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Editor

Filiz VAROL GÜRDER

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PREFACE

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AUTHORS

Musab Talha AKPINAR
Ankara Yildirim Beyazit University

Tolgahan Zorlu ÇELEBİ
Software Developer, Detaysoft

Assoc. Prof. Dr. Filiz VAROL GÜRDER
Marmara University, Faculty of Business Administration Department of Management Informatic Systems

Işılay OKŞAK
Junior SD Consultant, NTT DATA Business Solutions

Sümeyye SÜRÜCÜ
Marmara University, Faculty of Management, German Business Informatics

Müberra ŞEN
Marmara University, Faculty of Management, German Business Informatics

Chapter 1

MIGRATION AND ITS EFFECTS IN TÜRKİYE AND THE WORLD

Filiz VAROL GÜRDER[1]

1. INTRODUCTION

People have always migrated. Human history is also a history of migration. Global migration, i.e. intercontinental mobility, has existed since the beginning of colonialism. Today, every modern society and every state is the result of this mobility. Not every type of migration is an escape, but every escape that crosses national borders is migration.

Migration affects almost all countries worldwide. Migration processes and impacts know no borders, status, regions or forms of governance. They involve more people, actors and countries than ever before. Migration is a transnational phenomenon and no country can cope with it alone. Therefore, it is useful to know the numbers and impacts of migration on the world and countries. On the other hand, it is also necessary to clarify the existing confusion of concepts. Different terms such as migrant, asylum seeker, refugee, etc. are used for migrating masses. Although each of these terms is related to migration, their legal status is different from each other.

This study aims to understand the dimensions and effects of the high number of refugees in the world and especially in Türkiye. The data collected through document analysis, one of the qualitative research techniques, was analyzed by descriptive analysis method. The documents analyzed from international sources include data for 2020 and 2021.

2. MIGRANT, REFUGEE AND ASYLUM SEEKER TERMS

Not all forms of migration are escape, but any escape that crosses national borders is migration. There are three different terms commonly used in the context of

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[1] Assoc. Prof. Dr., Marmara University, Faculty of Business Administration Department of Management Informatic Systems Email: fgurder@marmara.edu.tr, ORCID iD: 0000-0002-2024-4374

From the 1500s to the 1900s, the largest migrations took place from Europe to North America, from Africa to North America and from China to Southeast Asia. Between 1918 and 1998, in addition to approximately similar migration behaviors, migration between Asian countries and from Asia to Australia intensified. Especially in the last 60 years, intercontinental migration has been mostly from low-prosperity African and Asian countries to high-prosperity European countries. Türkiye has been one of the most important geographical locations for the last 7 years as a country both receiving and giving migration. Türkiye receives migration from neighboring Asian countries and emigrates to Europe and the Americas.

The effects of migration can be positive as well as negative for all stakeholders of migration. In the sending country, there are positive effects such as foreign exchange inflows, increased consumption demand, and higher real wages, as well as negative effects such as a decrease in labor supply, a decrease in access to basic services due to a decrease in the supply of skilled labor (so-called brain drain), a decrease in direct tax revenues due to income tax, and an increase in inflation. In the destination country, migration leads to positive effects such as an increase in the supply of (skilled) labor, an increase in indirect tax revenues from consumption and imports, and an increase in direct tax revenues from income tax, and negative effects such as a decrease in real wages, an increase in inflation, gender imbalances, and the formation of ethnic enclaves.

While migration on Earth continues unabated, interplanetary migration will also become the subject of scientific research in the near future. On the other hand, deeper research on the causes and effects of migration on earth will be a start for the solution of the identified causes and the softening of the negative effects.

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Chapter 2

ESTIMATION OF THE REGULARITY OF RENTAL PAYMENTS BY CUSTOMERS IN THE REAL ESTATE INDUSTRY THROUGH DATA MINING

Müberra ŞEN[1]

INTRODUCTION

As companies' data ownership continues to increase, the importance of data is increasing day by day. Because innovations in technology develop solutions for the use of this complex and large amount of data. Companies work to get the most out of their data and drive results in their favour. Since the emergence of the Data Mining concept, many studies have been carried out in practice. This is crucial for the analysis and use of big data. Data and data mining has gained great importance in almost every sector today. These areas include real estate, healthcare, finance, retail, manufacturing, education and many more. Data mining consists of a set of statistical and mathematical techniques developed to process, analyze and extract meaningful information from large and complex data sets in these various industries. Technologies such as machine learning and artificial intelligence enable the effective use of data mining. In this way, it is possible to examine the data in depth and to discover hidden relationships and patterns. Therefore, in various industries, including real estate, data mining has become an indispensable tool for making better decisions, gaining competitive advantage, innovating and predicting future trends. In this study, the real estate sector was examined. Regular payment of rents is an important issue in the real estate field. Many homeowners struggle to rent out their homes and turn them into a source of income. Then encountering a tenant who does not pay their rent regularly creates great difficulties and problems for both landlords and real estate agents. This may lead to the termination of the lease agreement due to non-payment of the rental fee. Therefore, this has become a very common problem. An analysis

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[1]   Marmara University, Faculty of Management, German Business Informatics, Muberra.senn@gmail.com, ORCID iD: xxx

rent payments in the real estate sector. When real estate agents implement this study, they will gain a more reliable image among homeowners and their volume in the market will increase. Negotiating with a tenant who is expected to pay the rent properly is economically advantageous for both the real estate agent and the landlord. The regular income of the landlords will continue. Thanks to regular rent payments, mutual relations will also be able to progress in a healthy way. Trust will increase between the landlord and the real estate agent and the relationship will progress in a positive direction. The study was carried out only with the data of 114 tenants in a single agency (OKED Emlakçı) in KDZ.Ereğli district. Diversity is also low, as the data covers tenants in a particular region. For this reason, the area where the data is collected can be expanded, which is recommended for future studies, or the diversity can be increased by bringing together data from different institutions. In other words, it is recommended to work with much more data than 114 data and to carry out a wider data collection process for future studies. Thus, the diversity of data will increase and will positively affect the percentage of predictions. In addition, it is possible to seek ways to develop a model with better performance. Or, if a different source is used as a data source, it may be possible to obtain better results. The data in this study were obtained with the help of OKED Real Estate Agents in Zonguldak-Ereğli. Gratitude is required.

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Chapter 3

DIGITAL LITERACIES AND WORKPLACE ON START-UPS ECOSYSTEM

Musab Talha AKPINAR[1]

INTRODUCTION

Digital literacy is a term that encompasses a wide range of skills and abilities related to the use of technology (Meyers and et al., 2013). It includes the ability to use digital tools and devices, to navigate the internet, to access and evaluate information, and to create and share digital content. In the past, digital literacy was seen as a luxury, something that only a select few needed to possess. However, in today's world, digital literacy is becoming increasingly essential for individuals of all ages and backgrounds (Eshet, 2004; Reddy and et al., 2022).

The rapid advancement of technology has greatly impacted the way we live, learn, and work. The internet and digital devices have become integral parts of our daily lives, and it is essential that individuals have the skills and knowledge to use these tools effectively (Norman & Skinner, 2006). Digital literacy is not just about being able to use a computer or search the internet, it is about understanding the implications and potential of technology and being able to use it to solve problems and create new opportunities.

In the workplace, digital literacy is becoming increasingly important (Bejaković & Mrnjavac, 2020). The use of technology is transforming many industries and job roles, making it necessary for employees to have a strong set of digital skills. In fact, many jobs now require digital literacy as a prerequisite for employment. Employers are looking for employees who can use digital tools and technologies to increase productivity, improve communication, and make informed decisions (Abdeldayem & Aldulaimi, 2020).

In education, digital literacy is becoming an essential part of the curriculum (Tohara, 2021). Students need to be able to use technology to access and evaluate information, to collaborate and communicate with others, and to create and share digital content. In addition, digital literacy is also necessary for students to be able

1   Ankara Yildirim Beyazit University, musabtakpinar@gmail.com, ORCID iD: 0000-0003-4651-7788

their employees to ensure that they have the skills and knowledge to be successful in the digital age.

PREPARING THE WORKFORCE FOR THE TECHNOLOGICAL REVOLUTION IN A RAPIDLY CHANGING DIGITAL LANDSCAPE

Further research could be conducted on the most effective ways to teach digital literacy in the start-up ecosystem. This could include exploring different training methods such as online courses, workshops, or mentorship programs. Additionally, research could focus on identifying the specific digital literacy skills that are most important for employees in different roles and industries within the start-up ecosystem.

Another area of research could be on the impact of digital literacy on start-up success. Studies could explore the relationship between a start-up's digital literacy and its ability to reach and engage customers, manage operations effectively, and make informed decisions. Additionally, research could focus on the role of digital literacy in creating a competitive advantage for start-ups.

In terms of future perspective, it is likely that digital literacy will continue to be a vital skill for success in the start-up ecosystem. As technology continues to evolve, new digital tools and platforms will emerge, making it even more important for employees to have a strong set of digital literacy skills and the ability to adapt to new technologies. Therefore, start-ups should prioritize investing in digital literacy initiatives to ensure that their employees have the skills and knowledge to succeed in the digital age. Furthermore, a culture that values and encourages digital literacy can be an important factor in the success of start-ups in the digital era.

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Chapter 4

CUSTOMER RELATIONSHIP MANAGEMENT IN SAP SD AND SAP FIORI: PROCESSES FROM INQUIRY TO PAYMENT

Sümeyye SÜRÜCÜ[1]

1. INTRODUCTION

SAP is a business process management software and database system that plays a critical role in the business world. There are some basic reasons why Companies prefer SAP. For example, SAP can be used in many different business processes of a Company and integrates these processes with each other, so decision makers can access all data in the Company under SAP, decide which processes are good, which processes need to be improved and even which processes are useless for the Company. The fact that SAP can be used in all organs of the Company allows SAP to have big data. In this way, SAP can analyze all this data and help make strategic and competitive decisions based on the data and use resources in the best way. SAP also demonstrates Global Compliance and Regulatory Compliance. SAP applications can be used whether it is a company or a company operating internationally. The fact that SAP can be used in different countries and different sectors also brings compliance with the financial and legal regulations in various countries.

SAP SD is a critical module that manages O2C activities in a company. SAP Fiori Platform is an interface that has been released in recent years and provides a modern user experience. In this research, the use of the SAP SD module with the SAP Fiori interface and the advantages and disadvantages of these SAP products were investigated.

The research also explores the differences between SAP Fiori and the conventional SAP Easy Access screen and their impact on user acceptance. It includes a case study of SAP SD implementation to evaluate the effectiveness of SAP Fiori Launchpad.

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1 Marmara University, Faculty of Management, German Business Informatics, Sumeyyesurucu@marun. edu.tr, ORCID iD: 0009-0007-6897-5831

optimized and integrated throughout the organization. This means optimization and efficiency in all areas of the business.

Measuring in the future how well SAP Fiori works in different sectors and companies of different sizes will also be helpful to academics and managers who want to work with SAP Fiori in the coming years. Additionally, it may be necessary to quantify the benefits SAP Fiori provides to business processes and further analyze the effects of these benefits on business performance.

As a result, optimizing SAP processes can help businesses gain a competitive advantage and increase their operational efficiency. Using modern tools like SAP Fiori allows businesses to deliver a better customer experience and be more prepared for the future.

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Chapter 5

ENVIRONMENTAL IMPACT OF CLOUD COMPUTING: AN EXAMINATION ON ENERGY CONSUMPTION AND CARBON FOOTPRINT

Tolgahan Zorlu ÇELEBİ[1]

1. INTRODUCTION

To be able to reach as many users as possible and provide a flexible service the Internet providers created the Cloud Computing with requiring very few resources than on-site servers. Within following years, Cloud computing has quickly become the most popular technology in just a few years. From Google's release in 2003, to Amazon becoming available for use in 2006, and to AT&T Synaptic Hosting offering their services, cloud computing has advanced from being used only within a company's IT system to being a public service. It has also became a way to generate income by cost savings, and has expanded from being used by internet service providers to being used by telecommunications companies. (Ling Qian, Cloud Computing: An Overview)

The spread of high-speed networks has led to a worrying trend. The increase in network utilization, characterized by large numbers of concurrent e-commerce transactions and millions of daily web requests, is a significant phenomenon worthy of academic attention. The current increased demand is being met by extensive data centers in which hundreds and thousands of servers are integrated with additional infrastructure such as cooling facilities, storage units and network systems.

Several well-known Internet companies, like Google, Amazon, eBay, Facebook, Twitter and Yahoo, have set up numerous extensive data centers around the world. Cloud computing is the provision of virtualized data centers and applications as services. The operation of these units requires a significant amount of energy (Murugesan,.G.R.Gangadharan, 2012: 315-316) For example, a standard data center with 1000 racks requires around 10 megawatts (MW) of electricity for its operation, resulting in increased operating costs (Murugesan, G.R. Gangadharan,

[1]   Software Developer, Detaysoft , tolgahan.celebi@detaysoft.com, ORCID iD: 0009-0006-1661-8261

processes like manufacturing and transportation, as well as those tied to electricity generation. Furthermore, the analysis often extends to emissions of other potent greenhouse gases, including methane, nitrous oxide, and chlorofluorocarbons (CFCs).

A pivotal revelation from the document is the discernible pattern in the carbon footprint of data centers across different global regions. Data centers in warmer regions tend to consume more electricity, predominantly due to the ambient temperatures and the energy expended on cooling. This insight underscores the potential of leveraging the Earth's natural cooling mechanisms as a sustainable solution to mitigate energy consumption in these centers.

Moreover, the document highlights the adaptability and efficiency of cloud services. With features like Rapid Elasticity, cloud services can dynamically scale based on user demand, ensuring optimal resource allocation and cost-effectiveness. This flexibility, combined with the metered approach of billing, positions cloud computing as a sustainable and efficient technological solution.

In essence, as cloud computing continues to evolve, understanding its environmental impact becomes paramount. The insights from this document underscore the need for sustainable practices and innovations to ensure that the growth of cloud computing aligns with our environmental objectives.

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Chapter 6

DIGITALISATION IN SMES: THE ROLE OF ORDER MANAGEMENT AND SOLON TRADE ERP SYSTEM

Işılay OKŞAK[1]

INTRODUCTION

The rapid advancement of technological developments in today's business world requires businesses to focus on digitalisation to gain competitive advantage and ensure sustainable success. In this context, small and medium-sized enterprises (SMEs) are of great importance for the economy of every country. SMEs make up a large proportion of businesses worldwide, contributing significantly to economic growth and job creation. However, despite these important contributions, SMEs face some obstacles.

Technological change can make it difficult for SMEs to maintain a sustainable life cycle. Increasing competition increases the need to improve the quality of products and services and improve business processes, while at the same time forcing businesses to adapt to these changes quickly and efficiently. Therefore, it is critical for businesses to have knowledge about digitalisation and invest in this area.

Today, the expectations of consumers are increasing rapidly. Factors such as fast delivery of products, accurate and reliable information, and easy communication are vital for customer satisfaction. Therefore, for businesses, order management plays a critical role in terms of overall quality and efficiency.

However, minor disruptions or faulty order management processes can lead to major financial losses, loss of reputation and customer dissatisfaction. To avoid such problems and help businesses maintain their competitive advantage, the transition to digital processes is essential.

This article discusses the obstacles SMEs face in digital transformation and how these obstacles can be overcome, while drawing attention to the role of order management in this transformation. It discusses how the Solon Trade ERP system

[1]   Junior SD Consultant, NTT DATA Business Solutions, isilayoks@hotmail.com
       ORCID iD: 0009-0002-4722-5859

In conclusion, the digital revolution offers a plethora of opportunities for SMEs. By embracing advanced software solutions and digital processes, SMEs can not only optimize their operations but also position themselves for sustained growth and success in an increasingly digital world. The experiences of the companies highlighted in this research serve as a beacon for other SMEs, emphasizing the importance of adaptability, continuous learning, and leveraging technology for business success.

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