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TV Advertising as the Destination Marketing Tool

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Abstract

In this given article are discussed the marketing channels and among them, one of the most powerful marketing tools – TV advertising, its share in the marketing activities for the different countries and the aspects that play important role in running an efficient TV campaign, also the significance of TV advertising as the marketing tool for destination promotion.

Keywords: Marketing, Advertising, Digital, Television.

Introduction

Modern businesses can employ a variety of different advertising tools to inform the consumers about the benefits of their products and services, to increase the brand awareness and drive sales. The investment trend demonstrates the strong relationship between TV and online, with the viewers armed with internet-connected devices able to respond to TV advertising immediately. TV advertising makes virtual more real and creates effects instantly.

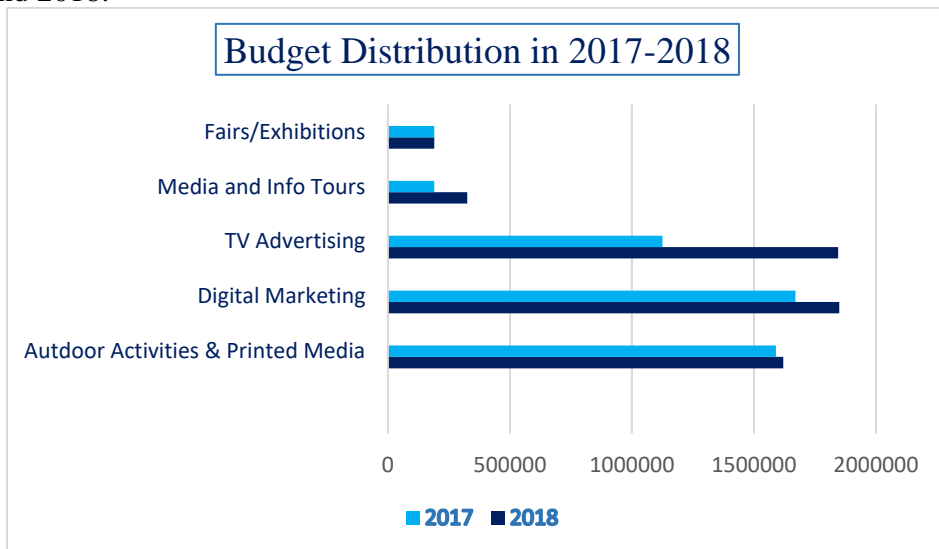
Multiple studies from respected organizations such as Nielsen and Temkin Group have found that internet usage is complementing TV viewing. Over one-third of television viewers are online while watching. The new paradigm is a multi-screen experience: television, phone, tablet, and computer. An example of this is that 38% of mobile users have gone online to find information about a product they saw on TV. So when considering television or internet – it makes sense to use both.

The same goal unites all the companies promoting the tourist products or their destinations worldwide, for example, the Department of Tourism and Resorts of Adjara Autonomous Republic. This governmental establishment is responsible for bringing Adjara to the international society and travellers as a four-season destination, offering guests the diversity of tourism experiences: Ecotourism, Rural Tourism, Culinary Tourism, Wine Tourism, Birdwatching, Ski Tourism, Sea Tourism, Cultural Tourism, MICE Tourism, Gambling. 65% of annual budget of this establishment is assigned to brand marketing and

promotion activities of the region on international markets (16 target countries in 2018: The Great Britain, Germany, Poland, Israel, Latvia, Lithuania, Estonia, Ukraine, Belarus, Kazakhstan, Azerbaijan, Armenia, Russia, Turkey, UAE, KSA) by the means of numerous marketing activities:

- Media tours for international journalists, publishers and bloggers;
- Info tours for international tour companies;
- Participation in international travel exhibitions, fairs and conferences;
- Advertising in printed travel media (high-rated national and international publications, in-flight magazines of international air companies);
- Outdoor advertising in target countries;
- Digital marketing;
- TV advertising.

It is worth mentioning that the budget of this establishment has been changing through the years: 2016 – 4 790 000 GEL, 2017 – 4 765 000 GEL, 2018 – 6 220 000 GEL. In 2008-2017 the budget was allocated to a specific country, for example, Ukraine and comprised various tools of marketing: outdoor campaign by the means of billboards, city lights, backlights, pillars, bus shelters, transit advertising and etc. advertising in printed media of the target country, hosting media and info tours in the region and so on. But starting from 2018 the marketing budget was divided into categories like digital marketing, TV advertising, outdoor activities and printed media, Exhibitions, media and info tours. Though, since 2017 the establishment had started focusing on digital and TV advertising as shown on the following diagram of the budget distribution comparison through different tools in 2017 and 2018:



Source: The Department of Tourism and Resorts of Adjara A.R.

As we can see the share of TV and digital advertising prevails the shares of other marketing tools. This trend was based on the international marketing research made by the Department of Tourism and Resorts of Adjara A.R. in order to plan effective marketing campaigns in the target countries. As the research revealed, in most of the countries the TV and digital advertising are the leading channels, followed by the outdoor activities, then media and radio and with the least percentage given to the magazines and cinema.

The Share of Marketing Tools in Target Countries								
#	COUNTRY	TELEVISION	DIGITAL	MEDIA	RADIO	OUTDOOR	MAGAZINES	CINEMA
1	Belarus	50	27	12	7	4	NA	NA
2	Lithuania	45.5	16.8	8.5	8.3	9.6	10.4	0.9
3	Azerbaijan	Key Media	Third Media	Lose Share	Na	Second Media	Lose Share	NA
4	Latvia	42.8	20.4	5.6	13.2	10.4	7.6	0.4
5	Armenia	97	75	20	60	NA	25	NA
6	Estonia	29	23	20	11	13	5	NA
7	Poland	44.9	34.1	5.6	8.1	5.9	5.6	1.4
8	Ukraine	92	65	40	63	84	40	NA
9	Russia	42	39	4.4	3.6	10.1	4.4	NA
10	Kazakhstan	67	10	5	6	11	5	NA
11	Turkey	51	26	12	NA	6	NA	NA
12	Israel	42.2	28.5	19.3	5.1	4.8	19.3	0.1
13	KSA	94.35	63	47.91	58.97	96.5	47.91	NA
14	UAE	90.28	88	48.47	62.42	98.03	48.47	NA
15	Germany	27	29.5	21.6	4.5	6.3	10.5	0.5
16	UK	22.5	58.2	8.1	2.3	4.8	3.1	1

Source: The Department of Tourism and Resorts of Adjara A.R.

When working out the TV advertising strategy, the marketing team has to deal with several aspects:

1. The TV advertising starts with the wisely planned and correctly fulfilled spot which must introduce the product to the audience. TV combines the sight, sound and motion – what makes it more competitive compared to the radio with the sound and print media with the sight only. The separate philosophy is the process of creating the spot - starting from its brief up to the very last shot when all the aspects must be taken into consideration: what should be shown to the audience? What do we use to attract the target audience? What association do we want to create for our target group? Combination of which tour products will benefit in attracting travellers to our destination? What information must be transmitted to the audience and what emotion it must leave? who is the target audience - its age and gender, status and financial level, Does the spot need to have a voice-over or it will contain the subtitles, what colours and body language gestures must prevail, what must be the motto of the advertisement, the final image on the spot and etc.;

2. The content restrictions of the video spot to be used as an advertising: working with the national or international televisions is accompanied by the series of restrictions related to political, ethical, racial, cultural issues of the spot;

3. The technical requirements – specific TV companies have their requirements for accepting the video spot for airing. Some insist on uploading the spot on the definite server where it is checked for the loudness level of the audio signal, video format, time code, action safe area for adequate display, the maximum level of the luminance signal and other technical details that are requested by some of the TV companies;

4. To choose between international media platforms or national/regional TV channels of the specific countries – it depends on the goal of the TV campaign. Due to the image and reputation and also double effect, the international media platforms are the wider tools to be used, for example:

- BBC – The British Broadcasting Corporation is a British public service broadcaster. Its headquarters are at Broadcasting House in Westminster, London and it is the world's oldest national broadcasting organization and the largest broadcaster in the world by the number of employees. It broadcasts in 28 languages and provides comprehensive TV, radio, and online services; It has 1.8 million page views per month and is watched in 434 million households worldwide;

- EURONEWS: It is a multilingual news media service, headquartered in Lyon, France. The network was aimed to cover world news from a pan-European perspective. It broadcasts in 13 languages. Euronews is the most-watched international news channel and worldwide it is used daily in 277 million households and by 42 million digital consumers;

- CNN: Cable News Network is an American news-based cable and satellite television channel founded in 1980. Upon its launch, CNN was the first television channel to provide 24-hour news coverage and was the first all-news television channel in the United States. Globally, CNN programming airs through CNN International, which can be seen by viewers in over 212 countries and territories, 451 million households and hotels around the world;

- DW: Deutsche Welle is Germany's international broadcaster. DW stands for in-depth and reliable information in 30 languages, it's the 24-hour English language TV channel which is available almost everywhere in the world. DW reaches out especially to international decision makers, to people who have or will have an influence on opinion making. DW reaches around 157 million people on a weekly basis.

Undoubtedly, these international media platforms ensure the transmission of an advertisement to its viewers directly in target countries, as

well as, indirectly to the non-target markets, shortly – to the whole world. Consequently, it brings the brand to a wider society than initially aimed at;

5. Video spot airing times: The agreed number of spots to be aired within the morning, day, evening or night periods of time and certainly, the price for each spot is different – depending on the period the client chooses;

6. Video spot airing times at the beginning of, during or after the high-rated programs or news block is the best opportunity to catch the target audience, though these timings will be much more expensive than the rest parts of the day;

7. The number of spots within the budget: Each TV company has its own rate card and the specific budget can be high enough or on the contrary, be too low for running an efficient spot campaign. Though the detailed discussions and negotiations will sophisticate the pre-plan of the spot campaign;

8. Free to air spots – these are the bonus spots that are offered to the client by the TV company in case of a high budget and long-term TV campaign;

9. The possibility of shooting travel-related programs, reports or shows about the destination and airing it during the spot campaign. For instance: “Adventures”, “Postcards”, “Meet a local” and etc.;

10. The need for voice-over or its absence in the video spot – some of the TV companies require to have the video spots with the voice-over, giving the audience the full emotion and picture of the advertised subject;

11. Time shifted spots or left-out slots – there are occasions when due to the breaking news or any other force majeure events the planned spot airing times are changed. This is something that can't be foreseen, though there must be a plan B for compensating the missed slots – the equivalent timings on the other days, the equivalent timings in the prolonged campaign, adding the number of slots equivalent to the value of the shifted spots or other suggestion by the tv company;

12. After taking care of all these issues, meeting all of the requirements starts the spot campaign which is followed by one of the biggest difficulties - measuring the TV advertising. Reach is one of the primary metrics for measuring any TV advertising campaign. It refers to the number of viewers that have the opportunity to view an ad during a given time period. Advertising sales executives usually have extensive data about the reach of a show's or network's programming, which they then use to make decisions about when and where to air their commercials. In addition, reach is a primary component in calculating gross rating points, which is a metric often used to evaluate broad TV ad campaigns. Advertisers, media buyers and marketers evaluate ad campaigns by looking at both reach the medium offers and the frequency at which the viewer sees the ad. The tool they use is "gross rating points," which are calculated by multiplying the audience reached by the frequency of its exposure to the message during a given period;

Certainly, it is quite a complicated but very interesting process for both sides - the client and the supplier, but the effect, received by watching the video spot aired on an international or regional TV channel, really makes all the efforts worth it.

As for the significance of TV advertising as the destination marketing tool:

- TV advertising is especially important for those destinations which are new at the market and want to introduce themselves;
- Continuous spot campaign makes the destination memorable;
- Using international TV channels for the spot campaigns doubles the effect and increases the awareness of the destination worldwide;
- By using the international TV channels, the spots are shown to the frequent travellers, business representatives, influencers;
- Collaboration with the international tv channels gives a possibility to understand the modern requirements and trends of advertising on an international level;
- Partnership with international media platforms increases the credibility of compliance with the high standards by the client;
- Partnership with the international media corporations strengthens the image and reputation of the client and eases the negotiation and collaboration issues with the other players in the advertising market;
- Using national or regional TV channels for the spot campaigns gives the client the access to the target audience in the countries of specific interest;
- It reaches a bigger audience than printed media, radio or outdoor campaigns and also, at the very moment when the viewers are most attentive;
- By the TV advertising there is a possibility to influence the viewer with the spot accompanied by the music, narrative and images and contribute to the creation of a unique feeling;

All the advantages of the TV advertising are well-known and widely used by such brands as Google, Apple, Amazon and others – as the figures compiled by The Global TV Group – the informal grouping of TV broadcasters and sales houses stated:

- Some of the world's biggest tech giants spent significantly more on TV advertising in Australia in 2017. According to Nielsen Adex, **Google** spent 6 times as much on TV advertising, reaching A\$11.3 million, and **Apple** increased its ad spend by 17.4% to A\$20.2m. **Amazon** backed its Australian launch with a TV ad investment of A\$3.2 million, and **Uber** increased its TV spend with a first investment of A\$3.4 million;

- Over a 3-year period (2015 to 2017) in Germany, **Airbnb**'s TV ad spend increased by 44%. **Expedia** and **Amazon** show even more impressive figures with an increase of 65% each.
- Online businesses – including **Amazon, Trivago, Google & Purple Bricks** – invested a total of £682 million in TV advertising in 2017 in UK, up from £590 million in 2015. Despite cuts in other categories due to ongoing economic uncertainty, online businesses, which in 2016 became the biggest spenders on TV in the UK, remained steadfast in their TV investment;
- In 2017, digital-native companies – including brands like **Amazon, Expedia, Wayfair & eBay** – spent over \$5.9 billion US dollars on TV, representing a 10% increase over 2016 in USA.

Conclusion

Tv advertising is a complex process which requires a lot more time and control than any other marketing tools, it might also be more expensive. Though it gives the access to the households all around the world and contributes to the increased brand awareness in all age groups. There might be an argument that digital marketing is a guarantee of the better reach but the point that TV is watched by all the generations, stands strong. It can be considered as a risky challenge for the middle and small businesses but taking into consideration the expertise and figures of the giant corporations, supports and encourages such innovations.

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Legal Culture, Forms of Adaptation and Personality Types

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Abstract

Embracing unconscious sets, expectations and beliefs, the legal culture can function as an instrument of adaptation if only its constituents are relevantly formed and consistent/compatible with the demands of social environment. The mentioned compatibility is achieved during the process of socialization which implies formation, change and liquidation of sets.

Individuals differ in a manner of set formation: how easy (dynamic type) or how difficult (static type) it is to form the sets, corresponding to environmental demands, and modify the inadequate ones. To achieve compatibility, dynamic type uses accommodation and static type – assimilation. In relation to legal norms, assimilative adaptation bears an increased risk of deviation.

Adaptive accommodation, especially in individuals with static type, requires involvement of conscious volitional processes. Synergism of the unconscious regulation, characteristic of set, and the conscious volitional regulation gives possibility to initiate proactive normative behaviour through blocking existing, non-normative sets and producing new, normative ones. This means that this type owns both constituents of the legal culture - “mental” (legal consciousness) and practical (legal behaviour). In the process of socialization, formation of such a type of legal culture becomes an effective means to prevent deviant and criminal behaviour and ensure high level of guaranteed social control.

Keywords: Legal Culture, Adaptation, Attitude Types, Deviancy.

Introduction

Two phases are distinguished in the process of social adaptation: 1. compatibility of subjects/individuals (their sets, expectations, values) with environment (e.g. with specificity of other subjects or normative systems). The purpose of this phase is integration, i.e. individual's adaptation to the targeted

social unity. 2. integration which is used to satisfy the needs, in other words – to reach/get the resource (e.g. benefit following normative behaviour), the first – compatibility phase - was implemented for.

If simplify, compatibility implies minimization or elimination of differences between two social subjects or between social subjects and social objects. The differences can be reduced 1) at the expense of change/modification: the first social subject becomes similar to the second social subject or object or 2) at the expense of change/modification of the second social subject or social environment: the second social subject or object adapts to the first one. Meaningful adaptation usually implies different proportions of simultaneous action of these two varieties.

I.:

According to Jean Piaget, the first variety of mentioned adaptation (*accommodation*) implies necessity to form individuals' new mental structures, compatible with challenges of changing environment whereas the second variety (*assimilation*) implies reflection and processing of the new reality and its association with existing behaviour patterns (Flavell, 1963). It is clear that in case of assimilation, mental resources and time are saved and it is possible to use 'ready-made', approved and effective behaviour patterns. Below we will discuss the assimilation phenomenon in more details in order to see whether adaptive assimilation is always productive.

Usage of ready-made pattern, already existing in structure, or - in other words – its extrapolation into another situation, requires a) real transformation of new environment and reaching compatibility through this way or b) sense of identity or sufficient similarity of new situation/stimulus with the one given in experience (on the basis of which the mentioned structure was formed). The second case implies levelling or ignoring the differences by subject (artificial 'common denominator', resemblance), i.e. the existing structure ignores the specificity of new reality and incorporates it. This is what we mean under assimilation in this context.

Assimilation implies individual's/subject's involvement/interest towards subjective interpretation of objective givenness, meaning that there is a tendency to find resemblance for the non-similar and this tendency is more strong: a) the more meaningful existing/receptive mental structure is (e.g., set which has completely formed and compatible components); (b) the higher is the level of its actualization ability/readiness and c) the stronger is intensiveness of its actuality and tendency for realization in behaviour (Nadareishvili & Buachidze-Gabashvili, 2017).

In the framework of this text, unconscious tendency, characteristic of set, is considered to be a cause of assimilation. The mechanism of assimilation, to a larger extent, acts uncsciously, subjectively corrects the data and

becomes the basis for various kinds of illusory, inadequate reflection and, consequently, for an error in adaptation. This is the case when the “assimilation zone” (Nadirashvili, 1985), or the permissible scope of resemblance/common denominator, is distorted (i.e. when the concrete new object does not fit to general category reflected in the structure). As a result of inadequate, erroneous reflection of events, there appears an inconsistency between the actually existing circumstances of the environment and ready-made behaviour patterns which are used for adaptation. The reason is that the latter is developed for interaction with the circumstances given in experience and not with the new, different reality, which groundlessly looks similar to these circumstances. Obviously, in this case purposefulness of behaviour and the degree/level of adaptation could not be satisfactory. From the above-mentioned, it is clear that successful adaptation needs exact and adequate information about objective circumstances while biased illusory reflection leads to inadequate behaviour and desadaptation.

As mentioned, the both varieties of adaptation run in parallel and both mean formation of new sets or transformation of the old ones - this is also true in case of assimilation (though it rather implies transformation of environment). Activity, directed towards transformation of environment, and the transformed environment itself are necessarily reflected in subject, in his/her fixed formations and lead to their inevitable, though even small¹, modification (in other words – they lead to accommodation and renewal of mental formations). Generating of new mental formations is stimulated by adaptation needs – in order to successfully adjust to changeable environment, new mental formations (e.g. sets, psycho-physical states of readiness, basis of activity/behaviour - according to Uznadze) should match the specificity of changing, variable environment. For maximum compatibility, in other words – for consistency between the basis of behaviour, corresponding behaviour and environment, characteristics of environment should be correctly, fully and adequately reflected in set (e.g. its cognitive component). To provide this exactness, along with some other phenomenon, the mechanism of „objectification“ operates. Given the format of the present article, we will touch upon this notion, one of the central notions of Uznadze theory, only superficially and schematically. According to Uznadze, objectification constitutes an act during which separate constituents are singled out from unconscious set and become independent objects of analysis²; as a result – it

1 At the same time, assimilation implies accommodation – existing mental structure/set is modified but at a smaller extent, up to the extent that is necessary for toleration of new, slightly different stimulus.

2 In this view, objectification plays a function of creating the arena for functioning of higher mental functions, i.e. represents a step from unconscious set regulation towards conscious regulation.

becomes possible to identify it, name and, based on this, start logical thinking (Uznadze, 1976). This act and the subsequent process serve to identify impediment of the activity (such as inadequate reflection of the product) and the reasons related to the problem as well as to search problem-solving means. In the process of objectification, it becomes possible to receive additional and objective information about environment, to further differentiate the set, based on these data (Nadareishvili & Buachidze-Gabashvili, 2017) and, consequently, increase of the level of purposeful behaviour. Uznadze also describes the reverse process when in order to refine their sets, individuals take necessary objective information not from the environment but from their sets, searching or creating the real match for this subjective givenness. During this process, if set is sufficiently strong, individuals can “find” in the environment such objects or their particular parameters which do not exist in reality and represent only illusory product of realization of subject’s precondition, in other words – certain sensory givenness or characteristics of other category (i.e., subjectivity distorts given reality and identifies it in experience with the desired object’s pattern in set).

It can be said that 1) in case of objectification, we deal with adequate and objective information taken from environment and we ‘use’ it to modify and refine the set, which is the necessary basis for formation of another set for higher level purposeful behaviour; 2) in case of subjectification, as well as assimilation (in case of exceeding the permissible scope), we deal with projection of the set into the environment of non-existent objects, i.e. inadequate reflection, ‘using’ the result of this reflection to reinforce the set and minimize the adaptation value/purposefulness of behaviour, provided on the basis of this inadequate set.

It is evident that formation of the new structures, transformation or fading/disappearance of the existing ones imply modification of whole personality (Piaget considers that this modification is the basis and the mechanism of human development). It is also apparent that these are inseparably interrelated processes – in forming the new ones (as removals), the transformed older ones are used and fading of the old ones happens through opposing the new ones – as a result of it (and not by itself). Hence, successful development and, consequently, productive adaptation imply not only formation of the new structures but also transformation or elimination of the old ones.

Uznadze's views on formation, transformation and fading of the fixed mental formations (the scheme and the structure itself is in this general category) are related to liquidation of the existing mental structures (we repeat that these are organically related and mutually conditioned processes). Uznadze talks about different types of the fixed mental formations (fixed sets – in his theory’s terminology) which differ by easiness („dynamic“ type of set)

or complexity („static“ type of set) of fading and transformation (and, consequently, formation of the new ones³) (Uznadze, 1977). Uznadze applies this classification to distinguish human types – individuals differ in how quickly they can form the sets relevant/compatible to given situation and how quickly they can avoid irrelevant/incompatible (for given situation) sets (Uznadze, 1977).

In case of individuals, and not in case of the type of set, we talk about capabilities, general abilities, personal specificity – regardless degree of set (obviously, the set also plays a certain role, though, dynamic type easily extinguishes inadequate sets and also easily forms the new ones while static type – on the contrary). “Dynamic” type individual easily changes and is compatible with environment (accommodation variety of adaptation) while “static” type has a hardship with changes and tries to reach compatibility with environment at the expense of changing it (the environment) – (assimilative variety of adaptation).

Up to now, we have talked about the resource of unconscious mechanisms of set, the adaptative range of which is limiting along with complications of environmental challenges. In such cases, it becomes necessary to use additional, conscious resource. To illustrate the above-mentioned, we will recall Uznadze’s example on the reasons of adaptive problems in static type individuals. These problems refer to (a) emotional experience (e.g. satisfaction and life satisfaction) and (b) decision-making and the aspects of carrying-out the corresponding behaviour (Uznadze, 1977). The cause of these problems is confrontation between the tendencies of the behaviour (e.g., deviant behavior) which is caused by systems of dispositional fixed sets (personality’s main characteristics) - (Nadareishvili & Chkheidze, 2013; 2015) and behaviours (e.g. normative) for satisfying the adaptive needs for the specific moment. The latter should be provided by situational set, opposite to "endogenous" fixed sets, which requires the subject's self-coercion, conscious voluntary self-activeness. It is understandable that here we imply a tendency to extinguish sets and form them when the situational set should manage to neutralize, at least temporarily, fixed set (Uznadze, 1977).

From another viewpoint, we deal with the impossibility of implementation of assimilation and the necessity of accommodation - at least temporarily and partially. For deviance-inclined individuals formation of “non-organic”, situational sets requires the usage of the mentioned conscious resource (Nadareishvili & Chkheidze, 2013); in other words - in the given

3 Here we should take into account one of the differential-psychological characteristics - excitability (Nadareishvili & Buachidze- Gabashvili M. 2017).

case, formation of situational sets, necessary for accommodative adaptation, is going on with involvement of will and thinking⁴.

The necessity to adapt to social environment was already mentioned above. In this case, normative systems are one of the main means of adaptation. The normative systems provide ready, approved and sanctioned instruments for effective adaptation; these instruments minimize strain caused by desadaptation and disbalance and, consequently, minimize the risk of deviation and criminal behaviour (Nadareishvili & Chkheidze, 2013). Previously we also indicated (Nadareishvili & Chkheidze, 2013, 2015) that social values and the form of internalised subjective existence are represented by their mental equivalent - the system of fixed unconscious sets, the basis of activities which is the main component of the legal culture

The normative system, in relation to concrete social subjects, successfully fulfils the function of adaptive mechanism when there is corresponding degree of compatibility between the constituent norms and subject (in other words, when components of legal culture - legal consciousness and legal behaviour are consistent/compatible with the requirements of the state and the society and the challenges of time).

The individual legal culture is a product of human socialization and it implies formation and suppression of fixed mental structures during the process which ensures social adaptation. Adaptation, as it was said, implies parallel course of assimilation and accommodation processes, which at the end serves to ensure compatibility and equilibrium between the subjects and the environment. When it comes to legal norms (based on their general obligation), it is obvious that assimilation is more restrictive because the subjects are forced to come into compatibility with the norm themselves, subordinate it which in this case implies the necessity to modify (accommodate) sets in accordance to norm.

Not every social subject has an ability (or wish) to change in accordance with the norm. Some (be it a deviant, subculture or counterculture) attempts to compatibility with the arbitrary change of the norm and/or at the expense of its free, subjective interpretation, i.e. through assimilation.

In those cases, when the static type does not manage to assimilate because the norm does not give this possibility (permissible zone of assimilation is restricted, especially in case of rigid legal norms) and at the same time he/she cannot manage to use accommodation, he/she still gives priority to assimilation. In such cases, assimilation is going on through distortion of permissible zone, subjective arbitrary interpretation, i.e. through non-legitimate way of formation his/her own version of permissible

4 ...which is related to necessity of usage different varieties of social control (Nadareishvili & Buachidze-Gabashvili, 2017).

behaviour⁵. Instead of modification of individual's own legal consciousness, bringing it to compatibility with norms (acommodative conformism), it implies in fact distortion of the content of the norm and leads actually to changing the norm, i.e. neglecting/ non-following it and, consequently, results in deviation.

Based on the above mentioned, it can be stated that unlike dynamic type, the static type finds it difficult to practice accommodation towards the norms, i.e., change his/her own legal consciousness. This means that the legitimate way to realize the goals, which requires modification according to the norm, becomes impossible for them, since it means blocking the person's "organic" sets and forming new, unusual/strange sets through self-coercion. In such cases, the mental strain is accumulating when meets (a) strain caused by the prospect of non-achieving a goal and (b) strain associated with self-coercion, voluntary activity. To reduce the tension, this type of subjects are most likely to choose a deviant way of satisfying their needs⁶.

As it appeared, the level of development of legal consciousness should not only be measured by the presence of an existing (even fully normative) arsenal of set/ unconsciousness. Alongside, it is also necessary to have an appropriate level of development of skills for conscious, voluntary activities. Fully socialized person (despite the unconscious specificity) is able to block and/or liquidate the existing non-normative sets by means of the synergy of unconscious (that of the set) and conscious regulations. This synergism also gives opportunity to initiate proactive normative behaviour through new normative sets. This means that this type of individual holds both "mental" (legal consciousness) and practical (legal behavior) constituents of legal culture and can carry out full-scale, meaningful normative behaviour through conscious self-regulation mechanisms. It is clear that formation of that quality of legal culture in socialization process is an effective means of guaranteed prevention of deviant (including criminal) behavior and highly effective social control (Nadareishvili & Buachidze-Gabashvili, 2017).

Conclusion:

1. Despite different interpretation of assimilation in different theories (Piaget, Uznadze), in both of them content-wise tightly associated mental processes and regularities are implied;
2. The process of assimilation is associated with the phenomenon of subjectification described by D. Uznadze;

5 The right to define legal norm has only the body which is authorized by law.

6 On one of the interpretations of deviation from the viewpoint of strain and unrealized readiness of set - see Nadareishvili & Chkheidze, 2013).

3. Individuals with static type of set are characterized to use mostly assimilation while dynamic type – accommodation.
4. Accommodative adaptation, characteristic to dynamic type maintains high level of normative behaviour;
5. Assimilative adaptation regarding legal norms bears increased risk of deviation;
6. Accommodation requires not only unconscious resources but also conscious, volitional resources;
7. High level legal culture requires synthesis of conscious and unconscious regulation;
8. Insufficient or unilateral (only assimilative) adaptation arsenal could be considered as one of the reasons for deviant behaviour. Consequently, the process of socialization should ensure simultaneous/parallel formation of different types of adaptation.
9. Further theoretical analysis of the problems regarding static and dynamic types individuals, refining the existing diagnostic methods and their adaptation to given topics could lead to helpful contribution both to the theory and the practice of crime prevention.

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Civilizational Issues and Grouping of Countries in Southwest Asia

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Abstract

South-West Asia, is a geographical term that refers to the part of Asian countries and political units of the Southwest are included. This part of Asia is a large region based on different variables, is comprised of several distinct regions. Many issues and conflicts in South West Asia, rooted in the values of civilization. Already formed part of the conflict in Syria by Turkey, Saudi Arabia and Iran are directed. Each of these countries, demands and goals are separate. And part of the competition between them is rooted in cultural issues. Such a civilizational conflict and competition, the formation of the grouping of the countries in the region.

Study based on cultural and Civilization factors, several regions the region's geopolitical and political units combined and a single political unit that is shared between each of these regions, there are geopolitical hierarchy. In each of the geopolitical regions in South-West Asia, intra-regional competition and competition between regions neighboring a region with no longer there, Therefore this kind of competition is reflected in the behavior of social - cultural and Civilization regions appears.

This article is a descriptive - analytic study using a document library and try to analyze the geopolitical regions South-West Asia and geopolitical relationships prevailing each of these regions is based on cultural and Civilization variables.

Keywords: South-West Asia - geopolitical regions - Civilization - Culture.

Introduction

Geopolitical structure of the world into four levels: local (within the country), national level, regional level and spherical has been established.

Each of the levels, characteristics, territory, nature, and their specific functions.

In between these levels, national independence and sovereignty of the more powerful features and plays a major role in shaping the other levels. The national level, organic and systemic relationship with other levels are directly subordinate to superior levels of engagement and interaction in the (Hafeznia, 2004: 57).

The difference between national and supranational level in the national territory in the sense that the correlation component is important. While the international level in the form of non-territorial system is based on a global actors based on their interests, their actions are regulated (Abi.Saab, 1995: 92).

Geopolitical regions is formed based on geographic region. The resulting geopolitical geostrategic region is divided into the realms global geopolitical structure of the theory proposed by "Saul B. Cohen » (Taylor & Flint, 2000:371) has referred to this realm.

Cohen, in his theory, geopolitical structure has divided the world into the realms geostrategic sea and land. In theory, the two regions land territory and Marine territory is divided into six geopolitical regions (Cohen, 1994: 28).

Different definitions presented in association with the relevant scholars that the often noted is the definition of geographic factors (Hettne & Others, 2000: XX-XXI). Some of the definitions below:

- regions following: a group of neighboring countries in a geographic range that usually have a common economic and political institutions (Nel & MCGowan: 1999:328).

- regions following: The area is somewhat limited and relative structural unity has to be distinguished from other areas. This area is not closed and is constantly evolving by different actors (Jones, 2004:174).

Various theories have rather different ideas as compared to that regions. Below are some of the ideas in functionalist theory, dependency theory and neo-functionalist theory is given.

Functionalism theory of regional integration: According to this theory, the complexity of political systems, have increased their non-political tasks. Thus, political unity is a process in which political integration as a condition that is realized. Unity increase or strengthen existing links between the constituent units is a system (Wolf, 1973:351-355).

Dependency theory: Carl Deutsche analyzes its integration theory, national political unit formed to evaluate the flow of communication and exchange within the unit and between the unit and the external world depends upon it. Deutsche's view of itself in relation to the formation of a security community has used different conditions for the formation of such a society is necessary. He was under the influence of different factors are important for the formation of a regional integration. That includes the compatibility of

shared values, there is a distinct lifestyle; expected to achieve common interests, political and administrative abilities Member, Member, economic growth and the emergence of a strong central parts of the region are relatively weak gathered around them, the coherence of the communication increased political elite, and a plurality of exchanges and communications (Dougherty & Faltzgraff. 2006: 666-686).

Neo-functionalism theory in the process of regional integration in theory decide to go against consensus or integration depends on the fact that the major parties forming the integration perspective and see it as beneficial or harmful. Neo-functionalism and neo-functionalism is one of Joseph Nye's model is based on the concept of "making work process" and "capacity" is based on the integration. The framework is based on a neo-functionalist approach is based on neo-functionalism and believes in the literature, there are seven operating process. The basis of this approach, re-conceptualization and formulation of the theory of neo-functionalism is paid. The seven practice process include:

- Graft function or functions of the extended horizontal - vertical;
- Increasing exchanges;
- Intentional linkages and coalitions;
- Socialization of elites;
- Establishment of regional groups;
- Gravity ideological and identity;
- The foreign actors in the integration process (Gehrin, 1996: 227-236 & Dahlberg, 1970: 122-128).

The research problem is: do the areas in the South West Asian civilization there? Finally, the structural model of the power in each of the areas mentioned what follows is a hierarchy?

The main question:

What geopolitical region in South-West Asia there?

Sub-questions:

1. based on cultural variables - South West Asia What are the geopolitical region civilization?
2. each of the geopolitical region South-West Asia, the regional structure of the model to follow?

Hypotheses:

1. geopolitical region southwestern Asia, including three Arab civilization, Iranian civilization and Turanians civilization. Two countries, Iraq and Pakistan combined civilizations, Armenia, Georgia, Israel, with a single civilization in South West Asia.
2. In the Arab region and Turan, the three-level structure of power. First-class power in the Arab region, Saudi Arabia. The first power-Turanians

region, Turkey. Iranian area, surface structure, there are two first-class power, Iran. Cultural units - Civilization combination of neighboring civilizations are competing in a single political unit, Armenia, Israel and the Jews are carriers of Armenian civilization. Georgia continued Christian civilization in this part of Asia.

I.:

In a geographical arguments, South West Asia, consisting of 19 countries, including Afghanistan, Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, Syria, Turkey, UAE(United Arab Emirates), Yemen. (the Association of Iranian geopolitics, meeting dated 04.15.1387).

Geopolitical regions Southwest Asia

Cultural District Turanians: Turanians region, including Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan and Turkey on tape east - west from Central Asia to the West, it has spread. Among the countries mentioned, Turkey and Azerbaijan are located in South West Asia. Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan are located outside the region. Moreover, these countries are no geographical connection. Turanians region in terms of language, culture and customs are subscription.

Region of Iran: Iranian civilization region southern Turanians region in the east - west from the borders of China and the Indus River in the East to the West expanded the borders of Iraq. This region in terms of language, customs, myths and epics, poetry and music is common. Iranian civilization in terms of physical geography is consistent with the Iranian Plateau. Now Iran, Afghanistan and Tajikistan are heirs to this civilization. But Tajikistan is located in Central Asia.

Cultural region Sami: Sami region in the Arabian Peninsula is located. In the Northeast, the Persian civilization is located. It is located in the north of the Turanians civilization. The cultural influence of the Holy Prophet Muhammad (PBUH), the last messenger of God, on the other civilization and the civilization of Iran and Turan was created. Because of the geographical spread of Islam through other territories Sami culture, some feature of the Sami culture was transferred in this way. Territory of Sami civilizations in Asia currently include the countries of the Arabian Peninsula and the northern parts of the country, Syria, Lebanon, the Occupied Territories, Jordan and Kuwait.

The combination geopolitical territory: Territory the geopolitical the combination of countries in terms of culture, the cultural region are connecting two or more. Although it is possible in any of these territory, on the other hand is a civilization, but their combined identity cannot be ignored.

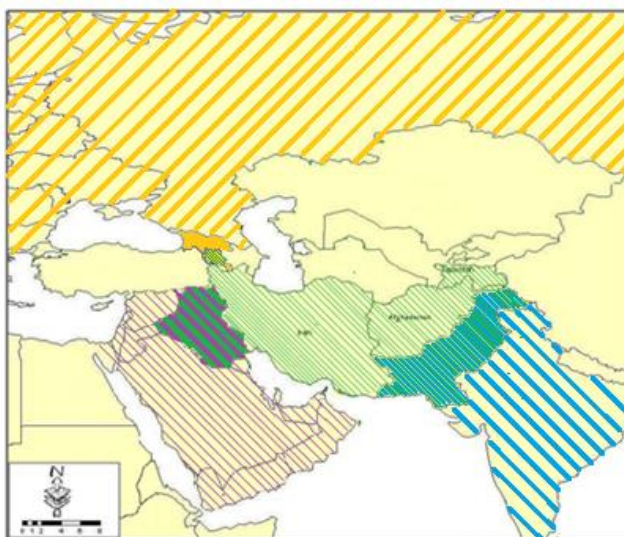
Combining territory in Southwest Asia includes:

- Iraq: connection the level of Iranian civilization and Arabic;
- Pakistan: connection the level of Iranian civilization and Hindu;

Single geopolitical unit in Southwest Asia, countries that share a civilization at least another region, they are part of a single civilization units. These political units include:

- Armenia: Armenian as the only country in the world located between Iran and Turanians civilization.
- Georgia: As part of the Christian world is located in the northwest of the Turanians civilization.
- Israel: a political unit with special features and claim Jewish civilization.

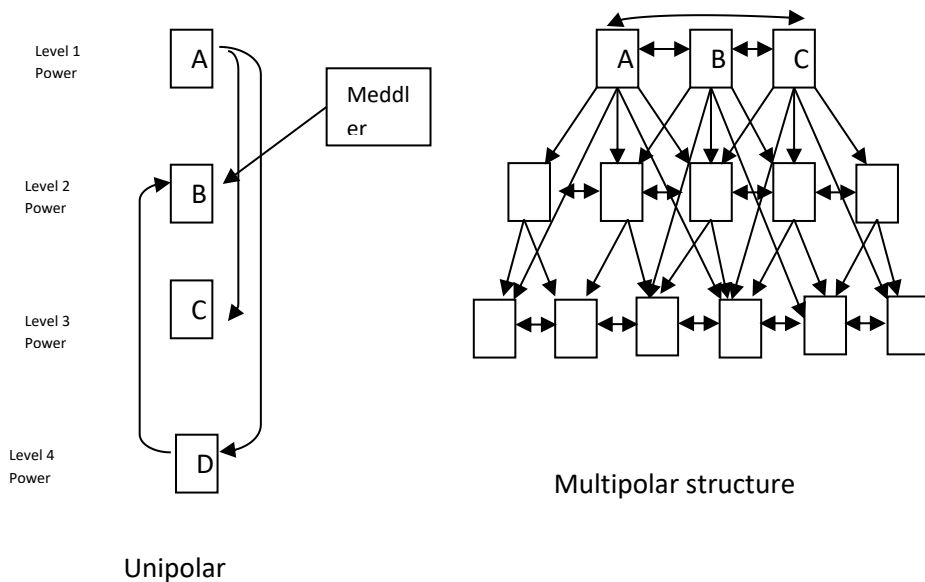
Map 1: the combination and single geopolitical regions in Southwest Asia



Geopolitical region structure of South-West Asia

Territory geopolitical region includes the region member states, where a state has a central location and the rest of their function. This structure is the result of unequal power relations in a region that creates a relationship of domination and under. Based on the relationships formed within each region, geopolitical hierarchy is formed. In the hierarchy of geopolitical classification of countries according to geopolitical weight and how they communicate with one another (Hafzania, 2006: 117).

Figure 1: Model of hierarchy and power relations in a geopolitical region



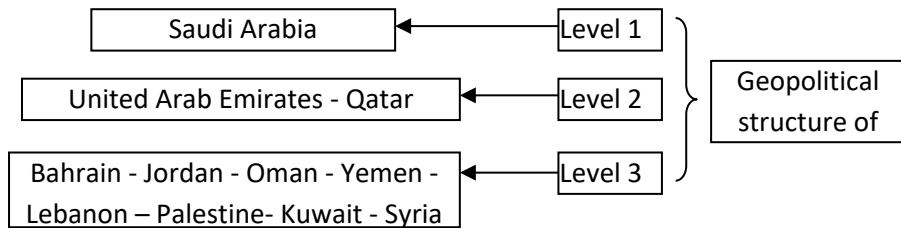
Source: (Hafeznia, 2006: 113)

Systems with two or more polar geopolitical balance, the balance of geopolitical position. Unbalanced systems, the an element of system, in terms of improving their position and alignment with other regional units see attempts to the development of resources and power, to be in alignment with regional power, and relationship of domination and inequality and the interaction between the formats. That is, the powers of the second degree, the inconsistency with power primarily in one area of their react and control over the region changed into the status and balance of interests and power to compete with each other.

Based on the above model, in Southwest Asia, there are three civilizations in the regional structure of the model follows.

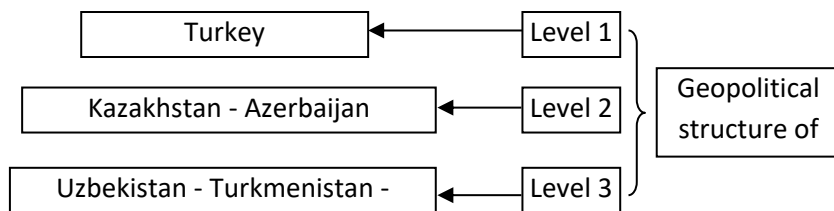
1- Geopolitical region Sami: Sami geopolitical region with the monopolar geopolitical structure. Sami geopolitical structure of the region is shown in the figure below (Figure 2).

Figure 2: Structure of the Semi civilizations geopolitical region



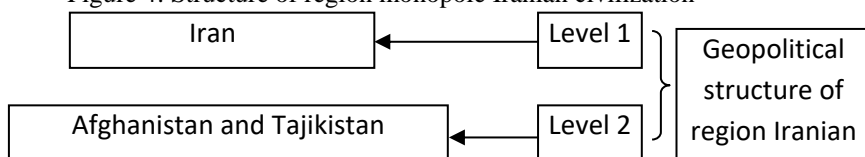
Geopolitical region Turanians: Turanians geopolitical region in the west - east from Central Asia to Anatolia expanded. The geographical area with two faults: the Caspian Sea and Armenia is separated. This has been the core of civilization in Central Asia to the West has evolved over several centuries. The claim of the civilizations, Turkey. Regional structure of this civilization is monopole.

Figure 3: Structure of region Turanians civilization.



Iranian geopolitical region: region geopolitical Iranian civilization, has a two-level structure (Figure 4). First of Iran, Tajikistan and Afghanistan are located on the second level. Second, the region's countries (Tajikistan and Afghanistan) is far below the first level (Iran) are located.

Figure 4: Structure of region monopole Iranian civilization



Conclusion:

Countries in Southwest Asia, although the gap with intussusceptions structure and interactions are complex area. But the culture and civilization, is forming a special geopolitical areas. The results of this study show that the three territories the Semi civilizations, Iranians and Turanians as rival civilizations throughout history, have had a relationship interaction with each other. Means, the identity of each civilization and its configuration consistency between civilizations interact and have sustained. Therefore the complementary nature of civilization in the region between civilizations. On

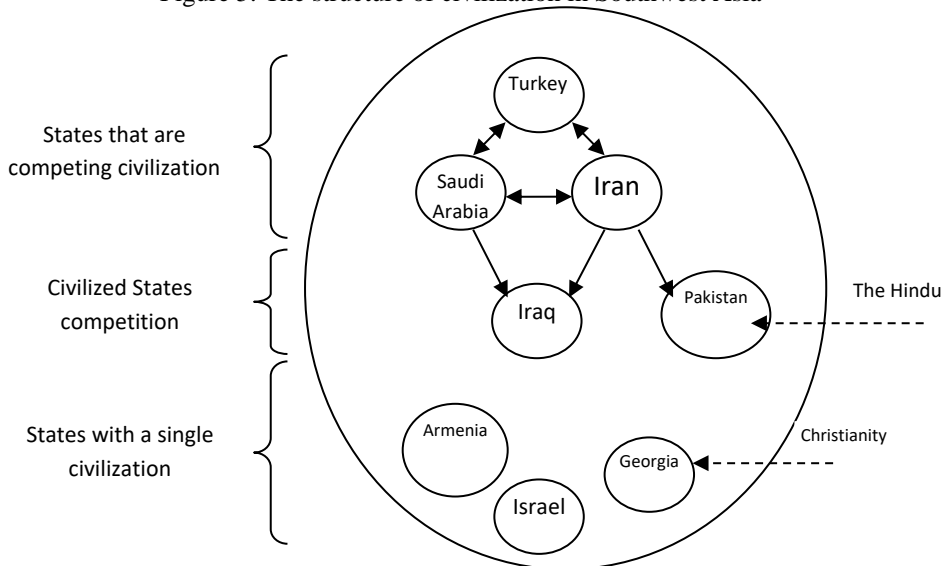
the other hand, three Turanians civilization, Iranian and Semitic civilization in the area are dominated by their unity.

Iranian civilization has a two-level structure. In this civilization, with power primarily in Iran, Afghanistan and Tajikistan are followed.

Semitic civilization has a three-level structure. In this civilization, class and power Arabia, and then other Arab countries Southwest Asia, is an act of civilization.

The structure is a three-level structure of the Turanians civilization. Turanians civilization power classy Turkey, the countries claiming the act civilization the civilization, and the relation of neighboring civilizations, civilization has come for action.

Figure 5: The structure of civilization in Southwest Asia



Throughout history, civilization Turanians and Semitic tension level less than the Semitic civilization - Iranian and Turanians civilization - Iran has. In fact, the Iranian civilization buffer zone between Semitic and Turanians civilization is the only civilization in terms of the relationship between world expansions of civilization has been established between them. Intra-regional features associated with each of the Semitic and Turanians civilization, their civilization has led to the formation of geopolitical regions. But so far there has been little contact with the Iranian civilization in such a process.

Pakistan and Iraq in terms of civilization are integrated entity. Therefore the conflict and competition are civilization. Cultural values in the country in terms of language and culture between civilizations.

Countries monopole civilization, the civilization Means Jewish claim to Israel and Armenia are Armenian. Georgia is one part of Christian

civilization. These units, civilization, civilization is not competition but claim their civilizations are mentioned.

According to the results, most of the actions in Southwest Asia, especially in countries with civilization are combined, the result of competition between countries civilization is the civilization claim.

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Genocide Under International Law

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Abstract

The article provides an in-depth overview of the crimes of genocide dating back to the 20th century and the developments that led to the recognition of genocide as a crime under international law. The political realities of the 20th century laid ground for the legal formulation of genocide.

Efforts aimed at formulating genocide resulted in the definition of the term by the UN general Assembly Convention on the Prevention and Punishment of the Crime of Genocide in 1948. In the Convention, “genocide means any of the following acts committed with intent to destroy, in whole or in part, a national, ethnic, racial or religious group, as such: killing members of the group; killing member of the group; causing serious bodily or mental harm to members of the group; deliberately inflicting on the group conditions of life calculated to bring about its physical destruction in whole or in part; imposing measures intended to prevent births within the group; forcibly transferring children of the group to another group”.

The article reflects on the precedents of the genocide and earlier legal arrangements for holding criminals accountable for the crimes against humanity. The Holocaust of the Second World War shall be considered as the first historical precedent of genocide. Earlier instances of prosecution for war crimes can be traced back to the Nuremberg trials carried out in Nuremberg, Germany between 1945 and 1949 held for the purpose of bringing Nazi war criminals to justice. The trials represented an important precedent for dealing with later instances of genocide and other crimes against humanity. Full-blown humanitarian crises such as the Rwanda Genocide of 1994 and the Khmer Rouge genocide in Cambodia from 1975 to 1979 are analyzed from the perspective of international law. The article demonstrates that genocide is considered as a crime that goes beyond the national boundaries.

Keywords: Genocide, war crimes, crimes against humanity, international law, Holocaust, Nuremberg trials, ethnic cleansing, Rwanda, Khmer Rouge.

Introduction

Genocide has been a topic of discussion in the frames of international law. Numerous cases of genocide and calls for genocide have been reported in the 20th century. Several scholarly articles and books have been dedicated to this topic. Cases of genocide should be attributed to the most destructive wars and assaults, internal ethnic and religious confrontations, and the most brutal battles in the process of world division that led to the Second World War.

This article provides a brief overview of genocide and the legal framework in this regard. It addresses contemporary cases of genocide and its legal aspects with regard to human rights. The following questions are discussed in the article: How was the definition of the crime of genocide formulated in the frames of international law? What legal measures were taken for the prevention and punishment of the crime of genocide? What implications did the precedents of genocide have on the development of international law?

Origins of the term genocide dates back to the Nuremberg process when the German war criminals were charged with other crimes including genocide, which implied the destruction of racial, religious groups, especially Jews and Gypsies. On 8 October 1945, the crimes committed by some significant offenders of war were defined as "a premeditated and systematic genocide" (Lemkin, 1947). The term Genocide is a hybrid of Latin and Greek words: Greek word 'genos' (race, nation or tribe) and the Latin word 'cide' (to kill). The introduction of this concept was a result of the reality that Europe faced from 1933 to 1945 in order to introduce the legal formulation of the destruction of groups of individuals. There are definitions of genocide discussed in the frames of science and International Law. The term was used for the first time in printed form by Raphael Lemkin in his work "Axis Rule in Occupied Europe" in 1944.

One of the supporters of the genocide trial, Rafael Lemkin, defines genocide as "a coordinated plan of different actions aiming at the destruction of essential foundations of the life of national groups. The objectives of such a plan would be disintegration of the political and social institutions, of culture, language, national feelings, and the destruction of the personal security, liberty, health, dignity, and even the lives of the individuals belonging to such groups. Genocide is directed against the national group as an entity, and the actions involved are directed against individuals, not in their individual capacity, but as members of the national group" (Lemkin, 1944)

Genocide obtained its first international recognition in the General Assembly Resolution No. 961: "Genocide means the deprivation of the right to exist for a whole group of people." It can be racial, religious, political, or any other kind of group, or any other "group". Under the General Assembly

resolution, the United Nations Economic and Social Council was tasked to prepare the draft Convention on the prevention and punishment of genocide.

This abovementioned work resulted in the precise definition of the term by the UN General Assembly Convention on the Prevention and Punishment of the Crime of Genocide adopted on 9 December 1948 under Article II of Resolution No. 260 III. The "genocide" in the context of the Convention includes more than just physical genocide. Article 2 of the Convention states: "Genocide in the present Convention shall mean any of the following actions aimed at destroying national, ethnic, racial or religious groups in whole or in part. Such actions include: (a) Killing members of the group; (B) Causing serious bodily or mental harm to members of the group (C) Deliberately inflicting on the group conditions of life calculated to bring about destruction in whole or in part (D) Imposing measures intended to prevent births within the group; (E) Forcibly transferring children of the group to another group (Convention on the Prevention and Punishment of the Crime of Genocide; Adopted by Resolution 260 (III) A of the United Nations General Assembly on 9 December 1948. Article 2).

According to Article III of the same resolution, the following actions shall be punishable:

- A. Genocide
- B. Intent to Commit Genocide
- C. Direct and public call to commit genocide
- D. An attempt to commit genocide
- E. Participation in genocide (Convention on the Prevention and Punishment of the Crime of Genocide; *Adopted by Resolution 260 (III) A of the United Nations General Assembly on 9 December 1948. Article 3).*

Individuals who commit genocide or any of the acts referred to in Article 3 shall be punished regardless of whether they are civil servants, state rulers or private individuals (Convention on the Prevention and Punishment of the Crime of Genocide; *Adopted by Resolution 260 (III) A of the United Nations General Assembly on 9 December 1948. Article 4).*

The words used in the definition of genocide indicate quantitative aspects in the "whole or in part" definition. The number of victims or potential victims should be significant and murder of several members of the group shall not be considered as genocide. It is possible to conclude that if part of the group is destroyed it should be an essential part. The significance of the above-mentioned convention is that it recognized genocide as an international crime. This is a "despicable waste" from which humanity should be freed and "contradicts the UN's ideas and aims and is condemned by civilized world" (Khutsishvili, 2004).

Destructive activity should be directed against one of the groups listed in the Statute: National, Ethnic, Racial or Religious Group. Having a special

intention is the most important thing when determining the fact of genocide (Convention on the Prevention and Punishment of the Crime of Genocide; *Adopted by Resolution 260 (III) A of the United Nations General Assembly on 9 December 1948*. Preamble).

The International Court of Justice, after consideration of the Convention, stated that "the Convention has been clearly adopted by the humanitarian and civilized goals of genocide" as an international crime, which means "denying the right to existence of the entire group, which caused great loss", with the clear purpose of condemnation and punishment.

Since 1945, International Law has been primarily focused on human rights protection illustrated by Human Rights Declaration. In recent years more attention has been paid to different varieties of understanding of the collective rights concept. Drawing a dividing line between individual and collective rights is difficult. Some rights belong to the category of individual rights, such as the right to life and freedom of expression, while a right to self-determination and protection of physical security of the group aimed at preventing genocide, belongs to collective rights.

While discussing the prohibition of genocide and protection of the physical security of the group which guarantees the maintaining of existing identity, Malcolm Shaw cites the Convention signed in 1948, confirming that the genocide committed during the war or peace period is an international crime together with other international crimes such as: war crime, aggression and crimes against humanity (Shaw, 2003)

In considering the above-mentioned definition, we must say that "this definition is incorporated into the Criminal Code of many countries, but in fact the criminal prosecution is rarely implemented. For all forms of crime, it is common that crime objects belong to a certain national, ethnic, racial or religious groups." (Khutsishvili, 2004). The Convention on Genocide also states that the perpetrators of genocide shall be prosecuted or by the competent tribunal of that State in which territory the crime was committed or by the International Criminal Tribunal.

If we begin to consider the historical precedents of genocide, we should start by the Holocaust of the Second World War. The holocaust is an English word and means "fully burn". The term refers to the massive genocide of Jews, Roma, homosexuals and other minorities carried out by the Nazi government and its allies. According to the statistics, the following number of people died during the Holocaust: 3 million Polish Jews, 1.2 million Soviet Jews, 140,000 Lithuanian Jews, 70,000 Latvian Jews, 560,000 Hungarian Jews, 280,000 Romanian Jews, 140,000 German Jews, 100,000 Hungarian Jews, 80 000 French Jews, 80,000 Czech Jews, 70,000 Slovak Jews, 65,000 Greek Jews, and 60 000 Yugoslav Jews (Abdaladze & Kvitaishvili, 2008).

The horrors of the Holocaust are depicted in the recording of Auschwitz concentration camp: "I did not get bored in Auschwitz. It was coming and the flow of people was coming. I was making a fair performance. I had to look indifferently, and I was supposed to be overseeing how to go with your children in the gas chambers, and they would have to wait for hours and nights for hours and hours. I was watching from the dungeon to kill the prisoners that no one could survive. My family lived there, and they were all provided. When I saw my happy children and looked at my wife's calm, I asked myself - how long will our happiness last? "

There is an opinion that the Holocaust did not represent event in the form as it is described in world history. The UN General Assembly prohibits any attempt to justify or alleviate the Holocaust by the 2005 Resolution.

These crimes did not remain unchallenged by the international community. From the end of the Second World War in October 20, 1946 to November 1946 Nuremberg's trial, or "International Military Tribunal", was initiated by World War II winners of USSR, United Kingdom, Great Britain and France in German city of Nuremberg. The trial convicted Nazi criminals: 24 high-level military personnel and Nazi doctors, lawyers, economic bosses, a total number of 177 accused. They were accused of preparing and producing aggressive war and crimes against humanity. As noted above, during the Nuremberg process, Article 6 (c) of the Statute has been condemned by the practice of "destruction" and the first mention of the word "genocide" can be found between accusations of war criminals.

One of the reasons for the creation of the Tribunal was to reveal the terrible crimes and to represent the real face of Nazi Germany. During the trial, the defendants were convicted for the offenses, which were not incorporated at that time.

On 26 June 1945, France, US, USSR, UK issued a Potsdam Declaration that investigated the crimes committed by Japanese officials. In 1946 Douglas MacArthur, who was the Supreme Commander-in-Chief of Allied Forces, approved the Tokyo Statute. The Charter issued the functions and jurisdiction of the International Military Tribunal for the Far East (IMTFE). Many believe that the Tokyo Tribunal was the mechanism that the United States wanted to use to take revenge on the Pearl-Harbor's bombardment.

The drawback of the two tribunals was the fact that judges and accusers were appointed by the victorious forces in these processes. Hence, it seems that these two tribunals were not independent international courts, but the courts are the bodies that are subordinate to the establishing countries. International military tribunals were important for many reasons. These tribunals have broken the state as a monopoly of the main subject of international law on international criminal jurisdiction. For the first time in

history the non-governmental institutions were established to investigate and punish international crimes. On 8 August 1945, the London Agreement envisaged new offenses that declared crimes against humanity and peace. The precedent law of international military tribunals contributed to the development of new legal norms and liability standards that strengthened international law.

Considering the above-mentioned tribunals, it is also necessary to consider Article 6 of the Convention on the Prevention and Punishment of Genocide. The Article 3 contains the cases when it is possible to create an offense under the International Criminal Tribunal and specifically indicate that such a form of tribunal. It is ironic for both sides to recognize its jurisdiction.

Rwanda's genocide is considered to be the mass killing of the Tutsi. During 100 days, about 800,000 to 1,071,000 people were destroyed by the Hutu tribe's extremist groups. The victims of genocide were mainly representatives of the ethnic group of the Tutsi and moderate Hutus tribes.

The situation became strained by the invasion of Northern Rwanda from Uganda by patriotic front of Rwanda (which was mainly composed of Rwandan refugees from Rwanda) in the 1990s which was perceived by Tutsi as an attempt to overthrow the government. This resulted in the beginning of a civil war that ended with negotiations in 1993; however, it was not a step to rectify the situation, despite the agreement that President Habaribama's government continued to propagate fear and hatred. Formation of groups, financing their training and purchase of weapons began. In 1994, the presidential plane was dropped by the Tutsi, followed by the massacre and genocide of the Tutsi.

Romao Dallaire, head of Unimari (UN Assistance Mission in Rwanda) who was still aware of the genocide in January 1994, sent information to the UN about this and in the following months he requested to send assistance force to Rwanda. Dallaire was tasked to protect UN representatives and foreign citizens. He informed the United Nations that he was aware of the location of the Hutu militia detachments and weapons warehouses and asked for auxiliary force to disarm criminals. The US officially refused to interfere, followed by France, Russia, and China.

While we speak about violations of international law and consider individuals who violated international criminal law, we should ask how we can justify inactivity of the UN Security Council which is tasked to ensure world peace. It is possible that the United Nations decided to create an ad hoc criminal international Rwandan for the purpose of redemption of this offense and restoration of its reputation.

The Rwandan International Criminal Tribunal was created in November 1994 by the UN Security Council to convict the criminals genocide and other international crimes. The court was located in Arusha, Tanzania.

After the long discussions, the Tribunal ended in 2004, but it was considered as fully completed in 2010, when all issues were discussed.

The arrival of the left-wing terrorist organization "Khmer Rouge" in Cambodia resulted in the emergence of another epicenter of violence in Indochina. The Khmer Rouge were the ruling party of the Communist Party of the Democratic Republic of Cambodia in 1975-1979. The regime of "red criminals" is considered to be the most cruel and murderous regime of the 20th century. In Cambodia, over 2 million people, or a quarter of the population, died because of political terror, hunger and slave labor. The head of the Rouge, Pol Pot, who, like Mao Zedong, believed that the main basis of the working class was the agrarian space introduced radical form of agrarian communism. The whole population must collectively work on various projects. The Khmer Rouge regime fell in 1979 as a result of Vietnam's attack.

The Khmer Rouge as a political movement existed until 1996. The government arrested, tortured and executed all the people belonging to the so-called category of "enemies". Those in the category were those who had an association with the government of the old or foreign state, professionals and intellectuals. Mainly the intellectual part of society was destroyed. This regime has issued death sentence penalties to ethnic Chinese, ethnic Vietnamese, Muslim and other ethnic minorities and residents of the city who do not have the skills for agrarian life.

Cambodia was one of the signatories to the Genocide Crime Prevention and Punishment Convention after it entered into force in 1951. He recognized the mandatory jurisdiction of the International Court in 1957. Nevertheless, no efforts were made to use the jurisdiction of the court to violate international law violations that the Cumers regime had committed in the Democratic Republic of Cambodia (Hannum, 1989). In the case of Yugoslavia, Bosnia has accused the Federal Republic of Yugoslavia of committing genocide against it. The Bosnian State petitioned the International Court of Justice to recognize the breach of the Genocide Convention by Yugoslavia. Bosnia accused the latter of destroying the national, religious and ethnic groups in the territory of Bosnia, in particular or partly of the Muslim population. Bosnia also accused Yugoslavia of plotting and inciting genocide. Bosnia asked the Court to bring an international crimes committed by Yugoslavia to the relevant consequences and to restore the situation that existed before Yugoslavia's violation of the Genocide Convention. The Court must also admit the need to compensate for the damage and loss suffered by Yugoslavia Bosnia. Yugoslavia argued that Bosnia was not a participant of the Genocide Convention. The Court has avoided discussing the legitimacy of the right to self-determination of the statehood of Bosnia and the national minorities. The Court simply stated that since Article 9 was a member of the Genocide Convention, any member of the United Nations, Bosnia could have

been a member since joining the UN. The court also avoided the question of how and when the right to Bosnia's inheritance was granted. One of the important issues discussed by the Court was whether there was an international dispute under Article 9 of the Genocide Convention. This article underlines that the dispute between the parties to the Convention concerning the interpretation and execution of the Convention shall be conferred upon the State's responsibility for genocide and other crimes listed in Article 3 on the basis of the request of the Parties to the International Court of Justice. Bosnia argued that Yugoslavia violated the Convention. However, the latter stated that Article 9 did not provide for this claim.

According to Yugoslavia, this was a civil war and it was not possible to issue jurisdiction over the territory of Bosnia in the course of the war. Accordingly, Yugoslavia was not responsible for the events that took place in Bosnia. The Court argued that the Convention relates to all conflicts and the purpose of this Convention was to condemn and punish the genocide, as recognized by international law. The second argument of the Yugoslavia was in relation to Article 9. This article did not provide for the responsibility of the state of the genocide committed by him. The Court stated that Article 9 of the Convention does not exclude any form of state responsibility (*Bosnia V Serbia Admissibility*, ICJ Cases, 1997).

If we consider genocide as an international crime, one of the important aspects of this is that we recognize that the international community can intervene in the state and punish those who carry genocide towards different linguistic, religious or ethnic groups. This principle is already recognized by the United Nations and does not require any special agreement. The resolution of 11 December 1946 recognized genocide as an international crime. In the second article of the same resolution, UN member states should adopt appropriate legislation on genocide, although this is not as difficult as genocide is a composite crime and unlawful acts that it includes is punishable by the majority of current legislation.

Historically, international law was interested in the actions of the states and those individuals whose governments were acting beyond the area of international law. After the end of the Cold War, the international legal system witnessed the revival of ideas that formed the basis of the creation of international military tribunals in Tokyo and Nuremberg. This included the spread of individual criminal liability on crimes such as human rights violations and brutal offenses. Establishment of the International Criminal Law Tribunals in former Yugoslavia and Rwanda, developed by the UN Security Council and the hybrid, internationalized criminal tribunals, such as the same tribunal for Sierra Leone, helped to establish the new, permanent International Criminal Court (ICC). However, all of these were responsible for the international crimes did not concern the State's responsibility. Soon

necessity arose to leave the individuals without the "protective shield" of the state, whose existence caused responsibility of the individuals before the international law.

After World War II Germany and Italy paid compensations to the Nazi and fascist regimes; however, this was a long and tense process. Bosnia vs Serbia's case was particularly important due to the fact that for the first time the court took a decision that raised the issue of state's responsibility for genocide (Milanovic, 2006). As a result, the judges of the International Court had to discuss more complex international affairs and therefore, the decisions they made were also very comprehensive. It is important to note that the International Court of Justice is not the only and the main mechanism to establish responsibility of the state.

The Convention on the Prevention and Punishment of Genocide entered into force in January 1951. Articles 5, 6 and 7 of this Convention shall include the obligations undertaken by the sovereign signatory States. In particular, Article 5 states that the Contracting States are obliged to comply with the Constitution in accordance with their constitution to adopt such legislation that will establish the provisions of the Convention on genocide. More specifically, their legislation should impose an effective sentence for the perpetrators of genocide or any action listed in Article 3. Article 6 established who is responsible for the penalty of genocide crime. Criminals can punish a tribunal of the appropriate competence in the territory of which the offense was committed or the International Criminal Tribunal whose jurisdiction was recognized by the signatory states. Under Article 7, genocide or acts referred to in Article 3 of the Convention cannot be perceived as political offenses for the purpose of extradition of criminals.

After 1951, certain categories of states adopted provisions in their domestic laws on investigating the perpetrators of genocide. According to the Austrian legislation, all acts that involve partial or total destruction of national, ethnic or religious groups, create conditions that lead to partial or total exhaustion of these groups, actions directed at reducing childbirth in the group or forcibly displacing children from one group to another is perceived as genocide Inadvertently. According to the same law, the above-mentioned actions envisage constant imprisonment. And the conspiracy to commit such acts takes into account the ten years of imprisonment. The Dutch legislation restricts the trial of its citizens' genocide crime. On December 23, 2005, the Netherlands' court examined the case against Frans Van Anraat, who was accused of providing chemical weapons to Iraq. The court argued that the Kurdish population is legally perceived as a genuine ethnic minority according to genocide conventions. Under the same court decision, the attacks were intentionally intended to target Iraqi Kurds in Iraq. Since the defendant's chemical weapon was delivered earlier than the "bloody Friday" of March 16,

1988, hence he was guilty of committing war crimes and not participating in genocide. As for the Canadian legislation, war crimes and crime perpetrated against humanity are guilty of committing genocide, it does not matter whether it is committed inside or outside of the Canadian State.

A person can be charged under this law if he / she is a Canadian citizen or working in Canada if a victim is a Canadian citizen or a citizen of that country who is a Canadian citizen who is a citizen of the United States with whom Canada has been involved in an armed conflict or after committing an offense since entry into the Canadian territory.

According to the cosmopolitan criminal law genocide is considered as a crime that goes beyond national boundaries. In his work, *Law Against Genocide-Cosmopolitan Trials*, David Hirsh speaks about cosmopolitan criminal law. The term cosmopolitan is derived from the Greek word *cosmos*, meaning the world. This word was first used in this context by Immanuel Kant, one of the greatest German philosophers of humanity. He argued that relations between democratic states should be regulated within a framework that would help to resolve disputes between states. According to Kant, the cosmopolitan criminal law should establish minimum standards for the treatment of individuals, whether they are individuals or foreigners of a certain state. Cosmopolitan criminal law is a new form of law that has emerged from international humanitarian and human rights law and regulates not only the actions of the states but also the actions of non-state organizations and individuals (Hirsh, 2003). This form of law is new, since its authority does not originate from the concept of sovereignty of states, but originates from the supranational principles. Cosmopolitan criminal law deals with a group of specific offenses that go beyond the national boundaries of the state as both spatial and conceptual. Genocide, ethnic cleansing and crimes against humanity are considered as such crimes by Cosmopolitan criminal law.

The precedents of a number of important laws have led to the fact that the major violations of international humanitarian law are as follows: genocide, ethnic cleansing, torture and universal jurisdiction. Nuremberg, Tokyo, and other ad hoc tribunal is proof that those offenses can be judged by the international courts or by any national state court. States believe that its citizens, who are accused of genocide, ethnic cleansing or torture, may be convicted by a court of a foreign state. The right to national sovereignty is not as absolute as it is related to other rights. The crimes against humanity are bothering to all humanity regardless of where such crime was committed under the jurisdiction of the country.

The issue of individual liability has also arisen for such offenses, no matter whether these offenses were committed by state governments, or if the internal legislation of this country envisaged committing these crimes. The existence of the law does not in turn suspend the actions which are considered

as criminal acts. The laws against genocide cannot stop genocide. However, the existence of law is a function of "weapons". It is not a substitute but a supplement to the political action, education and organization of such social structures aimed at committing genocide crime or ethnic cleansing.

Conclusion

"If the pictures reflecting how the corpses of tens of thousands of dead people are being eaten by dogs are not able to wake us up, the whole world from our indifference, then I do not even know what can do this."

These words belong to former UN Secretary General Kofi Annan, who made his statement in 1996 after the brutal crime and horrors that took place in Rwanda in 1994 which killed about 800,000 people. This number accurately reflects the brutality that accompanies the genocide crime. Genocide, as an international offense, is still an important topic in today's world, even though humanity today is at a much higher level of development than in previous eras.

When the Holocaust happened, this was an unprecedented phenomenon of mass murder. Unfortunately, we still have other precedents in history. One of the most appalling lessons is that this kind of brutality can happen again, and in fact it has happened, such as fierce events in eastern Timor, Kosovo, Rwanda, Darfur genocide, as well as the horrors committed under the name of Islam. In my work, I talked about genocide and its precedents.

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The Mathematical Modeling of Concurrences between Two Languages

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Abstract

In this paper considered the simple mathematical models of concurrences process between two languages. In this case the model contain ecological models each language is initially spoken by a fraction of the population which including as birth, death, migrants factors. In this case obtained systems differential equations and investigated by means of method theory qualitative differential equations. Finally, by means of symbol indicated when languages A and B live or death. After numerically, given parameters obtained result applied in case example.

Keywords: Simple mathematical model, population models, mathematical model of language, attractor, unstable, stable, shunt, replier.

I. INTRODUCTION

It is impossible to imagine contemporary science, technology and many other fields of creative activity apart from mathematical modelling. The essence of this methodology is changing of a real object by its mathematical “image” and studying of this image with the help of computational methods by computers. As a result of computational experiments with mathematical models a researcher obtains detailed and reliable information concerning original object (phenomenon, process, etc.). Due to its universality, flexibility and accuracy this methodology won a lot of fields of knowledge’s from technical systems design and control to analysis of social processes (e.g., [2,3,11] and therein). Competition between languages for speakers has become an important political and sociological field of researchers . Mathematical models for two geographically equivalent competing languages have demonstrated situations where coexistence of two languages is possible, but more frequently show the death of one of the languages (e.g., [1,6] and therein). Frankly speaking, what is meaning the mathematical modelling?

-Models describe our beliefs about how the world functions. In mathematical modelling, we translate those beliefs into the language of mathematics.
 - Mathematics is a very precise language. This helps us to formulate ideas and identify underlying assumptions. Modeling is the construct a system of postulates, data and inferences presented as a mathematical description of an entity or state of affairs and at the same time: models as means for discussion in languages of researchers.

Language competition (or the dynamics of language use in multilingual communities) was considered by many authors (e.g., [1, 4-10] and references therein). Almost investigator authors applied model of Lotki-Volter and its modification forms. This paper as language concurrences dynamics focusing on models describing interaction in social communities with two languages or two linguistic features “A” and “B”. The formulation can be made at different levels of detail, possibly introducing the effect of population dynamics, geography and ecosystem (e.g.[12]). We will attempt to investigate with different, new method and approaches new aspect to considered problem.

II. The mathematical modeling of concurrences between two languages

In the simple case for concurrences position of languages let's take two language and denoting it by A and B. The well posed of this problem has the following possible proposition:

1. Language A live, at the same time the language B having direction to be death.
2. Language B live, at the same time the language A having direction to be death.
3. Languages A and B live, i.e. at the same time the languages A and B available.
4. Languages A and B no available, i.e. at the same time the languages A and B having direction to be death. Our idea consists of the formally logical equilibrium equalities:

Let's take the notation number of population with $X_1(t), X_2(t)$ corresponding to languages A and B. The equilibrium nonlinear ordinary system differential equations describing in the following:

$$\begin{cases} \frac{dX_1}{dt} = (a - bX_1 - \sigma X_2)X_1 + \alpha X_1 \\ \frac{dX_2}{dt} = (c - dX_2 - \lambda X_1)X_2 + \beta X_2 \end{cases} \quad (2.1)$$

Where, the $a, b, \sigma, c, \lambda, \alpha, d, \beta$ coefficients are positive numbers.

Necessary conditions for coexistence two languages there are unsteady point of system equations (2.1) if only if when the linear system equations $(a - bX_1 - \sigma X_2)X_1 + \alpha X_1 = 0$ and $(c - dX_2 - \lambda X_1)X_2 + \beta X_2 = 0$ (2.2) has solution for positive coordinates. Such point may be as (x_1^0, x_2^0) and then the conditions $X_1 > 0, X_2 > 0$ are satisfied. It is possible only in case of $\frac{dX_1}{dt} = 0, \frac{dX_2}{dt} = 0$.

Let's suppose that the system equations (2.2) have unique solution at the point: $M\left(\frac{(a + \alpha)d - ac}{bd - \lambda\sigma}, \frac{b(c + \beta) - a\lambda}{bd - \lambda\sigma}\right)$. In this case must be satisfying the following inequalities:

(a) $b(c + \beta) < (a + \alpha)\lambda; (b)(a + \alpha)d < (\beta + c)\sigma; (c)bd < \sigma\lambda$ or (2.3)

(a¹) $b(c + \beta) > (a + \alpha)\lambda; (b^1) (a + \alpha)d > (\beta + c)\sigma; (c^1) bd > \sigma\lambda$ (2.4)

Geometrically, we have the following graph:

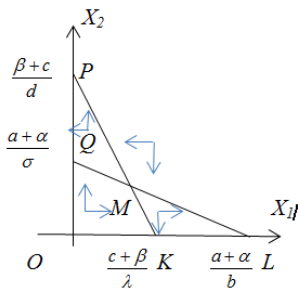


Figure 1

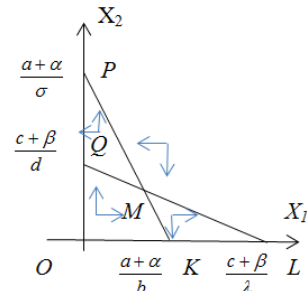


Figure 2

Other side, from linearity system we have:

$$\begin{bmatrix} \frac{dX_1}{dt} \\ \frac{dX_2}{dt} \end{bmatrix} = [W] \begin{bmatrix} X_1(t) \\ X_2(t) \end{bmatrix},$$

where the matrix $[W]$ determinates for each points $(0,0), (0, \frac{(c + \beta)}{d}), (\frac{(a + \alpha)}{b}, 0)$ and $M\left(\frac{(a + \alpha)d - ac}{bd - \lambda\sigma}, \frac{b(c + \beta) - a\lambda}{bd - \lambda\sigma}\right)$.

By the principal of law “concurrences exception” in this situation one of languages is death.

By means of phase porter include that the points $(0, \frac{(c + \beta)}{d})$, $(\frac{(a + \alpha)}{b}, 0)$ are attractor, $(0,0)$ is repelled, but $(\frac{(c + \beta)}{d}, 0)$ and $(0, \frac{(a + \alpha)}{b})$ are shunt points. Finally, on the first quadrant from the property of attractor, repelled, shunt can be presented the following results: signs of $\frac{dX_1}{dt}$, $\frac{dX_2}{dt}$

(see figure1) has the following forms:

1. The $\frac{dX_1}{dt} > 0, \frac{dX_2}{dt} > 0$ in the region OQMK (Languages A and B live)
2. The $\frac{dX_1}{dt} > 0, \frac{dX_2}{dt} < 0$ in the region MKL (Languages A live and B belongs to death,)
3. The $\frac{dX_1}{dt} < 0, \frac{dX_2}{dt} > 0$ in the region MQP (Languages B live and A belongs to death,)
4. The $\frac{dX_1}{dt} < 0, \frac{dX_2}{dt} < 0$ in the region PML (above part) (Both languages A and B belongs to death, it is possible in case of catastrophe event etc.).

Proposition. Let the system equations (2.2) has unique solution at the point $M\left(\frac{(a + \alpha)d - ac}{bd - \lambda\varpi}, \frac{b(c + \beta) - a\lambda}{bd - \lambda\sigma}\right)$. Then the following results are true

- : (1) If $\frac{dX_1}{dt} > 0, \frac{dX_2}{dt} > 0$ then the languages A and B lives; (2) if $\frac{dX_1}{dt} > 0, \frac{dX_2}{dt} < 0$ then , the languages A live and B belongs to death; (3) if $\frac{dX_1}{dt} < 0, \frac{dX_2}{dt} > 0$ then the languages B live and A belongs to death; (4) if $\frac{dX_1}{dt} < 0, \frac{dX_2}{dt} < 0$ then , both languages A and B belongs to death, it is possible in case of catastrophe event etc.,

Example. Let the coefficients are given : $a=2$, $b=1$, $\sigma =2$, $c=2$, $\lambda =2$, $d=1$ $\alpha = 1, \beta = 1$. Since $b(c + \beta) < (a + \alpha)\lambda; (b)(a + \alpha)d < (\beta + c)\sigma; (c)bd < \sigma\lambda$ are satisfied . Then from proposition (see figure2) we can find the point $(0, 0)$ unstable, by means of notation symbols obtain in first quadrant the region which is behavior of languages A and B. For checking model steady given example which satisfy proposition.

Conclusion

In the mathematical modeling of concurrences between two languages first of all constructed ordinary system differential equations. After from the theory of qualitative differential equations using phase portrait established steady and unsteady points, at the same time finding the regions with attractor point, shunt, repelled points which are composed region, By concurrences rule include that languages A and B live or death. For checking the model given one example, which is satisfy the solution of model concurrences between two languages.

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Medical Professionals' Job Satisfaction and Pharmaceutical Organization Issues Viewed by Drug Dispensers in Georgia

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Abstract

Aim of the research was to study pharmacists' job satisfaction and pharmaceutical organization issues in Georgia. The study was quantitative investigation by using survey (Questionnaire). Surveys were for pharmacists, 810 pharmacists were interviewed in Georgia. Questions and answers are given in the tables. On each question are attached diagrams or table. Questionnaire and diagrams are numbered. We used methods of systematic, sociological (surveying, questioning), comparative, segmentation, mathematical-statistical, graphical analysis. The data was processed and analyzed with the SPSS program. The study was quantitative investigation and analysis of job satisfaction for pharmacists' in Georgia by using survey (Questionnaire). Surveys were for pharmacists, 810 pharmacists were interviewed in Georgia. The survey was conducted on 09.09.2016. - 30.04.2017. A large majority of respondents' (pharmacist specialists) consider that the government should make the certification of pharmacists. As revealed, it is very important that the occupation of pharmacist should become regulated health profession. To raise pharmacists' specialist's' professionalism, government should make the certification of higher pharmaceutical education pharmacists. Therefore pharmacists' certification should start immediately and pharmacist vocation should become regulated health profession like family doctors. Like other regulated medical specialties, such as specialty of family doctor, pediatrician or therapist, the pharmacist specialty should also become regulated health profession. Therefore, the government should make pharmacists' certification. That is very important and significant for guarantee of the higher quality pharmaceutical services and for the patients' safety.

Keywords: Pharmacy, pharmaceutical organization, job satisfaction, employees, drugs, pharmacist.

Introduction

An integral part of the state social security system of implementation of the citizens' rights to protect their health is a pharmaceutical care, the provision quality of which is largely dependent on the public pharmaceutical organizations personnel qualifications. In this regard, the professional qualification of pharmacists is under the state control and is one of the objects of the relations' state regulation in the pharmaceuticals field in particular, and medicine in general with the purpose to maintain the highest possible level of pharmaceutical professional's competence throughout their careers with changing demands for professional qualification.

Literature Review

Pharmacists are playing the main role in serving with customers, consumers, patients and buyers sense better and get well as soon as possible. Customers do best when pharmacists are part of their healthcare teams therefore pharmacists are the medication proficient. Pharmaceutics enhance medication coupling. They are main qualified drug providers who communicate efficiently with customers to estimate various peculiarities that influence to the consumers' capacity to receive a medication [MacLaren, 2013]. In the current global situation, when choosing future professional practice, there are pragmatic, realistic, advisable, and efficient demand factors for a particular profession, the real opportunities for training and employment in this profession, its evidence ,data, information, records and facts and public significance young people take into account. In psychological researches it is proven that the discrepancy of the professional interests of an individual with the needs of society and the possibilities of the personality entails dissatisfaction with the chosen work activity [Kimberly A,2012]. A person and an individual expends inefficient efforts and striving for excellence to synchronize, harmonize, reconcile and coordinate professional cognition, personalization, understanding, knowledge, practical abilities and occupational skills, for to carry out, fulfill, execute perform and satisfy their work within the scope, structure, foundation and basement of framework [Wortley F,2017].

The future, next and prospective stage of occupational and professional perfection, enhancement and development of specialists is adaptation to the work and job practice and special vocational, action, performance, working and practical activity: the beginning of independent professional activity and accumulation of experience by young specialists[Rutter ,2015]. This phase

reflects and reverberates the student's transition to a new type of activity - to occupational work in its various forms under the conditions of real working situation, capacity and productivity of formal responsibilities, production relations, finding oneself in the system of working staff. In the course of adaptation, the system of acquired professional knowledge and skills in appropriate volume, connection between the profession and success got, the emergence of interest in the work as self-determination for professional enhancement, perfecting and development begins to play an increasingly important role [Mullins,2005]

Basing on the research it becomes apparent that professional perfection, enhancement and development technique, way and process is taking place by a set of common criteria influencing on its efficiency, performance, efficacy, potency and effectiveness with determination of regularities, reflecting its focus and dynamics, i.e. their interest in professional choice, changes in choice-making motivation, growing job satisfaction, increasing desire to acquire more information, knowledge and professional skills and making appropriate adjustments in their career goals, a set of the related common performance criteria for the mentioned are of crucial importance [Michael,2016]. On the specific criteria basis the formation of hampering characteristic peculiarities include incomplete correlation of capabilities of an individual to the pharmacist pragmatic, realistic, advisable, efficient demand factors for profession needs, insufficient awareness of individual aspects of future activities, the difficulties of adaptation and less satisfaction with the pharmaceutical professionals' work [Jennifer,2012].

Goals: Aim and objects was to study and analyze job satisfaction of pharmacists in Georgia.

Materials and Methods of Research:

Research objects are materials of sociological research: The study was quantitative investigation and analysis of job satisfaction for pharmacists' in Georgia by using survey (Questionnaire). Surveys were for pharmacists, 810 pharmacists were interviewed in Georgia. The survey was conducted on 09.09.2016. - 30.04.2017. We used methods of systematic, sociological (surveying, questioning), comparative, mathematical-statistical, graphical analysis. The data was processed and analyzed with the SPSS program.

Results and Discussions

On the question-are you satisfied with your professional (occupational) choice? Are you satisfied with your profession? Pharmacist' 57.7% satisfied with professional (occupational) choice, pharmacist' 25.3% partially satisfied with professional (occupational) choice, pharmacists' 4.4% have doubts with professional (occupational) choice, pharmacists' 6 % disappointed with

professional (occupational) choice. Pharmacists' 6.5% not satisfied with professional (occupational) choice.

Table 12. Satisfaction of professional choice of respondents.

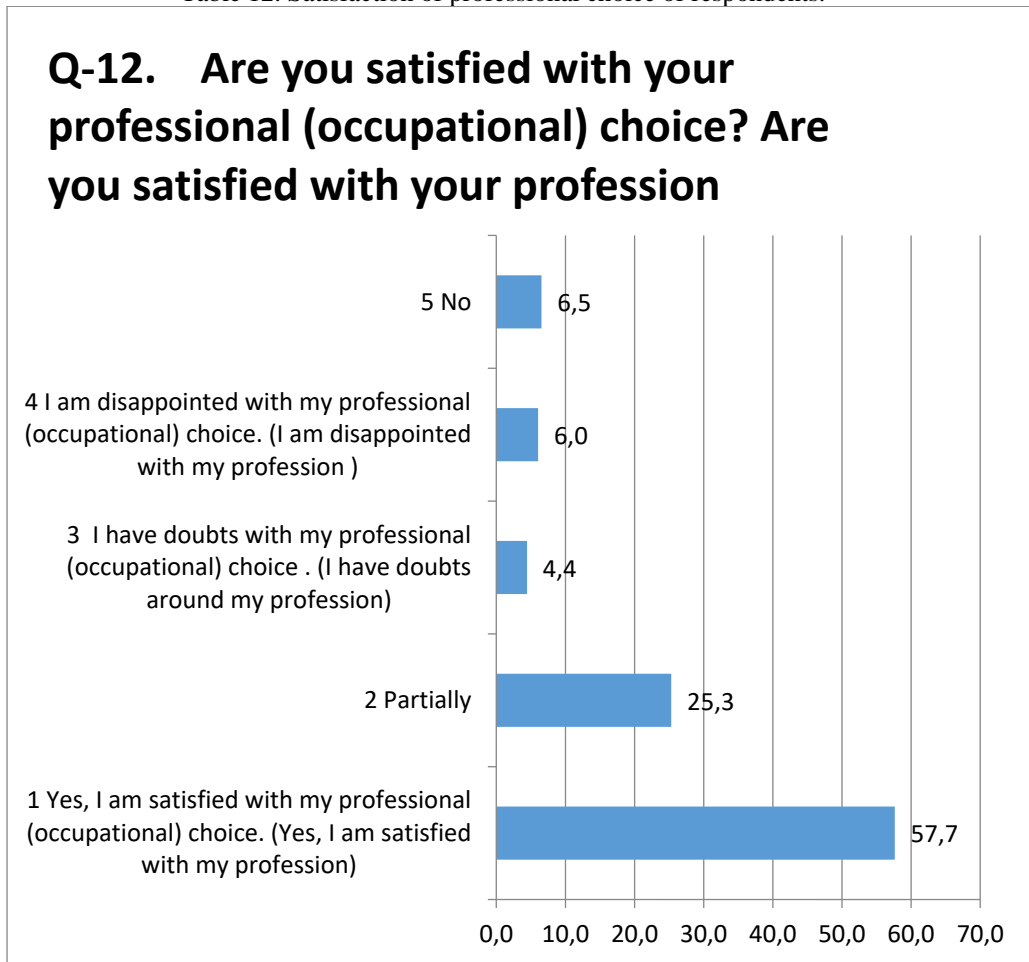


Illustration 1. Satisfaction of professional choice of respondents.

Source – study results.

Analysis: A little bit more than half of respondent pharmacists were satisfied of professional choice, about a quarter of respondent pharmacists were partially satisfied of professional choice.

On the question -are you satisfied with your professional career? Pharmacists' 30.4 % were satisfied with professional career, pharmacists' 33.7 % were partially satisfied with professional career, pharmacist' 35.9 % were not satisfied with professional career.

Table 13. Satisfaction professional career of respondents.

Q-13. Are you satisfied with your professional career?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	246	30.4	30.4	30.4
	2 Partially	273	33.7	33.7	64.1
	3 No	291	35.9	35.9	100.0
	Total	810	100.0	100.0	

Source – study results

Analysis: More than one third of respondent pharmacists were not satisfied with professional career, about one third of respondent pharmacists were partially satisfied with professional career.

On the question are you satisfied with your work (job)? Pharmacist 33.2% were satisfied with work (job), pharmacists' 37.3% were partially satisfied with work (job), pharmacists' 24.4 % were not satisfied with work (job) and pharmacists' 5.1% cannot say.

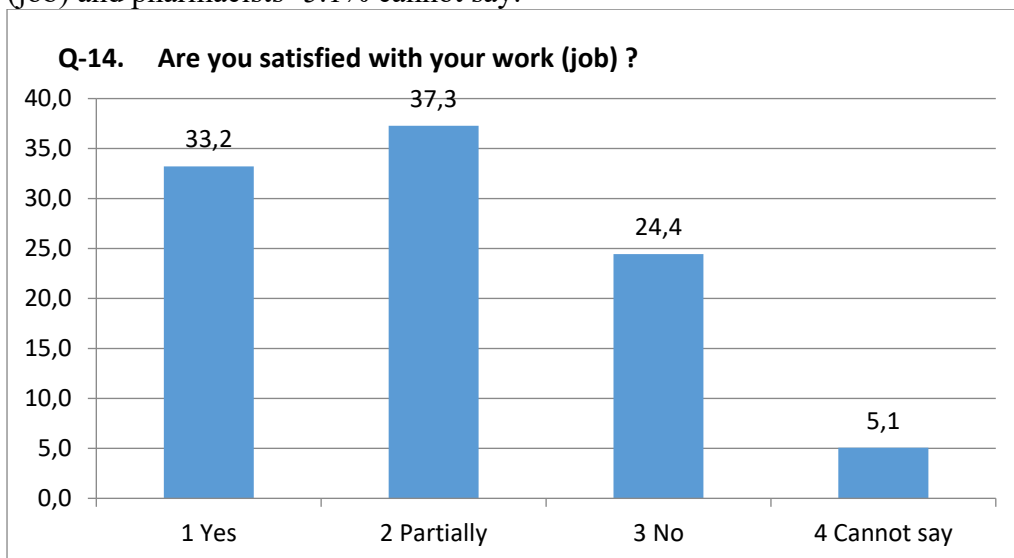


Illustration 2. Satisfaction with work of respondents.

Source – study results.

Analysis: About a quarter of respondent pharmacists were not satisfied with work, more than one third of respondent pharmacists were partially satisfied with work.

Estimate the impact factors, which have influence on your work satisfaction under 5- point scale (system) (estimate each factor)

Estimate the impact factors ,which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) -The content of work(labor)On the question -Estimate the impact factors, which have influence on your work satisfaction under 5- point scale (system) (estimate

each factor) -The content of work (labor)-pharmacists' 3.3% estimate by 1 point, pharmacists' 6.9% estimate by 2 point , pharmacists' 14.2 % estimate by 3 point , pharmacists' 34.8 % estimate by 4 point , pharmacists' 40.7% estimate by 5 point .

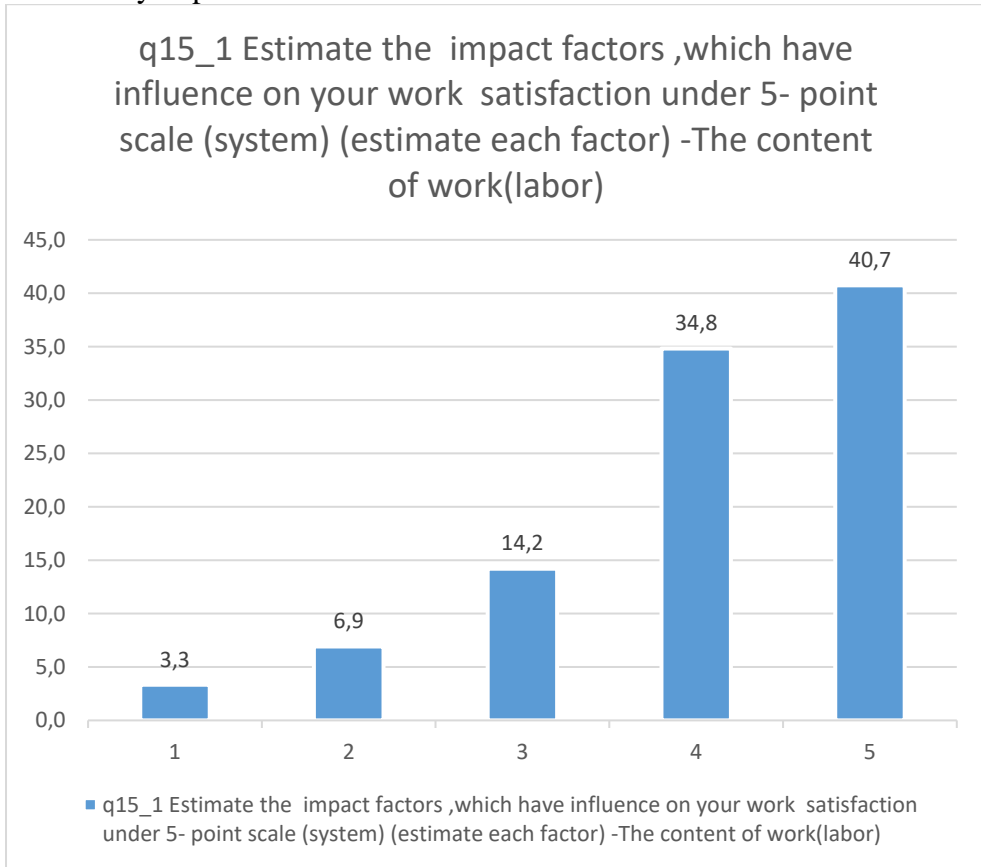


Illustration 3. The content of work (labor) of respondents, have influenced on work satisfaction, estimated under 5- point scale (system).

Source – study results.

Estimate the impact factors, which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) -Regime (schedule) of work. On the question-Estimate the impact factors ,which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) -Regime (schedule) of work-pharmacists' 5.4% estimate by 1 point , pharmacists' 10.1% estimate by 2 point , pharmacists' 25.1% estimate by 3 point , pharmacists' 31.5% estimate by 4 point , pharmacists' 27.9 % estimate by 5 point .

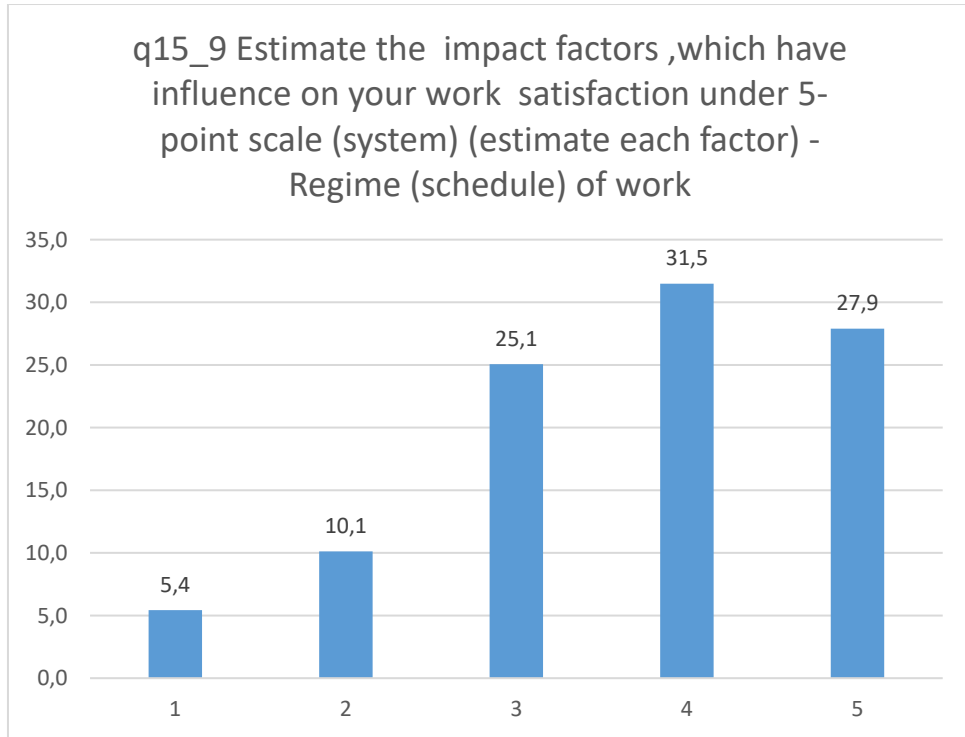


Illustration 4. Regime (schedule) of work of respondents, which have influenced on work satisfaction, estimated under 5- point scale (system).
Source – study results.

Estimate the impact factors ,which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) -Labor salary (compensation).On the question-Estimate the impact factors ,which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) -Labor salary (compensation)- pharmacists' 11.6% estimate by 1 point , pharmacists' 21.6% estimate by 2 point , pharmacists' 26% estimate by 3point , pharmacists' 31% estimate by 4 point , pharmacists' 9.8% estimate by 5 point .

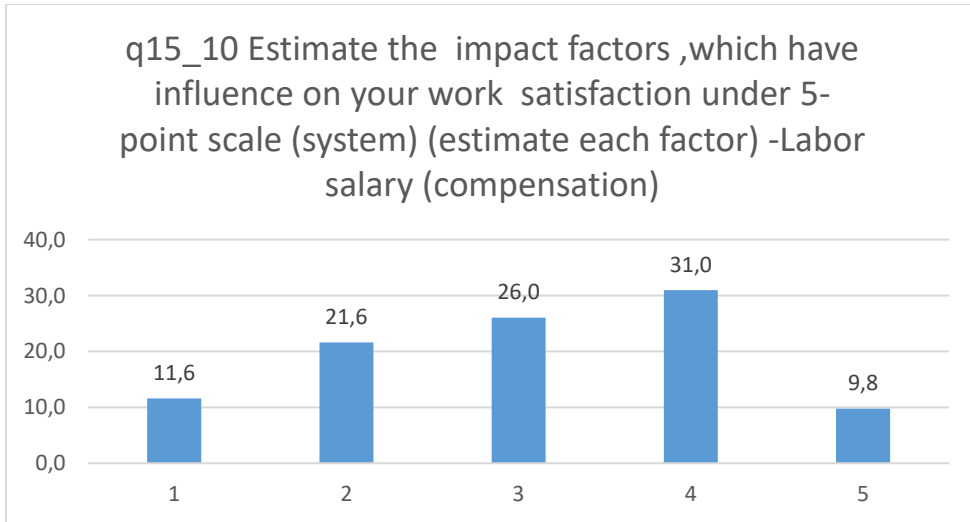


Illustration 5. Labor salary (compensation) of respondents, which have influenced on work satisfaction, estimated under 5- point scale (system).

Source – study results.

Estimate the impact factors, which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) - Existence the system of benefits (incentives) scheme for employees. On the question-

Estimate the impact factors ,which have influence on your work satisfaction under 5- point scale (system) (estimate each factor) - Existence the system of benefits (incentives) scheme for employees -pharmacists' 9.8% estimate by 1point , pharmacists' 9.4% estimate by 2 point , pharmacists' 25.7 % estimate by 3 point , pharmacists' 29.1% estimate by 4 point , pharmacists' 26% estimate by 5 point .

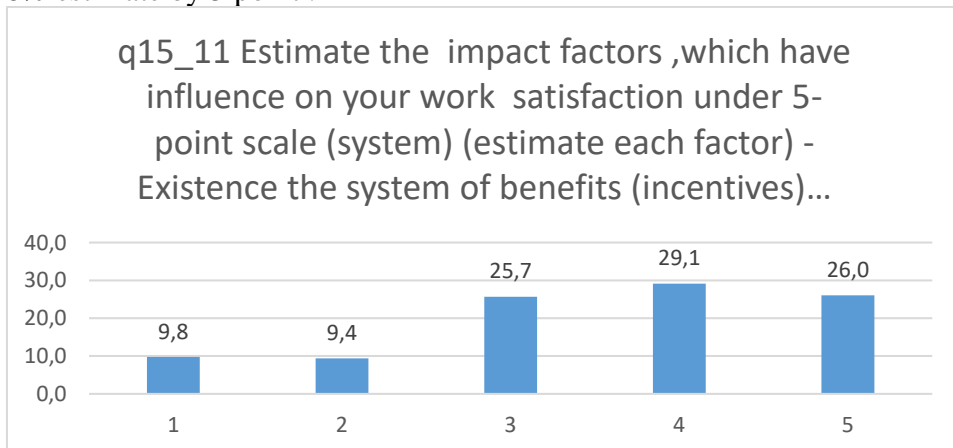


Illustration 6. Existence the system of benefits (incentives) scheme for employees of respondents, which have influenced on work satisfaction, estimated under 5- point scale (system).

Source – study results.

On the question- Are you satisfied with the balance between the workload and your personal life?

Pharmacists' 28.6 % answer yes, pharmacists' 37.2% answer partially, pharmacists' 34.2% answer no.

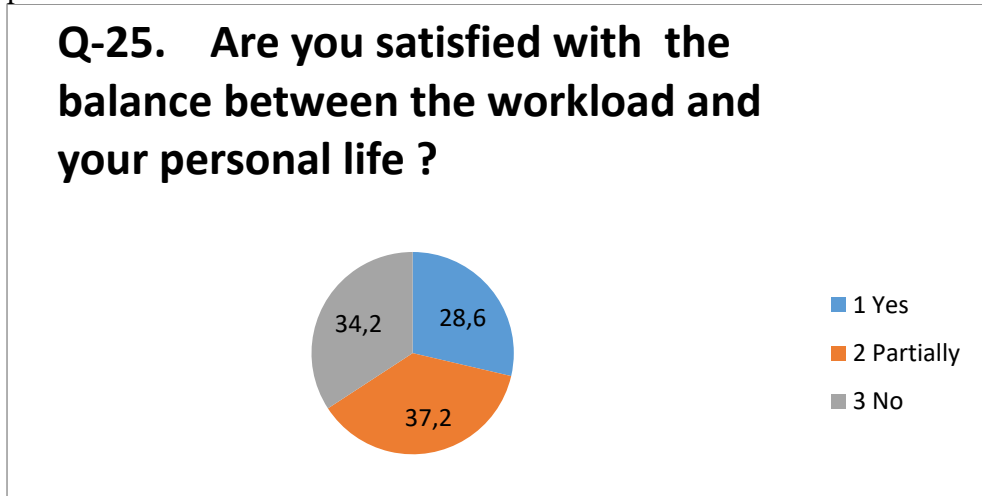


Illustration 7. Respondents' satisfaction with the balance between the workload and personal life.

Source – study results.

Analysis: More than one third of respondent pharmacists are not satisfied with the balance between the workload and personal life, Less than one third respondent pharmacists are partially satisfied with the balance between the workload and personal life.

On the question- Are you satisfied with the time duration of your job? Pharmacists' 22.1% answer yes, pharmacists' 34.2% answer partially, pharmacists' 43.7 % answer no.

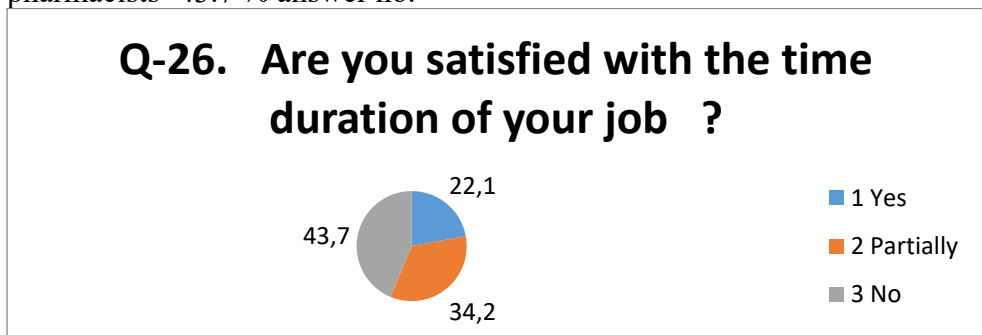


Illustration 8. Respondents' satisfaction with the time duration of job.

Source – study results.

Analysis: Less than half of respondent pharmacists are not satisfied with the time duration of job, more than one third of respondent pharmacists are partially satisfied with the time duration of job.

On the question-Are you satisfied with your income? Pharmacists' 10.2 % answer yes, pharmacists' 25.4 % answer partially, pharmacists' 64.3 % answer no.

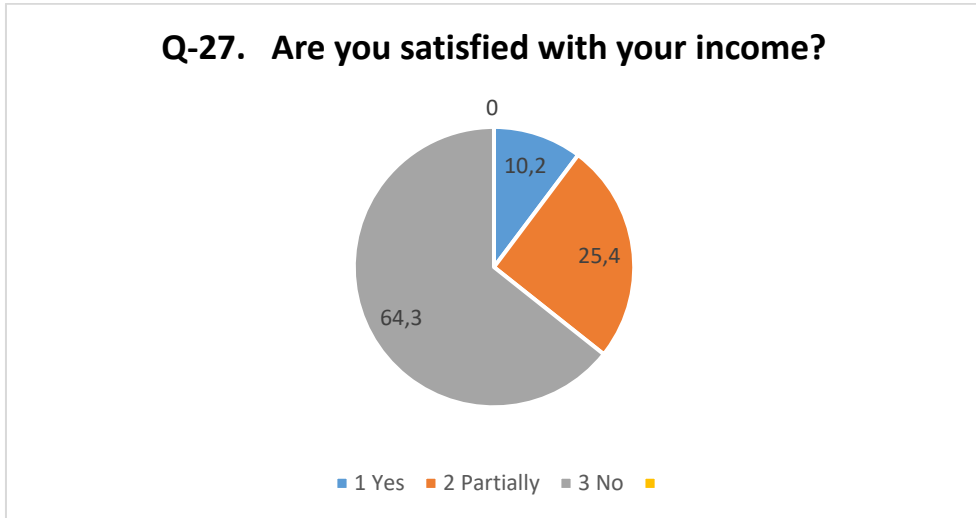


Illustration 9. Satisfaction of respondents with income.
Source – study results.

Analysis: The Majority of respondent pharmacists are not satisfied with income, a quarter of respondent pharmacists are partially satisfied with income.

On the question-Do you think that the government should make the certification of pharmacists? Pharmacists' 71.9% answer I agree, pharmacists' 21.9% answer I partly agree, pharmacists' 6.3% answer I do not agree. A large majority of the respondents considered necessity the government makes certification of pharmacists.

Q-10. Opinion of the chief pharmacists about the government making the certification of pharmacists

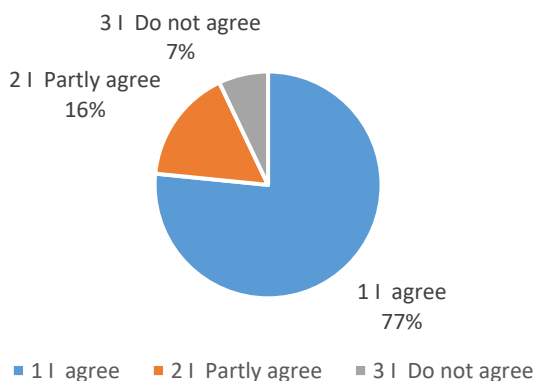


Illustration 10. Opinion of the respondents, on the question- if the pharmacists' certification should done by the government.

Analysis: A large majority of respondents' (pharmacist specialists) consider that the government should make the certification of pharmacists. As revealed, it is very important that the occupation of pharmacist should become regulated health profession. To raise pharmacists' specialist's professionalism, government should make the certification of higher pharmaceutical education pharmacists. That is very essential for pharmacist's professional perfection, for successful higher pharmaceutical education, for pharmacist self-realization, for pharmacist's career advancement, for to exist pharmaceutical continuous professional education, for pharmacist professional growth, for pharmacist job gratification, for pharmacist career satisfaction, for pharmacists much higher status between health care specialists. Pharmacist certification is essential for pharmacists economic (material) welfare , for to allows pharmacists to realize fully the received knowledge from higher education institution in work by the full extent, for to have private pharmaceutical activity, for pharmacists vocational development , for correspondence of pharmacist qualification to work, for further improvement perspective for pharmacists' professional promotion, for possibility to career enhancement strategy, for to realized by the full extent pharmacist professional capabilities, skills and habits, for occupational growth, for pharmacists professional satisfaction, for career enhancement perspective, for satisfaction of income (salary). Therefore pharmacists' certification should start immediately and pharmacist vocation should become regulated health profession like family doctors. Like other regulated medical specialties, such as specialty of family doctor, pediatrician or therapist, the

pharmacist specialty should also become regulated health profession. Therefore, the government should make pharmacists' certification. That is very important and significant for guarantee of the higher quality pharmaceutical services and for the patients' safety.

Conclusion and recommendation:

To raise the professional standards the Government should make the certification of higher pharmaceutical education pharmacists, which is very essential for pharmacists' professional perfection, the higher pharmaceutical education pharmacists' self-realization and also their career advancement, for the pharmaceutical continuous professional education provision, for pharmacists' professional growth, their job and career satisfaction. This implementation will ensure the pharmacists' much higher status among the healthcare specialists, this is very important for pharmacist economic welfare and career advancement, also enable realization of the received knowledge and the professional capabilities and skills in work at the maximal extent, as well as get satisfaction with the profession, job and salary, which is in their turn is essential to provide a high correspondence of the pharmacists' qualification to work and an opportunity to have a private pharmaceutical activity. The Government should organize preparation and implementation of the pharmacists' registration, certification and accreditation regulations scheme for pharmacist staff. All above mentioned should raise awareness on the essence of pharmacists' profession and pharmacist' functions among medical personnel and general public.

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The Credit Rating Agencies Growth Nexus: 1993-2017 Turkey Analysis

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Abstract

Standards & Poors, Moody's and Fitch are the known credit rating agencies in the world today. The ratings given by these agencies provide information about the state of the economy. Moreover, these ratings serve as a guide to investors who wish to invest in the home country. The positive sustainability in political structure, budget balance, and trade balance is aimed at raising the rates. The world economy is fragile as it is big. Investments made within the framework of notes may change direction. So while notes give information about the country's economy, they shape the future of the economy by creating anticipations about the future. In this study, the notes given to the turkey by the three credit rating agencies and economic growth were analyzed for the period 1993-2017. As a result, Turkey that has a fragile and developing economy was affected from these notes and there was a long run relationship between these notes and the economic growth of the country. In this context, besides the fact that the country's economy gives importance to real sector, the political and economic stability are needed. Their focus, however, is to provide the grades of the international agencies at a good level.

Keywords: Credit Rating, Crisis, Rating Agencies, Cointegration, Turkey.

Introduction

Countries need strong economic and financial structures for their development. High creditworthiness of countries, low risk, and low debt payment problem are important for foreign investors. The risk should be quantified in terms of being measurable and comparable as an indicator. Therefore, it is possible to name the digitization process of the risks as the rating. A rating is a measure of the ability of a borrower to fulfill its principal and interest obligations in a timely and complete manner. Standard&Poor's Financial Services LLC (S&P), Moody's Investors Service, Fitch Ratings, Duff & Phelps (DCR), Japan Credit Rating are among the leading institutions that carry out rating processes worldwide.

International credit rating agencies should have the features or principles of independence, objectivity, consistency, stability, and sustainability. Credit rating firms do not work for the government, any official organization or capital owners. They are completely independent. The rating can be done on a country-by-country basis, as well as for a single country, bank, or business.

In this study, Standard&Poor's Financial Services LLC (S&P), Moody's Investors Service, and Fitch Ratings are examined and their data are used for the analysis. The present paper contributes to the controversy regarding growth in Turkey by investigating the credit rating agencies.

Credit Rating Agencies (CRA)

John Moody started in 1909 with a small rating book. In a century, the rating business has developed into a lots of billion euro industry (Haan & Amtenbrink, 2011, 1).

Credit Rating Agencies are commercial firms that evaluate the ability of intuitions and governments to service their debts. The procedure for this is assigning credit rating in the form of a letter grade scale. This scale shows the rating agencies' opinion according to the limitations. CRA's have only subjective view regarding the obligation, security, and creditworthiness of a firm or a country. The functions of the Credit Rating Agencies can be grouped into three, i.e. helping regulators to regulate, enabling issuers to access capital markets, and providing information and assessment for investors (Ryan, 2012, 5).

CRAs can supply a service to both issuers and investors by compensating some of the information asymmetry. They do this by reviewing information from a variety of sources regarding the issuer, the market in which the issuer operates, the overall economy, and the nature of the security (IOSCO, 2003, 3).

As asserted by Bahalla (2008), "Credit Ratings are typically ordinal in nature – for example we know that a rating of BB has a higher likelihood of default than BBB, but we do not know how much higher. It is not until each rating is assigned a probability of default that we can say how much more risky a BB rated instrument is thus making the system cardinal. Cardinality is more useful for pricing an instrument. Translation of credit ratings to default probabilities is, however, not a straight forward task." So being cardinality may be more useful to understand the transparency and trustworthiness of the Credit Rating Agencies. Specifically, the numerical values given by CRAs are not a recommendation to buy, hold or sell any bonds, shares or other instruments issued by the rated entity. Hence, a rating is only a way to make an investment decision or not. Table 1 indicates the ratings for three different rating agencies.

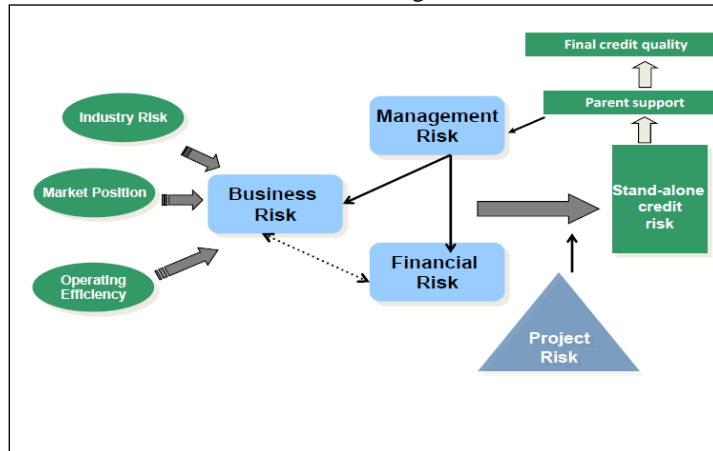
Table 1. Rating Symbols For CRAs

Interpretation	Moody's		Standard and Poor's		Fitch	
	Long-term	Short-term	Long-term	Short-term	Long-term	Short-term
Investment-grade ratings						
Highest credit quality	Aaa		AAA		AAA	
High credit quality	Aa1 Aa2 Aa3	Prime-1	AA+ AA AA-	A1+	AA+ AA AA-	F1
Strong payment capacity	A1 A2 A3	Prime-2	A+ A A-	A1	A+ A A-	
Adequate payment capacity	Baa1 Baa2 Baa3	Prime-3	BBB+ BBB BBB-	A2 A3	BBB+ BBB BBB-	F2 F3
Speculative-grade ratings						
Speculative Credit risk developing due to economic changes	Ba1 Ba2 Ba3		BB+ BB BB-	B	BB+ BB BB-	B
Highly speculative, credit risk present, with limited margin safety	B1 B2 B3	Not prime	B+ B B-		B+ B B-	
High default risk, capacity depending on sustained favourable conditions	Caa1 Caa2 Caa3		CCC+ CCC CCC- CC	C	CC+ CCC CCC- CC	C
Default, Although prospect of partial recovery	Ca, C		C, D	D	C, D	D

Source: (Elkhoury, 2008) based on Moody's, Standard and Poor's and Fitch.

While Table 1 sum up the ratings of CRAs, the CRA rating procedure involves the analysis of industry risk, market risk, financial risk, technology risk, business risk, management risk, and operational risk. Business risk analysis covers industry risk, market position of the company, and operating efficiency. To sum up, these procedures can be seen in Chart 1 below.

Chart 1. CRA Rating Procedure



Source: CRISIL Ratings ([Http1](#))

Literature Review

A literature review is a scholarly chapter, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to the subject of credit rating agencies role and its impacts on the macroeconomic variables, mostly GDP. Literature reviews are secondary sources, and do not report new or original empirical work. Thus, literature review about credit ratings to countries and firms are summarized in the Table 2.

Table 2. Literature Review

Authors	Methodology	Country	Result
IOSCO (2003)	Theoretical report	World	The technical committee of the international organization of security commissions summarizes the CRA activities.
Partnoy (2006)	Theoretical using data	World especially USA	Author try to explain “Why are credit rating agencies so different from other gatekeepers?”. He tells us about the operational process of CRA’s.
Elkhoury (2008)	Theoretical	World	Elkhoury tells about the key role of Credit Rating Agencies that help to reduce the asymmetries in the information. However, he expresses his concerns about the transparency of these independent commercial firms that don’t provide fair information about their methodologies.
Amadou (2009)	Theoretical	European Union	The paper argues macroeconomic regulations are requisite to address the systematic risks inherit to ratings.
Katz et al. (2009)	Theoretical	USA, European Union	Authors comment on the regulations to CRAs in response to their failures in the 2008 global crisis.

Coffee et al. (2009)	Theoretical	USA, European Union	The paper is mostly about the functions of the CRAs. They are being a measure of credit risk, providing a means of comparison and providing a common standard to market participants.
Krishnan (2009)	Theoretical report	India	The paper is about SEBI (Credit Rating Agencies Regulations) in India. There are five CRA founded between 1988-2008 belonging to SEBI. The regulatory framework and working procedure are followed.
Gupta et al. (2010)	Data analysis via graph	World, especially India	The aim of the study is to examine the credit rating agencies in the sub-prime crisis. Authors' finding shows that possible changes in the regulatory framework of CRA's are necessary to help avoid similar ones in the future.
Utzig (2010)	Theoretical	USA, European Union	Utzig conveys the policymakers, market participants and the agencies themselves that CRAs have responsibilities for the financial crisis also.
Haan and Amtenbrink (2011)	Theoretical	USA, European Union	The paper reviews the debate on CRAs by using the insights from laws and economics. Authors finally ask "How to regulate the CRAs?".
Rafailov (2011)	Theoretical	European Union	Together with the financial crisis, CRAs reputation has collapsed. Author argues about the regulations to CRAs.
Ryan (2012)	Theoretical	European Union	Ryan argues that the European Commission wants to cut the reliance on CRAs that encourages more competition. As a result, there is less reliance on SP, Moody's and Fitch mostly.
Holden et al. (2012)	Mathematical Model	No specific country	Authors develop a model of CRAs based on reputation concerns. They find an impact of CRAs on default risk.

Empirical evidence from some countries have suggested that markets do this information processing better than credit rating institutions. Academic studies argue that by looking at the market price, it would be easy to infer an effective credit rating of each instrument. Since market prices are available at near zero cost, there would appear to be no role for credit rating (Krishnan et al., 2009: 22).

In addition, based on the literature in the Table 1, several studies have been carried out to cover the different aspect of the sub-prime crisis of 2008. Brunnermeier (2008) has summarized the developing process of the crisis from the housing bubble burst to the liquidity problem. In addition, author pointed the 2008 global crisis to the process of securitization that led to the crisis. Gorton (2008) argues about the vehicles related to the subprime mortgages, the sensitivity of these securities to housing prices, and the impacts

on the macroeconomic indicators. Mohan (2008) has examined the CRAs effects on the impact of the financial crisis on Asian emerging markets (Gupta et al., 2010).

Data and Methodology

All data are gathered from International Financial Statistics online services reported by the International Monetary Fund (IMF) and the World Bank data services. This publication has an annual data for Turkey from 1993 to 2017. In this paper, real gross domestic product (GDP), real capital formation (K), labor supply (L), Standard & Poor's (SP) credit rating, Moody's (M) credit rating, and Fitch's (F) credit rating are used as variables. These ratings are represented with letters as original. To have a significant model, these letters are transformed into numbers as an index. Moreover, natural logarithms of GDP, K, and L have been taken to show elasticities.

Since we have series for one country (Turkey), Time series application is applied. To do this, first, traditional ADF (Augmented Dickey Fuller) unit root test is used to determine whether series are stationary at level or first difference. Following stationary test, if all series are I(1), i.e. stationary at the first difference, we would test for cointegration between the variables. We have two way at this time - if there is at least one long run relationship, VECM (Vector Error Correction Mechanism) is determined to find short run relations. If not, differences of the variables would be taken, and traditional OLS (Ordinary Least Square) would be applied to find the short run equation.

Empirical Results

In the analysis, to ensure robustness for the common components, GDP, capital formation, labor supply and credit ratings of SP, F and M, unit root test was employed.

Table 3. ADF Unit Root Test Results

Series	Statistics (Probabilities)		
	Level	First Difference	Results
$\ln GDP$	-1.004 (0.923)	-33.135 (0.000)	I(1)
$\ln K$	-1.883 (0.631)	-2.584 (0.000)	I(1)
$\ln L$	-0.403 (0.981)	-5.447 (0.000)	I(1)
SP	-2.559 (0.115)	-4.212 (0.000)	I(1)
F	-3.113 (0.295)	-5.562 (0.000)	I(1)
M	-1.353 (0.847)	-2.653 (0.000)	I(1)

Augmented Dickey Fuller unit root test results are presented in Table 3. Due to the stationary test results, it was found that lnGDP, LnK, lnL, SP, M and F are stationary in first differences. According to the VAR lag order selection criteria, lag length was found as 1 in Table 4 since more criterions show lag of order one.

Table 4. Vector Auto Regressive Lag Order Selection

Lag	LogL	LR	FPE	AIC	SC	HQ
0	41.3821	NA	1.86e-09	-3.076	-2.780	-3.002
1	159.114	163.801*	1.71e-12*	-10.183	-8.110*	-9.662
2	203.860	38.9099	1.75e-12	-10.944*	-7.093	-9.975*

* indicates lag order selected by the criterion

LR: sequential modified LR test statistic (each test at 5% level)

FPE: Final prediction error

AIC: Akaike information criterion

SC: Schwarz information criterion

HQ: Hannan-Quinn information criterion

Having verified that the series are non stationary and have same stationary level, i.e. I(1), Johansen & Juselius cointegration test is applied to evaluate the relationship between the variables. Since all SP, M and F variables are affected by the same macroeconomic, social and demographic event, there may be multicollinearity. This is a prospective problem that needs to be solved. This is because each time one of the credit rating variable and other three (lnGDP, LnK and LnL) are taken to create the models, all three model give nearly same results. That is, while trace test indicates there exist one cointegration relationship, maximum eigenvalue test shows there is no cointegration at the 5% level (See Appendix). This ambiguity between the two cointegration test indicates that there is no long run relationship between the variables.

Therefore, after taking the differences of the variables, short run coefficient may be found by using Ordinary Least Square method. Based on the cointegration test, there are three models.

$$\ln GDP = b_0 + b_1LnK + b_2LnL + b_3SP \dots\dots\dots(1)$$

$$\ln GDP = b_0 + b_1LnK + b_2LnL + b_3F \dots\dots\dots(2)$$

$$\ln GDP = b_0 + b_1LnK + b_2LnL + b_3M \dots\dots\dots(3)$$

Since there exist no significant result, Model 2 and Model 3 are given in Appendix. Model 1 is given in Table 5.

Table 5. Ordinary Least Square (OLS) Result

<i>D</i> LnGDP	=	-0.016	+ 0.924 <i>D</i> LnK	+ 0.797 <i>D</i> LnL	- 0.03 <i>D</i> SP
		(0.011)	(0.037)	(0.430)	(0.017)
		[-1.482]	[24.860]	[1.851]	[-2.227]
		{0.153}	{0.000}	{0.078}	{0.037}

Note: () , [] , { } are for standard errors, t values and probability values, respectively.

According to the probability values in Table 5, autonomous parameter, Standard&Poor's parameter, and capital's parameter are significant at the 5%. In addition, labor parameter is significant at 10%. This means elasticities of income with respect to capital and labor are 0.92 and 0.79, respectively. Moreover, if SP is increased by 1 unit, GDP decreases by 0.03 %. This is a really small ratio (3/10000).

Conclusion

Since CRAs are really secure up the 2008 Global Crisis, most of the studies in the literature dealing with CRAs are about the transparency and trustworthiness of them. Only few studies have empirical part to show the impacts of CRAs. This is despite the fact that it is really hard to declare a real measure of the ratings. In this study, I use an index by mathematical manipulations so econometric application is applicable.

The ambiguity in the cointegration test is because of the credit rating agencies. However, if there exists only gross domestic product, capital formation and labor supply, we have original Cobb & Douglas relationship which is valid in the long run. It is normal to get a short run relationship because credit rating agencies give signals to the investors at short time intervals. For future studies, country groups may be taken to rearrange this analysis.

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Appendix

1. Johansen & Juselius Cointegration Test Results

Unrestricted Cointegration Rank Test (Trace)

Hypothesized No. of CE(s)	Eigenvalue	Trace Statistic	0.05 Critical Value	Prob.**
None *	0.609414	49.63582	47.85613	0.0337
At most 1	0.468313	28.01337	29.79707	0.0792
At most 2	0.289695	13.48426	15.49471	0.0982
At most 3 *	0.216678	5.616860	3.841466	0.0178

Trace test indicates 1 cointegrating eqn(s) at the 0.05 level

* denotes rejection of the hypothesis at the 0.05 level

**MacKinnon-Haug-Michelis (1999) p-values

Unrestricted Cointegration Rank Test (Maximum Eigenvalue)

Hypothesized No. of CE(s)	Eigenvalue	Max-Eigen Statistic	0.05 Critical Value	Prob.**
None	0.609414	21.62245	27.58434	0.2404
At most 1	0.468313	14.52911	21.13162	0.3232
At most 2	0.289695	7.867397	14.26460	0.3923
At most 3 *	0.216678	5.616860	3.841466	0.0178

Max-eigenvalue test indicates no cointegration at the 0.05 level

* denotes rejection of the hypothesis at the 0.05 level

**MacKinnon-Haug-Michelis (1999) p-values

2. Result of Model 2 ($\ln GDP = b_0 + b_1 \ln K + b_2 \ln L + b_3 F$)

Dependent Variable: DLNGDPREEL

Method: Least Squares

Date: 08/02/18 Time: 12:59

Sample (adjusted): 1994 2017

Included observations: 24 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
DLNLABOR	0.835916	0.472422	1.769426	0.0921
DLNREELCAP	0.961708	0.035121	27.38277	0.0000
DF	-0.009678	0.010356	-0.934495	0.3612
C	-0.016533	0.012211	-1.353940	0.1909
R-squared	0.982700	Mean dependent var		0.084695
Adjusted R-squared	0.980105	S.D. dependent var		0.299863
S.E. of regression	0.042296	Akaike info criterion		-3.337258
Sum squared resid	0.035778	Schwarz criterion		-3.140916
Log likelihood	44.04710	Hannan-Quinn criter.		-3.285168
F-statistic	378.6904	Durbin-Watson stat		1.807517
Prob(F-statistic)	0.000000			

3. Result of Model 3 ($\ln GDP = b_0 + b_1 \ln K + b_2 \ln L + b_3 M$)

Dependent Variable: DLNGDPREEL

Method: Least Squares

Date: 08/02/18 Time: 13:02

Sample (adjusted): 1994 2017

Included observations: 24 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
DLNLABOR	0.975928	0.472820	2.064059	0.0522
DLNREELCAP	0.958779	0.035486	27.01845	0.0000
DM	-0.014934	0.014261	-1.047130	0.3075
C	-0.019552	0.012208	-1.601540	0.1249
R-squared	0.982883	Mean dependent var		0.084695
Adjusted R-squared	0.980316	S.D. dependent var		0.299863
S.E. of regression	0.042071	Akaike info criterion		-3.347894
Sum squared resid	0.035400	Schwarz criterion		-3.151552
Log likelihood	44.17473	Hannan-Quinn criter.		-3.295805
F-statistic	382.8111	Durbin-Watson stat		1.753780
Prob(F-statistic)	0.000000			

Public-Private Partnerships in State Governance Systems: On The Example of Georgia and Post-Soviet Countries

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Abstract

The paper defines positive and negative factors for development of public-private partnerships in Georgia and post-Soviet countries. Review reforms carried out in Georgia, in the current EU countries. The problems were studied which prevented the implementation of the PPP program in Georgia. What positive elements were the PPP's support for new public management values based on the reforms in the above-mentioned countries? The vision of positive legislative framework was created through the positive and negative factors discussed. Based on existing research, the directions have been identified that the development of flexible investment policy and the creation of a comfortable environment for investors, increase of investment flow and effective management of the country's financial resources.

Keywords: Public-private partnerships, Sustainable development, Investment policy, Investment flow.

Introduction

Developing the governing system of developing state is the primary task. The experience of modern developed countries shows the development of public-private partnerships, in particular the flexible investment policy and the creation of a comfortable environment for investors, increasing the flow of investments and a precondition for improvement of public infrastructure and service sector.

The state political system of Georgia, which has been on the path of development, has undergone many changes in the change of governments. Since 2003, the government's political decision to reform the public service of Georgia was based on the new public management values model. The main direction of the reform was the development of public-private partnership, which meant: the commercial contracts signed between central and local

governments and private businesses for planning, building, financing and operation of public infrastructure and services. These agreements constitute civil-legal contracts in which the risks, liabilities and ways of their implementation are taken by the public and private sectors.

Georgia's geopolitical location, natural resources, health care, transportation and other services are distinguished by great potential, which is the best source of investment flow. Sharing investments, technology and foreign experience from the private sector is the best way to develop public-private partnership.

Despite the help of many international organizations and donors, the process of reform has been developed at a slight pace and subsequently the government's amendment brought back the reform.

Lithuania, Latvia, Estonia, as well as in the former post-Soviet countries - the process of reforming the PPP was on the back of considerable assistance, as the process of accession in the EU envisaged the support of a public-private partnership program. Investment and technical and intellectual support programs were implemented with the help of the European Union, the experience of European countries was shared and the process of reform was based on the necessary research. (Bovaird, T., 2004) The study and development of legislative basis in the above mentioned countries was implemented in 2004-2005 (EBRD) with the financing and promotion of the European Development Bank.

Despite efforts in Georgia, the reforms were accompanied by a number of problems that are still a hindering factor for the development of public-private partnerships. In contrast to the post-Soviet countries, the legislative base in Georgia is still unsuccessful and requires a number of amendments.

Corruption, which constitutes a hindering factor at the initial stage of reform, has been a source of corruption that has led to the public-private partnership project with the support of civil service officials, which led to the failure of the reform.

The persistence of the Georgian statehood, the occupied territories of Georgia and the unstable economic environment for the PPP development is a major problem in Georgia that creates an environmentally friendly environment for investors.

Thus, the problems presented are the subject of research, we need to examine the past experience of post Soviet countries and the path to reform, the steps taken by the Georgian state and the current situation.

The prospective beneficiary side of the public-private partnership was studied, namely its financial, or more precisely the budgetary side. It enables the implementation of such projects which could not be implemented due to poor government resources. The fact that the cost of project development using PPP is allocated to the duration of the project, not only for the

completion of projects, but also for the government to avoid financial uncertainties associated with large projects. This allows the government to use its own financial resources more efficiently. Significant factor is the transparency of the project while speaking about the PPP positive sides.

The public-private partnership allows you to provide the best management experience at every stage of the project: design, tender, implementation. Implementation of all of this is a transparent, fair environment and open competition. (Carroll, P, and Steane, P, 2000),

The results of surveys show us the development of PPP in the state political systems of Georgia and the negative factors that may be a hindrance and distinguish the advantages of the development of the public-private partnership program.

Development of public-private partnership and historical review

The years 1830-1970 are defined as the period of capitalist formation, and the formation of a labor free market and the development period of production. The further development of the so-called Welfare State where the state is an intermediary between capitalists and workers. Since the 1950s, the state has actively engaged in the functioning of economies in the developing countries and is especially promoting employment in private or public sectors. (Drucher P, 1986.)

After the end of World War II, the Keynesianists changed the ideology of the Welfare State in Western countries and represented their main directions - the state should interfere with the means of production in the process of production, preventing it from cutting and unemployment.

From the late 1970s, the "free-of-charge" principle, or neoliberal policy, "delegation" became the main economic direction of the state. From this period began the development of the following directions, the following theories are:

- ✓ Supply-oriented economy (a laser);
- ✓ Monetarism (M.Fridman);
- ✓ Neoclassical economic theories, in turn, are divided into two subdivisions:
 - ✓ a) theory of rational expectations (R. Lucas, T. Surgeon, R. Baro);
 - ✓ b) Theory of real business cycles (F. Goodland, E.Prescott). (Dailami, M., and Klein, M. 1997)

The followers of no liberalism consider the economic role of the state in a small amount, regardless of the "free market" and the interference. The formation of the European Union and the strengthening of competitiveness of labor, capital and goods in the international market has led to the rise of no liberalism. Nolibrilia Tuvalan, that deregulation will definitely bring out

results: to increase employment; Overcoming oligopolies market power; Control over money; Economic growth and increased labor productivity.

The worsening economic crisis has been a major step toward changing the "regulation" policy starting from 2010. The change is caused by the fact that the major reason for the global financial crisis is the deregulation of large financial markets.

The above development of events allows us to say that it is necessary to find a mixed economic system, taking into consideration the historical, economic and social development of a specific country.

Georgia and the post-Soviet space are characterized by special signs of economic and social development and require a special approach. The past period, as well as in post-Soviet countries, clearly showed that development of the free market is just an illusion without the intervention of the country and that the economic and social problems in itself are inherently incompatible with reality.

The transition period in Georgia and all post-Soviet states needed to change the systematic changes:

- ✓ Assignment and privatization;
- ✓ Establish a competitive market;
- ✓ Establishment of adequate "game rules" of the new market;
- ✓ Promote the development of market economy infrastructure.
- ✓ Prepare the relevant legislative base.

In Georgia, state ownership is mainly implemented in the form of privatization, which has passed several stages from "small privatization" to "big privatizations". It should be noted that in Georgia as well as in other post-Soviet countries, privatization was under way.

Privatization carried out in Georgia served not only the economic but also social and political goals. Namely dismantling old social relations and creating new ones. In the foreground was the goal of establishing a private owner and private entrepreneur who would have to be irrelevant for the formation of market economy and political democracy.

On June 3, 2005, by adopting the Law of Georgia on Free Trade and Competition, which canceled the provisions of all applicable competence laws in the CWE and led to the norms of Western modern Competition Law.

The Organic Law adopted by the Parliament of Georgia, the state legislation of Georgia on "Economic Freedoms" has become closer to the civil laws enshrined by the constitutions of the leading countries. This is proof of positive ratings and made by free CSOs in the list of countries of the world.

With the development of different directions, Georgia has only survived the rest of the post-Soviet countries, and today there are a number of directions that require development, namely: exchanges and pension funds are not yet established. Establishment of stock exchanges will help: establish the

world market stock market; Creation of depository-clearing companies and attracting financial, including foreign, funds through them;

The necessary prerequisites for structural changes in Georgia attract foreign investments. The inflow of investments in Georgia is characterized by the following dynamics: 2004 (499.1 million dollars), 2007 - (2014.8 million dollars). This positive dynamic decreased significantly after the August war and the global economic crisis in 2009- (658.4 million dollars); Since 2011, templates have continued to increase and despite the change of government, the positive pace is maintained and in 2017 it amounted to 1 862 million dollars.

Timeline of reviewed development shows clearly the need to increase foreign investments in Georgia, namely sharing investment, technology and foreign experience from the private sector, the PPP is an important factor in the country.

The essence of public-private partnership

There is no broadly defined and defined public-private partnership (PPP) definition. Consider the definitions made by authoritative theorists or practitioners.

The Asian Development Bank explains that the public-private partnership is a framework that recognizes and structures the role of the government in carrying out social responsibility, successful reform in the sector and in implementing public investment, and in this process the private sector. Strong public-private partnerships between the public and private partners are optimally distributing tasks, obligations and risks. In public-private partnership public partners are governmental subjects, including ministries, departments, municipalities or state-owned enterprises. A private partner may be both local and international. Among them may be businesses or investors with technical or financial competence suitable for the project.

According to the United Nations, the PPP concept is the following: the innovative method used by the public sector to sign a contract with the private sector, bringing the capital and opportunity to pass the project in the planned time and budget. In addition, the public sector reserves the responsibility to offer the services to the public, in ways that will bring the public to economic growth and improvement of living standards.

Public-private partnership is characterized by the following characteristics:

- ✓ The private sector is going to purchase an infrastructural project and not an infrastructural object.
- ✓ Long-term relationship between public and private sectors that involve many of the project implementation.
- ✓ Project financing is carried out by the private sector. One or more of the privileges are from the private sector for a specific project.

✓ Experience of business operators depends on the implementation of project stages: Design, Financing, Implementation Implementation.

✓ The public sector determines the needs of which are necessary in the interests of the public and determine the results and quality of the project determined by the project. The public sector also monitors the process of fulfillment of its requirements.

✓ Risks between public and private sectors are distributed in relation to which side can better manage a particular risk.

The party can better manage a particular risk.

Public-private partnerships across the world are carried out in the following sectors:

✓ Electricity generation and distribution;

✓ Water and sanitation services;

✓ Waste disposal;

✓ Pipelines;

✓ health care and hospitals;

✓ School buildings and educational facilities;

✓ Stadiums;

✓ Air traffic and control;

✓ Castles;

✓ Railways and roads;

✓ Billing and other information technologies;

✓ Development. (Private Public Partnership: Alternative Modelle for State Infrastructure. Price Water-house Coopers, 2008.)

To summarize, the principle of public-private partnership is more practical for both parties. The state offers the best of all - real estate, roads, lands, communications, as well as the opportunity to offer simplified licensing and permits and to pay tax privileges. In turn, the private sector creates resources and services to the public through financial resources and technological means available at its disposal.

An important factor is the PPP model that includes the needs of low-income customers. The main objective of developing countries is to increase access to infrastructure, easily taking into account the poverty existing with the elaboration of strategies for the purpose of universal service.

PPP is a legal part of the family of private law, private legal relations are represented in a contractual legal form. This is the relationship between two legal persons. It is worth mentioning that in the public-private partnership, the contract should have public legal elements. It is important that the PPP is regulated by a special law that defines its legal nature, which will facilitate the development of this direction.

PPP models for public-private partnership

The PPP models are largely different from each other: property ownership rights; Under the obligation to invest; Risk distribution; Contract duration.

PPP models are:

- ✓ BOOK "Build-Own-Operate" - Construction-possession and operation
- ✓ Design and build-owning-operation and operation of the "DDOO" Design-Build-Own-Operate
- ✓ BOOT "Build - Own - Operate - Transfer" Construction-possession-operation-
- ✓ Transfer
- ✓ DBOOT "Design - Build - Own - Operate - Transfer" Design-Construction-
- ✓ Operation - Transfer
- ✓ BOT "Build - Operate- Transfer" - Construction - Operation - Transfer
- ✓ DBOT "Design - Build - Operate - Transfer Design - Construction - Operation-
- ✓ Transfer
- ✓ DBFO-Design-Build-Finance-Operate - Design- Construction-Financing- Operations.

The presented models differ from the different characteristics and their use, as well as the salient-cultural and political-economic varieties of their use. (Asian Development Bank, Public-Private Partnership Handbook, September 2008)

One of the most common models of PPP models is BOT- "Build - Operate-Transfer". This model is mainly used in concessions to implement infrastructural projects. The project is created at the expense of private partner (concessioner) investments, which after completion of construction, the right of exploitation of the construction site, which is envisaged by the contract, which is sufficient for the withdrawal of funds. After the expiration of this term the object will be returned to the state. The consensus is entitled to property management and the right to property remains the state. Within the framework of this model, the majority of the project's risk is transferred to the private sector, which are the risks: Project elaboration, financing, design, construction, exploitation and maintenance. Duration of the operation period is 25-30 years.

According to the United Nations Guide, BOT model belongs to a group of consensus. According to the UN Guide, the model variants belong to PPP models: BTO (Build-Own-Operate Transfer) and BROT (Build-Rehabilitate-Operate-Transfer). According to the Convention Group's explanation, the State establishes and conveys the rights of a private sector representative to build and manage the infrastructural project within the period defined by the

contract. In case of concessions payments can be made in two ways: the private sector representative (concessioner) pays the government in exchange for the right of concession or the government is paid by the consensus in return for making investments. Basically, the latter payment method may be necessary for the project to be commercially valuable. Also, payments made by the state can reduce commercial risks by private sector, such risks in emerging economies and PPP's new markets are quite high. The period of action of concessions in some cases varies from 5 to 50 years.

BOT model positive and negative aspects of the UN Guide:

Positive Partners: The private sector receives lots of risks on our behalf, we have a high level of private investment, high potential for attracting profit and technological innovation at every stage of the project implementation.

Negative sides include: Project management and operational difficulties, difficulties in implementing PPP's inexorable market; The negotiation process between the parties and the final agreement is connected to a long period of time, and it may be possible to monitor the processes, the state may be obliged to pay unpaid fiscal taxes.

PPP in Georgia and post Soviet countries

Events Direct or indirect, which contributes to the economic development of the state can be divided into the following:

- ✓ Protection of political stability, public order, physical security of the entrepreneur and his property in the country;
- ✓ Encourage economic growth through monetary, fiscal, investment-structural and other policies;
- ✓ Create competitive environment in the framework of antimonopoly policy;
- ✓ Legalize the business, develop the rules of civilized market game and keep an in-depth protection.

The consistent and thorough implementation of the above-mentioned measures and reforming allows for macroeconomic and global economic stability.

Most of the post-Soviet countries are several steps ahead of Georgia, and the EU has enabled their enormous advancement and development. And while Georgia continues to move towards the sustainable economic development of the country, despite the internal embarrassment of many ports or non-economists, internal corruption.

In post-Soviet countries, PPP is a means of curing the problems of infrastructural and other public spheres in EU member states. Eurasian Economic Commission set out by PPP on May 29, 2014, defined the macroeconomic principle of EU states.

The development of PPP in Georgia began with reforms based on new public management values. The development of a number of problems has not been achieved. During the recent reforms of the Sustainable Development Plan of Georgia 2020 was published as a priority for PPP development, but today there are a number of problems that prevent this development.

A number of studies show that there is no tangible readiness in the direction of PPP implementation in Georgia; A number of public institutions studied wrongly understand the meaning and importance of the PPP and the measures taken by these institutions do not correspond to the development goals of this institution; International Practice and Experience of Post-Soviet Countries Experience the PPP Effective Implementation It is necessary to create appropriate legislative base and institutional changes. Also, research conducted in Georgia shows that most of the public institutions have not implemented similar projects.

In contrast to Georgia, the number of projects implemented in the former post-Soviet countries and the well-being of the EU member states is vast. The following graphs show common pilot PPP projects.

Figure 1. PPP The full cost of projects across the EU (Euro, Million)

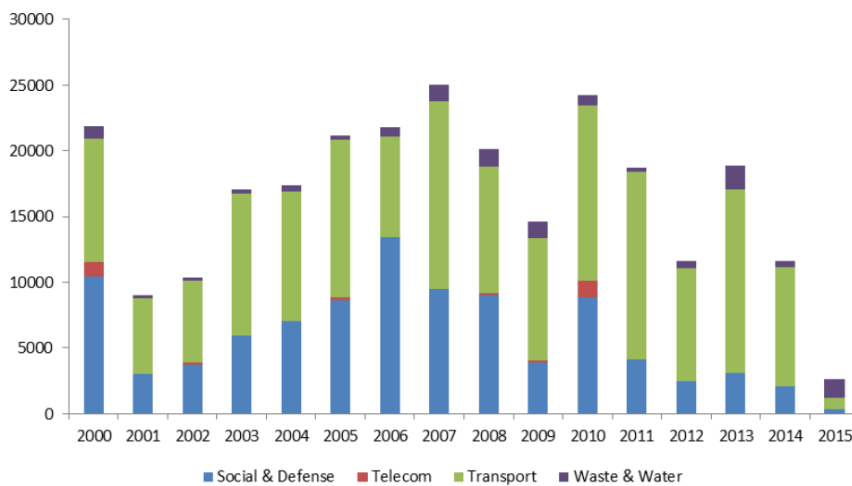
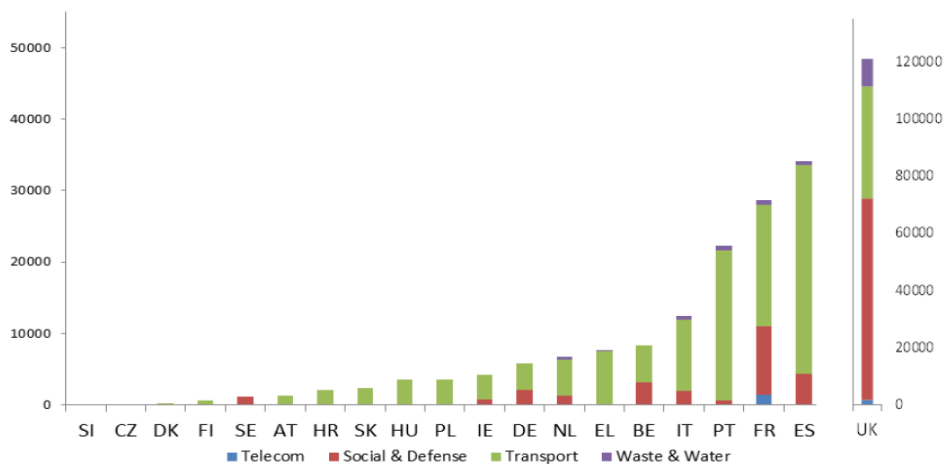


Figure 2. PPP The full cost of projects according to EU member states (Euro, Million) 2000-2015.



Date modified	Project	Country	Current Stage	Value (\$MM)	Sector
July 5, 2017	New Deep Water Sea Port of Anaklia through PPP	Georgia	Project awarded	2,500.00	Transport
February 12, 2016	Tbilisi Cluster Healthcare PPP Transformation Project	Georgia	Project awarded	500.00	Social & Health

PROJECT NAME	SECTOR	FINANCIAL CLOSURE YEAR	INVESTMENT (\$US MILLION)
Shuakhevi 187MW Hydropower plant	Electricity	2015	\$417.00
Anadolu Paravani HPP	Electricity	2011	\$156.50
Georgia Urban Enerji Ltd.	Electricity	2011	\$156.50
Batumi Seaport	Ports	2006	\$92.00
Tbilisi International Airport	Airports	2006	\$76.50
Mestiachala 1 & 2 HEPPs	Electricity	2017	\$65.00
Batumi International Container Terminal	Ports	2007	\$31.00
Batumi International Airport	Airports	2007	\$28.50
Khador Hydro Electric Project	Electricity	2004	\$27.00
Gardabani Wastewater Treatment Plant & Water Supply Infrastructure Rehabilitation	Water and sewerage	2017	\$25.00

Internationally, there are only two declared and some energy projects in Georgia, which is a very small list of opportunities for PPP.

Conclusion

As a result of the PPP's development and reallocation review, we have concluded that PPP development opportunities in Georgia exist.

We can say that most of the state structures have not implemented any projects within the public-private partnership.

The existing legislation in Georgia creates quite a hostile and fascinating environment for investors, but a number of changes require further PPP's further institutional development.

Practical presentations that are in the process of implementation and the PPP will expand the spheres of projects in Georgia.

As a recommendation, we can say that PPP institutional development is needed. PPP projects in state structures and municipalities.

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In the Theory of Partial Differential Equations, The Solvability of New Well-Posed Boundary Value Problems for New Typeless Linear System Equations

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Abstract

The solvability of new well-posed boundary value problem for new types linear systems equations are studied. Applying methods of functional analysis, “ ϵ -regularizing”, continuation by the parameter and by means of prior estimates, the existence and uniqueness of generalized and regular solutions of a new boundary value problems are established in a weighted Sobolev space (which introduced at first).

Keywords: changing time direction; weighted Sobolev space; system equations of mixed type; weak, strong and regular solution.

1. Introduction

Interest of investigations of non-classical equations arises in applications in the field of hydro-gas dynamics, modeling of physical processes (e.g., [1], [5], and the references given therein). Boundary value problems for equations of mixed hyperbolic-elliptic type with changing time direction had been studied details in [7]-[10]. Great difficulties come into being in the investigation of linear systems of degenerate elliptic and hyperbolic equations. In mathematical modeling, partial differential equations of the mixed type are used together with boundary conditions specifying the solution on the boundary of the domain. In some cases, classical boundary conditions cannot describe process or phenomenon precisely. Therefore, mathematical models of various physical, chemical, biological or environmental processes often involve non-classical conditions. Such conditions usually are identified as nonlocal boundary conditions and reflect situations when the data on the domain boundary cannot be measured directly, or when the data on the boundary depend on the data inside the domain. In this case, boundary condition in particularly, maybe given for some part of the boundary with

derivatives. Consequently, in this paper considered boundary conditions corresponds to the so-called well-posed boundary condition of Fichera's (e.g.[3]) and Keldysh(e.g.[5]) an application new approaches form presentation. Finally, the problem for the system of equations of mixed hyperbolic-elliptic of Keldysh type, including property of changing time direction has not been extensively investigated. Therefore in present paper we will study this problem and in sense **typeless partial differential equations**(e.g [10], with variable coefficients) {(e.g [11], with constant coefficients)} understood such equations which are contains partitions classical type partial differential equations, elliptic-hyperbolic type, degenerating elliptic, degenerating hyperbolic, mixed and composite type differential equations at the same time including changing direction time of variable in the given domain.

2. Problem statement, notation and preliminaries

Let G be a bounded domain in the Euclidean space R^n of the point $x = (x_1, \dots, x_n)$, including a part of hyper-plane $x_n = 0$ and with smooth boundary $\partial G \in C^2$, $G^+ = G \cap \{x_n > 0\}$, $G^- = G \cap \{x_n < 0\}$. The boundary of G^+ consists of a part of hyper-plane $x_n = 0$ for $x_n > 0$ and smooth surface ∂G^+ . Analogically, the boundary G^- consists of a part of hyper-plane $x_n = 0$ for $x_n < 0$ and smooth surface ∂G^- . Assume that $D = G \times (-T, T)$, $T > 0$; $S = \partial G \times (-T, T)$, where $\Gamma = \partial D$ is a boundary of domain D . In the domain D consider the system of equations:

$$\left. \begin{aligned} L_1(u, v) &= k_1^{(1)}(t)u_{tt} + k_2(x)\Delta_x u + \sum_{i=1}^n a_{i1}^{(1)}(x, t)u_{x_i} + \sum_{i=1}^n a_{i2}^{(1)}(x, t)v_{x_i} \\ &+ b_{11}(x, t)u_t + b_{12}(x, t)v_t + c_{11}(x, t)u + c_{12}(x, t)v = f_1(x, t) \\ L_2(u, v) &= k_1^{(2)}(t)v_{tt} - \Delta_x v + \sum_{i=1}^n a_{i1}^{(2)}(x, t)u_{x_i} + \sum_{i=1}^n a_{i2}^{(2)}(x, t)v_{x_i} \\ &+ b_{21}(x, t)u_t + b_{22}(x, t)v_t + c_{21}(x, t)u + c_{22}(x, t)v = f_2(x, t) \end{aligned} \right\}, \tag{2.1}$$

where the Δ_x is Laplace operator $\Delta_x = \frac{\partial^2}{\partial x_1^2} + \dots + \frac{\partial^2}{\partial x_n^2}$.

Everywhere we will assume that the coefficients of the system of equation (2.1) are sufficiently smooth. Moreover, the conditions $tk_1^{(i)}(t) > 0$ for $t \neq 0, t \in (-T, T), i = 1, 2$; $x_n k_2(x) < 0$ for

$$x_n \neq 0, x = (x_1, \dots, x_n) \in G \in R^n$$

are satisfied. As far as is known that quadratic form of the equations of system (2.1) changes, then, this system contains partitions degenerating elliptic, degenerating hyperbolic, mixed and composite type differential equations at the same time including changing direction time of variable in the domain D and such system equations (2.1) is called **typeless partial differential equations with variable coefficients**. Assume the notations:

$$\begin{aligned} \Gamma_{-T}^+ &= \{(x, t) \in \Gamma : x_n > 0, t = -T\}, & \Gamma_{-T}^- &= \{(x, t) \in \Gamma : x_n < 0, t = -T\}, \\ \Gamma_T^+ &= \{(x, t) \in \Gamma : x_n > 0, t = T\}, & \Gamma_T^- &= \{(x, t) \in \Gamma : x_n < 0, t = T\} \\ S^+ &= \partial G^+ \times [-T, T], & S^- &= \partial G^- \times [-T, T], & D^+ &= DI \{x_n > 0\}, \\ D^- &= DI \{x_n < 0\}. \end{aligned}$$

I. New boundary value problem (with derivatives on the boundary conditions). Find the solution of system equations (2.1) in the domain \bar{D} , satisfying the conditions:

$$(2.2) \quad u|_{\Gamma} = 0, u_t|_{\Gamma_T^+} = 0, u_t|_{\Gamma_{-T}^-} = 0, \quad v|_{\Gamma} = 0, v_t|_{\Gamma_T^+} = 0, v_t|_{\Gamma_{-T}^-} = 0.$$

II. New boundary value problem (in type of problem “E”) Find the solution of system equations (2.1) in the domain \bar{D} , satisfying the conditions:

$$(2.3) \quad u|_S = 0, u|_{\Gamma_T^+} = 0, u|_{\Gamma_{-T}^-} = 0, \quad v|_S = 0, v|_{\Gamma_T^+} = 0, v|_{\Gamma_{-T}^-} = 0, \quad .$$

III. New boundary value problem (partition with derivatives and type of “E” on the boundary conditions). Find the solution of system equations (2.1) in the domain \bar{D} , satisfying the conditions:

$$(2.4) \quad u|_{t=-T} = 0, u|_S = 0, u_t|_{\Gamma_{-T}^-} = 0, u|_{\Gamma_T^+} = 0, v|_{t=-T} = 0, v|_S = 0, v_t|_{\Gamma_{-T}^-} = 0, v|_{\Gamma_T^+} = 0$$

IV. New boundary value problem (partition type of “E” and with derivatives on the boundary conditions). Find the solution of system equations (2.1) in the domain \bar{D} , satisfying the conditions:

$$(2.5) \quad u|_{t=T} = 0, u|_S = 0, u_t|_{\Gamma_T^+} = 0, \quad u|_{\Gamma_{-T}^-} = 0, \quad v|_{t=T} = 0, v|_S = 0, v_t|_{\Gamma_T^+} = 0, v|_{\Gamma_{-T}^-} = 0.$$

By the symbol C_L (C^1_L) denote a class of twice continuously differentiable functions in the closed domain D , satisfying the boundary conditions (2.4)

and (2.5), by $H_{1,L}(D)$, $H_{2,L}(D)$ in Sobolev's space with weighted spaces obtained by the class C_L which is closed by the norms:

$$\|u\|_{H_{1,L}(D)}^2 = \int_D (u_t^2 + |k_2(x)| \sum_{i=1}^n u_{x_i}^2 + u^2) dD,$$

$$\|u\|_{H_{2,L}(D)}^2 = \int_D (u_{tt}^2 + k_2^2(x) \sum_{i=1}^n u_{x_i x_i}^2 + |k_2(x)| \sum_{i=1}^n u_{x_i t}^2 + |k_2(x)| \sum_{i=1}^n u_{x_i}^2 + u_t^2 + u^2) dD,$$

respectively.

Since $k_2(x) \neq 0$ for $x_n \neq 0$, by the Sobolev's embedding theorems [2] the functions from the spaces $H_{2,L}(D)$ will satisfy the boundary conditions (2.2), (2.3). The solvability of new boundary value problem (with derivatives on the boundary conditions)(2.1),(2.2) and boundary value problem (in type of problem "E")(2.1),(2,3)) proved by author (see in[8],[9]).

Note. Author suggests the open (unsolved) problems (2.6), (2.7) and (2.6), (2.8):

$$Lu \equiv K_1(t)u_{tt} + K_2(x)u_{xx} + a(x,t)u_t + b(x,t)u_x + c(x,t)u + |u|^\rho u = f(x,t)$$

(2.6)

$$tK_1(t) > 0, t \neq 0, t \in (-1,1), \quad xK_2(x) < 0, x \neq 0, x \in (\alpha, \beta), \alpha < 0, \beta > 0, \rho > -1,$$

the coefficients of equation (2.6) are sufficiently smooth .

I. The new boundary value problem (type of problem "E"). Find the solution of equation (2.6) in domain $\bar{D} = \{\alpha \leq x \leq \beta, -1 \leq t \leq 1\}$, satisfying the conditions:

$$u|_{x=\alpha} = 0, u|_{x=\beta} = 0, u|_{t=-1, x>0} = 0, u|_{t=1, x<0} = 0$$

(2.7)

II. The boundary value problem (with derivatives on the boundary conditions). Find the solution of equation (2.6) in domain $\bar{D} = \{\alpha \leq x \leq \beta, -1 \leq t \leq 1\}$, satisfying the conditions:

$$u|_{x=\alpha} = 0, u|_{x=\beta} = 0, u_t|_{t=-1, x<0} = 0, u_t|_{t=1, x>0} = 0, u|_{t=1} = 0, u|_{t=-1} = 0.$$

(2.8) .

Conclusion

The solvability of the new boundary value problems for **typeless partial differential system equations** (with variable coefficients)-(2,1) are studied. The existence and uniqueness of generalized, regular solutions of a

boundary value problem ((2.1), (2.4)) and ((2.1), (2.5)) are established in a weighted spaces $H_{1,L}(D)$, $H_{2,L}(D)$. In this case, applying idea of result works (e.g., [5],[7],[9],[10]), prove that weak and strong solutions of the boundary value problems((2.1),(2.4)) and ((2.1),(2.5)) are identity in a weighted spaces $H_{1,L}(D)$, $H_{2,L}(D)$.

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Government Program 2018 - 2020 "Freedom, Rapid Development, Welfare" And Some Aspects Related to The Innovative Development Challenge of the Country

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Abstract

The country's economic growth can be achieved on the basis of scientific and technological progress. More than half of the profit earned by enterprises can be as a result of new products and services being marketed. The Government Program for 2018-2020 does not specify which types of innovations are discussed or / and which of them, and at what stage of the country's development, will have the advantage. The adjustment and admission is required for the approach. This provides the Government with the need to develop a reform project and set up a special Chamber on IP within the Common Courts' System of Georgia. Increasing the local production in the relevant fields, through innovation and moving up to the export levels as well as introduction of effective system for monitoring of reforms, is impossible without the introduction of innovations and their main drive - IP. Government document, in relation to IP, less commonly used the main results of legal and economic theories. This applies to the IP market, the right to IP, the methods for assessment, and accounting of IP. Government document by passes the issue of realization of trade rights on the IP market in Georgia. In this regard, the IP, antimonopoly, customs, civil, civil procedure, bankruptcy, administrative and tax legislation should be taken into account. In addition, relevant legal norms related to registration, processing, and transmission of information should also be put into consideration. It should be reflected that on the IP market, there are frequent cases when IP rights are transferred not separately, but are combined with other rights or services.

Keywords: Intellectual Property, Government Program, Innovation, Intellectual Property Market, Public Administration.

Introduction

The industrial society has practically exhausted its potential for economic growth in Georgia. In modern conditions, its transformation should be as that of an information society, which is based mainly on the use of knowledge, information, and new technologies that are the defining factors for the economic development of the society.

Taking into consideration the background of the diminished rate of economic growth over the recent years, qualitative changes in the Georgian economy can only be achieved through constantly increasing innovative orientation. Thus, this in itself requires application of the principally new approaches to macro and microeconomic processes, in relation to their organization, forms and methods, management, control and regulation.

Just recently, in July 2018, the Government of Georgia approved the 2018-2020 Program, which represents the Government's vision of the country's development for the mentioned period of time. Presumably, the steps taken by the government in the long run should create solid grounds for the country's social and economic development.

I.

To achieve the above objective, the Government's vision of the country's development is based on five basic principles, two among which mention innovation. In particular, it is clear that the government plans to carry out fundamental and innovative reforms in all directions, and as a result of their implementation, adopt such model of economics and establish such fair rules of the game that will make positive impact on each family and each citizen of Georgia (Government Program 2018 – 2020, 2018).

I would like to note that the path of innovative development of Georgia, the necessity of which has been more and more clearly evident in the development of the country's economy, will directly connect the economic growth indicators of the society and its individual enterprises to the dynamism of developing and implementing new technologies. Simultaneously, under conditions of growing competition which accompanies the globalization process, only continuous introduction of new technologies, goods and services can ensure the maintaining of the already achieved superiority and the gaining of new advantages over competitors. However, in the significant part of Georgian state enterprises management, unfortunately, the economic development of the enterprise connects to the increase of traditional economic factors and optimization. The management does not take into account the innovations as the role of neo-faculty in economic growth. However, as seen from special studies, their significance is comparable, but is much higher than the cumulative effect of all traditional production in some areas. However regrettably, the management of the significant portion of Georgian state

enterprises still connects the economic development of enterprises mainly to growth and optimization of traditional economic factors. From the management side, there are no appropriate consideration and assessment of innovation as a Neo Factor of economic growth. At the same time, just as special researches made it clear, the significance of innovations has reached the level of equality and in certain aspects has much surpassed the cumulative effect of all traditional productions (Kamil Idris 2003; Chiladze, 2017).

It is known that innovation (introduction of novelties) is the ultimate result of innovative activity that has been realized in a form of a new product, or product sold on market, or as a new or improved technological process which is used in practical activity. As for Innovative Activity, it is a process aimed at realizing the results of completed scientific researches and processing or other scientific-technical achievements, new or improved technological processes that are marketable and are applied in practical activities, as well as in the related additional scientific researches and processing activities. Some economists consider innovations only within the entrepreneurship sector. Additionally, the level of review of innovations and innovative activities relates to the enterprise as a property complex (Methodological Explanation Innovation Activity in Industry and Selected Services, 2006; European Statistical Classification of Economic Activities NACE, 2008).

In my opinion, considering specifics of the country, it is not necessary to have economic data on a scale of either whole country or particular branches of economy (for instance, such as emergence of new market, new sources of raw materials, emergence of new semi-ready products, reorganization within the branch, etc.) in order to, in certain cases, through combining data on individual enterprises, make it possible to assess the changes in the scale within particular branches or in total economics (this for example concerns emergence of new markets, reorganization of a sector/branch, etc.). According to our estimates, over 75% of economic growth in Georgia can be achieved based on scientific and technological progress. In addition, more than half of the profit earned by enterprises can be as a result of new products and services been marketed. As for the share of non-material assets, their value in Georgian enterprises equals to only a few percent (in comparison, this parameter within the values of long-term assets of Western European enterprises is approximately 50%). Unfortunately, its growth rates do not even come close to the level of growth rates of other assets, and there is a tendency towards considering the expediency of reorganization and liquidation of the seemingly non-profitable state industries in an accelerated way. It should also be noted that traditional resources in Georgia, and especially raw materials, can face the threat of exhaustion. Unlike them, innovations, as a result of creative and intellectual activity, represent the practically inexhaustible resources. The government believes that education and innovation are one of the main

principles. In a general view, the educated and motivated citizen with entrepreneurial spirit who is assured of his own capabilities should become the main achiever of that main result that will put Georgia in the ranks of the countries with the developed and innovative economies (Chiladze, 2016; Mohanbir Sawhney et al., 2006; BIAC, 2003).

It is known that new technologies, at certain earlier periods of time, also served to increase economic growth in the country, representing its significant impetus. In contrast, at the current stage, innovations in Georgia should be exactly transformed into the determining factor of economic growth, which is a universal characteristic. The innovative development path is a new model of economic growth that does not have analogues. It is important to note that innovation itself cannot be perceived as a single whole and monolithic in its form. Unfortunately, the government document does not specify which types of innovations are discussed and / or which of them, and at what stage of development of the country, will have the advantage. First of all, the innovation is related to the product and / or process (for example, a new substance or method, and these novelties are adequately protected - the patent is issued on the invention). Also, a separate type of innovation can be specified activities for organizing something (process, structure), as well as marketing activities. If we talk about the reality in Georgia, we can say that productive and process-related innovations are traditional. Hence, for organizational and marketing innovations, these are new phenomenon in Georgian reality (Hall & Lerner, 2010).

Productive innovations suggest a significant change in the quality of produced goods and provided services. Here, both new goods and services and significantly improved products from the existing range list are considered. Process innovations involve significant changes in production and delivery methods. Organizational innovations belong to the sphere of introduction of new organizational methods. These may include changes in the enterprise business practice and organizing of workplace or foreign relations. Marketing innovations include implementation of new methods of marketing (for example, it may be changes in product design and packaging, supplying, and placing in methods of determining prices on goods and services). To move to an innovative model, it is obviously not enough to develop and adopt relevant normative acts in order to overcome the inertia of economic thinking and high risks. This is for the purpose of creating innovations and developing stimulating tools for their introduction. In fact, this requires a serious transformation of existing mechanisms that are related to the fundamental change in the role of technical progress in the society. In my opinion, achieving these goals during the 2018-2020 period announced in the governmental document is practically impossible. The specifics of innovation, as the factor of growth, is inexhaustible, resulting from the continuous process

of new ideas, knowledge, information, and from their non-material nature, which, at the same time, are not subject to depreciation. All other factors of economic growth (such as material, financial and labor factors) have directly opposite characteristics (Paula Patricia Ganzer, 2017; Ballot et al., 2015; Davila et al., 2012; European Union, 2013).

As for the business environment, based on the acknowledged success of the Doing Business ranking, Georgia occupies a leading 9th place in the world and the government continues its active reforms to further improve the business environment and promote entrepreneurship. However, it should be noted that when speaking about protecting the principle of inviolability of the right of ownership, the intellectual property should be put into consideration. The appropriate adjustment and additions are also required for the approach by which the Government plans the reform project on the creation of commercial chambers within the system of common courts of Georgia. As noted in the document, the chambers will be specialized in discussing commercial and tax-related cases, which will significantly increase the quality and speed of justice in commercial and tax-related disputes as a result of the reform (The World Bank, 2017).

However, there is no consideration about the establishment of a Chamber on intellectual property issues within the common courts system. I would like to note that the innovative development of the country is directly related to the creation and protection of intellectual property objects, and if the government has an ambition to recognize it as a priority, it will definitely increase the number of court cases in such categories. Therefore, in order to increase the quality and speed of justice, it is necessary to establish the relevant Chamber on disputes concerning intellectual property. Moreover, if the existence of specialized courts was allowed in Georgia (similarly to a number of European states), in any case, it would be fully justified when setting up a separately functioning Patent Court. As an additional argument, the currently existing practice in the courts of Georgia may be given. During the court cases on the issues related to intellectual property, the judges find it difficult to identify and select qualified experts. Hence, these are to be taken into consideration based on the subject and specifics of litigation and related complexities. The qualifications of the judges themselves –taking into account the versatility, complexity and specificity of intellectual property – are low in this particular area. For this reason, the court cases are often dragging on the time, and the rate of appeals against the Court's decisions is quite high (A Single Patent Court Covering 25 Countries, 2018; Agreement on a Unified Patent Court, 2013; Supreme Court of Georgia, 2012).

The Government of Georgia expects to implement the market supervision system based on the EU's relevant best practices that will provide for placement of safe consumer and industrial products on the market,

continue to support innovative and high-tech investment projects, and ensure dialogue and cooperation between public and private sectors. The mechanism of dialogue will enhance the confidence between the private sector and the government and also develop a predictable environment. In order to promote the competitive business environment, State will step by step remove itself from those economic sectors, which have the capacity to function independently and develop their potential. It is important to note that in order to realize these goals, it is necessary to develop the economics of knowledge which is impossible without the protection and development of intellectual property. The Government intends to support the state of the country's competitive fields, both in terms of the growth of domestic production and strengthening of expansion of export potential. Here, it should be noted that increasing of the local production within the relevant fields and its moving to the exporting level through way of innovations, as well as introduction of effective system of reforms' monitoring to utilize the full potential of economic reforms, will be impossible without their main drive – the intellectual property. Regrettably, the government document, when discussing issues of regulation for various types of markets (financial, investment, etc.) in Georgia, does not indicate anywhere about the intellectual property market and its significance. Furthermore, Intellectual property rights cannot be applied using typical methods that are common to other markets (for example, conforming method of sale, etc.). Here, the uniqueness of the transfer of rights to intellectual property objects should be considered. Similarly, the widespread legal and economic theories cannot as well provide us with comprehensive guidelines for assessment. It is known that most of them consider the market as a phenomenon whose modeling and explanation is possible. Nevertheless, it is impossible to construct it to fulfill specific tasks. As a rule, businessmen, lawmakers, public officials, and representatives of civil organizations should participate in the development of government programs and the establishment of new market institutions (European Commission, 2008; Eric Savitz, 2012; Government of Georgia, 2018).

It can be stated that in the government program 2018-2020, in relation to intellectual property, the main results of legal and economic theories are less commonly used. In particular, it concerns the intellectual property market, the right to intellectual property, and its assessment and accounting methods. From the theory of property rights, it is known that transaction costs consist of the five groups of expenses, namely: 1) Costs for information search and retrieval; 2) Costs of conducting negotiations; 3) Costs related to the specification and protection of ownership rights, the transfer of authority to a particular physical person; 4) Measurement costs; 5) Expenses incurred to eradicate agreements, disregard of duties, as well as to prevent negative consequences of infringing the rights of others and other miscellaneous actions

for the purpose of approximation of positions and agreement. The concept of transaction costs and transaction analysis is crucial when it concerns the institutional approach to the effectiveness of the intellectual property market infrastructure. Hopefully, in the nearest future, government program will be relevantly reflected not only based on the concept of the intellectual property market, but also such aspects related to the soft infrastructure of the market as: 1) Possibility of conducting trade with intellectual property objects, the results of intellectual creativity and with the rights on these objects and results; 2) Accounting system for accounting and evaluation of intellectual property objects and the rights on these objects; 3) The culture of relations between subjects existing on the intellectual property market. Unfortunately, the government document, when discussing external trade topics, by passes the issue of implementation of trade rights on the intellectual property market in Georgia. In my opinion, it should be widely understood. Here, the legislation on intellectual property, antimonopoly, customs, civil, civil procedure, bankruptcy, administrative and taxation, as well as the relevant legal norms related to the recording, processing, and transmission of information should be taken into account. As for the intellectual property objects and accounting and accounting operations related to the rights on these intellectual property objects, they mainly concern the licensing fees in registering of non-material values. It should be considered that the process of transition to international standards of accounting is actively ongoing in the country. However, international standards are not better adjusted to such operations than Georgians. Therefore, the soft market infrastructure of the informative market, as well as legislation, should be considered within the dynamics of development. Registration of rights on objects of intellectual property within the intangible/non-material assets involves accounting of their value. The culture of relations between entities on the intellectual property market includes such dynamic elements of market infrastructure as the Patent-Licensing and Assessment Rules. However, in Georgia reality, the actually applied standards and the standards established by the international conventions are not often mutually compatible (William Fisher, ____; World Intellectual Property Report, 2017; National Intellectual Property Center Sakpatenti, 2018; Roya Ghafele, 2018).

Another specifics that characterize the intellectual property market, and which should also be reflected in government documents, is that it often happens that intellectual property rights are often transferred not separately, but in combination with other rights or services. Such action is justified in terms of economic pragmatic views. This is because it wholly provides monopoly on the production of the product, the use of technology, etc. For instance, through purchasing of the patented technology and appropriate know-how, the rights of the patent holder and license owners are transferred

to the buyer. By taking possession of these rights' package, buyer acquires the ability to control the relevant segment of the market, which affects the behavior of the competitors. The transmission is provided as an intellectual property rights package (patent, license, know-how). Intellectual property rights are often transferred together with the legal entity. In such case, it is possible to transfer both the alienable and non-alienable rights - for example the transfer of the rights to use the name of designation of goods' origin.

Conclusion

More than 75% of the country's economic growth can be achieved on the basis of scientific and technological progress. Additionally, more than half of the profit earned by enterprises can result through new products and services being marketed.

At the current stage, innovations in Georgia should be transformed into a determining factor for economic growth, which is a universal characteristic. The innovative development path is a new model of economic growth that does not have analogues.

Innovation itself cannot be perceived as a single whole and monolithic in its form. Unfortunately, the government document does not specify which types of innovations are discussed and / or which of them, and at what stage of development of the country, will have the advantage.

To move to an innovative model, it is obviously not enough to develop and adopt relevant normative acts in order to overcome the inertia of economic thinking and high risks. Thus, this is aimed at creating innovations and developing stimulating tools for their introduction. In fact, this requires a serious transformation of existing mechanisms that are related to the fundamental change in the role of technical progress in the society. In my opinion, achieving these goals during the 2018-2020 period announced in the governmental document is practically impossible.

When it comes to the issue that the principle of ownership of property rights will be protected, it is necessary to speak about intellectual property.

Furthermore, the relevant adjustment and supplementation to the existing approach is also required –the Government should prepare a reform project and set up a special Chamber on Intellectual Property in the Common Courts System of Georgia. Its formation is necessary to increase the quality and speed of justice in dealing with intellectual property disputes.

However, increasing the local production within the relevant fields and moving it to the exporting level through innovative approach, as well as introducing effective system of reforms monitoring to utilize the full potential of economic reforms, is impossible without their main drive – the intellectual property.

Unfortunately, in the government document, there is no indication of the intellectual property market and its significance.

The Government Program for 2018-2020, in relation to intellectual property, is less commonly used to get the main results of legal and economic theories. This applies to the intellectual property market, the right to intellectual property, the methods for assessment, and accounting of intellectual property.

Consequently, the government document, when discussing external trade topics, bypasses the issue of implementation of trade rights on the intellectual property market in Georgia. However, it should be widely understood.

The legislation on intellectual property, antimonopoly, customs, civil, civil procedure, bankruptcy, administrative and taxation, as well as the relevant legal norms related to the recording, processing, and transmission of information should be taken into account.

In regards to the intellectual property objects and accounting operations related to the rights on these intellectual property objects, they are mainly concerned with the licensing fees registering of non-material values.

Furthermore, another fact that illustrates the intellectual property market and should be reflected in government documents is the part where intellectual property rights are often transferred, not separately, but in combination with other rights or services. Such action is justified in terms of economic pragmatic views, since it wholly provides monopoly on the production of the product, the use of technology, etc.

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Obesity

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Abstract

Obesity is one of the main problems of the healthcare. Obesity causes a serious threat to the health, as it is the risk-factor of many diseases. It deteriorates the standard of living and shortens the life expectancy. For the improvement of standard of living and avoiding the early invalidity it is necessary to identify the excess weight and obesity, its diagnostics, multidisciplinary approach, working out of individual algorithm of treatment and its tactic. Patients should know that obesity is a chronic disease and consequently should be under the observation throughout their life.

Keywords: Obesity, Risk-factor, Diseases.

Introduction

Obesity is recognized as the non-infectious epidemic of the XXI century by the World Health Organization. Obesity is called a condition when "in the tissues of a human body an excessive accumulation of fat" is marked. It is referred to the chronic disease and accordingly to an ICD (International Classification of Diseases) - a specific code is given to it.

According to the World Health Organization data, obesity is the most important health problem in the 21st century. The spread of obesity has taken a character of global epidemic, regardless of social, professional affiliation, living area, age and sex. Obesity is a chronic illness, with frequent recurrences, requiring lifetime of treatment and observation. Obesity has a negative impact on physical and psychological health, on person's ability of social adaptation, increases the risk of disorders in patients and is the leading cause of death worldwide. Therefore, obesity prevention is one of the fundamental principles for improving society's health.

Literature review:

According to the data of the World Health Organization approximately 2,000,000 people are considered to have an excessive weight and approximately up to 100 million people suffer from a disease called obesity. 64% of the US population have either an excess weight or are obese. According to the reports of "Europe's Obesity Study Association" 15-20% of European population have an excessive weight.

The spread of obesity in Europe:

The years	Obesity in men	Obesity in women
1980	6%	8%
1993	13%	16%
2000	21%	21%
2008/9	22%	24%

According to the data of CIA (Central Intelligence Agency), 23.8% of the population in Azerbaijan suffers from obesity, in Armenia - 24%, in Russia - 26.5%, in Turkey - 27.8%.

According to the data of the WHO (World Health Organization) which was renewed in 2010 for the last time, 54.2% of women from 18 up to 64 have excess weight and 28.5% are obese, as for the men that data equals 58.6% and 22.1% respectively. According to the data of the WHO of 2010, the population of Georgia from 18 up to 64 suffers from excessive weight (58.6% of men and 54.2% of women have an excessive weight, while 22.1% of men and 28.5% of women of that age category suffer from obesity). It should be noted that the spread of obesity and excess weight in children and adolescents have increased to such an extent that it has taken the form of epidemic and is the most widespread chronic pediatric pathology. According to the WHO data for 2013, 42 million children from 0 up to 5 years of age were obese and excess weight. It is expected that this number will be increased up to 70 million by 2025.

Discussion/Conclusion

Fat is produced in the body from carbohydrates and fats after receiving food. 70% of carbohydrate get into blood and 6 hours they are the source of energy for the body. 30% out of 70% of carbohydrates turn into fats and stored there. The fat is laid under the skin and the area of the abdomen. The centers of hunger as well as the centers of satiety are situated in the brain, the stimulation of which takes place under the influence of different factors. Graveline - The hormone of the hunger (increases the appetite) is produced in the stomach, cholecystokinin - the hormone of satiety, which is produced in the mucous region of the small intestine, decreases an appetite. Leptin - The hormone of satiety is produced in fatty tissues. Certain type of food type, such

as glucose, smell, visual characteristics stimulate the centers of hunger. A low calorie diet and hunger are perceived as a stress that violates the physiological rhythm and regulation of hormones. The main source of obesity is the factor of upset of energy balance. Often obesity occurs during taking an excessive amount of food, but it can also be developed by an upset of the energy spending control. The special role is given to the hereditary and constitutional inclinations, to the decrease of physical activity, to the factors of age, sex and profession, to some physiological conditions such as pregnancy, lactation and climax. Clinically four degrees of obesity are distinguished. According to the characteristic features two stages: progressive and stable are singled out. Two other types of obesity: primary, or spontaneous, which is a disease provoked by a certain reason and accordingly is developed against the background of another disease. It is practically impossible to determinate an exact amount of fat of the human body; that's why the excess weight is determined by the body mass index, which in itself represents the body weight (measured in kilograms) and height of square (measured in meters). According to the norm the index of the mass of the body is up to 18,5-24,9, and the body weight index is 25-29,9 kg / m² which indicates to the excess weight. The index of the mass of the body that is 30-34,9 – is regarded as the obesity of the first degree, 35-39,9- as the obesity of the second grade and 40 – as the third degree obesity. However an index of the mass of the body is not a universal diagnostic criterion for adolescents, over the age of 65, in people with high muscle mass and pregnant women. An average obesity reduces life expectancy by 6 to 7 years. Severe obesity reduces life expectancy approximately up to 10 years.

Types of Obesity:

1. Central or visceral (abdominal, apple-shaped) type: fatty tissue is formed in the abdomen. In the central type of obesity, the internal organs are darkened with brown fat that is metabolically active, or actively participates in metabolism.

2. Peripheral (pear shaped, feminine) type: Fatty tissue is predominantly subcutaneous, or accumulates in waist, hip and chest areas. At this time, metabolically subtle white fat is packed under the skin. The results of these two types of obesity differ from each other: health-related complications are associated with central fattiness. Diabetes, hypertension, arteriosclerosis are caused by the central type of obesity. The circumference of the waist: norm <(in men) 94, (in women) <80. Obesity is a serious threat to health, as it increases the risk of such accompanying diseases as diabetes type 2, cardiovascular pathologies, the arterial hypertension and a stroke.. In case of excess weight, the probability of development of hypertension and

diabetes is three times and atherosclerosis is two times higher than in healthy patients. At the same time the risk of development of tumor diseases, an arthrosis of a cholecystitis and other diseases also increases; Therefore an index of death –rate also increases. For example, in patients who suffer from diabetes and whose index of the body mass exceeds the norm at 25% the index of death-rate is 5 times higher in comparison with an average statistical index. (NHLBI, 1998, EASO,2008, JEASOESH, 2012) Together with the medical complications obesity often causes the development of the psychological complexes. The low self-appraisal, an Inferiority complex, the reduction of the standard of living, the depressive conditions and the social problems often are the result of an excessive weight.

The diagnostics of obesity for the standard definition of the case and for an ascertainment of the criteria of obesity and of an excess weight, are highlighted in several guidelines on obesity in our country, which are based on the recommendations of the World Health organization and are approved by the Ministry of Health. According to these guidelines the classification of obesity is based on an index of the mass of the body. The standard of the waistline of the loin is set up by the guideline thought which the rules connected with obesity are assessed. In particular the waistline of the loin among men that is more than 102 centimeters and among women that is more than 88 centimeters is considered as an increased risk if the type 2 sugar diabetes and of the cardiovascular diseases. the standard is not ascertained by the guideline on the correlation of the waistline of the loin and of the outer contour of the thigh though on the recommendation of the World Health Organization the correlation above 0.9 centimeters or equal to 0.9 centimeters for men are above 0.85 centimeters or equal or 0.85 centimeters is considered to be a substantially expanded risk of the metabolic complications. (NHLBI, 1998).

Obesity is an important challenge in the sphere of health protection. The multidisciplinary approach is needed. (NHLBI, 1998; EASO, 2008; JEASOESH, 2012) During the solution of the program of the correction of weight the special accent is made on changing of the way of life, on a diet, on a physical activity. (JEASOESH, 2012). In case of emergency it is necessary to go through the certain procedures before the beginning of the medical treatment. In particular it is necessary to carry out the analyses in order to define the hormonal background of a patient. During the treatment of an alimentary (nutritional) and genetic fattiness, the leading role is given to the creation and to the control of the negative balance of the received and spent calories. It is necessary for a man to reading that the treatment of obesity is not a short process and requires the change of lifestyle for a long time. (EASO, 2004, 2008; NHLBI, 1998, NICE 2006, JEASOESH, 2012)

According to the recommendations based on the modern assertions the healthy nourishment comprises a series of points:

1. the energy balance and the optimal weight should be reached.
2. The reduction of the received fats, the replacement of the saturated fatty acids by the unsaturated fatty acids and the withdrawal of the products from the usage which are high in trans fats.
3. An increase of the usage of fruits, vegetables, crops, legumes, and different kinds of nuts.
4. The restriction of the usage of sugar.
5. The restriction of the usage of salt.

To reach an energy balance and a control of the weight the physical activity is not the determinant. (JEASOESH, 2012). The physical activity reduces the risk of the cardiovascular diseases and of the type 2 diabetes and decreases the systolic pressure. Besides, the physical activity regulates the level of cholesterol in the blood, improves the indexes of the glucose in the blood and lessens the risk of the development of cancer of the large intestine, of the breast and of some other organs. The restoration of the hormonal balance in the strategy of the treatment is one of the most important links during obesity caused by an endocrinal imbalance (the metabolic and the Hypothalamic syndromes, Hypothyroidism, Cushing's disease etc.) together with the proper diet and the physical activity. The insulin resistance (metabolic syndrome), which causes the disturbance of the internal organs is very important; it also generates high blood pressure, lipidosis, ovulation in females of a reproductive age, the disorder of the menstrual cycle, the risk of the growth of barrenness and of pregnancy failure. The treatment of obesity is also possible by the pharmaceutical treatment. The pharmaceutical therapy is appealed to only in that case when a diet produces no result or during three months period, a patient is unable to reduce the mass of the body above 3-4%.

The treatment is carried out by an endocrinologist. The medicinal preparations of the central and peripheral effect, the antidepressants and the medicines for the reduction of an appetite are used which can't be taken for more than 3 months' duration. The medicinal preparations are appointed together with a diet and it is inadmissible to take them willfully. The surgical interference is appealed to only in that case if complex treatment (dietary therapy) is not effective or the received effect can't be maintained for a long time and when the index of the mass of the body is more than 40 or is above 35 caused by somatic excessiveness of weight.

Bariatric surgery is one of the main procedures of the multidisciplinary treatment of the pathological obesity and therefore the patients are treated by such team of specialists, as an endocrinologist, a dietician, a gastroenterologist, a cardiologist, a psychotherapist, a surgeon anesthesiologist. Bariatric surgery is performed for the purpose of weight loss

in obese patients. There are two procedures of the laparoscopy surgical treatment: Restrictive and Malabsorptive. There are also worked out combined operations which cover the features that are characteristic of the both procedures.

The restrictive-type operations are:

1. the laparoscopic vertical resection of the stomach and the gastric banding; 2. the malabsorption operation-the laparoscopic shunting of the stomach. 3. The combined operation. 4. The laparoscopic minishunting of the stomach. At first the general condition of a patient must be judged and if the condition corresponds with the type of an operation then an operation can be performed. As regards the contra-indications, it is important to take into account indications of the age of a patient because among the patients who are over the age of 60-70, the complication may occur... The choice of cache operation takes place by taking into consideration the general condition, a diet, the mental characteristics of a patient, a medication and the expected result. Proceeding from the above-mentioned, the complex treatment of obesity is necessary, the preventive measures must be carried through, the patients who suffer from an excess weight and obesity must be mentioned in time, the correct diagnosis must be made, an algorithm and the tactic of the individual treatment must be worked out, the different kinds of diseases must be presented and the standard of living must be improved.

Resume

World Health Organization recognized Obesity as the non-infectious epidemic of the XXI century by the World Health Organization. According to the data of the World Health Organization approximately 2,000,000 people are considered to have an excessive weight and approximately up to 100 million people suffer from a disease called obesity. Obesity is a serious threat for the health, under its influence increases the risk of accompanying diseases, such as: Diabetes - type 2, cardiac pathologies, arterial hypertension and blood-stroke, etc. obesity is a serious challenge in health care. Multidisciplinary attitude is necessary in case of obesity. It is necessary to accomplish preventive measures, to secure an early identification of patients with excess weight and obesity, diagnostics, complex management, individual algorithm of treatment and working out of the tactic. While working out of the program of weight correction, a special accent should be made on the change of the life mode, diet, physical activity and in case of necessity to the drug and surgeon treatment. It should be mentioned that during the complex treatment a patient needs the assistance of psychologist and psyches, which is one of the component parts of the complex treatment of obesity (EASO, 2008)..

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Understanding Intercultural and International Business Communication in English for Future Success

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Abstract

This paper focuses on understanding the notion of intercultural communication and International Business Communication for the students of Business and Management Faculty, which serves as a pre-condition for their future success in searching for better jobs, career opportunities, and promotion. It also highlights the role of English in International Business Communication and the significance of communicating effectively and multi-culturally in English Language, which is crucial for future success in modern world.

Keywords: Intercultural, communication, business, success, interaction.

Introduction

We should never denigrate any other culture but rather help people to understand the relationship between their own culture and the dominant culture. Having an understanding of another culture or language does not necessarily mean you have to lose your own culture (Edward T. Hall). In today's global business marketplace, the ability to communicate effectively and multi-culturally cannot be underestimated. Consequently, the ability to read, listen, speak, and write effectively, of course, is not inborn. When it comes to communication, it is more nurture than nature. Good communicators are not born; they are made. In a bid to thrive in the dynamic and demanding new world of work, some factors has a significant role to play and some of which you cannot control. However, one of the factors you can control is how well you communicate.

I.

What is communication? Communication is the transmission of information and meaning from one individual or group to another. Business communication values clear and concise interaction that promotes efficiency and effectiveness. You may perceive your role as a business communicator within a specific city, business or organization, but you need to be aware that your role crosses cultures, languages, value and legal systems, and borders (Guffey, 2001).

However, communication is the sharing of understanding and meaning (Pearson & Nelson, 2000). **What is Intercultural Communication?** If you answered, “The sharing of understanding and meaning across cultures,” you will be close. Nevertheless, the definition requires more attention. What is culture? Where does one culture stop and another start? How are cultures created, maintained, and dissolved?

Culture involves beliefs, attitudes, values, and traditions that are shared by a group of people. Thus, we must consider more than the clothes we wear, the movies we watch, or the video games we play, which are all representations of environment. Culture also involves the psychological aspects of our expectations of the communication context. For example, if we are raised in a culture where males speak while females are expected to remain silent, the context of the communication interaction governs behavior, which, in itself, is a representation of culture. From the choice of words (message), to how we communicate (in person, or by e-mail), to how we acknowledge understanding with a nod or a glance (nonverbal feedback), to the internal and external interference, all aspects of communication are influenced by culture.

In defining intercultural communication, we only have eight components of communication to work with and yet we must bridge divergent cultures with distinct values across languages and time zones to exchange value, i.e. a representation of meaning. It may be tempting to consider only the source and receiver within a transaction as a representation of intercultural communication. However, if we do that, we miss the other six components—the message, channel, feedback, context, environment, and interference—in every communicative act. Each component influences and is influenced by culture. Is culture seen in terms of context, Environment, or Message? Culture is represented in all eight components every time we communicate. Thus, all communication is intercultural.

Furthermore, we may be tempted to think of intercultural communication as *interaction between two people from different countries*. If two distinct national passports are artifacts, or nonverbal representations of communication, what happens when two people from two different parts of the same country communicate?

Within the same family, can there be intercultural communication? If all communication is intercultural, then the answer would be yes, but we still have to prove our case. Imagine a three-generation family living in one house. The grandparents may represent another time and different values from the grandchildren. Also, the parents may have a different level of education and pursue different careers from the grandparents; the schooling the children are receiving may prepare them for yet another career. From music, to food preferences, to how work is done may vary across time. Elvis Presley may seem like ancient history to the children. **The communication across generations represents intercultural communication**, even if only to a limited degree.

Therefore, if we consider a group of students who are all similar in age and educational level, gender and the social expectations of roles have a significant influence on interaction. In addition, we see that among these students, not only do the boys and girls communicate in distinct ways, but also not all boys and girls are the same. With a group of sisters, there may be common characteristics, but they will still have differences, and these differences contribute to intercultural communication. We are each shaped by our upbringing and it influences our worldview, what we value, and how we interact with each other. We create culture, and it creates us.

Intercultural communication is also defined as the exchange of information between individuals who are culturally different. If we follow our discussion and its implications, we may arrive at the idea that ultimately we are each a “culture of one”—we are simultaneously a part of a community and its culture(s) and separate from it in the unique combination that represents us as an individual. All of us are separated by a matter of degrees from each other even if we were raised on the same street or by parents of similar educational background and profession, and yet, we have many other things in common.

Communication with yourself is called intrapersonal communication, which may also be intracultural, as you may only represent one culture. However, most people belong to many groups, each with their own culture. Culture is part of the very fabric of our thought, and we cannot separate ourselves from it, even as we leave home, defining ourselves anew in work and achievements. Every business or organization has a culture, i.e. beliefs and behaviors that determine how a company's employees and management interact and handle outside business deals. Within what may be considered a global culture, there are many subcultures or co-cultures. For instance, there is a vivid difference between the sales and accounting departments in a corporation. We can quickly see two distinct groups with their own symbols, vocabulary, and values. Within each group, there may also be smaller groups, and each member of each department comes from a distinct background that in itself influences behavior and interaction (Friedman, 2005).

Intercultural communication is a fascinating area of study within business communication, and it is essential to your success. One idea to keep in mind as we examine this topic is the importance of considering multiple points of view. If you tend to dismiss ideas or views that are culturally different, you will find it challenging to learn about diverse cultures.

Ethnocentrism is the tendency to view other cultures as inferior to one's own. Having pride in your culture can be healthy, but history has taught us that having a predisposition to discount other cultures simply because they are different can be hurtful, damaging, and dangerous. Ethnocentrism makes us far less likely to be able to bridge the gap with others and often increases intolerance of difference. Business and industry are no longer regional, and in your career, you will necessarily cross borders, languages, and cultures. Also, you will need tolerance, understanding, patience, and openness to difference. A skilled business communicator knows that the process of learning is never complete, and being open to new ideas and challenges is a key strategy for success.

How to Understand Intercultural Communication

The American anthropologist, Edward T. Hall, is often referred to as a pioneer in the field of intercultural communication (Chen & Starosta, 2000). Hall is generally credited with eight contributions to our study of intercultural communication:

1. Compare cultures by focusing on the interactions versus general observations of culture.
2. Shift to local perspective: Local level versus global perspective.
3. You don't have to know everything to know something. Time, space, gestures, and gender roles can be studied, even if we lack a larger understanding of the entire culture.
4. There are rules we can learn. People create rules for themselves in each community that we can learn from, compare, and contrast.
5. Experience counts. Personal experience has value in addition to more comprehensive studies of interaction and culture.
6. Perspectives can differ. Descriptive linguistics serves as a model to understand cultures.
7. Intercultural communication can be applied to international business.
8. It integrates the disciplines. Culture and communication are intertwined and bring together many academic disciplines.

Hall shows us that emphasis on a culture as a whole, and how it operates, may lead us to neglect individual differences. Individuals may hold beliefs or practice customs that do not follow their own cultural norm. When we resort to the mental shortcut of a stereotype, we lose these unique

differences. Stereotypes can be defined as a generalization about a group of people that oversimplifies their culture (Rogers & Steinfatt, 1999).

As Hall notes, experience has value. If you do not know a culture, you should consider learning more about it firsthand if possible. The people you interact with may not be representative of the culture as a whole, but that is not to say that what you learn lacks validity. Quite the contrary, Hall asserts that you can, in fact, learn something without understanding everything, and given the dynamic nature of communication and culture, who is to say that your lessons will not serve you well? Consider a study abroad experience if that is an option for you, or learn from a classmate who comes from a foreign country or an unfamiliar culture. Be open to new ideas and experiences, and start investigating. Many have gone before you, and today, unlike in generations past, much of the information is accessible. Your experiences will allow you to learn about another culture and yourself, and help you to avoid prejudice.

Prejudice involves a negative preconceived judgment or opinion that guides conduct or social behavior (McLean, 2005). As an example, imagine two people walking into a room for a job interview. You are tasked to interview both, and having read the previous section, you know that Allport rings true when he says we rely on stereotypes when encountering people or cultures with which we have had little contact with. Will the candidates' dress, age, or gender influence your opinion of them? Will their race or ethnicity be a conscious or subconscious factor in your thinking process? Allport's work would indicate that those factors and more will make you likely to use stereotypes to guide your expectations of them and your subsequent interactions with them.

People who treat others with prejudice often make assumptions, or take preconceived ideas for granted without question, about the group or communities. As it was illustrated for us, we often assume characteristics about groups with which we have little contact with. Sometimes, we also assume similarity, thinking that people are all basically similar. This denies cultural, racial, ethnic, socioeconomic, and many other valuable and insightful differences.

Conclusion

Once again we can conclude that when it comes to communication, especially intercultural communication, we can clearly say that it is more nurture than nature. Good communicators are not born; they are made. Thriving in the dynamic and demanding new world of work will depend on many factors, some of which you cannot control. One factor that you do control, however, is how well you communicate at the international level and

whether you are a multi-cultural identity which serves as a key to business success.

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Perspectives of The Teaching Informatics at The Medical Universities

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Abstract

In modern society in the age of computerization, it is difficult to work and live without using computer technologies and without understanding the basis of information. Medicine, however, is not an exception. The use of statistics is of significant importance because it can be used to indicate the estimates of incidence in nosological forms, the number of patients consulted and treated for a certain period of time, and the number of patients who have undergone rehabilitation courses. This represents the ratio of those who went to the doctor and those patients that were treated, subdivided by the age and sex. In such reports, absolute values (the number of patients treated in an outpatient clinic or hospital), as well as spot sampling, often uses confidence intervals in accordance with the requirements of the practice of health management and qualification commissions. It must be emphasized that in the process of teaching biometrics, as well as other disciplines in the department of medical biophysics, it is important to use innovative technologies, which include didactic teaching aids, focused on the implementation of value-semantic aspects of the material of the studied disciplines. This will allow first-year students to understand the principles of analysis and management of information flows in medicine; formulate scientific and practical tasks accurately and logically; choose adequate methods and tools for their decisions that will undoubtedly contribute to the improvement of the quality of their education; and ensure effective activity in science and practical medicine. Over the years, there has been a trend in the use of diagnostic and therapeutic equipment, using digital methods of encoding information instead of analog. The scope of application of such instruments is constantly expanding: a computerized cardiograph becomes ordinary, digital radiography technology, etc. appears. It is logical to assume that the result of the process

of "digitizing" the treatment and diagnostic process will be a fully automated system that provides a technological triad of digital diagnostic manipulation, treatment and rehabilitation measures, and a digital control system.

Keywords: Medical informatics, computing systems, diagnostic process, medical education.

Introduction

In modern society in the age of computerization, it is difficult to work and live without using computer technologies and without understanding the basis of information. Medicine, however, is not an exception.

Over the years, there has been a trend in the use of diagnostic and therapeutic equipment, using digital methods of encoding information instead of analog. The scope of application of such instruments is constantly expanding: a computerized cardiograph becomes ordinary, digital radiography technology, etc. appears. Therefore, it is logical to assume that the result of the process of "digitizing" the treatment and diagnostic process will be a fully automated system that provides a technological triad of digital diagnostic manipulation, treatment and rehabilitation measures, and a digital control system.

From this point of view, the teaching of medical informatics at the Medical Universities has become an urgent task. Consequently, the near future will demonstrate the impossibility of a full training of a doctor without knowledge and skills in applied computer science.

The basic level - the level of "standard" training in informatics - is achieved by the implementation of the curriculum during a study carried out at a university in the chosen specialty. Training specialist requires the availability of higher medical education and, possibly, specialization in any area of practical public health. It is understood that the content of this level of training is the mastery of those information technologies that are used at a specific workplace of a doctor of a certain specialty.

Discussion

Rapid development of cybernetics requires the inclusion into the basic course of medical informatics. This is on a number of aspects of general informatics and modern ideas about the development of computer technologies. In addition, computer medical programs work as applications of standard operating systems and they perform very important functions. Therefore, in the teaching of medical informatics, it is necessary to pay special attention to the principles of work in the most common systems and application packages. In regards to teaching the "medical part" of the basic course of computer science, preference should be given to the description of

existing medical programs with an obligatory forecast of their development for the next 3-5 years, which is necessary for understanding the development of medical informatics. Furthermore, a special place should be given to the composition and parameters of the automated workplace (AWP) of the doctor, pharmacist, or manager.

The main goal of the course of medical informatics is the formation of a competent computer user, oriented in the field of applied medical informatics, and who has an idea of the prospects of using computer technologies in medicine.

Informatics can be defined as a science that studies the methods of collecting, processing, storing, transferring, and analyzing information using various computer and digital technologies, as well as studying the possibilities of their application. Information technologies is a body of knowledge that studies the methods and means of automated processing of information using a computer to obtain an information product or service while automating professional activity.

Medical informatics has been incorporated into the educational program of the University so that students can master the knowledge and skills in the field of modern information technologies for the purpose of using it in the professional work of a specialist. Therefore, it helps to present and interpret the data of scientific research and medical practice; provide students with knowledge of modern computer technology in healthcare applications; and to give knowledge about methods and means of informatization of medical activity, such as information support of a doctor, automated medical and computer systems, and medical information systems.

Training in medical informatics is carried out at different stages. At the first stage, the definition of information and informatics as a science is given. They are considered as the subject and tasks of computer science, where the classification of medical information and medical documents used in medical institutions is cited. However, the concept of information technologies and their application in medicine and public health are introduced. Secondly, the hardware and software of computing systems were studied. Here, the classification of computers, the structure of a personal computer, and the characteristics of the main units (processor, internal and external drives, input and output devices) were listed. The functions of system and application programs, as well as programming systems, were described. In addition, an overview of Windows operating systems, methods, and means of protection against unauthorized access are discussed. The next stage is considered the training stage, which involves the application of the Microsoft Office software package in solving professional issues by medical collaborators. Particular attention is paid to programs such as the MS Word, text editor, the MS Excel

spreadsheet, the MS Access database, and the creation of presentations using MS Power Point.

Furthermore, questions on modeling in medicine were presented to students of medical universities in the course of medical informatics. Through this, the definition of model and classification of models, including those used in medicine, was given. Mathematical models and stages of their construction are considered in detail. Various examples of mathematical models that allows demonstrating the possibilities of modeling in medicine were presented, and the peculiarities of structural and simulation modeling in medicine are also considered.

Consequently, the general section of teaching students is the module for the development and operation of medical information systems (MIS). Through this, the classification of MIS, the principles and stages of creation, and the organization of an automated workplace for medical personnel was given. Students, however, have the opportunity to work with electronic case histories and outpatient cards on their own, study the entire cycle of processing and storing information, and evaluate the advantages of MIS in practical work. The cadres prepared in this way in medicine will not be just skillful to users, but would guide the ideas of automation. Moreover, a phased and deeply trained doctor will actively stimulate the evolution of the information system and encourage developers to improve the MIS software.

Professionally oriented section of medical information is the section of the automated model of the treatment-and-prophylactic process. Automation of medical-diagnostic process, due to information and intellectual support of medical personnel, significantly increases the efficiency of the work of medical institutions. The possibilities of using medical expert systems are considered.

The next stage in teaching introduces to students the medical device-computer systems (MDCS) and their application for the examination, treatment, and the rehabilitation of patients. The MDCS classification is given and their device, main characteristics, is considered to be examples of serially produced systems. We also considered laboratory information systems designed to automate the labor of laboratory staff, the use of automated laboratory analyzers, the efficiency of laboratory organization, and the reduction of manual operations.

At the same time, pedagogical technology was employed to teach medical students on foundations of work with MICROSOFT ACCESS databases. This technology is based on an integrative approach to the information modeling in public health practice, drawing upon basic didactic concepts that pertain to objects and tools databases created in MICROSOFT ACCESS. The article examines successive steps in teaching the topic "Queries in MICROSOFT ACCESS" from simple queries to complex ones. The main

attention is paid to such components of methodological system. This is because the principles and teaching methods was classified according to the degree of learners' active cognitive activity. The most interesting part is the diagram of the relationship of learning principles, teaching methods, and specific types of requests. Consequently, comparative analysis of literature, syllabi, and curricula in medical informatics taught at leading medical universities was used. The results show the original technique of training in putting queries with databases of MICROSOFT ACCESS which is presented for the analysis of information models in practical health care. It was argued that the proposed pedagogical technology will significantly improve the effectiveness of teaching the course "Medical Informatics". Hence, this includes the development and application of models to simulate the operation of certain facilities and services of the health system which, in turn, increases the level of information culture of practitioners.

A lot of time in teaching has been devoted to networking technologies in information processing. Topologies, hardware, and software of local computer networks and their connection to the Internet are considered. In addition, the global Internet network, medical information resources, and search systems in detail was also put into consideration. The definition of telemedicine, its main tools, is given. Examples of the creation and use of telemedicine centers for the provision of medical care to the population was presented. Under this section, students receive knowledge of evidence-based medicine. The purpose of studying the basic principles of evidence-based medicine is to familiarize students with the rules of medical evidence, evidence-based treatment, and proof-of-concept analysis of medical information. Teaching the basics of evidence-based medicine is relevant because the principle of evidence must be present in almost all areas of medicine, beginning with prevention, diagnosis, decision-making on the use of a particular medication, the use of equipment during medical events, and the implementation of scientific research and development. Evidence-based medicine focuses on clinically important outcomes of medical interventions and it declares that only interventions whose efficacy is proven by benign research should be applied to an individual patient. In this connection in the classroom and in the computer class, students acquire skills through the Internet to receive a systematic review of randomized controlled studies on various nosologies. Using the scale of the level of evidence, students learn various methodologies for assessing the reliability of research results. Also, they study such statistical criteria of evidence-based medicine as the statistical power of the study, relative risk, odds ratio, sensitivity, specificity, prognostic value of the test, and likelihood ratio. At the same time, evidence-based medicine does not at all limits the physician's initiative and does not make it an appendage to the computer. A physician can make full use of medical

intuition or experience, but must act reasonably. Therefore, it is conclusive to confirm, sometimes by several dozens of parameters, a diagnosis to the patient.

In this regard, in the class of medical informatics, students solve situational problems. Here, their tactical decision is justified with the use of evidence. Situational problems are constructed within the framework of evidence-based cardiology and it concerns diseases such as arterial hypertension, ischemic heart disease, arrhythmias, etc. The basis of evidence-based medicine is deductive and it involves empirical scientific approaches. The empirical approach is based on scientific evidence of the effectiveness of clinical research, where a key place occupies statistics. In this regard, students receive information about what are systematic and accidental mistakes; get acquainted with the types of systematic errors; and analyze the mistakes of the first and second kind, the stages of scientific medical research and their varieties. So, in the classes on medical informatics, students in the study of evidence-based medicine are taught the knowledge to compile a scientifically proven algorithm for diagnosing and prescribing a therapy regimen. Evidence-based medicine teaches students to focus on achieving important outcomes for patients, which increases their satisfaction and improves their relationship with the doctor.

One of the most important disciplines studied in medical Universities all over the world is biometrics, which is the basis of evidence-based medicine. The development of biometrics occurs in close cooperation with the achievements of information technology, mathematical statistics, and biology. However, there is a knowledge of medical statistics and, based on its usage experience, it is necessary for every doctor to record and process medical research data.

Fundamentals of biometrics are taught to first and second year students of medical universities as part of medical computer science classes. This was done to the level of mastering the fundamentals of biometrics, which is presented in the following requirements: students must solve typical problems and adequately use methods of mathematical statistics; be able to calculate point and interval estimates of parameters of the general population for a sample; graphically represent statistical distribution; and use basic statistical criteria for testing hypothesis.

The course of biometrics provides students with basic knowledge and skills of statistical analysis, as well as quantification probabilities of various phenomena that develop in the study of disciplines in other departments and subsequent training courses. A big "plus" in teaching medstatistiki entails the use of the methodological manual "Biometrics". However, it is of significant importance to focus on teaching the subject of practical use of statistical methods in solving problems close to medical research and practical work of

students. The presentation of methods of mathematical statistical analysis should be combined with the consideration and recommendations in the use of modern office programs. In the study of this subject, more study time should be allotted as part of the disciplines taught at the Department of Medbiophysics.

In this case, medical students will be able to obtain the basic knowledge necessary to compile reports on preventive and curative work. This is used for the preparation of certification materials in order to assign a qualification category.

The use of statistics is necessary because in these materials, it is required to indicate estimates of incidence by nosological forms, the number of patients consulted and treated for a certain period of time, and the number of patients who have undergone rehabilitation courses. This represents the ratio of those who went to the doctor and the treated patients, subdivided by age and sex. In such reports, absolute values (the number of patients treated in an outpatient clinic or hospital), as well as spot sampling, often uses confidence intervals, in accordance with the requirements of the practice of health management and qualification commissions.

It must be emphasized that in the process of teaching biometrics, as well as other disciplines in the department of medical biophysics, it is important to use innovative technologies, which include didactic teaching aids, which is focused on the implementation of value-semantic aspects of the material of the studied disciplines.

Therefore, this will allow first-year students to understand the principles of analysis and management of information flows in medicine; formulate scientific and practical tasks accurately and logically; and choose adequate methods and tools for their decisions that will undoubtedly contribute to the improvement of the quality of their education, effective activity in science, and practical medicine.

Conclusion

Students graduating from Medical Universities must learn the basics of medical informatics and make extensive use of it in their practical work. Our findings suggest that those undergraduate medical students, irrespective of the fact whether they took a medical informatics course or not, have good knowledge. Furthermore, students' comments also emphasized a need for practical sessions to be included as a part of the course.

It would be beneficial to assess healthcare providers' attitudes in their actual medical practices. Thus, integrating a medical informatics course in undergraduate medical curricula is strongly recommended in order to effectively prepare healthcare providers for the future.

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Research of Mass-Communication, Agenda-Setting Theory

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Abstract

This paper focuses on the relationship between subjects and society where the author attempts to present the factors responsible for agenda-setting by mass media. The article develops the following opinion – Influence of media is determined not only by spreading various viewpoints, but by setting informational agenda. Agenda-setting is presented as a multifactoral process of exchanging influence, which depends upon different social institutions and the individual life of a communicator. The author tries to review a relationship between traditional and new media.

Keywords: Agenda-Setting, Mass Media, Society, Political Subjects, New Media.

Introduction

In non-democratic, democratic and to-be democratic states, mass media owns a lion's share in the formation of a relationship between society and politics. However, mass media delivers information to society. The society reacts accordingly to the action named by social opinion, which is the base of orientation for political forces. Based on social opinion, political forces decide and steer their actions, meaning that they are involved in the modeling of political events.

Research history of media, which has a significant influence upon society in the sociology of mass communication, is as old as 100 years. It is enough to take into consideration the study of W. Lippmann, T. Laswell, P. Lazarsfeld, D. Clapper, E. Noelle-Neumann, M. McCombs, and D. L. Shaw. Mass media is a bridge between society and the events around the world as stated by W. Lippmann in his renowned work titled "Public Opinion". P. Lazarsfeld offers empirical proof to the following paradigm. In the majority of cases, mass communication sources transfer the ideas to leaders of public opinion which are second handedly delivered to less active classes of the society later. Following the same viewpoint, B. Berelson noted that, in terms

of defined subjects, mass information sources are able to influence certain groups of individuals.

I.

Influence of mass media is not only defined by persuasion of a recipient, but also by concentrating on the public opinion around certain subjects. Quite often, the question is asked when discussing a rational influence of media systems – How widely is the social power exercised over the audience? And which of the methods are utilized? There is no unilateral theoretical approach to the aforementioned subject. Thus, part of the researchers thinks that the audience is totally vulnerable against informational means. On the other hand, others reflected that mass media is more or less an independent subject and its influence over the consciousness and action of the audience is meager.

Agenda-setting theory, based on 1970 observations of media influence over American electorate, represents a form of solution to mentioned dilemma. The theory is consisted of selections and queuing news on a grid of television programs or pages of newspaper. According to the theory offered by M. McCombs and D.L. Shaw, media influence upon audience is determined not by spreading ideas, but by the setting of the agenda. The most frequently spotlighted problems are considered as the most important by the society. The very media-effect is based on a mechanical-memory principle, having a superficial nature. Hence, this does not signify that mass-informational sources create perfect representations of reality. Mass media is capable to only notify the audience about certain important problems. Bernard Cohen considers that the Press becomes successful when the reader is told what to think about, instead of the reader thinking what they want.

Rogers offered three (3) types of agenda-setting, namely: Social, informational, and strategic (political).

With mass media, agenda-setting is caused by social and political institutions. Political subjects set the agenda according to their own interests. Therefore, media highlights topics that are not relevant to wide audience and it only serves certain political interests. Furthermore, such “privatization” of political agenda, in a long run, worsens the economical and political situation of the state, followed by social discontent. Although, quite often, political subjects correct their agenda-setting relatively to media. The consequence of mentioned action is the neglecting of social problems, until one particular side decides to actualize them in accordance with their interests. As an expert of media and communication, Professor of London University, Natalie Phanton, stated that there is a strong bond between political and media elites. In addition, there is a relationship causing essential influence on lawmaking, political directing, and agenda-setting.

In totalitarian states, politicians, along with media, set the agenda. On the other hand, for democracies, the case is vice versa. The degree of a correlation is diverse. The bond among all the three that was mentioned could serve as an indicator for the evaluation of the state.

Mass media is responsible for setting the agenda, which means civilians pay more attention to the topics that are highly considered by the media. This is mostly transmitted with numerous angles and prolonged broadcasting time. Consequently, the society prioritizes the topics highlighted by the media, transferring the case to governmental agenda. Thus, the media setting the agenda is highly consequential to the society. Despite the vital role of the mass information means in agenda-setting, the unity of interests between traditional media and society is fairly rare. This can be explained by the following: Mass information means are unable to cover the entirety of important aspects in social agenda. Also, individuals are concerned about matters that are not broadcasted through the means of mass information. Hence, when choosing directions, traditional media is not independent from media-owner, which is dissimilar to the new media. The journalists attach the meaning to certain subjects that are reflecting political beliefs and interests of the media-owner via selection, negligence, and framing the broadcasting process.

In journalism, an attitude towards the case has changed significantly due to strengthening the role of the new media. In terms of modern technology and role of the journalism, theoretic specialists put effort to come up with classifications for “the new media”. Relationship between new and traditional media is also a subject of high significance. During the studies of the “new media”, we came across not only the various directions of mass communication, capable of fulfilling modern technological demands, but also the society’s vastly different attitude towards information itself. Unlikely from the end of the sixties, modern media landscape is settled by bloggers, civilian-journalists, Facebook and Twitter users, and also traditional media giants. Nowadays, everyone streams towards becoming a part of mass information means. Does this particular change reflect upon agenda? According to traditional theory, means of mass information have a significant influence over social priorities, directing the attention towards their own topics. Although, with the appearance of Web 2.0 and social networks, does the mass-media still hold on to agenda-determined balance of power?

Numerous researchers have been studying the question about the redistribution of power by analyzing the influence of blogs in media cycle, or their diffusion with traditional keepers of mass information means. Considering the fact that several bloggers possess more media platform and print media popularity begins to deteriorate, it appears that social media is an egalitarian breakthrough. It is a platform for united people to discuss the

questions that are essential for public talks. Thus, tremendous amount of power mongers carry on fighting for market share, putting more flexible business models, and have adapted to changing media landscape by using several aspects of the social network. Traditional means of mass information regularly cite the blogs as the primary materials, and blogs, in return, are dependent upon traditional means of mass information. It is evident that mass-information means impact each other, even profiting from the relationship. However, should the change of such magnitude be looked at as a battle for power, or as a healthy evolution in terms of mass-information means?

Conclusion

Agenda-setting is determined by the following factors: Direction of political subjects, redactional politics of the means of mass information, state organizations, commercialization of the means of mass information, economic agents, etc. By adding the mass media influence over election campaigns, hidden advertisements, and open or subtle support of political forces, it becomes vivid why the relationship between political subjects and media is a topic of great concern. The example is significantly noticeable in “New Democracies”, a list in which Georgia is included. New democracies are undergoing the distribution of the power. Politicians and mass-media representatives have a relationship, and the formation of its norms is happening in the present moment. Thus, this means that it is natural and understandable for ruling or oppositional sides to have a significant influence on mass media, and if they fail to do the mentioned, they will at least try to win the sympathy. Agenda setting is a differentiated process of influences, which depends upon social institutions and individual consciousness of the communicator. Setting of informational agenda is not equally reflected on each member of the society. The degree of influence depends on the contents of the media message, as well as on the character of the recipient. If the attitude audience is personally related to media message, it will not be vulnerable to the media. The influence of the media is highly powerful if there is no criticism of the information, for example during: Terrorist attacks, conflicts and natural disasters. Russian researcher, E.G. Dyakova, concludes that not every means of mass information is responsible for setting an agenda, but only the mainstream ones. Hence, the magnitude of influence is directly correlated to the problem broadcasted by the media. The problems being diversified, as obtrusive and non-obtrusive, finally strengthened the argument that agenda-setting effect is not limitless and the means of mass information are not invincible.

During the talks about agenda-setting and the dividends of the new media, a grave problem is taken into consideration, which is the multitude of informational streams. This makes it difficult to truly find a valuable one.

However, the practical experience shows that when socially relevant topics are spotlighted, the new media is consolidated and is capable of creating crucial platform for discussion.

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The Peculiarities of International Tourism Business in Context of Sustainable Development

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Abstract

The aim of this article is to demonstrate the global trends of tourism and its current status as the global economy sector; Analyze and characterize statistical data of the world touristic regions; to study Georgia as a new direction of international tourism; Consider potential opportunities for sustainable tourism development in Georgia.

The research showed that the tourism industry is growing and it has a great economic and social importance, but it is characterized by development inequality and with some risk in the developing countries.

Georgia declared the sector as the priority of economic development. International tourist flows (mostly from neighbor and post-soviet countries), revenues, as well as the inflow of foreign currency are rising, however, recognizing its positive economic and social outcomes, in most cases, is quite controversial even in the circle of professional economists.

The results obtained make us believe that it is necessary to take joint care of the government and industry representatives and their orientation towards sustainable development, so that the coverment, population and business jointly receive social and economic benefits.

Keywords: International tourism, Sustainable development, Georgia.

Introduction

Tourism is the world's global industry, which is accompanied by positive and negative factors. It operates on political, financial-economic and social systems. In the developing world tourism has important peculiarities. Therefore, it is necessary to strengthen positive impact and, accordingly, have orientation on inclusive and sustainable development.

International tourism is characterized by growth trends from the 20th century. In a number of countries, even in the face of the economic crisis and

unwanted coefficient, tourism has maintained positive trends, as it stimulates both economic and cultural development.

International tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector’s strength and resilience. International tourist arrivals grew 6.8% in 2017, the highest increase since the 2009 global economic crisis and well above UNWTO’s long term forecast of 3.8% per year for the period 2010 to 2020 (UNWTO, 2018).

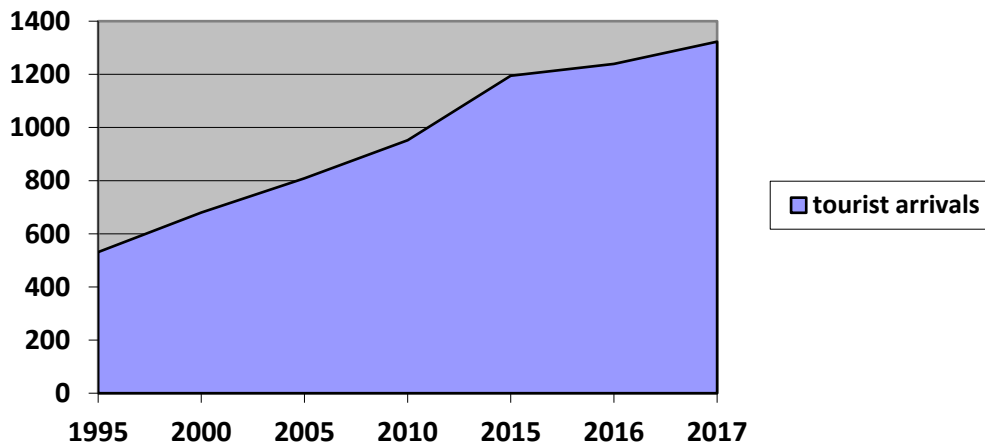
International tourism receipts increased 4.9% in real terms (adjusted for exchange rate fluctuations and inflation) to reach US\$ 1,340 billion in 2017 (UNWTO, 2018).

Number of foreign tourists, arriving in Georgia, increases from year to year. However, the tourism potential is not full and the earnings are not so pleasant. The richness and diversity of natural and cultural-historical resources in case of decentralization of the destinations is undoubtedly a possibility for Georgia to become one of the leading countries in the field of tourism.

Literature review:

A total of 1,323 million international tourist arrivals were recorded in destinations around the world, some 84 million more than in 2016. Results were driven by sustained travel demand for destinations across all world regions, including a firm recovery of those suffering from security challenges in recent years. Growth was fuelled by the global economic upswing, resulting in strong outbound demand from virtually all source markets (UNWTO, 2018).

Diagram1. International tourist arrivals, 2017 (world, million)



Source: UNWTO, 2018

Strong outbound demand from both traditional and emerging markets fuelled growth in global receipts, which follows the positive trend recorded in international tourist arrivals (+7%). By region, the Middle East led growth in receipts, as some destinations rebounded strongly after weaker results in 2016.

Total exports from international tourism therefore reach US\$ 1.6 trillion, or US\$ 4 billion a day on average. As a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products. In many developing countries, tourism is the top export category (UNWTO, 2018).

For a less developed country, there is a kind of enchanted circle that is connected with investments and tourism flows - On the one hand, investors are cautious about investing money in the country's tourism sphere unless the tourist flows are not taken away, and on the other hand, tourists are cautiously traveling to these countries because they cannot see the appropriate quality, food and transportation means (Gvelesiani, 2018).

Literary analysis confirms that, along with the increase of free time, along with the worsening of the general economic situation, 2 main tendencies are allocated in the recreational behavior of the population: Division of holidays and Increasing short-term trips (Koblianidze, Meladze, 2012).

Contemporary international tourism is also characterized by the following proportional system: mass (group) tourists constitute 30% of the total number of tourists and 70% of tourists are individual travelers who travel to nearby countries. This ratio changes in favor of mass tourism in recent years, the reasons for which are the reduction of holidays, the increase in holidays, the reduction of aircrafts fare, the increase of charter flights, the search of new destinations with many advantages, and the increase the number of tourists willing to travel by bus (Koblianidze, Meladze, 2013).

International tourism is such a complex phenomenon, its development requires special approaches to the study of development and makes the world a positive result of its activities in the sphere of consumption services generated by the tourist flow (Krasnokutskiy P, 2016).

Customer demand for service quality is noticeable. This is especially evident in the fact that tourists travel more and more and get acquainted with the modern service. The more they travel, the more comfortable they are asking and compare the experiences they have received in each of the presented services. They often criticize and complain.

International Tourist Market Operating Mechanism (Kordzaia, 2016) states that the formation of the international tourism market can be described by the joint action of four key components: demand for international travel, delivery of travel services for international travelers, transport and government role.

The most significant development in tourism over the last 15 years has been the arrival of Chinese tourists in the world market. According to the statistics of the China National Tourism Administration, 122 million outbound trips were made by the Chinese to the rest of the world in 2016. This number was exceeded 130 million in 2017 (Chow-Hou Wee, 2017).

Research methodology

We have conducted qualitative and quantitative research to achieve the goals set out in the work. For the qualitative research we conducted an interview with Georgian experts (total 5 persons); It was interesting comparative analysis of the opinion of the scientists and the industry representatives.

150 tourists were interviewed for quantitative research in May-June of 2018, in tourist places of Tbilisi (Old Tbilisi, Rustaveli Avenue and Funicular). These places are always crowded and most interesting for all types of tourism market.

Results

The answers from 4 out of 5 respondents on the first question of in-depth interview "is right or not the tourism considered as one of the main priorities of economic development of Georgia" - coincide with each other and the convincing opinion coincides with the analysis of the literary sources. An analysis of responses has shown that specialists consider the field as a priority for a number of positive economic events.

The second question: "Does Georgia's attempt to become a tourist destination attractive and the number of international visitors reach 20 million in 2025? (In 2017 this index was 7.6 million)". The answers were quite disconcerted and it was difficult to think; 4 answers from 5 shows the fears, what can result in further increase of tourist flows in Georgia: ecological and social factors. However, this fear is different from the economist-professors and the representatives of the field. 5th answer is completely opposite. Thus, analysis of the responses has been identified as responsible increase of tourism in the social, political and economic terms.

On the one hand, awareness will increase; on the other hand, the question of infrastructure preparedness is questioned. Among the responses there is a professional approach of the sector: the country prefers to have a small amount and well-payer tourists not to deteriorate the quality of the territories.

When asked what areas to develop tourism in Georgia that are more economic benefits for the country? The sustainable and inclusive development approaches were observed: Creation of tourist clusters, high economic benefits in the backward regions of the adjacent population.

One of the answers to the question is that agro and rural tourism will be the most acceptable for Georgia, as well as the importance of development of resorts and business tourism.

It is revealed that one of the negative factors of tourism's "over-dependence" respondents mostly do not acknowledge and it emphasizes that it also develops other fields.

The last question "What negative moments do you see in tourism?" The answers are very encouraging in the context of sustainable development. The fear of negative impact has been revealed and, again, the need for sustainable tourism development has been confirmed.

Accordingly, it is proven that our country's tourism development and discussion in the international context should only be based on the principles of sustainable development, which is in line with the global trend.

The study of foreign tourists has revealed that the most important sources of information about Georgia are close people and the Internet, the first visit to Georgia for the absolute majority of tourists, although there were also those who had arrived in the third time; The majority of foreign visitors spend between 121 and 150 Georgian laris per day; There are more than 180 laris spenders, but their numbers are modest - 17%. That can be seen here the connection with the in-depth interviews and tourists' answers - Georgia prefers a bit and well-paying tourists.

It also shows that a majority of foreign tourists arrives for 6-7 days, thus showing a different tendency from the world. The purpose of the visit to Georgia was confirmed with world indicators. Recreation is the main trend for vacation. Hospitality is also highly rated.

The following question was a quality assessment, public transport received the lowest evaluation. Accommodation received: hotels - high rating and other accommodations - medium rating.

Also, we took into consideration the satisfaction survey with the price/quality ratio in questionnaire. It is estimated that 51% of foreign tourists are dissatisfied with the price/quality ratio and 36% find it difficult to answer.

In spite of all, 46% of the surveyed tourists planning a return trip and 82% of respondents advised relatives to visit Georgia. This indicator gives you the chance to make predictable projections.

Discussion/Conclusion

World tourism is marked by obvious tendencies of regionalization and competition. In international tourism, we can highlight several important trends:

- The duration of staying visits and the travels carried out during the year are increasing. There are observed increasing short-term travels - weekends or 2-3 nights.

- The customer's demand for service quality is noticeable. This is especially evident in the fact that tourists travel more and more and get acquainted with the modern service.
- Travelers around the world are looking for experiences that are unique and authentic.
- The future success of tourism business is in digital technologies (online and mobile reservation, social media, and online reviews).
- It is expected East outbound market share growth; they will have demand on a luxury-looking journey.
- More and more Chinese travel abroad, in addition, the share of repeated visits to the same countries / directions increased.
- Increasing the importance of sustainability worldwide. Sustainability became the central moment of the tourism industry.

Georgia is perceived as a new, tourist destination, and so it is interesting for every traveler or tourist. Our country, especially in recent years, has been actively involved in various processes to demonstrate and offer its travel opportunities to foreign users. Studies show that tourism development and development are positive for the country's economy.

There are ample resources for Georgia's international tourism development. The number of foreign tourists arriving in Georgia increases from year to year, although the potential is not fully utilized and the earnings are not so pleasant.

The richness and diversity of natural and cultural-historical resources in the proper management of destinations, undoubtedly provide an opportunity for Georgia to become one of the leading countries in the field of tourism.

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