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ON THE MEDITERRANEAN-SILK
ROAD STUDIES**

BOOK OF ABSTRACTS

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**THE INTERNATIONAL SYMPOSIUM ON THE
MEDITERRANEAN-SILK ROAD STUDIES**

**ULUSLARARASI AKDENİZ İPEKYOLU
ÇALIŞMALARI SEMPOZYUMU**



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10 Ocak 2020

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Bu iki büyük coğrafyanın tarihin her döneminde merkezinde olmuş ve ticaretin, kültürel hareketlerin ve savaşların ortasında yer alan Kıbrıs adası ayrı bir öneme sahiptir. Özellikle Haçlı seferlerinde adanın lojistik ihtiyaçlar için kullanılması, Doğu Akdeniz'i kontrol eder konumu, Hıristiyanlığın yayılmasında önemli bir merkez olması, 16. Yüzyıl boyunca Akdeniz'de yaşanan Haç ve Hilal arasındaki güç mücadelesinde kilit bir değere sahip özelliği ve yakın dönemlerden itibaren başlayan Doğu Akdeniz enerji mücadelesinin merkezinde yer alması nedeniyle Kıbrıs Türkiye için vazgeçilmez bir değerdir.

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İpek Yolu ve Akdeniz arařtırmaları üzerine Kıbrıs gibi üç kıtanın ve tarih boyunca pek çok kültür ve uygarlığın üst üste yeşerdiği bir çekişme alanı olmuş bir adada bu sempozyumun yapılması çok anlamlıdır. Bu tip etkinliklerin her yıl daha da genişleyerek devam etmesi büyük temennimizdir. Onbeş Kasım Kıbrıs Üniversitesi olarak Azerbaycan'daki Çokkültürlülük Ağı ile ortaklaşa bu projeyi başlatmış olmaktan büyük onur duyuyoruz. Orta Asya ve Kafkasya üzerine son dönemlerde Türkiye'de arařtırmalar büyük yoğunluk kazanmıştır. Gelecekte bu alanlardaki arařtırmacıların toplandığı bir merkez olmak özelden üniversitemizin, genelde de Kıbrıs'ın hedefi olmalıdır.

Sempozyumun gerçekleşmesine katkı sağlayan tüm yetkilileri kutluyorum.



Ertan Birinci

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Yüzyıllar boyunca Kıbrıs kendi coğrafyasında hep çok önemli bir konumda olmuştur. Çeşitli medeniyetleri ve bir çok da tarihi ve kültürel mirası içerisinde yaşatmıştır . İpek yolu ise dünya içerisinde bir o kadar daha önem taşıyan insanlık İçin çok önemli bir konuma sahiptir. Değerli hocalarımızdan bu sempozyum aracılığı ile eminim öğrenilecek çok şeyimiz vardır . İpek Yolu sempozyumu her açıdan büyük önem arz etmektedir.

Emeği geçen katkı koyan herkesi yürekten tebrik ve teşekkür ederek kutluyorum.



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SEMPOZYUM PROGRAMI



17-18 OCAK 2020

17 Ocak 2020 Cuma

KAYIT VE AÇILIŞ

09:30 – 10:00 Sempozyum Kayıt

10:00-10:20 Sempozyum Açılış Konuşması Prof. Dr. M. Bülent ULUDAĞ

10:30-10:50 İpek Yolunun Önemi Üzerine Doç. Dr. Haktan BİRSEL

BİLİMSEL PROGRAM

BİRİNCİ OTURUM

11:00-12:00

The Silk Road: Connecting People and the Formation of Multiculturalism Policy in Azerbaijan

Dr. Khayala MAMMADOVA: Founder&Head International Multicultural Network, AZERBAYCAN
Gunay Hasanli , Global Cooperation and Analytical Research Center, Azerbaijan

12:00- 12:30

Avrupa Birliği'nin Akdeniz Politikasının Oluşum Süreci ve Günümüze Etkileri/The Formation and Contemporary Effects of the European Union's Mediterranean Policy

Dr. Öğr. Üyesi Çiğdem ğAHĜN: Niğde Ömer Halisdemir Üniversitesi, TÜRKĜYE
Doç. Dr. Murteza Hasanoğlu: Azerbaycan Cumhurbaşkanlığı Devlet İdarecilik Akademisi, AZERBAYCAN

12:30-12:45

Factors of Regional Cooperation in the Caspian Sea

Gunay MAMMADLİ: International Multicultural Network, AZERBAYCAN
Academy of Public Administration under the President of the Republic of Azerbaijan, AZERBAYCAN

12:45-13:00

Infrastructural Aspects of the Great Silk Road Initiatives in the Mediterranean Region

Assoc. Prof. Andrey VERSHGTSKY: Crimean Federal University of State – KIRIM RF

13:00-13:15

**Bringing the National Development Goals in Line with Global Development Strategies:
The Experience of the Republic of Azerbaijan in the Application of Alignment Principle**

EFENDİYEV M. J. : Candidate at the Academy of Public Administration under the President of the Republic of Azerbaijan, AZERBAIJAN

13:15-14:00- Yemek

İKİNCİ OTURUM 14.00-16.00

14:00-14:15

The Silk Road the Way of Global Cultural Exchange (Case Portugal) Dr. Shahrbanoo Shari GHOLITABAR: University of Aveiro, PORTEKİZ Prof. CARLOS COSTA: University of Aveiro, PORTEKİZ

14:15-14:30

**İpek Yolu Güzergâhında Bölgesel Çatışmaların Ülke Turizmlerine Etkileri Üzerine Örnek
Olay Çalışması/Influence of Regional Conflicts on Tourism (Case Study: Silk Road's Countries)**

Yrd. Doç. Dr. Nahid MALAZİZİ: Onbeş Kasım Kıbrıs Üniversitesi, KKTC Doç. Dr. Haktan BİRSEL: Onbeş Kasım Kıbrıs Üniversitesi, KKTC

14:30-14:45

The positive impact of the Silk Road project on the Civil law system of the participating countries

Bayram SAMADOV, Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan

14:45-15:00

Prospects of Ukraine's Participation in the Mediterranean Silk Way

Dr. Antonina VATRAL: National Academy of Security Service of Ukraine, UKRAYNA

15:00-15:15

The Influence of Terrorism Risk on Iranian Tourists Decision Making Process

Dr. Mehri YASAMI: Prince of Songkla University, TAYLAND

15:15-15:25

Combating with new threats to security in the South Caucasus

Sarkhanbay KHUDUYEV, Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan

15:25-15:35

The role of religious entities information of tolerant and multicultural environment:Legal aspects

Simran Seyfaddin HASANOV, Baku State University, Caucasus Muslims Board, Azerbaijan

15:35-15:45

The importance of Cyprus geopolitics and the energy problem between Coastal States

Parvana KHIDIROVA, International Multicultural Network, Azerbaijan

15:45-16:00

İlköğretim 6. Sınıf Sosyal Bilgiler Ders Kitabında (MEB) Yer Alan Ğpek Yolu'nda Türkler Ünitesinde Atasözleri ve Deyimlerin Kullanılması.

Önder UÇAR, Onbeş Kasım Kıbrıs Üniversitesi, KKTC

16:00-16:10

Problems caused by extraterritoriality in ensuring sustainable development

Shahin NAZIM ABBASOV, Institute of Law and Human Rights, Azerbaijan National Academy of Sciences , Azerbaijan

16:10-16:25

Problems of ensuring Sustainable development in the Multipolar world

Jahangir KHANOGLAN JAHANGIRLI, Institute of Law and Human Rights, Azerbaijan National Academy of Sciences , Azerbaijan

16:25-16:40

How Effective Gamified Technics Will Lead to Costumer Engagement? IT Industry in Iran

Dr. Javeneh MEHRAN: OnbeĞ Kasım Kıbrıs Üniversitesi, KKTC

16:40-16:50

Implementation of the Principles of Logistics as a Prerequisite for Security of the Silk Road XXI

Liudmyla RADOVETSKA: National Academy of Security Service of Ukraine, UKRAYNA

Antonina DIMICH: National Academy of Security Service of Ukraine, UKRAYNA

16:50-17:00

Human capital development as one of the key factors of the Sustainable development in the Republic of Azerbaijan

U.R. Mehdiyev, Academy of Public Administration under the President of the Republic of Azerbaijan, Azerbaijan

ÖZEL OTURUM 17.00-17.30

Türk Milli Kültüründe Müziğin Rolü

Nurullayeva Zulkhumor SİDAMATOVNA: Özbekistan Ulusal Üniversitesi, ÖZBEKİSTAN

18 Ocak 2020

WORKSHOP: THE SILK ROAD: CONNECTING PEOPLE AND CULTURES

Dr. Khayala Mammadova

International Multicultural Network, Head and Founder

Gunay Mammadli

International Multricultural Network, Research Manager

Muhammad Umar Mir

International Multicultural Network, Analyst, Marketing Manager

19 Ocak 2020 Pazar

10:00-16:00 SOSYAL PROGRAM





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ABSTRACT

THE SILK ROAD: CONNECTING PEOPLE AND THE FORMATION OF MULTICULTURALISM POLICY IN AZERBAIJAN

Khayala MAMMADOVA

*Founder & Head, International Multicultural Network,
Azerbaijan Global Cooperation and Analytical Research Center, Azerbaijan*

Gunay HASANLI

Azerbaijan Global Cooperation and Analytical Research Center, Azerbaijan

The Silk Road is a system of caravan roads that in the ancient times and the Middle Ages traversed Eurasia from the Mediterranean to China, at least, fifteen modern countries and did much to foster the establishment, development of trade and cultural relations between peoples and states involved. The Silk Roads have connected civilizations and brought peoples and cultures into contact with each other from across the world for thousands of years, paved the way to world trade; rich cultural, scientific, technological and religious exchanges, and shaped our interconnected world today. Silk Road is one of the most promising conceptions to give a correct assessment to the importance of the richest cultural heritage of the Central Asia. The Silk Roads – caravan ways from China to Europe – passed through the territory of the present-day Azerbaijan Republic. These roads played an important role in the intercultural exchange in the region. Presence of traders and travelers from different countries contributed to ethnical and religious tolerance in Azerbaijan regions. Azerbaijan was a multilingual country. The Azerbaijani Turkic was the language of international communication in Caucasus. However, the Arabic and Persian were also widespread as important languages of literature and sciences. There were numerous Muslim, Nestorian, Orthodox and Zoroastrian temples in Azerbaijan. By reclaiming the heritage of the Silk Road, the region may, once again, play an important role in the cultural and economic life of the global community. By reclaiming the heritage of the Silk Road, the region may, once again, play an important role in the cultural and economic life of the global community. Azerbaijan is known worldwide as a country of national, religious and ethnic tolerance and brotherhood. The multiculturalism and tolerance historically inherent in the life of Azerbaijanis today became an integral feature of everyday life of each citizen of the Azerbaijani state, irrespective of national identity, language and religion. There are wars on religious and ethnic grounds. Azerbaijan is showing an example in this area as well.

Keywords: *Silk Roads, cultural heritage, intercultural exchange, Azerbaijan, multiculturalism*

ABSTRACT

THE FORMATION AND CONTEMPORARY EFFECTS OF THE EUROPEAN UNION'S MEDITERRANEAN POLICY

Çiğdem ŞAHİN

Niğde Ömer Halisdemir University, Turkey

Murteza HASANOĞLU

The Academy of Public Administration Under the President of the Republic of Azerbaijan, Azerbaijan

The broad Mediterranean region has been in the interest of European states since the 1950s, when the foundations of the European Union were laid. This interest, which continued to exist due to the inevitable effects of the ties established between European and Mediterranean countries in the colonial period, was carried out through bilateral arrangements with the countries of the region during the 1960s. However, the structural effects of world politics in the bipolar system since the early 1970s, the developments in the Middle East-Gulf region and consequently economic and political developments over the North African- Mediterranean line, significant energy supply crises, as well as the new geopolitical, economic and political agenda occurred as a result of the first expansion wave of European integration, paved the way for the emergence of the Global Mediterranean Policy in 1972, accepted as the first comprehensive policy of the European Community (EC) towards the Mediterranean region. Since then, the geographical scope, content and tools of the policy towards the region by the EC/EU have been rearranged at various times and with different names. The relations, which were mainly organized on commercial and economic basis during the Cold War, were expected to turn into a comprehensive structure including political dimensions with the Barcelona Process that started in 1995. However, it was criticized that Euro-Mediterranean Partnership does not produce the expected concrete results. Subsequently, Mediterranean policy continued to be carried out both within the scope of Southern dimension of the European Neighborhood Policy initiated in 2004 and with the structuring of the Union for the Mediterranean, which was established in 2008 with the statement that it would bring dynamism to the Barcelona process. However, the EU's changing attitude towards the definition of the region (extended Mediterranean, North Africa, Middle East, Arab countries, Balkans complex), the scope of its relations with the countries of the region, the irregularity/disorganization of its policy and the inability to achieve the expected results have raised the view that the EU does not have a comprehensive and consistent policy towards the region. Hence, in this study, evaluations will be made on the question that the EU still cannot have a holistic, comprehensive and good functioning Mediterranean policy and also on its effects on the disagreements in the Mediterranean region by putting forward the policy developments from the 1970s to the present. This study, which will be prepared based on historical developments and focuses on current assessments, will draw on EU policy documents, some bilateral agreements, statistics on the situation of the countries in the region and the outlook of bilateral relations and a large number of academic references.

Keywords: *European Union, Mediterranean, Euro-Mediterranean Partnership, Southern Partnership, the Union for the Mediterranean*

ABSTRACT

FACTORS OF REGIONAL COOPERATION IN THE CASPIAN SEA

Gunay MAMMADLI

*The Academy of Public Administration under the President
of the Republic of Azerbaijan, Azerbaijan*

Undoubtedly, the Caspian region is very important in the implementation of the energy strategy of both regional and international actors at the current stage of the established relations. As the Caspian region is one of the most important geopolitical places among the Caspian countries in terms of the export of alternative energy sources. Here are a number of factors that contribute to the importance of the region. After the collapse of the Soviet Union and the formation of new independent states in the post-Soviet region, the Caspian region has gradually become a geopolitical location where active actors are realized, which has attracted the world's leading powers in the region. First of all, the energy resources of the Caspian region come to the forefront. There has been international cooperation in the use of Caspian energy resources for more than twenty years. The Republic of Azerbaijan has achieved great success in this field. One of the factors affecting mutual relations and cooperation in the region is the regional projection of Russian and US relations between the two global powers. The degree of different countries' participation in the politics and economics of the Caspian region can be divided into several "pipelines". The first is the five onshore states: Russia, Azerbaijan, Iran, Kazakhstan and Turkmenistan. The second "pipeline" covers states where oil and gas pipelines and other communications pass or may pass in the future. These countries include Georgia, Turkey and Bulgaria.

Their impact is an ongoing policy on energy transit, which has an impact on production capacity in the region. The third "pipeline" is the countries that are affected in one way or another. These include Ukraine, Tajikistan, Saudi Arabia, Greece, Armenia, Uzbekistan and others. The fourth "pipeline" of countries with a global reach is the region with economic, political and strategic interests, such as the European Union and China, whose interests are limited only by the economic component. India and Pakistan have also become more active in the Caspian region because of their interest in diversifying their energy sources. China's strategic approach is the country's security and geopolitics in the oil and gas sector. In this context, China is one of Russia's strongest potential competitors in the region. On the other hand, Russia is an important consumer of energy resources.

The oil strategy established by Azerbaijan National Leader Heydar Aliyev has played a special role in the Azerbaijan international and regional integration. Taking into account all these factors, it is scientifically important to examine the factors contributing to regional cooperation in the Caspian Sea.

Keywords: *Caspian Sea, region, international cooperation, energy, resource, security and geopolitics*

ABSTRACT

INFRASTRUCTURAL ASPECTS OF THE GREAT SILK ROAD INITIATIVES IN THE MEDITERRANEAN REGION

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The 21st Century Maritime Silk Road Initiative can be seen as a driving force for economic and strategic interests in the Mediterranean, as well as a platform with which China will increase its presence and influence in the region. The One Belt – One Road Initiative includes the 21st Century Maritime Silk Road Initiative and the Silk Road Economic Belt. As part of the Maritime Silk Road strategic plan, China invests into development and manages the port network from the southern regions of Asia to the Middle East, Africa, Europe and even South America. The Mediterranean Sea is one of the most important sections in the entire system of international trade sea lanes, it is the central part of maritime trade routes and represents the western end of the One Belt - One Way initiative. Taking into account the strategic position of the Mediterranean Sea, China is building up its presence in the region by acquiring, building, modernizing and expanding the key Mediterranean ports and terminals in Greece, Egypt, and Algeria and in some other countries of the region. China's strategy in the Mediterranean Sea involves the infrastructure's construction and management: sea lanes, ports and railways, as well as international logistics and distribution centers which are mutually reinforcing, since together they open up new trade ties between China and the Eurasian-African region. China is gradually becoming an increasingly influential economic, diplomatic and geostrategic power in the Mediterranean. Enormous investment and mutually beneficial trade relations between China and the Mediterranean countries raise China's stakes in regional affairs. But this also leads to a significant increase in threats to China connected with political instability and religious extremism in some countries of the wider Mediterranean region. That factor may appear to be a serious geopolitical test for China's foreign policy. China currently needs a comprehensive strategy for regional Mediterranean affairs, as it prefers to deal with each of the countries in the region on a bilateral basis. China's policy regarding the Mediterranean region is determined by the economic factor, especially trade and investment, it mainly deals with infrastructural aspects. It is possible that with the successful implementation of "One Belt - One Way" it will allow to realize the model of a new type of international relations put forward by China.

Keywords: *Mediterranean, China, economic and strategic interests, Infrastructural aspects*

ABSTRACT

BRINGING THE NATIONAL DEVELOPMENT GOALS IN LINE WITH GLOBAL DEVELOPMENT STRATEGIES: THE EXPERIENCE OF THE REPUBLIC OF AZERBAIJAN IN THE APPLICATION OF ALIGNMENT PRINCIPLE

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This article sheds light on the experience of the Republic of Azerbaijan in aligning its national development needs and goals with global development strategies. The analysis is conducted in the framework of the UN Millennium Development Goals and Sustainable Development Goals. According to the findings of the research, the governments embarking on the process of aligning its national development plans with global strategies have to focus on four issues. In the first instance, before launching the process of alignment, the government has to set up necessary institutional framework, responsible for coordinating and monitoring the process. Secondly, for the alignment process to be successful as in the case of the Republic of Azerbaijan, a significant emphasis should be placed on multi-stakeholder engagement with international organizations and donors, represented at the table. Thirdly, the alignment process can be labeled as effective if some kind of coherent and comprehensive national strategy document is produced at the end in grating global and national development needs. Finally, while preparing national development strategies, potential funding sources should be carefully analyzed with particular focus on the priorities of international donors. These insights on the practical dimensions of the implementation of the alignment process that can be beneficial for policy-makers from the countries with similar backgrounds and for researchers, focusing on the issues of sustainable development.

Keywords: *Alignment, international aid, international organizations, international donors, aid-recipient countries*

ABSTRACT

THE SILK ROAD THE WAY OF GLOBAL CULTURAL EXCHANGE (CASE PORTUGAL)

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From Ancient to today, roads are networks that play a critical role in communicating places. Regardless of transportation, the road has always played a major role in defining common cultures, Economic advantages and Influencing urban communities' development. Cultural exchange through the silk road made a global culture through economic promoting. The silk road as a network of trade routes was not only a resource for exchanging the goods but it was also a means for exchanging the beliefs, art, language, religion and politics. The cross-cultural contact became part of trading that was extended across various part of Asia and Europe (China and India, Central Asia, Iran, Syria, Italy, France, Japan, Southeast Asia and Africa). The call as an essential part of the study is the question of How the cultural exchange occurred via trade and business in countries on the silk road and influenced on the other countries. The study aims to explore the exchanging cultures generated by the meeting and trading of the silk road countries and their outcome in Portugal. There is an endeavor to focus on the study's objective of shaping nations ' shared cultures. On the subject of the study the researches for the cultural exchange and evolution of the silk road, far from being an obscure topic, is pretty new. The research focuses on the countries impacted culturally and traditionally from the silk road. A case study research methodology will be carried out in this study. It is based on an in-depth analysis. Data will be collected from a literature review consisting of book references, proceedings papers and journals. Observation will be performed using pictures and evaluating all the changes made in the case study. The outcome is expected to show the connection between embedded cultural incidents on the basis of illustrating the impact of the silk road on the exchange of culture in Portugal.

Keywords: *Silk Road, Cultural exchange, Case study research method, in- depth analysis- Portugal*

ABSTRACT

INFLUENCE OF REGIONAL CONFLICTS ON TOURISM: CASE OF SILK ROAD'S COUNTRIES

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Due to the development of technology and transportation facilities worldwide, the the 21st century allowed people to relocate for a short and long- term purpose. and this would create a huge increase in tourism revenues for a wide range of countries and influence on their overall revenues.

Therefore, all countries by focusing on different aspects of tourism Such as educational, cultural and environmental has created a wide range of programs attracting people to their own countries. However, instability in global political and economical situation and international political relations has created some fluctuations in tourism revenue. Regional ethnic and nations' borders conflicts, terrorism and political obstacles caused a dramatic decrease in tourism revenues. Especially the countries on the historical Silk Road route have been greatly affected. This study was prepared to demonstrate how important tourism is by evaluating the economical extent to which countries along the China-Afghanistan and Iran line are affected negatively by this issue through statistical data. In this context, the countries on the Silk Road route will be assessed for their potential in tourism industry to reveal differences in numerical and financial values. Previous researches and their effects will be explained.

Keywords: *Tourism, China, Afghanistan, Terrorism, Economical extent.*

ABSTRACT

IMPLEMENTATION OF THE PRINCIPLES OF LOGISTICS AS A PREREQUISITE FOR SECURITY OF THE SILK ROAD XXI

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The logistic security of the country is the basis of the strategic project of the development of the People's Republic of China called "One Belt – One Way", announced in autumn 2013, which envisages deepening of cooperation between the countries through which the Europe-Asia transit corridor will pass. Thus, the Chinese, seeking to play a key role in the world stage, within the construction of the New Silk Road, see the development of this project in two components: the first is the economic (land) belt of the Silk Road, and the second - the Sea Silk Road. It is not considered by Chinese authorities as a normal transport corridor, but mainly as a way to strengthen and deepen influence among the countries involved in Chinese transit. The key to the implementation of this project should be China's aggressive investment in the infrastructure of the countries involved in the implementation of this transport corridor. The One Belt One Way initiative of the People's Republic of China envisages multilateral and comprehensive cooperation, international cooperation of the People's Republic of China with foreign partner countries in various fields, including security. The leadership of the People's Republic of China, in particular, has repeatedly declared its readiness to cooperate in the fight against terrorism, protect the interests of the country abroad and ensure security, while continuously increasing the level of cooperation in the field of security. Silk Road XXI countries are expected to make every effort, including practical efforts, to optimize security.

In addition, as noted above, China's logistical security as an investor country and initiator of this project is the basis for the implementation of this One Belt - One Way strategy. Principles are known to be fundamental categories of any theoretical science. This is also justified for logistics as a system of knowledge about the most optimal management of material, information and financial flows inherent in economically adaptive systems (from the economic point of view); also as like the system of management, planning, control, transportation of different resources, including information and human resources in adaptive systems with mainly synergistic connections, regulated by the rules of law (from the legal point of view). Logistics principles can be divided into two groups: basic and additional. The basic include following ones: systematic, dynamic, initiative, expediency, rationality, integrity, hierarchy and formalization. While additional principles are: complexity, principle of scientific, concreteness, constructiveness, reliability, variability.

The successful, timely and effective implementation of these logistics principles appears to be not only a prerequisite for ensuring the optimum stable functioning of the Silk Road XXI, but also for the overall foundation of China's logistical security, which is the basis of the declared One-Belt – One-Way Economic Development Strategy.

Keywords: *Logistics, security, cooperation, principles, China, Ukraine.*

ABSTRACT

PROSPECTS OF UKRAINE'S PARTICIPATION IN THE MEDITERRANEAN THE SILK WAY

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Ukraine's geographical location at the intersection of trade routes has historically played a significant role in trade between Asia and Western Europe. As the geopolitics founders' say, Ukraine belongs to the countries of the Baltic- Black Sea (Europe axis), on which the stability of the entire Euro-Atlantic system depends. Today, Ukraine is on the so-called sanitary border, as it is a territory located between two major geopolitical entities. The scale of investment in the implementation of the New Silk Road is estimated up to the trillions of US dollars, and the revenues of the participating countries from the logistical support of the project are measured in millions. The Chinese side was ready to invest \$ 7 billion in Ukraine. Despite the obvious economic benefits and political expediency of Ukraine's participation in the New Silk Road, there are a number of internal and external factors that hinder this. Such factors are, first of all, corruption, the ongoing process of decommunization, lack of an effective judicial system, armed conflict in the Donbas and Lughansk region, and territorial claims by the Russian Federation.

In addition, in today's context, Ukraine is in the zone of political conflict, which is based on geopolitical factors. Each applicant country tries to use every opportunity to maximize its integration with the Silk Road project. For example, in connection with global warming and the possibility of continuing navigation, the Russian Federation is seriously considering using alternatives to the Northern Maritime Route to participate in the project. Thus, according to the UN experts, since 1979, the volume of Arctic ice has decreased by 30%. In this regard, the route to the Rotterdam from Shanghai to the Arctic is 27% closer than via the Suez Canal (7688 km compared to 10532 km). That is, Chinese manufacturers are able to accelerate the delivery of goods to the European market by an average of 15 days, which gives an economic effect of \$ 500,000 per one flight. The situation is taken seriously by the United States, and recent events in the world indicate that it is taking appropriate action. For example, Admiral James Foggo, commander of the US Navy in Europe and Africa, at a conference last Maysaid that the US Navy would be the guarantor of the peace passage of ships in the North Sea just as they would guarantee the peace in the Black and South China Sea. And on December 31, 2019, the United States Navy announced "full combat readiness" for the second U.S. Navy (created to counteract the Soviet Union in the Arctic and operated from 1950 to 2011), with the US Vice-President Andrew Lewis stating that In the face of the difficult situation in the world, most of the active goods supply routes take place in the North Atlantic. The European partners of Ukraine are not far behind in this regard. For example, in the first half of January 2019, at a conference in Paris, the International Union of Railways and the Association of Freight Carriers FERRMED approved a memorandum on the development of Eurasian logistics for freight between China and the EU. To it is added a scheme of routes, from which it is visible that the bulk of cargoes will pass through Ukraine through the territory of Belarus.

Despite the efforts of individual countries to increase their own competitiveness to participate in the New Silk Road project, Ukraine has not been taking active measures for potential participation in it yet, it has not been lobbying its interests to become a southern corridor of the route that runs through Kazakhstan and Russia. In order for part of the infrastructure of this project to be built in Ukraine, it is necessary to develop and implement in the near future a program for improving the economic space associated with the land part of the route.

It is necessary to make transparent, economically profitable and attractive investment infrastructure of the country, simplify and digitize customs clearance of goods, reduce the cost of ships to ports, etc. Therefore, it is difficult to assess the prospects for Ukraine's participation in the New Silk Road project. However, given its geographical location, in the event of a number of obstacles to be overcome and a favorable investment climate for the China People's Republic is formed, Ukraine will have significant potential for this.

***Keywords:** Geopolitics, economic interests, conflict zone, China, Ukraine.*

ABSTRACT

THE IMPORTANCE OF CYPRUS GEOPOLITICS AND THE ENERGY PROBLEM BETWEEN COASTAL STATES

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With energy taking its place in International Relations, global powers have entered the energy race to become the dominant power in the international system. This race has turned into an energy based struggle with rich hydrocarbon resources discovered in the Middle East and North Africa over time. The global energy struggle has caused worrying developments due to the policies implemented by the states that want to be effective on these geographies, while still preserving its freshness. It is necessary to underline that this situation can lead to a global scale crisis, as in the past, if energy resources are damaged. As a matter of fact, in order to prevent a possible chaos situation, it is also possible scenarios for riparian countries to make some regional security agreements between them to ensure energy security. Otherwise, the damage of energy resources may negatively affect the economies of the riparian countries to the Eastern Mediterranean and on the other hand, it will constitute a negative situation for power focuses seeking alternative sources in the global energy equation.

Keywords: *energy, international relations, global power, resources, alternative sources*

ABSTRACT

THE INFLUENCE OF TERRORISM RISK ON IRANIAN TOURISTS DECISION MAKING PROCESS

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In the presence of massive negative propaganda and risen safety and security concerns towards terror-stricken destinations in the Middle East, it is important to understand risk perceptions held by potential tourists as perceived risk highly influences the appraisal of destination alternatives and information attainment. This study employs a structured questionnaire to examine 406 Iranian millennials' perceptions of risk and their intentions to visit Iraq. The regression analyses revealed that physical risk, financial risk, and psychological risk negatively influence respondents' intentions to visit Iraq. Iranian participants also ranked the sources of information they would consult during the decision making process for travel to Iraq. These sources were friends and relatives, people with past visit experiences of Iraq, people with lived experiences of Iraq, and Iranian government respectively. In addition, risk perceptions were found to differ once the respondents were classified by gender, past visit experience, age, and visit purposes. Elder male Iranians with religious purposes had generally low perceived risks towards travel to Iraq and they were more willing to visit that particular country. Moreover, Iranians with past visit experience of Iraq may perceive less risk for future travel. The study outcomes bring to light the types of risk perceptions that can be easily reduced by appropriate risk communication strategies. They also provide a deep insight for destination managers and tourism practitioners to conduct effective recovery efforts post terror attack particularly when constant media coverage of terror attack or civil war may prevent tourists to travel to specific destinations or even entire regions. However, this paper contributes to travel risk perception literature related to terrorism.

Keywords: *security, Middle East, tourism, terrorism, financial risk*

ABSTRACT

HOW EFFECTIVE GAMIFIED TECHNIQUES WILL LEAD TO CUSTOMER ENGAGEMENT? IT INDUSTRY IN IRAN

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Gamification approach recently has sparked interest among researchers as a new trend of increasing customer engagement (CE) in business-to-consumer (B2C) contexts. However, there is a dearth of exploratory studies that confirm the effectiveness of gamified mechanism in process of CE, specifically in Iran Market. This study aims to provide deeper insights into process of customer engagement by analysis of key factors in effectiveness of gamification. In order to achieve this aim, two main research phase were planned: 1) detailed literature review on current studies in this scope and 2) Exploratory semistructured interview with experts of gamification in small and medium enterprise (SMEs) in information technology (IT) industry in Iran. The synthesis of findings identified there are many game mechanics uses in designing games, which three key factors of feedback, gift and challenge have found to be more effective in our sample based on gamified engagement mechanism. Implication of this study may help practitioners in developing more effective gamified CE strategies.

Keywords: *gamification, customer engagement (CE), small and medium sized enterprise (SME), information technology (IT)*

ABSTRACT

THE ROLE OF MUSIC IN TURKISH NATIONAL CULTURE

Zulkhumor Nurullayeva SIDAMATOVNA

Turkic folklore and traditional music have a wide range of genres and widely spread. Turkish music culture combines the musical traditions of Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey, Turkmenistan and Uzbekistan. The climate and life of the Turkic peoples are radically different. The Kazakhs and the Turkmen were nomadic peoples and wandered through the deserts. Few halfmigrant Uzbeks have a similar lifestyle. Most of the Uzbeks are rural and live in the fertile valleys of Zarafshan and the Amu Darya (Oxus) and Syrdarya (Jaxartes) rivers. The Uighurs live in the state and the Karakalpaks were confined to the Amudarya Delta. The music of the Turkic peoples divide into different regions, each of which has similarities with the border areas. In the north and northeast, Kazakhs and Kyrgyz form a group. However, the Kyrgyz in terms of music are in the east with the Altai Turks (Altai, Telengits, Teleuts, Hakassas, and Tofassas), while the Kazakhs are close to a group of people from different borders, especially the Volga-Ural Tatar and Bashir. There are certain relations between the Turkmen and the Kyrgyz-Kazakh group. At the same time, the geographical proximity of Iran and Azerbaijan (along the Caspian Sea) introduced some elements of the Middle East to Turkmen culture. Karakalpaks occupy a middle ground between Kazakhs, Turkmen and Uzbeks, and build musical relationships with all the neighbouring cultures. Uzbeks and Uighurs, as well as our compatriots in Afghanistan and the Middle East, make up a larger group that reflects common musical styles. Uzbek and Tajik music have many things in common. Music is an important part of the life of the Turkic peoples of East Central Asia: traditions are associated with characteristic musical styles and forms. The Siberian people: the Yakuts, the Tuvans, the Altai, the Khakas, the coast and the tofas also speak in Turkic. From the cultural and linguistic point of view, the Kyrgyz are in the Altai Mountains (to the south) - a place of Turkish origin.

Keywords: *Turkic culture, value, mugham, folklore, classic music, aesthetic.*

ABSTRACT

THE ROLE OF RELIGIOUS ENTITIES IN FORMATION OF TOLERANT AND MULTICULTURAL ENVIRONMENT: LEGAL ASPECTS

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Azerbaijan, as a country situated in the conjunction of different cultures has always been in the spotlight due to the tolerant and multicultural environment reigned in this country. Representatives of different religions and ethnoses and all institutions of society were showing efforts to maintain and further improve given environment. The article academically researches legal aspects of functions carried out by religious entities, particularly by Islamic religious organisations in this field, evaluates current legal acts in this field and puts forward concrete proposals to further sophisticate them. While examining the relevant regulatory framework the author comes to the conclusion that the unobstructed realisation of the rights and liberties of the representatives of all religions and religious movements in the country related to the freedom of religious belief and conscience stipulated in international legal acts has been secured. Moreover, the state has formed an appropriate socio-economic environment for application of the provisions concerning the equality of all religions and religious entities particularly in order to eliminate the religious discrimination. However, a significant duties must be implemented by religious organisations in order to assure one of the main conditions of multiculturalism – unobstructed implementation of religious needs by religious people. The article analyses legal basis and actual application status of these duties represented by the Islamic organisations as a religion of more than 95 per cent of country's believers and legally evaluates influence of this status to the formation of multicultural and tolerant environment. The author also pays attention to the canonical dogmas reflecting Islamic religion's approach to the studied topic in itself, to the level allowed by the purposes and capacity of the research. Significant attention was paid to the activities of the Caucasus Muslims Board (CMB), a centralised organisation of Islam in Caucasus and one of the greatest Muslim corporations in Europe in the field of study and the features of the mutual relationships of the organisation with the other confessions. It is mentioned that the CMB unites two greatest denominations of Islam in itself and therefore is one of the rarest religious organizations in this sense. Author also emphasizes the importance of interfaith peace for multicultural and tolerant climate by pointing at the situation in the countries of region with similar religious palette.

Key words: *multiculturalism, tolerance, religious entities, religious community, religious centre, legal equality of religions, charter of religious entities.*

ABSTRACT

PRIMARY SCHOOL 6th GRADE SOCIAL STUDIES IN THE BOOK (MONE) ON THE SILK ROAD PROVISIONS AND THEIR USE

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The Silk Road has played a bridge role in social, political, economic and cultural interactions between nations. For this reason; and the use of idioms and proverbs in the realization of the objectives of the Turks unit on the Silk Road in cultural transfer, the contribution of idioms and proverbs in the transfer of cultural heritage to the students, the contribution to the relevant information and research is of utmost importance. The aim of this study is to form idioms and proverbs that can be used in accordance with the gains of the Turks unit on the Silk Road in the 6th grade social studies textbook. In this research, descriptive model was used. Related sources were used in the research. The subjects of the Turks unit on the Silk Road have been unearthed and idioms and proverbs have been examined. In the universe of the research, 9 subjects in the 6th grade social studies textbook (MEB) were collected. Later, 43 proverbs and 31 idioms were selected for use in the Turks unit on the Silk Road. As a result of the findings, it was concluded that the use of proverbs and idioms in the Turks unit on the Silk Road will give the students the target behaviors that the unit should gain. The use of proverbs and idioms allows the student to comment and improve classroom communication.

Key words: *Silk Road, Silk Road and Turks, Social studies, proverb, idiom, target behaviors, Northern Cyprus.*

ABSTRACT

HUMAN CAPITAL DEVELOPMENT AS ONE OF THE KEY FACTORS OF THE SUSTAINABLE DEVELOPMENT IN THE REPUBLIC OF AZERBAIJAN

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Today's global problems and experience of developed countries show the paramount importance of human development for successful sustainable development. High-quality competitive human capital stimulates the knowledge-based economy and the creation of innovative and high-tech industries. Sustainable development is impossible without quality human development.

The measurement of human development, the big variety of quantitative and qualitative indicators aimed at improving the quality of life are reflected in the UN Global Programs, national strategies and programs. In the framework of the concepts of national development, human potential is considered as a driving factor in the sustainability of economic development. A conceptual approach to the development of human capital provides for the formation and increase of human potential. Currently, the concept of human development is recognized as one of the promising mechanisms for a comprehensive solution of the socio-economic and political tasks of society that meet the challenges of the new time and the principles of universality and sustainability. The article analyzes the influence of the public administration mechanisms on the development of human potential, the creation of conditions for the reproduction, accumulation and use of human capital, as well as factors affecting the development of human capital.

The public administration system of the Republic of Azerbaijan uses complementary, synergistic and compensatory technologies, which were first comprehensively applied for planning and managing inclusive development in the country. For the reproduction of human capital, along with the contribution of state policy to the "human-forming" sectors, such as health, education and science, the state plays the most important role in the creation of high-tech, innovative technological industries in the regions of the country, thereby creating an enabling environment for the development of human capital in new and sought-after industries.

Key words: *human capital, human potential, human development, sustainable development, Azerbaijan Republic*

ABSTRACT

THE POSITIVE IMPACT OF THE SILK ROAD PROJECT ON THE CIVIL LAW SYSTEM OF THE PARTICIPATING COUNTRIES

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The revival of the ancient Silk Road, an ancient caravan route that stretched from ancient China to Central Asia and from the Caucasus to Europe in the early Middle Ages, plays an important role in the economic development of countries along the route, especially the private sector. First of all, the International Silk Road project updates the national legislation of the Republic of Azerbaijan in the spirit of protecting the rights and freedoms of man and citizen, new mechanisms are created to ensure these rights, existing mechanisms comply with international standards, and the legal framework is one of the key aspects of the Silk Road project". Initially, the conclusion of bilateral and multilateral agreements between these countries is a prerequisite for creating a legal framework. For this purpose, a large number of different types and contents of customs, logistics, trade, etc. contracts are concluded. One of the main conditions that should be taken into account in this case is the prevention of restriction of property rights of individuals, legal entities and individuals without prejudice to human rights and freedoms.

The Silk Road Project, which is accepted as the biggest project of the 21st century, and the harmonization of the domestic law with the international legal norms and the European human rights and freedoms of the countries participating directly or indirectly in this project is very important. As one of these countries and as a participant in this project, the Republic of Azerbaijan has consistently participated in international human rights treaties and ensured its provisions to be implemented at the national level. The immunity of property rights and the development of the private sector are expected to play an important role in their lives as a whole, as well as in the Caucasus, the Balkans and the Mediterranean region, as well as the countries and peoples involved in the project. The development of the private sector contributes greatly to increasing employment, creating new jobs and reducing unemployment. The project plays an important role in the development of cultural, economic, legal, multicultural relations and rapprochement of the peoples.

The Silk Road Project also has a significant impact on the convergence of the Eurasian legal system and the formation and development of the European legal area, the establishment of free trade zones, a single customs system or customs unions, a single market and economic associations, free trade zones.

Key words: *Republic of Azerbaijan, Silk Road, private sector, property rights, private property, employment, Eurasian legal system*

ABSTRACT

COMBATING WITH NEW THREATS TO SECURITY IN THE SOUTH CAUCASUS

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The rapid growth of information technology has seen privacy and security become one of the fastest growing areas of practice in Commonwealth of Independent States (CIS) and especially South Caucasus. Levels of personal data protection increased; the Caucasus laws now strive for uniformity with European standards, with steps taken to implement the core international principles of privacy and security.

Traditionally, e-government considered as the use of ICTs for improving the efficiency of government agencies and providing government services online. Through innovation and e-government, governments around the world can be more efficient, provide better services, respond to the demands of citizens for transparency and accountability, be more inclusive and thus restore the trust of citizens in their governments. E-Government can be an enabler of good governance and help improve transparency, accountability, efficiency and effectiveness of sustainable development efforts, as well as help eliminate corruption through informed policies and proactive use of new technologies. It can help improve coordination and integration mechanisms to address complex and inter-dependent sustainable development issues. Governments and private companies can also misuse new technology. According to the freedom on the net report, Internet freedom has declined for the sixth consecutive year, with more governments than ever-targeting social media and communication apps as a means of halting the rapid dissemination of information, particularly during anti-government protests. Public administrations should design digital public services that are inclusive by default and cater for different needs such as those of the elderly and people with disabilities. Governments need to retain overall responsibility for quality, standards, and ethics, and ensure that no one left behind.

Privacy and data protection continue to be under the spotlight in the Caucasus and beyond, especially in the view of recent ongoing developments with regards to crises, such as COVID-19 pandemic. The current state of affairs concerning the local implementation of regional and international data protection frameworks and their impact on protecting the rights of data subjects.

Key words: *South Caucasus, e-governance, public administration, data protection, security*

ABSTRACT

PROBLEMS OF ENSURING SUSTAINABLE DEVELOPMENT IN THE MULTIPOLAR WORLD

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The multipolar world is confronted with challenges in each of the three components of sustainable development — economic, social and environmental. More than 1 billion individuals are as yet living in extraordinary destitution, and income imbalance inside and among numerous nations has been ascending; simultaneously, impractical utilization and creation designs have brought about immense financial and social expenses and may imperil life on the planet. In this regard, accomplishing sustainable development will require worldwide activities by “the leader countries of the poles” to convey on the authentic yearning towards further monetary and social advancement, requiring development and work, and simultaneously fortifying ecological assurance. Especially in the multipolar world, sustainable development should be comprehensive and take exceptional consideration of the necessities of the least fortunate and generally defenseless. Techniques should be driven, activity arranged and shared, and to adjust to various degrees of advancement. They should fundamentally change utilization and creation designs, and may involve, inter alia, noteworthy value adjustments; empower the safeguarding of normal enrichments; diminish imbalance; and reinforce monetary administration.

The countries polarized by the influence of global political powers must consider that the impact of climate change threatens to escalate in the absence of adequate safeguards and there is a need to advance the incorporated and reasonable administration of regular assets and biological systems and make alleviation and adjustment move with regards to the standard of normal yet separated obligations. In the multipolar world, there is a fact for countries using policy of energy resources to embargo their other strategic rivals to perceive that energy needs are probably going to remain unmet for a huge number of family units, unless huge advancement in guaranteeing access to present day vitality administrations is accomplished.

To sum up, polarized world powers should put these poles away in energy policy for maintain sustainable development. In this difficult situation (especially during “COVID-19” Pandemic) the World faces, states should understand that land, energy and water are among our most precious resources (which we all use the same), but the manner and extent to which they are exploited contributes to climate change. Meanwhile, the systems that provide these resources are themselves highly vulnerable to changes in climate. Efficient resource management is therefore of great importance, for both mitigation and adaptation purposes.

Keywords: *Multipolar world, Energy resources, Leader countries, Partnership, Sustainable development*

ABSTRACT

PROBLEMS CAUSED BY EXTRATERRITORIALITY IN ENSURING SUSTAINABLE DEVELOPMENT

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Extraterritoriality is the condition reproduced from the jurisdiction of local law, as a rule as the consequence of political dealings. Historically, this essentially applied to people, as jurisdiction was normally guaranteed on people groups as opposed to on lands. Extraterritoriality can likewise be applied to physical spots, for example, remote international safe havens, army installations of foreign states, or workplaces of the United Nations. The three most regular cases perceived today universally identify with the people and things of remote heads of express, the people and effects of different representatives, and ships in global waters.

As can be seen, extraterritoriality is connected with the world. Sustainable development is also associated with the whole world and all mankind. Because although sustainable development is perceived differently in different countries, in general context, this is a universal issue. In this regard, definition of sustainable development should be looked. Sustainable development is characterized as "development that addresses the issues of the present without trading off the capacity of future generations to address their own issues." The idea of necessities goes past essentially material needs and incorporates values, connections, freedom to think, act, and participate, all adding up to economical living, ethically, and profoundly.

It should be considered that laws vary from country to country. In addition, the concept of sustainable development is understood and interpreted differently by each government. This causes countries to adopt different strategies and pursue different policies in the field of sustainable development. In this regard, the content of any law in one country may not overlap with the content of the relevant law in another country. In such cases, the legal documents of international organizations are taken as a basis. However, in special cases, due to the political strategies of the countries, some problems happen in the application of these documents, and extraterritoriality becomes a problem between countries.

In recent years, the field of sustainable development has also been affected by the problems caused by such disagreements. In this sense, extraterritoriality still poses a challenge to the successful implementation of sustainable development concepts at the global level.

Keywords: *Extraterritoriality, Legal documents, government, United Nations, Sustainable development,*



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