

# 1. Bölüm

## COVID -19 Pandemi Döneminde Sanal Dünyaların İşletme ve Pazarlama Eğitiminde Kullanılması

Murat GÜLMEZ<sup>1</sup>

### Giriş

Günümüzde insanlık, dünya üzerinde tüm ülkelerde hayatı durma noktasına getiren bir salgın ile yüz yüze gelmiştir. Aralık 2019'da Çin Halk Cumhuriyeti, Hubei eyaletinin Wuhan şehrinde deniz ürünleri pazarında açıklanamayan şekilde çok sayıda hasta ile gündeme gelen salgın, kısa sürede tüm dünyayı etkisi altına almıştır. Dünya Sağlık Örgütü (WHO), Çin'den sonra başta Asya ülkeleri olmak üzere birçok ülkeyi etkileyen salgın nedeni ile 11 Mart itibarıyla 114 ülkede 118 bin vakanın görüldüğünü ve 4 bin 291 kişinin hayatının kaybettiğini açıklayarak Covid-19'u pandemi olarak ilan etmiştir. Yayılmaya hızla önlenemeyen Covid-19 salgınının Aralık ayı itibarıyla dünya genelinde 63 milyon insanda görüldüğü açıklanmıştır. (WHO). Ülkeler, toplum sağlığının korunması için hızlı bulaş özelliği ve yüksek oranda ölümcül etki gösteren Covid-19'a yönelik katı tedbirler almak zorunda kalmaktadır (Telli Yamamoto ve Altun, 2020). Devletler virüsün yayılım hızını azaltmak ve tedavi geliştirme çalışmaları için zaman yaratmak adına sosyal mesafe oluşturmaya yönelik yasakları teker teker uygulamaya geçirmektedir. Ülkeler ve şehirlerarası seyahat yasakları, kafeterya, lokanta ve eğlence yerlerinin kapatılması, kültür sanat etkinliklerinin iptal edilmesi, karantina uygulaması, sokağa çıkma yasağı ve eğitim veren tüm kurumların kapatılması gibi uygulamalar bu tedbirler arasında yer almaktadır.

<sup>1</sup> Dr. Öğr. Üyesi, Çağ Üniversitesi, mgulmez@cag.edu.tr

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