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The Role of Work Values in Relationship between Human Values and Motivation



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Abstract: In this study, it is aimed to clarify the relationship between human values, work values and motivation. Research question of the study is to investigate specifically the interaction between human values, work values and motivation with direct and indirect effects. Firstly, the hypotheses in the basic literature were tested. Secondly, post-hoc analyses were conducted to clarify the mediator and moderator roles of work values. As a result of post-hoc analyses, partial mediator roles of work values have been proved for each variable but moderator effect of work values haven't been proved. This result, particularly, supported the literature that work values are part of human values in business life.

Keywords: Work Values, Human Values, Moderator, Mediator

1. Introduction

Value concept is seen in all human life and serves as a guide of our life. It is a concept that begins with the family, the smallest social structure that the individual belongs, and exists in all social structures until the end of people life. It will be inevitable that the concept of value starting from the family and manifesting itself in every phase of life will affect the lives of the individuals and also businesses they belong to either as an entrepreneur or as an employee of the enterprise. Everyone has values but degree of the values depends on person to person. Behavior of ours may be associated with more than a value (Schwartz, 1992).

Work values are reflection of human values in business life. Work values are also a tool to improve adjustment of the employee in organization (Davis and Lofquist 1984) and also positive reinforces of job satisfaction (Zytowski, 1984, Hansen, 2012). In this paper, it is aimed to clarify relationship and the level of the relationship between the work values with human values and motivation in organizations. Aim of the research questions of this article is to find out the role of the work values in relationship human

values and motivation. Contribution of this study to the literature is testing moderator and mediator effect of the work values in human values and work values in the same study.

2. Conceptual Background

2.1. Human Values

Values are defined most of the researchers (Morris, 1956; Allport, Vernon, & Lindzey, 1960; Kluckhohn & Strodtbeck, 1961; Rokeach, 1973) but Schwartz modified the definitions “values as desirable trans situational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity” and also implicit this definition “values as goals is that (1) they serve the interests of some social entity, (2) they can motivate action–giving it direction and emotional intensity, (3) they function as standards for judging and justifying action, and (4) they are acquired both through socialization to dominant group values and through the unique learning experiences of individuals” (Schwartz, 1994). All researches in these area try to investigate how values relate and effect to attitudes, behavior and roles (Ros, 1999).

A Classification of values may emerge with Eduard Spranger “Types of Men” his book but most of the researchers cited Rokeach (1973) “Nature Of Human Values” study (Rokeach, 1973). Schwartz ve Bilsky (1987) adopted and evaluated Rokeach study named “the model of human values”. According to Schwartz, Values are cognitive representations of these three universal requirements. These are biological needs, societal demands for group welfare and interactional requirements for interpersonal coordination. (Schwartz, 1987) From concept, they have presented conceptual definitions for eight motivational domains of values as “enjoyment, security, social power, achievement, self direction, prosocial, restrictive conformity, and maturity. After improved the definations and domains, he refined the the values as stated in Table 1 (Schwartz, 2012).

**Table 1. The 19 Values in Human Values Theory,
Each Defined in Terms of Its Motivational Goal**

Value	Conceptual definitions in terms of motivational goals
Self-direction-thought	Freedom to cultivate one’s own ideas and abilities
Self-direction-action	Freedom to determine one’s own actions
Stimulation	Excitement, novelty, and change

Hedonism	Pleasure and sensuous gratification
Achievement	Success according to social standards
Power–dominance	Power through exercising control over people
Power–resources	Power through control of material and social resources
Face	Security and power through maintaining one's public image and avoiding humiliation
Security–personal	Safety in one's immediate environment
Security–societal	Safety and stability in the wider society
Tradition	Maintaining and preserving cultural, family, or religious traditions
Conformity–rules	Compliance with rules, laws, and formal obligations
Conformity–interpersonal	Avoidance of upsetting or harming other people
Humility	Recognizing one's insignificance in the larger scheme of things
Benevolence–dependability	Being a reliable and trustworthy member of the ingroup
Benevolence–caring	Devotion to the welfare of ingroup members
Universalism–concern	Commitment to equality, justice, and protection for all people
Universalism–nature	Preservation of the natural environment
Universalism–tolerance	Acceptance and understanding of those who are different from oneself

As seen with evolution and refinement in the table of values made by Schwartz, it reinforces values as an important individual motivational factor.

2.2. Work Values

Work values are important in business life because they have influence on our decision making process and also they are important part of organizational culture. Work values also identified as critical variables in the career development process and reinforces of job satisfaction (Super, 1952, 1980).

Work values may be defined as beliefs about the of certain attributes of work like pay, autonomy, working conditions and work–related outcomes such as a accomplishment, prestige, fulfillment. Work values act selecting appropriate work–related behaviors and goals. Recent searches shows that work values are part and related with general values (Lyons, 2006; George and Jones 1997; Roe and Ester 1999).

Schwartz (1999) insists on that values influence on attribute to work are not individual-level. He has holistic approach the relations between work and human values. According to Schwartz, culture affects individual values and individual values affect work values (Schwartz, 1999). Abesseleo and Rossier (2017) explain significant relationship with work values (intrinsic, extrinsic, social and prestige) and human values (Abesselo, 2017). In this study, it is aimed to understand how work values effect relationship between Human Values and Motivation.

3. Research Model and Hypothesis Development

3.1. The Relationship between Human Values and Work Values

As stated before, work values are derived from human values and human values has positive effect on work values. (Lyons, 2006; George and Jones 1997; Roe and Ester 1999). In the light of the existing literature, we hypothesize that:

H1: Human Values has a positive effect on Work Values

3.2. The Relationship between Work Values and Motivation

Motivation process is highly complex process. Locke (1997) developed a structural model named work motivation process. It consist of needs, work values, work characteristics, organizational policies, job involvement etc. (Locke, 2004). Thus, in the light of the existing literature, we hypothesize that:

H2: Work Values has a positive effect on Motivation

3.3. The Relationship between Human Values and Motivation

Schwartz (1994) specifies his theory a set of dynamic relations among the motivational types of values which allows to relate values to other variables in an integrated manner. (Schwartz, 1994) Defining the values derived from the motivation type. In research, we try to understand effect of human values in motivation process so we hypothesize that:

H3: Human Values has a positive effect on Motivation

3.4. Work Values mediator role in the relation between Human Values and Motivation

In research, we try to understand effect of work Values that plays mediator role in the relation between Human Values and Motivation so we hypothesize that:

H4: Work Values plays mediator role in the relation between Human Values and Motivation.

3.5. Work Values moderator role in the relation between Human Values and Motivation

In research, we try to understand effect of work values that plays moderator role in the relation between Human Values and Motivation so we hypothesize that:

H5: Work Values plays moderator role in the relation between Human Values and Motivation.

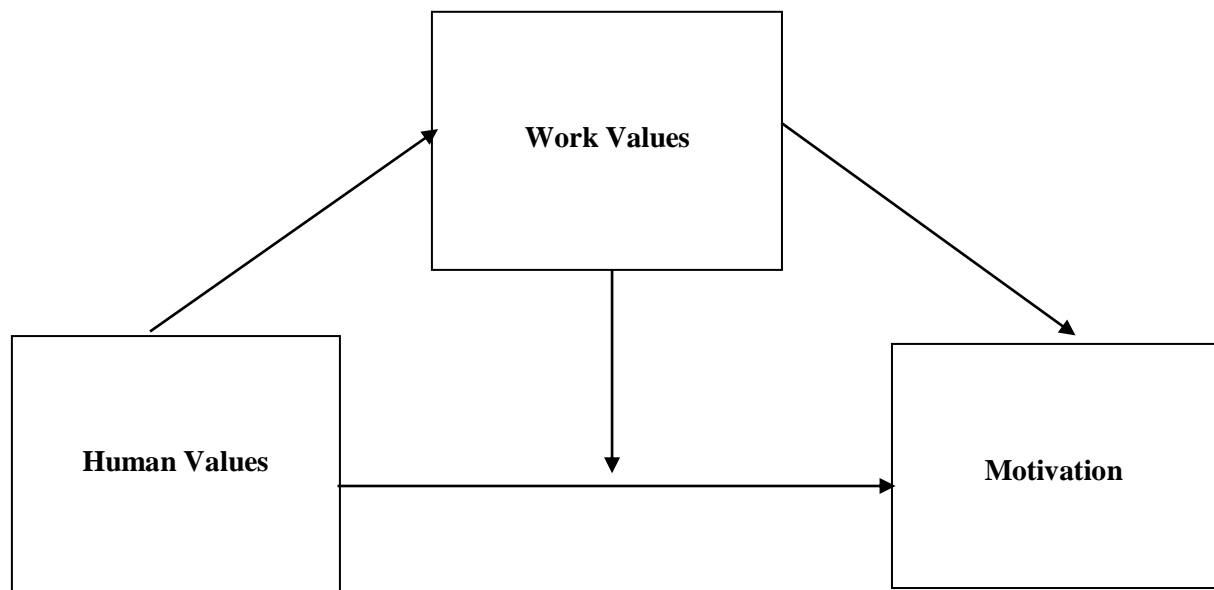


Figure 1. Conceptual Research Model

4. Research Methodology

This study was a quantitative cross-sectional research. Six-point Likert scale; ranging from strongly disagree to strongly agree was used in the survey. Firstly, the reliability and validity of the scales were determined. Regression modeling method was used to test the hypotheses. Additionally, as post-hoc analysis, mediator and moderator analyses were conducted according to Baron and Kenny method (Baron&Kenny, 1986).

4.1. Measures and Sampling

The scales adopted from prior studies were used to measure the dimensions. The scales adopted by Schwartz (2012) from prior studies were used to measure human values (57 items). Work Values scales adopted Lyons (2010) were used to measure work values (31 items). And finally scales adopted from Tan Teck-Hong and Amna

Waheed, (2011) were used to measure motivation purchase intention (30 items). More than 1200 distributed, 253 valid questionnaires were gathered from prominent cities (Ankara, İstanbul) throughout Turkey by using convenience sampling method and voluntary response and by using face to face method. 168 of the respondents are male and 85 are female.

4.2. Construct Validity and Reliability

The exploratory factor analysis was conducted for remaining items after the data purification process. As shown in Table 1, confirmatory factor analysis resulted as the standardized factor loads of each item are larger than 0.5 and significant. These results determined the convergent validity of the scales.

Table 2. Exploratory factor analysis

Variables	Items	Standardized Factor Loads
Human Values		
Self-Enhancement	KDPR0220	0,790
	KDPD0229	0,765
	KDPR0344	0,724
	KDPR0112	0,723
	KDPD0341	0,687
	KDAC0348	0,638
Openess to Change		
Self-Direction Thought and Action	KDSA0230	0,784
	KDSA0116	0,724
	KDSA0356	0,706
	KDST0101	0,617
Self-Transendence		
Universalism-Nature	KDUN0221	0,784
	KDUN0108	0,755
	KDUN0345	0,599
Universalism-Tolerance	KDUT0357	0,808
	KDUT0234	0,702
	KDUT0114	0,672
Conservation		
Tradition	KDTR0340	0,870
	KDTR0233	0,844
	KDTR0118	0,800
Conformity-Rules	KDCR0231	0,842
	KDCR0342	0,761
	KDCR0115	0,711
Security-Societal	KDSS0350	0,655
	KDSS0235	0,622
	KDSS0102	0,532

Work Values		
Instrumental	IDIN0619	0,791
	IDIN0720	0,777
	IDIN0821	0,766
	IDIN1027	0,740
	IDIN0209	0,564
Cognitive	IDCO0408	0,815
	IDCO0306	0,802
	IDCO0617	0,611
	IDCO1230	0,598
Motivation		
Recognition	MORE0109	0,883
	MORE0211	0,881
	MORE0310	0,861
Growth	MOGR0213	0,900
	MOGR0112	0,818
	MOGR0314	0,766
Relationship with peers	MORP0219	0,881
	MORP0118	0,842
	MORP0320	0,787

P<0,005 for all items

In Table 2, Reliability of each construct individually calculated. Composite reliability and Cronbach α values are beyond the threshold level (i.e. 0.65) (Vaske, 2008).

Table 3. Cronbach α values

Variables	Cronbach's Alfa
Human Values	0.794
Self-Enhancement	0.821
Openess to Change	0.755
Self-Direction Thought and Action	0.755
Self-Transendence	0,725
Universalism-Nature	0,677
Universalism-Tolerance	0,682
Conservation	0,828
Tradition	0,850

Conformity–Rules	0,797
Security–Societal	0,849
Work Values	0.775
Instrumental	0,803
Cognitive	0,696
Motivation	0,886
Recognition	0,917
Growth	0,852
Relationship with peers	0,848

4.3. Test of Hypotheses

The structural model has been analyzed by using regression modelling.

Table 4. Hypotheses Test Results

Relationship		Standardized Coefficients	Unstandardized Coefficients
Human Values	→ Work Values	0,409*	0,497*
Work Values	→ Motivation	0,654*	0,821*
Human Values	→ Motivation	0,450*	0,687*

*p<0,05

As shown in Table 4, H1, H2, H3 are supported and the results are similar with previous reearches and literature.

According to the results, post–hoc analyses were conducted for investigation mediator and moderator roles of work values. For the post–hoc analyses Baron and Kenny method was applied. For this reason two additional hypotheses were suggested. In the light of the path analysis results, we hypothesize that

H4: Work Values plays mediator role in the relation between Human Values and Motivation

H5: Work Values plays moderator role in the relation between Human Values and Motivation

The mediator analyses were conducted according to Baron and Kenny method (Baron & Kenny, 1986). According to this method, firstly, correlations among the variables should be verified (Baron & Kenny, 1986). To test H4 below, 3 models developed:

$$\text{Model A1: } MO = \beta_0 + \beta_1.HV + \epsilon$$

$$\text{Model A2: } WV = \beta_0 + \beta_2.HV + \epsilon$$

$$\text{Model A3: } MO = \beta_0 + \beta_1.HV + \beta_2.WV + \epsilon$$

Table 5. Work Value Mediator Hypothesis Test Results

Relationship	Model 1	Model 2	Model 3
Human Values → Motivation	0,450*		0,219*
Human Values → Work Values		0,654*	
Work Values → Motivation			0,564*

Note: Path coefficients are standardized

*p<0,05

As shown in Table 5 H4 is partially supported. Because after WV was included into the model relationship between HV and MO considerable decreased but not turned to insignificant. As shown in Table 5, H4 is partially supported.

To test H5 below, the moderator analyses were conducted according to Baron and Kenny method (Baron & Kenny, 1986). According to this method, correlations among the variables need not be verified. 2 models developed:

$$\text{Model B1: } MO = \beta_0 + \beta_1.HV + \epsilon$$

$$\text{Model B2: } MO = \beta_0 + \beta_1.HV + \beta_2.WV + \beta_3.HV'.WV' + \epsilon$$

Table 6. Work Value Mediator Hypothesis Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 ^a	.202	.199	.68457
2	.685 ^b	.469	.463	.56069
a.Predictors: Human Values				
b.Predictors: (Constant), carhuXwv, Human Values, Work Values				

*p<0,05

As shown in Table 6, R² in model 1 is .202 and R² in model 2 is .469. The difference between the square values is 0.267 and it is a significant increase.

Table 7. Coefficients of Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	B Std. Error			
1	(Constant)	1.816	.412		4.408	.000
	Human Values	.687	.086	.450	7.983	.000
2	(Constant)	-.040	.396		-.101	.919
	Human Values	.330	.077	.216	4.258	.000
	Work Values	.695	.065	.554	10.694	.000
	carhuXwv	-.028	.030	-.045	-.928	.354

Although The difference between the square values is significant increase, but As shown in Table 7 H5 is not supported. After WV and carhuXwv was included into the model relationship between HV and MO, CarhuXwv is not significant.

5. Conclusion

In this research, study provides a small brief to the existing literature by explaining the mediator and moderator role of work values relationship between human values and motivation. After conducting post hoc analyses, partial mediator roles of work values have been proved. But another finding of this study is no moderator effect role of work values between human values and motivation.

The findings of this research is important and similar explanation with Schwartz model. As mentioned before, work values are reflection of human values in work or business life. In theory or in practice in life, work values are part of the human values and it cannot be separated human life and culture from the big perceptive.

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Structural Investigation of Project Logistics and Transportation

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Abstract: This paper contains structural studies in the field of project logistics and transport. Project logistics and transportation has become a field which is rapidly developing and requires ownership in a separate area of expertise. The study analysis the risks, process and management stages that can be encountered with the investigation of the increasing cost and different risk factors along with the interconnection of the logistics area with the other sectors and the three main basic values of the project logistics and transportation. This study, in which the results obtained in case of good flow of the project in logistics processes are evaluated, makes a literature review.

Keywords: Project Logistics, Project Transportation, Logistics, Logistics Process Analysis, Project Logistics Risk Elements

1. Introduction

In recent years, project cargo and transportation has been developing in the world. The main reasons are increasing labor costs and investment projects. Labor high country of the workforce of the production parts to countries with the lower ones (Factories), transportation, mining according to define sectoral investments, factories, energy, construction (airports, bridges, private / public facilities, etc.) In areas such as the transport of construction or continuity which is a requirement when parts It covers. In terms of quotas it is used, it is used to transport heavy and bulky goods (Sarı, 2016).

Project transportation is currently serving many sectors. They are divided into their own fields of expertise. For example, loading and unloading operations should be done within the engineers.

Project logistics, especially in the field of logistics operations in line with the spatial tasks; It covers the field operations such as handling, distribution, storage, and also the function of completing the production of semi-finished construction parts or machine parts, especially

in the construction sector. The reason for its customers across multiple institutions, bodies can provide integrated service instead of a single person, the people prefer not to see. In this case, the way to logistics companies is outsourcing.

Selection of application, technique and decision type in the field of project logistics and transportation has an important place.

2. Project Logistics and Transportation

Project transportation is an area that does not contain standardized methods, methods and techniques. (Örnek, 2009). The reason for this is that there are non-gauge materials in the first order. The equipment and tools used in these installations must be compatible with the size and power equivalent materials. The characteristic of the load to be carried, the route, the carrier according to the mileage should be determined (Sarı, 2016). Another factor that disrupts the transport standards is the type of transport we will use in the destination process. Sea, road and rail transport modes are more common to be determined according to the quantitative and qualitative status of the cargo and the destination to destination (Sarı, 2016). The type of transport covers the entire logistics area. Together, it is a factor that directly affects cost items.

Project logistics and transport concepts have a special meaning in the sector. (ERDAL, 2007) Within the scope of international transportation, transportation of cargoes (150 tons or more) considered out of gaps is considered as project transportation (GILLESPIE, 1992).

In addition to the transport factor in the logistics activities of the project, it fulfills the responsibilities of the customers, such as storage, handling and distribution, which are complex and demanding focus.

The choice of transport type in project transport is an important constraint in the exit and arrival (country, location, location) range. This process should be planned very well and data (size, volume and digital indicators of the goods to be transported) should be provided on site. The following factors are important when selecting transport type and mode (Örnek, 2009).

1. **Technical specifications of the material / goods to be transported:** It is an item that applies to all logistical activities. The project comes to the fore in logistics. The material width, length, height and weight measurements as well as structural

characteristics of should be presented. By determining the center of gravity of the material, the position of the load in the vehicle is formed.

2. **Consultation with experts if deemed necessary:** Project transport is an area that sometimes involves engineering and expertise activities. Therefore, the internal and external security of the material to be transported should be taken. For example, a material containing ADR (hazardous material) cannot be moved without the control and approval of the ADR expert.
3. **Risk management plans:** Materials plans to follow the route in position, all obstacles to the delivery of the material is determined to cause trouble. The next step is the removal or removal of our shaft.
4. **Possible risk areas:** In the case of risk areas, the status of the material to be transported or the service to be provided in the logistics area of the project can be mentioned which are different and which fall into the same category. This process is completely related to the progress and development of the project and can be said as concrete and abstract situations.
5. **Route of the materials:** It consists of determining the route to be followed and forwarding the reports by the leading team.
6. **National or international conventions:** It covers the documents used in the field of import and export.
7. **Legal process:** It is the process that proceeds from the beginning to the last stage of the project. It is carried out together with legal advisors.
8. **Insurance:** The materials are secured. An investigation is initiated for any damage union. In accordance with these reviews, concrete results are obtained.
9. **External security elements of the material:** The destruction of the material, the difficulties in the area of the climate and route, examples of confiscation of the material by persons / persons at unsafe crossing points can be given.
10. **Intrinsic safety elements of the material:** If the plans are not processed properly, the security elements that will be able to spread to the environmental factors will start to occur.
11. **Final Arrival Area Supply:** The destination area (project area) ensures that the material is protected and emptied in a healthy manner.

All stages of project logistics require coordination skills from beginning to end (Sarı, 2016). In this direction, the functional areas are numbered with the help of the figure and shown below.

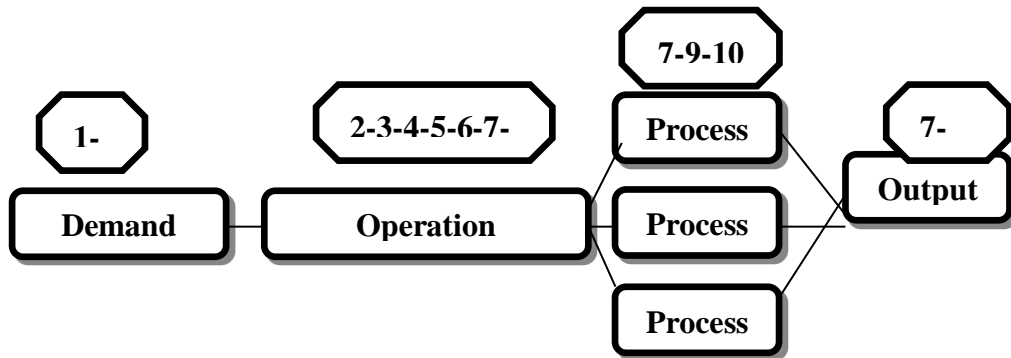


Figure 1 . The distribution of the group of factors.

There are three main basic elements of Project Logistics. These are "Health, Safety, Security". At the same time, the personnel who will work in the field of project logistics have to implement the OHS (Occupational Health and Safety) rules and environmental compliance should be taken into account (Örnek, 2009).

Another important constraint in the project logistics is the measures to be taken if the risk analysis results. This constraint is important in terms of the high financial value of the material to be transported and the high production time of some materials. Especially in terms of period, it is possible to encounter such materials in construction projects called mega projects. Material production can sometimes be more or less than this process if it can have processes over a year.

If the risk analysis data flow does not have an accurate transmission, a possible material loss may be encountered. This situation may leave the customer facing sanctions. Damage can be more costly than the service cost that given.

2.1. Project Logistics and Transportation Processes

The process management and stages of project logistics and transportation take place in the form of a chain ring. The loss of three major essential elements (Health, Safety, Security) in the field of project logistics can occur in a weak or missing cycle of chain rings.

Project logistics and transportation processes consist of six main parts. These processes can be listed as preparation, analysis, design, planning, implementation, result and quality control (Çorak, 2015).

2.1.1. Preparation Stages

The preparation phase of the project not only includes logistics and transportation, as well as "project management" encompasses the area. Although the project management preparations are presented with different observations, they are the same as the variables.

The preparation phase is the stage of feasibility preparation. It is the most important chain link of the stage. Inaccuracies in the incoming data feeds the entire process in a time-sensitive manner. It can cause loss of life and property.

The feasibility study has to address the whole process of operation.

We can list the important elements of the preparation stage as follows.

- Receiving all technical information.
- Requesting technical drawings.
- Examination of operation processes.
- Establishment of the vehicle for the field operation (towing for the highway, full ship rental, etc.) and equipment lists.
- Examination and preparation of national and international permits for vehicles and equipment.
- Creation of cost items.
- Determining the transition routes and sending the front audience if necessary. Reporting of obstacles in vehicle transit or loading – unloading areas.
- The timing of the loads to be transported must be determined. Climatic conditions and final destination should be taken into consideration the land conditions. In this case, if there is a compulsory installation, the cost, the transport mode and the means to carry will be changed. This situation is one of the most common situations in project logistics transportation. Therefore, all decisions given by project managers should be reviewed in detail.
- Reporting and making a report

2.1.2. Analysis

The stage of analysis is the stage of how the operational processes will be carried out. This phase covers all items mentioned and identified in the operation process (Örnek, 2009). Supply chain management has an important place at this stage. The reason is the

procurement process of the vehicles and equipment to be used in the field operation (towing, forklift, crane, etc.).

2.1.3 Designing

The phase of the final project is related to logistics and transportation. The cornerstones of the operation process are determined. The main lines of coordination occurs.

2.1.4 Planning

The planning phase cannot be regarded as a standard operational system since there will be no standardized transport and field operation in the project logistics and transportation. Planning is an important element in project transportation. Transport documents and pass permits are obtained for the designated routes. Tools are prepared for escorting the vehicles determined during the preparation phase. Equipment procurement process and the field is given a date for the vehicle (Sarı, 2016).

2.1.5 Application

The implementation phase is the stage in which the whole preparation process takes place. The checkpoints established on the specified routes are reported to the status of the transported materials. Insurance and customs procedures are carried out.

The drop off area is kept ready before the material. The equipment and the subcontractors to be employed in this field (if necessary, a contractor firm) are kept ready with the field equipment. In addition, pre-planned preparations are applied unless there is an opposite in the loading and unloading areas. There should be experts in these areas. In the loading and unloading areas, the reporting reports are made with the photographs where the plates of the vehicles taken from different angles appear. It is important to request vehicle location information from shipowner companies as project-based outsourcing in project logistics transportation. If the main contractor is doing the company transportation, the location information will be found in them. This rule will prevent vehicles from being off-route.

2.1.6 Quality Control

The quality control phase is the finalization phase. The project is examined from start to finish. Profit – loss analyses are performed. If there are error points, it is possible to conduct research in these areas. The profit margin upgrade opportunities should be reviewed if the project is in the field of logistics. It is important to carry out satisfaction meetings with customers.

3. Differences of Project Logistics and Transportation From Sectoral

Management of the project logistics area is not possible with a traditionalized structure. Since each project has different processes or process factors, suppliers can remain committed to the main contractor logistics company (Cebeci & Güner, 2015). This may disrupt the process flow of any project. Therefore, suppliers of equipment and shipowners must be suppliers. Labor law and its operation increases its importance in this field. The purchase and pricing of the projects is determined by the negotiation or tender procedure (Morledge, Knight, & Grada, 2009). This situation leads to a competitive structuring between logistics companies.

There are standard production concept and quality control stages among the differences of the project logistics area with other sectors. The quality and efficiency level is high in the stages of the replacement of a material which is produced with the standard approach and reaching the final consumer (Cebeci & Güner, 2015). However, the project takes a higher percentage of the time when the unique characteristics of the materials transported and produced in the logistics transportation are compared with the rate of change. This is a factor affecting productivity and quality ratio with structural differences (Morledge, Knight, & Grada, 2009).

On the other hand, climatic conditions and environmental conditions have a great impact in project logistics. Especially when it becomes important in construction projects, it gains a separate place. JIT (Just In Time, which reduces costs), as well as productivity advantages that are used extensively in other sectors, are not effective in terms of sustainability in project logistics and transportation (Sullivan, Barthorpe, & Robbins, 2010).

The challenges of climate and environmental conditions may depend on the condition of the material, especially in project logistics, but it may make the methods of storage and handling difficult. This differentiates the operational process from other sectors logistics activities. Electronic, oxidation-free, cracking or fracture likely to affect the environmental factor (Chemical-containing materials) is the leading group.

The structural differences in project logistics and transport can extend or shorten the list in terms of project site time and variable costs. This situation varies from project to project.

4. Project Logistics Interior Operation Activity: Area Logistics

Area logistics is the management of the physical flow of the project area. Planning, organizing, directing materials to related departments and controlling stages in the project

area are of interest. The handling system, safety equipment, material acceptance and quality control include inventory management activities (Da Silva & Cardoso, 1999). Field logistics can be studied under three main headings. These; Material acceptance and control, handling and inventory management is possible to say (Cebeci & Güner, 2015).

4.1. Material acceptance and quality control

In the project area, counting and quality control of the materials for construction or intermediate production (eg machines used in galvanized sheet bending) is performed. In this process, purchase clause must be taken into consideration. The number and nature of the materials coming to the project area is important. In the quality control phase, any negative or qualitative factor should be purchased and returned to the upper units. If this process cannot sustain a health process, the time period devoted to the production or intermediate production period may increase.

Prior to material admission, the site of unloading, protection conditions (branding, stretching, etc.) should be determined and managed. One of the most important elements is to be in contact with the supplier and the supplier. In spite of these rules, carrier vehicles are waiting in the project areas or in regions close to these areas. Or the opposite material does not come within the agreed period of time. This situation has criminal penalties (CPA & SFC, 2005). According to the countries in progress of the project, criminal sanctions may vary.

4.2. Handling

Handling means moving and moving things with mechanics or manpower. As a logistics activity, it is called the loading and unloading process between the final points or the modes of transportation (Güner & Çoşkun, 2012). Handling can be done with forklift, trans pallet or manpower in low tonnage materials. In the case of large tonnage materials, manite, conveyor, crane etc. which can lift in terms of tonnage. can be provided with tools.

There are two types of handling in terms of space logistics. The first one is to unload the project area to the previously agreed area. The second one is to send the material to the region where the material will be used again in the project area (Cebeci & Güner, 2015).

4.3. Inventory management

Inventory management is important in project logistics. It is particularly complex in the construction sector, which has a significant place in the process from rough construction to fine work. The reason for this is the excess of material items and the variety of the same material type. It is easy to block complexity. This complexity will be eliminated in the case of stock counts, input outputs, location delivery and tracking of stock data for closed

warehouse and open field warehouses. However, when the factors such as intensive and job-building begin to occur, some personnel do not use this method.

Another inventory method is the user-managed (VMI) system. This system approach follows the stock quantities of the warehouse or manufacturer. When the stock amount falls to a certain level, the order pass is brought to the agenda (Wood & Murphy, 2008).

5. Conclusion

Project logistics and transportation vary in the logistics service area of many sectors. It has been observed that different feasibility studies should be made in sectoral sectors, from the mode of transport and transportation to logistics processes and from mode to inventory processes. This work is different from working in other sectoral areas, field studies are also different. In the field of transport, changes in transportation, form and duration are observed.

Site storage and inventory management in the project area is not a non-circulation model. However, it is possible to see some changes.

It has been determined that there should be an option in terms of environmental conditions and climatic conditions. It is in the foreground that preparation, planning and implementation should be done. In such cases, it may cause great harm to the environment and human factor if it is acted out illegally. While this damage is within the application area or the material is in the unloading and route areas, the three main, activities can be negatively affected.

Uncertainty of start and end dates of the project in the field of project logistics and transportation, Production time of materials, exchange differences affect the healthy processing of logistics processes. Therefore, the constraints in logistics project and transportation are large. SWOT analysis of the dangers criteria should be taken into consideration.

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Development of Airline Transportation, Comparison with Transportation Modes and its Future in Logistic Sector

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Abstract: This article consists of three main parts. It dwells on some concepts that are related to airline transportation and airline logistic. In general, it examines development and future of airline transportation and compares airline transportation with other transportation types by considering the historical flow and developments about logistics. To begin; in the first part of this article, some information about the history of logistics are given. In the second part, it outlines the transportation modes, comparisons and air cargo. Lastly, the third part of the article informs about futuristic developments in airline transportation. Literature review method is used in this article to understand the current situation of futuristic developments and transportation modes. The focus and the aim of this article is examining the historical background and also the future of airline transportation, in addition to remarking the deficient and missing points of this sector for the other studies about this topic.

Keywords: Airline Transportation, Logistics, Transportation Modes, Futuristic Developments

1. Introduction

1.1 Definition of Logistics and Its Basic Activities

It is not possible to reach a single definition when the periods in relation to the definition of logistics are taken into account. Alongside with the concept of logistics having a very large content and area of effect, technological advancements have made it possible for defining this concept in many different ways.

First of all, logistics is a product of geography; it is not independent of geography. This geography determines the possibility of logistics. Logistics has been started to be used as a concept in military field for the first time. Alongside with the improvement of technology, the concept of logistics that was gradually understood to be important through the transportation of army materials and personnel has become an accepted part of our lives as trade logistics and modern logistic. In accordance to the Turkish Language Society, logistics means “to plan and carry out the transportation of all kinds of products, service and

information flow for compensating the needs of people effectively and productively”. Another definition in relation to the concept of logistics is “the part of military knowledge that gathers the works that pursues the goals of keeping the army in the most efficient condition for providing food and drink, health and communication services, road conditions etc. during a war or a military march”. And the definition for logistics in production sector is “the processes that plans, carries out and controls the transportation of information about storing and processing the raw material and acquiring the completed product for meeting the needs of customers from the point of the source to the point of choice”.

The definition done by The Council of Supply Chain Management Professionals: CSCMP, which is the international organization of logistics sector, becomes prominent when the definition of logistics in administration area is taken into account. In accordance to this definition logistics is defined as the planning, application and controlling period carried out for transporting, raw material the inventory within the period, final product or related information in the most efficient and cheapest way for the purpose of satisfying the consumer needs from the point of origin to the final consumption point. (DURMUŞ & ÖZTÜRK, 2014)

The most used definition of logistics by the logisticians is the transportation of the right product to right place in the right amount at the right time in the right cost at the highest flexibility without any damage. These aspects area also called the seven rights of logistics.

Logistics is a support function for production and sale functions. Logistics consists of the main activities of transportation and storing, complementary activities of packaging, value added services, customs, order management, stock management, insurance, examination and observation. Logistics is the coordination of every material movement between the point of origin and destination. Activities of logistics in relation to the product flow are Transportation, Storage, Packaging and Value Added Services and activities of logistics in relation to the service flow are Customs Clearance, Insurance, Examination / Expertise / Observation, Stock Management and Order Management/Customer Services.

1.2 Improvement of Logistics and Provision Management Chain

History of the logistical activities dates back to the history of humanity. Before advancing to the permanent settlement, conserving and carrying the hunted animals and gathered foods can be accepted as the beginning of the logistical activities. Transportation, protection and storage of produced foods and supplies in various methods became a necessity after the advancement of permanent settlement. Raw material production and distribution with ships and caravans between countries and continents started in medieval age.

The producers produced more than what is necessary for legal markets with the spreading of mass production through the industrial revolution. This situation has pushed the producers to expand to more distant markets. The necessity of transporting the products to more distant markets caused transportation activities to get more important with each passing day. (ÜRGÜN, 2015)

With the competition environment which increased in international and domestic trade, the companies that wanted to increase their activities and profits resorted to various methods for a profitable growth by decreasing their costs. Logistics, as a factor resorted by the companies while exhibiting these attitudes, became a field that gained increasingly more importance. Factors such as international developments, political collaborations and economic associations, increase in trade volume, developments in transportation services, spreading of electronic trade has brought the concept of logistics, which was being used in the military field since 18th century, into prominence with its cost reductive structure. Usage of the logistics concept within the economic structure for businesses is a rather new case. Logistics concept, which has a very old history as a military term, has started to spread rapidly. New understandings of service have appeared in a way with advanced activity, extent and subject for providing the services necessitated by our age. Logistics gained a crucial place in the present business world as much as the military. Logistics is one of the limited areas that affect the life standards of a society in an important level. Almost every area in relation to the human activities is being affected by logistics directly or indirectly.

Construction of pyramids is deemed to be the oldest project within the scope of using logistics in public field. Carthagian General Anibal transporting his army of 30 thousand people from French to Italy over the Alps with horses and elephants is an important milestone in the history of military transportation. Aside from that, logistics had no major importance at the start of 20th century and was not applied to the area of business until the World War 2.

Progressively increasing interest towards logistics sector can be related to the factors such as unstable increase in traditional transportation costs and prices of petrol, increase in productivity, changes in stock structure, obligation to compensate the increasing customer expectations in time, fast and important innovations in computer and communication technologies, increase in national and international companies that operates in the sector and their scales. As a result, the importance generally gained by logistics sector now, forces companies to improve their logistical productivity and acquire competition advantage.

Supplying means, to procure a necessary product in the right way and amount in the right price from the right place at the right time. The supplier must supply its own materials in the same way in order to produce the procured product itself. By doing so, a supply chain reaches to the first material. (TANYAŞ, 2015)

Just like the concept of logistics, there are many different definitions that were accepted for the concept of supply chain. The common ground of every definition done for the concept of supply chain is to include every activity carried out before production, during production and after production. Supply chain management is to increase the satisfaction level of the customer throughout the supply chain and manage materials, money, employees and information for acquiring superiority against competitors. In other words it is the integrated method of material, information and money flow that provides the right product to reach to the customer at the right price in the right place at the right time for the lowest cost possible for every supply chain. According to the Council of Supply Chain Management Professionals – CSCMP, Supply Chain Management is the systematic and strategic coordination of the supply chain and every company contained in this chain in a manner which the management functions and plans of the companies include every company in the chain. (TANYAŞ, 2015)

Supply chain management is to provide the coordination of every activity in the supply chain by providing a connection between suppliers, transporters, intra-business departments and businesses. (KÖGMEN, 2014)

Concept of supply chain management was started to be used at the beginning of 1980's for the first time. Companies that can combine their strategies and goals with supply chain can create product, process or service advantages. The businesses focused to supply chain as a result of some important changes. The first of them is the businesses distributing new and different tools to its suppliers and distribution channels for reducing their costs and improving the processes. The second one is the trade, which globalizes and grows accessing to the new markets that are hard to reach and appearing of new models. Another reason is the current market conditions forcing the businesses to adopt the supply chain for accomplishing the customer requests as soon as possible. Lastly, developments in relation to the technology of internet and information have caused the businesses to see the supply chain as a resource for gaining advantage against competitors.

Supply chain management is a process that contains the locations of materials, the phase transitions from the starting points of raw materials to the end of their useful lives. The main reason of this process is to gain a maintainable competition advantage and create a strategic force to improve it by reducing the costs without decreasing the satisfaction levels of

customers. Competition power of a company is related to the quality of the good or service provided with remaining price in the conditions of global economy conditions with almost equal costs. Global competition conditions force the companies to produce the goods or services in accordance to the demand and in the right amount (for preventing the stock costs) and to provide them to the customers in the right place at the right time. At this point, when we consider the developing technology and competition conditions, the supply chain and the concept of logistics become prominent. (KAČNICIOČLU, 2007)

1.3 Logistics and Transportation

Transportation is to change the place of a person or an object for a certain purpose with a transportation vehicle in healthy and undamaged situation. In other words, transportation is to change the place of people or objects for a benefit in an appropriate and economic way. Transportation is benefited from for almost every situation that requires the change of place. Request of transportation substructure required in accordance to the magnitude of the activity, area of effect and urgency of transportation, vehicle and speed of transportation can change. Properties of time saving and place benefits of transportation must be taken into consideration. Value of the transportation raises in relation to the measure, which makes time saving, sufficient and economic change of place possible.

Concept of transportation has changed greatly with the development of technology, inventions and other similar factors that made the human life easier. While the humans in first age carried their burdens with their hands, on their backs and over their heads, this situation has progressively modernized and became the transportation methods of the present. Invention of steamships and other vehicles that work with steam has occurred after the industrial revolution, especially the producers that adopted the mass production and expanded to the international market after getting satisfied from the local market has affected the transportation. (BATUR, 2008, s. 7,8).

Transportation is one of the main tools that meet the requirements of the civilized life of the people. The necessity of transportation arises from any reason that necessitates the change of place for a person to sustain its life and constantly increases in relation to the population, economic, trade, social and politic movement, it also arises from the necessity of transporting both people and goods and services required for people with different vehicles on different surfaces (land, air, water) from one place to another in high quantities and rapidly. Transportation also helps in establishing the time and place relation between geographic points. Activities that necessitate the transportation are encountered in every point and every moment of life such as production, consumption, trade, defense, social life and services.

Transportation service is the most important factor that connects every logistical activity to each other. Transporting the product to the consumption point for the potential consumer determines affects the value of the product. Transportation service is extremely important within the scope of providing this connection. Transportation is a sector in relation to transporting both humans and products that was produced by humans from one point to another. Humans both try to transfer the products to different points and benefit from transportation for personal necessities such as travelling, touring and similar necessities for thousands of years. (BATUR, 2008) There are factors that affect transportation sector within the national and international context. These are deregulation, development of full-time delivery, effects of customer services in high levels and globalization. (BATUR, 2008)

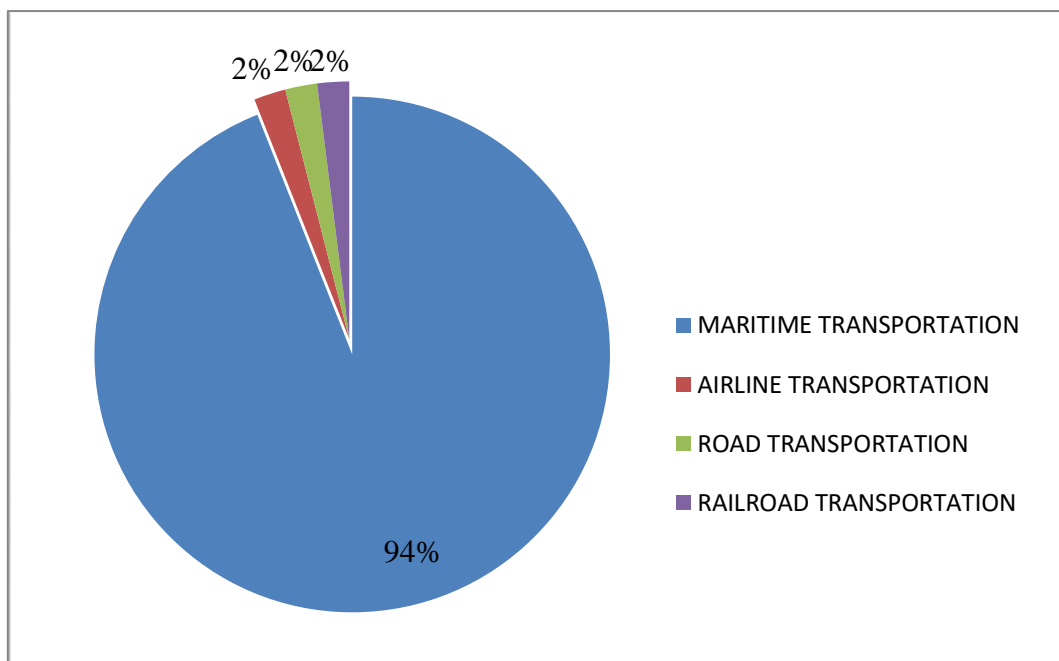


Image 1. Transportation Rates in Turkey (ÜRGÜN, 2015)

Logistics essentially includes the movements of economic goods from the point of origin to point of final consumption. Transportation is the most important component of transportation activities because it provides the movement of products. Transportation is also important in other sectors. A country's success and potential in transportation allows that country to develop and have a voice worldwide. (ÜRGÜN, 2015, s. 27) Countries are producing goods only for themselves and markets the goods they produce to other countries through exportation, and this is one of the most important factors that affect the economic development of countries. Countries must have established the necessary transportation

substructure for exporting the products that they produced. Transportation sector has an important place for region and country economy aside from its investor with its direct and indirect contributions to the national economy. (BATUR, 2008, s. 13,14)

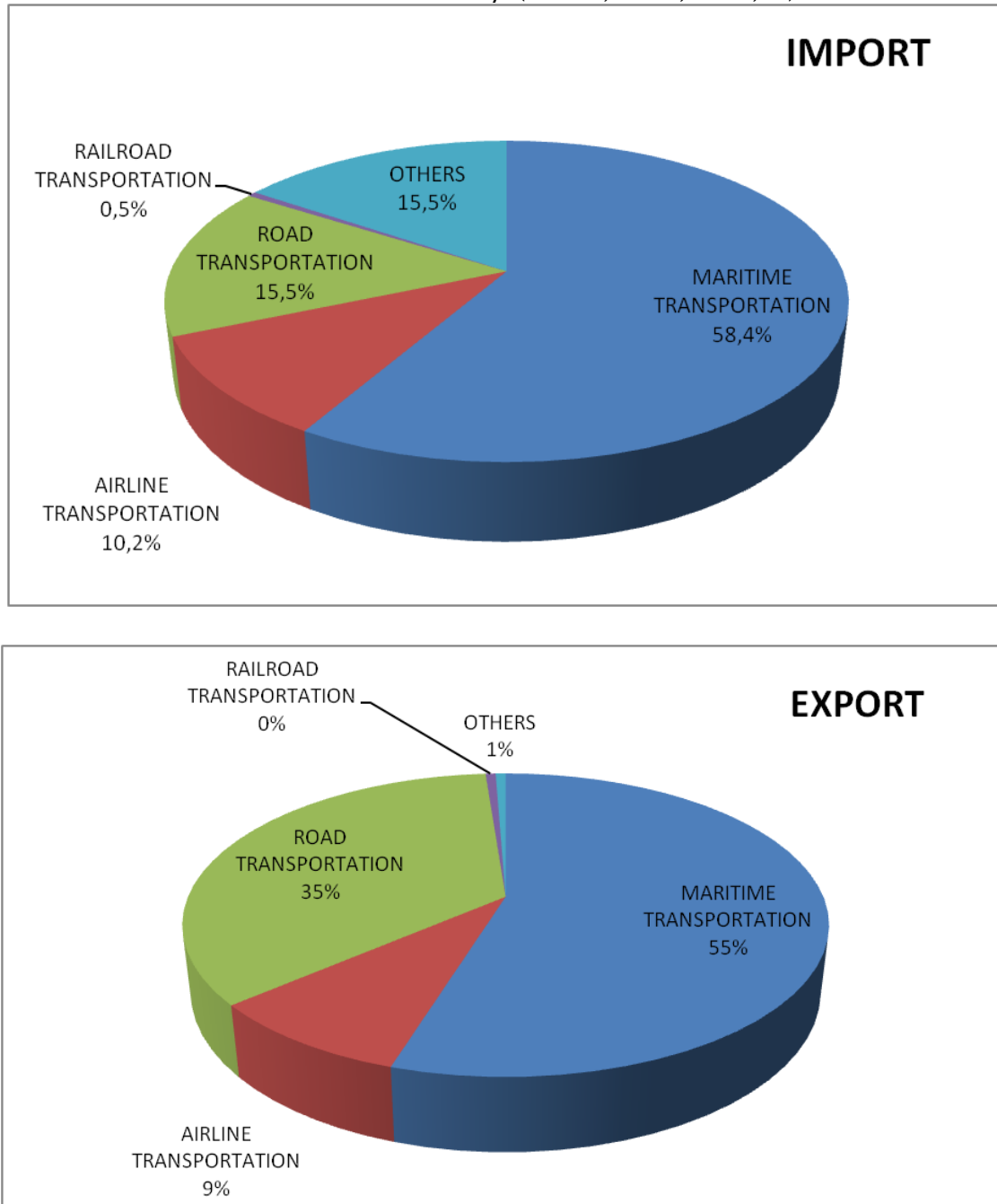


Image 2. Distribution of our total imports and exports in relation to the carried out transportation modes (TOBB, 2014)

2. Transportation Modes

2.1 Introduction to Transportation Modes

- 1) Road Transportation
- 2) Railroad Transportation
- 3) Maritime–Waterway (river) Transportation
- 4) Airline Transportation
- 5) Pipeline Transportation

Transportation modes consist of five main titles as road, airline, maritime–waterway, railroad and pipeline. Each transportation mode has its advantages and disadvantages. Features such as reliability, speed, frequency, elasticity, capacity and economic productivity are used in the comparison of transportation modes.

Airline transportation has a high cost in logistical system, but it has lesser risks than other transportation activities. For this reason transportation of extremely valued products is carried out through this method. Maritime transportation is a transportation method with low cost, speed and risk and it is used for transporting goods that have big volume and relatively low on value. Road transportation has a cost between maritime and airline transportation and it is the most common transportation method. Railroad transportation has lower costs than road transportation and higher cost than maritime transportation and it is an environment friendly and low risk transportation method. (ORHAN, 2003)

2.1.2 Road Transportation

It is the most used transportation method. This highly common transportation method is preferred more for its short-term transportations and ability of carrying out loading and unloading easily, carrying out scheduled loading frequently and providing service from door-to-door. Aside from that, its negative sides are having high costs, easily getting affected from bad weather conditions, traffic and environment factors. It became the most used transportation method especially after World War 2 and took place in every logistic process. It is a transportation method with the most competition. Its intense usage started especially in the end of 1950's in Turkey and started to grow rapidly. Length of road network of our country has increased 4,79 times from 1950's to 2001. This data shows the care given to the land transportation. (Navlun Blog, 2018) Road transportation is the most preferred and common transportation mode in relation to the increase of its transit ways in the whole world compared to the other transportation modes and having a wide transportation network. On the other hand, it provides uneven areas and fields to integrate with the production centers of the country and makes them contribute to the production and

economy of the country because of its applicability to all kinds of areas. The most preferred transportation mode is the road transportation because it is safe, it is commonly used and it can provide transportation for heavier loads. From house moving to factory moving, road transportation can be used in every mode of transportation. Road transportation, which is more attractive within the scope of both convenience and price, is the most common transportation method in this sector. Road transportation competes with airline transportation in small loads and competes with maritime and railroad transportation large loads. However, its elasticity and versatility provide an important advantage. In other words, transportation can be carried out door-to-door without requiring the contribution of other transportation systems. (TERCAN)

2.1.3 Railroad Transportation

Railroad Transportation is a transportation method carried out for low value heavy and bulky loads without caring for high costs. It is usually used by governments because of its high investment costs and maintenance. It provides high amounts of advantage in long distance land transportation. It is one of the most important tools when taken into account as integrated transportation. Because it necessitates a substructure work for improvement, a successful result cannot be achieved in Turkey even though regulations that encourage railroads are carried out. However, as a result of both transporters and producers getting informed, contribution and point of view towards railroad changes rapidly. (Navlun Blog, 2018) Railroad transportation is one of the most appropriate systems for bulky and long distance transportations. Transportation of underground resources such as coal and iron and agricultural and forest products to recipient centers can be carried out by railroad transportation. Within the scope of cost, this transportation method, which is environment friendly, provides great advantage in especially long distance transportation of low value and bulky loads. Even though terminal expenses are higher in railroad transportation, its activity expenses are lower. Railroad transportation is a system that possesses the features of less elasticity, more experienced handling, less resistance to the friction power during movement and more carrying capacity compared to land vehicles. Reaching the saturation point in road transportation and increase of sensitivity towards environment around the world caused railroad transportation to get more importance in the last 20 years. Railroad is a sector that has the most high growth and technology intensity after the aeronautics and space sector. For this reason, importance that given to the railroad sector increases. Because, the only transportation method that contains the alternative solutions for basic problems such as mobility, traffic intensity, traffic accidents and environment is railroad. Besides, its contribute for sustainable economic growth is unignorably important. (T.C Kalkınma Bakanlığı, 2014, s. 9) Basic substructure components of the railroad transportation are rail systems and hardware products, locomotive and wagons, transfer stations and terminals.

2.1.4 Maritime–Waterway (river) Transportation

It is the most used transportation method within the international scope. It is the safest and low price one among the transportation modes. Products in very high amounts and products that can be put inside of a container are transported through waterway. It is the most preferred transportation method because it has 7 times lesser cost than road, 22 times less cost than airline, 3,5 times less cost than railroad. Maritime transportation shoulders 92% of the world's preference. Its load amount carried between continents and countries is 7 million tons. Even though Turkey is in a very appropriate location for maritime transportation because of its geopolitical and geographic structure, it cannot use this advantage due to wrong investments. Although there were regulations for maritime trade in the recent years, it is still insufficient. 90% of the foreign trade of Turkey within the year of 2000 is carried out through maritime transportation. River transportation is a type of waterway transportation and it is also called inland waterway transportation. Its most important difference is the transportation being limited within the areas that the river flows. Special transportation tools are necessary and vehicle capacities usually change in accordance to the depth of water. This transportation method has a wide usage area in Europe and it increases the trade in this area because the rivers are long and they pass through many countries. (Çancı & Erdal, 2003) Even though it is used very frequently and widely in Europe, it is still in start-up phase in Turkey. Its productive use is rarely possible because of geographic reasons and the flow rates of rivers in Turkey are high. (Navlun Blog, 2018)

2.1.5 Airline Transportation

Because the vehicles in airline transportation are extremely fast, transportation is carried out within the shortest time. Also, the airline transportation is the method that carries out transportation per unit weight for the highest costs. Its main preference reason is the speed factor. Aside from that, its costs for unit transportation is very high compared to the other transportation methods. It is useful for distances longer than 500 kilometers. However, the advantage of speed provided by the airline transportation can be deemed as a factor that decreases the storage expenses at the same time. Airline transportation is a transportation system suitable for transporting valuable products in small sizes and in a packaged state.

Its cost is higher when compared to other transportation systems. However, it is seen as a system that has a decreasing effect on storing expenses, thanks to its speed advantage. (BAKİ, 2004, s. 51) Also, concepts of speed and time have also gained importance alongside with expense for global companies. For this reason the importance of airline transportation within the integrated transportation raises with each passing day. After the airline transportation was carried out under the monopoly of the government for long years, the way of regional transportation has been cleared with regulations carried out in the year of

2003. Great increases in regional passenger transportation were observed after these regulations. Besides, entry of new companies to the sector was accelerated. (Navlun Blog, 2018) Existence of modern airports, state of the art airplanes, enhanced capacities and advanced storing systems has popularized the airline transportation. Airline transportation is a trustworthy and flexible transportation where loading and unloading can be carried out frequently.

2.1.6 Pipeline Transportation

The first investment cost is high in this transportation mode similarly to the railroad transportation and it is predicted for constant transportation in long-term plans. It is a transportation method that can be used for both short and long distances. It is divided into two as underground or above-ground pipeline transportation. It is commonly used for the transportation of liquid and gas materials such as petrol and natural gas. It provides possibility of high capacity. It is extremely economic when compared to the other transportation methods. It is safe; however its flexibility is extremely low. Pipeline is one of the sub-transportation systems with an important place in international transportation, which increases gradually. Pipeline transportation has faster, safer and more economic qualities when compared to road, railroad and maritime transportation. Pipelines are the most productive and valid transportation method used for transporting the energy, which is the resource of almost everything and became one of the irreplaceable factors of development, to the requested centers. By this way, the pipelines that crosses and to be crossed under Turkey, which is a geographic bridge between Asia and Europe, have an international importance. For this reason, this situation that provides benefit for Turkey became a national policy. It is the transportation method with the most expensive substructure costs and the cheapest unit transportation cost. These types of lines are put to the nearest harbor or consumption point in accordance to the most appropriate consumer group for the liquid transportation located in the hinterlands. (DURUSU, 2011, s. 32)

SHARE OF TRANSPORTATION TON/KM (DOMESTIC LOAD)	2014 (%)	2023 TARGET
ROAD	80,63%	60%
RAILROAD	4,76%	15%
AIRLINE	0,44%	1%
MARITIME	2,66%	10%
PIPELINE	11,51%	14%
SHARE OF TRANSPORTATION PAX/KM (DOMESTIC PAX)	2014 (%)	2023 TARGET
ROAD	89,59%	72%
RAILROAD	2,22%	10%
AIRLINE	7,82%	14%
MARITIME	0,37%	4%

**Chart 1. Turkey's Current Situation With Regards To Transportation Rates and Goal of 2023
(T.R. Ministry of Development, 2014)**

2.2 Comparison of Transportation Modes

2.2.1 Superiorities and Inferiorities of Road Transportation

Superiorities;

- The most important advantage of the road transportation is making flexible and fast transportation of small amounts of products to short and medium distances possible.
- Waiting periods to be occurred in harbors are eliminated and delivery of the products to the storages of the customers directly can be provided with road transportations.
- Necessity of terminal is generally low.
- It is the most useful method for connecting every production and consumption center, in other words door-to-door transportation.
- Its transportation network is almost limitless under the appropriate geographic conditions.
- It provides fast service possibility.
- It can carry out the processes of loading, unloading and departing for 7 days and 24 hours and it provides conveniences in loading and unloading processes.
- It has the convenience of planning and finding vehicles and feature of departing frequently.
- Relatively low handling costs and damage risk.
- It is more productive and economic in short distance.
- It can transport in various volumes.
- Transportation vehicle is under the control of sender / transporter considerably.
- Possibility of increasing and decreasing the transportation speed.
- Ability of easily adjusting the starting and arriving times.

Inferiorities;

- The most important disadvantage of the road transportation is having more expensive transportation costs compared to the other transportation modes.
- The weight amount in a single transportation is low.
- Weight limitations.
- Getting affected from bad weather conditions.
- Being sensitive towards the balance of departure and arrival load.
- Insufficient equipment for high volume departures.

- Having a high risk of accident.
- It causes environmental pollution, traffic intensity and usage of more land pieces and it requires substructure.
- Price uncertainties in market fluctuations.

2.2.2 Superiorities and Inferiorities of Railroad Transportation

Superiorities;

- It is an environment sensitive transportation type.
- It is safer compared to the other transportation methods.
- It lessens the burden of road traffic.
- It usually has a long-term stable price guarantee in contrast to the other transportation alternatives.
- While there are passage limitations in international passages for roads, it has a right of way because it is a transportation method preferred by transit countries.
- Even though their transit times are longer than road transportation, their trip duration is stable.
- It is a very suitable transportation method for heavy tonnage and bulky loads.
- It gets affected from weather conditions and traffic limitations at minimum rate.
- Its operating costs are low.

Inferiorities;

- Transit time can take longer than road and maritime transportation in some delivery areas.
- Delivery can take longer, especially in the section within Turkey.
- While there are rail connections to the interior of factories in most places of Europe for door-to-door delivery, this opportunity is very scarce in Turkey.
- Train can stop in the nearest station for most places in door-to-door deliveries, but truck transportation is additionally required for the delivery address. (MEB, 2011)
- Widespread and quality railroad substructure is necessary for rapid transportation.
- High amount of handling.
- High internal transportation expenses in places that railroad network cannot reach.
- Problem of incline in relation to track laying (8% incline cannot be passed over).

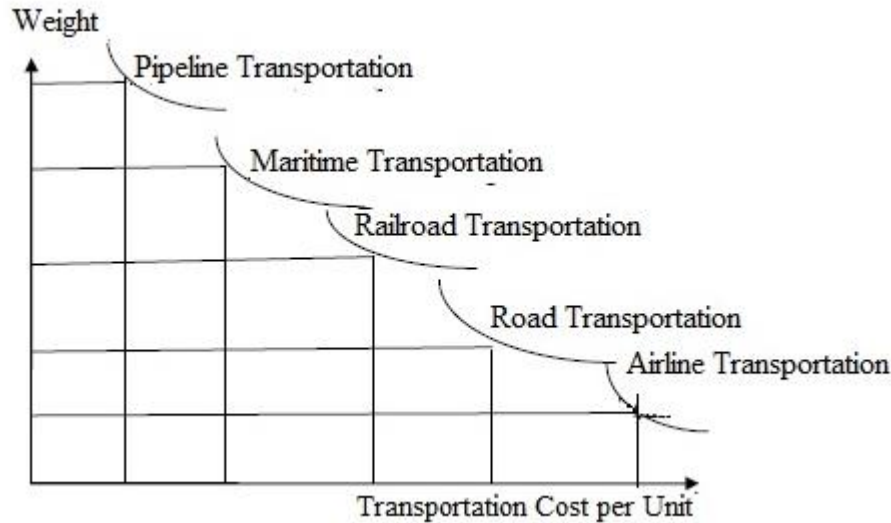


Image 3. Comparison of Transportation Types in Accordance to Transportation Cost per Unit (KESKİN)

2.2.3 Superiorities and Inferiorities of Maritime–Waterway Transportation

Superiorities;

- It is the cheapest transportation mode.
- There is no transit passage and customs process between departure–arrival harbors.
- It requires lesser investment compared to the other modes.

Inferiorities;

- Handling amount is high and it is under control of external sources.
- Risk of damage to the goods is high.
- It has very long transit time.
- It is extremely affected from weather conditions in relation to transit time and good safety.
- Flexibility of departure–arrival time is low.
- Destination provided with this service is limited to harbors and environments.
- It is very costly in door–to–door deliveries.

2.2.4 Superiorities and Inferiorities of Airline Transportation

Superiorities;

- Short delivery time thanks to its high speed transportation.
- It is affected from politic and bureaucratic negativities at minimum amount because the connection between the countries is provided directly.
- It is the most suitable transportation type for small amounts of objects.

- The existence of a widespread airline network across the world.
- High safety and security.
- Attention given to the handling and loading of cargo.
- Planned and scheduled cargo movement.
- Lower insurance premiums in comparison with other transportation types.

Inferiorities;

- Having a higher transportation cost in comparison with other transportation types because of weight and volume limitations of the planes that carry the cargo.
- Airline cargo transportation is not suitable for the transportation of every load.
- It is not possible to use airline for the transportation of loads in high amounts.
- It is obligatory to use the road transportation for delivering the load transported by airlines to the storage of recipient. (ÇELİK, 2015)

2.2.5 Superiorities and Inferiorities of Pipeline Transportation

Superiorities;

- Its first investment cost is as high as railroad transportation.
- It provides the opportunity of transporting products in very high amounts.

Inferiorities;

- Its flexibility is extremely low.

Transportation Mode	Cost	Velocity	Service Area	Frequency	Reliability
Road	High	Fast	Very Wide	High	High
Maritime	Very Low	Slow	Limited	Very Low	Medium
Airline	Very High	Very Fast	Wide	High	High
Railroad	Medium	Medium	Medium	Low	Very High
Waterway	Low	Slow	Limited	Low	Medium
Pipeline	Low	Slow	Very Limited	Medium	High

Chart 2. Comparison of Transportation Modes (Lojistik Sektör Raporu, 2015)

2.3 Factors That Affect the Selection of Transportation Modes

There are lots of factors that affect the selection of transportation modes. These are;

1. Speed (time elapsed during transportation)
2. Availability (being ready for service)
3. Reliability (departure and arrival on time, regularity)

4. Frequency (transfer number)
5. Capacity (possibility of meeting all kinds of transportation requirements)
6. Cost (TEK, 1997, s. 678)

Properties	Railroad	Road	Maritime	Airline	Pipeline
Velocity	3	2	4	1	5
Availability	2	1	4	3	5
Reliability	3	2	4	5	1
Capacity	2	3	1	4	5
Frequency	4	2	5	3	1
Cost	3	2	5	1	4

Chart 3. Operational Features of Transportation Modes (TEK, 1997)

As it is seen in the chart, road transportation is the most common and used transportation mode in both passenger transportation and load transportation. Road transportation, railroad transportation, maritime transportation and lastly pipeline transportation, which the human transportation is not possible, follows the airline transportation respectively. Maritime transportation is the most ideal method for transporting big and bulky goods and it is the cheapest and safest among transportation modes and it is the most suitable transportation method for loads with big volumes (petrol, coal, grain etc.). It is the most preferred transportation method because it has 7 times lesser cost than road, 22 times less cost than airline, 3, 5 times less cost than railroad. Railroad transportation has the most capacity after the maritime transportation. This transportation type is environment friendly and provides serious cost advantage in long distance transportations. Intensities arose from other transportation modes creates reductive benefits due to being suitable for mass transportation. (Çancı & Erdal, 2003)

When Turkey's foreign trade is examined in accordance to the transportation modes, maritime has the biggest share and it is followed by road and airline transportation.

2.4 Development of Airline Cargo Transportation

Even though airline cargo transportation is newer than other transportation modes within the scope of historical development, it has become a transportation mode that increases in usage rates in the recent years. Objects that are relatively low in volume and weight, but high in value are mostly transported in the airline cargo transportation. Intensified competition due to the increase of product variety in the world trade and advantages the airplane has as a transportation vehicle with regards to accelerating business processes are the reasons for increasingly more preference of the airline cargo transportation.

Airline cargo transportation is a sector that is closely related to the state of global trade. Economic growth across the world is a result of economic regulations, free trade agreements and economic integrations. International trade changed in a striking way in 1990's and countries that struggle for only their national benefits started to get separated to big commercial blocks nowadays. Even though air cargo traffic has shown a good development, it has not yet reached the goal of being the most important source of income of airline companies, which was predicted between 1930's and 1940's. There are some basic reasons for income gained from air cargo transportation being lower than income gained from passenger transportation. The first reason is its higher price when compared to the other transportation system. And the second is the present day airplanes are not designed with the purpose of carrying special cargo. The third is it's not seen as a profitable investment among the managers. (ÇELİK, 2015) Even though mail transportation with airline is the first product of the air cargo, it creates approximately 7% of the cargo transport incomes gained by global airlines. These companies that carry out cargo transportation is a result of constant increase in numbers.

2.4 Basic Reasons for Preferring Airlines in Cargo Transportation

1. It provides the fast transportation of perishable cargo (fish, fruit, vegetables, flowers etc.) even in the longest distances. Transportation of these kinds of cargos remove the cooling expenses given for other transportation methods and prevents the losses to be occurred due to the damaged (rotting etc.) cargo.
2. Reduces the dangers that can occur during the transportation of live animals (horses, zoo animals etc.) by carrying out the transportation process rapidly.
3. It provides the timely delivery of the cargos that are deemed to have a trade value as long as they are up to date and possible to sell (newspaper, magazine, new photos and movie documents for TV etc.).
4. It makes the transportation of extremely valuable cargos (gold, platinum, money, valuable documents, artworks etc.) possible.
5. Decreases the expenses of packaging and transportation insurance. Because of the careful treatment carried out in the handling and loading processes of cargos, transportation risks decrease.
6. It is the fastest option for cargos (spare parts for machines, generators and other energy equipment etc.) that can cause heavy economic losses for businesses unless they are delivered within a short time.
7. It provides great protection in transportation of very fragile cargos such as measurement equipment, electronic and optical devices because, damages that can

occur due to the reasons like shaking or impact are at the lowest level in airline transportation.

It especially decreases the flow expenses of before and after transportation in cases of airports being located near big economic areas. (ÇELİK, 2015)

3. Futuristic Transportation Models

Insufficiency of substructure in many countries and cities across the world, city structure's inability of responding to the increasing population and increasing chaos has given birth to alternative pursuit to traditional transportation methods such as automobile, train and metro.

Many new transportation vehicles are being developed for short and long distances in both land and air. Even though most of their R&D processes takes more than expected, projects with strong capital power show faster development than expected. It is very hard to make certain predictions about the futurist transportation in our current state. However, travelling from Istanbul to Ankara can take 20 minutes or via a flight done outside of the atmosphere, travelling from New York to Sydney can be possible. (Gökmen, 2018) Although there are not many information and document in this field, drone transportation, traveling by rocket, autonomous mass transportation systems, autonomous vehicles and airplanes and flying taxis will be concepts that we got used to hearing.

Hyperloop is a technology that is dependent on a rail system established inside of tunnels. There are two versions of it that are still in development phase. Elon Musk is building Hyperloop system underground with his company The Boring Company. When it is completed, it will go underground with an escalator, which has 8 to 16 passenger capacity and travel with 200–240 km/h speed. The first line of The Boring Company will start from Los Angeles Airport and go through three stations. The purpose of the tunnels to be built under every corner of USA in the following years is to decrease the travel time between the neighboring cities under 45 minutes. And Hyperloop One tries to build the standard version of the idea suggested in 1970's. Hundreds of kilometers long Hyperloop tunnels to be established on 6 meters long columns are aimed to go faster thanks to the magnetic levitation technology. There are still long years to experience the Hyperloop technology that will decrease a 400 kilometer trip less than 25 minutes. Hyperloop One carries out agreements with many countries aside USA and needs big financial investments. (Gökmen, 2018)

Even though one of the positive sides of transporting people and goods within tubes that goes under or above ground is its high speed, its negative or deficient sides can be deemed as low flexibility, high cost and people's prejudice. For this reason, the most suitable transportation method for the near future is Maglev trains, which has magnetic levitation system. This technology is achieved by removing the traditional wheel-rail interaction. While electro magnets push the train from behind, they also pull it from the front at the same time. Even though its production cost is astronomic, Maglev trains come into prominence with their much higher speed and sustainability when compared to the diesel-fueled trains. The fastest Maglev train is the Shanghai Maglev that travels between Shanghai and Pudong International Airport and reaches up to 430 km/h speed.

Japan has succeeded in reaching 590 km/h speed with magnetic levitation technology in the trials it carried out in 2017. And China, world leader of this field with its 200.000 km long railroad network, has declared that it is developing a Maglev train to be used in 2020's, which can reach up to 600 km/h speed. In accordance to the Japanese authorities, security substructure necessary for travelling over this speed needs 10 more years. (Gökmen, 2018)

Ehang Company based in China is the leader of flying taxi field, which is a competition field for many big companies such as Airbus and Uber. EHang 184 brought the last model of drones that appeared for the first time two years ago and carried out more than thousand test flights until this day. Flying taxi that can levitate 300 meters above the ground vertically, has accomplished flying a 15 kilometer distance with 230 kg weight with 130 km/h speed. Maximum flight time of completely electrically operated EHang 184 is 23 minutes. The biggest rival of EHang 184 with R&D process still in progress in Dubai and USA is the Volocopter from Germany. There is one point that draws attention when we examine these propeller driven vehicles: they were developed as private flying automobiles. However, their high costs and production limitations will make these prototypes appear as taxi services of private companies or public in 2020's. (Gökmen, 2018)

Falcon Heavy is the biggest rocket of SpaceX and it flew through a firing that took place in the date of 6 February. Big Falcon Rocket (BFR) built for Elon Musk's Interplanetary Transportation System (ITS) is 106 meters long. It will contain 40 cabins in its body weighting 4400 tons. The rocket with 100 passenger capacity is not planned for transporting its passengers to the Moon or the Mars; it is planned for the Earth. In accordance to Musk's plan, BFR will be fired with 860 tons of liquid fuel and reach up to 27,000 km/h speed on low earth orbit by getting out of atmosphere. And this means travelling the distance between Hong Kong and Singapore in 22 minutes. This duration is 29 minutes for London and Dubai and 30 minutes for London and New York. BFR will be used for the first time for transporting

cargo to the International Space Station (ISS). Musk's next goal is to send people to Mars with BFR in 2024.

Jet fueled airplanes that are expected to transform until the year of 2050, will be replaced by its futuristic models that completely works with electricity or bio-fuel. The airplanes that are being used now have lifespans between 21 and 33 years. Lithium-ion batteries having high costs and airplane technology with solar panels being limited points out that we will use jet fueled modern airplanes for at least 15 to 20 more years. First examples of futuristic airplanes highly invested by NASA can be seen starting from the year of 2025. Purpose of NASA that works on new concepts with companies such as Boeing, Lockheed Martin and Northrop Grunman is to develop passenger and transportation airplanes that can reach up to 1000 km/h, fly 12.000 km continuously and carry 45 tons of loads.

4. Conclusion

Primary problems encountered in the management of costs in airline industry, arises from determining flight schedules and pricing the tickets. Guessing middle and long term tendencies correct, determining the routes with estimated high demand and planning a fleet that is compatible with these variables is necessary. Timing of airplane orders and their optimal financing also creates a hard time for companies. Even in the case of controlling every expense factor and planning with developed methods, sudden declines can occur in the profitability rates of the sector because of unforeseen events such as epidemics, war and terrorist actions.

Airline passenger and load transportation sector has potential of developing in the upcoming period because of Turkey is a wide corridor for important routes geographically, newly-built gigantic Istanbul Airport will become the central base by working in full capacity and its closeness to the areas that are expected to grow fast.

Important increases are observed in the numbers of private sector airline businesses, fleet capacities and share taken from the sector. Problems of management capital, disadvantage of operating with relatively old airplanes, insufficiency of maintenance-repair and other substructures and struggles encountered in the educated qualified personnel employment were the problems generally faced by private airline companies.

Necessary conveniences must be provided to national airline transporters by reorganizing the customs regulations in accordance to the dynamism of aeronautics. Cargo transportation

thought to provide important benefits in increasing exportation and neglected due to various reasons until now must be supported and developed.

In addition to that, cost, time and speed concepts have gained importance for global companies. For this reason, airline transportation's role within integrated transportation increases with each passing day. According to the statistics of the last ten years, only 2% of the total cargo carried in the world was carried out through airport transportation. On the other hand, total value of airline transportations in dollar kind has reached 33% share within the dollar value of total cargo. This data shows that airline transportation is tolerated even though its expenses are high. The sector with dependence to fuel and importation in plane fleet, tries to protect itself from exchange rate and fluctuations in petrol prices with advanced financial methods and will continue to get negatively affected from unforeseen changes that can be observed in exchange rate and petrol prices.

In case of an increase of demand for airline transportation, Turkey must have a substructure to correspond this demand. Especially there are deficiencies in subjects of the sufficiency of cargo facilities, cargo security and cargo handling. Besides, the number of establishments that provide education in the subject of civil aviation is low in our country. People expert in the civil aviation sector must be trained by creating the necessary education substructure for the aviation sector that currently meets its need of pilots from mostly military pilots retired from army and the need of other personnel from mostly other different sectors. Developments in airport transportation must be followed and related regulation must be reorganized correspondingly.

Lastly, aeronautics is one of the sectors to be reshaped with industry 4.0 in the future and establishments of ground services, airlines and logistic companies must follow technological developments closely, work on autonomous systems and make investments in these fields, so that it is not left behind in this industrial revolution. Therefore, employers must be selective in the employment of people with necessary vision, education and knowledge about the developments in the sector.

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An Evaluation of the Use of Public Relations in Politics in the Context of Social Media



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Abstract: In this study, the historical adventure of public relations and the definition of public relations will be briefly mentioned. In fact, public relations which have existed since the first period when people lived together in collective form, gained a special name in the last century and started to be seen as a separate function. Researches and experiences show that public relations has a big and important place in today's modern life. In the following part of the study, it will be emphasized the interdisciplinary feature of public relations, and then it will be tried to be examined especially with respect to politics and political science. Public relations, by nature, is associated with many disciplines. Advertising, marketing, public administration and similar fields have organic relations with public relations. Public relations, which has emerged in almost every part of daily life and has started to show its effect in all areas of life, also has an effect on daily political activities. Individuals or communities that are actively involved in politics use the techniques and methods of continuous public relations, even if they are not aware of it. In the last part of the study, it will be mentioned how actors in political life can use the public relations function effectively by using new media tools. Persons or institutions that want to be successful in politics must benefit from social media and social media supported public relations activities accordingly.

Keywords: Public Relations, Politics, Social Media, Internet, Advertising

1. Introduction

For a clearer understanding of the concept of public relations, it is useful to take a brief look at the concepts of public and relationship. According to the Turkish Language Association, the people are defined as features the same community of people living in the same country, who have the same cultural characteristics "(TDK, 2018). But the word. People shape need to be addressed and defined in a different way in terms of public relations. In terms of public relations, the public has a slightly different structure, and from the practical point of view, public relations are not all people, but a particular group or more than one group. Public relations activities are carried out mainly for these groups. Public relations experts have to communicate with different types of target groups, each of which has its own specific needs

and requires different types of communication tools and methods (Baytekin, 2014, pp. 161 – 162). Communication tools and methods for groups that may be active in political life and the integration of these tools and methods with new media will be discussed in the following sections.

2. Public Relations as an Indispensable Function of Social Life

With Public relations practices are the applications that have existed since the day when the concepts of governing–managed. Although its origins are very old, it is seen that public relations is perceived today in very new periods. The rulers who wanted to show that they were working in the public interest in the past, have realized public relations activities even if they are not conscious and systematic in order to hold power. Regardless of the form of administration, all governments need the support of the public. It should be kept in mind that this is because the success of power depends on the support of the people (Baytekin, 2014, pp. 162–163). Public relations experts need to use different communication tools and techniques in a coordinated way in order to reach their target groups as effectively and effectively as possible. (Okay and Okay, 2002, p. 19) Basically, public relations studies investigate and identify the situation, the problem and the target groups; determines the strategy, plans the schedule, budget and creates a program: implements; monitors and evaluates the program being implemented (Baytekin, 2014, p. 167).

Broadly speaking, public relations includes efforts to establish, strengthen and protect the relationship between an organization and its target audience. All these can be affected by economic, political, social and technological developments, and the task of the public relations specialist is to inform the organizations that they serve by helping them to regulate and harmonize their systems. In order to reach the goals set in accordance with the public relations strategy, the internal and external target groups that are interested or interested in identifying are defined as the studies carried out in the name of positive leave and the importance of feedback as the whole of the studies (Özodaşık, 2012, p. 11).

While the shift of social life into an authoritarian orientation leads to the effectiveness of propaganda, public relations activities dominate the communication platforms during the periods when the agenda is hardened and the legitimacy of power is sought in democratic channels. In fact, propagandize distorted information ', public relations' image structuring 'and la information spinning la emerges as. While the information and guidance style of the state was understood through propaganda in its essence, it was seen that public relations started to serve the image management of private property with the strengthening of capitalist market economy and becoming an equivalent actor in the relations of companies

with the state. Political propaganda activities nowadays show similarities to the functioning of the public relations industry, the campaigns are fed with new news and slogans, and the tactical changes continue. (Tellan, 2009, pp. 24–25)

On the basis of public relations, there is a two-way communication flow; With the transmitted message, the evocations and reactions aroused by the message also gain importance. (26) z In this context, public relations, separated from propaganda, prefer persuasion rather than 'coercion' and imposition 'in their practices. Public relations work requires a comprehensive strategy, since public relations work is based on the principle of progressing with confident steps instead of in hasty and therefore public relations agencies are trying to simplify their organization, operation and presentation styles to the sector they serve. While operating the system with an active orientation in the propaganda, public relations persuasion techniques are supported by the system. Thus, the social power focuses, besides creating a system that controls and directs every aspect of everyday life, develops techniques to legitimize the system and constantly update these techniques (Tellan, 2009, p. 26–27).

The way to communicate with the target audience is through information. First of all, it is necessary to determine which masses are targeted and then what kind of information these masses need. Considering the use of push-pull message strategies in the Internet environment, the user will take the information that is required for him / herself and the desired information. Then an organization should do this strategy is to use the right (Sayımer, 2008, p. 86). Within the framework of public relations studies, the aim is to establish good relations with the target group and to contribute to the increase in the reputation of the target group. In this context, on the basis of the open system approach, the enterprises have to be open to the information coming from their environment and to transfer the information about them to the relevant target groups. It should be noted that the two-way communication supported by the feedback process has an impact on reputation and prestige (Baytekin, 2014, pp. 163–164). It is an undeniable fact that an honest and qualified communication approach is valued for reputation management.

Public relations activities are not only needed by the private sector but also by public institutions. Both the private sector and the public sector need to have a positive impact on the target audience. It is important to accept the truth as the basic principle in the process of creating persuasion strategies, reflecting the facts to the target audience during the public relations studies aiming at the change in behavior in the target group, which includes bi-directional and persuasive communication (Baytekin, 2014, p. 164). Sustaining the positive effect created should be one of the aims.

Public relations are accepted as an increasing function in our country. In past years, public relations under different names were carried out in public institutions. Press office, press consultancy, broadcasting branch, propaganda, press-broadcast and public relations, promotion branch, information branch, press and public relations department, public relations and publishing bureau, public relations and press relations and statistical directorate, such as carrying different names, but in essence there were offices and apartments in public relations (Budak & Budak, 2014, p. 53).

Today, public relations specialists are employed in all private and public organizations of our country's universities and hospitals. As mass media becomes more widespread and democratization tendencies can be said by everyone to think, it is clear that public relations will become increasingly important function (Budak & Budak, 2014, p. 56). As the value is understood, it is obvious that pejorative and condescending assessments about public relations will decrease.

2. The Role of Public Relations in Politics

Propagated by public relations, propaganda also uses mass media, such as advertising, and its purpose is to develop an idea, an idea, a person, and so on. to introduce and to accept the public. Propaganda transmits one-way information from a source to a destination. However, it is imperative to know the responses of the information sent by the various communication sources on the target audience in public relations. For this reason, public relations is a function that values the bidirectional information flow. Adır Public relations must disseminate accurate and reliable information. One of the most important features expected from a public relations specialist is honesty. Propaganda can emit exaggerated, diverted and misleading information. The message sent to the propaganda is dogmatic. Public relations should always be open to discussion. Ir In public relations, face-to-face communication is often necessary to gain community. Due to the dogmatic nature of propaganda, the most appropriate media will be mass media. This is the reason why mass media are indispensable for the propagator. The propagandist wants to keep the mass media to monopolize the mass media because it can reach the mass media, it is antidemocratic and it is separate from public relations (Budak & Budak, 2014, p. 12).

Public relations covers a wider area than public opinion. Even public opinion is often seen as an instrument of public relations. Another public relations definition, which is more recent, sees this function more as a definition communication planning. Ur Public opinion occurs when individuals in society are informed about a particular topic. Knowledge about the

subject of individuals to develop one or other opinion or attitude; 'Public reaction'. The community can be informed in many ways. However, the medium of publicity is the most important tool for publicity. Contrary to common belief, those who manage mass media cannot or cannot determine public opinion only within the framework of their own orientations. Because they are not the only tools used to create public opinion, and the mass media are not only the function of public opinion, but they can also receive the support of other intermediaries and instruments, and moreover they follow the sensitivity points that concern the society (Budak & Budak, 2014, p. 25).

After the elections are held at regular intervals in the democratic order, the power cannot be transferred to the winning group and the political political activities no longer stand. It is imperative that governments remain in contact with those who are permanently administered in a mutual response–reaction process. Even in totalitarian regimes, it is necessary to develop contacts between administrations representing interests and interests (Budak & Budak, 2014, p. 30).

Propaganda and public relations are activities that aim to reach certain "goals ulaş as activity. A planned communication process is dominant in both. Propaganda and public relations, which are different in terms of their style of organization, the way they work, their working areas and their interaction styles, have similarities in terms of the techniques they use and the mass media they use (Tellan, 2009, p. 24).

In particular, in the political arena, propaganda activities are carried out in order to raise public opinion, i) a simple presentation of the subject and general expression, ii) frequent repetition of few ideas, iii) the spreading of new ideas based on the values and attitudes existing in society, iv) the groups in society; v) attempts to influence in the direction of certain ideas; and v) the injustice of opposing ideas. (Tellan, 2009, p. 23)

Political parties are political groups that have a continuous and stable organization that tries to maintain or maintain control of the state mechanism through the support of the people (Budak and Budak, 2014, p. 31).

Public relations activity is a two–way communication process carried out by political parties in order to obtain support on target groups. Being bi–directional, it is aimed to shape policies in this direction by paying attention to the expectations of the public and their demands and complaints as well as introducing policies to the public and creating images (Özsoy, 2004, p. 51).

Everyone within the organizational structure of political parties is a herkes political actor Siy. All kinds of communication by political parties are within the scope of political communication. The communication activities carried out during the election periods represent the highest point in terms of parties (Aziz, 2014, p. 22). In particular, in the political arena, propaganda activities are carried out in order to raise public opinion, i) a simple presentation of the subject and general expression, ii) frequent repetition of few ideas, iii) the spreading of new ideas based on the values and attitudes existing in society, iv) the groups in society; v) attempts to influence in the direction of certain ideas; and v) the injustice of opposing ideas. (Tellan, 2009, p. 23) As it is understood, although there are similar aspects, public relations activities carried out in the political sense and propaganda are not exactly the same.

Historically, political communication can lead to the existence of people and the emergence of communication. As a requirement of social and political relations, the rulers carried out methods of persuading those who were governed in order to demonstrate their success and preserve their existence. The intensity of political communication was in parallel with the spread of mass media (Sandıkçioğlu, 2012, p. 3).

Political public relations arose from the need of politicians to resist other people's inclinations to resist the implications of political methods (Oktay, 2002, p. 76).

Public relations a management function that helps in achieving organizational goals, defining philosophy and facilitating organizational change. Public relations practitioners communicate with all relevant internal and external publics to develop positive relationships and to create harmony between organizational objectives and social expectations. Public relations practitioners develop, implement and evaluate organizational programs that promote the exchange of influence and understanding between all the units and the camps of an organization (Baskin et al., 1997, p. 5).

Public relations an administrative function that aims to create and maintain ties based on communication, understanding, cooperation and acceptance between an organization and the audience with which this organization speaks (Solmaz, 2008, p. 145).

Public relations is an application made in the context of the information obtained because of the emergence of information society has gained importance in almost all areas and has become a popular application (Canöz, 2008, p. 342).

The Internet has different uses. In the field of public relations, the use of the Internet in the web sites, electronic mail, intranet, extranet, online databases, blog, network, discussion groups and chat (Minister, 2008, p. 373).

The role played by professional advisers in the political campaigns of previous periods has become even more technical with the use of the Internet. It is seen that political parties used this media continuously in order to transfer their activities and opinions to the public. , The fact that the developing communication technologies are used professionally in the election campaigns in the political arena as well as in other sectors has enabled the political parties to focus their attention on this area intensively, effectively and efficiently. The parties consider the use of the Internet as an obligation to be able to communicate effectively with the masses outside the election periods. For this purpose, they use their websites frequently to create a better and mutual communication environment with their voters (Karlı and Değirmencioğlu, 2011, p. 142).

The main subject of politics is human. When politics is considered as a process developed by man for human beings, the thoughts and roles of individuals in politics appear to be an undeniable reality. The use of new techniques to enable political actors to be more active in politics is also an expression of this situation. Political communication is one of these techniques (Okur Çakıcı ve Çalışır, 2016, p. 955).

Political communication is a concept closely related to democracy when considered in its scientific aspect. Political communication has begun with the granting of universal suffrage to the masses and has reached its present meaning with the development of mass communication technologies. The concept of political communication and its application was developed and developed in the post-World War II United States and was widely used in Western European countries in the 1960s (Özkan, 2004, p. 38).

In the implementation of political communication, the processes of preparing, sending, receiving and distributing messages that will have a direct and meaningful effect on politics are seen. These messages may be sent and sent by politicians, journalists, representatives of interest groups, private or public identities, organized or unorganized individuals. The key point is that the message in question has a significant effect on thoughts, beliefs, behaviors and groups (Karlı and Değirmencioğlu, 2011, p. 145).

Nowadays, it is seen that in industrial and information societies, political parties have transferred their image management to professional counselors in the election periods during the election periods. With the professionalization of political communication, it was

the job of professionals to organize relations with media organizations and how to make use of technical developments; In addition, the candidates are being designed as a packaged product that will come before the public (Karlı and Değirmencioğlu, 2011, p. 147).

The concept of political communication based on the ability of mutual agreement in the political arena; it points to the scientific and artistic aspects of the political and communication components on which this concept is based (Bitirim Okmeydan, 2018, p. 4223).

Political communication occurs through the merger of communication concepts which are defined as a dialectical process with common symbols formed in politics and society, which express that the different sectors of the society and the power focuses that seek to achieve power are provided on a common ground (Oktay, 2002, p. 7).

Political communication; the political leaders and the parties through the media to transfer themselves to the public, by recognizing their current and potential voters, to meet their expectations, to convince them to create a change of attitude and behavior in the desired direction in the target groups during the election periods, they can be expressed as systematic studies they have carried out (Bitirim Okmeydan, 2018, p. 4224).

It emphasizes the necessity of communicating with the target masses and emphasizes the importance of using public relations for political purposes and interests (Bitirim Okmeydan, 2018, p. 4225).

Digital change based on technological innovations and rapid developments in information communication technologies, as well as in every field of life, are reflected in the political arena and lead to a new, radical and uninterrupted transformation in the fields of political communication. As stated earlier, one of the main aims of political public relations is to establish a healthy communication between political parties and political leaders and the media, and thus to ensure that the works and ideologies of these political actors are announced to the public and to achieve and sustain recognition, support and legitimacy in their favor. For this reason, the media has always been one of the most important and important elements in political public relations and it has taken its place among the main actors of the political process (Bitirim Okmeydan, 2018, p. 4226).

Social media, due to the properties owned, that Turkey and the world by leading political parties and every day more preferred and will make a difference in the way we can say that attempting to use. M The use of social media as an online discussion platform allows bi-

directional communication between politicians and target audiences, permits target audiences to question political actors, allowing them to seek democratic rights and gives transparency to the process of political communication (Bitirim Okmeydan, 2018, p. 4227).

3. A New Tool for Using Public Relations in Politics: Social Media

Social media, which is a digital platform with simultaneous information sharing, refers to environments where there is no limit to sharing and communication. Therefore, it is also important for the positioning of brands and institutions. Social media consists of content, so content management in social media is an important issue. It is important for organizations to take their place and presence in different networks in accordance with corporate identity, to measure interaction rates, to interact with users, to use social media management tools and to allocate promotional budget to make a difference and to provide awareness (Özgen, 2014a, p. 193).

Social media has the most basic characteristics of being independent of time and place, it is effective and bidirectional communication and information can be distributed in viral ways; It is open to manipulation and disinformation as well as internet based environments where the real information is not covered. Social media environments differ from traditional media with respect to their characteristics, dynamics and behavior patterns. Social media now create their own media, create their own agenda, provide information flow, can be updated at any time, because of the interactive environment because they differ from traditional media environments and therefore create different behavior (Özgen, 2014b, p. 113). Traditional media environments and social media environments are different environments. Therefore, they should be used in different ways, for creating different contents and for different target groups. Ir Reputation management is one of the objectives of the public relations discipline and long-term communication investments are based on building this trust and prestige. However, due to the variability, speed, updating of social media, and areas open to manipulation, it may be necessary for the strategies to become more compulsory fields. (Özgen, 2014b, p. 124)

An organization must have a regular relationship with the media. Print media are seen as the most fundamental resource for establishing a fast, reliable and continuous communication with society. Electronic communication is an inexpensive tool that quickly transmits important corporate news to target groups. What is important for a management team to create a successful media communication program was to benefit from all communication tools in a coordinated manner (Okay and Okay, 2002, p. 19).

Social media is an environment that should be evaluated from many different perspectives because it is an environment independent from the power / power balance. In particular, it should be taken into consideration that social networking networks and capital-driven advertising and all promotional activities are also targeted for political purposes / propaganda (Özgen, 2014b, p. 125). Public relations is a management function which establishes and maintains mutual benefit relations between the various publics and the various publics that the success or failure of an organization depends upon them (Cutlip and Center, 1994, p. 6). It is an important way for organizations to create their own virtual communities and thus to make a difference in their communication and to strengthen their communication. Although social media environments have been discussed in terms of their advantages so far, it can create an environment for social media crises considering unfair competition conditions and malicious people (Özgen, 2014a, p. 194).

We see that public relations employees use the words of relations with the media and relations with the media from time to time. Sometimes we see that both terms are used to cover each other. The term. Relations with media refers to the relationship of print media, news agencies, radio, television and other video production companies operating in local, regional and national or international fields, for public or private interest purposes. (Okay and Okay, 2002, pp. 20-21)

The Internet is seen as a new tool of political socialization. With the increase of new communication technologies, awareness of public issues can be strengthened. With the widespread use of the Internet, internet and especially web sites, provide information about the political process and provide active connection between the political process (Akar, 2011, p. 173).

Media relations have a central role in the implementation of public relations because the media has a function that controls the flow of information to other target groups within a social system. The task of relations with the media is one of the traditional tasks of the public relations expert. It is among the duties of the public relations specialist to maintain media relations, to place press releases, and to understand what media will see as news values about the organization. (Okay and Okay, 2002, pp. 22-23)

With the interactive communication environment developed by the Internet, the function of establishing relations with public relations has gained more importance. Organizations have had the opportunity to establish and develop relations with all social stakeholders on the internet. The meaning of interactive public relations is not limited to creating flashy websites or sending journalists to press releases via e-mail. Although these methods constitute part

of the work, interactive public relations is the maximum use of the internet as a two-way communication channel between an organization and key camps. The ability of the Internet to facilitate interactivity makes it the most basic means of conversation between individuals. Most media provide an email address to reporters. Blogs have comment boxes. Websites offer e-mail messages or instant live conversations. With these developments, the term participatory journalism has been used in the media. There is a web-based alternative media with blogs and individual participation and commentary. Media democracy, which drives the media to be more responsible towards the reader, and which makes the reader more powerful in the media, is developing. It should not be considered that interactive public relations will eliminate the traditional public relations. Along with the thousands of new media sources, traditional newspapers, magazines, TV and radio stations are still being monitored. Therefore, public relations practitioners will continue their valuable works such as writing press bulletins and high-level executive speeches, developing brand-building strategies and planning crisis communication (Sayimer, 2008, p. 82).

Social media environments are the environments where institutions can use their culture, images and identities in the right strategy, they can spread rapidly, tell their brands and even manage their relations with the media. In these environments, feedback is easily received and new strategies can be created quickly through feedback received. It is important for each institution to create its own social media environments and to produce meaningful content, and to establish an intimate communication with its target audience. In addition to creating all the strategies of the institutions on existing social media environments, the application of their own environments and their strategies through these environments will provide a difference in terms of their target groups (Özgen, 2014a, p. 194).

Mobile communication; In terms of reaching the customer, the target audience is reached by means of mobile phones, mobile computers and similar devices suitable for remote and wireless communication; It can be defined as conducting all kinds of communication studies related to institutions, products, services, ideas, actions and persons. Mobile communication; It is possible to use the corporate image in order to create the corporate image, to create awareness, to disseminate an idea and opinion, to design intent, to increase sales, to update consumer information, to engage in efforts to increase loyalty (Özgen, 2014a, p. 196).

Some features that distinguish mobile communication from other communication methods can be summarized as follows (Özgen, 2014a, pp. 196–197);

- Mobile communication is not mass but individual;
- In mobile communication, the response to the message, product and advertising is taken in a shorter time,
- Less costly than other communication methods,
- The interaction with the target group is higher,
- Campaigns can be made for different target groups,
- Access to the Target Person is easier.

Another great benefit of the Internet for political parties; the breaking of journalism in media monopolies. As it is known, the media vehicles, which are monopolized by the big capital institutions, have a monopoly on the news; sometimes it gives some details of the news, sometimes it publishes the news a few days later, sometimes it does not publish the news or offers a negative news. However, the news about the internet seems to be broken. Internet news sites and portals can be updated several times during the day. Political parties, who learn that this work will be done cheaply and without any problem, from the Internet sites of television channels, newspapers, magazines and news portals etc. they publish the news they receive from the channels on their own sites (Aktaş, 2004, p. 287).

4. Conclusion

As a result, when the development process of public relations is examined, an improvement is observed as in other disciplines. This development has affected and continues to affect other disciplines in which public relations are related. The public relations function, which has been used since its inception, has been thought to be focused on marketing and advertising in the early days and it has been used in order to improve the relations of companies and companies with their customers and thus to make more profit.

In the future, it was realized that only commercial approaches could not limit public relations, and that public relations activities in public administration and politics were important. Particularly, political actors have realized that they can leave a positive impression in society by using the functions of honesty such as public relations instead of one way and misleading activities like propaganda. The use of public relations in politics constitutes a win-win situation in this sense. The fact that there is a two-way communication in public relations enables the parties to evaluate their return to the actions taken. Thus, political actors have the opportunity to pursue a developing and evolving strategy rather than a policy strategy that is not considered and developed.

The development which deeply affects the use of public relations in politics and in a sense necessitates this partnership is the social media, which we can call the new media, to become a social life and to become an indispensable part of daily life in a short period of time. Emerging technology and communication opportunities have led to the emergence of social media. The activities carried out on mass media through social media have gradually started to change. Individuals and communities of these individuals, who are more comfortable and free than ever, have been able to learn what they deem useful for them. These developments have affected commercial life as well as political life and political elections. For all these reasons, it is inevitable for political actors to use new media tools in their public relations activities. The value of public relations activities using social media is better understood every day. The most important example of this is the existence of social media accounts of almost all political actors, whether individual or corporate, and the active use of these accounts.

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