის პროცესს არ მოეკიდნონ უგულისყუროდ.

სწორედ ამიტომ დღეს ყველა აღნიშნავს, რომ სწავლა-სწავლების პროცესში ცვლილებების შეტანაა საჭირო.

- სასწავლო პროცესის მართვის ვირტუალური სისტემები
- ინტერაქტიური ელექტრონული სასწავლო მასალები
- საგანმანათლებლო პორტალები

ეს ის პრობლემებია, რომელთა შემუშავებასა და დანერგვაზე დღეისათვის ნებისმიერი წარმატებული სასწავლო დანერგვები ზრუნავს.

აღნიშნული პრობლემებიდან მეტად მნიშვნელოვანია ინტერაქტიური ელექტრონული სასწავლო მასალების აგება და სასწავლო პროცესში გამოყენება, რაც ბუნებრივია, ეფუძნება ინტერაქტიური სწავლების თანამედროვე პედაგოგიურ ტექნოლოგიას.

ინტერაქტიურ მეთოდებზე, როგორც ახალ პედაგოგიურ ტექნოლოგიაზე და სასწავლო პროცესში აღნიშნული მეთოდების გამოყენების შესახებ რეკომენდაციები მრავალ სამეცნიერო-პედაგოგიურ ლიტერატურაშია წარმოდგენილი. ნაკლებადაა წარმოდგენილი ინფორმაცია ინტერაქტიური ელექტრონული სასწავლო კურსების აგების პროგრამულ-ტექნიკური ასპექტების შესახებ. წინამდებარე ნაშრომი აღნიშნული ნაკლის შევსების მცდელობაა.

iSpring Suite - ტექნოლოგია

დღეისათვის ელექტრონული სასწავლო ინტერაქტიური რესურსის ასაგებად ვირტუალური სამყარო მრავალ პროგრამულ პლატფორმას გვთავაზობს:

Adobe Captivate; Camtasia Studio; ElearningApps... ნაშრომში ყურადღებას iSpring Suite - E-learning Software სასწავლო აპლიკაციაზე შევაჩერებთ. iSpring Suite - E-learning Software (<http://www.ispringsolutions.com/ispring-suite>) სასწავლო აპლიკაცია წარმოადგენს ონლაინ პრეზენტაციებისა და ელექტრონული კურსების აგებისათვის პროფესიონალური ინსტრუმენტების პაკეტს.

iSpring Suite ვითარდება 2005 წლიდან, როდესაც ჯგუფმა გამოუშვა iSpring-ის ყველა პროდუქტის პროტოტიპი FlashSpring Pro. ეს იყო უბრალოდ PowerPoint-დან Flash-ფორმატზე კონვერტერის უფასო ვერსია. 2008 წლიდან FlashSpring-მა მიიღო ახალი სახელწოდება - iSpring. 2011 წელს iSpring პროდუქტი პირველად იქნა წარდგენილი ევროპის გამოფენაზე. 2012 წელს Joe-Ganci ახდენს iSpring Suite-ის (<http://www.learningsolutionsmag.com/authors/4/joe-ganci>) პუბლიკაციას. დღეისათვის iSpring Suite-ის მიმდინარე ვერსია არის 8.3.

iSpring Suite შედგება რამოდენიმე კომპონენტისგან: iSpring add-in, iSpring QuizMaker, conversation simulator, screen recording tool და iSpring Visuals. დამატებითი კომპონენტები PowerPoint-to-Video/ Youtube (iSpring SlideAlloy), iSpring Cloud hosting; sharing platform

ელექტრონული რესურსის ასაგებად წარმოდგენილი პროდუქტებიდან აქტიურად გამოიყენება:

- iSpring Converter Pro - Convert PowerPoint to Flash, HTML5, and MP4 video

- iSpring Presenter-Create video presentations in PowerPoint fast and easy;
- iSpring Cam-Record all or part of your screen and create video training guides;
- iSpring Master - Build dialog simulations for real-life business conversations;
- iSpring Quiz Maker- Create quizzes and surveys with drag-and-drop interactions;
- iSpring Visuals -Build interactions like a Book, FAQ, Timeline, and Directory.

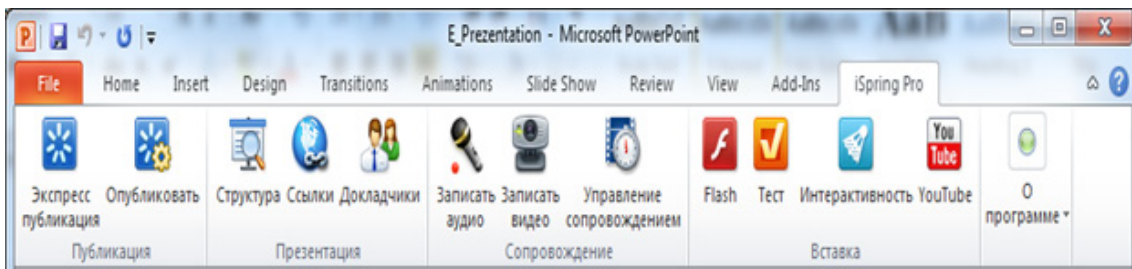
ამჯერად, განვიხილავთ iSpring Converter Pro - PowerPoint პრეზენტაციის გარდაქმნის ტექნოლოგიას Flash ფორმატზე ([http://www.ispringsolutions.com/ispring-converter/;](http://www.ispringsolutions.com/ispring-converter/)) (http://www.ispring.ru/free_powerpoint_to_flash_converter.html).

iSpring Converter Pro – Convert PowerPoint to Flash

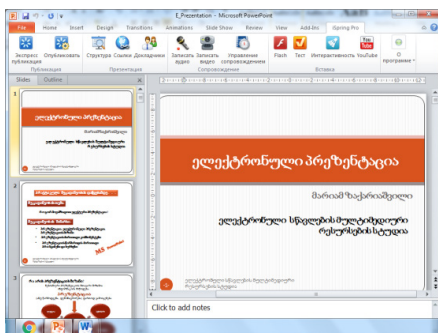
პრეზენტაციის გარდაქმნის ტექნოლოგია Flash ფორმატზე.

მუშაობის მეთოდოლოგია

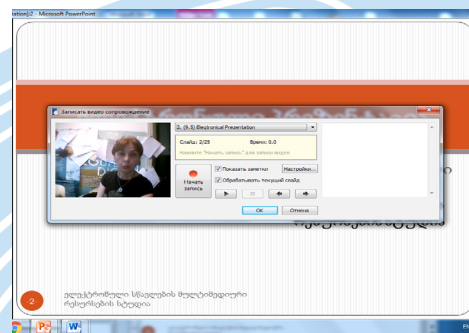
1.iSpring Free ინსტალაციის შემდეგ iSpring Pro Free (<http://www.ispring.ru>) ტექნოლოგია ავტომატურად ინტეგრირდება MS Office პაკეტში შემავალი MS Power Point გარემოში. პროგრამის ინსტრუმენტების პანელზე ჩნდება ახალი ჩანართი- iSpring Pro. ვიმოქმედებთ რა, iSpring Pro ღილაკზე იხსნება რიგი ინსტრუმენტები, რომელთა დახმარებით შესაძლებელია ელექტრონული პრეზენტაციების აგება და კონვერტირება Flash ფორმატით (სურათი N1).



სურათი N1. Power Point ინსტრუმენტების პანელი პრეზენტაციის Flash ფორმატზე აგებისა და კონვერტირებისათვის

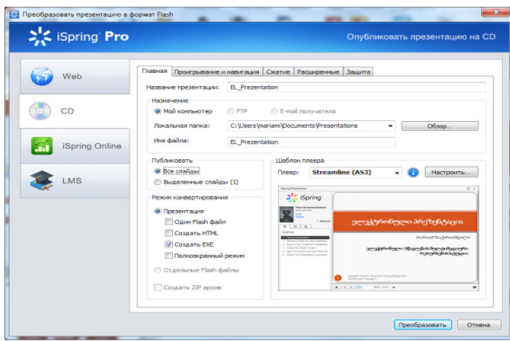


სურათი N2. Power Point გარემო

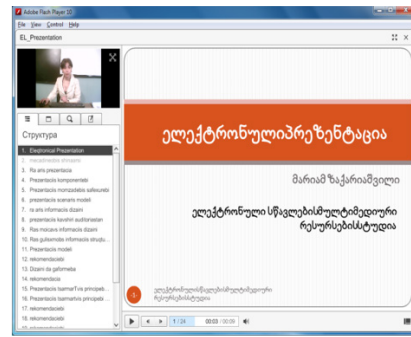


სურათი N3. პრეზენტაციაზე ვიდეო-აუდიო განხილვის დამატება

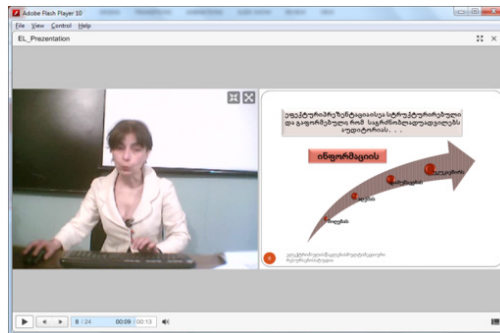
2. შემოვიტანოთ Power Point-ის გარემოში უკვე აგებული ელექტრონული პრეზენტაცია (სურათი N2). ვიმოქმედოთ ღილაკზე Record Video. ეკრანზე გამოიტანება სლაიდების ჩანერის პანელი (სურათი N3). თითოეული სლაიდი ინერება ერთმანეთისგან დამოუკიდებლად. ამგვარად ელექტრონულ პრეზენტაციაზე ხდება აუდიო-ვიდეო განხილვის დამატება. ფაილი ინახება პროექტის სახით, ღია შეიქმნება, შესაძლებელია უკვე ჩანერილი სლაიდის რედაქტირება, როგორც აუდიო ასევე ვიდეო ჩასწორება.



სურათი N4 პრეზენტაციის კონვერტირება -პუბლიკაცია Flash ფორმატზე



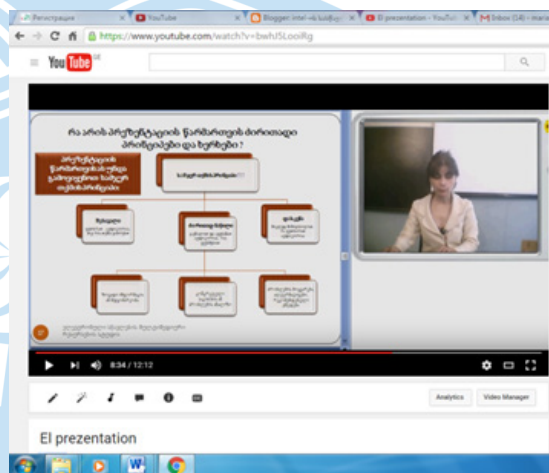
სურათი N5 ელექტრონული რესურსის ფრაგმენტი



სურათი N6 ელექტრონული რესურსის ფრაგმენტი

3.ყველა სლაიდის ჩანერის შემდეგ საჭიროა ppt ფორმატის ფაილის კონვერტირება და პუბლიკაცია swf ფორმატზე. ამისათვის Power Point ინსტრუმენტების პანელის iSpring Pro ჩანართის Publish ჯგუფის ინსტრუმენტებიდან ვიყენებთ Publish ღილაკს. ეკრანზე გამოტანილ პანელზე (სურათი N4) ვარჩევთ საჭირო პარამეტრებს და მხოლოდ ამის შემდეგ ვეთანხმებით Publish ღილაკს.

iSpring Converter Pro – Convert PowerPoint to Flash ტექნოლოგია ელექტრონულ პრეზენტაციას გარდაქმნის ინტერაქტიური გამოყენების რეჟიმში მათი ჩვენება შესაძლებელია სხვადასხვა სახით (სურათი N5; სურათი N6).



სურათი N7 ვიდეო-აუდიო პრეზენტაცია

შედეგი

კადრები, რომლებიც ახლა თქვენს წინაშეა, წარმოადგენს ვიდეო-აუდიო სალექციო ელექტრონულ რესურსის „როგორ ავაგოთ ეფექტური პრეზენტაცია“ ფრაგმენტებს. რესურსის აგება განაპირობა თავად სტუდენტების საჭიროებამ პრეზენტაციების აგებისა და წარმოდგენის პროცესში. აგებული რესურსით ისინი აქტიურად სარგებლობენ. მისი გამოყენება შეუძლიათ, როგორც ჩვეულებრივი ელექტრონული ჩანაწერით, ასევე ინტერნეტ სივრცეში. <https://www.youtube.com/watch?v=bwhJ5LooiRg>. (სურათი N7)

დასკვნა

წარმოდგენილ ნაშრომში განვიხილეთ iSpring Suite-ს პროგრამული პლატფორმის მხოლოდ ერთი მიმართულება. სახელდობრ, „iSpring Converter Pro – Convert PowerPoint to Flash“- Power Point ფორმატის ელექტრონული პრეზენტაციის Flash კომპაქტურ ფორმატში გარდაქმნა ყველა მულტიმედია რესურსის შენარჩუნებით. შედეგად მივიღეთ ინტერაქტიული პრეზენტაცია, რომელსაც დართული აქვს აუდიო-ვიდეო განხილვა, პროდუქტი მზადაა ინტერნეტში პუბლიკაციისთვის. ასეთი სახის რესურსის დახმარებით შესაძლებელია არსებული ტრადიციული სასწავლო გარემოს შეცვლა, გამდიდრება, რაც ძალზედ აქტუალურად ითვლება სამეცნიერო-პედაგოგიურ სივრცეში. ინფორმაციული ტექნოლოგიების მიზნობრივი ინტეგრაცია სწავლა-სწავლების პროცესში დღეისათვის, „ციფრული აბორიგენების“ ეპოქაში აუცილებელი აქტივობაა. ამდენად, ვფიქრობთ „ციფრული ეპოქის ემიგრანტები“ და არა მხოლოდ „ციფრული ეპოქის ემიგრანტები“, დაინტერესდებიან ნაშრომში წარმოდგენილი ინფორმაციით, მით უფრო, რომ iSpring Suite საშუალებას იძლევა სწრაფად და სპეციალური მომზადების გარეშე აიგოს პროფესიული დისტანციური კურსები, მოხდეს მათი განთავსება ინტერნეტ სივრცეში.

ლიტერატურა

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