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PREFACE

Global Academic Research Institute, Portugal and Sri Lanka, Centre for Socio-economic & Sustainability Research, India and Academic Partner - Lincoln Institute of Graduate Studies are proud to present the "03rd International Conference on Contemporary issues of Commerce, Education, Arts and IT", which is a series of successful research symposiums. The Inaugural Session and technical sessions were conducted on 10th - 11th October 2026 CRESAÇOR, Ponta Delgada, Azores, Portugal | GARI Paris Multidisciplinary Symposium on 16th - 17th October 2026 at Hôtel Maison Mère - Paris, France | GARI Rome Multidisciplinary Symposium on 23rd – 24th October 2026 in Rome, Italy. The conference covered various disciplines and accepted empirical, conceptual, and methodological papers from academics, practitioners, and public policymakers, with particular emphasis on maintaining high academic standards. To maintain consistency, authors were required to follow the academic writing format of the GARI Publishers. The review process was transparent, with papers undergoing double-blind review by eminent subject specialists in their respective fields. Thus, refereed full papers selected to be presented at the conference were published here. We do not assume any responsibility for any errors or omissions in the research papers, which rest solely with the authors.

The organizing committee, special appreciation to the Keynote Speaker Dr. Jagbir Singh Kadyan (Chairman, Co-founder & Associate Director at Centre for Socio-economic & Sustainability Research, New Delhi, India), Professor (Mrs.) U. G. Samudrika Wijayapala (University of Moratuwa, Sri Lanka), Sampath Abeywickrama (Global Academic Research Institute, Portugal.

An GARI International Partners with Fundacja pamięci Rosy Bailly – Poland, Jagadguru Kripalu University - India, Department of Community Medicine, Mysore Medical College and Research Institute - India, International Federation for Fitness Health, Physical Education & Iron Games - Saudi Arabia, Australasian Institute of Ayurvedic Studies - Australia, Kathmandu School of Law – Nepal, Noble School of Business, India and Centre for Socio-economic & Sustainability Research, India. Journal Partner as GARI Publishers and GARI International Journal of Multidisciplinary Research, all other GARI affiliated academic partners, Further the support given by GARI Tours as Travel partner, Official Creative Partner Sameera Artco & MICE official Partner Sri Lanka Convention Bureau. The conference committee expresses deep gratitude to the panel of reviewers for the priceless service rendered. Finally, the committee extends sincere thanks to the presenters and participants for their valuable contribution and active participation.

Conference Committee
GARI ECS 2026

Centre for Socio-economic & Sustainability Research (CSSR)

The Centre for Socio-economic & Sustainability Research (CSSR) is a research and knowledge-driven organisation dedicated to generating rigorous, evidence-based insights on socio-economic and sustainability challenges. CSSR focuses on translating research into actionable solutions that support inclusive growth, sustainable development, and positive social impact, with strong alignment with the United Nations Sustainable Development Goals (SDGs).

CSSR is a registered trust under the Indian Trusts Act, 1882, Government of India, and is also registered on the NGO-DARPAN portal of the Government of India. Its governance includes a Board of Trustees and an Advisory Board comprising experts from academia, industry, civil society, and public policy.

Our Core Areas

- Research & Impact Studies
- SDG Mapping & Sustainability Analytics
- CSR & NGO Consultancy
- Capacity Building & Training
- Academic & Knowledge Dissemination
- Collaborative Partnerships
- Membership & Global Academic Network

CSSR provides membership opportunities for academics, researchers, practitioners, NGOs, CSR/ESG professionals, institutions, and development organisations. Members can participate in seminars, conferences, training programmes, research collaborations, publications, networking activities, and other academic and professional initiatives. Institutional membership also provides opportunities for collaborative projects and co-branding at CSSR events.



Lincoln Institute of Graduate Studies

The Lincoln Institute of Graduate Studies in Sri Lanka is located in the capital city of Colombo. The state of the art facility is dedicated towards providing global opportunities to aspiring seekers from all regions of the country and overseas. Lincoln Institute of Graduate Studies (LIGS) is committed to offering life-changing educational opportunities that enable people to realize their greatest potential and contribute significantly to society. It was founded with a dedication to academic achievement, diversity, and creativity. It provides a variety of programs and activities that are intended to satisfy the changing demands of communities, businesses, and students. Lincoln Institute of Graduate Studies offers undergraduate and postgraduate study options affiliated to the Faculty of Engineering, Faculty of Social Science, Faculty of Allied Sciences, Faculty of Life Sciences, and Faculty of Management and Technology Studies. Our goal is to foster an environment of learning, exploration, and service that equips students to become engaged global citizens and leaders in their fields of study. We work to establish a supportive, motivating, and empowering atmosphere where each person feels inspired and enabled to achieve their academic and professional goals, guided by our fundamental values of honesty, diversity, and excellence.

Our Vision

To inspire, empower, and equip individuals to drive positive change within their communities and the world through innovative education and engagement.

Our Mission

To foster academic excellence, ethical leadership and global citizenship through dynamic learning and engagement.



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<< Couleur-Espace-Culture >> Association 1901 – France

Our Association aims to devote itself to the fields of art, architecture, urban planning to defend visual ecology and the harmony of colors in the environment. The different fields and domains concerned, the theoretical and methodological development as well as the practical bases of environmental projects, are at the center of the professional interest of the activities of the Association CEC Couleur-Espace-Culture.

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Jagadguru Shree Kripaluji Maharaj envisioned a university that not only provides quality education but also aims at all-round personality development of the students, turning them into leaders in their chosen fields. The faculty at JKU are experts in their respective fields, with an intense desire to teach and guide the students to success. Regular interactions with industry leaders and opportunities to be part of various conferences and seminars broaden the students' horizons.

Kathmandu School of Law – Nepal

Kathmandu School of Law, established in 2000 AD as an affiliate of Purbanchal University, is a community-based, non-profit academic institution that upholds its unrestrained commitment for a pragmatic, research-based and community responsive legal education in the

country. It was conceptualized within the ambit of non-profit movement dedicated to serve the need of an academically sound and functionally feasible legal education in Nepal.

Australasian Institute of Ayurvedic Studies – Australia

The Australasian Institute of Ayurvedic Studies is synonymous with quality and authentic education in Ayurveda. The Institute was founded in 1999 in Auckland, New Zealand and is proud to be the only training Institute in Australasia offering recognized Ayurvedic qualifications in both Australia and New Zealand.

Fundacja pamięci Rosy Bailly – Poland



Since 2016, the Rosa Bailly Memorial Foundation has worked to promote equal rights, support people experiencing social exclusion, and advance human rights.

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Noble Institution will be a learning community that is focused on developing youngsters who will become leaders in an era of global competitiveness and technological advancements.

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Global Academic Research Institute, Portugal

03RD INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES OF COMMERCE, EDUCATION, ARTS AND IT

On 10th October 2026
CRESAÇOR, Ponta Delgada, Portugal

SIMPLE2U INVEST SGOIC: IMPACT FINANCE AND SPECIALIZED DEBT FUNDS FOR THE SOCIAL ECONOMY

CRESAÇOR – Cooperativa Regional de Economia Solidária, CRL (on behalf of the Founding Consortium), Ponta Delgada,

Portugal

ABSTRACT

This presentation introduces Simple2U Invest – Sociedade Gestora de Organismos de Investimento Alternativo, S.A. (SGOIC), established to address structural gaps in access to finance faced by Social and Solidarity Economy Organisations (SSEOs) and micro and small enterprises (MSEs) across Portugal. Led by CRESAÇOR — an organisation with 25 years of community-based intervention and an official microcredit operator in the Azores since 2006 — and established in consortium with Kairós, ADRITEM, FENACERCI, CONFECOOP and PRO NOBIS, Simple2U Invest is a small-scale management company dedicated to managing Alternative Investment Funds (AIFs) focused on credit, under the new Asset Management Framework (Decree-Law No. 27/2023) and regulated by the Portuguese Securities Market Commission (CMVM). Through the progressive launch of closed-ended debt funds focused on Social Innovation and Community Impact — including working capital advances/factoring against public funding, as well as microfinance and social investment solutions — Simple2U Invest aims to mobilise €48 million over five years, combining the participation of European institutional investors with private capital. The presentation examines CRESAÇOR's role as the promoting entity, the regulatory framework governing the investment vehicle, the architecture of the debt funds, and the expected socioeconomic and environmental impact on Portugal's social economy ecosystem.

Keywords: Social Economy; Impact Finance; Debt Funds; Simple2U Invest; Credit-focused Alternative Investment Funds

A INFLUÊNCIA DAS REDES SOCIAIS, DO ENVOLVIMENTO DOS CLIENTES E DA CONSCIÊNCIA DO PRODUTO NO CRESCIMENTO DAS VENDAS NO CONTEXTO DAS PEQUENAS E MÉDIAS EMPRESAS: CASO DE ESTUDO EM DÍLI, TIMOR-LESTE

Belandia da Costa Graciana, Carla Alexandra de Jesus da Costa, Leny M. Kana Djo,

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Escola Superior de Negócios e Gestão,

Dili Institute of Technology,

Timor-Leste

RESUMO

.As redes sociais constituem uma plataforma baseada na Internet que permite aos utilizadores criar, partilhar e interagir com diversos tipos de conteúdos, tais como texto, imagens, vídeo ou áudio. As redes sociais funcionam igualmente como uma ferramenta de comunicação que possibilita às pessoas interagir entre si em tempo real, estabelecer relações, criar comunidades e partilhar informação com um público mais alargado. Atualmente, as redes sociais são um instrumento importante que pode ser utilizado para promover produtos e serviços, fortalecer as relações com os consumidores e aumentar a visibilidade, contribuindo para o crescimento das vendas. O presente estudo tem como objetivo analisar a influência das redes sociais no crescimento das vendas e no envolvimento dos clientes, considerando o conhecimento do produto como variável mediadora, no contexto das pequenas e médias empresas da cidade de Díli, Timor-Leste. O método de investigação utilizado foi o método quantitativo, recorrendo à técnica de amostragem acidental. A população do estudo é constituída por pequenas e médias empresas que utilizam as redes sociais para desenvolver as suas atividades empresariais com o objetivo de obter resultados ou lucros. Os dados foram recolhidos através de questionários, posteriormente organizados e analisados utilizando técnicas estatísticas descritivas e inferenciais. A análise descritiva foi realizada com o programa SPSS, enquanto a análise inferencial recorreu ao programa SMART-PLS. Os resultados do estudo indicam que a influência direta das redes sociais no crescimento das vendas é positiva e estatisticamente significativa. Além disso, a relação de mediação exercida pelo envolvimento dos clientes e pelo conhecimento do produto revela igualmente um efeito positivo e significativo das redes sociais sobre o crescimento das vendas.

Palavras-chave: redes sociais, envolvimento dos clientes, conhecimento do produto, crescimento das vendas

HOW DOES UNCERTAINTY IMPACT THE FINANCIAL PERFORMANCE OF THE BANKING SECTOR? RECENT EVIDENCE FROM OECD BANKS

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ABSTRACT

This paper examines the impact of uncertainty on bank profitability. In particular, we focus on bank uncertainty by quantifying it using cross-sectional dispersion of shocks in the evolution of each bank's balance sheet. By testing a panel dataset from 597 commercial banks in 28 OECD countries, for the period 2004-2020, and using the generalized method of moments estimator of the two-step system in dynamic panel models, we find consistent evidence that bank uncertainty reduces bank profitability. More specifically, our dataset shows that banking uncertainty has a negative effect on profitability. Additionally, we find that loan loss provisions negatively affect profitability, while size, capital, liquidity and loan growth positively affect it. These data reinforce the idea that banking uncertainty causes banks to act cautiously as a precautionary measure, and this study is a contribution to the current literature, to academia, to the financial system and to regulators whose aim is to minimize the risks incurred by the banking and financial sector.

Keywords: Banks; Profitability; Risk; Uncertainty

JEL Classification: G20; G22; G29; D73

ANÁLISE DA TENDÊNCIA DA PRECIPITAÇÃO NA ESTAÇÃO CHUVOSA: IMPLICAÇÕES PARA A GESTÃO DO RISCO DE INUNDAÇÕES NA BACIA HIDROGRÁFICA DO LOES, TIMOR-LESTE

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Timor-Leste

RESUMO

A análise das tendências da precipitação é importante para apoiar a gestão do risco de inundações, especialmente em bacias hidrográficas com disponibilidade limitada de dados. Este estudo avalia as tendências da precipitação durante a estação chuvosa na Bacia Hidrográfica do Loes, Timor-Leste, utilizando dados de novembro a março, no período de 2015 a 2024. As estações de Letefoho e Fazenda foram agregadas para representar a zona de montante, enquanto Maubara e Fatubesi representaram a zona de jusante. Foi aplicado o teste Seasonal MannKendall para identificar tendências monotónicas, e o estimador de Sen foi utilizado para quantificar a sua magnitude. Os resultados indicaram tendências crescentes da precipitação sazonal, embora estas não sejam estatisticamente significativas, com declives de Sen de +21,75 mm/ano na zona de montante ($p = 0,085$) e de +6,56 mm/ano na zona de jusante ($p = 0,337$). Contudo, o mês de março apresentou uma tendência estatisticamente significativa na zona de montante ($p = 0,039$). Estes resultados fornecem informações hidroclimatológicas relevantes para apoiar o monitorização, o planeamento sazonal e a gestão do risco de inundações na Bacia Hidrográfica do Loes.

Palavras-chave: precipitação; teste Seasonal Mann–Kendall; declive de Sen; estação chuvosa; Bacia Hidrográfica do Loes; risco de inundações

TERRITORIAL INTELLIGENCE AND COLLABORATIVE GOVERNANCE FOR SUSTAINABLE REGIONAL COMPETITIVENESS: A MANAGEMENT PERSPECTIVE ON DIGITAL AND INSTITUTIONAL INNOVATION

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Mohammed V University in Rabat, Morocco

ABSTRACT

In a context marked by digital transformation, institutional complexity and growing sustainability challenges, territories are increasingly required to develop new forms of collective intelligence and collaborative governance. Territorial intelligence offers a relevant framework for understanding how information, knowledge-sharing, digital tools and multiactor coordination can support regional competitiveness and sustainable development. This extended abstract aims to explore the contribution of territorial intelligence to collaborative governance and sustainable regional competitiveness from a management perspective, with particular attention to digital and institutional innovation. The paper is based on a conceptual and analytical approach drawing on the literature on territorial intelligence, collaborative governance, regional competitiveness and sustainable development. It argues that territorial intelligence can be understood as a managerial and organizational capability enabling territories to transform dispersed information into collective knowledge and coordinated action. In this perspective, collaborative governance plays a central role by facilitating stakeholder participation, inter-institutional coordination and shared decision-making. The proposed framework highlights the relationship between territorial information systems, collective learning, stakeholder coordination, digital innovation and sustainable regional competitiveness. The expected contribution of this work is threefold. First, it clarifies the managerial relevance of territorial intelligence in the field of regional governance. Second, it links collaborative governance mechanisms to the construction of sustainable competitive advantages at the territorial level. Third, it emphasizes the role of digital and institutional innovation in strengthening the capacity of territories to respond to economic, social and environmental transitions. The study provides a basis for future empirical research on Moroccan regions and their capacity to build sustainable competitiveness through territorial intelligence and collaborative governance.

Keywords: Territorial intelligence; collaborative governance; regional competitiveness; sustainable development; digital innovation; institutional innovation; business management

FROM PERSONALIZATION TO EMOTIONAL PERSONALIZATION: HOW AI IS RESHAPING CUSTOMER EXPERIENCE

Hind El Bhilat, Mohammed Baaddi

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Morocco

ABSTRACT

AI-driven emotional personalization has become an emerging research domain at the intersection of affective computing, marketing, and consumer behavior, enabling intelligent systems to detect and respond to users' emotional states in real time (El Bhilat & Baaddi, 2026). Despite its rapid growth, the literature remains fragmented across technical, behavioral, and ethical perspectives, particularly regarding trust, ethics, and consumer acceptance (McColl-Kennedy et al., 2019). The present study provides a bibliometric analysis of the research on AI-driven emotional personalization using publications retrieved from Scopus and Web of Science during the period 2016–2026. Key contributors, thematic structures and emerging research trends are identified by performance analysis and science mapping techniques carried out with VOSviewer. The results show a dominant focus on technical dimensions, in particular machine learning, emotion recognition and affective computing, which are the core methodological foundation of the field. Application oriented streams like sentiment analysis, human computer interaction in marketing and customer service etc. The analysis, however, reveals a rather narrow and fragmented integration of trust, ethics and consumer acceptance in the core of the intellectual structure of the field. The results point to a large imbalance between the development of technology and the development of user-centered and normative perspectives. The study highlights the necessity for increased interdisciplinary research that brings together technological innovation with ethical governance, trust building, and insights into consumer behaviour to enable the responsible implementation of emotionally intelligent AI systems.

GARI PARIS MULTIDISCIPLINARY SYMPOSIUM

On 16th - 17th October 2026
Hôtel Maison Mère - Paris, France

STAGING RECOGNITION: IDENTITY ECONOMIES AND THE REGULATION OF LEGITIMACY IN THE OPERAS OF JEAN-PHILIPPE RAMEAU

Derek Barker-Ciganik

University of Vienna,

Austria

ABSTRACT

Opera has long occupied an ambiguous position between aesthetic expression and social ordering. While musicological scholarship has examined eighteenth-century opera through lenses of genre, performance practice, politics, and representation, less attention has been paid to the ways in which opera itself may function as a mechanism for producing and regulating systems of social value. This paper proposes an Identity Group Theory (IGT) reading of selected operas by Jean-Philippe Rameau in order to reconceptualise opera as an identity economy: a structured arena in which recognition, legitimacy, allocation, and regulation become audible and visible. Rather than approaching identity as a stable personal attribute or symbolic category, Identity Group Theory understands identity as participation in systems through which value is assigned, recognised, contested, and reproduced. The paper focuses on three operas—Hippolyte et Aricie, Castor et Pollux, and Les Indes galantes—to examine three related questions: Who receives legitimacy? Under what conditions is renown produced or sacrificed? How are cultural identities distributed and regulated within aesthetic systems? Through close attention to vocal hierarchy, choral organisation, ritual scenes, dramaturgical structure, and representations of authority, the paper argues that Rameau's operas do more than reflect Enlightenment social order; they actively stage forms of recognition and exclusion that remain legible today. By placing opera studies in dialogue with contemporary identity theory, this presentation proposes opera as an archive of identity economies and contributes to wider conversations about how cultural forms mediate belonging, legitimacy, and collective life across historical contexts.

Key Words: Identity Group Theory (IGT) Opera studies Recognition Cultural legitimacy Enlightenment aesthetics

FASHION AND BRAND IDENTITY: THE REFLECTION OF AESTHETIC TRANSFORMATION IN LOGO AND EMBLEM DESIGN IN EVERYDAY WEAR

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Turkiye

ABSTRACT

Brands, one of the fundamental building blocks of the consumer industry, not only serve economic purposes but also reflect the identities of individuals as indicators carrying psychological, cultural, and sociological meanings. Primarily defined as commercial symbols, brands, in addition to their tangible elements such as logos, emblems, forms, and packaging, are also associated with concepts such as image, identity, and values, creating specific associations and symbolic meanings in the consumer's mind, thus undertaking a powerful representational function. Therefore, brands are considered multi-layered communication tools with both economic and symbolic aspects. In the fashion industry, many brands operating globally produces a variety of products appealing to all age groups. Products bearing brand logos, slogans, or graphics are representational tools that strengthen brand perception, create emotional connections with consumers through symbols that carry cultural and social meanings and are identified with their identities. The ultimate goal of brands is to achieve a strong position in the target market and create sustainable brand loyalty. In recent years, with the widespread acceptance of the term "quiet luxury" in the consumer industry, logos and emblems on products have begun to be used in a more minimalist, aesthetic, and understated manner. The aim of this research is to examine the ways in which global fashion brands use emblems and logos on their products and to reveal their effects on consumers' identities and sense of belonging. In this study, the use of logos and emblems by various brands operating in the globally respected and iconic fashion industry is examined from a semiotic perspective and within the framework of Roland Barthes' theory, in terms of brand identity and perception. The research findings indicate that brands' aesthetic and understated approaches to symbols stand out as a key element in building loyalty and trust in today's consumer culture.

Keywords: Brand, Logo, Emblem, Identity, Symbol

ADVANCING CIRCULAR BIOMATERIALS IN FASHION: AN INTERDISCIPLINARY APPROACH TO SUSTAINABLE INNOVATION

Ramutis G. Kiparskis, Elena Valionienė, Kotryna Žukauskaitė Šiaučiulė

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ABSTRACT

The fashion and textile industry remains a significant contributor to global environmental degradation, generating over 92 million tonnes of waste annually. Linear production models continue to dominate, limiting the effective reuse of resources and resulting in less than 1% of textile fibres being recycled into new products. In response, circular biomaterials—derived from renewable biological resources and textile waste streams—are emerging as a key pathway toward regenerative and low-impact fashion systems. This interdisciplinary research synthesizes recent advances (2023–2026) in environmental chemistry applied to circular biomaterials, focusing on their application within fashion design and related circular economy systems. It examines the biogeochemical behaviour and environmental impact of bio-based polymers, including cellulose, lignin, and protein-derived fibres, alongside life-cycle assessment (LCA), ecotoxicity, and material circularity indicators. In parallel, the integration of artificial intelligence (AI) is explored as a catalyst for sustainable innovation, enabling predictive modelling, inverse material design, and optimization of circular production and utilization processes. Extending beyond material innovation, the paper situates biomaterials within the broader context of green fashion and sustainability management. Current research and educational practices remain fragmented across disciplines. While sustainability, ecological materials, and circular economy principles are increasingly introduced in design education, there is still a lack of integrated interdisciplinary frameworks that effectively connect biomaterials research, fashion design, and sustainability management. Additionally, market uptake of emergent standards or quasi-standardized "labels" of circular biomaterials are still limited by lack of clear communication (marketing) and misleading or fictitious labelling. Despite emerging rules and voluntary certification schemes, the most essential mechanism remains the complex evaluation and informed awareness of consumers. The study proposes a holistic approach that addresses fashion and textile industry waste issues by linking material science, design practice, and sustainability governance across scales. By bridging environmental chemistry, design, and sustainability management, this work contributes to the development of circular fashion systems aligned with the UN Sustainable Development Goals and European Green Deal strategies.

Keywords: circular biomaterials, green fashion, sustainability management, AI in design, interdisciplinary education & design studies

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CARRY MY BURDEN: DETERING THE PERSISTENT PRACTICE OF DOWRIES TO SPUR FEMALE WORKFORCE PARTICIPATION IN SOUTH ASIA

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ABSTRACT

Despite significant socioeconomic development across South Asia in the past decade, marriage-related burdens, such as dowries, persist as barriers to women's education and workforce participation. This study examines the relationship between dowry prevalence, female labor force participation rates, and economic development in South Asia, with a comparative analysis of successful women's economic development policies from pre industrialized Italy, specifically a public sector quota for hiring women. By conducting interviews with nonprofit leaders who serve women victims of marital violence in South Asia, this paper combines labor force economic data with key primary sources. A key finding: reducing the prevalence of dowries through stricter enforcement of the Dowry Prohibition Act, combined with policies that increase public sector hiring for women, can ignite economic development. Given that dowry expectations place financial burdens on families -- allocating resources towards a daughter's marriage rather than her education -- a decrease in such marriage burdens will lead to an increase in women's educational attainment. This increase in education leads directly to greater labor force participation, hence increasing productivity, quality of life, human capital, and economic development. These findings advocate for removing the chains that hold South Asia back from growing socially and economically, while saving many women who are victims to dowry-related violence.

THE PRICE OF A SEAT: CAMPAIGN FINANCING AND THE POLITICAL MARGINALIZATION OF WOMEN IN TÜRKIYE

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INTRODUCTION

Women's numerical presence in Turkish politics has increased steadily since the first female deputies entered the Grand National Assembly of Türkiye (TBMM) in 1935. Yet numerical growth has not translated into proportional influence over political decision-making. This paper argues that one of the most persistent, and least visible, barriers to women's political advancement in Türkiye is the financial cost of political participation. Campaigning — whether for a parliamentary seat, a municipal mayorship, or an intra-party leadership position — requires sustained access to economic resources that women, on average, possess less of than their male counterparts due to structural gaps in income, property ownership, and access to credit. This paper examines how campaign financing operates as a gatekeeping mechanism that shapes not only who runs for office, but who is placed in electable positions on party lists.

Theoretical Framework

The analysis draws on the distinction between descriptive and substantive representation to argue that financial barriers operate at both levels. The presence of women on candidate lists strengthens descriptive representation, but candidate selection processes within parties are shaped not only by individual candidate merit but also by the judgments of internal gatekeepers, organizational practices, and entrenched gender norms. Prior research shows that women's access to time, financial resources, political networks, and freedom from caregiving responsibilities significantly constrains their participation in candidacy processes (Krook, 2010; Norris & Lovenduski, 1995). Even where women succeed in securing candidacy, placement on electable positions within party lists remains critical, since the presence of a female name on a list does not by itself guarantee electoral success — party leadership can place women candidates in low-probability positions, limiting the translation of candidate numbers into parliamentary seats (Krook, 2007; Schwindt-Bayer, 2009). Financial capacity is directly implicated in this placement process: candidates who can independently fund travel, local visibility campaigns, and party-internal networking are better positioned to be ranked favorably, regardless of formal quota commitments.

Methodology

This paper draws on data compiled from the Turkish Statistical Institute (TÜİK), the Grand National Assembly of Türkiye (TBMM), the Supreme Election Board, and internal party statutes and programs, supplemented by international benchmarking data from the Inter-Parliamentary Union (IPU), UN Women, and the World Economic Forum. Quantitative data on the share of female deputies from 1935 to the 28th term of the TBMM, female candidacy rates in the 2023 general elections, and female representation in the 2019 and 2024 local elections are analyzed alongside qualitative review of party statutes addressing candidate nomination and campaign support mechanisms.

Findings

The findings indicate that financial constraint operates as a compounding barrier layered on top of formal quota mechanisms. While several Turkish parties have adopted internal gender quotas and, in some cases, zipper-list (fermuar) systems requiring alternating placement of male and female candidates, the absence of institutionalized campaign financing support means that women candidates disproportionately rely on personal or family financial resources to compete for visibility within their own parties before the general election is even held. This creates a pre-selection filter in which women with independent economic means are more likely to be nominated and favorably placed, while women without such means — despite comparable political experience or local support — are more likely to be excluded from competitive list positions. The burden of unpaid care work compounds this effect, as women candidates must additionally offset the opportunity cost of time spent campaigning against caregiving responsibilities, a cost that is rarely subsidized by parties or the state. Party-level variation is also evident: parties with more explicit programmatic commitments to gender equality tend to nominate higher numbers of female candidates, but even within these parties, financial support structures for women candidates remain largely informal and inconsistent, depending on individual party branches rather than centralized policy.

Discussion and Policy Implications

These findings suggest that quota policy alone is insufficient to close Türkiye's representation gap unless accompanied by institutionalized financial support mechanisms for women candidates. Based on the thesis research underlying this paper, three policy directions are proposed: (1) the establishment of dedicated campaign financing support programs for women candidates within party structures; (2) greater transparency in the publication of sex-disaggregated data on candidate financing and list placement, allowing public and academic scrutiny of whether formal quotas are being undermined informally; and (3) the extension of public childcare and eldercare services to reduce the disproportionate time burden that limits women's capacity to campaign competitively.

Conclusion

The financial cost of seeking political office functions as an under-examined but consequential barrier to women's substantive political representation in Türkiye. Without addressing the economic dimension of candidacy and campaigning, formal mechanisms such as gender quotas risk producing a form of representation that is numerically visible but structurally shallow. This paper contributes to the broader literature on gender and political finance by offering an empirically grounded account of how financial gatekeeping operates within a hybrid electoral and party system, with implications for comparative research on women's political representation more broadly.

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CABIN CREW UNIFORMS IN CORPORATE IMAGES OF COMMERTIAL AVIATION COMPANIES IN THE CONTEXT OF MEGA TRENDS

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ABSTRACT

Commercial aviation is a competitive sector subject to strict safety regulations. Since its inception, the messages conveyed by aviation service providers to their target audiences through crew uniform messages have created a global perception of meaning today. Uniforms are the interface between aviation companies and civilians. They are visual communication tools through which brands convey their ideologies and promises. The aim of this study is to examine the relationship between cabin crew uniforms, megatrends, and corporate image. In the scope of the research, characteristics of cabin crew uniforms, and their role in corporate identity construction are addressed within a theoretical framework. The changes that uniforms have undergone from the 1940's to the present day are examined in the context of mega trends. The research utilizes qualitative research methods, including literature review and diachronic visual analysis methods. The findings of the study show that uniforms are updated not only due to fashion concerns but also in line with changing societal expectations and corporate message strategies in ten-year cycles. While designs in the past focused on elegance and authority, today concepts such as globalization, sustainability, and genderless design are coming to the forefront. Ongoing research on wearable technologies indicates that uniforms will be enhanced with superior materials and technologies in the near future. In conclusion, crew uniform design is a powerful rhetorical tool that manages passenger perception and influences the market positioning of aviation companies. This study aims to contribute to the literature by combining the disciplines of fashion and visual communication.

Keywords: Corporate Image, Cabin Crew Uniform, Mega Trends

03RD INTERNATIONAL CONFERENCE ON HERITAGE AND CULTURE

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FORENSIC RECONSTRUCTION OF GENDER AND AGE IN HARAPPAN HUMAN REMAINS USING DNA

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ABSTRACT

To understand an ancient civilization, identifying gender identity through burial is very important for understanding the civilization's hierarchy, social structure, and burial practices. The identification of the biological gender of humans is often hindered by incomplete skeletal remains and limitations of proper bio-archeological practices. Recent advances in ancient DNA (aDNA) analysis provide a reliable molecular approach for biological sex determination and offer new opportunities for addressing long-standing questions. The current research objective is to reconstruct biological gender from Harappan burials using genetic markers to identify gender, understand the social structure hierarchies, and the role of females in Harappan society. The samples from human skeletal remains, including teeth and bones, will be subjected to ancient DNA and molecular analysis, and proper protocols will be followed to prevent the samples from contamination and to obtain reliable genetic data. The pottery obtained from human graves will be analyzed for any fingerprint impressions and examined using the forensic ridge methods to understand Harappan craftsmanship.Burial context, body position, orientation, associated grave goods, and archaeological evidence will also be systematically documented to facilitate the interpretation of biological and cultural data. To investigate ancient human remains, this research will create an interdisciplinary context combining forensic science and archaeology. The research aims to enhance the interpretation of Harappan burial practices and contribute to a more comprehensive understanding of social structure and population dynamics within the Indus Civilization by producing evidence for biological gender reconstruction. Additionally, this study is one of the unique study in Pakistan to use ancient DNA analysis in archaeological investigations, offering a scientific basis for upcoming bio-archaeological studies in the area.

Keywords: Ancient DNA, Harappan Civilization, Bio-archaeology, Genetic Markers, Forensic Archaeology

PUBLIC PERCEPTIONS OF CULTURAL ROUTES AS A TOOL FOR SUSTAINABLE AND BALANCED TOURISM DEVELOPMENT IN MONTENEGRO

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ABSTRACT

Cultural routes can integrate tangible and intangible heritage into coherent tourism experiences while supporting local participation, regional diversification and destination sustainability. This study examines public perceptions of cultural routes and their potential contribution to sustainable and balanced tourism development in Montenegro. An exploratory questionnaire survey was conducted among 96 respondents, and the collected data were analysed using descriptive statistics. The results reveal a pronounced gap between Montenegro's recognised cultural potential and the perceived quality of its existing tourism offer. A total of 95.8% of respondents believe that culture influences Montenegro's image as a tourism destination, while the same proportion consider that the country has adequate potential for cultural tourism development. Nevertheless, 61.5% had previously heard of the cultural route concept, and only 5.2% could identify a specific cultural route or route-related example in Montenegro. Despite this limited awareness, 92.7% expressed moderate or strong interest in exploring cultural routes. Furthermore, 92.7% believed that cultural routes could contribute to more balanced regional development, 91.7% associated them with reducing tourism seasonality, and 96.9% considered them relevant to sustainable tourism development. The findings indicated strong support among respondents for cultural routes but insufficient visibility of the existing offer. Their further development should therefore prioritise effective promotion, local community participation, the integration of tangible and intangible heritage, and cooperation between tourism stakeholders and cultural institutions. Further research involving a larger and more representative sample is recommended.

Keywords: cultural routes, cultural heritage, sustainable tourism

FRAGMENTS OF MODERNISM: HARALAMB H. GEORGESCU BETWEEN ROMANIA AND CALIFORNIA

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ABSTRACT

What becomes of an architectural practice when the geographical, cultural, and professional conditions in which it took shape are profoundly altered? This paper explores this question through the transatlantic trajectory of Romanian architect Haralamb H. Georgescu (1908–1977), later known in the United States as Harlan Georgesco, whose career unfolded between interwar Romania and postwar California. Educated within Romanian modernism and working extensively alongside Horia Creangă, Georgescu developed a practice grounded in planimetric rigor and functional rationalism, while achieving architectural expression through carefully articulated volumes, windows, recessed loggias, and terraces. In 1947, amid Romania's postwar political transformations, he fled the country and was compelled to reconstruct his professional identity within an unfamiliar architectural culture. Through archival research and comparative analysis of projects from both periods, the study examines how this established practice changed through its encounter with a distinct branch of modernism, shaped by California's climate, topography, landscape, and more fluid relationship between interior and exterior space. The comparison reveals neither the straightforward transfer of an architectural language nor its complete abandonment, but its gradual reformulation: principles carried from Romania were reinterpreted in response to new environmental and cultural conditions. By reconnecting these two geographically and historiographically separated bodies of work, the research considers displacement not merely as a biographical rupture, but as an agent of architectural transformation. It also seeks to recover a modernist legacy now fragmented across two geographies, two archival contexts, and two histories of modernism.

Keywords: Modernism, Migration, Architectural Heritage

THE TEXTUAL PRODUCTION OF REALITY IN MIRCEA CĂRTĂRESCU'S NOSTALGIA

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ABSTRACT

In Nostalgia, Mircea Cărtărescu repeatedly questions what makes a fictional world appear real. This paper discusses the way reality is produced through narrative, with particular attention to The Roulette Player, the opening text of the volume. The story is especially relevant because it begins with a paradox: the narrator insists that the Roulette Player really existed, yet admits that it is almost impossible to describe him realistically. The character's existence is gradually built through different kinds of information. Some details are presented as personal memories, while others come from stories told by other people, assumptions or later reconstructions. At the same time, the narrator carefully explains how Russian roulette works, the rules of the game and the changing chances of survival. These details give the story an internal logic and allow the reader to follow the movement from what is possible to what becomes increasingly improbable. As the Roulette Player survives one game after another, the world around him also changes. The settings become larger and more elaborate, the audience changes, and the game itself turns from an underground form of gambling into a spectacle centred on his confrontation with death. The most striking reversal comes at the end: after surviving a roulette with six bullets, the character eventually dies when he is threatened with an unloaded gun. The paper argues that the story does not try to prove that the Roulette Player existed outside fiction. What matters is how the narrative gradually makes such an unlikely character believable within its own world. From this perspective, Nostalgia shows how reality can emerge from the structure, details and internal rules of the text rather than simply being reproduced from outside it.

Keywords: textualism, fictional reality, Nostalgia

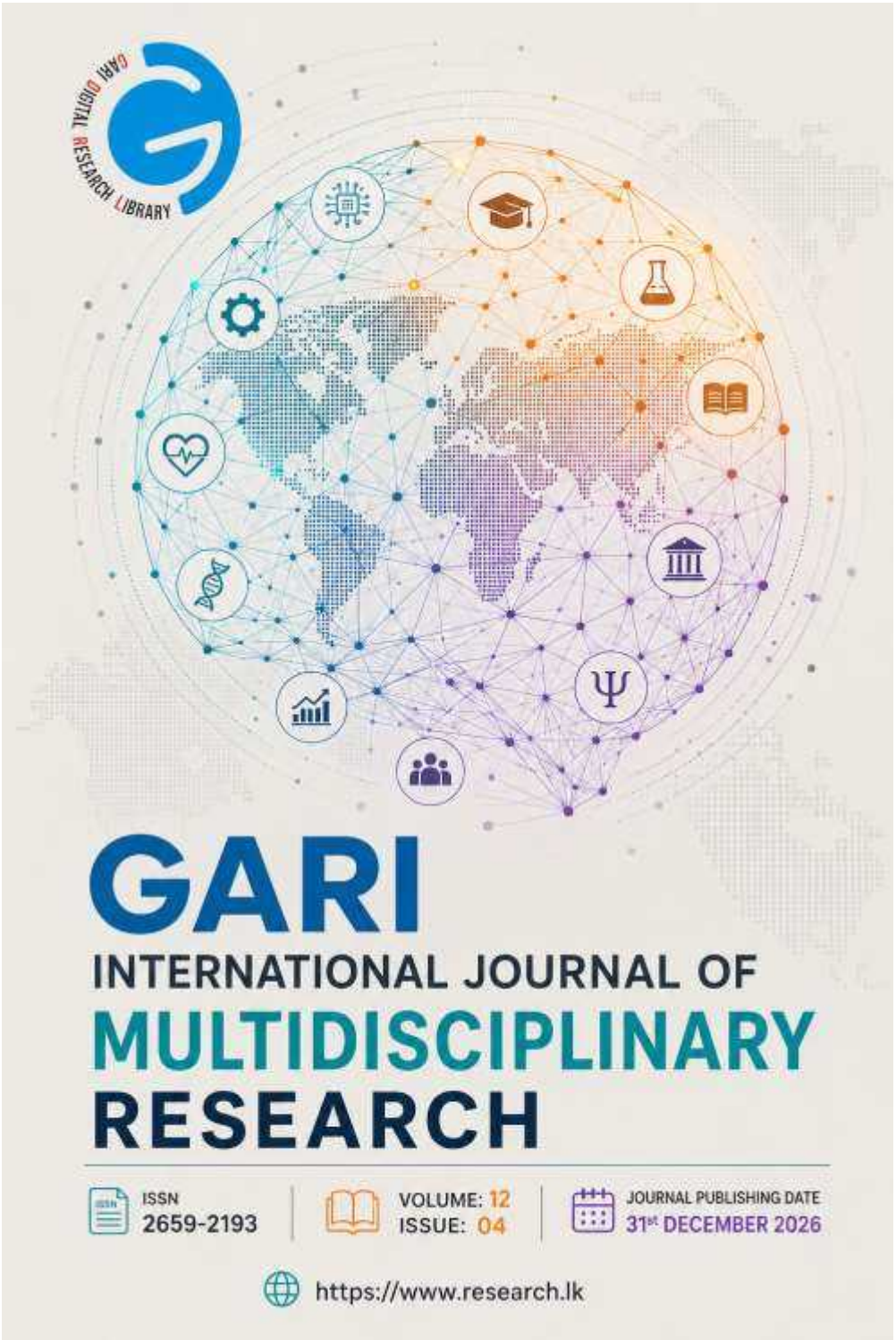
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