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ICSES

**3RD INTERNATIONAL CONGRESS ON
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ABSTRACT BOOK

NOBEL SCIENCE

" SCIENCE CENTER OF TURKEY "



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Dear Colleagues,

Welcome to the official website of the 3rd International Congress on Social and Economic Sciences (ICSES) which will be held on 15 - 19 November 2017 in Athens, Greece.

The ICSES' 2017 topic areas mainly focus on economics, political, business and social sciences, which include public economy, public governance etc. The aim of the conference is to gather leading academicians, policy makers, independent scholars and researchers to share their knowledge, new ideas as well as to discuss future development in these fields.

An additional goal of the ICSES' 2017 is to offer an opportunity for young researchers, academicians and practitioners with multidisciplinary interests related to business, economics and social sciences to meet and interact with members inside and outside their own particular disciplines.

The ICSES' is organized every year in different Balkan, Far East and European countries to present an ideal platform to share views and research results in economics, business, management, social sciences and related areas.

We look forward to see you in Athens at the ICSES' 2017.

Prof. Dr. Cengiz ANIK
(Marmara University, TURKEY)
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MEDICAL TOURISM COMPETITION: THE CASE OF TURKEYEMINE KILAVUZ^a,^aNUH NACI YAZGAN UNIVERSITY

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Abstract:

Productivity differences between countries lead to gain trade. According to the Heckscher-Ohlin model, differences in labor, labor skills, physical capital and land between countries cause productive differences. The objective of this paper is to demonstrate the Heckscher-Ohlin model of international trade for healthcare industry for Turkey. International trade in medical services has been growing rapidly over the last few decades. Turkey is becoming an important player in the market because of its relatively better service quality, the well-equipped hospitals, geographical location and large comparative cost advantage.

Health care sector is very important sector both in terms of revenue and employment for developing countries. Healthcare comprises hospitals, medical devices, clinical trials, medical tourism and medical equipment. Also, beach tourism and natural resources are important in terms of income and employment but have seasonality problem. In order to the sustainable of the tourism sector, health tourism is crucial. Turkey aims to increase tourism incomes through differentiation of the range of services at especially health tourism area.

Keywords: Medical Tourism, Turkey, Comparative Advantage**EXHAUSTED PERSON & EXHAUSTING RELATIONSHIPS IN THE CULTURE OF CONSUMPTION**AYŞE MÜGE YAZGAN, PHD^a, ASSOCIATE PROFESSOR EBRU ÖZGEN^bMARMARA UNIVERSITY FACULTY OF COMMUNICATION

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Abstract:

The capitalist system is the main factor of consumption. However; the more one is consumed, the more it is produced. In other words, there is one to one correspondence between consumption and production. After the industrial revolution, human is the basic part to be invested. In other words; people are forced to purchase in spite of having plenty on behalf of advertisements, fashion and technological industries. Technology is the reason for virtualizing. Towards hedonism, as human-being, a person always looks for pleasure and satisfaction while searching goods on online shopping or in-store live shopping. Nevertheless, the one that is forgotten is that each person is getting more individualized. As Baumann says "each person is getting lonely." Aim: The aim of this article is to find out where in life people feel themselves lonely; in friendship, in relations with families, in romantic relations, or in relations with the third persons. Method: In this article, the consumption of relations will be examined amongst different age groups by using Differentiated Loneliness Scale (DLS) developed by Schmidt N & Sermat V. (1983). Content: The scale is used on two different age groups consisting of 30 people each; between 18 and 35-year-old and between 36 and 60-year-old. Restrictions: The research is limited due to using the scale on 60 people who live in İstanbul, totally.

Keywords: Key Words: Relations, Consumption, Loneliness