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A New Paradigm of Education in the First Democratic Republic of Georgia

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Abstract

The article concerns education and its ideological-philosophical perspectives of the Democratic Republic of Georgia. Considering education as a reflection of a country's political context, the author argues that education policy was oriented to instill the most progressive democratic values of the time in the education system of the newly established country. The main research question centered on highlighting the Educational paradigm, philosophical views and approaches that were promoted in the First Democratic Republic of Georgia in 1918-1921.

Thoroughly examining historical documents, scientific articles and magazines, the author asserts that the roots of our European and Democratic educational aspirations are found for almost a century ago in Georgia. One of the most challenging goals for policy makers of the time was to develop a new education system by totally changing the existed traditional system and abolishing the consequences of the Tsarist Education Policy. Georgian educators were striving to advance humanistic and child-centered education principles. The ideas and theories of the European philosophers and educators regarding freedom, independence, integrity, self-discipline, creativeness, empathy and cooperation for students' intellectual, social and emotional development were valuable concepts for Georgians in the period of creating the new democratic country.

Keywords: Russification policy, Europeanization, democratization, educator, philosopher.

Introduction

Georgia gained its first independence in 1918 and started to build a new democratic country with a great emphasize on education system reform. Georgia has preserved its independence for only three years, but a number of reforms based on the democratic principles and values distinguish the mentioned period in the history of Georgia. Due to a Soviet Union era, the mentioned period is hardly examined and therefore, there is a great interest

in the contemporary period from the state institutions as well as scientific world.

The aim of the research paper was to examine the new model of the Education system, specifically focusing on the changes occurred in education due to the transition from Imperial Russian education system to the national education system of the First Democratic Republic of Georgia. I was interested in the leading philosophical ideas and approaches that were dominant in the mentioned period. Taking into consideration the radical reforms implemented in the system to change totally the consequences of the Tsarist Education Policy; the main research question centered on highlighting the Educational paradigm, philosophical views and approaches that were promoted in the First Democratic Republic of Georgia in 1918-1921.

I have used a historical research method. I have collected, organized, analyzed and synthesized the information obtained through archives, manuscripts, magazines, biographical notes, historical memories and scientific articles in order to come to an adequate interpretation, assessment and to make significant findings. It turned out that European and Democratic values, theoretical foundations and philosophical attitudes had become one of the most influential ideas among Georgian educators of that time. The article focuses on examining the mentioned European and Democratic principles favored in the newly established country. Research has shown that the notions such as obedience, physical punishment, cramming, abstract thinking, classification of education, teacher centered approach and authoritarian system, that was characteristic to the russification education policy, had changed into a free, humane, creative, student centered, personality development, integrity and positive teaching and learning environment concepts.

The following article takes a look at the philosophical ideas, theories and approaches of John Amos Comenius, John Dewey, Maria Montessori, Helen Parkhurst and Friedrich Froebel, who were increasingly popular and welcomed in the beginning of the 20th century in Georgia.

The Heritage of the Russification Education Policy

Education system of Georgia had been suffering from the russification policy of Tsarist Russia for almost a century being under the control of the Russian Empire. The Empire provided class centered, conservative educational path that was utilized for social control throughout the whole Empire. Giorgi Laskhishvili Minister of the People's Education of Georgia announced in his speech with national council of Georgia that "Unfortunately, Russian government has always been hindering people's enlightenment processes even in Russia itself and as for the other countries,

the situation is extremely unbearable” (Laskhishvili, 1918, p.71) The strategy of the Education policy of the Empire was to “abolish national cultures and enhance russification policy” (Laskhishvili, 1928, p.45) in the occupied countries. It was considered in the Russian government that “excessive education” of lower social classes could cause chaotic changes of the existed social order (Cox, 2011). Therefore, scholastic and dogmatic teaching approaches were used in all countries to enforce the education policy of tsarist autocratic Empire.

Schools were functioning under the authoritarian system, controlling all the aspects of school functioning. Teaching and learning environments were strictly managed; teachers were considered the main source of spreading Empire’s policy. Students were forced to cram information, not to ask questions, to obey on everything that teachers required; otherwise, they were punished physically. The knowledge that students got at schools was far from the real life and was useless for them. The whole education system was teacher centered and controlled by the government in order to instill their political views in children’s mind.

Regarding the mentioned burdensome heritage, Georgian educators were looking for the new theories and educational ideas that could totally change the existed system and develop innovative teaching and learning approaches. There were represented educational reform path with a strong emphasize on national principles and strategies. It is worthwhile mentioning a huge contribution of the “Society for Spreading Literacy among Georgians” in enhancing literacy level among Georgian people. However, in addition to the nationalization policy of the Education System, there was another line of the educational strategies based on Democratic values and European educational principles. Giorgi Laskhishvili, Minister of People’s Education of Georgia announced that “ It is important to put all resources for democratization of school system, flourishing national culture and encouraging free and unified school ideas in order to take its decent place in the new life” (Botsvadze, 1918, p.3).

Democratic and European Education Theories

Georgian educators’ high interest in European Education system and Democratic values are undoubtable. There are numerous articles published in the newspapers and magazines of that time where Georgian educators were expressing their positive attitudes and admirations to the German Education model, they are examining thoroughly theories and approaches of the following education philosophers and educators: John Amos Comenius, John Dewey, Maria Montessori, Helen Parkhurst, Friedrich Froebel and others.

German education system was the most favored model in Georgia. Georgians were acquainted well enough with the mentioned model

with the help of Georgian famous writer, Konstantine Gamsakhurdia. He declared in his letters that, “Georgia cannot keep pace with the existed traditional way anymore. Our fate and culture is changing its course from now on. The experience of Japan has shown us that - the East, our cultural ties are tightly intertwined with, takes its vital energy source from the West” (Modebadze,2009, p. 244).The strengths of the German model were considered to be: taking responsibility on compulsory mass education by the government, providing free primary education for poor people, recognizing teacher’s profession, implementing basic salary policy, funding school constructions, enhancing a high quality of teaching and learning and powerful national contents in the curriculum. The above-mentioned advantages became the most attractive principles for Georgian people in the process of creating their new education system.

Consolidation to the European education system could not be realized without accepting the ideas of the father of modern school system – John Amos Comenius. Consequently, there is no doubt that the creator of school bell and 45-minute lessons was well liked in Georgia. Comenius is known for developing a new school system. According to philosopher “If we want the church, the state and the household to be well arranged and to flourish, we should above all, introduce schools and let them flourish; let them be real and alive workshops of human education and seminaries of the church, state and household. This is the way to achieve our goals, not any other way” (Mirko, Emerik, 2014, p.39).

The philosopher’s ideas regarding general primary education available to everybody was one of the most influential postulate. Comenius suggested that “all the people are equally capable of being educated, which is not a privilege of certain classes, or certain nations” (Mirko, Emerik, 2014, p.34). Comenius’s didactical principles about visuality, systematicity, democraticism, appropriateness and teaching in mother tongue; were accepted by the Georgian education reformers.

While building a new Democratic country, education reformers were keen to realize democratic values in education too. Consequently, John Dewey’s philosophical ideas were highly discussed by the Georgian educators. Education is considered as the main instrument of democracy and the subject of public care in philosopher’s work “Democracy and Education”. According to Dewey, the requirements for education in democratic countries should be in line with democratic principles and theories of education should be based on the indicated principles. Democracy is more than just a form of governance according to John Dewey. It is primarily a condition for life, interconnected experience and knowledge of each other. The advantage of democracy is the possibility of an individual's ability to broaden the scope of action. John Dewey believes that one of the functions of school education

is to create a broad and well-balanced environment. The representation of children of different race, religion, and customs in the school creates a new and wider environment for each of them. The general education issues are more likely to be seen on the horizon than in the isolated grouping in the school environment, balancing the various social elements of the school environment and it is clear that all individuals are allowed to escape the restrictions imposed by the social group in which they are born and to establish contact with a wider environment. He considered education not only the way to acquire specific skills, but rather realization of one's full potential and skills for the greater good. He believed that students thrive in an environment where they have possibility to experience and take part in their own learning.

The importance of appropriate learning environment is one of the most important postulate in the philosophy of Maria Montessori. The educator considers that every child deserves to have carefully and thoughtfully prepared environment, that would be appropriate of children's' developmental stage. The main principles of the mentioned environment are freedom, independence, choice, order, movement and control of error. Montessori theory is a child centered educational approach. There is a big difference in teacher's role in traditional and Montessori environment. The role of the teacher in a Montessori environment is to facilitate the child to teach himself by following his own internal urges. The ratio of student-teacher activities in class is 80% to 20%, where students' freedom covers 80% of the classroom activities. Freedom and discipline are the main concepts of the Montessori theory. She considers that freedom of choice and personal motivation advances self-discipline. Montessori environment encourages children's independence, self-regulation, confidence, enthusiasm, empathy and concentration to be natural phenomena of everyday being. Maria has elaborated teaching resources on the base of its theory that is known under the name of Montessori toys. According to the theorist, nothing goes into the mind that does not first go through the hands. Therefore, Montessori toys are the bridge between himself and the surrounding world, mini model of the planet that can help children to increase balance, coordination, concentration and independence. All the aspects of the mentioned theory are directed to the children's intellectual, social, emotional and spiritual development, in order to advance student's academic, social and practical skills.

The child-centered education was a core idea of Helen Parkhurst's theory, who was the follower of John Dewey and Maria Montessori. The American educator has developed a philosophical idea known under the name of "Dalton Laboratory Plan". The main notions of the plan are freedom, independence and cooperation. The principle of freedom encourages

independence and creativeness taking into account student's interests. The concept of cooperation advances children's social skills and gives possibilities to collaborate with different people to share their experiences. To accomplish the mentioned idea, Helen Parkhurst elaborated three-sided structural plan: house, assignment, and laboratory. House - the plan provides for students house like classrooms, the house is the home base for students. The teacher acts as a house teacher who guides, coaches and helps the children, developing relationship with the students and their families, to create close unity of the house. The assignment is like a learning contract between the student and the teacher. The students take responsibility that they will finish their assignment within an agreed timeframe. This kind of assignments give students possibilities to refine their time-management and organizational skills and to make decisions by themselves. The laboratory is a center, that provides students with all kind of resources to examine and research specific subject topics. The advantages of the mentioned model are considered that it fosters the ability to think and act independently, enhances the abilities to concentrate and persevere while implementing tasks, nourishes the quality of consideration, fosters collectivity and cooperativeness, and encourages students' independence and responsibility.

The radical changes were noticed in the kindergarten education system by widely acknowledging Friedrich Froebel's philosophical ideas in Georgia. There were opened a number of kindergartens under the theoretical view of Froebel (Modebadze, 2009). Froebel considered kindergarten as a garden for little children, where all necessary conditions are provided for encouraging children's self-realization. One of the most essential roles in the process of children's appropriate physical, mental, moral, motor and social development process is playing plays. He is best known for his work on play. He developed teaching resources "Froebel gifts" – ball and geometric figures- shaped wooden bricks for children. Learning through activity was one of his main ideas for children development. He has elaborated a concept of social discipline, when students are responsible for the surrounding social order. His philosophy resisted the cramming practice of traditional school, Froebel strongly believed that it was vital to develop children's creative and independent thinking, encourage cultural diversity and social skills necessary for real life (Peerada, 2016). According to statistical data in 1919 there were eight Froebel courses in Georgia (Gavashelishvili, 2004).

Conclusion

Georgians had been fighting for radical changes in the country as well as in the education system for a long period. Being under the control of the Russian empire Georgian people were struggling to eliminate the consequences of the Empire policy in all systems of the country. One of the most strategically important fields was considered Education. Georgian educators, scientists and public figures were striving to change the existed traditional education system. They were speaking out about harmful sides of the traditional school and looking for the new model. However, they were able to realize their aspirations only after gaining independence. Two main changes occurred in the reformation process were nationalization and democratization of the education system.

The topic of examination of this article was the concepts and philosophical views of democratization of the education system in Georgia in 1918-1921. Research has highlighted the notions and approaches characteristic to the Russification policy on the one hand, and the theories, approaches and concepts of the new paradigm for education on the other hand.

Georgian educators were complaining and speaking out about the bad sides of the existed system. They were protesting mostly the eradication of Georgian Language from schools and elimination of development of all kinds of national values and principles in Georgian people. Besides, they were severely fighting against physical punishment practice prevailed in the traditional school system. They opposed the method of cramming, abstract thinking and ignorance of students' individual interests and characteristics; and a huge gap between the knowledge students acquired at schools and real life practice. All the characteristics of traditional school - classification of education, teacher centered approach and the whole authoritarian system were unbearable burden for Georgian people. Georgian educators, writers, public figures were striving to increase the importance of education in ordinary people, distinguish strength and weaknesses of illiteracy. They strongly believed that the lack of education resulted in mental, emotional and moral destruction of people. Therefore, they intensely promoted another paradigm for education based on European and Democratic principles.

Western education system provided world education with a number of innovative approaches that turned out acceptable for Georgian people. Free mass education practice, state's responsibility on people's education, teaching in national languages and all advanced theories in teaching and learning field became mostly popular among Georgian educators. The research has underlined the main concepts and notions characteristic to the new teaching and learning approaches of the time - child-centered education, freedom, independence, self-discipline, self-realization, creativeness,

empathy, cooperation, child-centered learning environment, and the importance of students' intellectual, social and emotional development in order to advance their academic, social and practical skills. The mentioned ideas were valuable for Georgians in the period of creating their new democratic country.

The development of education system by completely changing the existed traditional system was one of the most challenging goals for policy makers in the First Democratic Republic of Georgia. The main philosophical ideas, theories and future education model had already been worked out by the educators and public figures. They started realization of their dreams and goals simultaneously Georgia gained its independence. However, there were only three years in their hands to implement all their objectives. There is no doubt, that it was impossible to fulfill their intentions and ideas in such a short period. Anyway, it is a highly significant period in the history of the development of Georgian education system. We are able to find out the roots of our European and Democratic educational aspirations for almost a century ago. It is worthwhile noting that nowadays our education system is on the way of fulfillment of all the above mentioned theories and concepts.

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Ageing Policy

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Abstract

Current trends in demographic aging of the population are unprecedented in the history of humankind. This trend is observed globally, and it is irreversible. Experts attribute this change to the simultaneous impact of two demographic factors: low increase in birth rates and rapid increase in life expectancy. Large-scale migration can also contribute to changes in the age structure of the population.

The scale of demographic aging of the population exerts significant pressure on socio-economic systems of the countries and of the world, that cannot continue to function in their original form. There is an immediate need to reorganize them in response to this new demand.

Managing the process of aging and treating geriatric diseases is one of the major challenges for health care systems. Treatments needs of aging population are high, resource intensive and drive medical expenditures upward.

Demographic aging process in Georgia began in the 1990s and continues to this day. In order to have an effective public response to aging and to provide comprehensive health services to the elderly population, it is necessary to introduce general gerontology and geriatrics in the curricula at all levels of medical education. It is crucial to train medical professionals in areas such as prevention, treatment, and care of chronic geriatric diseases and to create a favorable environment for these services. This will help to prevent diseases among elderly population and will also contribute towards improving quality of health care system.

In countries where preventive services are highly developed, people age healthier, there is higher satisfaction with healthcare, health indicators are improved, and there are also significant savings in healthcare costs.

Keywords: Population aging, treatment of elderly, Aging policy, Health.

Introduction

Birth, childhood, adolescence, adulthood and old age -- this is the path that every human has to go through. Aging is the result of a biological change of a human body and this regular age-related change reduces the organism's adaptive capacity (Gogichadze, 2009).

The research is a policy analysis, which explores theories of ageing, aging process in Georgia and its policy implications. It was conducting using desk research methodology based on interpretive framework proposed by Bacchi (1999 & 2009). This approach answers the question -- How is the policy problem defined or constructed; what assumptions underpin the problem framing?

There are many opinions and theories about the causes of aging. One of the popular theories is the "Big Biological Clock" theory by Dilman. According to this theory, bodies have a neuroendocrine biological clock. It provides the body with the ability of homeostatic adjustment. With aging this "clock" fails, leading to the failure of homeostasis and coordinated work of human organs. This makes the body prone to diseases and body starts aging. According to Dilman, aging is not a physiological process, but a disease, which can be cured by fixing "Big Biological Clock" and restoring homeostatic adjustment (Dilman, 1994).

The current population aging process has no analog in the history of mankind. According to the classification of the World Health Organization, individuals over 60 are considered as elderly, and over 80 years – as oldest old (UNFPA, 2012). Currently, the demographic aging rate in the world reaches 10.3%, and the average annual increase of the elderly population is 2.0%. The fastest-growing age groups in the population are 80 and older, and most of them are female: there are 81 elderly men per every 100 elderly women. Based on the materials reviewed, the following conclusions can be made: demographic aging is a process which is becoming widespread throughout the world. It is global in nature and irreversible (Dilman, 1994).

According to 2017 UN study, the number of individuals aged 60 and older reached 962 million. They predict that by 2030, there will be 1.4 billion elderly individuals living on earth and by 2050 -- a quarter of the population will be 65 and older. The WHO also confirms the rising trend of aging.

The demographic aging process in Georgia started in 1990 and continues to this day. The nation is considered as aging if 7% of the population is over 65 years of age or older. The aging process in Georgia is clearly expressed. In 2014, the proportion of the population aged 65 years or older constituted 14.3% of the total population of Georgia, and the share of population 80 years and older was 3.1%. This is while the share of the

elderly in 1989 was only 8.8% of the total population of Georgia. It is thought that by 2050 this figure will reach 30% (Brundi, Chitinava, 2017).

Experts attribute the demographic aging of the population to a combination of two factors: a limited increase in birth rates and an increase in life expectancy (Hakkert, 2017). Large-scale population migration can also change the age structure (as it was observed in Georgia). Before 1970, a European woman had on average 2-3 children; today an average fertility rate is 1.4. According to the National Statistics Office, this figure is likely to be revised within the next forecasting rounds. Based on civil registration and census data in Georgia, the fertility rate varies between 1.98 and 2.4 and the latest estimate is 2.0 (Parliament of Georgia, NA). As a result of demographic aging of the population, the socio-economic systems of these nations cannot continue to exist in their original form. They need to be reorganized according to new demands. Christopher Murray, director of the Institute for Health Metrics and Evaluation at the University of Washington, said that people over the age of 65 will exceed the number of children, which will make it difficult to maintain a balance with the global community.

Calendar (chronological) and the biological age of a human are different concepts. In theory, the chronological and biological age of a body should be the same; but the intensity of the aging process in a person's body and his/her chronological age can be quite different. As a result, some people age fast, some slowly. When these two indicators coincide, physiological processes are normal; if chronological age is less than biological, it is a sign of premature aging. The biological age of an organism (*aging*) is correlated with the total number of senescent and aging cells among somatic cells (in tissues and organs) (Borodkina, 2018). Aging of cells is recognized as one of the reasons for irreversible halt of proliferation (Anat Biran, 2017). In the 1960ies, Hayflick and Moorhead experimentally proved that somatic cells had a divisional edge, which is referred to as "Hayflick limit". This limit is 50-52 divisions (Hayflick, Moorhead, 1961). This limit is determined by the shortening of chromosomal telomeric sites by 3-6 nucleotides after each division. To a certain extent, DNA shortening is perceived by the cell as DNA damage and the cell stops division or undergoes apoptosis. According to modern epigenetic theory, the rate of cell turnover in the mitotic cycle is determined by both genetic factors, as well as by environmental factors that cause the activation of certain groups of genomic elements (Galitski, 2009). An important epigenetic factor is a circadian rhythm and sleep disturbances, which are mainly caused by the development of information technologies and stressful living conditions (Shakarashvil, Arabuli, 2017).

The public policy on aging is defined based on the chronological age of its citizens, and the strategy of action is chosen accordingly (Parliament of Georgia, 2016). Elderly need help the most, as most of the physical or mental

problems arise at this age. Processes characteristic of aging occur to some degree in almost all bodily systems (Vorobiov, 2001). The high incidence of morbidity in old age is a result of the influence of various factors that the organism experiences throughout life-course and is manifested through age-related changes in cells, organs, and systems.

The treatment of geriatric diseases is one of the major challenges of any health care system. The incomplete list of age-related conditions includes cardiovascular diseases, malignancies, diabetes mellitus, atherosclerosis, impaired vision and hearing, fractures, infections, impaired cerebral circulation, degenerative changes in the internal organs, osteoporosis, depression, and other emotional problems. With age, the likelihood of a lethal outcome for severe illnesses is also increased. In Georgia, the cause of death in 46.8% are cardiovascular diseases and 10.3% — cancers. Therefore, the 21st-century health care faces very specific challenges (WHO, 2012).

Meeting the needs of a growing elderly population requires training of healthcare workers in the prevention and treatment of age-related chronic diseases. Countries should also develop a long-term care strategy and form a supportive environment for older persons. Gerontology, a study of aging and geriatrics, a field of medicine concerned with elderly healthcare are becoming increasingly important. Therefore, the medical education system should plan on training geriatricians. Unfortunately, there is a shortage of gerontologists and geriatricians in the Georgian healthcare system.

It is known that problems with health evolve slowly among elderly, organism's response sharply declines and most of the diseases become chronic. Aging is associated with an increased risk of developing multiple chronic conditions simultaneously ("multimorbidity"), which requires higher standards of care and are more costly (Hakert, 2017). With old age, the geriatric syndrome might develop. In many cases, the syndrome is the result of multiple factors and systems damage, and patient complaints often do not reflect the underlying pathological condition (WHO, 2015). As a result, these patients will have long-term prescriptions for medication. The likelihood for medication-related adverse events is high among elderly patients, as pathological changes caused by the underlying disease is accompanied with age-related changes (Schneider, et al., 1992). Besides, with old age, all four pharmacokinetic and pharmacodynamic characteristics of medications change: intake, distribution, metabolism, and elimination.

Taking large quantities of drugs is only a part of the problem. The secretory and motor functions of the circulatory and gastrointestinal tract get impaired with age; there is less fluid, increased fat, low blood protein levels, decreased liver enzymatic activity, decreased renal function, reduced receptors in the nervous system (Laurence, Bennett, 1987). All of these

factors should be taken in to consideration when giving a prescription. The government and health authorities should provide more reliable information to the population, doctors, and pharmacists about the dangers of taking unnecessary medication for older people. Doses should be selected individually. Prescriptions should be easy to understand and follow. It is necessary to strictly observe intervals between drug intakes. That patient shouldn't be required to take drugs more than 1-2 times a day. Drugs should be used only when strictly indicated and must be monitored. Doses should be adjusted if necessary. The treatment should not be more severe than the disease (Lazebnik, 2006). The drugs selection process should be guided by the principles to minimize the impact on the elderly's social activities and quality of life. The basic rule is: "fewer drugs easy intake".

Introduction of gerontology and geriatrics in the curricula of all levels of medical education is necessary to develop systems and resources needed for adequate care of the growing elderly population in Georgia. This will support the prevention of old age-related disease, as well as promote the development of quality medical services (Rubenstein, 2004).

Adherence to basic ethical principles is essential in the process of medical supervision of the elderly persons. Particularly important are the respect for patient autonomy and his/her right to participate in clinical decision making, informed consent, and confidentiality. Routine evaluation of the functional status of the elderly should include assessment of depression, dementia risk factors and memory function.

Primary healthcare has an important role to play in the process of providing healthcare to the elderly. It ensures continuous monitoring of the patient's health, which enables doctors to manage diseases effectively. A family doctor should care not only for the patient's physical health but also for his/her mental and social well-being. In countries where the health care delivery is organized with a focus on the primary healthcare model, population express higher satisfaction and have better treatment outcomes. Within such a model, prevention services are better developed, the population has better health outcomes and healthcare expenditures are lower. Support for healthy aging, with appropriate strategies for end-of-life preparation, can lead to significant savings of healthcare expenditures. Management of emotional and mental health problems is also linked to the development of preventive health care (Thorpe, et al., 2006).

The large proportion of countries' health budgets is spent on pharmaceuticals and less attention is paid to non-medication treatments and the promotion of a healthy lifestyle. Demographic policies can promote higher life expectancy, as well as improve the lives of older generations.

Conclusion

The important step in this process is to have an active aging policy in place: to create an environment for older persons where they can be active members of the society and stay healthy; have a health care system, which is tailored to their needs and focuses on disease prevention. It is essential to promote a healthy lifestyle and routine health monitoring. It is known that a person's perception of one's age depends, on one hand, on his/her approach and philosophy of life, and, on the other hand, on social, political and economic conditions in the country (Kuruvilla, 2018).

A society that cares for older people and helps them to take an active part in day-to-day lives is already effective in coping with ongoing challenges.

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Aging as a Challenge for Medical Education System: A Review of Literature

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Abstract

During the last century, the world has seen an extraordinary change in population structure. One of the aspects of this demographic transition is aging. Development in medicine increased access to healthcare, and development of medical technologies, as well as reduction of risks in other aspects of life – all have contributed to increased life expectancy worldwide. This is the first time when healthcare systems have to cope with this high number of aged populations.

Life expectancy in Georgia has also increased dramatically over the past few decades. The main result of life-expectancy growth is an increased number of elderly populations. Paired with low fertility rates, the aging of population changes the dependency ratio and exerts significant economic pressure on the countries.

The evolution of the healthcare system in Georgia has to adapt to the aging population. Adaptation mechanisms are multiple, but one of the cornerstones of this adaptation process is appropriately trained healthcare professional. Since the provision of knowledge and skills for future doctors and nurses originates in the medical school, teaching curriculum has to adapt to these new challenges. However, the current medical school curriculum does not adequately address the needs of the aging population. This includes the development of stand-alone as well as integrated teaching modules, routine assessment of students' attitudes towards an older population, and management of frustration during bed-side training when students cannot cope with the overwhelming physical and mental complexity of patients.

Keywords: Population aging, treatment of elderly, Aging policy, Health.

Introduction

Birth, childhood, adolescence, adulthood, and old age -- this is the path that every human has to go through. Aging is the result of a biological change of a human body, and this regular age-related change reduces the organism's adaptive capacity (Gogichadze, 2009).

Aging is an important challenge for Georgia as well. In 2017, the Government of Georgia had adopted a National Action Plan on Aging 2017-2018, which states that the population of Georgia is aging fast. In 2015, the share of the population over 65 was 14%, and it is expected to grow by up to 21% by 2030. Among others, this action plan defines that social gerontology and geriatrics should become a mandatory requirement for accreditation of teaching programs for doctors and nurses in 2018.

Managing the process of aging and treating geriatric diseases is one of the major challenges for health care systems. Treatment needs of the aging population are high, resource-intensive, and drive medical expenditures upward. In countries where preventive services are highly developed, people age healthier, there is higher satisfaction with healthcare, health indicators are improved, and there are also significant savings in healthcare costs.

As the provision of medical personnel with skills to manage geriatric patients becomes increasingly important in Georgia, we have initiated a review of the international experience of teaching gerontology/geriatrics to medical students.

Methodology

This study is a desk review/literature review of policy documentation and articles on aging-related (geriatric) content in the medical education curriculum. The findings are used for policy analysis on medical education and the inclusion of aging-related materials in teaching. We have used the interpretive framework proposed by Bacchi (1999 & 2009). This approach answers the question -- How is the policy problem defined or constructed? What assumptions underpin the problem framing?

Besides, we have reviewed the literature to identify the extent of aging and policy response in Georgia.

We sought the response to two main questions: what factors influence the choice of medical students to specialize or to care for geriatric patients? Secondly – what are the policy options to improve uptake of geriatric specialization (or possession of skills and care for geriatric patients).

Main Findings

Context: Aging Globally and in Georgia

The demographic aging process in Georgia began in the 1990s and continues to this day. In order to have an effective public response to aging and to provide comprehensive health services to the elderly population, it is necessary to introduce general gerontology and geriatrics in the curricula at all levels of medical education. It is crucial to train medical professionals in areas such as prevention, treatment, and care of chronic geriatric diseases and to create a favorable environment for these services. This will help to prevent diseases among the elderly population and will also contribute to improving the quality of the health care system.

The current population aging process has no analog in the history of humankind. According to the classification of the World Health Organization, individuals over 60 are considered as elderly, and over 80 years – as the oldest old (UNFPA, 2012). Currently, the demographic aging rate in the world reaches 10.3%, and the average annual increase of the elderly population is 2.0%. The fastest-growing age groups in the population are 80 and older, and most of them are female: there are 81 elderly men per every 100 elderly women. Based on the materials reviewed, the following conclusions can be made: demographic aging is a process that is becoming widespread throughout the world. It is global in nature and irreversible (Dilman, 1994).

According to the 2017 UN study, the number of individuals aged 60 and older reached 962 million. They predict that by 2030, there will be 1.4 billion elderly individuals living on earth, and by 2050 -- a quarter of the population will be 65 and older — the WHO also confirms the rising trend of aging.

The demographic aging process in Georgia started in 1990 and continues to this day. The nation is considered as aging if 7% of the population is over 65 years of age or older. The aging process in Georgia is clearly expressed. In 2014, the proportion of the population aged 65 years or older constituted 14.3% of the total population of Georgia, and the share of population 80 years and older was 3.1%. This is while the share of the elderly in 1989 was only 8.8% of the total population of Georgia. It is thought that by 2050, this figure will reach 30% (Brundi, Chitinava, 2017).

Experts attribute the demographic aging of the population to a combination of two factors: a limited increase in birth rates and an increase in life expectancy (Hakkert, 2017). Large-scale population migration can also change the age structure (as it was observed in Georgia). Before 1970, a European woman had, on average, 2-3 children; today, an average fertility rate is 1.4. According to the National Statistics Office, this figure is likely to be revised within the next forecasting rounds. Based on civil registration

and census data in Georgia, the fertility rate varies between 1.98 and 2.4, and the latest estimate is 2.0 (Parliament of Georgia, NA). As a result of the demographic aging of the population, the socio-economic systems of these nations cannot continue to exist in their original form. They need to be reorganized according to new demands. Christopher Murray, director of the Institute for Health Metrics and Evaluation at the University of Washington, said that people over the age of 65 would exceed the number of children, which will make it difficult to maintain a balance with the global community.

Special medical needs of older age patients

The treatment of geriatric diseases is one of the major challenges of any health care system. The incomplete list of age-related conditions includes cardiovascular diseases, malignancies, diabetes mellitus, atherosclerosis, impaired vision and hearing, fractures, infections, impaired cerebral circulation, degenerative changes in the internal organs, osteoporosis, depression, and other emotional problems. With age, the likelihood of a lethal outcome for severe illnesses is also increased. In Georgia, the cause of death in 46.8% are cardiovascular diseases and 10.3% — cancers. Therefore, the 21st-century health care faces particular challenges (WHO, 2012).

Meeting the needs of a growing elderly population requires training of healthcare workers in the prevention and treatment of age-related chronic diseases. Countries should also develop a long-term care strategy and form a supportive environment for older persons. Gerontology, a study of aging and geriatrics, a field of medicine concerned with elderly healthcare are becoming increasingly important. Therefore, the medical education system should plan on training geriatricians. Unfortunately, there is a shortage of gerontologists and geriatricians in the Georgian healthcare system.

It is known that problems with health evolve slowly among the elderly; an organism's response sharply declines, and most of the diseases become chronic. Aging is associated with an increased risk of developing multiple chronic conditions simultaneously ("multimorbidity"), which requires higher standards of care and is more costly (Hakert, 2017). With old age, the geriatric syndrome might develop. In many cases, the syndrome is the result of multiple factors and systems damage, and patient complaints often do not reflect the underlying pathological condition (WHO, 2015). As a result, these patients will have long-term prescriptions for medication. The likelihood of medication-related adverse events is high among elderly patients, as pathological changes caused by the underlying disease is accompanied by age-related changes (Schneider et al., 1992). Besides, with

old age, all four pharmacokinetic and pharmacodynamic characteristics of medications change intake, distribution, metabolism, and elimination.

Taking large quantities of drugs is only a part of the problem. The secretory and motor functions of the circulatory and gastrointestinal tract get impaired with age; there is less fluid, increased fat, low blood protein levels, decreased liver enzymatic activity, decreased renal function, reduced receptors in the nervous system (Laurence, Bennett, 1987). All of these factors should be taken into consideration when giving a prescription. The government and health authorities should provide more reliable information to the population, doctors, and pharmacists about the dangers of taking unnecessary medication for older people. Doses should be selected individually. Prescriptions should be easy to understand and follow. It is necessary to strictly observe intervals between drug intakes. That patient should not be required to take drugs more than 1-2 times a day. Drugs should be used only when strictly indicated and must be monitored. Doses should be adjusted if necessary. The treatment should not be more severe than the disease (Lazebnik, 2006). The drug selection process should be guided by the principles to minimize the impact on the elderly's social activities and quality of life. The basic rule is: "fewer drugs easy intake."

Medical Education

Although, it has been over 60-70 years since demographic transition became obvious, the exploration of complexities associated with teaching geriatric patients only recently got enough attention. In developed countries, geriatrics as a subject in medical curricula were integrated only within the last two decades (e.g., Germany in 2003 (Wiese et al., 2014)).

In 2002, the World Health Organization and the International Federation of Medical Students' Associations (Keller et al., 2002) had carried out a global survey on the status of geriatric education in medical schools and had discovered only 43% of countries surveyed had geriatric education in place.

We have conducted a search for studies which looked at the readiness of medical students to study/choose career in geriatric medicine with a focus on early (young, undergraduate students) teaching. We have identified 13 independent studies covering attitudes of younger students published after 2000 (Klaghofer et al., 2009, Voogt et al., 2008, Fitzgerald 2003, Hughes et al., 2008, Bagri and Tiberius, 2010, Lee et al, 2005, Cheong 2009, Kishimoto et al, 2005, Cankurtaran et al, 2006, Chua et al., 2008, Crome 2003, Duque et al., 2003) and one systematic review on the topic (Meiboom et al., 2010).

The general finding has been that medical students' preferences do not favor geriatric studies. Studies that have been carried out among

younger age students report their preference to treat acute somatic conditions that can be cured, rather than caring for a chronic patient that cannot be cured. Among older aged students, the deterring factor of choosing geriatrics was the perceived complexity of the field. In addition, geriatrics was preserved as a profession with low status and less financial incentives.

Factors that positively associate with interest/positive attitudes or selection of geriatrics can be grouped as "exposure" to the field, such as a pre-clinical course or clinical training.

Notably, as Wiese et al. (2014) report, if taking the longitude approach to surveys of attitude, overall students' attitudes are improved over time.

Geriatric, as a field of medicine, is evolving rapidly. In the 21st century, all medical professions will require familiarity with old age care because routine practice will increasingly include older patients. Therefore, special needs for older people should be integrated into the teaching of all specialties.

In general, acute geriatric care has become part of general training in acute care medicine, while non-acute treatments are mostly considered to be taught separately. There are two general models of teaching: integrated and non-integrated. The integrated model focuses on addressing and exploring the needs and interventions of the geriatric population in the general medical education framework, while the non-integrated model is focused on teaching geriatrics as a separate module. A Survey carried out by Bartram et al. (2006) suggests that an integrated model of teaching diminishes the profile of geriatric medicine by losing the focus on the special needs of this population.

Two seminal studies on the topic have been commissioned by WHO: a Teaching Geriatric in Medical Education study I (TeGeME I) in 1999 and a TeGeME II in 2002. These studies were carried out jointly with the International Federation of Medical Students' Associations (IFMSA).

The goal of the TeGeME I study was to gain insight on if and how aging issues are incorporated into the medical curriculum worldwide, while TeGeME II was focused on how clinical medical students view the older generation, relating their opinions to the extent of Geriatric training received and their personal and social interactions with the older generation.

Thirty-six countries participated in the TeGeME I study, and the conclusion was that the majority of the health care systems were not prepared to provide adequate care to a growing older population even though a steep increase in the older population is predicted for decades to come.

TeGeME II was conducted in different regions of the world. Georgia did not participate in either of those studies, but since Georgia is a part of WHO EURO region and its medical education system approximate itself with the medical education model in Europe, we considered that the finding from European countries would be relevant for developing recommendations relevant to Georgia. This study incorporated Aged Semantic Differential (ASD) scale developed by Rosencrantz and colleagues (1969).

Therefore, the main findings from TeGeME II in the European region were the following:

- Geriatrics is not mandatory in the majority of medical schools, but most countries have some form of undergraduate Geriatric training provided, with the exception of Bulgaria.
- Students who had lived with older persons for a considerable amount of time had more negative views of older persons when compared to their counterparts who had not.
- European students who had considered pursuing a career in Geriatrics had better views of older people than those who did not.

In the case of Georgia, clinical gerontology in Georgia is a part of an integrated teaching module. This direction of teaching was first introduced by the Tbilisi State Medical University in 2009, initially as a part of the general medicine department, and it was separated as a stand-alone department only in 2015. This process was largely a result of the process of approximation of undergraduate medical teaching to EU requirements. Currently, there are teaching modules integrated within undergraduate and post-graduate level studies, as well as doctoral-level studies available.

Discussion

The introduction of gerontology and geriatrics in the curricula of all levels of medical education is necessary to develop systems and resources needed for adequate care of the growing elderly population in Georgia. This will support the prevention of old age-related diseases, as well as promote the development of quality medical services (Rubenstein, 2004).

Adherence to fundamental ethical principles is essential in the process of medical supervision of the elderly persons. Particularly noteworthy are the respect for patient autonomy and his/her right to participate in clinical decision making, informed consent, and confidentiality. Routine evaluation of the functional status of the elderly should include assessment of depression, dementia risk factors, and memory function.

Primary healthcare has an important role to play in the process of providing healthcare to the elderly. It ensures continuous monitoring of the patient's health, which enables doctors to manage diseases effectively. A family doctor should care not only for the patient's physical health but also for his/her mental and social well-being. In countries where health care delivery is organized with a focus on the primary healthcare model, population express higher satisfaction and have better treatment outcomes. Within such a model, prevention services are better developed, the population has better health outcomes, and healthcare expenditures are lower. Support for healthy aging, with appropriate strategies for end-of-life preparation, can lead to significant savings of healthcare expenditures. Management of emotional and mental health problems is also linked to the development of preventive health care (Thorpe et al., 2006).

The large proportion of countries' health budgets is spent on pharmaceuticals, and less attention is paid to non-medication treatments and the promotion of a healthy lifestyle. Demographic policies can promote higher life expectancy, as well as improve the lives of older generations.

Conclusion

In the 21st century, all health professionals will require to be familiar with care for older patients. This will include medical professions of any specialty because routine practice will increasingly include older patients. Therefore, the basic principles of the special care/needs of older persons should be taught to any specialist – from primary care, health promotion, and family medicine to complex acute, end-of-life care.

The important step in this process is to have an active aging policy in place: to create an environment for older persons where they can be active members of the society and stay healthy; have a health care system, which is tailored to their needs and focuses on disease prevention. It is essential to promote a healthy lifestyle and routine health monitoring. It is known that a person's perception of one's age depends, on the one hand, on his/her approach and philosophy of life, and, on the other hand, on social, political and economic conditions in the country (Kuruvilla, 2018).

Exposure to geriatrics by means of education is necessary. The challenge in geriatric education is to show the rewarding aspects of the specialty. Special needs of older patients, such as delirium, polypharmacy, multiple chronic diseases, and occasionally aggressiveness might become a source of frustration and be overwhelming for students, and coping strategies should be a part of the medical curriculum.

In addition, investigating the attitudes of students toward the elderly from different aspects helps us to understand them better and to design specific interventional strategies in order to improve attitudes toward

geriatric patients. Therefore, the attitudes of undergraduate students should be explored using standardized tools. This will help not only to designing suitable teaching approaches but also to help students to deal with underlying personal issues.

We recommend that adequate training, especially at the undergraduate level, should be provided in order to increase awareness regarding population needs with the focus of an increasing number of geriatric patients. This specialist, as well as skills of working with older patients within any specialty, is an important source of employment opportunities. Undergraduate students should understand this before choosing different carrier paths.

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Business Financing Forms in Georgia

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Abstract

This study investigates the Business Financing Forms in Georgia. The aim is to highlight the most important channels through which the Business Financing Forms makes a significant and exceptional impact on the economic development of Georgia. The study is based on a theoretical approach found in academic literature. Based on research conducted, it has been found that multinational corporations are the best example of how much business funding can be given to development. The main goal of the research is to identify shortcomings in the use of funding forms in Georgia and to use the experience of different countries to eliminate them. By researching business support programs or in general financial activities in Georgia, we have identified access to funding for various business entities. At the same time, we have made a deep analysis of how real opportunities are available for business development. The overall conclusion is that there is a need to share, generalize and reflect on the steps/experiences taken by Europe and the United States in Georgian reality, which will have the potential of a country locally or internationally.

Keywords: Bank; Financing; Invest; Capital.

Introduction:

Topicality of research

The forms of business financing, which have become an important stimulating source of many entrepreneurial activities around the world, are of the most important in shaping the Georgian economy. Georgia has been experiencing an economic crisis for years, and its vital indicators are steadily deteriorating. We believe that a country that does not produce and that the amount of imported products reaches an "absolute data" urgently needs joint cooperation between the state and the population. The development of the private sector, the satisfaction of the local market, and consistent steps in exporting manufactured products are key to economic sustainability. Compared to previous years, recent projects that initiate startups, entrepreneurship or agribusiness have increased awareness among the

population of the importance of the well-being of each individual or entrepreneur in the country's economy. We have observed recent trends that are fostering national business and are increasingly attracting more and more citizens. In addition to being a start-up or supplemental source of income, it also helps the country to be a world-producing country. Our analysis also shows that with the development of the tourism business, the majority of the population has begun to care about creating Georgian, since each incoming tourist is Georgia's "ambassador" to another country, which is one of the important ways to disseminate information. As Robert Schiller, an American economist said: "Finance is not merely about making money. It's about achieving our deep goals and protecting the fruits of our labor. It's about stewardship and, therefore, about achieving the good society" (Robert J. Shiller, 2018).

After the firm makes an investment decision, the next step is to make the financial decisions that are considered on the right side of the balance sheet structure. Since business is a living entity and today's changing environment is all the more important, companies have to worry about which form of funding will be highly profitable and highly hedging for their business. The role and function of financial directors is clearly evident in the decision-making process. They constantly care about the formation of an optimal capital structure. The limit of the alternative decision lies between the two articles. The first is the advantages of the obligation and the second the use of equity. The facts revealed by us show that the biggest source of well-being and financing of the company is the revenue from future sales.

Research Aims/Tasks - The purpose of our research is to identify and benchmark business opportunities around the world, to see how solid a foundation Georgia has in this direction and what effective steps are being taken to develop the private sector. We highlight the cases of the United States, Great Britain, Belgium, Denmark, Hungary and Germany. In our analysis, we also include the most relevant methods used to finance activities and their equity indexes.

Subject and Object of the Study - The object of the research is essentially the steps taken by the private sector in the development of the world and in Georgia, the difference and the improvement sides that can become a strong aspects.

Research Methods - The article is based on theoretical as well as qualitative and quantitative research. Theoretical research method analyzes the world practice, means of financing activities in different countries, statistical data and background analysis in Georgia. We show in-depth interviews with managers, experts and the president of various organizations through which we can identify recent trends, their steps and development prospects. In addition, through a remote survey of the selected target

audience, we will try to determine the degree of interest of the students in the business segment, their awareness and in this way identifies the sources of information, on the basis of which the findings provide a new way of discovering opportunities. An in-depth interview revealed the satisfaction of existing beneficiaries, who, within the framework of the project “Produce Georgia”, became beneficiaries of wine tourism.

Hypothesis - We believe that Georgia does not have enough funds to invest in innovation and technology. (Motivation for different forms of business financing is also allowed); We also believe that Georgian society has a low level of awareness of the sources of business financing. There is also a deficit of highly qualified staff that can make effective transformations in the business sector.

Georgia, as a developing country, is significantly attempting to promote local businesses, though legislative or social-economic factors can be considered in the improvement factors that hamper full freedom and competitive market positioning. Capital and Borrowing - this sounds like the two choices that give thorough support to business development. The first one risks the expected profit, and the loan is based on the monthly or annual interest rate. One of the first opportunity to do to accumulate your business finances is to have family and friends who manage the process with their own capital or loans and share the expected risks with you.

Investors - represents individuals or companies, regularly invest in various activities. They also share opportunities for risk and profit. They may also hereinafter refer to as individual "business angels" whose participation is taken in leading European countries. They make some sort of funds and trust their accumulate funds to specially selected analysts whose primary responsibility is to evaluate the profitability of any investment activity.

As for one of the most trendy and popular types of funding that has been relevant in Georgia in recent years, this is a grant form related to certain procedures. It is much larger and is organized in the city, regional or country level.

The following areas were funded by a grant in Georgia: Farm, Apiculture, Cattle-breeding, Pig-farming, tailoring, small grocery stores, chicken farm.

A bank is an institution that credits customers' deposits and the difference between the credit and interest rate is its profit. The Bank, as a financial institution and a profit-oriented business, seeks guarantees to ensure timely payment of its accounts receivable and minimize risks.

One of the ways is also to cooperate with microfinance organizations, which lend within a certain limit and on the basis of customer analysis. It should also be noted the willingness of the world, in particular, the European Union and the European Bank, to cooperate, which has been Georgia's loyal

ally for years. They continue financing SMEs and allocating financial resources in Georgia. They have allocated € 1.1 billion in credit lines/trade financing for Georgia, Moldova and Ukraine and € 58.3 million from European Union grants to all three countries.

Should be emphasized State-supported promotion of agribusiness and training courses from higher education institutions, available in Georgia, enabling students to learn more about agricultural work. (Turmanidze S., Dzagnidze G. 2018. part II).

For example, the University of Caucasus offers its students the study of honey and wine (bio) production technologies, specific approaches in this business, market right analysis and forecasting, bottling and packaging alternatives, strengthening the marketing side. (Agribusiness, 2019).

As for state-supported programs, The Agency of Agricultural Projects Management is implementing the project "Implement Future", which co-finances the following areas: garden component, seed-plot service, irrigation systems. The goal of the program is to survive, develop and promote of perennial crops. We present the success stories of the beneficiaries of the business: poultry hub in Kaspi, oak barrel production in Kakheti, trout farm in Tetrtskaro district, Adjarian tea and etc.

As Georgia is a new arena in terms of funding and experience, unlike traditional forms, much emphasis is placed on agribusiness development, entrepreneurship, import promotion, rural tourism development.

We present the projects implemented by the private sector in Georgia, in particular by financial institutions. Keep in view of the market of Georgia, TBC Bank's and Bank of Georgia's products and terms of business financing.

TBC Bank offers its customers financing of working capital, trade, fixed assets, the business loan with 15% cashback, support for the startup, micro and agribusiness financing, treasury products, including Bloomberg exchange rates and terms, currency swaps, currency options, government bonds purchase of securities.

The aforementioned securities allow for risk hedging, which provides significant insurance to various companies, such as importing-exporting companies.

During the research process, the interviewees identified the most important issues highlighted by the lending expert. TBC Bank and the European Bank for Reconstruction and Development (EBRD) are offering customers a business loan designed to help women expand their existing businesses and start new businesses. Women entrepreneurs have the opportunity will benefit from a concessionary term of the loan guarantee.

The loan amount is equivalent to a maximum of EUR 1 million in GEL, with an 84-month period and no funding limit.¹

As for the financing of working capital, the following actions will be taken.

1. Purchase of inventory and production materials;
2. Repayment of operating creditor debt;
3. Increase supplies;
4. Repayment of accounts receivable;

TBC Bank attaches great importance to the financing of trade and as the facts show, operating in this field enjoys the status of the leading bank in the Georgian market. Whereas the Asian Development Bank (ADB) named TBC as its leading partner; Global Finance Magazine named and awarded the TBC bank the Best Banking Institute of 2015 and in 2009-2013 TBC Bank has twice won the EBRD "Most Active Bank" award in this regard.²

The bank also offers bidding, contracting, payment, backup and advance guarantees. Credit cards are a very common way of financing in Georgia. These include Visa Classic, Visa Gold.

The next bank to be surveyed is Bank of Georgia and direction of business loan. Their offering product is differentiated for both micro and corporate businesses. As for resident and non-resident activities, state and banking policy does not restrict the entity, business registration and real estate on the territory of Georgia are the main requirements. Loans are issued to Georgian, Turkish, Russian, Ukrainian, Azerbaijani, Chinese and Iranian citizens. As for the diversification of funds amounting, in the case of micro-businesses, the limit is increased from GEL 500 to \$ 150,000, where GEL 15,000 may be issued as without loan guarantee, and the maximum loan to individuals is GEL 100,000. Such an approach is regulated by the National Bank of Georgia. In the case of a medium-sized business, the limit is raised from \$ 150,000 to \$ 2 million and is already a prerogative of the corporate department's.

The Bank of Georgia offers the following conditional financing for the tourism business. For example, the bank offers the remaining 70% of its funding, while 30% of the cost of the operating value has already been incurred. This promotion is spread over a 12-year period and the first two years are considered a grace period.

During the survey directions In an interview, the Bank of Georgia's SME banker said it mainly financed trade, food products, particularly

1 TBC Bank, Jul 16, 2019, 20:10 <http://www.tbcbank.ge/web/ka/web/guest/blfwe>

2 Gues fees for individuals, Jul 16, 2019, 12:15

<http://www.tbcbank.ge/web/ka/web/guest/fees-for-individuals>

bakery, confectionery, beer production, construction and as well as textile imports.

The Bank of Georgia issues loans of up to \$ 15,000 without Loan guaranty and is based solely on the suretyship principal. As for average business financing, in practice, there is a 60-65% guarantee, which is justified by the high risk.

At the time of the interview, an expert estimates recent trends in Georgia and says that at the beginning of the 21st century there was no long term mortgage and the maximum amount of the loan was \$ 20,000. In Georgia, Loan policy has been the path of great evolution and with many complicated bureaucratic processes, we can now deal with the bank in a relatively easy simple way. Regarding the banking sector in comparison with the neighbouring countries, the respondent says that the advantage of Georgian business loans in comparison with Russia and Ukraine is much better than the policies of the above countries. These statistical data are data from the consumer survey itself, which says that the interest rate on business loans in Georgia is much lower than in their home countries.

This study presents the analysis of information researched through the quantitative research method. The process of quantitative research is a rational reconstruction of scientific practice and we must say that it is idealized. The specific objectives of the presented paper are to find answers to the main questions raised in the survey, which usually involves drawing up a special questionnaire, selecting a target group of people, doing background research, processing and analyzing the data, and finally creating a research report. It took me 24 days to complete the survey.

An in-depth interview was conducted with bank employees (highly qualified, professional staff), who were selected in advance. Thus, an accurate picture is presented of business support programs in Georgia or the means of financing business activities in general. The study identifies the availability of funding for various business units. Internal and external sources of funding that include: banks, leasing, factoring companies, microfinance organizations, local organizations, government subsidies, family members, business angels, who want to invest from \$ 10,000 to \$ 100,000 Within \$. Also crowd-funding, which is a novelty for Georgia and implies a public platform where citizens of any country can become disposable or multiple donors without restrictions. Thus, the findings presented in the paper are novel and innovative so that the results presented in the paper become the subject of separate research.

Conclusion

Thus, Georgia as a developing country, is highly productive and multifaceted, as the existence and abundance of funding sources are still conducive to the country's citizens, regions and government.

During the interview, the West Georgia Coordinator of the Caucasus Alliances clearly and emphasized said that following the example of the international organization, Mercy Corps Georgia is constantly funding activities across the Adjara region. The main sectors are honey sector, dairy produce and meat products sector.

Companies, working on export issues based on active negotiations and cooperation in the field of Georgian honey, have been gradually refinanced in since 2014 up to date. The production of dairy products that formed the farm culture and the peasants in the high mountainous Adjara have shown interest in producing fresh produce, refining technologies and meeting modern standards.

Finally, it should be noted that in Georgia despite existing funding projects, there is an insufficient investment in innovation and technology.

Given that it is also possible to motivate different types of business financing. It is necessary to develop innovative projects and find the needed funds to implement and utilize modern technologies. It should also be noted that the Georgian society is not informed about the sources of business financing and the opportunities available to them, which can be misused and inadequate, and in the modern business environment, some do not have access to the available resources. It is also necessary to invest in innovation and technology, to nurture the establishment of technical training institutions that will increase literacy and respond to current business challenges that are highly tailored.

During the research, by the responses of the respondents is justified that in Georgian society, there is a low level of awareness of the sources of business financing.

And the assumption that at a different stage, there is a deficit of highly skilled staff, capable of delivering effective transformations to the business sector in terms of individual programs and projects was partially justified. Because a qualified person should help and support the most interesting segment of the public in the development and implementation of business projects.

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Demand for Health Care Management specialists in Georgia

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Abstract

Globally, there is an acute shortage of human resources for health (HRH), and the greatest burden is borne by low-income countries. This shortage has not only considerably constrained the achievement of health-related development goals but also impeded accelerated progress towards universal health coverage (UHC). Like any other low-income country, Georgia is experiencing health workforce shortage particularly in specialized healthcare workers to cater for the rapidly growing need for specialized health care (MOH Training Needs Assessment report (2015). Efficient use of the existing health workforce including task shifting is under consideration as a short-term stop gap measure while deliberate efforts are being put on retention policies and increased production of HRH.

The results of the analysis confirmed the essential leadership and managerial competencies for public hospital managers in Georgia. These competencies include: Policy development and implementation; strategy development and orientation; plan making; human resource management; financial management; equipment and infrastructure management; information management; risk and disaster management; self-management; quality management; investigation; supervision; monitoring and evaluation; ethics knowledge.

These are necessary competencies if managers are to fulfill their tasks effectively and will be used as a basis to develop the competency-based training for the current management taskforce and preparing future hospital managers. This kind of the study was limited before starting short and long term (including Master program Health Management and Administration) educational programs in different regions of Georgia. Thus, it should be further studied to gain the overall and clearer picture of leadership and managerial competencies for hospital public managers.

Taking into account the labor market flows in Georgia, to train and inspire new generation of Health Administration professionals in global network atmosphere, provide broad knowledge, skills and expertise that is needed to undertake leadership roles in addressing important issues of Health Administration at national and global level is an urgent need.

For this purpose, the elaboration and implementation of student-centered and competence-oriented Georgian-USA Collaborative Master Program in Health Administration with our future activities will be relevant approach.

Keywords: Health workforce, Shortage, Health management specialists, Training.

1. Introduction

The transformation of Health care in Georgia is an important part of democratization, decentralization and privatization. Changes in the health sector of the economy are essential to improving the health status of populations in Georgia. A critical element to facilitating strategic changes is proper utilization of health care resources. The process must involve health care professionals and academics who are dedicated to thoughtful restructuring of health policy, improving of health management education, creating a strong atmosphere for privatization and entrepreneurship, and developing new types of services and systems in the continuum of care focusing of quality of care, cost of care and access to care (Bradley EH et al. 2015).

The past half century has evidenced unparalleled progress in the scientific and technological base of medicine. These changes have impacted the way in which health care services are delivered and systems are organized. This change has affected every health professional in every developed country including Georgia on the earth, and it is probably accurate to say that there is not a health care system in the world that is not undergoing some type of change with respect to health systems and services. Consequently, health care delivery organizations and systems continue to make changes in the human, technological and physical resources that make the practice of modern medicine possible. Thus, it is critically important that those individuals who are health professionals understand not only the areas of professional expertise needed in the health services administrative profession but also the nature of organizations and systems in which they will practice their professions.

II. Critical Analysis of Health resources and Health Professional needs in Georgia

Georgia has been undergoing major transformation of the health care system. During the last years, the significant social economic crisis, the civil war, the flow of refugees, increased unemployment and the deterioration of living conditions for most people of Georgia has had a strong negative impact on health behavior and health status are considered to be major problems in Georgia.

Health resources and resource utilization in Georgia (2017)

Annual mid-year population number	3728000	Number of In-patient facilities	280
Male population constituted of total number	47.9%	Number of hospital beds	15084
Female population constituted of total number	52.1%	Number of hospital beds per 100000 population	404
Number of physicians	27362	Number of out-patient facilities	1092
Number of physicians per 100000 population	734.0	Encounters with physicians per one inhabitant	2.8
Number of nurses per 100000 population	482.8	Home visits of physicians per one inhabitant	0.6

The vision of Georgia's health in the 21st century is based on the principles of justice, accessibility and equity. It concentrates not only on reducing morbidity, disability and mortality but also on the social, physical and mental welfare of individuals, families, and the community as a whole.

The goals set in the national Health policy imply 3 basic actions:

- Direct measures toward improving health, providing health care and mobilizing social resources in accordance with the interest in health development.
- Gradual increases in the share of population covered by state social health insurance until 2018 will be followed by social insurance coverage of the whole population by the year 2020.
- Sustainable development of human resources, improvement of the physical infrastructure, and health information support systems are required.

The underlying idea of health care reform is to weaken provider's dominance, to make providers more responsive to consumer preferences, and to change the structure of care to favor primary care. There are also many opportunities for the development of private, non-governmental health care organizations. In this environment, insurance companies, hospitals and polyclinics must be prepared to compete for consumers by understanding cost structures, access to care, quality of care, marketing, outcomes, benchmarking and the continuum of health services and systems.

Health care provider organizations, hospitals and polyclinics are being provided with incentives to meet these goals as a result of payment and regulatory reforms. The oversupply of physician resources and the introduction of consumer choice will result in growing competition among health care providers. Health care providers will need to adapt a consumer focus with an emphasis on quality if they want to survive. It is necessary for hospitals, polyclinics and insurance company managers and planners to develop skills in effective management, strategic planning, inter organizational relations, quality management, human resource management, finance and marketing. Effective cost management is essential requiring concentrated training in human resources management and finance.

Healthcare facilities network, Georgia, 2017

Inpatient facilities Including	280
Hospitals and medical centers	272
Specialized	117
Maternity hospitals	32
Outpatient facilities and rural doctors Including	2369
Outpatient centers and polyclinics	945
Dental Clinics and Offices	625
Ambulatory care clinics	24
Women consultancy centers independent	32
Rural physician-entrepreneur	1277
Ambulance stations	82
Epidemiological centers	64

Hospitals will need to compete for scarce resources. Insurance companies will compete for consumers based on products and services. The health problems of the nation and the limited supply of community-based services provides an opportunity to develop new markets and services in ambulatory care, health promotion, community health, public health and home health care.

Health services are activities specifically intended to maintain or improve health. The health care systems and the services provided are only one set of factors that effect health status. Health or health status in a human beings is a function of many factors including biological characteristics, inherited conditions, conditions external to the body caused by the environment and the behavioral patters that constitute lifestyle. The resources (money, people, physical plant, drugs, and technology) and the organizational configurations necessary to transform them into health services must be understood by health service administrators. The changes in the health care system and services reflect social change, different priorities, new technology, changes in disease trends, new delivery methods and new approaches to paying for health care. All of these factors in combination contribute to the dynamic state of the health care system in a particular country or region of the world.

Health care providers will need to adapt a consumer focus with an emphasis on quality if they want to survive. It is necessary for hospitals, polyclinics and insurance company managers and planners to develop skills in effective management, strategic planning, inter organizational relations, quality management, human resource management, finance and marketing. Effective cost management is essential requiring concentrated training in human resources management and finance.

Because - development and education of Health service administrators and Health care managers is necessary to insure implementation of changes and the development of new systems of care that are cost effective, maintain high quality, and are accessible to the people (WHO, 2019).

Medical Education must develop a unified system of formal health management education training, continuing medical education training and retraining of human resources in the health care sector.

Obviously, having trained and competent health services administrators and health care managers is critical to health care reform. Health management education is critical to the success of health care reform in Georgia. Improving the health status of the population involves activities on behalf of the whole society. Thus, implementing the national health policy requires:

1. Setting up structures to provide multi sectorial and organizational cooperation and coordination;
2. Informing the various institutions, organizations and the general public about what each individual and the whole population must do to improve health status;
3. Organizing health planning, implementation and evaluation through research and information systems;

4. Attracting a wide range of partners and implementing the National Health Policy; and
5. Addressing human rights.

Taking into account globalization of Health Administration there is increasing demand for new generation well educated Health Administration professionals with broad knowledge, skills and expertise that is needed to undertake leadership roles in addressing important issues of Health Administration at national and global level, including „complex and persistent health problems, increasing health inequities, new and emerging diseases, necessity for greater collaboration, and incorporation of social models and determinants of health’

Development of modern knowledge and skills combined with appropriate researches for population studies and organizational changes can deliver significant benefits to the entire society, by contributing to the centered health systems and to the overall effectiveness, efficiency and sustainability of the health sector as a result.

III. Challenges for Health Administration labor market and needs of Health Administration professionals in Georgia.

According the Georgian Health Care reforms strategies starting from 1992 special attention of Tbilisi State Medical University was be paid to the improvement of Health Administration Educational programs. They led by clinicians with little or no Health Administration training are plagued by poor management and ineffective resource allocation. The goal of new health management education programs was to design, develop and implement a collaborative, sustainable health management education. That Program has an interdisciplinary-multinational focus on health care; involving continuing medical education, executive management education, and university-based management education; directed at health care educators, faculty, students, professionals, managers and governmental leaders. Changes must be made in the context of scare resources and financial pressures.

Program was designed with supporting of different international organizations, including the University of Scranton (USA) selected by USAID to participate in a USA-Georgia Health Management Education Partnership focusing on the training of health professionals and students. In order to develop the long-term work plan for the partnership, specific site visits were conducted from Scranton, USA to Georgia.

A Memorandum of Understanding between Georgian Ministry of Health and Tbilisi State Medical University and Scranton University was executed with official ceremonies to solidify the Health Management

Education Partnership in Tbilisi, Georgia on October 25, 1999 and in Scranton, Pennsylvania on November 19, 1999.

Furthermore, in order to enhance knowledge transfer between Scranton University and Tbilisi State Medical University in terms of partnership programs a lot of collaborative activities are intended in the frame of short and long-term educational courses for health professionals, including development of Master degree program in Health Management and Administration. With participation and supporting of the partners from USA was edited first handbooks in Georgian language “Health Management” – 2004, Tbilisi, Georgia, 1-300 pages and “Public Health and Health Management” – 1999 (first edition) – 2018 (revised and enlarged tenth edition), Tbilisi, Georgia, 1-670 pages. More of 60 handouts for health administrators and students of Master program “Health Administration” on the health management, strategic planning, inter organizational relations, quality management, human resource management, finance, marketing etc in Georgian language.

The results of a survey of more than 100 health professionals conducted in 2018 indicate that the majority need to be upgraded of knowledge and managerial skills on the following issues:

- Health policy development and implementation;
- Strategy development and orientation;
- Decision plan making;
- Human resource management;
- Financial management;
- Equipment and infrastructure management;
- Information management;
- Risk and disaster management;
- Self-management;
- Quality management;
- Investigation; supervision;
- Monitoring and evaluation;
- Ethics

Number of licensed short- and long term educational courses for health administrators, provided by Tbilisi State Medical University with participation and supporting of Scranton University in 1999-2018

		1999-2002 (Data of finishing of USAID-AIHA partnership program USA-Georgia)	2003-2010 (Data of finishing of the first collaborative supporting program between Scranton University and TSMU)	2010-2018 (Data of finishing of the second collaborative supporting program between Scranton University and TSMU))
licensed short- and long term educational courses for health administrators	N of Courses	28	49	30
	N of participants	Over 400	Over 700	Over 500
licensed Master program "Health Administration"	N of students	38	45	59
	N of students, invited in Scranton University	22	5	6
	N of lecturers, visited Scranton University	14	5	8
	N of faculty members of Scranton University visited Georgia	45	9	11

This program is intended to provide students with an understanding of health services management, management methods and processes with specific application to cost, quality and access to care. The main venues include health care financing, marketing, consumerism, research advocacy,

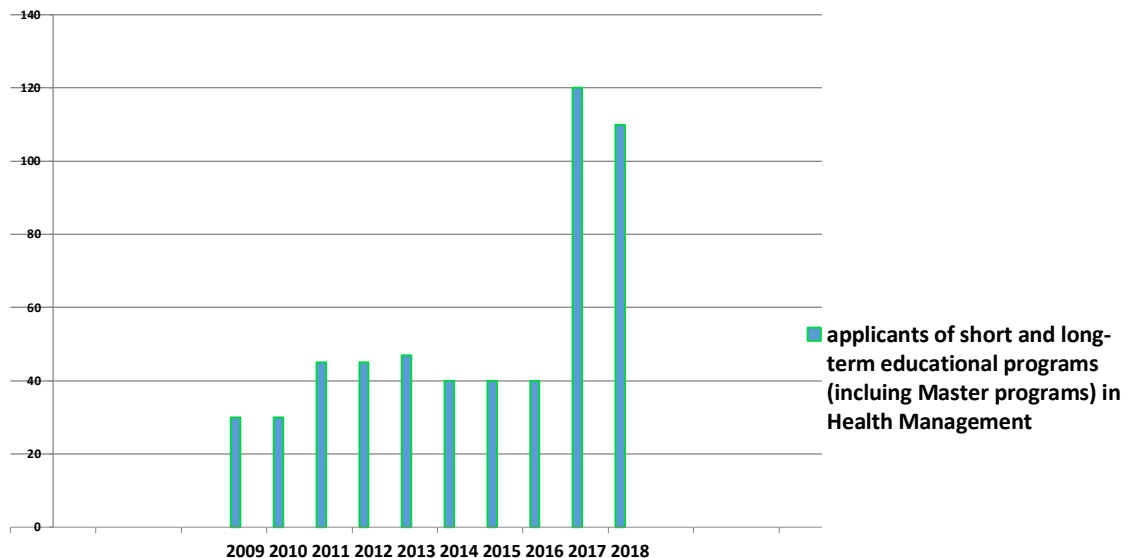
negotiation skills with a focus on privatization efforts. to harmonize physician-nurse education and training processes; help students with planning, clinical activities and real work demands, and change practice patterns in health service organizations and systems. Framework of job placements and career pathways for students, who received diploma of the Master of Health Administration is high they keeping leading positions in Health Care and Health Administration facilities, Governmental and Non-Governmental Organizations concerned with Health Administration issues, as well in International Organizations (Clemente et al. 2004).

Attainment of specific knowledge, theory and skills is stressed with reference to current research and information on strategic planning and marketing in the area of cost, quality and access to care. For professionals working in health care, addressing change is mandatory. The real question is how to train and develop health service administrators and health care managers to strategically plan for change so that the outcomes are positive and sustainable.

In Georgia, health care managers and executives, from 2017 by order of Ministry of Trade, Health and Social must be trained to manage along parameters of cost, quality and access to care. Creativity, critical thinking and visionary leadership are essential skill sets for physicians and nurses to effectuate positive outcomes in quality patient care, to navigate a rapidly changing health care environment with significant financial pressures, and to respond effectively to customer (patient) needs, wants and values.

Figure 1

Demand of short and long-term educational programs (including Master programs) in Health Management and Administration at the Tbilisi State Medical University



Although hospital managers have been working at different levels, they shared the same competencies because they have done similar tasks and job requirements. These competencies are: Policy development and implementation; strategy development and orientation; plan making; human resource management; financial management; equipment and infrastructure management; information management; risk and disaster management; self-management; quality management; investigation; supervision; monitoring and evaluation; and ethics knowledge. There have been arguments advanced that requirements for hospital managers in different levels are different, thus requiring different health workforce strategies. This study contradicted these arguments by confirming that similar managerial competencies exist for hospital managers at all level. The perception that managers at different hospital levels (from central to district levels) share the same competencies has been documented.

It is argued that competency is context dependent and developmental, and that required competency levels may need to vary accordingly. Therefore, a generic competency-based education and training curriculum may be developed with specific strategies included to help managers translate the knowledge into practice in different contexts. In order to achieve this, different training approaches should be adopted such as problem-based training, coaching and mentoring.

Conclusion

The results of the analysis confirmed the essential leadership and managerial competencies for public hospital managers in Georgia. These competencies include: Policy development and implementation; strategy development and orientation; plan making; human resource management; financial management; equipment and infrastructure management; information management; risk and disaster management; self-management; quality management; investigation; supervision; monitoring and evaluation; ethics knowledge.

These are necessary competencies if managers are to fulfill their tasks effectively and will be used as a basis to develop the competency-based training for the current management taskforce and preparing future hospital managers. This kind of the study was limited before starting short and long term (including Master Program Health Management and Administration) educational programs in different regions of Georgia. Thus, it should be further studied to gain the overall and clearer picture of leadership and managerial competencies for hospital public managers.

Taking into account the labor market flows in Georgia, to train and inspire new generation of Health Administration professionals in global network atmosphere, provide broad knowledge, skills and expertise that is needed to undertake leadership roles in addressing important issues of Health Administration at national and global level is an urgent need.

For this purpose, the elaboration and implementation of student-centered and competence-oriented Georgian-USA Collaborative Master Program in Health Administration with our future activities will be relevant approach.

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Directions of Regional Investment Policy (on the example of the Autonomous Republic of Adjara)

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Abstract

The objective of this exploratory paper is to analysis the regional investment policy importance and peculiarities of the investment climate in the Autonomous Region of Adjara. The paper highlights the result and analysis of the data collected from the National Statistics Office of Georgia. To identify and assess the challenges facing the inflow of foreign direct investment into the Autonomous Republic of Adjara was dealt with via the questionnaire survey. The model is based on a theoretical approach found in academic literature. We use control variables such as Gross domestic product (GDP), in order to isolate the effect of Regional Investment Policy on foreign direct investment. Co-integrating Regression analysis was carried out using relevant econometric techniques and measured the impact of FDI flows on the Gross domestic product in the Autonomous Republic of Adjara. A regression model was developed to establish the relationship between FDI and GDP. On the basis of the results analysis of given theories in the literature some possible ways of improvement of investment policy are shown. Recommendations were made on the basis of relevant conclusions.

Keywords: Regional Investment Policy, Investment Climate, Foreign Direct Investment, Gross domestic product (GDP).

Introduction

Countries with small economy are characterized by capital deficit. For this reason, attracting investments for the economy of Georgia has an important priority. “One of the guarantees of the stability and economic development of Georgia and its separate regions is to attract considerable amount of foreign investments in order to restore important economic fields, which is of vital importance for Georgia to get a proper place among developed and advanced countries”³. For this reason, the investment environment of the country should be stable and attractive for foreign

3 Shengelia T, “*Global Business*”, Tbilisi, “*New Georgia*”, 2010; pp. 22

investors. The investment environment is the social, economic, organizational, legal and political unity, which defines the feasibility of region's investment of this or that country. Attracting foreign investments in Georgia is conditioned by an objective inevitability because the production of competitive products is excluded under the conditions of amortized technology. Growth of investments in Adjara region is reflected by the ongoing political-economic and liberal reforms in the country. In addition, Adjara region with its geo economic location, developed infrastructure, strong financial system international growth is quite attractive for foreigners. Both foreign and local investments made by private sector and stable/attractive investment environment is important in the economic development of the country and region, particularly, in the formation of value added and job creation. Practical action of investment policy instruments is worked out. For the development and modernization of the Autonomous Region of Adjara maximum use of the possibilities of regional investment policy and creation of necessary environment for attracting investments are of vital importance.

Data, empirical approach and results

In 2018 428 million US dollars investments were made in the Autonomous Republic of Adjara and foreign investments amounted to 71%, in comparison to the same indicator of 2017 private investments are increased by 17%.⁴ Dynamic of investments in recent years is represented below, table #1 and diagram #2.

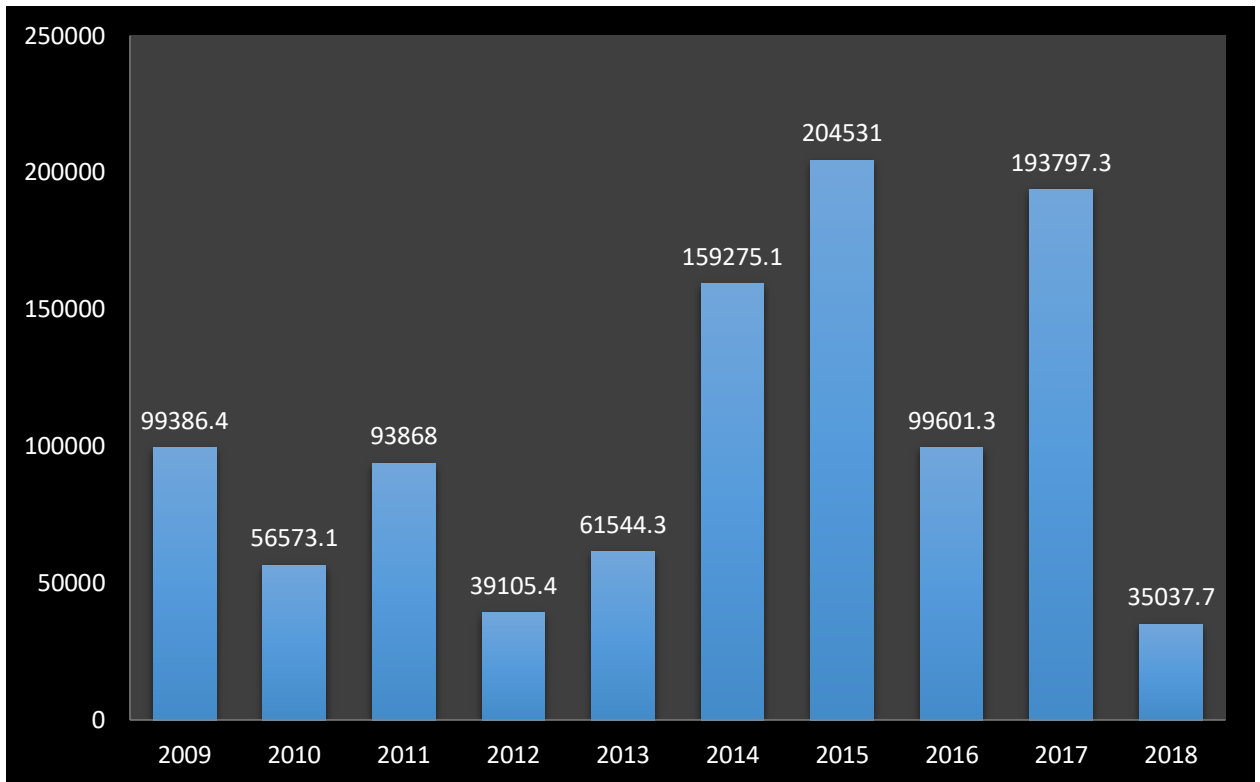
Table #1. FDI dynamics 2009-2016 (Million US Dollars)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
FDI									193 797,3	35 037,7
	99 386,4	56 573,1	93 868,0	39 105,4	61 544,3	159 275,1	204 531,0	99 601,3		

Source: <http://geostat.ge>

⁴ <http://adjara.gov.ge/branches/description.aspx?gtid=102035&gid=5#.XcajVCN94y4>

Diagram #2. FDI dynamics 2009-2016 (Million US Dollars)



Source: <http://geostat.ge>

In the economic development of the country and region investments made by private sector is important in the formation of added value and job creation and foreign investments amount to 81%.⁵ The volume of investments made in the region in relative to gross added value and with the calculation of per capita is considered as an important variable for the assessment of investment activities. In recent years volume of investments in relative to nominal gross added value amounts to 15-25% and the amount of private investments per capita of the region made up to 1087 US dollars.⁶

⁵ http://geostat.ge/?action*page&cp.id

⁶ <http://adjara.gov.ge/branches/description.aspx?>

Table №3 Macro parameters of Investment (the Autonomous Republic of Adjara)

	2011	2012	2013	2014	2015
Rate of changes of investments	1.4	2.0	28.3	41.8	32.6
Volume of investments in relative to nominal gross added value	15.5	15.0	18.0	23.9	
Private investments per capita	381	386	495	697	1087

Source: <http://geostat.ge>

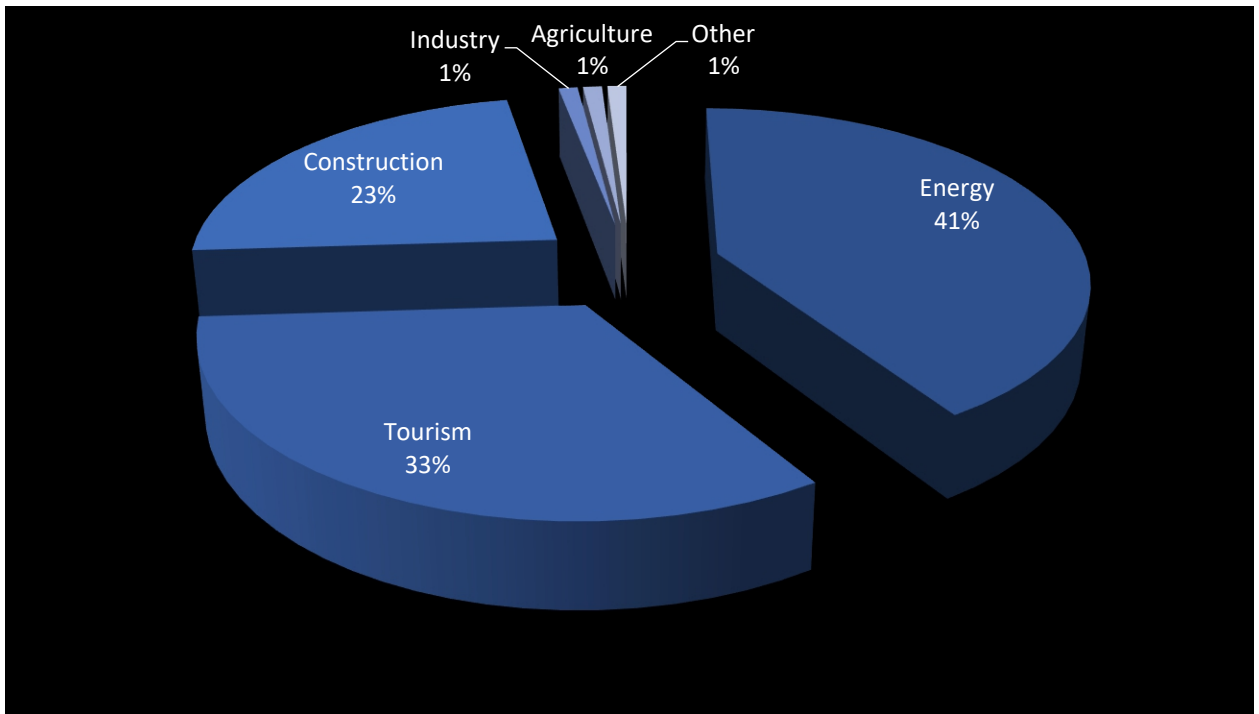
Investment activities made in the region are important to be analyzed according to a) Economic sectors; b) Countries; In 2015 private investments made according to economic sectors are distributed as follows:

With the data of 2018 the largest volume of investments in the region comes to Norway (39%) and Turkey (39%)⁷. Large-scale investments in the region come to the intensive constructions of the modern hotel complex and the infrastructure for entertainment in the whole region. Large-scale investments in the construction sector are also worth mentioning.

Economic growth and modernization of the country, funding of the important infrastructural and innovation projects in regions, introduction of advanced technologies and knowledge requires a large capital. For such a time, it is natural that the role of foreign funding and investments is sharply increasing and with the assistance of the physical and financial capital they are considered not only to generate new jobs, possibilities and material wealth but to promote the growth in labor productivity and creation of added value.

⁷ <http://adjara.gov.ge/branches/description.aspx?>

Diagram #4. Investment according to Economic sectors



Source: <http://geostat.ge>

Investment policy as a unity of various activities has an impact on the differences (mostly subjective), which create investment climate. Its actualization takes place with the development and realization of the regulation strategy of investment activity. Unity of the improvement activities of investment climate – investment policy, as well as financial policy is a component of economic policy of the region. It is a key lever for having an impact on the economy of the region and business activities of entrepreneurs.

The regional investment policy is a system of activities held at the level of the region or other territorial units to promote mobilization of investment resources determine directions of their effective and rational utilization based on the interests of the population of region and investors. Under modern conditions, effective regional investment policy should be based on the development of the following basic market principles:

- Improvement of legislative provision of investment activity;
- Implementation of the concentration of investment policy on the strategic direction of investment programs;
- Consolidation of corporations' effort under the regional investment policy in terms of the realization of joint interests;

- Systematic monitoring of positive and negative tendencies of the development;
 - Creation of advantageous investment climate and its improvement;
- There are specific peculiarities of investment policy in all regions which is conditioned by the following factors:
- Ongoing economic and social policy in the region;
 - Current scale of industrial potential;
 - Natural-climate conditions, levels of equipment of energy resources;
 - Geographical location and geopolitical condition;
 - Demographic situation;
 - Attractiveness of the region for foreign investments etc.

According to the investment theory, basic principles of investment policy are:

- Determination;
- Efficiency;
- Multi-variation;
- Regulation of activities;
- Systematic nature;
- Flexibility;
- Readiness to use resources;
- Complexity;
- Social, ecological and economic security.

Investment should be connected with the social dynamics in the region, employment, the rise in the standard of living of the population in the region, improvement of qualification of employees working in all areas of economic activities. In other words, investments should be connected with the development of population viability of the region. In transitional economy this problem is actual.

Research Methodology

This study presents the result and analysis of the data collected from National Statistics Office of Georgia (Statistical survey on external economic activities); National Bank of Georgia; Ministry of Economy and Sustainable Development of Georgia; Ministry of Finance and Economy of Adjarian A/R. It also presents the data obtained via the questionnaire administered in order to achieve the aim of the research from which findings of the study will be drawn. To identify and assess the challenges facing the inflow of foreign direct investment into the Autonomous Republic of Adjara was dealt with via the questionnaire survey. The model is based on a theoretical approach found in academic literature. We use control variables such as Gross domestic product (GDP), in order to isolate the effect of Regional Investment

Policy on foreign direct investment.

Co-integrating Regression analysis was carried out using relevant econometric techniques and measured the impact of FDI flows on Gross domestic product in the Autonomous Republic of Adjara.

Three major hypotheses were postulated in this study. These were subsequently tested with the aid of F-test. The statistical level of significance for the acceptance of each hypothesis where appropriate and was set at 0.05. The decision rule therefore depends on whether the calculated values of F are greater than or less than the critical values of F for (n-1) degree of freedom. Thus the null hypothesis (H_0) is rejected if $F_{cal} > F_{tab}$. Also, the alternate hypothesis (H_i) is rejected if $F_{cal} < F_{tab}$, at a level of significance of 5%.

Testing for a unit root in foreign direct investment (FDI).

Interpretation:

The unit root in Adjara shows the trend

$$(1-L)y = b_0 + b_1 * t + (a-1) * y(-1) + \dots + e$$

For the $e = -0.003$, which indicate very insignificant noise strike and other economic factors affecting GDP into FDI. Also, $(a - 1) -0.099874$, which show that the unit root co-integration of FDI via GDP is accepted as P-Value of 0.0021 and 0.0022, which means it is significant in the FDI, respectively in their level form. This indicates that the data were stationary at level.

Co integrating regression trend analysis:

Therefore, the model was based on archival data relating to inflow of FDI to the Autonomous Republic of Adjara from 2009 – 2018. The final regression model for FDI impact on Gross domestic product (GDP) is thus presented as:

$$GDP = \alpha_0 + \alpha_1 FDI + e \text{ Where } e = \text{Error}$$

$$GDP = 0,619879e + 0,9 FDI$$

Therefore, the co-integration regression analysis is given as 0,619879e which implies, the FDI inflows explained 61% GDP while 39% is unexplainable in FDI inflow as a result of random error. It established that the model is good.

The model shows a positive relationship, which implies that a change in one variable will certainly result in correspondent change in the other. That is, high or average flow of FDI should be encouraged in the region economy. Also, it suggests that any unit increase in FDI inflow may result in subsequent increase of Gross domestic product. That is, high or average flow of FDI should be encouraged in the Autonomous Republic of Adjara economy.

A regression model was eventually developed to establish the relationship between FDI and GDP. A highly positive correlation was established. It is believed that this model will significantly act as indicator to monitor whether there is increase or decrease from FDI inflow to the Autonomous Republic of Adjara.

Common state policy should promote activation of investment activities at the level of territorial unit of the country and relatively, improvement of investment climate. Also it should be focused on the creation of advantageous environment for businessmen.

Conclusion

For the improvement of investment policy at the regional level it is necessary to define:

1. Specific investment regional priorities;
2. Constant monitoring of the financial conditions of the regions to specify real possibilities of regional self-financing;
3. Regional and sectoral cooperation shall be provided during the distribution of central budget means;
4. Comparatively complete assessment of regional peculiarities shall be made when carrying out the market reforms having an impact on investment processes;
5. Implementation of equal conditions of formation and utilization of local financial resources for all regions and for investment purposes.

Concentration on the basic principles being attractive for investors in the Autonomous Republic of Adjara is of vital importance, particularly, on desirable political and economic situation, protection of property and the rule of law, the quality of bureaucracy, social background and its stability, qualification of employees and the level of development of infrastructure. The mentioned factors refer to the desired investment environment of the recipient country or, on the contrary, its unfavorability.

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Internet Resources:

1. <http://geostat.ge>;
2. <http://www.nbg.gov.ge>;
3. <http://www.nplg.gov.ge>;
4. <https://www.investopedia.com>;
5. <https://www.adjara.gov.ge>;

The Peculiarities of Russian Socialism and Foreign Capital

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Abstract

In October 1917, as a result of the coup, the Bolsheviks came to the power in Russia, with the only goal to make the world's socialist revolution. For this purpose, they created the governing body - the Communist International (Comintern). But when their plan failed, the "passionate" revolutionaries began to build socialism only in one country, Russia. However, we have to admit that at that time there were no appropriate conditions in this country.

The actual creator of the Soviet system, Stalin conveniently put forward the principles of a five-year planned economy, where industrialization of the country was a priority. At the same time, he was the rescuer of American capital, which at that time began to fall around the world. The most favorable place for all these ongoing events was curtailed by a civil war in Russia. American capital was the driving force for the construction of the most ambitious enterprises of the first five-year plan. Not only industrial means and materials came from America but technologies as well.

The economy was mobilized to manage a strictly centralized system which was governed by the administration.

The advantage of this system was that it controlled the quality of production and distribution and their ability to mobilize material and human resources in the shortest time to solve certain state tasks.

Paradoxically, it was the system that had been able to eliminate unemployment and illiteracy in the Soviet Union, eradicate crises, and progressively led the country. Already by 1939, it had taken the world's 2nd place in industrial production, then won World War II, and turned the country into one of the most powerful states in the world.

Keywords: Socialism, Capital, Control, Soviet Union.

Introduction

The work is significant because it illustrates the role of foreign capital in the October 1917 coup in Russia, it highlights the peculiarities of post-coup Russian socialism that, it emphasizes the features of the construction of Russian socialism after the afford mentioned events, which is a very short period was able to take the second place in the world's production and win the World War.

By the early 20th century, political processes in the world had become so complicated that the famous revolutionary Lev Trotsky wrote; "The world will get a terrible revolution." Governments of different countries were doing their bests to stabilize the situation. For this reason a year before the Russian Revolution, L. Trotsky was expelled from France to Spain. But according to the official version, he was sent to Spain because he had attended the Kienthal conference, and in fact, wrote irritating articles in the Russian newspaper "Nache Slovo" in Paris.

Here arose the question: who financed and were interested in the world's revolutionary processes?

Main Text

A week after the overthrow of the king in Russia on 16 March 1917, Trotsky gave an interview to the "New Times" and talked about the real aims of the Russian Revolution: "... the committee occupying the cabinet of ministers in Russia does not represent the interests and goals of the revolutionaries; and it means that all this will not last long and give way to people who will lead Russia to democracy."⁸

Olof Ashberg was a "Bolshevik banker" who owned the Nia Bank, founded in 1912. Its co-directors were prominent Swedish cooperators and Swedish specialists G.Dalias, K. Rossling, and K. Erhard-Magunsson. Due to its financial support to Germany in 1918, the bank was blacklisted by its allies. After that, the bank changed its name to "Swan Economics". The bank remained under Ashberg's control and was still owned by him. The London's agent bank was "British Bank of Hot Compress", headed by Earl Gray. Interested in Ashberg's work were: 1. Krasin (known as Bolshevik), who was the manager of the Russian firm Siemens-Schuckert in Petrograd before the Bolshevik Revolution; 2. Jakub Furstenberg-Hanecki (1879-1937) Member of the People's Commissariat of Finance in the first Bolshevik government, later a member of the Commissariat of Foreign Trade and Foreign Affairs and 3. Max May - Vice President of Guaranteed Trust in New York, responsible for overseas operations.⁹

8 Sutton E. Wall Street and the Bolshevik Revolution. M., 1974.

9 Olof Aschberg. En Vandrande Jude Fran Glasbruksgatan (Stockholm: Albert Bonniers

In 1916 O. Ashberg as a representative of Nia Banken was in New York together with King's minister of finance P. Bark. Ashberg's main goal was to sign a \$ 50 million contract with Russian and American banking syndicates led by Stillman's "Nashville City Bank". The bargain was struck on June 5, 1916, with the result of a \$ 50 million annual credit to Russia with the interest rate of 7.5 percent. Then, the New York Syndicate changed its policy and issued certificates of 6.5% in the amount of \$ 50 million for the American market.¹⁰

The interest of the big bankers was to bring about radical changes in the world that would allow them to increase their capital. It was the reason that O. Ashberg and "Nia Bank" sent financial support to Russian revolutionaries to overthrow the Kerensky Committee and establish the Bolshevik government. This fact can be found in the papers and materials of B. Nikitin, who was a Colonel in Chief of E. Saton's Government Counterintelligence. They consist of telegrams from Stockholm to Petrograd and vice versa concerning Bolshevik financing.¹¹

In 1922 the Bolsheviks created their first international "Roscombank". It was based on a syndicate consisted of private bankers and new investors from Germany, Sweden, the United States, and Britain. Roscomb Bank was headed by O. Ashberg. His board included private Russian bankers of the king's time, representatives of German, Swedish and American banks, and of course a representative from Soviet Russia. The foreign banking consortium that participated in Roscomb was represented mainly by British capital company Russo-EASIC Consolidated Limited, which was Russia's biggest private lender company and was given a compensation of £ 3 million by the councils for the damage it got as a result of Soviet nationalization. The British authorities themselves bought a large part of Russian private banks. The consortium carried out extensive concessions in Russia, and the bank itself had \$ 10 million of gold capital.

In October 1922 O. Ashberg met with Emil Wittenberg, the director of the National Fur Bank Diocland in Berlin and the head of the RSFSR State Bank. After that, all three bankers traveled to Stockholm to meet Max Meem, Vice President of "Guaranty Transnet Company". And later Max Meem was appointed as a director of Roscomb's overseas division. Other directors were: former head of the "Moscow Bank", Schlesinger, former chief of the "Junker" Kalashkin, and former head of the "Siberian Bank" Ternovsky. The last-mentioned bank was bought by the British government

Forlag, n.d.), Memoarer Stockholm: Albert Bonniers Forlag, 1946.

10 Ibid, p.128

11 Nikitin B. The Fatal Years. Paris. 1937. p. 112-114

in 1918. Swedish professor Gustav Cassel became an adviser to Roscombank.

Former Siberian Bank building in Petrograd was used by Roscombank. As a researcher, E. Sutton writes, that according to the US Department of State archives documentary evidence we can say that the US ambassador to Petrograd Mr. Francis was well aware of the Bolshevik movement.

The West knew about Bolshevik's readiness for the coup six weeks before. It is obvious from the fact that the British government warned its citizens to leave Russia six weeks earlier. The first complete account of the events in Russia arrived in Washington on December 9, 1917. It is stated that the meeting of General William W. Judson with L.A. Trotsky at the Soviet headquarters in Smolny was attended by the Germans as well. President V. Wilson ordered not to intervene in the Bolshevik coup. This was in response to Francis' question on whether they need to organize the Allied conference, we have to say that the UK agreed to it, as for the State Department it considered that such a conference could be in vain.¹²

When the Bolsheviks came to power in Russia in 1917, they aimed to make the world a socialist revolution. To do this, they created its governing body, the Communist International-Comintern. But when their conception failed, the savage revolutionaries began to build socialism in one country, Russia. However, there were no appropriate conditions in this country.¹³

The survival of the Russian socialist revolution was taken over by Stalin, who purposely came to the head of the world's first socialist state-building. This process was opposed by the so-called right-wing opposition, led by the tribunes of the Russian Revolution, Trotskyist, Zinoviev, Bukharin, Kamenev, as it was called at that time- the Trotskyist-Zinovievian opposition.

The Bolshevik Party, led by I. Stalin took the course of the industrial transformation of Russia because otherwise the son of a Gori town landlord knew well that he and his business were to be "trampled" (Stalin's term). That is why he, together with his supporters, begun to solve the task which had to be done by the Russian bourgeois revolutionaries but in a modernized way. It means that in that case, the means of production were concentrated in the hands of the state. Initially, they tried to solve this problem and for the economic development they created "Nepi" (New Economic Policy), which recognized private property and private initiatives, but by 1928 it became

12 Sutton E. Wall Street and the Bolshevik Revolution. M., 1974.

13 Was our revolution socialist? // Materials of the international scientific conference "The Revolution of 1917 in Russia: History and Theory. St. Petersburg, Plekhanov House. November 4–5, 2007 St. Petersburg, 2008.

apparent that the free exchange between the village and the city did not allow for the accumulation and consequently industrialization.

In the late 1920s, it was decided to close Nepal and develop take the collectivization in villages. Eventually, a state-feudal mechanism for peasant exploitation was created in Russia.¹⁴ For this, Stalin conveniently put forward the principles of a five-year planned economy where the country's industrialization was a priority.¹⁵ For this process, he needed American capital, which at that time began to fall all over the world for profit. For America, the most suitable was backward and ruined by civil war Russia. American capital was the driving force for the construction of the most grandiose enterprises of the first five-year plan. Not only industrial means and conditions came from America but industrial technologies as well.¹⁶

As a result of these processes, the Soviet economy recognized only three forms of ownership: state, cooperative (corporate, cooperative, party, professional) and personal. Among them, the most important role was the state ownership over the enterprise, which was the cornerstone of Stalinist Russian socialism construction.

Regulated wholesale and retail prices were introduced in the industry wholesale and were intended for payments between state-owned enterprises and retailers. Thus at wholesale prices were sold the means and materials of production (Group A) as for the retail price consumer product (Group B). The difference between retail and wholesale prices went to the state budget through turnover tax.

The economy was mobilized and managed by a strictly centralized system that had an administratively governed system. The State Planning Committee was set up in 1921. Since 1928 planned diseases had become directive mandatory. In 1947, the State Planning Committee was separated from the State Planning Committee for Material and Technical Services Public Service.

Retailing within the country was regulated by the State Ministry of Internal Trade, while foreign trade was carried out by the Ministry of Commerce. Wholesale and retail prices were determined by the State Price Committee.

The State Bank, the Foreign Trade Bank, and the state-owned industrial banks accumulated funds and used cash flows.

14 Transcripts of the plenums of the Central Committee of the CPSU (B.) 1928-1929. V. 1–5. M., 2000.

15 Stalin I.V. About Industrialization and the Bread Problem. Speech July 9, 1928, at the Plenum of the Central Committee of the CPSU (B.) July 4 - 12, 1928 // essay. V. 11.M., 1949

16 USA - USSR. Economic relations. Challenges and opportunities, p. 69, M., 1976

The main pillar of this system until 1952 was the Soviet Communist Party (Bolsheviks), and since 1952 it became the CPSU (Communist Party of the Soviet Union). Even though the party authorities had to be elected, all the leading positions were nomadic; it means that the staff was changing by the recommendations of the top leading persons.¹⁷ Since 1934 the SKP (its control b) the CC has extended its control over elected districts and city councils.¹⁸

Strategically important issues were discussed by the Political Bureau of the USSR Bolshevik Party as for the Technical issues they were talked by the Secretariat. In 1934, the Political Bureau of the USSR in the 17th congress decided to set up separate sectoral divisions in the CC, which were then set up in the CCs of the republics, in district committees, district committees, and district committees. Thus, full control is taken over the entire state apparatus. So, the whole Soviet society was under the control.

The advantage of this system was that it controlled the kind of production and distribution and their ability to mobilize for material and human resources in the shortest time to solve certain state tasks.

The dictatorship of the proletariat established in 1917 turned into a dictatorship of the party, headed by a dictator himself, who very accurately manipulated peasants and workers. Trotsky estimates this as a very precious maneuver between the interests of the people and the international-industrial capital.¹⁹

The formation of this system was unintentionally contributed mainly by the West.

It is no secret today that Soviet-German factories, airfields, tanks, and aviation schools were operating in the territory of the Soviet Union until 1933. The process of exchange military specialists was ongoing as well. These relations were stopped as soon as Hitler came to power. And since 1935, the German Reichswehr, which changed its name and was called Vermouth, shifted its focus to the northwest. The key to the repressions that took place in the second half of the 30's under the leadership of the Red Army is hidden here. Since most of the repressed had received military education in Germany.

The USSR supported Reichsvere before the coup and the US helped the Reichsvere economy grow after, which means when Hitler came to power. Moreover, the latest reports suggest that Morgan had an attempt to

17 Voslensky M. Nomenclature. M., 2005. Vodoleev G.S. Workshop barracks socialism. SPb., 2008.

18 Eliseev A. Who unleashed the "great terror"? // Young guard. 2005. No. 3.

19 Trotsky L.D. A non-working and bourgeois state? // Bulletin of the opposition. 1938. No. 62/63.

launch a fascist coup in the United States. But the anti-constitutional conspiracy here failed.

Paradoxically, it was the system that had been able to eliminate unemployment and illiteracy in the Soviet Union, eradicate crises, and progressively led the country. Already by 1939, it had already taken the world's 2nd place in industrial production, won World War II, and turned the country into one of the most powerful states in the world. Then won the Second World War and turn the country into one of the strongest states in the world and later stood against the West.

However, it was obvious that once the leadership role of the Communist party weakened, it soon would be reflected over the development of the Soviet Union, as it was a system tailored to one person – Stalin, which began to collapse soon after his death.

Conclusion

Thus, the complex processes that began in the early 20th century were driven by the world's socio-political development and resulted from the following events: the First World War, which took the lives of millions of people; the February Revolution in Russia; and then the last not least Bolshevik coup in Petrograd. As the materials testify, the Bolshevik coup drew interests of various financial circles around the world, which later even financed the October coup in Russia, led by Lenin and Trotsky. We have to highlight that the return of Lenin and Trotski from abroad was financed by the foreign bankers, who were interested in socio-political changes in Russia, as they had the aim to make a big profit.

After the October coup, the world financial capital continued its influx of funds into Russian territory, which was widely used by the Bolshevik authorities and at this expense, in a very short period of time by the unprecedented mobilization, they created a powerful state, which later confronted and opposed its financiers in a life-long struggle.

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Effective Ways of Boosting Professional Communication in ESP CLASSROOM (at the example of Legal English)

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Abstract

Presented paper identifies some effective ways of boosting effective professional communication in ESP classroom at the Example of Legal English Course and displays the importance of developing professional communication in ESP Classroom, which will further support future professionals to acquire appropriate skills and knowledge in order to communicate effectively and efficiently in English in a professional environment. The work also presents the trend which has made Legal English a rather highly demanded ESP in the recent years, which despite of being taught through a number of rather successful textbooks, still requires direct exposure to professional communication. The work demonstrates the importance and already proved results of delivering lectures in ESP, i.e. Legal English through using authentic materials, i.e. articles, videos and other vocational sites. Though, the general methodology of using authentic resources, in our case „news articles “was based on structuring the ESP classes on the articles taken from British and American Online newspapers and planning the lessons through incorporating them into ESP classroom, through boosting professional communication skills.

Keywords: Effective; English; communication; professional; competence.

Introduction

The benefits of effective professional communication in English are many and obvious as they enhance all aspects of our personal and professional lives. Ineffective or misunderstood communications may give rise to problems or embarrassment but in our professional lives the results of misunderstandings may have much more serious results. Therefore, communication is a key to your success in relationships, in the workplace, as a citizen of your country, and across your lifetime. Your ability to communicate comes from experience, and experience can be an effective teacher, but professional business communication in English nowadays

serves as a precondition for career success at the local as well as International market.

Nowadays, in worldwide business marketplace, effective communication skills cannot be underestimated. The abilities to read, listen, speak, and write effectively, of course, are not inborn. When we speak about communication, it should be noted that “it's more nurture than nature. Good communicators are not born; they are made” (Guffey: 2008). Thriving in the dynamic and demanding new world of work will depend on a myriad of factors, some of which you cannot control. One factor that you do control, however, is how well you communicate.

For our purposes communication is the transmission of information and meaning from one individual or group to another. The main principles of business communication is clear, concise and brief interaction which stipulates and guarantees efficient and effective interaction among communicants and results in achieving specific goals and objectives set by the sender of the message and directed towards recipient's proper response to it consequently effective business communication is totally based on effective encoding and decoding of the messages and finally on mutual understanding between them.

It is well-known fact that people speaking different languages in general cannot not converse at all and very often people speaking their own language have difficulty interpreting spoken messages. One can recall playing games where message passed through a series of people can be rather recognizable after being re-worded and abbreviated by the individuals passing a message from one to another. Therefore, the reason these messages become meaningless is related to the fact that we probably have too many ways of transmitting ideas one to another.

We all share a fundamental drive to communicate. “Communication can be defined as the process of understanding and sharing meaning. You share meaning in what you say and how you say it, both in oral and written forms. If you could not communicate, what would life be like? A series of never-ending frustrations? Not being able to ask for what you need or even to understand the needs of others? (Pearson & Nelson: 2000)”.

Ability to communicate effectively can even be associated as losing your identity, as for you communicate your self-concept - your sense of yourself and awareness of who you are - in a number of ways. Are you good at writing? Or do you find it easier to make a phone call to a stranger or address the audience? You might be told that your fluency needs improvement or you should more focus on your accuracy. Does this make you less willing to communicate? Though, it one again depends on a person. For some people, similar tips might lead to a positive challenge, whereas

other might be demotivated. On the whole, our ability to communicate serves as a key for revealing one's identity.

If someone pays attention to somebody else's look, her/his outfit, how is s/he dressed up? Does s/he wear any pair of shoes, skin art, and listens exotic sort of music, uses nonverbal gestures, uses thin or large fonts in written documents. All the above enumerated questions that come to one's mind, depicts self portrait of a communicator referring to his/her identity.

Contraposition to this, ability to communicate effectively in a professional environment contributes to understanding not only communicator's words, but also their tone of voice, body language and the style of written documents speak about one's identity, goals and aspirations, as well as their personal and professional interests and benefits.

For effective communication, when the encoder of a message converses with the current decoder, there has to be an interrelation between what the encoder thinks about and what the decoder thinks about. All the uttered words, messages, texts of a speaker should be used in a systematic way in order to easily grasp the main idea of the received information.

Strong communication skills – oral or written are essential for the representatives of any field. Therefore, we would like to present our views on how the representatives of different professional fields, in our case Law, should communicate in English effectively and efficiently in order to avoid misunderstanding and successfully deliver the message to the intended recipients, which is a key for the future success.

As with most disciplines in human activity, ESP was a phenomenon grown out of a number of converging trends of which we will mention three most important: 1) the expansion of demand for English to suit specific needs of a profession, 2) developments in the field of linguistics (attention shifted from defining formal language features to discovering the ways in which language is used in real communication, causing the need for the development of English courses for specific group of learners), and 3) educational psychology (learner's needs and interests have an influence on their motivation and effectiveness of their learning).

Main Text

In the Era of Globalization English has acquired the status of Lingua Franca, which as a global language is most frequently spoken all over the world during international business communication. For the law student to be able to effectively communicate in the above-mentioned environment, it is absolutely necessary to master Professional English apart from General English.

Legal English, i.e. LE similar to other form of ESP is characterized by its own lexis, the words and terms only being typical for the legal field,

courtroom, legal documents such as opening statements, verdicts, debriefs, legal proceedings and legal opinions.

Teaching English for Specific Purposes, in our case Legal English primarily aims at providing the students – future legal professionals with practical skills to be used in a concrete situation, i.e. specific structures and vocabulary, ability of developing legal documents and other required oral communication competences in English.

As shown by the experience and thorough studies, legal professionals are in most need of listening ability, as they mostly work with clients and need to be able to establish relationship and build confidence. Besides this, when arguing a case in the court of international arbitration, while negotiating the disputes or clarifying complex information to the clients confidence is top priority issue, which cannot be guaranteed without good command of English. Barristers need to use persuasive, clear and precise language, similar to business people who are mostly required to use the above-mentioned features during written communication. Therefore, debates in English should be boosted during EFL learning process as it definitely contributes to developing the abovementioned skill.

Meanwhile, ability for effective written communication is not less important while drafting the letters and legal documents, which definitely requires knowledge of language and terms and ability to convey the idea clearly and concisely, which should be referred to while taking minutes, drafting emails, writing newsletters, etc. which must be focusing to Attention to Details, as a single word out of place can change the meaning of a clause or the contract, while is pellet of ungrammatical errors in the documents of course will create bad impression in the clients' eye, because of which while communicating in English the lawyers should pay particular attention to details (Haigh: 2009).

Taking into account that fact that legal professionals need to develop research and analytical skills in English especially when doing the background work on a case, drafting legal documents and consulting the clients on complicated cases. From this viewpoint, research skills can be boosted by tasking the students to do some research on recent famous cases in English. With this purpose, for effective communication in English among legal professionals a special focus must be put on developing research and analytical skills in English, as reading large amount of information in English, absorbing the facts and figures, analysing materials and interpreting is characteristics for the individuals employed in legal field. Though, the key is being able to identify what is relevant of the mass information in foreign language and be able to explain clearly and concisely to the clients.

Therefore, it is crucial to develop these skills by asking the students of Law to read large legal documents or the articles in Law and make five-

point bullet lists of the most important themes. In our case, authentic News articles can be a great teaching resource in the ESP classroom if they are structured well and have a purpose. Teachers can choose their own articles from newspapers or magazines but should bear the proposed selection criteria in mind. Alternatively, teachers can use a number of websites (<https://www.theguardian.com/law>; <https://www.nytimes.com/topic/subject/legal-profession>) sites that prepare and regular update news materials, which can become a rather successful and result oriented teaching methods in case through undertaking a good selection and preparation process.

As we have seen from our experience, while teaching LE a particular focus is to be made on language patterns characteristic of different communicative situations within the area of legal practice together with certain specifics of cross-cultural communication, where authentic resource definitely play a significant role, which enable ESP teachers not only to expand their educational portfolio on various topics, i.e. Criminal Law, Tort Law, Human Rights Law and Civil Procedure, as well as enable the students to practice ESP and master vocational skills in a natural communication situations (through adopting various roles of lawyer, client, justice, etc.). The necessity for using authentic text and similar resources is resulting from the fact that though especially from 2006, publication of the book "International Legal English" by Krois-Linder and Translegal, recognized by all ESP teachers teaching LE was much relief as the emphasis was moved from English Law and Language (Russel and Locke, 1993) as well as American Legal English (Lee, Hall and Hurley, 1999) to the International Legal English, which served as stimulus to the Publishing Houses specializing in LE textbooks. Although, new teaching materials mentioned above are of high quality and usually cover all four language skills through offering the activates for boosting receptive (reading/listening) and productive skills (writing, speaking), still the necessity of developing aspects of professional communication exists, which can be developed through being exposed to other more effective ways of vocational communication, i.e. vocational sites, videos, dictionaries, authentic texts.

Starting from the Vocational Sites on Law i.e. General dictionary of legal terms in English (http://sixthformlaw.info/03_dictionary/index.htm) is an inevitable part of ESP course in Legal English; The information about the legal profession (<http://www.allaboutlaw.co.uk/index.php> <http://www.iclr.co.uk/learning-zone/>) can be easily on the above-mentioned site; the UK legal system in general is provided on the site: www.judiciary.gov.uk/index.htm <http://www.inbrief.co.uk>; materials on <https://lawshelf.com>; serves as an archive of materials about law, rights and parliament (<http://www.bl.uk/onlinegallery/takingliberties/index.html>),

which are designed to clearly convey and teach legal rules and concepts in a variety of legal fields to gain foundational knowledge in particular areas of law and simultaneously aim at increasing students confidence in speaking and understanding English within a professional legal context.

To this end, much of the materials encountered by the students is in audio-visual form, with written material to support better learning English in a communicative way and encourage the learners to overcome any inhibitions they might have about speaking through boosting their communicative skills;

To sum up, the solution for identifying and finding effective ways of boosting professional communication in ESP classroom can be found in taking of the following steps:

- ❖ Identifying key topics/issues
- ❖ Networking among field specialists (ESP teachers, curriculum designers, lawyers)
- ❖ Developing the course responding learners' needs
- ❖ Exchange and regularly share expertise and international contacts
- ❖ Establishing LE Resource Center - developing materials, resources
- ❖ Organizing regular workshops/studies on LE subject

As we see the task of developing effective professional skills among legal professionals can be a rather challenging for ESP teachers alone, as this not only includes incorporating correctly designed teaching strategies and materials based on learners' but, but also requires correct planning of the course content in cooperation and in constant consultation with Law Professionals, having already experienced the outcomes of already applied traditional methods of using only course books and would be a great asset for ESP teacher to be referred to and relied upon when aiming at getting more goal-oriented ESP learning process to be easily adaptable and applicable professional communicative environment.

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The Discourse of Russian Intervention in Georgia (Socio-Mental Web-Analyses)

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Abstract

In August 2008 Russia invaded the South Caucasus country, Georgia and occupied 20 percent of its territories. This was the first war of the New Millennium, which was preceded by the second Chechen war, started by the Russian government, as soon as Vladimir Putin took the power and decided to solve the case turned into a civil war. Even nowadays, after 11 years of "August war", the topic remains still very urgent and great attention is paid to its development, the transformation of "war image", and technologies of social country's territorial integrity. Speaking about the Chechen war we have to highlight that, the war for independence turned into the civil war which Russia was trying to use in Ukraine and now already in other regions of the world. Using specially developed research methods based on the study of mass media materials we can claim and prove that the transformation of Caucasian war images in Russian media space was not spontaneous at all, but intentionally acting according to the certain principles and regularities. The article deals with the issues of the construction of Caucasian war discourse.

Keywords: Image of war in the Caucasus, Discourse of war, Mass-media in Russia, Image formation and transformation, Network capacity of topic, Structural content-analysis, Socio-mental web-analysis.

Introduction

Since the collapse of the Soviet Union, the topic of war in the Caucasus is in the agenda of Russian press papers. The disintegration of the Soviet Union fueled ethnic conflicts in the southern region of the post-Soviet space. Military conflicts in Abkhazia and South Ossetia, Nagorno-Karabakh, Ossetian-Ingush conflicts, and the invasion of Russian troops in Chechnya - all these events were and still are constantly in the focus of Russian media attention. The issue of the Caucasus was always perceived by mass

awareness of Russian society as a hot and worrying topic. For them, the Caucasus and the Caucasian people have always been a part of Russia and at the same time - the culture of another dimension. Therefore, when a certain social agreement signed with the Caucasian people in the frame of the Soviet system which ceased to operate, there appeared a new wave of mutual claims and confrontations, followed by the clashes and military conflicts.

Russia, as the successor of the Soviet Union, was not able to establish new analogical relations with the Caucasus. As a result, the development of destructive trends in the Caucasus region very soon put under a question the existence of Russian statehood itself. Russia finds it difficult to deal with the situation to minimize threats of its collapse and paid a high price for it - it was expressed in two bloody military campaigns in Chechnya. The First Chechen war started in 1994 and lasted for 2 years (1994-1996) but since then the situation in the Caucasus became very unstable and tense. It was obvious that only forceful methods could not overcome the situation and it became vital to find some alternative ways. It became necessary to find such consensus, in which the Caucasus would be able to establish its rightful place in the common Russian nationalist idea.

In this regard, it is very urgent to conduct the studies of the constructive paradigm of war image in the Caucasus, from the perspective of how wars are constructed in the society's collective performances, and investigate the basis for their destructive mechanisms. The article discusses several aspects of the above-mentioned issue.

The object of Study, Methodology, Methods and Empirical Foundations.

The media plays a leading role in the concept of managed military conflicts: they can provoke the outbreak of war, stimulate the escalation of hostilities, or promote their cessation. Certain mistakes in the design of a war icon, a misguided strategy, or a simple elementary ignorance can be a deterrent in a military confrontation. Especially when the media is not independent it is often used to manipulate public opinion.

The national security of the state can be ensured only by a thorough, complex and regular analysis of the situation and the construction of the war image. The process of mass media in the war image creation should be controlled and regulated by the state institutions. Since the media war is also a war but conducted by other means and methods.

The article deals with mass media messages in the field of military conflicts. The subject of the research - the process of war image constructed by the media and the technologies of information impact on the mass consciousness. The chronological framework of the study covers the period from October 1994 to August 2008 and provides an opportunity for a comprehensive and gradual study of the Chechen military conflicts and the

Georgia-Russia war. The period encompasses two Chechen wars - the first (1994-1996), the second (September 1999) and Russian intervention in Georgia (August 2008), which allows to make a comparative analysis of events and see the shift in the media information policy and the construction of war images at different stages of the process.

Semiotic analysis methods are used in the study, where the problem of constructing and deconstructing are studied through a structural approach, with a constructivist paradigm, which first was investigated by the American sociologist G. Koch Laswell. (Lasswell, 1949).

Understanding the modern warfare essence and the process of the basic parameters and warfare design characteristics makes the research more efficient and comprehensible.

The purpose of the research is to reveal the specifics of the construction process of the above-mentioned wars.

Our task is: to provide data from sociological and statistical surveys of the wars, identify key conceptual approaches toward the war image construction; developing empirical research methodology based on content analysis; analyze the information technology of the Russian press and its coverage of the North and South Caucasus wars; identifying the evolution of transformations and their impacts at various stages of constructing the images of the Caucasus wars.

The theoretical and methodological basis of the paper is the achievements and development of social-humanitarian knowledge in various fields (semiotics, psychoanalytic direction, structural study of myth ideas), the studies of constructions, which discuss in details the construction process of social reality, and the mechanisms of constructing and deconstructing social problems by the media.

The methodological approach is based on the principles and methods of comparative-historical, content-analysis, structuralism, semiotics, constructive, and psychoanalytic studies.

Sources and empirical bases: the study is based on mass media reports about wars in the Caucasus.

The main analytical selection represents Russian newspapers. Especially, two central - Rossiyskaya Gazeta and Izvestia, and two regional publications - Republic Tatarstan and Vechernaya Kazan. Also, to investigate structural analysis of the wars in the Caucasus were selected such media publications which thoroughly discuss both Chechen wars and the August 2008 war. The content-analytical newspaper selection consists of 561 issues and 738 publications.

First Transformation: Creation of a Common Image of the Great Caucasus War

War and military threats of post-soviet times in mass consciousness are directly associated with the Caucasus. Along with the origin of the Chechen conflict, the image of the enemy has acquired certain and specific signs. In a conducted study 2002, there was revealed and demonstrated the construction of a military conflicting image of Chechnya by the Russian mass media, and it was showing how difficult and contradictory the mentioned process was. (Kornilov 2003) The structural contextual analysis of the aforementioned four periodicals at the federal and regional levels has revealed a kind of unjust war dominance in the coverage of Chechnya's first war in 1994-1996, where the reporting of Chechen's first war 1994-1996 showed the dominance of the unfair war face. In publications, the representatives of the federal forces received the negative assessment of the image, as for the separatists sometimes they even appeared to be a hero. The situation changed radically during the second military campaign of Chechnya: here "the heroes" became the federal forces, and their rivals finally formed the circle of "enemies".

Since then, for the new Russian generation, the war and its image – either civil or the "great war" are not only the movies and memories about far-off Afghanistan but nothing then the stereotypical perception of the various Caucasian wars. Many documentaries and movies have been and still are being filmed about Caucasian military conflicts, are shown chronicles and news, published books and articles, and the most important one is that there in Russia are those who participated in the war and are still fighting for the Caucasus. The Caucasus is still perceived as a hot spot and its inhabitants as potential opponents. Mass media has created a common image of the Great Caucasian War in people's mass consciousness. If in 2000, a person typed the phrase "the war in the Caucasus", in the search of leading Russian printed publications on large information web portals and websites, he/she would find the absolute majority of references related to Chechnya's second campaign, which was at that time exactly about to start.

As for 2010, the same search rarely led to the same reference - Chechnya, the majority of them were about the "South Ossetia" war (the events of August 2008) and the existing situation in Ingushetia and Dagestan.

The typical example of such search which was conducted on October 15, 2009, was found on the site of the newspaper "Izvestia", one of the well-known modern Russian press. It was the response to the demand for "war in the Caucasus" («voynanaKavkaze»). Here, on the first page of the search, the absolute majority – 16 out of 20 records was related to the August 2008 war, 3 posts and news were about Dagestan and 1 about - Ingushetia. It is noteworthy that, despite the round date (the 10th anniversary of the second

Chechen military campaign), the war in Chechnya almost was not mentioned at all, but after a year of Georgian so-called “invasion” in South Ossetia, it was talked about and mentioned as if it happened the day before. On August 22, 2010, there were 154 posts on the same newspaper site. Out of 154 posts, 88 were about the August war, 8 about the Chechen war, and 18 about North Caucasus.

Therefore, the first transformation, which we want to draw attention is expressed in the fact that the war image in the Caucasus is not associated with Chechens. We have to highlight that, in 2002; there was not any other discourse of the Caucasian War in the Russian mass-media except Chechen's.

Here, already appears common Caucasian “war image”, without any ethnic identification and location. If in the period of both: the first and second Chechen campaigns, the semantic field of Caucasian wars was assumed in a particular ethnic regional localization, now, it starts to widespread and became amplitudes. The old image of the Chechen war transformed into the North Caucasus “war image”. It is a new image of a mosaic structure, which consists of several key elements and a large number of secondary segments. At this time the key point was the South Ossetia, Dagestan and Ingushetia segments, and as for the events in Chechnya, they shifted to the second stage.

Periodically, there, in the Mass media reports appear an attempt to create new discursive lines and basic segments of war image in the Caucasus. But we can claim that in Russian media space they could not find support and development; we have to notice that, neither the Kabardino-Balkaria, nor the Karachay-Cherkessia discourses were originated here.

There can be several explanations. It may be due to the lack of a sufficient number of information and media preparations for media wave (M. Fishman’s conception) to launch new discourses of “war image” in mass communication (Fishman 1978). However, another approach is much more likely, which is connected to Mass media bandwidth phenomenon (is described in S. Hilgartner and Ch.L. Bosk’s worksheet) (Hilgartner, Bosk 1988) the tension of the media audience compassion (is described in K. Kinnik, D. Krugman, and G. Cameon’s works) (Kinnik, Krugman, Kameron, 2000). The topic of “war image” is the most difficult and is hard to be perceived. So, the topic of war in the Caucasus cannot be more discursive then it is. To introduce a new segment in the basic structure is necessary to remove the old segment from existing fields, as it happens with Chechen’s sections. However, the rest remains in the case firmly.

All these prove that the transformation of “war image” in the Russian Mass media is not happened spontaneously and uncertainly, but purposefully, with certain principles and by the means of regularities. The

bandwidth of the topic created "the shape of the image" was strictly limited to volume, contents, and structure. Therefore, the image is placed into thematic discourse content boundaries; it has a certain value, which is expressed in volume and quantity of publications. Here, generally the borders are rarely broken, and usually proportions are protected. If in a certain period, the wave of publications appeared in the thematic online, afterward this wave became less frequent and resulted from the middle dimension shape of "war image".

August 2008 War: Two Discourses of War

In Russian press publications, it continuously appears the same formula of the South Ossetia war. This creates a kind of "fair war" image in Russian media space, where both, justice and victory are in the favor of Russia. Such coverage of the events does not leave any doubts about the correctness of Russian actions, which invaded Georgia just to defend "its citizens" from the so-called aggressors, Georgia.

Another very valuable argument is a clear "death image", which serves to strengthen the rival impression about the introduction of its opposite side as a hell field. We have to pay attention to the fact that there is not said even a word about Georgian victims, especially about the civilian population, which is considered the Russian rival side. Everything is done to create the enemy image of the Georgian army. The "death image" has always been one of the most important criteria in a war discourse, which indicates its fairness. The fact that there is not any reference to victims among military servicemen is very vital and requires attention.

Such an approach violates the rules of war information, when the number of the victims should exceed the side of loss, otherwise, the opposite situation is considered as a symbolic defeat. To prevent such action, the "death image" is created by the fact that Russia declared the independence of South Ossetia and Abkhazia. This was a chance for Russia to dispel all doubts about the real winner of this war.

The image of war in the North Caucasus is based on principles, which sometimes are against the "South Ossetia" (Russian-Georgian) war, where the images of media-roles, enemies and heroes are not shared. All the sides of military conflicts are expressed negatively, here is obvious that the dominant is a "bad war" image. So, the signs of such discourse are vague, contradictory and sometimes there is no image of victory at all.

Besides, there is a widely presented other discourse in the Russian mass media, which is based on a "fair war" image. Here, the face of the enemy is clearly shown – these are fighters who gradually lose the war. The death and hostages prove the fairness of war from the side of law enforcement authorities. In opposite discourse, the face of death only

underscores the tragedy and deterioration of the situation: the clear example is Ingush Republic's, (quite a peaceful republic) resent transformation into such place, where the main dominant is lawlessness with disguised separatism. In the given "missed golden century", there are expressed hyperbolization and internal contradictions. To prove the fact that everything was fine before and still is today - is difficult to consider a worse situation than it could be suspiciously exaggerated. However, exactly this tendency makes it possible to offer utopian ways out of the situation. Here are suggested such actions which were condemned earlier - pursuing the militants. So, there is a misperception that, if there is no other choice except the war, which is the only solution, it is better to solve the task immediately without changing its place and scenario.

It is characterized that, the constructed war face in the Caucasus, seems to have two opposing dominant discourses. However, despite the differences, both discourses have the common features in the war face of the North Caucasus transformation. There is an interesting fact, that the Caucasian war is not considered any longer as Chechen war, but it is becoming less like a military campaign. If during the Chechen wars, there was dominating the face of modern local military confrontation, it changed gradually into the media model of "Guerrilla warfare". Later, the city's clandestine war became increasingly evident. The main transformation, which is observed in the monitoring of Caucasus war by the Russian media-model, is aimed to give it the violent face, where the main initiator of violence and guilt are militants and their allies. In this case, the war for independence turned into a civil war.

In the discourse of "bad war" image, everyone is found guilty, or sometimes it is even vague to consider who is guilty. In the given image the representatives of law enforcement agencies are considered mostly anti-heroes. As for the events in North Caucasus they are assumed as the civil war. Here, the new stream of confrontation is characterized in the alternate discourse, as the "Gang-war", where the main heroes are the representatives of legislative structures, who in this respect replaced federal forces.

Conclusion

In the modern era, the Internet surveys are very important and identify the characteristic discursive trends, types, and symbols of such outstanding events as the Caucasus War. In the given case the Internet itself is a symbolic model of mentality, which reflects social thinking. The Internet is especially convenient to conduct monitoring, to identify the direction of mass media research, and allows controlling its progress and checking the results as well. Besides this, as a specialized research field, the Internet space allows us to have such data, which cannot be found in any other method.

So, based on given research the article shows that the characteristic features of war image transformation and construction in the Caucasus by the Russian mass media are the following:

- thematic expansion and separation, creation of mosaic structure, the existence of concurrent and mutual discourses, formation and empowerment of violent media model.
- main results are the disappearance of Chechen war stereotype, the entire North Caucasus armed conflict, the thought of clashes and the main hot spots in Dagestan and Ingushetia.
- the character and coverage of the previous media model are highlighted by military actions in Abkhazia and South Ossetia, as well as the clashes between Russian and Georgian troops. Such contradictions of transformation are the part of Russian current social construction processes, potential risks of destabilization faced threats. Therefore, the probable tendencies require further, additional, more intensive and detailed study and analysis.

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European Union's Eastern Partnership Prospects for Georgia

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Abstract

The aim of the following paper is to show the EU-Georgia relations in the framework of the Eastern Partnership. Within the Eastern Partnership the European Union offers Georgia the closest possible political association and greater degree of economic integration. This goal builds on common interests and values such as democracy, the rule of law, respect for human rights and fundamental freedoms. The Eastern Partnership creates better conditions for adopting and implementing concrete projects of cooperation and widens the framework of relations by signing the Association Agreements and establishing better market access via deep and comprehensive free trade agreements.

Keywords: Partnership, cooperation, integration, agreement.

Introduction

The Eastern Partnership (EaP) represents the specific Eastern dimension of the European Neighborhood Policy (ENP). On December 3, 2008 the EC Communication on Eastern Partnership was approved by the Council. The Prague Summit of 7 May 2009 officially launched the new policy. Within the Eastern Partnership the European Union proposes its partners gradual integration in the EU economy and easier travel through gradual visa liberalization. Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine are involved in the Eastern Partnership initiative.

The Eastern Partnership is a serious platform for shaping a new regional scope of cooperation and the EU's involvement in the wider region of Eastern Europe and the South Caucasus. The Eastern Partnership promotes democracy and good governance as well as sector reform in partner countries.

Literature and Methodology

There are many different scientific publications, documents and official statements concerning the process of Europeanization in Georgia and

the Eastern Partnership initiative. Primary and secondary sources are examined in the article. Among the primary sources such documents are analyzed as the Association Agreement between the European Union and Georgia and the Council of Europe and European Commission's reports.

The Eastern Partnership declaration was an important step forward for the countries involved in the European Neighborhood Policy. The aim of the Eastern Partnership is to make relevant conditions for partner states for political association and economic integration. It is based on the principles of differentiation and conditionality.

The Eastern Partnership

The Eastern Partnership includes two parallel dimensions of cooperation: bilateral and multilateral. The goal of the bilateral dimension is to create broader political and legal framework and enhance cooperation between the EU and each partner country. The Multilateral dimension provides a new format for cooperation. This dimension is designed to contribute to the development of regional cooperation in the spheres of security, migration and trade, as well as implementation of joint projects concerning transport, energy and environmental protection.

The bilateral format of cooperation within the Eastern Partnership is designed to create closer relationships between the EU and each partner country by establishing new and broader contractual relations with Association Agreements in order to address aspirations of each partner country. Such Agreements are concluded with partner countries willing to share European norms and values. Closer relationships between the EU and each partner country are achieved also by creating Free Trade Areas (FTAs) on the basis of the Deep and Comprehensive Free Trade Area Agreements as an integral part of the Association Agreements as well as by promoting citizens' mobility in a secure environment offering partner countries an opportunity to sign visa facilitation and readmission agreements.

The European Union underlines the importance of establishing cooperation on the principles of joint ownership and shared responsibility among all partners with the Eastern Partnership initiative. Within the period of 2010-2013 the European Commission allocated 600 million Euros through the European Neighborhood and Partnership Instrument (ENPI). These funds were focused on three priority areas:

1. Assistance of partner countries in the framework of the Comprehensive Institution Building Programmes (€175 million);
2. Regional Development Programmes aiming to reduce economic and social disparities among partner countries (€75 million);
3. Development of the Eastern Partnership Multilateral Dimension (€350 million).

The multilateral dimension of the Eastern Partnership is comprised of panels, initiatives and four thematic platforms. The EuroNest is a parliamentary component of the Eastern Partnership initiative which was established in Brussels in May 2011 with the aim to strengthen cooperation between the European Parliament and parliaments of the Eastern Partnership countries. A Civil Society Forum (CSF) was launched in Brussels on 17 November 2009 within the Eastern Partnership initiative. The CSF Assembly elects national facilitators from each partner country, two coordinators from each working group and three EU coordinators.

While individual stages of reforms differ, the EU's Eastern neighbors face similar challenges in developing stable democratic institutions and effective state structures at the service of their citizens and in complying with commitments stemming from their Council of Europe and OSCE membership. Their ongoing reforms also require stronger participation of civil society to enhance oversight of public services and strengthen public confidence in them (European Commission, 2008).

The European Union has a vital interest in seeing stability, better governance and economic development at its Eastern borders (European Commission, 2008). Since the conclusion of Partnership and Cooperation Agreements between the European Union and Eastern Partners successive enlargements have brought greater geographic proximity while reforms supported by the European Neighborhood Policy have brought these countries politically and economically closer to the EU. The Eastern Partnership is based on mutual commitments to the rule of law, good governance, respect for human rights, protection of minorities and the principles of market economy and sustainable development. The level of ambition of the EU's relationship with the Eastern partners takes into account the extent to which these values are reflected in national practices and policy implementation.

Greater differentiation and mutual accountability allows individual partners to better meet their aspirations and needs. The pace of reforms continues to determine the intensity of cooperation and those partners most engaged in reforms will benefit most from their relationship with the EU in line with the incentive based approach of the renewed European Neighborhood Policy (Council of the European Union, 2013). Reinforced and sustainable reform efforts serve a common interest to help the Eastern European countries progress towards deep and sustainable democracies. The participants of the Eastern Partnership Summit in Vilnius emphasized the importance of developing regional cooperation in implementing EU macro regional strategies. They expressed their commitment to strengthening bilateral and multilateral cooperation and coordination with interested Eastern European partners in areas related to freedom, security and justice.

The predominant reform target of the European Neighborhood Policy is to promote effective functioning of public institutions taking into account high standards of administrative efficiency and independent judiciaries as well as to contribute to an enhanced investment climate (Borzal, 2009). The cooperation clearly defines gradual reform steps dependent on the particular situation of a partner country in order to take into consideration their needs and capacities as well as perceived interests in the context of the European Neighborhood Policy.

EU-Georgia Relations

Partnership between the European Union and Georgia started in 1992 when Georgia regained its sovereignty in the wake of the break-up of the Soviet Union. The EU was one of the first to assist Georgia in the difficult early years of transition. The European Commission opened its Delegation to Georgia in 1995. By signing the Association Agreement (AA) in June 2014, relations between the EU and Georgia have been brought to a qualitatively new stage. The Association Agreement foresees far reaching political and economic integration with the EU by significantly deepening political and economic ties, bringing Georgia closer to Europe. The EU and Georgia have also agreed concerning an Association Agenda which defines a set of priorities. The Association Agreement was initialed at the Eastern Partnership Vilnius Summit of November 2013.

The EU-Georgia Association Agreement is the outcome of the European Neighborhood Policy (ENP) launched in 2004 with the objective to bring closer the enlarged EU and its neighbors and to enhance prosperity, stability and security of all concerned. It helped to build ties in new areas of cooperation and encouraged Georgia's further approximation with European economic and social structures.

The European Union has appointed since July 2003 an EU Special Representative for the South Caucasus (EUSR). This underpins the EU's commitment to actively contribute to the peaceful resolution of conflicts and confidence-building efforts in the South Caucasus while reaffirming Georgia's territorial integrity and sovereignty.

The EU-Georgia Association Agreement is part of a new generation of Association Agreements with Eastern Partnership countries and provides a long-term foundation for future EU-Georgia relations without excluding any possible future developments in line with the Treaty on European Union. This ambitious and pioneering Agreement represents a concrete way to exploit the dynamics in EU-Georgia relations focusing on support to core reforms and sector cooperation (Association agreement between the European Union and Georgia, 2014).

The EU's support is provided in the context of the overall priorities for assistance in favor of Georgia as outlined in the ENI Single Support Framework (SSF) and in the multi-country programming under the European Neighborhood Instrument (ENI) as part of the overall funding available for Georgia and in full respect of the relevant implementation rules and procedures of EU's external assistance.

The Association Agenda was applied for an initial period of three years which may be extended by mutual agreement. From the start of its application it replaced the ENP Action Plan as the principal vehicle for monitoring Georgia's progress within the European Neighborhood Policy. Civil society is also encouraged to focus its monitoring activities on the Association Agenda.

Political dialogue and cooperation towards reforms in the framework of the Association Agenda seek to strengthen respect for democratic principles, the rule of law, good governance and human rights including the rights of persons belonging to minorities as enshrined in the core UN and Council of Europe Conventions and related protocols. It aims to contribute to consolidating domestic political reforms, in particular through approximating with the EU's *acquis communautaire*.

According to European Commission's report Georgia made some progress towards deep and sustainable democracy. Constitutional reform was initiated with the creation of a State Constitutional Commission. The role of parliament was strengthened. The National Human Rights Strategy and Action Plan were adopted. Overall Georgia made some progress in implementing the ENP Action Plan and the Association Agenda with achievements notably in the areas of human rights and fundamental freedoms and in the visa liberalization process (European Commission, 2015).

Political dialogue between the EU and Georgia further intensified in recent years. An unprecedented meeting between the Georgian government and the College of Commissioners took place in May 2014. In November 2014 the first meeting of the EU-Georgia Association Council took place and Georgia was the host of the Eastern Partnership Civil Society Forum in Batumi. On 11-12 July, 2019 the Georgian city of Batumi hosted an international conference dedicated to the 10th anniversary of the Eastern Partnership. The event brought together leaders from the EU member states and the 6 Eastern partnership countries, civil society representatives, business leaders, young people and journalists from across the region.

In his opening remarks, President of the European Council Donald Tusk underlined the achievements and stressed that further progress needs to be based on unity and cooperation. Donald Tusk reminded that 2019 also "marks the 30th anniversary of the collapse of the Soviet domination in Central and Eastern Europe that started inter alia with the demonstrations in

Tbilisi in April 1989, the first partially free elections in Poland in June, and culminated with the fall of the Berlin Wall in November.”

“It is a highly symbolic time to discuss how far we have travelled together over this past decade - and how to take our common journey forward,” Tusk added.

“When looking at the Eastern Partnership’s first ten years, it is evident that thanks to it and through it, our relations have become deeper, more structured and more predictable,” he underlined. “We have concluded Association Agreements with Ukraine, Georgia and the Republic of Moldova, a Comprehensive and Enhanced Partnership Agreement with Armenia, a new framework agreement close to completion with Azerbaijan, and a more transparent engagement with Belarus.”

Tusk said these developments have opened up a wide range of new opportunities, listing numerous economic, political and intercultural benefits of such cooperation.

“The Eastern Partnership was created, and has always been, an initiative of peace, not aimed against anyone, with an objective to establish ever-more prosperous societies, with good governance, a strong rule of law and efficient justice,” he added.

The Association Agreement between the European Union and Georgia is a comprehensive treaty covering Georgia’s relationship with the EU. The trade-related content is covered in the Deep and Comprehensive Free Trade Area (DCFTA). The political and economic objectives of the Agreement are fundamental for the future of Georgia as an independent and secure European state. The political purpose is to deepen the realization of Georgia’s ‘European choice’ and its relations with the EU. The economic purpose is to help modernize Georgia’s economy, boosting trade with the EU and other major trading partners worldwide and by reforming economic regulations in line with European best practice. Since 1 September 2014, the EU has opened its market for tariff-free imports from Georgia almost completely. Financial support is available to help with technical issues and investment where there are heavy adjustment costs, with grants from the EU and loans or investment from the European financial institutions (Emerson & Kovziridze, 2018).

Foreign and security policy is a crucial component of EU-Georgian cooperation, given both Georgia’s strategic objective of integration with the EU and the need to counter security threats posed by Russia. Georgia aligns itself with many EU positions adopted in international diplomacy and is one of the most active non-member state partners of the EU in several military missions. In April 2018, Georgia announced a ‘peace initiative’ aimed to facilitate the movement of trade and people across the administrative borders

with the separatist territories of Abkhazia and South Ossetia. This represented a significant policy change and opening on the part of Tbilisi.

Radical reforms starting in 2004 enabled Georgia to achieve impressive results with fast growth and great improvements in its international rankings related to the ease of doing business and perceptions of corruption. The EU is supplying significant financial assistance to the country, including macroeconomic loans, budget grants and major investment from the EIB and EBRD. Georgia has the ambition to become a transport and logistics hub in the Black Sea-Caucasus-Caspian Sea region and to fully integrate its infrastructure into the international and regional transport systems. For air transport the EU and Georgia concluded a Common Aviation Agreement in 2010. Georgia acceded to the Energy Community Treaty in 2017, which entails alignment with EU energy policies.

The first years of implementation of the Association Agreement and DCFTA allow some preliminary assessments to be made. The overall record is most positive, with the implementation timetables of the Agreement largely respected. The entire Association Agreement is premised on a common commitment to the modern, democratic political values of the EU, recognizing in the preamble that the common values on which the European Union is built, namely democracy, respect for human rights and fundamental freedoms and the rule of law lie at the heart of political association and economic integration between the parties. Political dialogue is conducted through regular meetings at different ministerial and senior official levels.

The EU-Georgia Visa Liberalization Dialogue was launched on 4 June 2012 and the Visa Liberalization Action Plan (VLAP) was initiated in February 2013. In March 2017, after successful implementation of the VLAP, visa requirements for Georgian citizens willing to travel to the Schengen zone for a short-stay was abolished.

The Association Agreement seeks to facilitate the gradual convergence of Georgia's foreign, security and defense policies with those of the EU at bilateral, regional and multilateral levels. These include areas covered by the EU's Common Foreign and Security Policy (CFSP) and the Common Security and Defense Policy (CSDP). The Agreement reaffirms the parties' commitment to the international canons of sovereignty, territorial integrity and the inviolability of borders in accordance with the Charter of the United Nations and the Helsinki Final Act of 1975. Since 2011, Georgia has been aligning with many CFSP declarations on a voluntary basis, having joined 47% of the CFSP declarations in 2014. In 2015, Georgia joined 221 statements released by the EU in conjunction with different international organizations. Georgia continues to participate actively in Western security missions. Thanks to their high degree of interoperability, the Georgian armed

forces have been providing significant contributions to both NATO and EU-led peace support operations. After signing and ratifying the Framework Participation Agreement with the EU in November 2013, Georgia has adopted the necessary by-laws to allow for its personnel to participate in CSDP missions. The legislation is currently being revised for further improvement.

The Association Agenda foresees regular EU-Georgia bilateral consultations on the breakaway regions of Abkhazia and South Ossetia and encourages trade, travel and investment across the administrative lines. Immediately following the Six-Point Agreement, on 1 October 2008 the EU launched the EU Monitoring Mission in Georgia (EUMM). The goal of the EUMM is to observe compliance by Russia and Georgia of the Six-Point Agreement and crucially to prevent a renewal of hostilities. It further seeks to improve the security environment through its presence as a stabilizing force and to create conditions for civilians to cross the occupation lines.

The Eastern Partnership is a serious step in shaping a new regional scope of cooperation between the EU and partner countries. Political dialogue and cooperation in the framework of the Eastern Partnership seek to strengthen respect for democratic principles, the rule of law and good governance. Relations between the EU and Georgia have been brought to a qualitatively new stage since the inception of the Eastern Partnership.

Conclusions

The Eastern Partnership is an important framework for EU-Georgian relations. Within the Eastern Partnership the European Union offers Georgia the closest possible political association and greater degree of economic integration. Partnership between the EU and Georgia builds on common interests and values such as democracy, the rule of law, respect for human rights and fundamental freedoms. By signing the Association Agreement in June 2014, relations between the EU and Georgia have been brought to a qualitatively new stage. The Association Agreement foresees far reaching political and economic integration with the EU by significantly deepening political and economic ties, bringing Georgia closer to Europe. The European Union has a vital interest in seeing stability, better governance and economic development at its Eastern borders. Reforms supported by the Eastern Partnership have brought Georgia politically and economically closer to the EU.

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Construction of Neural Networks for the Approximation of a Function of One Variable

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Abstract

In this study, multilayer perceptron (MLP) and radial basis function (RBF) networks are applied to model the well known problem of function approximation. The performance of various neural networks is analyzed and validated by means of the standard benchmark *humps* function from MATLAB. Experimental results show that among the neural networks tested, the radial basis function (RBF) neural network is superior in terms of function approximation velocity and accuracy to the MLP network.

Keywords: Neural network, multilayer perceptron, network of radial basis functions, function approximation, сеть, MATLAB system.

Introduction

Neural networks have found a wide range of successful applications connected with prediction. Such problems include problems of prediction of exchange rate, securities rate at the stock market, prices of raw materials and other commodities, also problems of detecting insurance frauds and bankruptcy cheatings, problems of determining the structural properties of new materials, problems of predicting loads of power systems, problems of predicting creditors' paying capacity and the solvency of start-up projects. Formally, the training of a neural network in prediction is always formulated as a problem of approximation. Even a problem of pattern recognition can also be formulated as an approximation problem in which the training with a teacher's participation is used, i.e. for each training input vector there is a training output vector. Approximation problems are however solved by using neural networks.

On the one hand, neural networks consist of a wide class of various architectures and, on the other hand, in many cases the problem consists in the approximation of nonlinear static properties and the construction of

consistency of the (mapping) function $f(\mathbf{x})$ with the neural network $f_{NN}(\mathbf{x})$, where $\mathbf{x} \in \mathbb{R}^K$ (Setiono and Gaweda, 2000, Wang, Duan, and Duan, 2013, Touzet, 2016).

Multilayer perceptron

The most efficient neural networks in the problem of function approximation are a multilayer perceptron (MLP) network and a radial basis function (RBF)²⁰ function network. Here our discussion will be focused on comparative analysis between the MLP and the RBF function networks.

An MLP network consists of an input layer, several hidden layers and an output layer. A node i , also called a neuron, in the MPL network is shown in Fig. 1. It incorporates a summator and an nonlinear activation function g .

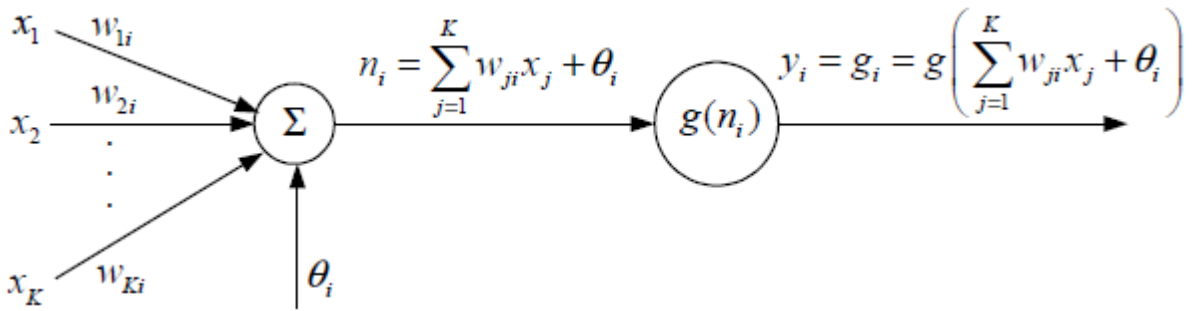


Fig. 1. An MLP network with a single node.

The inputs $x_k, k = 1, \dots, K$, for the neuron are multiplied by the weights w_{ki} and summed together with the constant displacement value θ_i . As a result n_i is an input for the activation function g . The activation function was originally chosen to be a relay function, but for mathematical convenience we most frequently use a hyperbolic tangent (\tanh) or a sigmoidal function. A hyperbolic tangent is defined as

$$\tanh(x) = \frac{1 - e^{-x}}{1 + e^{-x}}. \tag{1}$$

An output of the node i takes the form

24 The network of radial basis functions is an artificial neural network that uses radial basis functions as activation functions. The output of the network is a linear combination of the input radial basis functions and the neuron parameters.

$$y_i = g_i = g \left(\sum_{j=1}^K w_{ji} x_j + \theta_i \right). \quad (2)$$

An MLP network is formed by connecting several nodes in parallel or in series. A typical network is shown in Fig. 2.

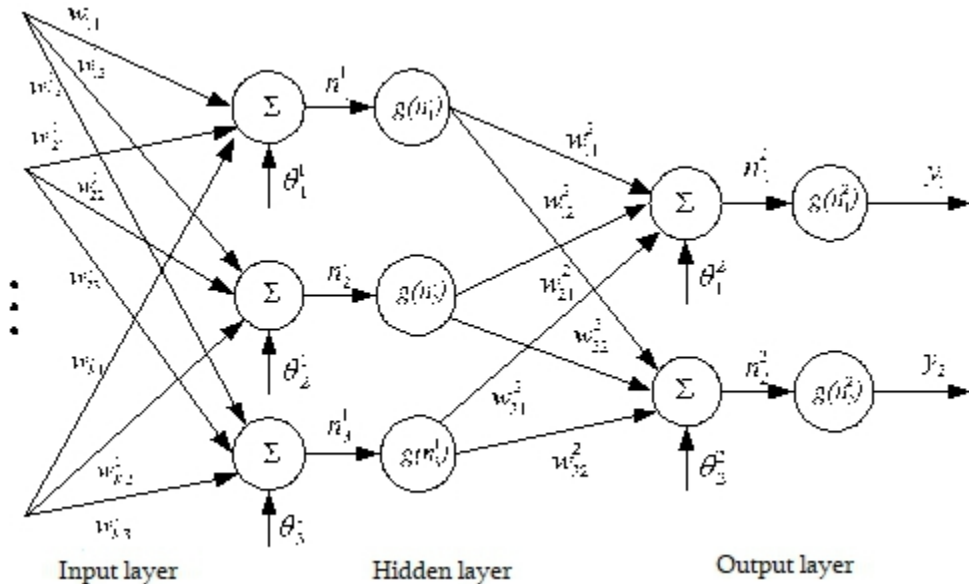


Fig. 2. A multilayer (multi level) perceptron with a single hidden layer. Here the activation function g is used in both layers. The superscripts of the values

n, θ or w belong to the first or the second layer.

An output $y_i, i=1,2$ of the MLP network takes the form

$$y_i = g \left(\sum_{j=1}^3 w_{ji}^2 g \left(n_j^1 \right) + \theta_j^2 \right) = g \left(\sum_{j=1}^3 w_{ji}^2 g \left(\sum_{k=1}^K w_{kj}^1 x_k + \theta_j^1 \right) + \theta_j^2 \right). \quad (3)$$

From the relation (3) we can conclude that the MLP network is a nonlinear parametrized mapping of an input space $\mathbf{x} \in \mathbf{R}^K$ onto an output space $\mathbf{y} \in \mathbf{R}^m$ (here $m=3$). The parameters are weights w_{ji}^k and displacements θ_j^k . The activation functions g are usually assumed to be identical in every layer and known in advance. In Fig. 2 one and the same activation function g is used in all layers.

Taking the input-output data $(x_i, y_i), i=1, \dots, N$, into account, a search for the best MLP network is formulated as a problem of data selection, where (w_{ji}^k, θ_j^k) are the parameters to be defined.

The procedure is as follows. First the designer must fix the structure of the MLP network architecture: the number of hidden layers and neurons

(nodes) in each layer. Activation functions are also chosen for each layer in this stage, i.e. they are assumed to be known. Weights and displacements (w_{ji}^k, θ_j^k) are the unknown parameters to be defined.

A lot of algorithms are available for defining the parameters of a network. In the literature on neural networks these algorithms are called *training algorithms* or *learning algorithms*, while in the identification system to which they belong they are called *algorithms of parameters estimation*. The most popular of them are *the backpropagation algorithm* and *the Levenberg-Marquardt algorithm*. The backpropagation algorithm is a gradient algorithm that has many different variants. The Levenberg-Marquardt algorithm is usually more effective but needs more computer memory. Our consideration here will be focused only on the application of algorithms.

Training algorithms for multilayer perceptron

On the whole, the procedure of training algorithms for multilayer perceptron networks has the following steps:

- a. First the network structure is defined. Activation functions are chosen in the network, while the weight and displacement parameters of the network are initialized.
- b. The parameters related to the training algorithm such as an acceptable error level, a maximal number of epochs (iterations), and so on are defined.
- c. A training algorithm is called-in.
- d. After the neural network is defined, the result is first checked by simulating the neural network output with measured input data. This is compared with measured outputs. The final check must be carried out with independent data.

The MATLAB commands used in the procedure are *newff*, *train* and *sim*.

The MATLAB command *newff* generates a multilayer (multi level) perceptron neural network which is called *net*:

$$net = newff(PR, [S1, S2, \dots, SNl], \{TF1, TF2, \dots, TFNl\}, BTF). \quad (4)$$

The inputs in the relation (4) are:

R – the number of elements of the input vector,

xR – the $R \times 2$ matrix of minimal and maximal values for R input elements,

PR – minimal and maximal values of input elements,

Si – the number of neurons (size) of the i – th layer, $i = 1, 2, \dots, Nl$,

Nl – the number of layers,

TFi – the activation (or transfer) function for the i – th layer, by default «*tansig*»,

BTF – the function of network training, by default command «*trainlm*»

In Fig. 2 we have:

$R = K, S1 = 3, S2 = 2, Nl = 2, TFi = g.$

The algorithm of the command *newff* by default is the Levenberg-Marquardt algorithm, *trainlm*. The values of the parameters for algorithms by default are supposed to be given and they are hidden from the user. They must not be corrected during the first test. The initial values of the parameters are automatically generated by the command. Note that their generation is of random character and therefore the response may be different if the algorithm is repeated.

After the network initialization, the training of the network begins by means of the command *train*.

The resulting multilayer perceptron network is called *net*: $net = train(net, x, y), (5)$ where *net* is the initial multilayer (multi level) perceptron network generated by the function *newff*, *x* is the measured input vector of dimension *K* and *y* is the measured output vector of dimension *m*

The command *sim* is used in order to check how well the resulting multilayer perceptron network *net1* approximates data. The measured output is *y*. The output of the multilayer perceptron network is simulated by means of the command *sim* and is called *ytest*: $ytest = sim(net1, x), (6)$ where *net1* is the final multilayer perceptron network and *x* is the input vector.

The measured output *y* can now be compared with the output *ytest* of the multilayer perceptron network to see how good the result obtained by calculating the error as a difference $e = y - ytest$ at every measurement point is. The final check must be done using independent data.

Further, let us consider some examples where the package of MATLAB Neural Network Toolbox programs is used for training the parameters in the network when input-output data are accessible.

Search strategy

The scheme of MATLAB and SIMULINK application is as follows:

1. Generation of the network's object and its initialization. The use of the command *newff*.
2. Training of the network. The use of the command *train* (package training).
3. Comparison of the results of network output computation with training data and data validation. The use the command *sim*.

The command *newff* executes two tasks: defines the network (architecture type, size and type of the used training algorithm). This command also automatically initializes the network. The last two letters *ff* in the command *newff* indicate the feedforward type of a neural network.

For networks of a radial basis function the command *newrb* is used, while for the Kohonen self-organizing map (SOM) the command *newsom* is used.

Prior to the beginning of the execution of a concrete task, the best idea is to call-in MATLAB Neural Network Toolbox demos. Then set the command *demo* on the command row of MATLAB; in the opened MATLAB Demos window select Neural Networks from Toolboxes and scan the windows which matching the considered problem.

Formulation of the problem: Let us consider in the MATLAB system some function given by the expression

$$y = 1./((x-.3).^2 + .01) + 1./((x-.9).^2 + .04) - 6$$

In the MATLAB system it can be called-in by the command *humps*. Here we wish to find, if this is possible, a neural network that corresponds to the data generated by the *humps* function on the variation interval $[0, 2]$ of the argument x .

Our task consists of two parts:

To adjust the multilevel (multilayer) perceptron network to data, to simulate networks of various sizes for various training algorithms.

a. To repeat the problem with networks of a radial basis function.

Let us proceed to solution.

a) A multilayer perceptron network

To obtain data we use the following commands:

```
x = 0:.05:2; y=humps(x);
```

```
P=x; T=y;
```

To obtain a data graph we should write:

```
plot(P,T,'x')
```

```
grid; xlabel('time (s)'); ylabel('output'); title('humpsfunction')
```

The result is presented in Fig. 3.

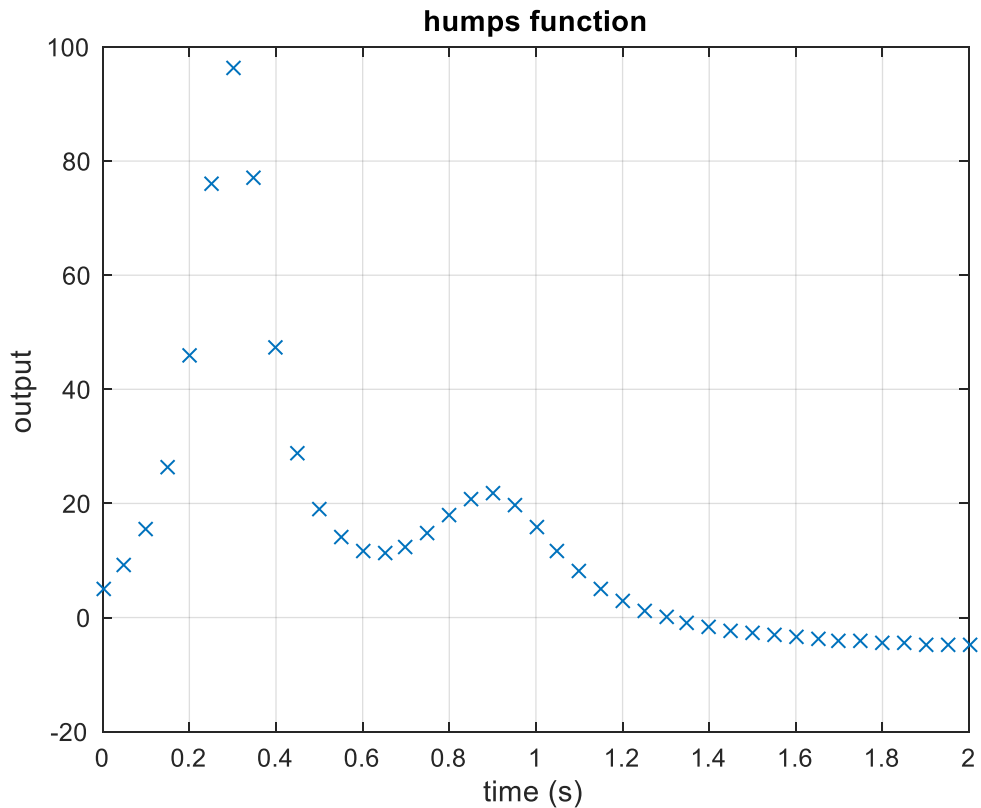


Fig.3. The humps function

Perceptron training algorithms have the following structure:

- a. Definition of the network structure. Selection of activation functions and initialization of the neural network parameters, weights and displacements which are established either independently or by using initialization procedures.
- b. Initialization of a multilayer perceptron network. In the MATLAB system the corresponding command is *newff*.
- c. Assignment of parameters connected with the training algorithm and analogous to the required error index, a maximal number of epochs (iterations), and so on.
- d. Call-in of a training algorithm. In the MATLAB system this command is *train*.

```

% NETWORK DESIGN
% =====
% First we take a plain feedforward (multilayer perceptron) network net =
newff([0 2], [5,1], {'tansig', 'purelin'}, 'traingd');
% Here newff defines the feedforward architecture.
% The first argument [0 2] defines the input range and initializes the
network parameters.
% The second argument is the network structure. There are two layers.
% 5 is the number of nodes in the first hidden layer,
% 1 is the number of nodes in the output layer,
% Next activation functions in the layers are defined,
% In the first hidden layer there are 5 tansig functions.
% In the output layer there is one linear function.
% 'learngd' defines the basis scheme of training by the gradient method.
% Definition of parameters of training
net.trainParam.show = 50; % The result is mapped onto each 50th iteration
net.trainParam.lr = 0.05; % The training velocity in some gradient schemes
net.trainParam.epochs = 1000; % The maximal number of iterations
net.trainParam.goal = 1e-3; % Admissible error; stopping criterion
% Training of network
net1 = train(net, P, T); % Repeats the gradient type of the cycle
% The resulting network is stored in net1
Below: MSE is the abbreviation of mean-square error.
TRAINGD, Epochs 0/1000, MSE 765.048 / 0.001, Gradient 69.9945 / 1e-010
....
TRAINGD, Epochs 1000/1000, MSE 28.8037 / 0.001, Gradient 33.0933 /
1e-010
TRAINGD, maximum of epochs (iterations) is reached, the goal of problem
is not reached
The goal is still far after 1000 iterations (epochs).
REMARK: it is not surprising if we cannot visualize identical numbers or
identical indices. The reason is that newff uses the generator of random
numbers when it generates the initial values of network weights. Therefore
the initial network will be different even if one and the same commands are
used.

```

Convergence is shown below in Fig. 4.

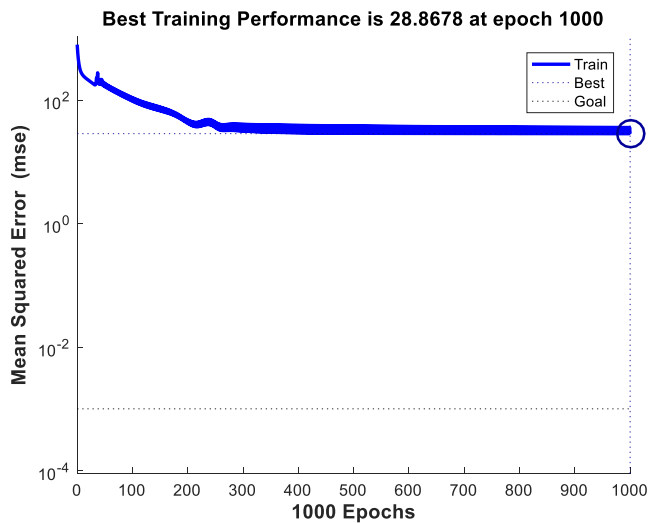


Fig. 4. The pattern of convergence of the trained (blue) function to the goal-oriented (black) one.

It is likewise clear that even if more iterations are executed, no improvement can be expected. Let us check once more how approximation of the neural network looks like.

% Let us simulate how good the achieved result is if at the input we have the same input vector P

% Output is the data produced by the neural network which must be compared with the input data.

a=sim(net1,P);

*% Construct the result and compare
plot(P,a-T, P,T);grid;*

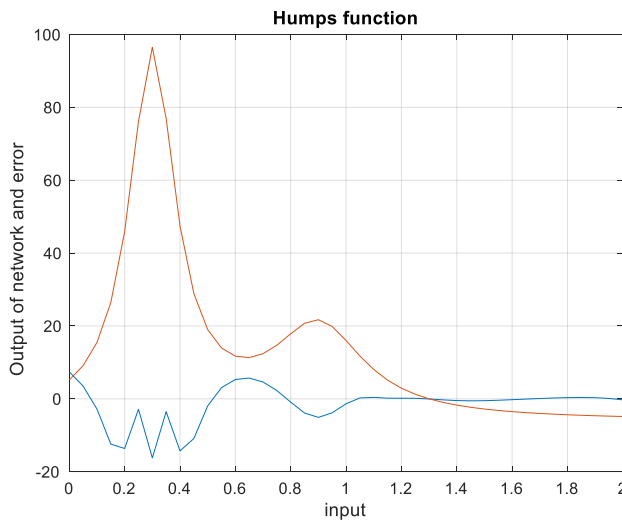


Fig. 5. The character of fitting of the output (blue) error of the trained network to the goal-oriented (green) output for feedforward network $net = newff([0\ 2], [5,1], {'tansig', 'purelin'}, 'traingd')$

The fitting is rather bad, especially at the beginning. What can be done there? Two things are obvious. Having all problems of the neural network, we are confronted with the question of defining a reasonable, if not an optimal, size of the network. Let us enlarge the size of the network. This also enables us to enter a greater number of network parameters and so we must keep in mind that the data points are greater in number than network parameters. The other thing that could be done is to improve the performance of the training algorithm or even to change the algorithm. We will soon return to this question.

Let us enlarge the network size: use 20 nodes in the first hidden layer.
 $net = newff([0\ 2], [20,1], {'tansig', 'purelin'}, 'traingd');$

Otherwise we can use the same parameters of the algorithm and start the training process.

```
 $net.trainParam.show = 50;$ 
```

```
 $\% The result is mapped onto every 50th iteration (epoch) net.trainParam.lr = 0,05;$ 
```

```
 $\% The training velocity (?rate) used in some gradient schemes$ 
```

```
 $net.trainParam.epochs = 1000;$ 
```

```
 $\% The maximal number of iterations net.trainParam.goal = 1e-3; \% Admissible error; stopping criterion$ 
```

```
 $\% Network training$ 
```

```
 $net1 = train(net, P, T);$ 
```

```
 $\% Repeats the gradient type of the cycle$ 
```


TRAINGD, Epochs 1000/1000, CKO 0,299398 / 0,001, Gradient 0,0927619 / 1e-010

TRAINGD, the maximal number of epochs is ?reached, the goal of the problem is not reached.

For the gradient algorithm of training the target-oriented error 0.001 is not reached either but the situation has essentially improved as shown in Fig. 6.

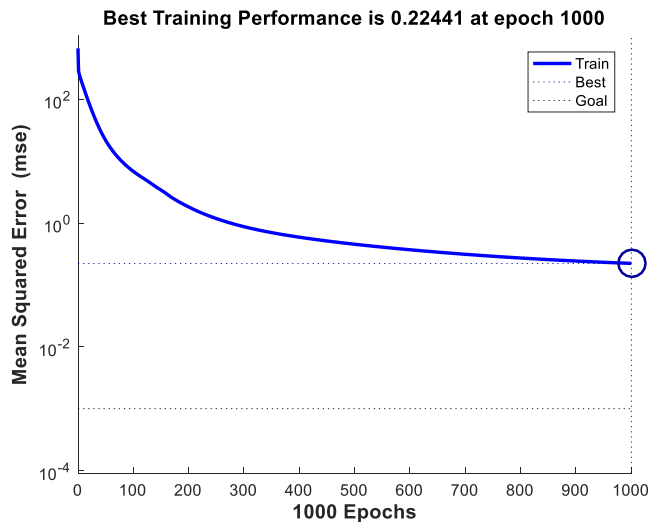


Fig. 6. Convergence of the output (blue) error of the trained network to the admissible (black) level for 1000 epochs (iterations) for the training algorithm of gradient type.

The pattern of the approximation quality of the *humps* function generated by the neural network $net = newff([0\ 2], [20,1], {'tansig', 'purelin'}, 'traingd')$ is shown in Fig. 7.

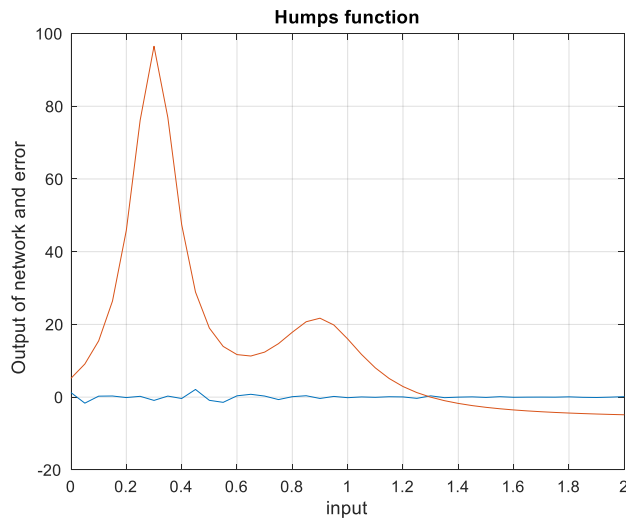


Fig. 7. The pattern of approximation of the *humps* function executed by the neural network $net = newff([0\ 2], [20,1], {'tansig', 'purelin'}, 'traingd')$

From the convergence curve we can conclude that there still exists a chance to improve the parameters of the network by increasing the number of iterations (epochs). Since the back propagation (gradient) algorithm is, as known, slow, we will try the following more efficient training algorithm.

Let us try in particular the Levenberg-Marquard (L-M) method called-in by the command `trainlm`. Let us also use a smaller size of the network – 10 nodes in the first hidden layer.

```
net = newff([0 2], [10,1], {'tansig', 'purelin'}, 'trainlm');
```

```
% Definition of parameters
```

```
net.trainParam.show = 50;
```

```
net.trainParam.lr = 0,05;
```

```
net.trainParam.epochs = 1000;
```

```
net.trainParam.goal = 1e-3;
```

```
% Network training
```

```
net1 = trainlm(net, P,T);
```

```
TRAINLM, Epochs 0/1000, MSE 830.784/0.001, Gradient1978.34/1e-010
```

```
....
```

```
TRAINLM, Epochs 497/1000, MSE 0.000991445/0.001, Gradient1.44764/1e-010
```

```
TRAINLM, The goal of the task is reached
```

The convergence for the L-M training algorithm is shown in Fig. 8.

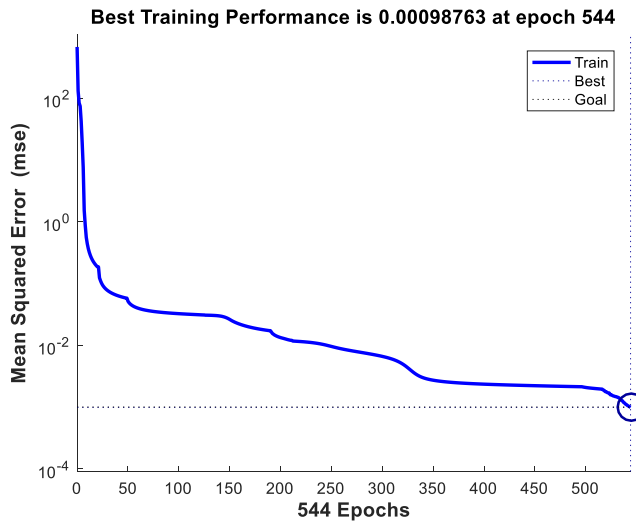


Fig. 8. Convergence of the output (blue) error of the trained network to the admissible (black) level at 544 epochs (iterations) for the Levenberg-Maquards training algorithm

Now the characteristics correspond to the specified admissible levels.

%Simulateresult

a=sim(net1,P);

%Plot the result and the error

plot(P,a-T,P,T)

xlabel('Time (s)'); ylabel('Network output and error'); title('Humpsfunction')

The results are graphically presented in Fig. 9.

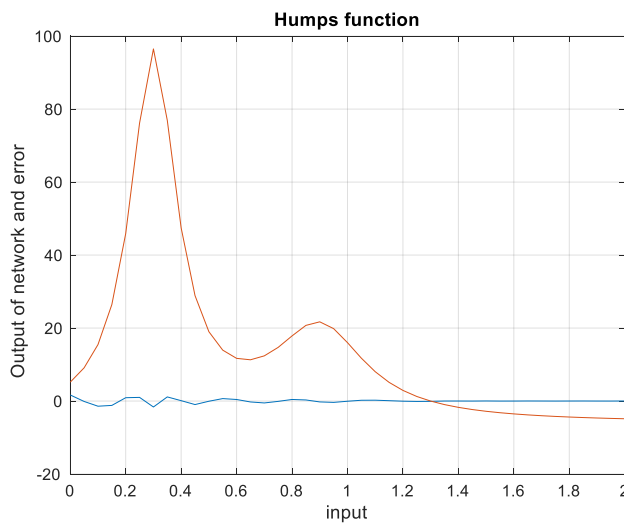


Fig 9. Time-dependent change of the network output and its approximation error for the Levenberg-Maquards training algorithm

Clearly, the L-M algorithm is much faster and superior to the back propagation method. We should also note the fact that the algorithm converges faster or more slowly depending on initialization.

There also exists a question about fitting: must we take all failures and deviations into consideration or are they rather a result of bad noisy data?

When the function is sufficiently smooth, the multilayer network of perception seems to have problems. It is advisable to simulate the network using independent data.

```
x1=0:0.01:2; P1=x1;y1=humps(x1);T1=y1;
a1=sim(net1,P1);
plot(P1,a-a1,P1,T1,P,T)
```

If we use the points lying between the training data, the error is insignificant and we do not see a great difference from the above figure.

Such data are called test data. Another observation may be that in the case of a rather plane domain the neural networks experience more difficulties than in the case of more variable data.

b) Networks of a radial basis function

Here we wish to find a function that matches 41 points of data by using the radial basis network.

The radial basis network is a network with two levels (layers). It consists of a hidden layer of radial basis neurons and an output layer of linear neurons. The typical form of a radial transfer function used by the hidden layer is as follows:

```
p =-3:.1:3;
a =radbas(p);
plot(p,a)grid;
xlabel('Input p'); ylabel('Output radbas(p)'); title(' Radial basis function')
```

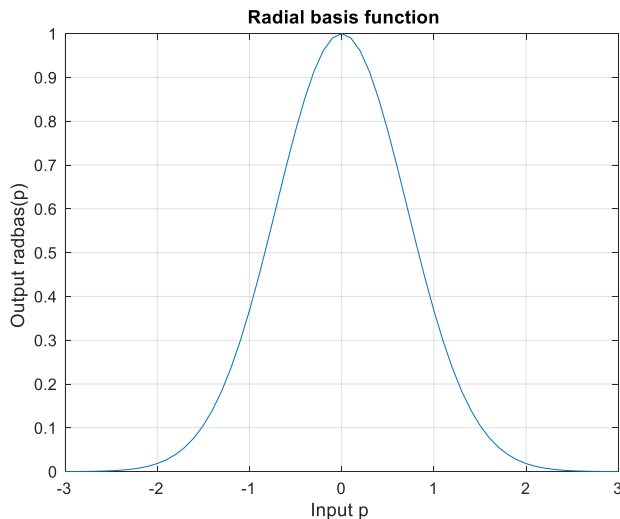


Fig. 10. The typical form of a radial transfer function used by the hidden layer

The weights and displacements of each neuron in the hidden layer determine the position and width of a radial basis function.

Each linear output neuron generates a weighted sum of these radial basis functions. With the correct weight and displacement values for each layer and a sufficient number of hidden neurons, the radial basis network will match any function as accurately as desired.

We can use the function `newrb` for a fast design of a radial basis network which approximates the function at these data points.

From the directory of MATLAB system commands we have the following description of the algorithm.

At first the RADBAS layer has no neurons. The next steps are repeated until the mean square error of the network drops below GOAL (this is the goal).

The procedure is as follows:

- 1) the network is simulated;
- 2) An input vector with a maximal error is found;
- 3) The neuron of the RADBAS layer is summed with weights which are equal to the found vector;;
- 4) Weights of the PURELIN vector are re-designed anew in order to minimize the error.

Generation of data takes place as before:

$x = 0:.05:2; y = \text{humps}(x); P = x; T = y;$

The simplest form of the command `newrb` is as follows

$net1 = \text{newrb}(P, T);$

For humps, the network training leads to singularity and hence to the difficulty in the training.

The modeling and plotting of the result

```
a=sim(net1,P);
lot(P,T-a,P,T)grid;
xlabel('Input'); ylabel('Output of network and error'); title('Humps function
approximation - radial basis function')
```

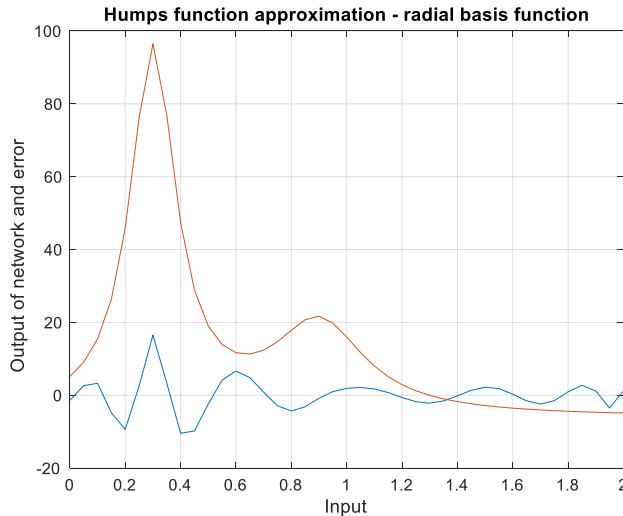


Fig. 11. Approximation of humps and the error character

The graph in Fig. 11 shows that the network approximates humps, but the error is rather large. The problem consists in that the values by default for two parameters of the network are not very good. The values by default are: goal – mean square error goal = 0.0, spread - radial basis functions spread = 1.0.

In our example we choose goal = 0.02 and spread = 0.1.

```
goal=0.02; spread=0.1;
```

```
net1=newrb(P,T,goal,spread)
```

Let us model and plot the result:

```
a=sim(net1,P);
```

```
plot(P,T-a,P,T)
```

```
xlabel('Time (s)'); ylabel('Output of network and error');
```

```
title('Humps function approximation - radial basisfunction')
```

This choice will lead to an absolutely different final result as shown in Fig. 12.

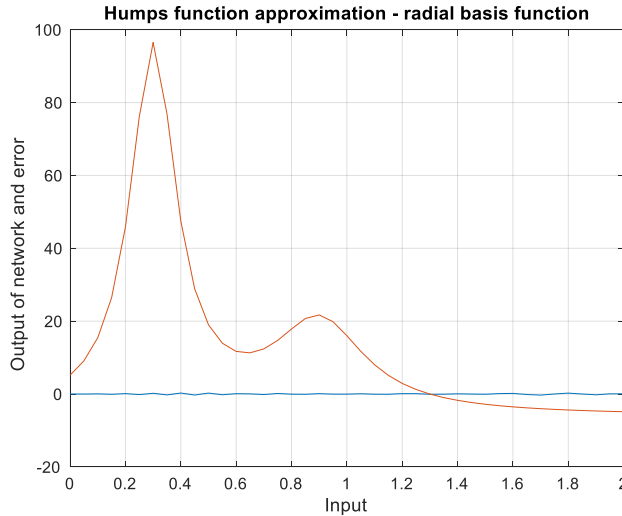


Fig. 12. Approximation of the humps function for a small value of the spread parameter.

There arises a natural question: what is the meaning of a small value of the spread of the parameters of radial basis functions? What about a large value?

In the first case the problem consists in an excessively large spread (by default, spread = 1.0), which leads to a too rarefied solution. The training algorithm demands the matrix inversion and therefore is confronted with a problem with singularity. For a better choice of the spread parameter the result is sufficiently good.

It is interesting to check also the algorithms which are associated with a radial basis function or analogous networks NEWRBE, NEWGRNN, NEWPNN.

Conclusion

In this paper, the multilayer perceptron network and the network of radial basis functions are used for modeling the well known function approximation problem. The efficiency of various neural networks is analyzed and tested by means of the well known standard humps function from MATLAB. Experimental results show that among the tested neural networks the neural network of radial basis functions is more preferable than a multilayer perceptron network in terms of velocity and accuracy of function approximation.

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International-Domestic Practice of the Cooperation of the State with Commercial Banks and Small Businesses; Improvement Opportunities

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Abstract

One way to reduce unemployment and poverty level in the country is to produce more products, stimulate the promotion of production. The role of small enterprise, in this context, is essential and the support is significant to the country's economic growth. It can increase capacity of a product or service, create more work places and thus advance welfare of the population.

The article stems from the qualitative research as a result of organizing, bookkeeping and clarifying the data. Respectively, the secondary data analysis reviewed the information sources on finance issues existing in different countries of the world and in Georgia.

Net profit of commercial banks existing in Georgia is characterized by a boosting tendency from year to year. The banks may have a serious influence on funding small enterprise, as well as on the improvement of total economic data. Unfortunately, a small business segment holds the lowest share out of the entire credit portfolio of commercial banks. The small business segment holds the lowest share out of the entire credit portfolio of commercial banks.

However, it is possible to solve three substantial issues to advocate small enterprise: firstly, it is crucial to encourage small business to enable many unemployed making the first steps in the direction; secondly, to coach entrepreneurs to make many correct and efficient decisions in terms of professional development; and finally, to assist small business owners in sales to gain their first revenues.

Keywords: Small businesses, financing, state programs and agencies, bank, interest rate, benefits.

Introduction

Urgency: unemployment is among the high priority problems of the contemporary world, causing the second and more crucial issue which is

poor population. Additionally, the importance falls on the employed who for certain reasons have job dissatisfaction, respectively having an impact on their well-being.

The best way to get protected from the occasions listed above is to have one's own business but majority perceives it as a mission impossible which is mostly related to large sums of money, thus highlighting inaccessibility. In fact, everything can be mastered if a business starts from establishing a small enterprise.

Moreover, it is worth to say every state is interested in the formation of the community's middle class and the enhancement of small companies will serve as the basis. The level of advancement of small businesses moves ahead accompanied by the time, as the state assigns particular significance to this development in the process of economic growth and nominates the advancement as one of the priorities of economic policy. Furthermore, small size businesses go through certain difficulties in the sphere of finance from the point of state programs and private structures. This is the focus of the presented research.

The research aims to explore problematic issues existing in the Georgian State Programs supporting business or in the financing from the private sector; to elaborate recommendations to improve the condition.

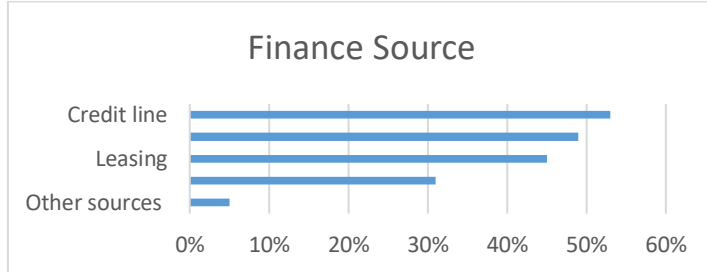
Research Method. The article stems from the qualitative research as a result of organizing, bookkeeping and clarifying the data. Respectively, the secondary data analysis reviewed the information sources on finance issues existing in different countries of the world and in Georgia. The study was conducted through analyzing the official data of the Central Bank of Europe and National Bank of Georgia consequently revealing the trends of the commercial bank having an impact on small store; specificities of commercial bank credit portfolios and projects implemented assisting promotion of small companies.

International practice of cooperation between commercial banks and small businesses. The problem of financing small firms is still a complication for Europe. Studies carried out in Europe in 2016 expose that for 9% of small companies the issue of raising finances remains to be the most important problem. However, the figure was 16% in 2009. [European Banking Federation, Banking in Europe, p.8-9]

Remarkably, the reality is diverse for different countries. Greece and Cyprus face the difficulty in the most acute way with 24% of small store having a problem of fund raising. [European Central Bank, Survey on the Access to Finance of Enterprises in the euro area October, 2017 to March 2018, p.3-5] The basic reason of the difference is the diverse implementation of finance resource, various levels of the progress of financial institutions such as bank system, insurance, pension funds, as well as enhancement of

segments of the financial market. The most critical sources of financing small enterprise in Europe is a credit line, overdraft, bank loans and leasing. (See diagram 1).

Diagram 1. Small Enterprise Finance Source



Source: Central Bank of Europe 2017

As shown in the graph, majority of small store practices several ways delivering a considerable role to the bank loan financing. Almost half attain a financial resource through bank loans.

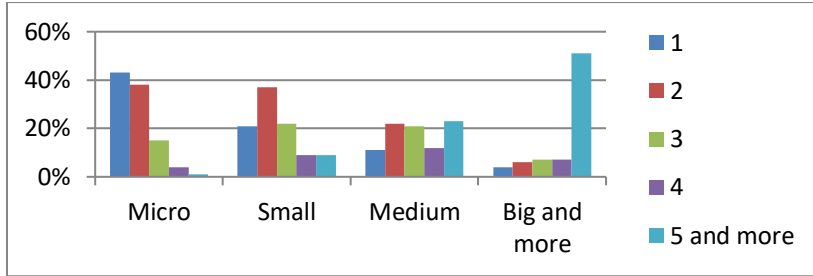
In Europe there is a commission collaborating with financial institutions to expand availability of financial resources for small business. The latter may also be financed from the Investment Bank of Europe, any commercial bank or other intermediary.

Certain difficulties small companies do not apply to commercial bank financing are related to high interest rate along with the weighty competition with big firms also provided by business loans. Even more, entrepreneurs do not administer bank loans because of being aware to be rejected from banks, the issue is urgent for Greece in particular.

The survey conducted by the Central Bank of Europe in 2018 demonstrates special obstacles small enterprise owners encounter in searching for qualified staff, customers and financial resources. The number of small store in whole Europe equals 11 733 with 10 720 hiring less than 250 employees. 24% of the surveyed small companies find the most problematic issue in being deprived of qualified work force, while 23% attributes the difficulty to finding appropriate clientele.

Based on the Central Bank of Europe data we can judge the number of banks business subjects deal with depending on a certain extent on the segment as well. (See diagram 2).

Diagram 2. The number of banks in active cooperation with European firms

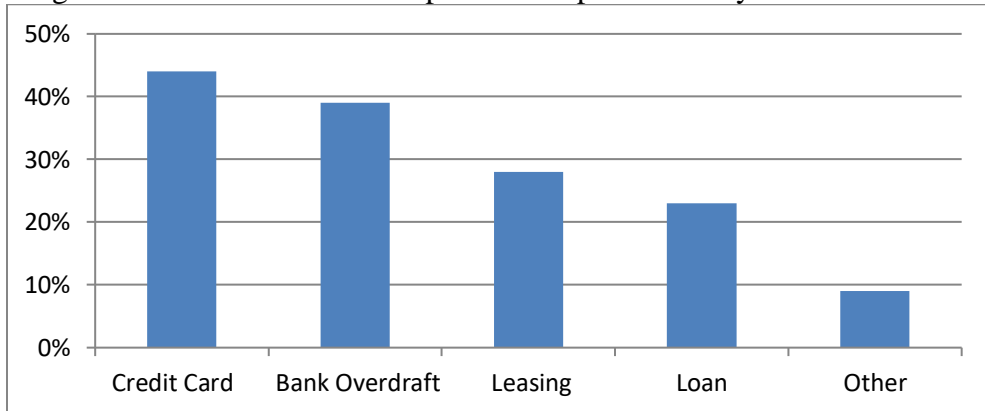


Source: Central Bank of Europe 2018

Based on the presented we can see that the smaller the business, the more difficult it is to find a commercial bank for intensive cooperation in terms of allocating financial resources. For example: approximately 43% of micro business works together with only 1 bank, while 37% of small business coordinates with at least 2 banks to take business loans; at the same time big business owners have more opportunities to contact several banks simultaneously, thus 51% collaborates with 5 and more.

Small enterprise is a sufficiently rising segment in Great Britain. 60% of the employed in a private field in England works for a small sector. The latter would comprise of 16.1 million people in 2017. The role of these enterprises is not displayed only in creating work places; they also are key customers for the bank sector. [EY, The Future of SME Banking, 2018, p.2-4] Banks in Great Britain are crucial small business financiers. (See diagram 3).

Diagram 3. Distribution of bank products implemented by small firms



Source: EY, 2018

Besides, Great Britain actively uses individual’s own means such as loans from friends and family, as well as grants, other trade partners, etc. to finance small size companies. However, up to 40% of finance resources gained, still goes to the bank sector.

As for the United States, small enterprise is also advocated and boosted there with commercial banks offering alternative conditions to

entrepreneurs to promote their business. Researches, carried out, conveyed 10 American banks are believed to turn out to be crucial in terms of financing small business in 2019. “Wells Fargo” is worth mentioning providing sums of money equal to \$10000-\$100000 for financing. The starting interest rate is 6.75%; the loan is delivered quickly and simply, since small enterprise already has its account in the bank. The total cost of loans has amounted \$1,363,161,100. [<https://www.wellsfargo.com>]

European countries still face obvious challenges related to small store: identifying and searching for potential customers, qualified staff or sufficient finance; interest rates are all the same high; big companies remain to be great competitors.

Thus, based on foreign experience, we may say the bank sector is a major key player in financing small firms. Half of attained resources in Europe belongs to bank loans. Europe, furthermore, has a commission which is, together with financial institutions, accountable for the provision of finance and advancement of small size companies. We should as well emphasize, that in 2016, in average 70% of the applications on loans from small business was met in the countries of Europe. This data is improved compared to the previous year. Nevertheless, the reality is diverse according to countries, for example: Greece, in these terms, has difficulties and the share of completely approved loans equals 30% only.

State programs to promote small business in Georgia. Small size companies need to be advocated by the state, as they have fairly small capacity of capital, low revenues, lack of enterprise skills and expertise, high cost of small store consultancy services, are less competitive facing greater risks, have frequent cases of overtime work and substitution of managers by owners. [Development strategy of Georgia’s small enterprise for the years 2016-2020, p.22]

Since July 1, 2018, based on the tax code, a new concessionary tax regime has been in force for the purpose of support and encouragement of small store in Georgia. [Revenue Service, www.rs.ge]

Unfortunately, bankruptcy rate is very high in such firms and almost half of them stop business for the first two years from their set up. They all the same have a difficulty to find resources, own and searched, due to the fact that banks and credit organizations have higher confinement in big corporations.

The government funded program named “For Strong, Democratic and Unified Georgia” functions to support such enterprise in order to minimize unemployment and poverty in the country and encourage startup entrepreneurs. It also aims to advocate the following: enhancement of knowledge on small business, access to finances, growth of export potential, availability on technology. Development Strategy of Georgia’s agriculture

assists incumbent actor-subjects in the agriculture business, small farming promotion is of particular focus. The program also strives to increase competition. [Development strategy of Georgia's small enterprise for the years 2016-2020, p.9]

Two bodies were created in Georgia to set up and advance small store in 2014: Georgian Agency of Innovations and Technology and Entrepreneurship Development Agency. The first is mainly focused on the stimulation of modern technologies, innovations, research; promotion of startup companies, development of small business through inculcation of contemporary technologies, implementation of innovative projects, etc. The second body backs projects designed for the improvement of small companies by assisting business to be more competitive; consults entrepreneurs; gets introduced with trends existing in export and domestic markets (collecting data about supply and demand and deliver to startup actors); helps enterprise in the relationship with financial institutions and donors, etc. [Development strategy of Georgia's small enterprise for the years 2016-2020, p.14]

Georgia all the same carries out a program "Produce in Georgia" concentrated on the support and growth of enterprise, attraction of investments; creation of new manufactures and enlargement of export potential. By the data of June 4, 2019, in the years 2015-2018, 6 212 projects were approved by the program. Their total investment sum comprises of over 61 million GEL with 46.9 million GEL assigned for co-funding with 9384 beneficiaries financed. [„Produce in Georgia“, <http://www.enterprisegeorgia.gov.ge/ka>]

The development strategy for Georgia's small and medium enterprise (for the years 2016-2020) covers 5 basic strategic directions and extension of the accessibility on finance is among those. For the latter, the following prioritized steps have been elaborated: enhancement of finance education; backing of small business to inculcate international standards of financial accounting/reporting (IFRS for SME); boosting of knowledge about small store in the issues of fund raising; allocation of private investment and venture capital funds oriented on financing small enterprise and startup business; support of small companies for the increase of funding from commercial banks and microfinance organizations. [Ministry of Economy and Sustainable Development of Georgia. Strategy annual report. 2018, p. 18-23]

In Georgia there exists a Small Enterprise Association with the mission to improve business environment in Georgia. [www.linkedin.com, GeorgianSMEAssociation]

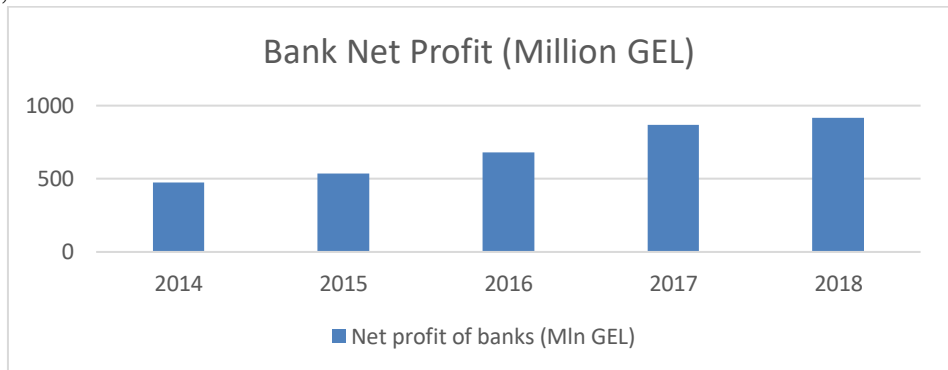
Notwithstanding the mentioned and presented above, small store in Georgia is frequently challenged by the issues such as fund raising, low

competitiveness, low revenues, high cost of consultation, etc. Certain projects are carried out to eliminate the problems and some benefits are assigned for small firms to use and profit.

The role of commercial banks to provide small enterprise with monetary means. Georgia possesses the following ways of funding business: bank credit; microfinance organization; state program grant.

According to the National Bank data, the net profit of commercial banks existing in Georgia amounted to 915 million GEL in 2018 exceeding the same annual figure of the year 2017 by 45 million GEL (5.2%). The bank profit in December 2018 was 119 million GEL while in Decemebr 2017 it equaled 153 million GEL. (See diagram 4)

Diagram 4. Net Profit Dynamics of Commercial Banks in the years 2014-2018, in million GEL



Source: National Bank of Georgia

The rise of bank net profit considerably depends on the rise of credit portfolio. The progress of the net profit of commercial banks is characterized by the growing tendency from 2014 to 2018 with the maximum boost of the figure from 2016 to 2017. The profit of the bank sector kept increasing with a high tempo during 2018 as well mainly stipulated by loans delivered for domestic farming. Emergence of accountable crediting framework should be noted focusing on more severe estimation of a loan taker on solvency. The policy is directed to lower redundant credit burden and long-term interest rates and foster sustainable economic growth.

By December 31, 2018 the total credit portfolio of the bank system constituted 26.6 billion GEL.

Its composition in the scope of segments altered by the expansion of small business share (See chart 1.)

Chart 1. Credit Portfolio Composition by segments

	December-2015		December-2016		December-2017		December-2018	
	Mln GEL	Share, %	Mln GEL	Share, %	Mln GEL	Share, %	Mln GEL	Share, %
Corporate Loans	5 954	37%	6 508	34%	6 824	31%	7 927	30%
Small Enterprise Loans	3 621	23%	3 992	21%	5 176	23%	6 525	25%
Retail Loans	6 438	40%	8 402	44%	10 282	46%	11 793	45%
Total:	16 013	100%	18 902	100%	22 282	100%	26 245	100%

Source: National Bank of Georgia

It is obvious the small business segment holds the minimal share of the entire bank system portfolio. According to the data of the year 2018, 25% of the bank credit is issued for small firms, 30% - to corporate sector and the highest share goes to retail loans. However, we should emphasize that dynamics reveal the gradual growth of the number of small business loans. The share of the sector is decreased from 23% to 21% in the years 2015-2016. But it keeps boosting from 2016 and amounts 23% in 2017 and 25% in 2018 (out of the total credit portfolio). [National Bank of Georgia, <https://www.nbg.gov.ge/index.php?m=2>]

If we look at the change in the period of 2017-2018, we shall notice the amount of small enterprise loans is enlarged by 26.1% compared to the previous year, corporate loans are grown by 16.2%, and retail loans have progressed by 17.8% while the complete credit portfolio is extended by 17.8%. Consequently, the capacity of loans issued for small companies have increased in recent years.

It is all the same worth mentioning that in 2018 the interest rate on small store reduced. The tendency was noticeable on the loans issued in GEL as well as in foreign currency. If we consider average weighted interest rate according to retail, small and medium corporate sectors, we will see the interest rate on small business loans starts growing from October, 2017 while from March, 2018 it gradually goes down to 10%.

Banks existing in Georgia offer different products to entrepreneurs. TBC Bank owns a startup program addressed to the support of entrepreneurship. Trainings and consultation is entirely financed by TBC Bank and Asian Development Bank. There also exist startup hotel loan, startup agriculture loan (the amount in this case is fairly high), startup leasing, etc. having different terms and conditions.

TBC Bank assists small companies to widen their knowledge in various essential issues. Since February 2019 TBC business clients have been attending an academic course in International Financial Reporting Standards for Small Enterprise (IFRS for SME) totally financed by the bank. [<https://tbcbank.ge/web/ka>, TBC Bank]

Bank of Georgia, in regard, inculcated a new service called Business Banker Service in 2018 to foster small store. Business Banker is a contact person for small enterprise to get in touch with and their main goal is to advocate small firms. Simultaneously, Bank of Georgia elaborated particular programs offering different novelties to small size businesses.

Conclusion

Net profit of commercial banks existing in Georgia is characterized by a boosting tendency from year to year. The banks may have a serious influence on funding small enterprise, as well as on the improvement of total economic data.

Unfortunately, a small business segment holds the lowest share out of the entire credit portfolio of commercial banks. However, the data has been comparatively advanced in a recent period, while the share of corporate segment in this respect keeps reducing. We may consider currently existing high interest rates to be a negative tendency complicating fund raising for small firms.

We think, it is possible to solve three substantial issues to advocate small enterprise: firstly, it is crucial to encourage small business to enable many unemployed or partially employed people to decide on having their own business and making the first steps in the direction; secondly, to coach entrepreneurs to make many correct and efficient decisions in terms of managerial and/or professional development while making the very first steps of their activity; and finally, to assist small business owners in sales to gain their first revenues, thus increasing their motivation for fund raising, equipping with enterprise means and improvement and progress in general.

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Peculiarities of consumer behavior influenced by social media and other channels of online marketing

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Abstract

This review paper aims at analyzing some of the key factors influencing consumer behaviour throughout social media and other channels of online marketing. When we deal with the notion of “consumer behaviour”, we should separate consumer behaviour in online environment and behaviour demonstrated on stages of buying journey. Nevertheless, both are tightly correlated; Social media, websites, mobile applications, video portals, blogs and other channels may have considerable influence on decision making process of a consumer in buying journey. On the other hand, post-purchase behaviour of consumers can be tracked through online platforms. In its turn, it can become a trigger for actions both for existing and potential consumers. Social media and other online platforms play a significant role in modern marketing communications. Therefore, the issue of online consumer behaviour is crucial for maintaining competitiveness on modern consumer markets. The paper is broken down into several parts, summarized by conclusive notes.

Keywords: Consumer behaviour, social media, online marketing channels.

Introduction

In today’s over-commercialized and digital world online presence is one of the main prerequisites for gaining competitiveness on markets. Using various channels of online marketing is necessary for survival. Otherwise, a business will be unable to reach and influence broad audiences. In the modern age, if a business is not present online, its prospects of development is rather ambiguous. Hence, in order to elaborate effective ways to influence broad audiences, online platforms must be considered as one of the main tools. However, there are many aspects that must be taken into account while selecting types of online platform. Namely, positioning strategy, target audience, types of products or services, price segments and general policy of communication.

Consumer behaviour is a multilateral and complex issue. It consists of numerous aspects, such as cultural traits, subcultural environment, social, economic, demographic, geographic, legal factors etc. Among others, psychology is one of the primary factors that shape consumer behaviour both online and in terms of actions taken on stages of buying journey. Despite wide opportunities of internet technologies to track and analyze online consumer behaviour, it is impossible to predict consumers' actions with high precision. This process is full of unexpected occurrences inasmuch as often behaviour is based on irrational and subconscious factors. The term "black box" can still be regarded as a good way to characterize consumer behaviour. Today, internet technologies allow us to process large amounts of data on consumer behaviour but still, it is difficult to anticipate behaviour of audiences. A consumer has become an active individual with the opportunity to spread negative or positive information about a brand online. It can greatly affect brand reputation and subsequently its tangible assets. Therefore, brands need to realize that marketing communication online is not bilateral (business-to-consumer), but multilateral where consumers communicate not just with businesses, but with one another. This process is often very intensive. Such conditions create the necessity to manage marketing communications highly adaptive to ever-changing environment with high pace of developments.

Consumer behaviour within the online environment must be a subject of special consideration. Active users of social media and bloggers are individuals who are able to shape attitudes and behaviors among large audiences. They can be referred to as "Netizens", who are the people who actively contribute on-line towards the development of the Net. These people understand the value of collective work and the communal aspects of public communications. These are the people who actively discuss and debate topics (Hauben, 1995). Often decisions in buying journey are influenced by the opinions of other members of a community, rather than an advertising message of a brand. Thus, netizens are people, who must be regarded by brands as one of the main target groups for forming favourable behaviour among consumers to reach wide-scale marketing goals in the long run.

When it comes to utilizing mechanisms to influence consumer behaviour, the first stage must be identifying factors motivating a consumer to buy a product and become an advocate in online and/or physical world. Then, based on the specific motivational factors, a company will be able to launch an online campaign which may comprise advertising, sales promotion or other types of marketing activities. Like behaviour itself, motivation is also a complex issue. It is influenced by many external and internal factors but the company can also influence the final process of buyer decision-making process significantly by its activities (Svatošová, 2013 :14). In order

to identify motivations and achieve a high level of influence on target audiences, it is necessary to collect and process analytical data on target audiences.

The role of analytics

Planning marketing campaigns with strong influence on target audiences requires analyzing large amounts of data. We live in the most data-rich environment on the planet – an environment where numbers, data, math, and analysis should be the foundation of our decisions. We can use data to determine how to market effectively, how to truly connect with our audiences, how to improve the customer experience on our sites, how to invest our meager resources, and how to improve our return on investment (Kaushik, 2010 :23). Analytics in online environment comprises high number of actions consumers take. For example, time spent on a website, click path on a website, sources of traffic, actions taken in social media, location data, device types, demography, watch time on video portals and many more. Social media tools and specialized analytics software can provide us with insights on all aspects of audience behaviour. However, raw data will be worthless if we don't process this information properly. By analyzing various traits of consumer behaviour in different touch points of online platforms, we will be able to get a number of marketing decisions: communication style, positioning strategy, selecting specific segments of audiences, targeting options, personalization of a product, service or advertising etc.

When we discuss the importance of analytics in decision making process, we should consider the issue of Big Data. Information stream from numerous sources creates the need to process voluminous, diverse information. Since the Internet growth and virtual communities increase, studying online behavior became, at the same time, an opportunity and a necessity (Salvador, 2014 :80). Additionally, we should consider the ability to collect, process, analyze and utilize big data as a type of competitive advantage. It requires a high level of knowledge and experience. A company with properly organized data analysis strategy possesses a valuable asset that can be converted into tangible assets, such as growth of revenue, profit, market share etc. However, these results cannot be achieved without strong leverages to influence consumer behaviour, both individually and holistically. Analytics methodology and big data processing are the most important premises to identify various peculiarities of behaviours expressed by consumers.

Since social media is one of the most prevalent platform for online interactions between consumers and businesses, we need to discuss it as an important source of information about consumer behaviour. Social media

data defines all of the raw information collected from individual social media activity. Social media data tracks how individuals participate with content or channels like LinkedIn, Facebook, and Twitter. It gathers numbers, percentages, and statistics from which we can gather the performance of our social media strategy. It's best to view social media as a source of raw data, which includes the metrics like shares, likes, conversions, comments, mentions etc. (Shweta, 2018 :262). Additionally, social media is an environment where all the stages of buying journey may occur, from need recognition to search for information, evaluation of alternatives, purchase decision and demonstrating post-purchase behaviour. The last stage – post-purchase behaviour may become one of the key factors for further success of a marketing campaign as it can influence potential consumers. Therefore, marketers need to possess strong analytical skills designated specifically for social media. Social media platforms have reach opportunities to analyze various aspects of audience behaviours. These tools are often integrated with the platforms. However, in the case of larger amounts of data, special software and methodology must be used.

Social media analytics offer a number of opportunities to monitor and influence consumer opinions. One of the most important opportunities offered by social media is online reputation management (ORM). The social media audience shows who is talking about a company's products and services in social media. This is increasingly important for various teams within an organization. Audience insights are key to put these opinions into the right context (Verena, 2017 :53). Improper management of reputational risks can undermine the entire marketing strategy and subsequently damage brand reputation.

Influencing audience behaviour is impossible without proper segmentation. Users of social media and other online platforms give away large amounts of personal data that include demography, marital status, interests, behavioural traits, geographical data, device usage habits and many more. Analyzing these data can give marketers the opportunity for detailed segmentation of audiences. It significantly increases the probability to reach the right consumer with the right message at the right time and place, avoiding futile costs. Targeting segmented audience is much more effective than choosing audience without setting specific criteria. A study done by Harvard Business claimed that in the US, 85% of 30,000 new product launches failed because of poor market segmentation. Conversely, marketers have seen a 760% increase in email revenue by segmenting their campaigns. It exists to serve one main purpose: increase ROI (Mialki, 2019). Social media analytics gives us an opportunity to monitor and control purchase funnel where awareness is followed by consideration and action, without abrupt drops in number of consumers after each stage. Utilizing analytic

methodology through social media and other online platforms allows marketers to influence consumer behaviour effectively. However, there are some psychological factors that also play a significant role in shaping behaviour.

Psychological factors

While discussing consumer behaviour influenced by online platforms, we should state that consumer behavior consists of a number of phases, rather than a single act of purchase. In its early stages of development, the field was often referred to as buyer behaviour, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Marketers now recognize that consumer behaviour is an ongoing process (Solomon..., 2006 :7). Therefore, we should discuss factors that can influence consumer behaviour both in buying journey and in an online environment.

Psychology has broad practical application in marketing. Often social media is perceived by consumers as the main way of self-expression. With different intensity, users of social media “position” themselves in the society they live in. Such behaviour can be expressed by demonstrating their attitudes towards brands and products. In this process consumers try to show off their best qualities to impress other members of the community. This can be explained by the influence of subconscious impulses on behaviour. Whether we like it or not, the reality is that our decisions are influenced by a whole host of factors, many of which lay beyond our conscious awareness and control. This means of course, that if we can understand how and why these principles work, we can also use them online to help shape the behaviours of others (Nahai, 2017 :8). In this context, we should discuss behaviour that is triggered by emotional and rational motivations.

Consumers tend to exhibit behaviour that gives them emotional satisfaction and pleasure. On the other hand, motivation for an action can be of rational character. A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason. People simply like to have reasons for what they do (Cialdini, 2001 :4). However, it would be wrong if we attribute each behaviour strictly to emotional or rational factors. Moreover, often consumer behaviour is motivated by a combination of both emotional and rational factors. The ratio between these two factors depends on a brand itself, product type, positioning strategy and target audience.

Emotional factors often considerably take over consumer behaviour, compared to rational factors. Purchases are often instant and impulsive, driven by relatively low prices and tempting promotions. Hence, competing brands often spend huge amounts of money to sway customers in their

direction with appealing marketing communications (Kotler, 2017 :95). Thus, directing marketing efforts to emotional stimuli of consumers can have good results in a number of marketing objectives.

Consumer behaviour online and offline can be substantially different. This can be explained by the fact that in social media, an individual is free from direct interactions with other people, which provides more confidence. While interaction in the physical world, a person is exposed to direct or indirect pressure from others. Such influence can be both positive, motivational or negative. Actions taken online is based on a consumer's desires and nominally free from external intervention. Nonetheless, these desires, of course, are often influenced by internet advertising, wide-scale marketing campaigns or opinions of other consumers.

Marketing environment and cultural traits must also be highlighted. Cultural environment significantly determines the types of stimuli that trigger a particular type of action among consumers. Marketing efforts must be differentiated based on cultural peculiarities. Some methods that work successfully in one cultural environment can be extremely damaging in another cultural environment. At one point, this statement is obvious and does not need additional reiteration, but the digital age brought a number of challenges to marketers. There are no clear geographical boundaries between markets which creates the necessity to manage marketing communication carefully when it comes to positioning a product that can be sensitive to cultural traits. Marketing communication often requires personalized attitudes, despite cultural belonging. Especially, in the conditions of globalization where a person's ken is not strictly formed by just one particular cultural environment.

Personalized communication is one of the most effective approaches that online platforms offer to marketers. Personalization corresponds a person's need to be recognized. This emotional factor is extremely important in modern marketing communications and can bring impressive results. Research shows that 63% of consumers are highly annoyed with the way brands continue to blast generic advertising messages repeatedly. What customers want, instead, is marketing personalization. According to an Epsilon survey of 1,000 consumers aged 18-64: 80% say they are more likely to do business with a company if it offers personalized experiences; 90% claim they find personalization appealing. More than half of consumers even say they're willing to hand over their personal information, so long as you use it to benefit them (Quick, 2019). Social media and other online platforms allow marketers to modify their communication according to each single consumer, may it be advertising, consumer relationship management (CRM) platform or sales promotion tools. As a result, the level of

satisfaction of a consumer will rise, which can bring positive results in terms of sales, reputation, brand awareness or other tangible and intangible assets.

People have individualistic aspirations and conformist inclinations. This psychological phenomenon must be taken into consideration while planning a marketing campaign using online platforms. Mass prevalence of internet creates the need to discuss this issue in marketing context. The lower individualistic perception has a consumer towards a marketing activity, the more probability to reveal conformist behaviour. In such case, consumers are influenced not only by an advertisement, but by one other. This phenomenon is greatly facilitated by social media. Consumers' addiction on social networks increases the probability of an individual's behaviour to reflect behaviour of significant part of the community. The more intensive the addiction, the more probability to be influenced. Of course, this behaviour can be associated with brands and products. On the other hand, there is a category of consumers who reveal more individualistic qualities and avoid mass-established norms and stereotypes. However, we should differentiate individualism and anti conformism. Some consumers refuse to buy products that are massively consumed and popular. They want to make sure that they are not a part of a society obsessed by stereotypes and massively established norms. They are anti conformists. As for individualists, they have independent thinking and are hardly exposed to massive influence (Solomon..., 2006 :362, 367). These traits must be taken into consideration while introducing a product, running a marketing campaign, choosing target audience and maintaining communication with consumers. Personalization plays one of the key roles in this process.

Another issue deserving attention is age and gender differences. Each age group can reveal different behavior both in an online environment and buying journey. Besides, women are more active in consideration stages of buying journey than men. Therefore, marketers need to elaborate strategy that will be aimed at influencing large audience of consumers by smaller segments of active consumers. They can provide brand advocacy online and in the physical world. For increased probability of getting advocacy, marketers should place their bets on youth, women, and netizens (YWN). Many topics related to these three major segments have been researched and explored separately. In terms of size, each of these is a very lucrative segment. Thus, the marketing approach has been tailored specifically to cater to them. But here is the bigger picture. There is a common thread that connects them: YWN are the most influential segments in the digital era (Kotler..., 2017 :31).

Apart from the above mentioned, there is an array of other psychological factors that affect consumer behaviour online and offline. These factors are often used while managing marketing communications in

social media. Therefore, we need to review social media in the context of influence on consumer behaviour.

Social media as a tool of influence

Since middle 2000's, when the concept of Web 2.0 was introduced, social media became one of the primary platforms of online marketing communications. There are many factors that make social media a favourable tool for marketing. First of all, large audience of users. There are 3,19 billion people worldwide who use various platforms of social media. Each user spends on average 2 hours and 22 minutes socializing online (Aleksandar, 2019). Besides, rapid development of wireless internet and smartphones gave people an opportunity to use social media regardless of time and place. Share of web traffic by device highly favours mobile at 52% (staying stable year-on-year), whilst Desktop remains in second place with only 43% of device share to all web pages (Chaffey, 2019). Such a big community with an enormous number of potential consumers is a very favourable platform for managing marketing communications. Also, Facebook's revenue per user has doubled in 3 years. It earned \$13.2 billion in revenue in the first quarter of 2018, a 42% increase, year over year (Cooper, 2019). These data clearly demonstrate that social media can be used as a tool for creating marketing campaigns with strong influence on consumer behaviour.

Social media offers a wide variety of marketing opportunities, both in an online environment and in terms of buying journey. There is no doubt that social media are now important sources of information for consumers in their purchase decision-making, especially in instances of complex buying behaviour. More and more people are turning to consumer opinions online due to the ease of access, low cost, and the wide availability of information. Peer recommendations on social media are viewed as an eWOM (electronic word of mouth) and as more trustworthy sources of information when compared to advertisements and other marketer-generated information (Voramontri..., :2019).

Electronic word of mouth on social media must be regarded by marketers with special attention as it can greatly impact a brand, both positively or negatively. A marketing campaign can entail active discussions among consumers. This feature of online audience can be explained by people's conformist inclinations. The more positive sentiments towards a brand or product, the more trust it gains. Respectively, behaviour in such a case will benefit a brand. The same applies to negative sentiments which can have even more dissemination throughout the network. In both cases, a neutral, potential consumer has irrational trust towards discussions and reviews of other consumers. Marketing strategies and plans that contain

social media, must be as flexible and adaptive to changing environment as possible. It's almost impossible to predict audience behaviour concerning dissemination of information and opinions. Brands have no control over what is said about them. Therefore, monitoring comments and opinions of social media users is of utmost importance in order to maintain positive influence on existing and potential consumers.

Another way to influence consumer behavior in social media is consumer relationship management policy (CRM). Integrating social networks to consumer relationship management tools can bring benefits for brands in many aspects. Sales representatives saw their productivity increase by 26.4% when adding social networking and mobile access to CRM applications (Howard, 2017). More and more people are messaging businesses using social media platforms. 61% of people in the UK have messaged a business; 53% of people are more likely to shop with a business they can message directly and on average more than 1 in 2 people consider business messaging the modern way to communicate (Facebook, 2019). Marketers should consider consumer relationship management through social media in broad perspective. Consumer behavior in both online environment and buying journey can be greatly affected by how brands manage to satisfy consumer needs and demands. Therefore, today consumer relationship management in social media and other online platforms is not just a process of assistance or informing consumers. This is much broader process where various aspects of integrated marketing communications are included: public relations, sales promotion, direct marketing and even advertising. Proper management of consumer relations in social media can bring a number of benefits. Influencing consumer behaviours is one of the primary purposes of CRM in social media.

Another strong factor influencing consumer behaviour in social media is user-generated content (UGC). It can be defined as any type of content that has been created and put out there by unpaid contributors or, using a better term, fans. It can refer to pictures, videos, testimonials, tweets, blog posts, and everything in between and is the act of users promoting a brand rather than the brand itself (Gallegos, 2016). However, user-generated content can also be negative towards brands. Active users of social media try to gain as many followers as possible, thereby creating broad audiences for themselves, often for commercial purposes. In order to get benefits from user-generated content, brands should establish positive relationships with active users who spread information among broad audiences. With the help of user-generated content (UGC) via social networks, organisations can generate and increase brand equity of products/services and eventually pull customers. However, marketers need to always keep in mind the power of

electronic word of mouth (e-WOM) in a sense that it can equally be fatal as it is useful (Rachna..., 2017).

We can infer, that using social media and user-generated content as a tool of influence is full of risks and challenges. It can bring both benefits or damage brand reputation and its tangible assets. Therefore, risk management strategy must be elaborated while maintaining marketing communications with consumers in social media. Marketers need to assess all the possible threats, risks, challenges, opportunities and make their marketing strategies flexible and adaptive to fast-changing environment of social media.

Consumer behaviour influenced by various online platforms

Social media is a big platform to observe and influence consumer behaviour, but in order to identify traits of consumer behaviour holistically, we also need to discuss other channels and platforms of interaction between brands and consumers. These platforms can be referred to as “touch points” where consumers communicate with brands and each other. The purchase decision journey of consumers from need recognition to post-purchase feedback is no longer a linear one. It is a continuous loop that captures various touch points and significant buying factors as a result of the explosion of digital channels and product choices (Balaji..., 2018). People seek and disseminate information about brands and products on websites, video portals, blogs, search engines etc. For example, a consumer encounters an advertisement on mobile application which evoked awareness and interest to a product. Later, the same consumer searched for information about the product in Google and asked for advice in a thematic Facebook group; in order to compare the products with alternatives, the consumer watched several videos on Youtube and read a blog post. Finally, he/she bought the product and left a review on ecommerce website. This is a very standard picture that can be much more complex and contain more touch points. However, even from such a simple example we can infer that marketing communications in a digital age must envisage numerous sources of information and platforms that consumers use. Marketing strategies must be elaborated considering different platforms. Brands need to make sure that on each platform and buying stage, consumers are provided with necessary information and assistance. Of course, the content on these platforms often can be user-generated.

Mobile devices are one of the central issues while discussing channels of online marketing. While mobile may not be the most preferred online sales channel, over two thirds of consumers said they had used a smartphone for product research while in a physical shop. Comparing prices was the main reason for doing online research while out shopping, followed by looking up product information and checking online reviews (KMPG,

2017 :13). More and more consumers adopt a habit to use smartphones on various stages of buying journey. Mostly, it concerns shopping products and specialty products. However, increased competition and intensive stream of advertising messages prompt consumers to use their mobile devices to search for information about convenience products.

One of the most attractive advantages of mobile devices as a marketing channel is its ability to be attributed to a single consumer. Desktop computers and laptops can be used by a number of people in a workplace or family and friends. Therefore, it's often difficult to attribute a particular consumer to behaviour demonstrated on a desktop computer or laptop, unless specialized software is used for identification. By contrast, a mobile device belongs to a single consumer and with high probability, behaviour tracked on mobile devices can be attributed to a particular consumer. This feature gives marketers the opportunity to maintain personalized communication which will be specifically targeted to mobile device users. As a result, consumer behaviour in conditions of personalized communication can be much more prolific. In its turn, it contributes to establishing long-lasting relationships between brands and consumers.

When it comes to establishing long-lasting relationships with audiences, online reviews must be considered. A new generation of online tools, applications and approaches, such as blogs, social networking sites, online communities and customer review sites, commonly referred to as Web 2.0 have transformed the internet from a "broadcasting" medium to an "interactive" one allowing the wide technology-mediated social participation (Constantinides..., 2017 :271). In conditions of web 2.0, each consumer is able to spread his/her opinion on products and brands. Considering the nature of the internet, these reviews are visible for everyone interested in the same product or brand. 97% of people read reviews for local businesses; 90% of respondents who recalled reading online reviews claimed that positive online reviews influenced buying decisions, while 86 percent said buying decisions were influenced by negative online reviews; 68% of consumers will leave a review if asked (Kaemingk, 2019). Therefore the impact of reviews on consumer behaviour, a brand and its products can be immense.

Positivity in reviews can bring impressive results in terms of sales, brand awareness or other marketing objectives. Therefore, gaining loyalty of consumers must be recognized as one of the main goals of online marketing strategy. In the internet world, we know the f-factors: followers, fans, and friends. When they are passionate about and emotionally committed to a brand, "netizens" become the f-factors. They become evangelists or lovers, as opposed to haters, of the brand. Sometimes dormant, they often become active when they need to safeguard their favorite brand against cyberbullies, trolls, and haters (Kotler..., 2017 :39). Statistics, experience adopted by

marketers and research demonstrate how important online reviews are in forming consumer behaviour on various online marketing platforms.

Consumer behaviour online and in buying journey can be tracked and influenced in a number of touch points. However, leverages of influence are not always under control of brands. Active consumers of online platforms – netizens play an important role in the formation of consumer behaviour. This is a reality that must be taken into consideration in creating and maintaining marketing strategies. In this process, monitoring consumers' sentiments in online environment is crucial as it can greatly affect prospects of development of a brand.

Conclusion

As mentioned above, consumer behaviour is an extremely complex issue. Managing marketing communications by using social media and other channels of online marketing requires high level of adaptiveness to fast-changing environment. In order to achieve strategic and local marketing goals, we need to single out several key points: It is extremely difficult and often impossible to forecast audience behaviour in internet environment. Hence, communication with consumers on various online platforms is a subject of constant optimization; Despite difficulty to predict behaviour, elaborating strategy and planning is of high importance; Detailed segmentation, precise targeting and personalization are the keys to achieve a high level of influence on consumer behaviour; Elaborating long-term marketing strategies and planning short-term marketing campaigns must be based on detailed analytical data on target audiences; Since mobile devices are the most widely used platform by consumers, every touch point (social media, website, blog, video content) must be mobile-friendly and responsive to a variety of devices; Properly elaborated online reputation management (ORM) policy is one of the premises for avoiding reputational risks; Marketing campaigns must be planned using various platforms of communication, rather than just one channel, such as social media.

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A study into the women's perception of Epidural Anaesthesia during delivery in Georgia

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Abstract

Background

Decreasing population level in Georgia is the reason of decreasing child birth, increasing mortality and increasing migration out of Country. Following the Georgian statistical data population level continues reducing dramatically. According to the UNICEF Population in Georgia will drop to 28% by 2050.

Increasing CS rates are observed in Georgia last decade (more than 40%), and most of them are due to mother request, reason of choosing CS is decreasing pain during the natural delivery. More than fifty years obstetrician science gives offer using of epidural anaesthesia (EA) in labour for reducing pain.

Methods

The study was quantitative investigation using cross-sectional survey design. The research setting in the areas of largest SC rates. Sampling methods was the stratified sampling technique, randomly applied with target group.

The questionnaire included questions on demography, knowledge toward vaginal delivery, SC and epidural anaesthesia, as well as attitude toward vaginal delivery, SC and epidural anaesthesia. The data was analysed using of SPSS version 25.

Results

A total of 220 respondents participated in the survey. 62.8% of the respondents were in their youthful age of less than 45 years and 72.7%. 47% of respondent choose CS-section to reduce the pain during pregnancy, 41% of women respondents had a desire to made CS-section in case of pregnancy. 41% of respondents are thinking that spinal anaesthesia is more dangerous than CS-section.

Conclusion

The research has shown that Georgian population have not enough information about CS side effects and SA benefits. There is a problem information delivery system (from midwifery to pregnant women).

Keywords: Epidural Anesthesia, delivery, Georgia.

Introduction

Children’s generation of Georgia recovers parent’s generations only for 70-80%. There are only 14 countries with the similar low indicators. Between from other reasons of depopulation decreasing birth rate has crucial meaning. While, high rate of caesarean section influence of child delivery rate (every more delivery has high risk meaning for health).

We are going to outline the mothers,(or hers relatives)- especially in first delivery, who choose CS without any medical indicators. What was the driving force of this decision.

According to Statistical analysis in Georgia population level continues to reduce dramatically and for 2015 it is 3, 729,5. (Geostat,2015). (Figure N 1). According to the UNICEF Population in Georgia will drop to 28% by 2050.

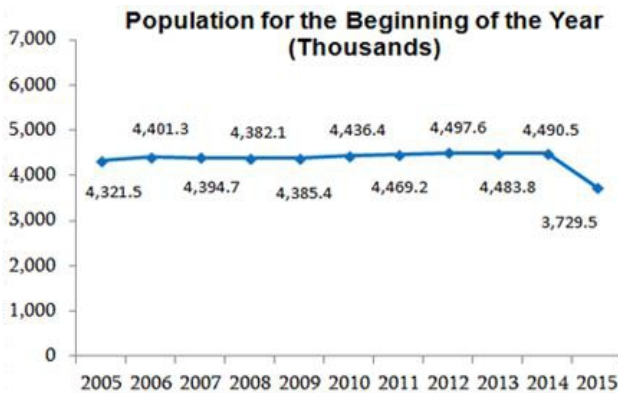


Figure N1

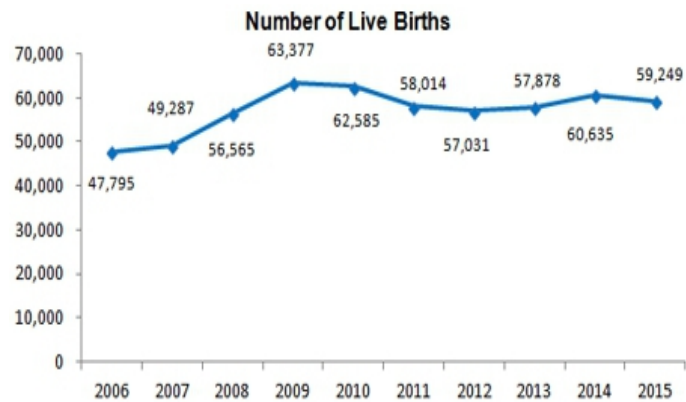


Figure N2

C- Section is one of the most commonly performed surgical operations in the world. Obstetricians and scientists view C-section as a high-risk intervention. Approximately 40% of C-sections are because of the mother’s request (without any medical indication) in Georgia.

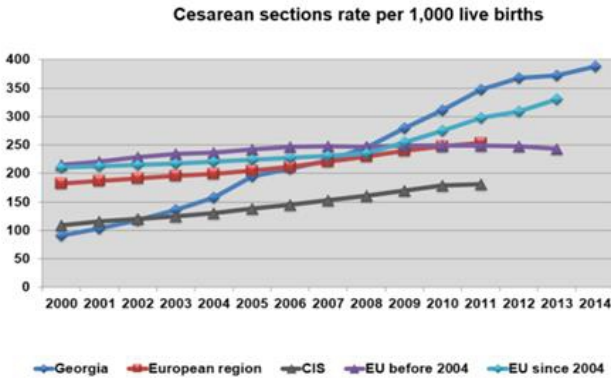


Figure N3

Source: HFADB and NCDC

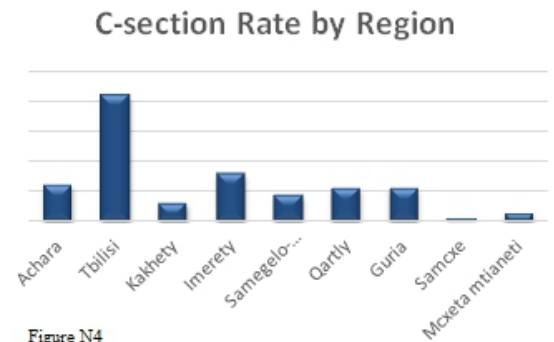


Figure N4

Assessment of the quality of Perinatal Care was conducted in order to promote effective perinatal care practices. From 2015, a 50 regionalization of perinatal services (introduction of levels of care), supported by the USAID/Sustain, began in Imereti and Racha-Lechkhumi. In Georgia in some private clinics number of C-sections is up to 70-80%.

The World Health Organisation recommendation is C-sections should not exceed 10-15%. C-Section rates higher than 10% are associated with long-term maternal and prenatal morbidity. (WHO, 1985).

In 2012 National Centre for Disease control and Public health (NCDC) have done the research about main reasons of choosing C-section in pregnant women and her family members in Georgia and the result is they are choosing C-section to reduce the pain during labour.

“In the last decades, the proportion of birth by caesarean section has increased in an unprecedented way. This is a multifactorial phenomenon and in many cases country- and culture-specific. Caesarean section has become a very safe procedure in many parts of the world to the point of considering it almost infallible. Some of the most omnipresent reasons behind this rise are the fear of pain during birth including the pain of uterine contractions, the convenience to schedule the birth when it is most suitable for families or health care professionals, or because it is perceived as being less traumatic for the baby. In some cultures, caesarean section allows choosing and setting the day of the birth according to certain believes of luck or better auspicious for the newborn’s future. In many countries, societal consensus has imposed a demand for the perfect outcome and doctors are sued when the results are not as expected fueling the fear of litigation. In addition, in some societies, delivery by caesarean section is perceived to preserve better the pelvic floor resulting in less urinary incontinence in the future or sooner and more satisfactory return to sexual life.” (WHO,2015)

More than fifty years obstetrician science gives recommendation for pregnant women use epidural anaesthesia for reducing pain during labour.

The aim of the research is to find out why women prefer CS instead of epidural anaesthesia during delivery.

Research design

Research was held in West part of Georgia, the place where chosen from the indicator- most high CS in 2015, (40%), The study was quantitative investigation using cross-sectional survey design. The research setting in the areas of largest SC rates. Sampling methods was the stratified sampling technique, randomly applied with target group.

The questionnaire included questions on demography, knowledge toward vaginal delivery, SC and epidural anaesthesia, as well as attitude toward vaginal delivery, SC and epidural anaesthesia.

Results

From 220 respondent: most of them have been delivered (78%), most of them were in their youthful age, less than 45 years, and 72.7% from all respondent choose SC, in all cases the driving force of choosing SC was fear against the pain, on the other hand all of them have the information that for reducing of pain epidural anaesthesia is more good than operation –like SC, while all of them outlined that obstetricians explained the advantage and disadvantage of operation. 61% from respondent think that epidural anaesthesia has not any complication, while, 5% do not understand what is epidural anaesthesia (when medical staff explained it) and 62% think that epidural anaesthesia causes reduce the pain just only second period of delivery, a first period of delivery (which is hold 14-16 hours) is the same painful as in case of without epidural labour.

A total of 580 respondents participated in the survey. 62.8% of the respondents were in their youthful age of less than 45 years and 72.7%. 47% of respondent choose CS-section to reduce the pain during pregnancy, 41% of women respondents had a desire to make CS-section in case of pregnancy. 41% of respondents are thinking that spinal anaesthesia is more dangerous than CS section.

The Aim of the Research

To increase the knowledge and attitude during the pregnant period World Health Organisation (WHO) gives recommendation to establish the Partnership for Maternal, Newborn and Child Health - through the creation of an Advocacy Team. (WHO, 2005).

The vision (Value, Innovation, safety, Involvement, Observation, Noticeable) of the Advocacy Team should be that an every woman and

newborn in every setting area should be realise their rights to physical and mental health and wellbeing, social and economic opportunities and should able to participate fully in shaping prosperous and sustainable societies.

The aim of Advocacy Team should be to increase the engagement, alignment and accountability of pregnant women and her family, by creating a multi-stakeholder platform that will support the successful implementation of the Global Strategy for Women's, and Children's Health, enabling partners to achieve more together than any individual partner could do alone.

The Advocacy Team will be focus on pregnant women/ her family members, and community, they will: Increase knowledge of pregnant women and her family members to make right decision about delivery type.

The Partnership will fully commit to all of the 2030 targets in the Global Strategy. (4) During the life of this Strategic Plan, the focus will be on driving progress on the targets of direct relevance to the continuum of care across maternal and newborn health:

- Reduce global maternal mortality [SDG3.1]
- Reduce child mortality [SDG3.2]
- Reduce newborn and infant mortality [SDG3.2]

To achieve this progress, the Partnership will necessarily strengthen inter-sectoral outreach and collaboration on other Global Strategy and SDG targets.(5)

This model ensures the relaxed environment where the mothers can receive information delivered by qualified health workers, who teach pregnant women and family members about health and wellbeing.

Advocacy Team should be comprises: nurses, medical students and volunteer.

Literature Review

Force field Analysis - Kurt Lewin's Model

Sociologist Kurt Lewin developed a 'force field analysis' model (1951) which describes any current level of performance or being as *a state of equilibrium between the driving forces that encourage upward movement and the restraining forces that discourage it*. Essentially this means that a current equilibrium exists because the forces acting for change are balanced by the forces acting against change.(6)

- The driving forces are (usually) positive, reasonable, logical, conscious and economic.
- The restraining forces are (usually) negative, emotional, illogical, unconscious and social/psychological.

Both sets of forces are very real and need to be taken into account when dealing with change, or managing change, or reacting to change. (Figure N5)

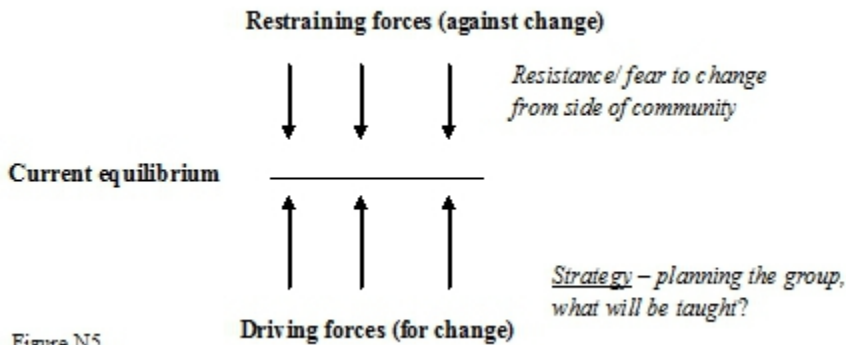


Figure N5

This theory places emphasis on the driving and resisting forces associated with any change, and to achieve success the importance lies with ensuring that driving forces outweigh resisting forces. Driving forces tend to initiate change or keep it going whereas restraining forces act to restrain or decrease the driving forces.(7)

Lewin suggested that modifying the forces which maintain the status may be easier than increasing the forces for change (8)

- **Actual:** To create of Advocacy Team
- **Optimal:** Controlled Advocacy Team allocation promoting continuity.
- **Problem:** Negative predispose from community
- **Goal:** Better attitude and knowledge about health and wellbeing across all Social level

Lewin's change model

Lewin's model has 3 steps:unfreezing – reducing strength of forces which maintain current equilibrium, moving – developing new organizational values, attitudes and behaviors to help move the organization on, and refreezing – stabilizing after the changes have been made so that there's a new equilibrium. (9)

If we are going to create Advocacy Team for implementation new service for community we can review Lewin's change model for each of steps: (10)

1. Unfreeze

To create the right environment for change

- ✓ *Assess current practice and service users from Advocacy Team.*
- ✓ *Evidence based materials to be provided ensure success.*

2. Change

Create the intended change

✓ *Introduce the new project to one of the maternal delivery houses, and pregnant women who are going to deliver there.*

✓ *Gain feedback from service users and staff*

3. Refreeze

Reinforce and anchor the change

✓ *Implement the programs to run and have teaching package in place.*

✓ *Continuous evaluation to ensure the change is a positive one with the service users.*

✓ *Regular evaluation with the staff about the change.*

The first step of the project is to create team , because this project should be implement in a pilot region –small team should be enough and all team members vision for project: Value, Innovation, Safety, Noticeable, involvement, observation should be the same. (11)

ACTION CENTERED LEADERSHIP Adair (1973)

<u>Task</u>	<u>Team</u>	<u>Individual</u>
<ul style="list-style-type: none"> • To define the task. • Form a plan. • Allocate work & Resources. • Control quality of the work. • Motivate staff. 	<ul style="list-style-type: none"> • Build team spirit. • Encourage & motivate the team. • Appoint sub leader/s. • Ensure good communication. • Develop the group. 	<ul style="list-style-type: none"> • Develop individuals. • Praise individuals. • Attend to personal problems.

Participative change, although a slow process is intended to last, if women believe in what they are doing, so creating an intrinsically imposed change. In order to achieve these four steps of the cycle were utilized.(12)

These being:

- *Pregnant women were initially provided with the knowledge;*
- *Intent that they would develop a positive attitude on the proposal;*
- *Once individuals accept and are willing to try then they will influence the rest of the community;*

Findings

In order to evaluate effectively there was the need to look at the change in terms of:

- Effect on the individual;
- Effect on the Team;
- Effect on the Maternity House.

Evaluation will be define by statistical analysis- for the C-section rate, from the hospital where this intervention will involved and by annual statistical analysis by decrease C-section rate .

Result and Outcomes:

Result of this project should be: Increasing number of antenatal and postnatal care services thorough the country, in lead the better attitude and knowledge about health and wellbeing across all Social levels. Further families will save money, because they couldn't pay for C-section and formula feeding as a result of failure of breastfeeding.

The outcome will be: Increase maternal and child health and wellbeing, Increase right participation from the community, Support of pregnant women and her family economically.

Success must be visible and better than before.

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Modern Challenges of Georgia's European Integration Process

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Abstract

This paper focuses on the current dilemmas, challenges, and perspectives of Georgia's European integration, especially since 2018. The constitutional amendments of the integration of Georgia into European and Euro-Atlantic structures have been identified as a priority of Georgia's foreign policy. The new European realities are analyzed, which reveals two of the EU's major contemporary political challenges in the form of Brexit and the results of the European Parliament elections, and it is seen by some political scientists as the beginning of crisis. Brexit political assessments and political forecasts are given. The current debate is on the future of the EU - the Franco-German visions - where there is less talk of the Eastern Partnership and no expansion at all. This is about the outcome of the European Parliament elections of 2019, which created the basis for the reinforcement and activation of European integration and, more generally, of populist and radical political groups opposed to the European project. It is particularly dangerous for the EU project as it weakens the position of the united Europe and the EU. The European political agenda has a qualitative and contextual revision of EU policy and the development of new approaches. The main dilemma of Georgia's European integration policy is preventing the threats to the strengthening of radical political groups and the changing political environments in EU member states on the road to European integration. This paper is based on research methods established in political science. This includes qualitative, content, and comparative analysis, the systematic and research methods, the structural-functional method, and the different theoretical approaches.

Keywords: Brexit, European Parliament Elections, Ultra-left, Ultranationalists, Political Extremism, Political Transformations, European Fundamental Values, Antiglobalism, Anti-immigration Law.

Introduction

Researching European Policy Contemporary Challenges: The Challenges of Cardinal Political Changes in Europe and The New European Political Configuration and their Reflection in Georgian Politics on the Road to Georgia's European Integration

As shown by the new European configuration, politics is an ever-changing and moving process. There are big waves in global politics that are shaking the world. The wave of liberalism, which has played a significant role in shaping modern world politics, has faced the most significant challenges at the modern stage. This in turn could significantly limit its future existence. The most complex political processes in modern Europe - along with economic performance, the unresolved problems of migration and multiculturalism, and the political and cultural crisis of European identity – after a break will be necessary for cardinal changes on the agenda of European policy. This prospect has led to the growing popularity of the national forces.

The fundamental changes in contemporary European politics are judged by European political commentators and the media to be "political quakes" due to their scale. Such an assessment by policy experts links to the new configuration of forces in Europe and this leads to fears of destruction. Nationalist parties have gradually emerged as accountable political alternatives to existing European policies. According to political experts, radical and fundamental changes in the European political climate are necessary on the one hand. On the other hand, the radical form of nationalism, leading racism, and the denial of human dignity endangers the fundamental values on which the union is based. These differences reflect the attitude of immigrants, the traditional political spectrum, and the economic and external political vision. For example, the ultra-right-wing parties in Austria and Greece are espousing, particularly aggressive xenophobic ideas. Also, anti-immigrant and xenophobic parties are quite popular in Finland, Norway, and Switzerland as well.

24% of the population is foreign-born, which should, in turn, indicate greater openness to the difference. Nevertheless, the right-wing populist People's Party banned the building of mosque by referendum. At least, a quarter of the population shares ultra-right and anti-global sentiments on the ground of mass murder by Anders Breivik in Norway.

In addition, the ultra-national sentiments under the "domino principle" spread throughout Europe and prepared the field for the populist and anti-Islamist forces to come to power. These include the Swedish National Democratic Conservative Party "Sweden Democrats"; the third leader party: The "Golden Rise" ultranationalist party, which took third place in the Greece parliamentary elections; The radical right-wing populist

party "True Finlands", which joined the Finland government coalition; The Danish "People's Party", which is the second largest in Denmark; Italia's neo-fascist "North League", which is the fourth supported by the Italian community (13 percent); and French's "National Front", which obviously raises the popularity of its leader, Maren Le Pen, who would become the French president after McCrone. Others also include German right-wing populist party "Alternative for Germany" which entered the German parliament as the third power (its ratings have risen dramatically since the Christmas terrors at the Berlin Christmas Market). Also, the Hungarian party "Fidesh", under the leadership of Victor Orban (the general party), through its anti-democratic political actions - whether it be media influence, banning NGOs working in Hungary or closing down Central European University - radically differs from valuable European values. The Polish Party "Law and Justice" (PS), which is also the general party in Poland, roughly breaks democratic liberal values and ignores the independence of the media and justice in the country. The party's actions, for the first time in its history, spoke about Article 7 of the Amsterdam contract, which deprives the country of its right to vote in EU institutions.

Consequently, this new configuration of political forces was reflected in the results of the European Parliament elections, where the ultra-left parties reached great success in major European countries. "The Alternative for Germany" party received 11 percent in Germany; Eurosceptic NijelFaraj, supported by "Brexit", defeated two major parties (conservatives and labors) in the UK; Prime Minister, Victor Orban's party "Fidesh", which also criticizes the ruling elite of the European Union, received 52% of the vote and got 21 seats in the European Parliament in Hungary; The ultra-left - general party led by Jaroslavl Kaczynski - won 45% of the vote in Poland too. Experts have supposed that the ultra-right parties will be able to form a powerful new political group in the European Parliament. This includes the Italian Prime Minister, Matteo Salvini's League, and French Nationalist Marine, Le Pen's political party (European Parliament Election Results - New Reality in Europe, <https://1tv.ge/news/evroparlametis-archevnebis-shedegebi-akhali-realoba-evropashi/>).

Thus, the rise in popularity of non-liberal forces has been the basis for the prediction of the collapse of European liberalism, which was particularly evident in the 2019 European Parliament elections. On the other hand, as Mark Twain said, "rumors of Liberal's death may be premature." Examples of recent political history provide the basis for optimism. For instance, NATO almost lost function and nearly collapsed. The organization was able to recover like the phoenix due to the intervention and extension of the east. The results of the elections in European states are also in favor of the reanimation of liberalism, according to which:

- Austrian voters did not support the European Unionist, anti-migrant, and anti-Islamist candidate, Nobert Hofer, as the EU's first radical left-wing president and they also suspended the pro-European leftist, Alexander Van der Belen.
- In the Dutch general election on March 15, 2017, populist Geert Wilder loses his battle with Liberal Mark Ruth.
- In the May 7, 2017 French presidential elections, the victory of nationalist-populist and anti-globalist, Maren Le Pen, was defeated by Emmanuel Macron having pro-European views.

Thus, it is evidently seen that pro-European politicians are still in power. Nevertheless, there is a growing tendency for ultra-right forces. In both cases, it is clear that in order to overcome the European political and cultural crisis, the main issue on the European political agenda is the qualitative and contextual revision of EU policy and the development of new approaches.

Furthermore, reflecting on Western processes in Georgian political space following the constitutional amendments of 2018, Georgia's integration into European and Euro-Atlantic structures has been identified as a priority of Georgia's foreign policy by Article 78 of the Constitution. This process has been challenged by Europe's new political configuration, which can be summarized in several respects:

Firstly, Brest has caused some problems for Georgia's European integration process as the country has lost one of its major supporters in the EU. This is evidenced by statements made by British officials regarding Georgia. For example, in 2008, Prime Minister Gordon Brown condemned the August war as "continuous aggression" by Russia. David Miliband, foreign secretary, made numerous calls to put an end to the EU-Russia partnership talks. This prompted the Mayor of Moscow, Sergei Sobyenin, to say that without Britain in the EU, "no one will follow (sanctioned) sanctions against us to heart." Britain supported Georgia's visa liberalization and also ratified the EU-Georgia Association Agreement ahead of the 2015 Riga Summit. In 2016, even the secretary of foreign affairs, Philip Hammond, referred to Georgia as "an important international partner in security issues and a model of regional democracy." Furthermore, he condemned Russia's aggression on its neighbors.

Secondly, with Georgia's European integration policies, the main dilemma is the prevention of threats to the strength of the changing political environment and the empowerment of radical political groups in the EU member states on the path of European integration.

Consequently, European election results gave a push to begin discussions about the European idea. This is because it has made European integration and, more generally, the European project opponent populist and

radical political groups to strengthen and intensify the foundation. It is especially dangerous for the European project as it would weaken the whole European position and the European Union. Globally, European political transformations reflected the Georgian reality. In recent years, the number of right-wing extremists in Georgia has increased and their visibility has increased. Right-wing extremism implies an anti-constitutional attitude by ultra-right groups as well as mistrust of modern democratic norms and procedures, which can be manifested in many ways from militarism to the unacceptability of liberal democratic politics. Antidemocratism, in turn, implies views that consider social inequality to be natural and even necessary. It can be expressed in various forms of exclusion, such as racialism, xenophobia, nativism, etc.

Consequently, the anti-constitutional approach is what makes right-wing extremism. Similarly, the anti-democratic attitude is what drives right-wing extremism. Right-wing extremists in Georgia have a different ideology and style of communication. While the general movement shares both anti-constitutional and anti-democratic attitudes, our country's legal system restricts right-wing extremist rhetoric and actions. However, analysis of Georgia's political space reveals that right-wing extremist groups are indirectly supported or at least not openly condemned by the common party and a number of representatives of other political groups. In addition, right-wing extremist views largely coincide with general public opinion indicating the existence of significant discourse opportunities for mobilization. For the prevention of right-wing radical misconduct, it is reasonable for the Georgian government to develop a research-based strategy against radical and extremist mobilization. This could involve media, NGOs, and research institutes working on right-wing extremism to recognize and work with partners in the fight against this process. On the other hand, the civil society organizations can conduct detailed scholarly research on extremist and radical right groups and narratives in Georgia so as to deliver research-based findings to the general public and government (Tamta Gelashvili, Political Opportunities for Right-wing Extremism in Georgia, Policy Paper, May 2019, Issue 20, http://gip.ge/wp-content/uploads/2019/05/%E1%83%92%E1%83%94_%E1%83%9A%E1%83%90%E1%83%A8%E1%83%95%E1%83%98%E1%83%9A%E1%83%98.pdf).

Conclusion

In conclusion, to prevent challenges to the European integration path, it is essential for Europe to maintain fundamental European values and, at the same time, develop qualitative new approaches to several multicultural topics. The other factor depends on a continuous focus on the process in

European capitals for making political analysis, which will provide a comprehensive understanding of the current political processes in Georgia. This will help to identify and research key issues (Political institute of Georgia, 20/03/2017; Kupatadze Al. What does 'Brexit' mean for EU, Russia, and Georgia.gip.ge).

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International Law Principles in the Modern World

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Abstract

Amid growing territorial disputes around the world, the problem of people's right to self-determination coexisting with the state's territorial integrity principles are currently at the forefront of international law. A research on the people's self-determination problems based on the principles of international law is especially relevant for Georgia. There are two ways of violating the territorial integrity of a state. First is external and it means that it can be violated by other states and second is internal, and may be done by separatist forces existing within the country. The right of societies to self-determination, first of all, implies that no one has the right to change the political status of the state by force or by ignoring the opinion of its citizens. But if a conflict between the titular nation and one of its ethnicity takes the form of genocide, then international law grants the minority group the right to secession. Self-determination and separation are not allowed unless it does not protect the sovereign state's territorial integrity, violates historical boundaries, etc. The doctrine of international law has various approaches to these issues. A school of scholars states that there is a distinct inconsistency between the principles of international law, while the other school does not agree with their position holding that they coexist together. Thus, the legitimacy of self-determination and the legitimacy of the right to separation based on it are rather difficult to solve. In this case for Georgia, the Georgian-Abkhazian and Georgian-Ossetian problems have become a dilemma. This is because the way to resolve the conflicts must be acceptable for both parties. If we are dealing with "mock self-determination" when the so-called "self-determination" of one person is going on by violating other peoples' rights and the criteria of self-determination, in this case, of course, we face a fiction and not real self-determination. Therefore, it is not appropriate to talk about the self-determination of the Abkhazians and Ossetians when the Georgian part of the population living in the above-mentioned regions became victims of ethnic cleansing, as it is documented and recorded by numerous international acts. The recognition of the independence of Abkhazia and Ossetia automatically means ethnic

cleansing, and in this case, the legalization of self-determination naturally contradicts the generally recognized norms and principles of international law.

Keywords: Georgia, International Law, Principles, Territorial Integrity.

Introduction

International law is a set of norms and principles that govern interstate relations. It is accepted by mutual agreement between sovereign states. All international legal norms must comply with the basic principles of universal international law.

The Charter of the United Nations contains seven basic principles of modern international law, which were formulated in the 1970 UN Declaration on the "Principles of International Law and the United Nations Charter on Friendship and Cooperation between States". One of the important principles is the "Principle of Peoples' Equality and Self-determination"; Article 1 of the International Covenant on Economic, Social, and Cultural Rights says: "All peoples have the right to self-determination. By this right, they freely determine their political status and freely invite them for their economic, social and cultural development" (Rights, 2010-2018).

The analysis of the principles of international law has examined the problems of self-determination of people in foreign countries. Here the examples are Georgian-Abkhazian and Georgian Ossetian issues, which went out of the regional frameworks and caused serious problems for the world, as they threaten regional security and stability.

Theoretical Basics of International Law Principles

The basic principles of international law are imperative and are represented in the form of international treaties, also put as international legal practices. It can be said that this is a set of the most general, essential, and recognized rules, which fosters the commonwealth between states according to common will and interests. Therefore, all the other norms, or any principles, must be following the basic principles of international law, as "Those which do not comply with the basic principles are illegal acts and cannot give rise to legal rights and obligations."

An important amendment was made to the drafting of the UN Charter in 1945, which means that all the disputes will be solved only on the basis of international law. (Malanchuk, 2005).

On October 24, 1970, the UN General Assembly adopted a declaration about the principles of international law. Here, we have to highlight Article 2 of the UN Charter, as both the organization and its

members operate according to it. These include the principle of sovereign equality which states, "The organization is founded on the principle of sovereign equality of all its members"; good faith fulfillment of obligations under the UN Charter, "All Members of the United Nations shall honestly fulfill all their obligations under this Charter, in order to secure the rights, benefits, and priorities which belong to members of the organization"; peaceful resolution of international disputes, "All members of the United Nations shall settle their international disputes by peaceful means so as not to endanger international peace, security, and justice"; prohibition of coercion and use of force, "All members of the United Nations in their international relations refrain from using force, threats or use of force against any state's territorial integrity or political independence, or in any other ways which do not come in accordance with the purposes of the United Nations"; non-interference in the domestic affairs of another state; cooperation of States under the UN Charter; equality of peoples and self-determination (Aleksidze, 2010).

Three additional principles were outlined at the Helsinki Security and Cooperation Summit (July-August 1975): territorial integrity, inviolability of borders; as well as the principle of human rights.

All the basic principles are prohibitive especially of any acts or abstentions of one or more states which are used against other states for violating or suppressing the sovereign rights of any country.

Principles of International Law in the Modern World

Principle of Sovereign Equality of States: This principle is the cornerstone of the UN Charter. Each state regardless of its territorial size and population shall enjoy equal legal status with all other countries.

Refrain to Use Force or Threat: Modern international law prohibits not only the outbreak of war, but any military, economic, financial, trade, and other measures to conquer or subdue another state.

Members of the United Nations shall apply to all measures to "Keep the next generation away from war trouble" (UN Charter, 1993).

The Principle of Inviolability of the State's Territorial Integrity: Each State shall determine its jurisdiction within the boundaries of its territory.

Principle of Inviolability of Borders: This principle should be considered in connection with the principles of inviolability of territorial integrity and the use of force.

The Principle of Non-Intervention in the Domestic Affairs of Another State: No state has the right to interfere in the "domestic affairs" of another state.

Respect for Human Rights and Fundamental Freedoms: One of the key goals of the United Nations is "To reaffirm the faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women" (UN Charter, 1993). The organization is committed to "Solving international problems of an economic, cultural and humanitarian nature and promote the respect for all human rights and freedom, regardless of race, sex, nationality or religion." (UN Charter, 1993)

The Principle of Peaceful Settlement of International Disputes: The Charter of the United Nations clearly states that "All members shall settle their international disputes by peaceful means so that international peace, security, and justice are not endangered" (UN Charter, 1993).

States Must Cooperate Following the Charter: States are bound to cooperate, regardless of their differences in political, economic, and social systems.

Fulfill in Good Faith of Obligations under International Law: States must fulfill their obligations under international law in good faith.

The Principle of Peoples' Equality and Self-Determination: The right to self-determination is of great importance to the United Nations and, thus, to international human rights.

Everyone has the right to self-determination. According to international law, in those states in which ethnic, religious, and linguistic minorities exist, persons belonging to such minorities shall not be denied the right in community with the other members of their group, to enjoy their own culture, to profess and practice their religion, or to use their language.

Under Article 27 of the Covenant on Civil and Political Rights, minorities do not have the right to separation in the sense of "external separation". However, they have the right to autonomy within the existing structure of the state, which is called internal self-determination (Aleksidze, 2010).

Concerning self-determination, it is accepted that this is a right enjoyed initially by people under the colonial regime which could only be used to overthrow the relevant colonial regime. The right of self-determination to everyone is an inalienable right. However, it is not necessary to be an absolute right. Obviously, people in non-colonial countries do not need to use it (Smith, 2006).

This raises several problems with self-determination in the colonial world, where the question of separation often arises. The issue of the separation of Quebec from Canada was considered by the Supreme Court of Canada in 1998 (the "Quebec separation"). As to the question of whether the right to self-determination is recognized under international law which grants Quebec the legal right to separate it from Canada, the Court has concluded: "Canada is a sovereign and independent state which acts in

accordance with the principles of equality and self-determination of people". Thus, Quebecers have no recognized right of separation. Quebec's unilateral secession runs counter to Canada's constitution particularly the principles of federalism, rule of law, minority rights, and democratic rule in other provinces. The same decision was upheld by a Canadian court in the case under international law. The court noted that the right of secession arises in the case of colonial rule or occupation. Also, if a group of people living in a given country is subject to discrimination, domination, oppression, and exploitation or people are not allowed to self-determination within the country's borders, then they have the right to unilateral secession. Otherwise, a group of people within the given country should enjoy the right to self-determination. Earlier, the Supreme Court recognized the right of people to self-determination, noting that the majority of Quebec's population met the criteria for the word "people." For example, they have a common language and culture. However, the Court has also noted the distinction between "internal" and "external" self-determination. The first is a recognized means of political development of the state, and the second is used only in extreme situations. Quebecers have been given the right to self-determination since their linguistic rights are recognized. They also have fair representation in state legislative, executive, and judicial bodies, and their culture is not in danger (Maltchanova, 2009).

However, if the conflict between the titular nation and the ethnicity takes the form of genocide, then international minorities have the right to secession.

Self-determination and separation are not permissible unless they defend the sovereign state's territorial integrity, violate historical boundaries, etc. Although the rights of people are united in self-determination, it does not allow them to violate territorial integrity.

If we deal with so-called "mock self-determination", when the so-called "self-determination" of one people is going on by violating other peoples' rights and, thereby, violating the criteria of self-determination, to prove annexation and aggression in this case, of course, we face a fiction and not real self-determination.

Therefore, it is not appropriate to talk about the collision, self-determination, and territorial integrity, since self-determination has not been realized yet.

In such case, Abkhazia can be the example because it was not the case of self-determination, it was just the violation. By violating the rights of one nation, another cannot get self-determination and it can never be considered as a form of realization.

By recognizing the independence of Abkhazia and South Ossetia, the Russian Federation has violated equality and self-determination among

people, principles of non-interference in the internal affairs of another state, and respect for human rights and fundamental freedoms, which are declared in the UN Charter and the 1975 Helsinki Final Act and these represent the fundamental principles of international law.

As for the efforts of the Russian forces to draw a parallel between the regions of Kosovo and Georgia, it must be said that it has no basis. The main distinctive feature is that the genocide of the Albanians by the Milosevic regime in Kosovo was a precondition for the recognition of Kosovo's independence. There is a diametrically different situation in Abkhazia where genocide was committed against Georgians. This fact has been repeatedly voiced by the OSCE participating states, which have expressed deep concern over the "ethnic cleansing", the mass deportation of Georgians from their places of residence, and the deaths of a large number of innocent civilians (OSCE decision, 1998).

OSCE documents Resolution of the Budapest Meeting on Security and Cooperation in Europe / 6 December 1994 /; Declaration of the Lisbon Summit of the OSCE / 2-3 December 1996 /; and the Declaration of the Istanbul Summit of the Organization for Security and Cooperation in Europe / 19 November 1999 / were based on the UN General Assembly adopting a resolution of 15 May 2008. The resolution expresses deep concern over the demographic changes resulting from the conflict in Abkhazia and any attempt to change the pre-conflict demographic situation. By this resolution, the General Assembly recognizes the right of all refugees and internally displaced persons, as well as their descendants to return to Abkhazia regardless of their ethnicity. It also stresses the importance of protecting the property rights of these persons and calls on member states not to allow any persons under their jurisdiction to purchase any property on the territory of Abkhazia (UN Resolution, 1808)

Therefore, it is not appropriate to talk about the self-determination of the Abkhazians and Ossetians since the Georgian part of the population living in the mentioned regions became victims of ethnic cleansing. Thus, this was documented and recorded by numerous international acts. The recognition of the independence of Abkhazia and Ossetia automatically means ethnic cleansing, and in this case, the legalization of self-determination naturally contradicts the generally recognized norms and principles of international law.

Russia is trying to tempt Georgia to take control of it later. Furthermore, Michael Carpenter, Director of the Penn Biden Center for Democracy and Global Engagement, stated in an exclusive interview with Georgia's First Channel:

"Washington and Brussels now need to maximize Georgia's support. I have long wanted the US to take the lead in supporting Georgia's NATO

membership. But the most important thing now is to stand by Tbilisi and provide economic support. I support the signing of a free trade agreement between the United States and Georgia. That would be a very important signal to investors in the region. I also think that the EU should also provide economic assistance to Georgia because if we look at the wider picture, we will see that Russia is trying to make Georgia easier to control. Now the West has to provide an alternative." (Carpenter, 2019)

Conclusion

The most general, most important, most universally accepted rules to conduct universal international law which are the cornerstone of the entire international legal system in expressing the common will and interests of the international community of states are based on the universal moral values and principles established today as a result of the process of human development and apply on all existing states, including the newly formed states, and other subjects as well. Every basic principle of international law is a legal norm, which is based on either a generally recognized international treaty or an international custom, or both.

In the background of the increasing territorial disputes around the world, the issue of the right of peoples to self-determination and the principles of inviolability of state territorial integrity are a major issue in international law. However, the parties involved in various territorial conflicts and disputes, as a rule, appeal to the principles which are suitable for them.

The doctrine of international law has a controversial approach, while some scholars clearly state that there is a clear discrepancy between these principles and contradictions prevail there. Others, in contrast, exclude their position and emphasize that these principles coexist together to broadly present certain topics with all the essential problems associated with it. In addition, it is necessary to determine the two key issues.

First, no basic principles of international law should be discussed locally without coexistence with other principles, as they represent integrity and unity. On the other hand, the principle of international law should not be considered as a firm and inflexible framework which cannot be compressed, supplemented, or expanded.

The principles of international law represent the whole unity, and we can claim that they do not contradict but rather complement each other by their vulnerabilities and existing imperfections. Hence, the most curious part of it is that this notion is considered as the biggest advantage.

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Medical Tourism: Global Market Challenges and Opportunities

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Abstract

Demand on Medical tourism in the recent years has grown rapidly, more and more patients prefer to travel overseas for operations, especially for cosmetic surgery. Medical tourists may also travel to developed countries or developing ones. The biggest role is playing new technologies abroad, reduced transport costs, marketing activities and short waiting lists. Some countries are already dominant but the countries who have natural resources and good health system are also trying to develop medical tourism and offer patients full tour packages. Medical tourism represents a rapidly growing health care market, and this group of travelers presents unique challenges for clinical medicine and for public health. In the article it is given information about the global medical market, its opportunities and role in the economics. The research has shown that medical tourism market is competitive and huge, so it is important to follow patients demand and develop medical services and equipment day by day, besides that according to the proceeded qualitative research, medical tourism offers benefits to businesses, government, residents and in it there are involved seven features. As a result of quantitative research, besides that Georgian medical system is improving, Georgian patients still prefer to visit different countries, for various diseases. The research also investigated, that in the development of medical tourism an important role plays accreditation and quality control systems. As the medical tourism grows income and has positive effect on economics and social development, if the country has resources to develop it, it must not lose this opportunity and should overcome the challenges.

Keywords: Health, treatment abroad, Medical tourists. Global market.

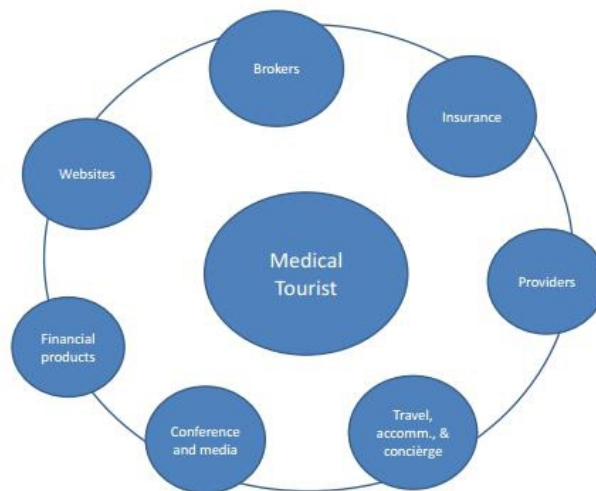
Introduction

Medical tourism (also called as global healthcare or medical travel) is the process in which a patient visits another country for medical or health purposes. These services can take the form of a knee surgery, check-up, dental treatment. The term medical tourism can be unknown for some people

but in fact it is a rapidly growing phenomenon for the patients who are looking for availability, affordability, quality and approachability in healthcare. Some people have to fly for open heart surgery to a dilapidated jungle clinic in some third world country - followed by bungee jumping but most of the patients are getting treatment in high-end hospitals or clinics located in major urban centers, and will plan their trip to give them enough time for a prudent recuperation period before going back home. The term medical tourism can be used in the context of patients traveling abroad for medical purposes to countries and this is certainly true. But not all medical tourism development is offshore based (What is medical tourism, n.d.). Medical tourism itself has serious effects on rural people's health, existence, living standards and economic welfare and they are obvious (Gopalakrishnan, 2019, p.96).

Medical tourism, also known as surgery abroad or international surgery, is the process of leaving your home country in order to have treatment in another country. This should not be confused with having an unplanned surgery in a foreign country due to an unexpected illness or injury. Medical tourism means intentionally going to another country for the purpose of having healthcare or surgery (Whitelock, 2019). Around Medical tourism is circle, which consists of 7 features, each of them plays an important role on medical tourism development and when we speak about the future of medical tourism it cannot be discussed separately without these features.

Diagram 1
The medical Tourism industry



Note. Adapted from Lunt, N., Smith, R., Exworthy, M., Green, S.T., Horsfall, D., Mannion, R.. *Medical Tourism: Treatments, Markets and Health System Implications: A scoping review*. (n.d.). Retrieved August 2, 2019, from <https://www.oecd.org/els/health-systems/48723982.pdf>

Medical tourism decreases the cost of transport for the individual. Medical tourism offers benefits to businesses, government, and residents. The tourism industry is economically benefited as a result of medical tourism which includes more jobs in the tourism sector, additional money in the economy, and healthcare industry. Medical tourism has an impact due to a decline of cyclical and seasonality diversification of tourism consumer base to attract other high revenue support industries (Zion market research, n.d.), so the subject of the article is the global medical tourism market and the aim of the article was to discuss the experience of the successful countries, make an overview of Georgian medical tourism market and indicate the key factors which motivates the global medical tourism market to be successful and profitable.

International accreditation for Medical Tourism

Trusted international accreditation has become one of the main drivers in the growth of the medical tourism market. As a respond to global demand for accreditation standards, the US-based Joint Commission launched its international affiliate agency in 1999, the Joint Commission International (JCI). More than 950 hospitals and clinical departments around the world are awarded JCI accreditation and that number is growing by about 20% every year. In order to be accredited by the JCI, an international hospital have to meet the same set of rigorous standards set forth in the US by the Joint Commission. More recently, established agencies that accredit outpatient hospitals, such as The Accreditation Association of Ambulatory Health Care (AAAHC) and The American Association for Accreditation of Ambulatory Surgery Facilities (AAASF) have started international initiatives that address ambulatory care (Medical Tourism Statistics and Facts, n.d.).

JCI ensures implementation of mission of The Joint Commission via international publications, accreditation, consultation, educational programs on the global level and helps international organizations that work in the field of healthcare, healthcare agencies, ministries, interested medical institutions in evaluation of medical service quality and improvement of patient safety in 90 countries of the world. JCI accreditation of the clinic is reviewed as the best means for demonstration of medical service quality and development of medical tourism.

Group of auditors of JCI, which is of one of the most competent organization of accreditation of medical institutions visited Medical Center MediClub Georgia on April 24-27 in 2017 from the USA for evaluation of

relevance of clinic MediClub Georgia with international standards, which has been actively preparing for accreditation since 2012. Medical center MediClub Georgia has successfully undergone the audit and an international accreditation was awarded to it and it has become 995th medical institution in the world. MediClub Georgia is the first clinic in Georgia that fully meets criteria of high international standards of hospital service quality and patient safety (Mediclub Georgia, n.d.).

World Medical Tourism market

The global medical tourism market was valued at approximately USD 15.5 billion in 2017 and is expected to generate growth of around USD 28.0 billion by the end of 2024, growing at a CAGR (Compound Annual Growth Rate) of around 8.8% between 2018 and 2024. Modern healthcare at inexpensive prices is offered to medical tourists in various countries at a different level of economic development. Western population move to other countries for their medical treatment. Long waiting lists, increasing healthcare costs, and limitations on the availability of treatment options, coupled with the ease of travel, medical tourism is gaining popularity. Medical tourism offers wide range of opportunities for healthcare providers. The medical tourism industry is evolving quickly and also increasing awareness levels among individuals across the world. Emerging market economies with medical expertise and medical facilities at low cost, coupled with pleasing tourism sites, are expected to drive the medical tourism market over the forecast period (Zion market research, n.d.).

There has been a significant rise in the people traveling abroad for medical treatment thus resulting in an increase in the world medical tourism market. The growing access to the medical facilities such as online doctor consultation, online payment options, medical travel insurance, translational services for overcoming religious facility and language barrier, has made available to the tourist to increase the demand for medical tourism across the globe. These factors are expected to play an important role in increasing the global medical tourism market over the years ahead. Medical tourism is traveling across the national borders for medical treatment. The rise in number of geriatric patients, worsening lifestyle habit and high rates of chronic diseases are driving the cost of healthcare. In certain countries such as the United States, an absence of insurance or coverage of certain ailments results in skyrocket prices of medical care. These are the major reasons because of which people tend to go for alternative treatment options, sometimes even traveling across borders for treatment (Adroit Market Research, n.d.).

Asia Pacific is leader in the global medical tourism market in 2018. The important share of the Asia Pacific region comes from India, Thailand,

Singapore, and Malaysia because to the availability of quality healthcare facilities at a comparatively less cost. Medical Tourism Market Research Competitive Analysis - Countries like India, Thailand, and Singapore in the APAC regions are in the forefront of the market. Not to be left behind other nations of Asia such as Malaysia and Philippines, the South American and Eastern European countries are also emerging as favorable medical tourism destinations particularly for nearshore countries and base locations with shorter journey time. Another considerable reason for medical tourism is the accessibility to the most recent and technologically radical procedures of treatment. For example, the method of Cyber knife robotic surgery used for diagnosis and the treatment of various cancer types. Tomotherapy, the modern radiotherapy apparatus which is currently presented in very few state-of-the-art facilities clinics in South Korea, which is an evolving center for medical tourism (Global Medical Tourism Market, 2019).

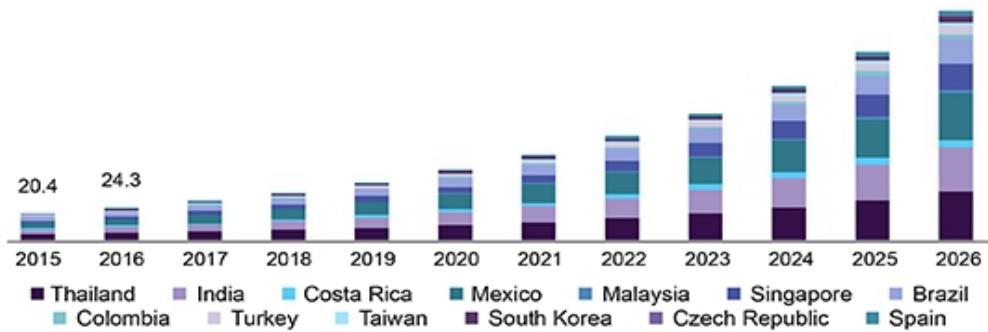
Picture 1



Note. Adapted from Allied Market Research. (n.d.). *Medical Tourism Market by Treatment Type (Dental Treatment, Cosmetic Treatment, Cardiovascular Treatment, Orthopedic Treatment, Neurological Treatment, Cancer Treatment, Fertility Treatment, and Others): Global Opportunity Analysis and Industry Forecast, 2018 – 2025*. Retrieved August 11, 2019, from <https://www.alliedmarketresearch.com/medical-tourism-market>

Chart 1

Global medical tourism market size, by country, 2015 - 2026 (USD Billion)

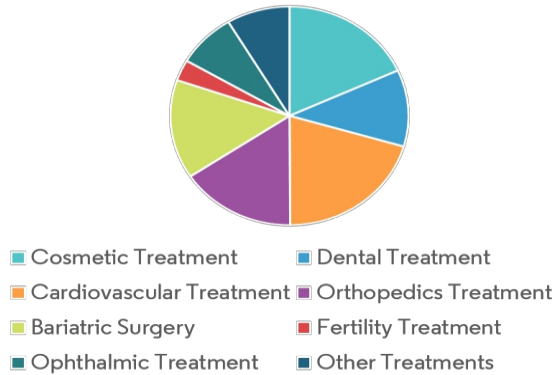


Note. Adapted from Market Research report. Medical Tourism Market Size, Share & Trends Analysis Report By Country (Turkey, Costa Rica, Thailand, India, Mexico, Singapore, Brazil, Malaysia, Taiwan, Colombia, South Korea), And Segment Forecasts, 2019 – 2026. (n.d.). Retrieved August 11, 2019, from <https://www.grandviewresearch.com/industry-analysis/medical-tourism-market>

The Medical Tourism Index issued by the International Healthcare Research Center has named Israel as one of the top medical tourism destinations in the world. Israel took first place for “best patient experience” and third overall out of 25 medical tourism destinations. Nearly 50,000 medical tourists arrive in Israel each year many come from Eastern Europe but there are also patients from the US and UK. Among the most popular treatments, procedures and medical care for medical tourists in Israel are cancer treatments, orthopedic procedures, plastic surgery, infertility treatment (Israel has a high percentage of success in this area), cardiac surgery (particularly Bypass surgery) and diabetes (Beinharim Tourism Services, n.d.).

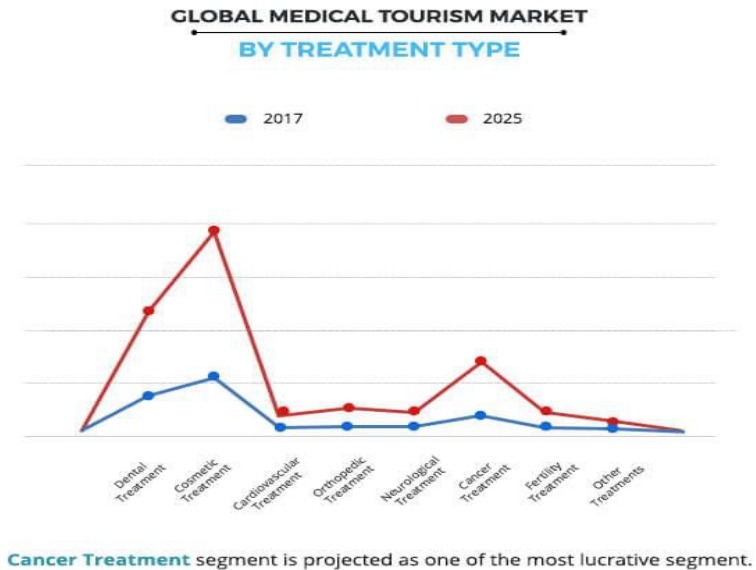
Diagram 2.

Medical Tourism Market: Revenue Share (%), By Treatment Type, Global, 2018



Note. Adapted from Mordor Intelligence. *MEDICAL TOURISM MARKET - GROWTH, TRENDS, AND FORECAST (2019 - 2024)*. (n.d.). Retrieved August 11, 2019, from <https://www.mordorintelligence.com/industry-reports/medical-tourism-market>

Chart 2



Note. Adapted from Allied Market Research. (n.d.) *Medical Tourism Market by Treatment Type (Dental Treatment, Cosmetic Treatment, Cardiovascular*

Treatment, Orthopedic Treatment, Neurological Treatment, Cancer Treatment, Fertility Treatment, and Others): Global Opportunity Analysis and Industry Forecast, 2018 – 2025. retrieved August 11, 2019, from <https://www.alliedmarketresearch.com/medical-tourism-market>

As the cost of healthcare in the US continues to rise, many residents and citizens are in a search for destinations outside the country where they are sure to receive quality healthcare at a much lower rate. In 2016, over 11 million travelers left the shores of the US in search of various countries around the world looking for affordable healthcare. In a recent report by Visa and Oxford Economics, it was stated that this figure will grow by up to 25% per year for the next decade as the competition for health tourists between countries have become intense (Global Medical Tourism Market, 2019).

Turkey is a strong challenger in the medical tourism market. Turkey offers of zero waiting times, affordable and quality healthcare delivery. Specifically, in the areas of transplant surgery, radiation therapy for cancer, orthopedic surgery, neurosurgery, and genomic medicine. The country's national carrier, Turkish Airlines, offers flight rates at discounted prices to medical travelers. Cost of receiving quality healthcare in Turkey is 50% to 65% lower in Turkey than in the United States (Stephano). Traditionally, Turkey has been receiving health tourists from the United Kingdom, the Netherlands, Russia, Bulgaria, Belgium, Azerbaijan, Romania, Kosovo and Syria. But people from US, Australia, and many other countries, too, are now coming to Turkey for affordable elective surgery. The difference in cost between medical treatment in the UK and that in Turkey is between 40-50%. Turkey doctors are highly qualified and the private clinics are top-notch. More than 10 first-class hospitals have been accredited by the JCI while more are in the line. Medical tourism in Turkey is popular because of quality that is the same as in European clinics and the incredibly low cost of medical treatment (Medical Tourism Corporation, n.d.).

Medical Tourism in Georgia

According to the National statistics office of Georgia in the first quarter of 2019, Georgia was visited by 14.30 foreigners for medical and recovery purposes it is nearly the same rate to the figure which we had in 2017 for the whole year, so it shows that demand on medical tourism in Georgia is growing rapidly.

International visitors most often travel for holiday, leisure or recreation purposes (35.8%). Other frequently observed visiting purposes include visiting friends or relatives (21.6%), transit (15.5%), business/professional trips (12.3%), shopping (8.9%) and health and medical care (3.2%). Only 2.7% of visitors reported other purposes (National Tourism administration, n.d.).

Table 1
International visitors in Georgia 2017 – 2018 years

Purpose of visit	year, 2017		year, 2018	
	Quantity	%	Quantity	%
Holiday, Leisure, Recreation	203.9	37.7	256.3	42.7
Visiting friends/relatives	120.2	22.2	121.9	20.3
Health and Medical Care	14.6	2.7	16.4	2.7
Shopping	51.6	9.5	41.5	6.9
Transit on the way to another country	97.8	18.1	99.1	16.5
Business or Professional	44.3	8.2	52.0	8.7
Other	7.8	1.4	13.0	2.2
SUM	540.2	100.0	600.3	100.0

Table 2
International visitors in Georgia in 2019 (first quarter)

Purpose of visit	year,2019 (first quarter)	
	Quantity	%
Holiday, Leisure, Recreation	159.1	35.8
Visiting friends/relatives	96.1	21.6
Health and Medical Care	14.3	3.2
Shopping	39.6	8.9
Transit on the way to another country	68.9	15.5
Business or Professional	54.7	12.3
Other	11.8	2.7
SUM	444.5	100

Note. Adapted from National statistics office of Georgia. (n.d.). Retrieved August 3, 2019, from

<https://www.geostat.ge/en/modules/categories/100/tourism-statistics>

As a part of my research, there have been interviewed 30 Georgian citizens, who have visited the foreign countries for medical purposes. It appeared that Georgians travel for medical services in Turkey, Germany, Israel and France.

Diagram 3

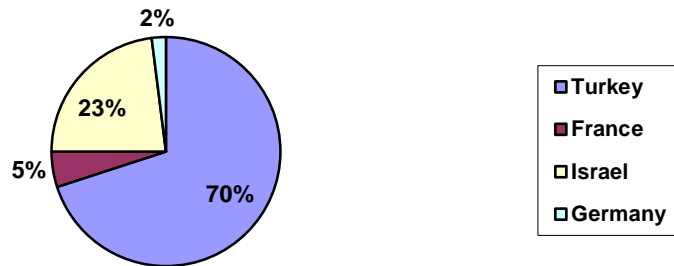
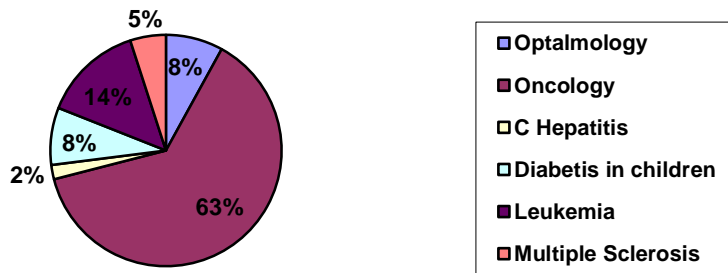


Diagram 4

And the diseases for what people have to travel in another country are:



There are countries such as Israel and Turkey getting big profit out of high-quality medical services. If Georgia seeks to follow suit, it has to further develop its medical market. It has to concentrate on equipping clinics with appropriate infrastructure and improving quality in all aspects of medicine (Medical tourism increases in Georgia, 2018). Besides wide range of medical services in Georgia it appears that we still do not have resources to cover all demands of our local patients and they have to travel, there was identified one more reason for traveling and this was the defense of confidentiality, 5 % of my respondents decided to visit another country for only this reason.

Georgian medical facilities offer a variety of services to patients from abroad. This can be high technological treatment or diagnostics, complicated techniques in surgery and nonstandard approaches to widespread illness. While competing with each other and trying to prevent patients flow to abroad, Georgian hospitals equip their facilities with the modern and exciting

Features	Years							
	2005	2008	2011	2013	2014	2015	2016	2017
Number of physicians, thousand	20.3	20.3	21.8	22.5	22.9	24.3	26.6	27.4
Number of secondary medical staff in total, thousand	21.1	19.6	17.9	15.5	15.6	16.4	17.6	18
Hospital and Medical Center, Unit	242	244	245	237	245	259	273	272
Number of Hospital Beds, thousand	17.1	14.1	12.8	11.6	11.7	12.8	13.8	15.1
Average length of stay in hospital for one patient, days	7.7	6.8	7.0	5.4	5.2	5.3	5.2	5.2
Number of outpatient polyclinic facilities, units (including rural physicians-entrepreneurs - since 2009)	1123	1090	1812	1990	2124	2385	2301	2369
Number of referrals to outpatient polyclinic facilities per year (including prophylaxis)	7738.7	7530.1	7705.9	10974.5	11881.1	13243.9	13079.0	11493.4

xis), thousand								
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Table 3

Main features of healthcare system

Note. Adapted from Koblianidze T., Kochlamazashvili L.(2019). *Reforms and Quality Problems in the Georgian Health System*. Journal of Economics and Finance # 1, pp. 363-372. Tbilisi. Georgia.

technologies. They try to keep up with progress in the medical field. This is because besides of the limited financial resources, nowadays patients demand the newest approaches to their treatment; everything high-tech strengthens their faith in a prompt recovery. That's why medical facilities are racing to attract more and more patients by implementing and running modern technologies for them. This may include scattered radiation during metastasis tumors or stem cell transfusion for the treatment of paraplegia (Zhulina, 2018). In the recent years, there has been done a lot, for example web-portal - <http://www.treatingeorgia.com/>, where all interested patients can find the information about medical tourism in Georgia, treatments, doctors, hospitals and spa and resort, it is a hub of private clinics and it will play an important role in the future.

Since 2005 main features of healthcare system has been changed, it is caused by the fact, that many public hospitals became private and private clinics can offer better service to the patients. The healthcare reform process in Georgia has begun with privatization of medical facilities since the mid-1990s and continues now too. The results are impressive, and the country's health care system has succeeded in the whole post-Soviet space. Reforms have led to shifting to fundamentally different principles of medical practice related to economic and political transformations and changes in healthcare system (Koblianidze, Kochlamazashvili, 2019, pp.363-372).

There is also an opinion of Mr Paata Ratiani, who is an International Medical Tourism Expert, Member of the Advisory Board of the World Association of Medical Tourism and an Official Representative in Georgia, that Ukraine and Georgia can create a medical tourism cluster to promote medical services in the markets of Eastern countries, in particular, China. For Georgia, as for many other countries, the problem is obtaining objective statistics on the volumes of medical tourism. The Council on the Development of Medical Tourism of Georgia plans to collect such data, as

Mr. Paata Ratiani has mentioned in the interview with interfax, they intend to collect this data not only from private clinics, but also check this information. Very often international clinics use statistics for marketing, so their data can be biased, and they must create an objective picture that will represent Georgia in international markets. Georgia has got the location which is convenient for the inhabitants of Azerbaijan, North Caucasus, Armenia, Turkey and Kazakhstan (Interfax, 2019). International medical tourism market is huge and people are ready to travel for their well being and health everywhere, without borders, so Georgia has a challenge to enter global medical tourism market, on behalf of well-planned marketing activities, with developed infrastructure and accredited clinics, trained staff and organized medical tour packages.

Conclusion

People as patients without borders are accessing the services from across the globe especially Medical Treatment Services however current environment in some of the countries has constrained and do not allow such practices thus accessibility and ease of travel become key drivers for choosing a destination for a Medical Tourism. The trend of healthcare tourism is getting popular, but it possesses huge potential for growth and development. Medical expertise cost-effectiveness and low lead times are the competitive advantages that Georgia can leverage on. As medical treatment costs are ever increasing, travel for quality and cost-effective medication will become a regular routine among citizens of developed nations. According to the research we can indicate the following key factors which motivate the patient and helps to make the right choice. These factors are: quality of medical care, low cost of living, modern technologies, ease of travel, ease of communication, alternative treatment offers and natural resources.

Past and current reforms in Georgia have had a positive impact on the development of medical tourism, it is the challenge of the modern world today, and every country that has resources tries its best promote it. The development of medical tourism is also a priority for our country today too and it is slowly starting to develop, though it should be clearly stated that medical tourism cannot be developed indefinitely. The health care system in itself implies accreditation system and introducing standards, because accredited medical centers are much more attractive for tourists, but on the other hand this should not affect the price for local citizens. To sum up, we can say that if the government aims to develop medical tourism is needs properly evaluated and formulated framework, which will help the county to get its place in the global medical tourism market.

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Improving the Quality of Life of Patients with High Hepatic Fibrosis Participating in the Hepatitis C Elimination Program

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Abstract

Globally, there are an estimated 130-150 million people living with hepatitis C virus (HCV), and more than 700,000 people die every year from HCV-associated hepatic diseases. With an HCV prevalence of 7.7% and an estimated 150,000 persons living with chronic HCV infection, Georgia has one of the highest of HCV infection in the world. The hard times for Georgia in the 1990s had a major impact on the health care system. Over the years, the poor quality of health services has negatively affected safe injections, infection control, and safe blood donation practices in health care facilities. This is due to shared use of needles, syringes, and other injection equipment among the Injection-drug people which also has a negative effect on them. In general, these factors had a negative impact on the spread of this infection in the population and are also deteriorating the quality of life. Since April 28, 2015, due to the global burden of disease and great harm to the country, the Hepatitis C Elimination Program has been launched. The primary goal of the elimination program is to reduce hepatitis C mortality with the treatment and diagnosis of more and more patients at an early stage of the disease, which will ultimately improve the quality of life of these patients. This paper focuses on improving the quality of life of patients with high hepatic fibrosis participating in the Hepatitis C Elimination Program. Hepatitis C Elimination Program in this study will be one group. Cohort will combine the patients with high liver fibrosis (\geq F3), defined by elastography, and treated with DAA. This is alongside the patients whose FIB4 is more than 3.25 and solid viral response is reached during 12-24 weeks after treatment. Quality of life of the patients involved in the study will be estimated before and after treatment through a pre-designed questionnaire (SF-36 Short form Survey). A total of 150 patients will be researched. The study will also take into account both the initial variables and the predictive variables. The overall goal of the project is to evaluate long-term treatment outcome among patients with advanced liver fibrosis treated with DAAs after achieving

sustained viral response (SVR). Consequently, recovery is achieved. For these patients, the improvement of their quality of life is linked to physical and mental health.

Keywords: Infection, Hepatitis, Elimination, Disease.

Introduction

Hepatitis C (HCV) is an infectious disease that is caused by hepatitis C virus. Hepatitis C is a disease caused by RNA (Ribonucleic Acid) virus that damages the liver and is diagnosed in both acute and chronic forms and causes serious health problems. People with chronic form of hepatitis C have a lifelong virus. This virus can cause a chronic liver infection and people with such infection are under a great risk of death due to the development of cirrhosis and liver cancer. Unfortunately, the problem with hepatitis C is that the prophylactic means, such as vaccination or specific immunoglobulin, has not been developed to date for the protection of people against hepatitis C (Lee, 2014). Therefore, the only effective way to fight against this disease is timely detection and antiviral treatment.

In addition to the major syndromes related to chronic hepatitis C, several studies indicate that the quality of life associated with health among the people with hepatitis C decreases in comparison to the general population (Groessler et al., 2008). The most common symptoms affecting the quality of life of the people with this disease are fatigue, depression, restlessness, muscle, and joint pain.

The quality of life associated with health is defined as a subjective estimation of a number of conditions that may affect a person's health condition. Quality of life is a characteristic that reflects the economic, psychological, and social condition of the society. Unlike other indicators, it considers both objective indicators and deeply subjective factors. Thus, this makes this indicator more comprehensive than others.

Hepatitis C has the leading position in the world in terms of morbidity, mortality, hospitalization, and disability. According to the World Health Organization (WHO), 71 million people worldwide are infected with chronic hepatitis C virus (HCV). In addition, about 700,000 deaths occur each year due to cirrhosis and hepatocellular carcinoma (WHO, 2016). According to World Health Organization, hepatitis C is considered as a major globally prevalent disease in the world and Georgia is a country with high prevalence. According to a population-based study of seroprevalence conducted in 2015 by Government of Georgia, the National Center for Disease Control and Public Health (NCDC) and the US Centers for Disease Control and Prevention (CDC), 7.7% of the population were positive for hepatitis C. On the other hand, 5.4% of the population was sick with RNA

(ribonucleic acid) antibodies, which is an active form of hepatitis C. (Ministry of Internally Displaced Persons from the Occupied Territories, 2018). Due to the heavy burden of the disease, Georgian government along with international partners, the World Health Organization, and the US Centers for Disease Control and Prevention aimed to eliminate the epidemic of hepatitis C making Georgia the first model country. This project focuses on the following: a) identification of people with hepatitis C (90%); b) coverage of patients with chronic hepatitis C (95%); and c) coverage of cured patients by 2020 (95%).

The main goal of the Elimination Program is to reduce mortality from hepatitis C along with the treatment and diagnosis of the disease, and also to identify more patients who were at the early stage of the disease. The goal of this research is to forecast distant way out in patients treated in accordance with the level of fibrosis that is directly related to their quality of life before and after treatment.

Principles of Quality of Life and Related Instruments with Regard to Health

Depending on the purpose of the study and what population is researched, quality of life may be estimated through general and specific tools. The term ‘quality of life’ was first used in the United States after World War II to estimate the impact of material well-being on people’s life. The definition of health was adopted by the World Health Organization in 1947, and it includes two fundamental aspects of health. The first aspect is a complete physical, mental, and social well-being. In addition, the second aspect is not only the absence of disease but a complete physical, mental, and social well-being.

The use of a specific tool for the people with liver disease will provide an extensive estimation of the various parameters associated with liver disease. When hepatitis C is discovered, such tools can record changes such as liver disease stigma, disease symptoms, etc. Hepatitis C related diseases, such as alcoholism, drugs, etc., will also decrease the quality of life. Many studies have shown that the stigma increases with the diagnosis of the disease (Poupon, 2004). Major changes in the quality of life of people undergoing the treatment are associated with the somatic side effects of interferon and ribavirin that are mostly noticeable during the first weeks of therapy.

Use of the Direct Antiviral Agents during the treatment of hepatitis C resulted to solid viral response. Thus, it is uncertain how this treatment approach will affect the quality of life associated with health. This article discusses the long-term effects of treatment for patients with high fibrosis in terms of the quality of life.

Clinical Use of Quality of Life

Patients' health condition is becoming more and more important not only in terms of their inner mood but also in their perception of the effectiveness of treatment. The benefit of hepatitis C treatment does not only prolong life, but it also improves the quality of life. Along with the use of different methods of treatment in medical practice, it is possible to investigate quality of life associated with better health. It should also be noted that psychological processes have a significant influence on biological processes such as immunity, cardiovascular system, etc. General tools for measuring the quality of life are also widely used in medicine depending on what we are dealing with (Carr, Thompson, & Kirwan, 1996). When choosing the appropriate tool for estimating the quality of life, the purpose of the study and also the group of the study should be taken into account. Specific tools are more comprehensive and it takes into account the changes of all possible variables that may be changed during the progress of disease. There are some questionnaires for estimation of the quality of life in people with liver disease. These include the Questionnaire on Chronic Liver Diseases, Quality of Life in Liver Diseases, and Questionnaire on Quality of Life of People with Hepatitis C (Younossi, Guyatt, Kiwi, Boparai, & King, 1999). Therefore, through these questionnaires, one can ascertain the quality of life of patients with high fibrosis in the study.

Hepatitis C

Nowadays, it is known that chronic liver disease can have a serious impact on the quality of life. It can also result to a significant stress for the patients. Most people with chronic hepatitis C develop terminal liver diseases. At the early stages of the disease, most people are unaware of this disease. This is why it is also called "silent killer". The diagnosis may be made by simple screening test or during blood donation. The most common symptoms are fatigue, nausea, tiredness, muscle pain and headache, abdominal discomfort, etc. State expenses, due to the high prevalence of hepatitis C, have severe social and economic results. Hepatitis C morbidity has a negative impact on both the families of the patients and also at the national level. As the number of years of ability is decreasing, the mortality is increasing. The innovation of the research reviewed in this article shows that correctness and effectiveness of the treatment methods used in frame of the Elimination Program will be estimated in terms of changes in the quality of life that have not been studied yet.

Objective of the Study

The goal of the study is to estimate the long-term treatment effect of patients with high fibrosis. Here, a solid viral response (SVR) has been

received following the DAA therapy and, therefore, the patients will be cured. The main objective is to improve the quality of life for patients with high hepatic fibrosis participating in the hepatitis C Elimination Program. For this purpose, the following tasks need to be accomplished:

An observation of a cohort of persons treated with high fibrosis using hepatitis C Elimination Program was done in order to estimate the following:

1. Changes in the quality of liver fibrosis;
2. Risk of decompensated liver cirrhosis;
3. Risk of hepatocellular carcinoma.

Initial Results of the Study

The research was conducted in real time. 150 patients are not fully studied, 50 patients are studied, and only the group is selected according to the relevant criteria. The quality of life of these patients was estimated through SF-36 prior to the study. At the beginning of the study, the patients with high levels of fibrosis had a significantly lower living standard in relation to the physical activity and pain sensation. In addition, emotional and mental states were the same, regardless of the fibrosis level. The side effects of the treatment should be taken into consideration and this in turn decreases the quality of life. Objective and subjective data may have a negative effect on the treatment due to the patients' refusal of treatment. As with other chronic diseases, improvement of data during the treatment process or after the treatment process may lead to improved clinical symptoms and laboratory showings. Some studies, already carried out, have shown that the quality of life is improved not only by the use of one interferon, but also by combination therapy with interferon and ribavirin.

Research Methodology

The study was conducted at the Neolab Clinic, Service Center of the Hepatitis C Elimination Program, in Tbilisi where antiviral treatment for the patients is carried out. Based on hepatitis C Elimination Program, the study cohort will combine the patients with high liver fibrosis ($\geq F3$), defined by elastography, treated with DAA and the patients whose FIB4 is more than 3.25, and solid viral response is reached during 12-24 weeks after treatment. Quality of life of the patients involved in the study will be estimated before and after treatment through a pre-designed questionnaire (SF-36 Short form Survey). A total of 150 patients will be studied.

Initial Variables: change in fibrosis showing (KPA scale or FIB4), progress of hepatocellular carcinoma, mortality.

Predictor Variables: social demographic characteristics, clinical (disease severity) and laboratory data at the basic level, SVR and other laboratory indicators of monitoring.

Final Opinions

Nowadays, there are concrete evidences that chronic liver disease has a serious impact on the quality of life. On the other hand, it is interesting how the patients relate to the problem of having hepatitis C qualitatively. Various studies on the quality of life confirm that this variable should be considered during the treatment (McHutchison et al., 2001). Modern methods of hepatitis C treatment are aimed at preventing progressive liver diseases. Consequently, proper treatment will alleviate the symptoms of the disease, and successful treatment will increase the quality of life. The high cost of modern treatment is mainly focused on far-reaching cases of the liver fibrosis in order to reduce liver disease progress, to improve liver function, and to prevent decompensation.

Recommendations

1. The research is carried out in real-time and first results after the treatment will be known after 6 months. The interest to this issue is quite high and so it is extremely important to conclude on the final results of the study.
2. The basic descriptive statistics will be performed for all variables. Bivariate analysis will estimate the associations between the factors such as severity of liver disease at the initial stage, behavioral characteristics, and the impact of laboratory data changes on the liver fibrosis level and the quality of life.
3. The quality of life associated with health should be estimated with relevant questionnaires specially designed and approved for clinical research.
4. In order to estimate new drugs or methods of treatment for hepatitis C, it is necessary to add a questionnaire for the quality of life along with general criteria such as toxicity, efficacy, etc.

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Nietzsche's Conception of Atheism, Will, Dionysiac, Passion and Irrationality (Critique of Irakli Kentchoshvili's Reception)

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Abstract

It is important to emphasize the problematic reception of Nietzsche in Georgia while researching the relation of Nietzsche's philosophy to great Georgian poet Galaktion Tabidze. Arbitrary interpretation is against Nietzsche's hermeneutic position. His work is fragmentary, however, it does not have the aim of poetical ambiguity in a radical Heideggerian sense.

Irakli Kentchoshvili in his book "In the World of Galaktion Tabidze" relates Nietzsche to paradigms which were against atheism and Christian obedience. In reality, Nietzsche affirms hierarchical pluralism where every ideology has its place: herd's morality, including Christian obedience, socialism, Buddhism, democratism and etc. is sustained for the herd, for the weak and sick, but for higher human beings, for leaders of herd there is more harsh truth – atheism.

Also, For Nietzsche there is only will to power and every other will is its metamorphosis, but it does not mean that irrational will is acceptable as will to power can turn against itself and it should be avoided.

Dionysiac conception for Nietzsche is not related to some hedonistic ecstasy leading to lethargy, but implies affirming life in its chaotic and terrible totality with a sharp awareness.

Furious and spontaneous passions is not acceptable for Nietzsche, because he is for subliming and taming stupid and terrible passions transforming it into love - not the oppression and eradication of passions in a Christian manner but their marriage with spirit, synthesis of earth and heaven as in Galaktion's world view.

Thus, Nietzsche's philosophy requires the research oriented on important nuances.

Keywords: Atheism, Will, Dionysiac, Passion, Irrational.

Introduction

On the background of interliterariness and interdisciplinarity in a contemporary thought, it is important to research the relation of Georgian poets to Nietzsche's philosophy. There is an explicit basis for this at such an important poet as Galaktion Tabidze. In 1918 Galaktion reads and translates works of Nietzsche in Moscow, besides that he often mentions him in his diaries and papers. There are also implicit signs and on some of them some researches in Georgian literary studies are made, however, there exist some problems regarding Nietzsche's reception and interpretation in Georgian academic space, which is related not only to the factor of Soviet "Iron Curtain", but to the other important factors as well, so it is necessary to discuss the issue in a comparatively large introduction.

Main Text

In the state universities of Georgia there is still a practice of teaching with old Soviet handbooks, according to which, Nietzsche represents "Decadence age of western bourgeois philosophy". Philologists are spreading the interpretation that Nietzsche was not an atheist and etc. "Taming" and appropriation-adaptation of the stranger is far worse tendency than apparent non-acceptance. Even such professors who know German language and research German culture, still distort Nietzsche's words during translation with an unimaginable tendentiousness. Of course I am not a specialist of German language, but there is an apparent distortion, also hermeneutical context of the philosopher and other, more reliable English translations that give me the basis to see the inadequacy.

Nietzsche's philosophy is characterized by poetic style and poetry implies ambiguity and opacity in an extreme Heideggerian sense (Dahlstrom 2011: 226), perhaps because of this, it is assumed that Nietzsche's texts have no obvious meaning and intention, so there is a freedom for arbitrary interpretation. To begin with, that is what he writes about opacity: "Those who know they are deep strive for clarity. Those who would like to seem deep to the crowd strive for obscurity. For the crowd takes everything whose ground it cannot see to be deep: it is so timid and so reluctant to go into the water" (Nietzsche 2008: 136). So, for him, opacity is not a goal, as it would be for a poet (Nietzsche 2013: 74), on the contrary, he tries to be clear, he is a philosopher with a poetic style, as he himself declares and not a poet, finally. We should not think that his philosophy does not have more or less consistent, one meaning. Nietzsche says: "Do you think this work must be fragmentary because I give it to you (and have to give it to you) in fragments?" (Nietzsche 1996: 243).

Arbitrary understanding of Nietzsche's texts was caused by wrong interpretation of his ideas about language and interpretation. Contemporary

deconstructive paradigm itself, in its foundations, is related to the deconstruction of Platonian metaphysics by Friedrich Nietzsche in “Twilight of Idols” (Laverse 1995: 169). Finally, Nietzsche’s hermeneutical assumptions, as well as deconstructive paradigm, are wrongly associated with hermeneutical-interpretative inclusivism and arbitrariness (Laverse 1995: 192).

Nietzsche’s statement - “There are no facts, but only interpretations” that is frequently repeated by him, nowhere implies texts. Nietzsche understands philology as “Suspension of judgment” in interpretation, or to say with Gadamerian terms – “Control of pre-judgements”. He understands philology as “the art of reading well”, which implies, “to be able to read facts without falsifying them through interpretations, without letting the desire to understand make you lose caution, patience, subtlety” (Nietzsche 2005: 51).

The philosopher points to the importance of self-discipline during interpretation, talks about necessity of slow reading (Nietzsche 2006a: 5), moreover, according to his opinion: “I admit that you need one thing above all in order to practise the requisite art of reading, a thing which today people have been so good at forgetting – and so it will be some time before my writings are ‘readable’ –, you almost need to be a cow for this one thing and certainly not a ‘modern man’: it is rumination . . .” (Nietzsche 2007: 9).

Nietzsche talks about moral facts and interpretations: “When man no longer considers himself evil, he ceases to be so - ‘Good and evil are only interpretations, by no means facts or in-themselves” (Nietzsche 2003: 86), elsewhere he says it more clearly: “There are absolutely no moral phenomena, only a moral interpretation of the phenomena . . .” (Nietzsche 2002: 64).

What is implied is not the interpretation of text, but axiological-epistemological interpretation of world, life, things, phenomena, generally, or the perception of world, moral, world-view, discourse, narrative, which is necessarily false, because “truth” is simplification and falsification of multiplicity (Nietzsche 1968: 280), according to Nietzsche, simple is never true (Nietzsche 1968: 291), definition of the thing is always perspectival and subjective (Nietzsche 1968: 301), we reduce confusing multiplicity to useful and manageable schemes, we deceive ourselves, because this lie is useful (Nietzsche 1968: 314-315).

Thus, Nietzsche affirms not only science, but some will to ignorance too, he affirms falseness, simplicity, subjectivity and multiplicity of world-view (and not textual) interpretations (Nietzsche 1968: 326-328), as creativity and world transformation (Nietzsche 1968: 317), bringing in it one’s own meaning, purpose, setting a goal – art, religion, love, pride (Nietzsche 1968: 327), because this is the sign of strength and power

(Nietzsche 1968: 330) – “interpretation itself is a form of the will to power” (Nietzsche 1968: 302), and will to power is the essence of life according to Nietzsche’s philosophy.

Considering all this, condemning the abuse of “Reader’s rights” (Roland Gérard Barthes), I will try to follow step-by-step and reveal the problems related to the interpretation of Nietzsche’s philosophy in Irakli Kentchoshvili’s book “In the World of Galaktion Tabidze”, where the author relates Nietzsche to life philosophy which is directed against “Atheism, also against certain aspect of Christianity – obedience” and is also related to such concepts and values as are: striving towards life affirmation, “which is expressed in the form of irrational element²¹”, also striving towards life, passion, Dionysian Ecstasy, will, intoxication with life, irrational will (Kentchoshvili, 1999: 138-139).

At first, let us discuss the issues of atheism and Christianity, because they are related to interpretative pluralism just discussed. Nietzsche can be against atheism in a sense that he may not wish total hegemony of it, otherwise he is truly an atheist. He is against atheism and secularization exactly in the sense of their full prevailing: “The political delusion, at which I smile in just the same way as my contemporaries smile at the religious delusion of earlier times, is above all s e c u l a r i z a t i o n, belief in the w o r l d and a deliberate ignoring of the "beyond" and the "afterworld". Its goal is the well-being of the transient individual which is why its fruit is socialism, i.e. transient individuals who desire to encompass their happiness through socialization and who have no reason to w a i t, as do human beings with eternal souls and eternal becoming and future self-improvement. My teaching says: the task is to live your life I n s u c h a w a y that you must w i s h to live it again - you will i n a n y c a s e ! To he whom striving gives the highest feeling, let him strive; to he whom repose gives the highest feeling, let him rest; to he whom ordering, following and obedience give the highest feeling, let him obey. Only on the c o n d i t i o n that he become a w a r e of what gives him the highest feeling, and that he draws back before n o t h i n g . Eternity is at stake!” (Nietzsche 2019: 1).

Here it is clear that Nietzsche is not against obedience as such, he is not against Christian obedience as well, according to Nietzsche, religion should not be the aim, it should not prevail, but on the contrary, it should be means for prevailing class to rule subordinated class more easily, give it consolation and peace, as compensation, such religions are, for example, Christianity and Buddhism (Nietzsche 2002: 54-55). Nietzsche writes: “My philosophy aims at an ordering of rank: not at an individualistic morality.

21 Here and elsewhere by the word “element” I mean Greek “stoicheion” and related philosophical connotation

The ideas of the herd should rule in the herd—but not reach out beyond it: the leaders of the herd require a fundamentally different valuation for their own actions” (Nietzsche 1968: 162).

But from the standpoint of his own world view, from the standpoint of highest rank perspective, Nietzsche of course condemns Christianity, which he thinks is a falsification of the doctrine of Jesus by Paul, he does not share Christ’s authentic, unfalsified teaching, practice of Jesus either, about which he says: “A life like this is still possible today, for certain people it is even necessary: true, original Christianity will always be possible” (Nietzsche 2005: 35). However, this is not an universal possibility, positive side of the practice of Jesus is that it implies getting rid of resentment, revenge, anger (Nietzsche 2005: 37), which, as in the case of Buddhism, is means of rehabilitation, cure for decadence, drain, exhaustion (Nietzsche 2005: 81), accordingly, this does not mean that it is necessary for everyone, “It is not the healthy who need a doctor, but the sick”!

Nietzsche himself is a type of warrior, in the “Twilight of Idols” he talks about “spiritualization of enmity” which is “Triumph over Christianity”, for here exactly different type of enemy’s love is implied. According to him, enemy does not give us possibility for relaxing and makes us to become stronger, here lies its value, for him, Christian “peace of the soul” is unimaginable, exactly because of this, Nietzsche, as an immoralist and anti-Christian, thinks that the existence of church is useful and unlike the last, does not aims at destroying enemies (Nietzsche 2005: 173). With the similar motivation, spreading socialism condemned by him many times, he considers as useful, because it will end the peace in feminized Europe (Nietzsche 1968: 77-78).

Thus, Nietzsche is against total prevailing of any ideology, he is against the tyranny of even the truth – if such a thing exists, because lack of the possibility and reason for fighting, will cause weakening of the truth (Nietzsche 2006a: 206), so, he is anti-universalist, condemns preaching, imposing own ideal to others (Nietzsche 2002: 40).

Finally, in Nietzsche’s hierarchical pluralism every ideology has its place, but his own world view is atheism and it cannot be denied. In the “Twilight of Idols” he agrees with Heraclitus that only “apparent” world exists, “true world” is a lie. Accepting senses made possible the existence of science, everything other: metaphysics, theology, psychology, epistemology is less related to reality. Philosophers think that universal ideas are origins, while it is exactly counter wise, this is their way of expressing respect: they think, that highest cannot emerge from the lowest, it is absolutely without origin. If anything emerged from another thing, this makes its value suspicious. All highest values are of the first rank, all highest concepts: being, true, perfect could not be the result of becoming and also none of

them should be different from or against others... (Nietzsche 2005: 168-169). This way we have come to the idea of God, the most empty, meager idea and it was put first, as cause in itself (Nietzsche 2005: 169).

Also obviously and clearly against God is directed the following statement: “This man of the future will redeem us, not just from the ideal held up till now, but also from those things which had to arise from it, from the great nausea, the will to nothingness, from nihilism, that stroke of midday and of great decision that makes the will free again, which gives earth its purpose and man his hope again, this Antichrist and anti-nihilist, this conqueror of God and of nothingness – he must come one day” (Nietzsche 2007: 66-67). In his summarizing book “Ecce Homo”, Nietzsche writes: “I have no sense of atheism as a result, and even less as an event: for me it is an instinct”, Nietzsche continues that for his doubts and questions, as that of a thinker, God is ridiculous answer, moreover: this answer means ridiculous prohibition of thinking (Nietzsche 2005: 85).

As for life affirmation and striving towards life, Nietzsche’s philosophy is a philosophy of life affirmation, of course, the philosopher affirms life and defends “will to life”, which is he mentions frequently in a positive context, but finally, on a more deep and concrete level, where nuances are important, he reveals different attitude, namely, Nietzsche writes: “what is in existence, how could this still will to exist! Only where life is, is there also will; but not will to life, instead – thus I teach you – will to power!” (Nietzsche 2006b: 90), because “life itself is the will to power” (Nietzsche 1968: 37), moreover: “This world is the will to power — and nothing besides! And you yourselves are also this will to power — and nothing besides!” (Nietzsche 1968: 550).

Regarding directly and generally the issue of the will – Nietzsche does not accept abstract, contentless and objectless will - Schopenhauer’s “will” is an empty word: “It is even less a question of a “will to live”; for life is merely a special case of the will to power”(Nietzsche 1968: 369). Free will is a lie (Nietzsche 2005: 34): “Freedom of will or no freedom of will?— There is no such thing as “will” ; it is only a simplifying conception of understanding, as is “matter.” All actions must first be made possible mechanically before they are willed. Or: the “purpose” usually comes into the mind only after everything has been prepared for its execution” (Nietzsche 1968: 354), any will is a concrete expression and metamorphosis of will to power, to want something is the same thing as to want more strengthening and growth: “The most universal and basic instinct in all doing and willing has for precisely this reason remained the least known and most hidden, because in practice we always follow its commandments, because we are this commandment—”(Nietzsche 1968: 356).

In this sense, Nietzsche acknowledges the irrationality of will and also says, that this will is the will to power, which is a main concept of his philosophy: “What is good? - Everything that enhances people's feeling of power, will to power, power itself. What is bad? - Everything stemming from weakness. What is happiness? - The feeling that power is growing, that some resistance has been overcome” (Nietzsche 2005: 4), accordingly, it seems everything is as it should be: what is good, is happening on its own, without our interference, irrationally, it seems Nietzsche accepts irrational will, because it is will to power, but finally, there is a paradoxical form of will to power as well or will to power, which is directed against will to power in others (Nietzsche 1968: 37) and in own self (Nietzsche 1968: 146).

Perhaps because of this, Nietzsche calls unfortunate the fact that one behaves irrationally, unconsciously, as slave (Nietzsche 1996: 132), that “will is ashamed of intellect” and despite the plans arranged by cold reason, where the time of acting comes, we still act against our plans, because are ashamed of our cold calculations and act irrationally (Nietzsche 1996: 229). We are irrational also when “We still draw the conclusions of judgments we consider false, of teachings in which we no longer believe - our feelings make us do it” (Nietzsche 2006a: 59). Nietzsche is against such feelings, he says: “Trust your feelings!” - But feelings are nothing final or original; behind feelings there stand judgments and evaluations which we inherit in the form of feelings (inclinations, aversions). The inspiration born of a feeling is the grandchild of a judgment - and often of a false judgment! - And in any event not a child of your own! To trust one's feelings - means to give more obedience to one's grandfather and grandmother and their grandparents than to the gods which are in us: our reason and our experience” (Nietzsche 2006a: 25).

Irakli Kentchoshvili also frequently mentions Dionysiac in a connection with Nietzsche, so Nietzschean conception of Dionysiac should be explained. According to Nietzsche, the aim of Dionysiac state is getting rid of the load of life with the help of ecstatic experience, which is “expressed in drunkenness and sexual frenzy and appears in more urbane forms as the arts of music and dance and in certain types of religious mysticism” (Came, 2013: 214). But Dionysiac ecstasy involves lethargic element as well, after coming out from ecstasy Dionysiac as the result of clashing with reality again, is prone to asceticism and denial of the will (Came 2013: 214): “The orgiastic experience leads a people in just one direction, along the road towards Indian Buddhism“ (Came, 2014: 93), it may seem that the philosopher preaches such escapism and moreover considers it as “Dionysiac”. But he does not defend pure Dionysian tradition, but he develops its Greek mediation or the tragedy, as positive representation of the

content of Buddhist world view; tragic culture is a synthesis of Dionysiac and Appoline (Came 2014: 94).

Accordingly, Nietzsche's affirmation means more than simply Dionysiac ecstasy or intoxication. Nietzsche introduces a term "overcoming": "What makes overcoming such a difficult, fearful, and truly heroic thing to do is the requirement of actively leaving behind all that is secure and familiar (including one's joys and pains), and all one is and values, thus seriously destabilizing one's very identity. Possibly more terrifying still, overcoming further requires the holding together of opposing and contradictory commitments and values—nor not their synthesis, nor their sublation, nor the repression or annihilation of the annihilation of the more uncongenial of them, nor yet their vanishing in temporary intoxication—but a holding together of their conflict and contradiction in one conscious and bold affirmation, one global yes-saying" (Came, 2013: 275).

Considering all this, "Dionysiac ecstasy" and "Intoxication with life" are very abstract and can be related to hedonism, which is unacceptable for Nietzsche who thinks that Christian doctrine emerged on the ground of hedonism, fear of touching, pain and hatred of reality makes decadent do not fight the evil: "The fear of pain, even of infinitesimal amounts of pain - this could end up only as a religion of love..." (Nietzsche 2005: 27). Nietzsche addresses hedonists, utilitarians, pessimists and eudemonists: "Well-being as you understand it – that is no goal; it looks to us like an end ! – a condition that immediately renders people ridiculous and despicable – that makes their decline into something desirable! The discipline of suffering, of great suffering – don't you know that this discipline has been the sole cause of every enhancement in humanity so far?" (Nietzsche 2002: 116-117).

And finally we came to the issue of passion which the author of the book has discussed broadly. I. Kentchoshvili talks about body nudity cult prevailing in the beginning of Galaktion's creative activity, he cites poet's words: "Sexual idily can be described brilliantly", also: "Literature of France, as well as painting, has long ago followed this cult of woman's body" (Kentchoshvili, 1999: 140), The author relates some poetries of Galaktion to the cult of Dionysus, considers them as a part of "Macro context of furious passions emerging in literature and art" (Kentchoshvili, 1999: 140).

After that the author talks about types of demonic women in poet's rhymes, also on motifs of Dionysiac intoxication, antithesis of worldly and heavenly love, sometimes alternating of them (Kentchoshvili, 1999: 143-144). I. Kentchoshvili writes: "Here every word makes us to exist in the circle of topics and motifs of intoxication with earthly passions reflected in "Dionysiac" literature and art, or sometimes that of romantic love"

(Kentchoshvili, 1999: 144). Finally, I. Kentchoshvili concludes: “Galaktion saw and mastered motifs of spontaneous passion’s element of Nietzsche, Wilde or Art Nouveau, however, he did not fully stand on the ground of such world view and corresponding style, but turned Dionysiac principle into a part of his own synthetic and counterpoint style” (Kentchoshvili, 1999: 146). The author continues: “G. Tabidze’s rhyme “Naked” is some kind of polemics with “neo-Dionysiac” conception of woman’s naked body. Instead of confronting soul and material, classic ideal of harmonious unity of these two principles is advanced” (Kentchoshvili, 1999: 148). After that, I. Kentchoshvili relates Galaktion’s rhyme “Further you are” to fully romantic conception and concludes: “It is true that, as we denoted, G. Tabidze has expressed some “Nietzsche-like” thoughts, but we can repeat about him his own words: “Baratashvili was not a Satanist. Satanist is characterized by not loving anything and not revering anyone” (Kentchoshvili, 1999: 149).

Thus, firstly, I. Kentchoshvili talks about “Spontaneous passion element”, “Furious passions” and mentions in this context Nietzsche. Let us see, to what extent is this right. Nietzsche clearly condemns suppressing and discrediting passions not because he likes spontaneous, furious passions, but exactly for the opposite reason: “The passions become evil and malicious if they are regarded as evil and malicious” (Nietzsche 2006a: 45), prohibition increases interest towards prohibited, that’s why “All our thinking and poetizing, from the highest to the lowest, is characterized, and more than characterized, by the excessive importance attached to the love story: on this account it may be that posterity will judge the whole inheritance of Christian culture to be marked by something crackbrained and petty” (Nietzsche 2006a: 45).

Inadequacy of “furious“ passions with Nietzsche’s philosophy is more clearly shown in this passage: “Overcoming of the affects?— No, if what is implied is their weakening and extirpation. But putting them into service: which may also mean subjecting them to a protracted tyranny (not only as an individual, but as a community, race, etc.). At last they are confidently granted freedom again: they love us as good servants and go voluntarily wherever our best interests lie” (Nietzsche, 1968: 207).

According to Nietzsche, passions are stupid and terrible, but later “they marry themselves to spirit” and “spiritualize” themselves (Nietzsche, 2005: 171-172). Christianity obstructs exactly this spiritualization – Christians were fighting against passion itself because there was a stupidity in it, Christianity never asks: “how can a desire be spiritualized, beautified, defied?” (Nietzsche, 2005: 172), but it unconditionally fights against passions, attacks the root of passions and consequently the root of life itself, brutal methods: castration, eradication is instinctive choice of those, whose will is weak, they cannot be moderate in struggle with passions and demand

total ablation, absolute hostility (Nietzsche, 2005: 172). According to Nietzsche, “Radical means are only indispensable for degenerates (...) it is not the ascetics or the impotent who say the most poisonous things about the senses, it is the impossible ascetics, people who really should be ascetics . . .” (Nietzsche, 2005: 172-173). Finally, Nietzsche concludes: “The spiritualization of sensuality is called love” (Nietzsche, 2005: 173).

It should be specified here that for Nietzsche there is only “mortal soul”, “soul as subject-multiplicity”, “soul as a society constructed out of drives and affects” (Nietzsche 2002: 14).

Thus, confronting Galaktion with Nietzsche from the standpoint that Galaktion is for moderation and synthesis, while Nietzsche not, is a mistake, as for Nietzsche all the things mentioned by I. Kentchoshvili: synthesis, moderation, harmony of earthly and heavenly, marriage of soul and body and in a final sense – love, are absolutely familiar. Nietzschean concept of passion in no way can be related to “spontaneous” and “furious”, he would call such passion stupid and demand its refinement and sublimation.

Conclusion

Thus, placing Nietzsche’s philosophy in the context of some concept or school unequivocally and generally, is wrong, because it worsens already non-advantageous situation regarding Nietzsche’s reception. Nietzsche’s philosophy demands specific hermeneutical approach, nuances are important here, it can be said that Nietzsche’s philosophy itself is one great school that influenced hugely the whole subsequent thought and will have more influence in the future.

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Non-Violent Methods of Battle in India and China

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Abstract

Over the years, world history has undoubtedly witnessed many wars, conflicts, and revolutions that resulted to the deaths of teeming numbers. As time passed, a new method of political battle, such as nonviolent actions, was introduced to society. Presently, the questions are: (1) Who was the first ideologist to purport the method and the first politician to implement it? (2) What methods does passive disobedience include? The paper analyses the political activities of Mahatma Gandhi, who is considered to be the founder of nonviolent actions in a political battle. The main principle of this ideology is to express the protest of society through peaceful methods alone. The main purpose of the battle is the re-establishment of (true) justice and the remodeling of social thinking. At present, there are more than 100 methods of nonviolent actions. These methods have been used almost by all Eastern European countries with the purpose to overthrow Communist Regime or change the government. For instance, in Georgia, there was the “Rose Revolution,” in Ukraine, the “Orange Revolution.” This paper refers to the Tiananmen Square protests held in Beijing (China) in 1989 which was based on the methods of Civil Disobedience considering the background, reasons, goals, and achieved results of student-led demonstrations in the '89 Democracy Movement in China as well as the issues of how the West still gets China wrong 30 years after Tiananmen. It should be noted that peaceful protests and nonviolent methods were not successful in China, as revealed by the example. Since then, the party leadership has focused on expanding and opening its economy, while tightening the space available to civil society. China's relations with the West also gradually returned to normal. During the '90s, the economies of China and the United States, in particular, became more and more intertwined.

Keywords: Democracy, Economic Reform, Hinduism, Non-violent, Protests, Political.

Introduction

Mahatma Gandhi was an Indian lawyer, politician, social activist, and writer who became the leader of the Nationalist Movement against the British rule of India. He was considered as the father of his country. Gandhi is internationally esteemed for his doctrine of nonviolent protest — Satyagraha— to achieve political and social progress. In the eyes of millions of his fellow Indians, Gandhi was the Mahatma, which means “Great Soul”. Appalled at the treatment of Indian immigrants, he set up the Indian Congress in Natal to fight segregation and to develop the idea of self-purification and “Satyagraha,” i.e., non-violent civil protest. Satyagraha was the first Satyagraha movement inspired by Gandhi and a major revolt in the Indian Independence Movement.

As for non-violent methods of the political battle in China, the Tiananmen Square peaceful protests should be considered. This involved student-led demonstrations calling for democracy, a free speech, and a free press in China. They were halted in a bloody crackdown, known as the Tiananmen Square Massacre, by the Chinese government in June 1989.

It should be noted that dramatic changes in the post-Mao Zedong era triggered such great expectations that some level of misunderstanding, and later disenchantment, was inevitable. China’s late strongman, Deng Xiaoping, instituted unimaginable economic reforms which began in 1978. This led to quasi-capitalist principles and free-market energy into China’s moribund Maoist economy. Furthermore, ten years before Beijing’s crackdown was a “decade of Chinese political enlightenment”. This was when some senior Chinese leaders advocated a degree of democratization (Liu, 2019).

In the spring of 1989, students and workers occupied Beijing’s Tiananmen Square in a massive pro-democracy protest.

Main Text

“A man is but the product of his thoughts. What he thinks, he becomes.” Mahatma Gandhi

“Great Soul” was the name of the political and spiritual leader of India. Mohandas Karamchar Gandhi is a person who has changed the world. “My life is nothing but a pursuit of truth”, he said. All his life, Gandhi was fighting against religious, ethnic, social discrimination, and violence. He considered that if we believed in our religion and if we are deeply God-fearing, we should respect other religions as well. He was fighting for the right of the Indian people not only in India but beyond its borders, for example, in Africa, many Indians had migrated for survival.

In Johannesburg, he faced the facts of racism that later became his inspiration for making non-violent battle and passive resistance was the main

principle of his political activity. In South Africa, Gandhi's ideas were shaped. He was influenced by Ruskin, Tolstoy, and Thoreau. He made a deep study of religions there and became a staunch believer in nonviolence. The principle of Satyagraha was born in South Africa. The movement was called "Satyagraha" and it means truth, obstinacy, spiritual calmness, and a positive attitude toward enemies. He considered that violence should be confronted by spiritual strength and self-confidence. Gandhi was also against defining people according to their caste and was unsympathetic to early marriages. He was struggling for the social emancipation of the so-called "unapproachable" people and against drug consumption. He called people to renew old Indian traditions of embroidery and knitting to reduce the level of unemployment.

Ahimsa or Non-violence: Mahatma Gandhi was the exponent of the cult of Ahimsa or Non-violence. Like the Buddha, Christ, and Chaitanya, he too believed in the ultimate victory of non-violence over violence. Force or violence, according to him, is madness which cannot sustain. Thus, 'force or violence will bow down before non-violence.' He had waged war not only against British imperialism but also on all the forces of unrighteousness, untruth, and injustice all over the world (Sen, 2015).

Mahatma Gandhi also reviewed women's rights. He called them "sacrificed victims" and "tortured" humans. Later, he managed to broaden women's rights and was deeply involved in health care and the educational sphere. He always stressed that men and women are equal and that women should not be like toys in the hands of men. Also, they had the right to occupy high administrative posts in any sphere of a governmental organization. Gandhi was a man of incredible self-discipline and strength of will. The only way he was able to achieve what he did, despite some of the horrendous treatment, was through conscious, productive, and positive thinking.

Gandhi was very close to the public. He lived among them and was dressed the same as them because he thought that if you are fighting for their wellbeing, you should look like them.

His close connection to people, good relationships with them, his public activities, simplicity of his nature, asceticism, devotion to Indian traditions, and lack of ambitions of having money and power allowed him to gain trust and authority in people.

They called him "Mahatma" the Great Soul and "Gandhi Ji," Great Gandhi. As Jawaharlal Nero said, "Gandhi turned into the symbol of nationalism and independence of India." Gandhi was also known for his love of teaching and educating people on peace, harmony, love, and respect.

The method of "Satyagraha" was first used in January 1st, 1908. This is against the rule that forbade Indians living in South Africa to move from

one province to another. This protest movement was very sharp and massive and pushed the government to abolish all the rules that humiliated the dignity of the Indian nation. In 1915, Gandhi returned to India and with the use of the same method, “Satyagraha,” he started to fight for the independence of India. Satyagraha comprised of different religions: Hinduism, Jainism, Christianity, and elements of Islam. The methods were as follows:

- Non-violent resistance (Satyagraha)
- Discontinuing of activities (Khartala)
- Peaceful demonstrations
- Refusal of accepting posts in governmental structures
- Non-payment of taxes
- Famine
- Battle against a castle-like system

In 1930, a new wave of civil disobedience reemerged. At this time, Gandhi submitted an ultimatum to the substitute of King Lord Irwin the II. His demands were as follows:

- Change the rate of the currency
- Reduce the land tax by 50%
- Abolishing the tax fee on salt 3
- Reduce military expenses
- Free political prisoners
- Ban on alcohol, etc...

Gandhi was released from prison in January 1931. Two months later, he made an agreement with Lord Irwin to end the Salt Satyagraha in exchange for concessions that included the release of thousands of political prisoners. The agreement, however, largely kept the Salt Acts intact. However, it did give those who lived on the coasts the right to harvest salt from the sea.

Gandhi became a leading figure in the Indian home-rule movement. Calling for mass boycotts, he urged government officials to stop working for the Crown, students to stop attending government schools, soldiers to leave their posts, and citizens to stop paying taxes and purchasing British goods. Colonizers did not accept their demands that were followed by the disobedience campaign known as “The Salt War”. Together with his supporters during three weeks in the village, Dani, Gandhi was mining salt. Later, they blocked the shops selling English products and publicly burned English passports, clothes, and various products. With the purpose to attract the attention of the world society and mass media, in 1930, Gandhi organized a three weeks massive demonstration in different parts of India. This was later followed by repressions. The National Congress of India was declared illegal and its leaders were imprisoned. The government treated the demonstrators harshly, but they did not resist them. News of imprisonment

of Gandhi spread all around the world. England's Prime Minister, Winston Churchill, received many letters supporting the Indian leader. Later, the British Government was obliged to make a compromise and free imprisoned leaders. On August 15, 1947, India declared independence from Britain. It was a big victory for Gandhi; but unfortunately, the country was not able to preserve unity and India was split into two parts: India and Pakistan. Then the conflict between Hindus and Muslims sprung up. Even Gandhi had a difficult time to neutralize the situation. He seemed to be helpless as radical Hindu people protested his nonviolent methods of battle and rather supported armed confrontation. Even though Satyagraha embraced peaceful conflict resolutions, Gandhi was unable to keep national peace. He has always been against wars, particularly the WW-II. However, in real political life, theory and practice do not often agree with each other. Unfortunately, the biggest humanist and warrior against violence became the victim of violence himself. In contemporary political life, it is often a successful practice to apply the method of peaceful protests.

Jin Sharp in his book "198 METHODS OF NON VIOLENT ACTION" which was issued in 1973 submits 198 methods of battle. For example, Formal Statements, Communications with a wider audience, Group Representations, Symbolic Public Acts, Pressures on Individuals, Drama and Music, Processions, Honoring the Dead, Public Assemblies, Withdrawal and Renunciation, Ostracism of Persons, Noncooperation with Social Events, Customs, and Institutions, Withdrawal from the Social System, Action by Governments, Combination of Strikes and Economic Closures, Psychological Intervention, Political Intervention, Economic Intervention (Sargent, 1973).

It is impossible to discuss all of them here, but it is worthy to note that these methods have been used by all Eastern European countries against Communist Regimes. For example, "Rose Revolution" has been used in Georgia and the "Orange Revolution" in Ukraine. In 2008, during the occupation of Georgia by Russian military troops, Georgian society applied peaceful protests called Life Chain. These kinds of methods nowadays are used in the contemporary world to establish such democratic values such as freedom of speech and ideas, freedom of the press, as well as freedom of demonstrations and independence organizations.

The term "Gandhism" also encompasses what Gandhi's ideas, words, and actions mean to people around the world, and how they used them for guidance in building their future. Gandhism also permeates into the realm of the individual human being, non-political, and non-social. A Gandhian can mean either an individual who follows or a specific philosophy which is attributed to Gandhism (Gier, 2004).

Gandhi rejected the idea that injustice should, or even could, be fought against “by any means necessary”. The use of violent, coercive, or unjust means will lead to injustice. To those who preached violence and called nonviolent actionists cowards, he replied, “I do believe that, where there is only a choice between cowardice and violence, I would advise violence... I would rather have India resort to arms to defend her honor than that she should, in a cowardly manner, become or remain a helpless witness to her dishonor... But I believe that nonviolence is infinitely superior to violence, forgiveness is more manly than punishment (Prabhu & Rao, 1967).

As for the processes developed in China, from April 1989, people from across China gathered in Beijing’s Tiananmen Square to mourn the death of the liberal Communist Party leader Hu Yaobang. They also shared their frustrations about the slow pace of promised reform (Brook, 1998).

The gathering turned into peaceful protests which spread across the provinces of China as demonstrators, mainly students, began to call for an end to official corruption and political and economic reform. They called for political reform and democracy, but also for more social freedom and equality.

Progressively, workers joined the movement all across China. Initially, they were not welcomed by the students who feared their movement would be diluted. However, they soon realized that all Chinese citizens were fighting for the same cause: the realization of the socialist ideal in the form of a more democratic and equal society (Andrew & Gong, 1993). They protested for a wide range of issues — including free speech, anti-corruption, freedom of the press, and other pro-democracy causes (Walder & Xiaoxia, 1993).

On May 13th, hundreds of student protesters in Tiananmen Square went on a hunger strike to speak with Communist Party leaders. It is estimated that one million people joined the protests in Beijing to express their support for the students on hunger strike and to demand reform (Saich, 1990).

Party leaders visited the student protests on May 19th. The protesters ended their hunger strike that evening. However, the next day, martial law was declared in Beijing to ‘firmly stop the unrest’.

In the weeks that followed the declaration of martial law, hundreds of thousands of people once again protested on the streets of Beijing with similar demonstrations taking place in cities across China.

Overnight from June 3rd to 4th, the government sent tens of thousands of armed troops and hundreds of armored military vehicles into the city center to enforce martial law and forcibly clear the streets of demonstrators. The government wanted to ‘restore order’ in the capital (Jiang, 1989). As they approached the demonstrations, troops opened fire on crowds of protesters

and onlookers. They gave no warning before they started shooting. Tanks and troops converged on Tiananmen Square shooting and in some cases crushing civilians.

The Chinese government has never said how many protesters were killed. However, estimates range from the hundreds to thousands. While the official number of casualties differs vastly across sources, estimates for the death toll range from a few hundred to 3,000. A secret UK diplomatic cable released in 2017 put the figure at least within 10,000 (Beijing is usually silent as tight security surrounds Tiananmen Square for every anniversary).

The protesters, based in Tiananmen Square in central Beijing, were peacefully calling for political and economic reform. In response, the Chinese authorities responded with overwhelming force to repress the demonstrations. Military units were brought in and unarmed protesters and onlookers were killed in mass.

The Chinese government has never acknowledged the true events surrounding the Tiananmen massacre. It remains a contentious topic in China with authorities banning all mention of the protest even till today. Societal controls were tightened and activists were jailed. Many Chinese officials with reformist tendencies were purged. The regime sought to erase the Tiananmen crackdown from China's collective consciousness (Buckley, 2019).

Conclusion

For this reason, Mahatma Gandhi is referred to and revered as the father of the nation. Mahatma made a mark not only in India but throughout the world, and he can arguably be named as the greatest human produced in the 20th Century. His name will never be obliterated from the annals of the history of India and the world. He has left a rich legacy that will never lose its importance in the context of life at any time of the world's existence. His legacy and lesson of nonviolence will always be relevant to man. Even after Gandhi's assassination, his commitment to nonviolence and his belief in simple living such as making his clothes, eating a vegetarian diet, using fasts for self-purification, as well as a means of protest have been a beacon of hope for oppressed and marginalized people throughout the world. In a contemporary world, these methods are used to establish such democratic values as freedom of speech and sense, freedom of mass media, as well as freedom of establishing independent organizations.

Mahatma Gandhi proposed the acceptance and practice of truth, nonviolence, vegetarianism, Brahmacharya (celibacy), simplicity, and faith in God. Though he would be remembered forever as the man who fought for India's independence, his greatest legacies are the tools he used in his fight

against the British. These methods inspired several other world leaders in their struggle against injustice. He is a spirit of nonviolence, peace, and love.

In the case of China, the 1989 Tiananmen crackdown became a turning point for the country. This made the Chinese leadership resort to authoritarianism. After years of increased openness, authorities were confronted with student movements in more than 300 cities where they were calling for reforms, an end to government corruption, a free press, and other demands. Leaders worldwide, including the Prime Minister of the Soviet Union Mikhail Gorbachev, condemned the military action and, less than a month later, the United States Congress voted to impose economic sanctions against China, citing human rights violations (History. Com Editors, 2019). Many Western governments slapped economic sanctions against China—depriving it of precious advanced technologies—and condemned the regime’s human rights abuses. It should also be noted that the US big business could not shake the lure of the Chinese market, which then seemed to promise an endless and bountiful payday. Ever since Deng launched his reforms, American CEOs had done much of the heavy lifting on China’s behalf while lobbying in Washington to promote bilateral ties. Thus, China’s relations with the West gradually returned to normal. During the ’90s, the economies of China and the United States, in particular, became more and more intertwined.

When pushed to comment, officials justify the government’s use of force as necessary for the country’s stability and economic development. China’s developmental dictatorship is unusual. It is more typical for authoritarian rulers to exploit their nations than to enhance people’s welfare. There is corruption in China and top leaders have certainly been enriching themselves. More so, that is not the only thing they did. The point is that they have managed to improve the lives of masses of Chinese people to an extent that makes their rule legitimate in the eyes of the people. During four decades of economic modernization, the country’s per capita GDP has grown more than 25 times in real terms, and its defense budget has mushroomed too. Since then, the party leadership has focused on expanding and opening its economy, while tightening the space available to civil society. After Xi came to power in 2012, Chinese activists and human rights advocates have come under even more pressure and censorship has increased.

In contrast to Deng’s strategy, Xi is less deferential to the West, more assertive, and more obsessed with cementing his authority (Zhou & Leng, 2017). He has not moved away from purging political rivals and making disparaging remarks about Westerners. He is in a much more powerful position than Deng was. This is simply because he is in charge of a much more powerful China. Therefore, all of this makes him a formidable sparring partner for Trump.

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Provisional Measures in the Relation with the Human Rights Guaranteed by The Constitution of Georgia

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Abstract

The purpose of the institute of Provisional measure is that, it can protect claimant's legal interests. If there is a danger that defendant will act in bad faith and the final judgment will become unenforceable, the court can grant provisional measure upon the request of the claimant. Provisional measures restrict person's right to property, but it this restriction serves to greater objective, which is undividable part of the fair trial.

Keywords: Provisional Measures, Right to property, Right to a fair trial, Public interest, Constitutional Court of Georgia, Supreme Court of Georgia.

Introduction

The provisional measure, applied to secure the enforcement of the final judgment should be proportional (adequate) to this claim (subject matter of the action) and there should be no apparent incompatibility between the subject matter and the arrested subjects. In this case, the good interpretation of general principles of the law has special importance, in which the judge must take into account the spirit of the legislator written in the first paragraph of the second article of the CCG: Civil code, Private law and other laws and their definitions must be in accordance with the Constitution of Georgia''. Otherwise, granting provisional measures will not justify the purpose of the institute of provisional measure.

According to the first and second paragraph of the article of 191 of CPCG: claimant may request court for provisional measures, which must include the indication of the circumstances in which the enforcement of the final judgment will become harder or impossible and justification to which measure should be granted. If the court finds that there is a well-founded assumption that failure to comply with the provisional measure will make it difficult or impossible to enforce the judgment it shall render a ruling on the case. The use of a provisional measure is based on the judge's assumption that the claim might be upheld. Such assumption does not affect the Court's subsequent decision.

From the content of the above mentioned articles, Legislator gives ability to the claimant to request the provisional measure to protect only his legal right. Thus claimant must bring the facts to the court to create assumption of necessity of granting provisional measure. The proper justification of the mentioned issues is very important, because on one hand provisional measure serves for the protection for claimant's rights and on the other hand restricts defendant's certain legal rights. Hence, during the granting provisional measure and restricting someone's legal rights even in the legal framework, court decision must be based on the justified assumption, that without such procedural activity the result of the proceeding – enforcement of the judgment will become significantly difficult or impossible, the exercise of a right or claim shall result in irreparable and direct damage that cannot be compensated by other party.

The well-established practice of the Constitutional Court of Georgia and the Supreme Court of Georgia

The Institute of Provisional Measure at the same time protects the as claimant's as well as the defendant's interests, though there is no protection of claimant's interests without consideration of defendant's interests. This principle is based on the fact that the legislator permits and not obligates the court to use a provisional measure.

The legislator also links the use of a provisional measure to the legal prospect of a lawsuit and assesses whether a lawsuit is expected to be upheld, though it will not affect the legal outcome of the dispute. This issue is especially relevant when it comes to ensuring the enforcement of the decision. However, the threat of non-enforcement the judgment may give the party losing a sense of dispute.

Using a provisional measure can completely limit the interest of the party, but this limitation serves a greater interest.

The use of some types of the provisional measures to secure a claim is directly linked to the defendant's significant constitutional right, in particular, his right to property. Article 19 (1) of the Constitution of Georgia recognizes "the universal right to property and declares it an inviolable right. Paragraph 2 of the same Article provides the constitutional and legal basis for restricting the right to property and provides that the restriction is permissible only in cases prescribed by law, without prejudice to the essence of the right to property.

In general, the granting of a provisional measure often involves restricting property rights. In the case of any restriction of ownership, the restriction shall be based on the principle of fair balance and proportionality between the parties' interests. Interference with property rights must be responsive to the stated purpose and should result in the restriction of the

owner's rights as much as is necessary to achieve the stated purpose. The right to property is a natural right and without it a democratic society cannot exist.

Article 19 of the Constitution of Georgia, on the one hand, establishes the constitutional legal guarantee of the Institute of Private Property, and on the other, it affirms the fundamental right. This way constitution declares the constitutional importance of the value of the institution of property as the basis of a democratic society, which is one of the most important components of a person's freedom of action and individual self-realization within established law.

The right to property is not only the fundamental basis of human existence, but also ensures its freedom, the adequate realization of its abilities, and the conduct of its own responsibility. All these are the preconditions of the private initiatives of the individual in the economic field, which fosters economic relations, free entrepreneurship, market economy, and normal, stable civil returns.

According to the Constitutional Court of Georgia, the grounds for a provisional measure are set out in a way that does not refer to the defendant's or other private or public interests. Specifically, the CPCG assumes that, if there is a danger that the enforcement of the decision will become difficult or impossible, or irreversible damages will be produced, the claimant's interest in protection always outweighs the defendant's property rights interests or other private or public interests that may be questioned. Thus, the disputed norms are contrary to the requirements of Article 19, paragraphs 1 and 2 of the Constitution of Georgia.

During the judgment of granting provisional measure in accordance with the article 191 of CPCG the court is guided by the consideration of public and private interests. It is in the public interest to enforce the decision made on behalf of the country. In addition, the claimant is a person who has been infringed by a substantive law and has applied to the court to defend that right.

The defendant, whose rights have been „violated” in the court by using provisional measures, the same code grants the right to appeal against the court ruling on the request of the court with another kind of change, requiring the court to change the type of provisional measure, and ask the court the separation of seized property or the cross-undertaking as to damages.

The adversarial principle established in civil procedure law and the rule provided in the first paragraph of the Article 191 of the CPCG, the court directs the application filed by the claimant and makes its decision within one day of filing the notice without notification to the defendant. Accordingly, the court is bound by the time-limit established by law and the

principle of competitiveness. The right to a fair trial enshrined in Article 42, paragraph 1 of the Constitution of Georgia, requires the establishment of a legal system that provides for the prompt and effective protection of a person's rights and interests.

Judicial protection is effective if it responds to prompt / timely, fair and effective justice. According to the fundamental right of a fair trial, a court decision must be made within a reasonable time, without undue delay. Because the unjustified delay in justice undermines public confidence of it.

The right to exercise and protect their constitutional rights is ensured by the law-enforcers. When interpreting legal norms in the process of deciding on specific legal disputes and in applying the provisional measure, the litigant must take into account the outcome that the decision may have on the exercise of constitutional rights and should not allow the exercise of legal proceedings at the expense of the constitutional right of other persons unjustified restriction.

The rule of law that obligates a judge to apply a provisional measure, including where the harm to the opposing party significantly exceeds the good protected by the provisional measure, is contrary to the requirements of Article 19 (1) and (2) of the Constitution of Georgia.

The Supreme Court of Georgia and its decisions are crucial in establishing uniform judicial practice.

According to the 2011 ruling of the Tbilisi Chamber of the Civil Court of Appeal, real estate registered in the name of DA was seized. On January 31, 2011, the Tbilisi Court of Appeals filed a complaint with the Civil Appeals Chamber, seeking the annulment of the January 31, 2011 ruling on the seizure of real estate registered in his name.

The author of the complaint considers that the seizure of immovable property in his possession is not adequate to secure enforcement and restricts the owner's legitimate interest. According to him, the claimant owes \$ 53 887.50, which is secured by other real estate, and the real estate registered under his name is valued at \$ 71 850. The Tbilisi Appeal Court's May 24, 2011 ruling dismissed the appeal and, together with the case file, sent it to the Supreme Court of Georgia.

In this regard, the Supreme Court defined, the use of a provisional measure is really related to the defendant's important constitutional right, namely, the right to property. Seizure is the interference of a legislator in the constitutionally protected human rights field, and such interference must be justified by the principle of proportionality. On the basis of a competition of the private purpose of the institute of the provisional measure with the public interest and the right to property. By imposing the seizure, the legislator considered it necessary to ensure the actual exercise of the claimant's substantive rights before the completion of the trial, which served the

purpose of protecting the public interest and the effective and unhindered enforcement of judicial decisions. This is undoubtedly important for the functioning of the rule of law and contributes to the effectiveness of democratic institutions. Accordingly, the indication of such purpose the restriction of right to property is legitimate.

The absolute nature of right to property does not imply that property is absolutely 'deceptive' 'value.' The first sentence of Article 170 (1) of the CCG provides that An owner may, within the limits of legal or other, namely contractual restraints, freely possess and use the property (thing) It allows us to say that property rights can be restricted both by law and by contract. 'Scope of law' implies the infringement of property rights under both substantive and procedural law. The provisional measure is the legal restriction of right to property.

It is also noted that, if there is a partial claim, the legal outcome of the decision depends not only on the enactment of the judgment (as in the pleadings), but also on the will of the defendant. The defendant must take some action to pay the sum, otherwise the outcome of the decision depends on the enforcement. Forced enforcement should be able to enforce the judgment and satisfy the creditor's claim. That means the existence and maintenance of guarantees by provisional measure, which is applied by the claimant's request. The fact that a defendant acquires a certain action this gives the valid reason to the claimant, to request the court for the protection of his/her future actions.

Conclusion

The test of proportionality is the standard for assessing justification for restriction of right to property. According to this test, legislative regulation should be a useful and necessary mean of achieving a valuable public (legitimate) objective. At the same time, the intensity of the restriction of rights must be proportionate to the public objective to be achieved. It is inadmissible to achieve a legitimate aim at the increased expense of human rights restriction. Therefore, to justify the restriction right to property whilst granting provisional measure, the achievement a legitimate public goal in not always enough, the intensity of restriction of a right should be proportional, commensurate to public goal, that is to be attained. It is inadmissible for the legitimate goal to be attained at the expense of unnecessary restriction of a human right,

Although a person is deprived of his / her right to property guaranteed under Article 19 of the Constitution of Georgia, this restriction serves of another goal - the right to a fair trial also guaranteed by the Constitution. The existence of provisional remedies in Germany as well is associated with the establishment of constitutional court practice, specifically,

the interpretation of the right to efficient trial. In Spain and Germany, the right to a fair trial is the catalyst for the establishment and development of the institute of interim measures.

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Social Media Impacts on Georgian Tourism Business

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Abstract

The paper studies social media impacts on consumer behavior in Georgian tourism business. The main attention is paid to the fact that tourism industry faces multiple challenges, tasking professionals in the sector to meet the needs of customers, both in person and online.

Many countries regard social media as an important tool to promote their tourism industries. Georgia is a country, where tourist companies have been using social media for several years already. The companies realized that Social media sites and platforms still make good advertising channels.

The study revealed that social media is useful for the type of companies who try to reach its target market and position brand with fewer expenses. Despite the fact that Georgian tourism companies understand the importance of social media's impact on tourism business, their activity is insufficient. Unlike travel companies, consumers actively use social media and therefore have a strong impact on tourism business.

Keywords: Social Media, Georgian tourism, Facebook.

Introduction

International tourist arrivals (overnight visitors) worldwide increased 6% in 2018 to 1.4 billion, the 1.4 billion mark has been reached two years ahead of UNWTO's long term forecast issued in 2010. Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts a growth of 3% to 4% in international tourist arrivals worldwide in 2019, more in line with the historical growth trends (UNWTO, 2019).

Advancements of Information and Communication Technologies (ICTs) have generated deep changes in tourism sector affecting customers as well as suppliers. Travelers are more demanding and look for differentiated and personalized services (Minazzi, 2015). Tourism industry is a mix of different services. Any type of tourism product is desirable to use social media.

The tourism industry is primed to take advantage of social media outlets, as the industry has long relied largely on destination reputation, consumer opinion, spread of information, and positive word-of-mouth advertising. Social media plays a very important role in the tourism industry. Also, consumers engage with social networking sites to research trips, make informed decisions about their travels and share their personal experience of a particular hotel, restaurant or airline.

Main Text

Social media is a quick and effective way to increase the public opinion, awareness, loyalty and confidence. The number of social media outlets increases the number of Internet users in parallel. Nowadays, in Georgia, there are almost no Internet users, that do not use any kind of social media. In addition to the purpose of the news, social media is an opportunity to determine the dependence of different parts of society towards specific products or services (Meladze, Olkishvili 2018).

Back in the olden days, travel used to require a Lonely Planet, a detailed itinerary and a packed tour bus. You might have jumped online once a week to let your family know you're still alive, but other than that, you had to rely on your trusty guidebook to get you from point A to point B. It was great at the time, but thankfully the travel world has moved on to something bigger and better. Now, all you need to see the world is a sense of adventure and an internet connection.

Digital transformation is related to innovation, the creation of new structures, the implementation of a new culture, processes and technology, and starts with the premise that travelers have changed (Poggi 2019). Customers today are not the same as they were four years ago. They live connected, have new demands and want to be surprised. The search for digital transformation also involves the creation of new products and services, at lower cost and with greater productivity.

Communication In a world where we're inundated with advertising and personalized communication, it is vital to build brand relationships; moreover, the power of social media means that today's tourist can tell the world about your destination's shortcomings through YouTube or Facebook in a click. Thus, the interface between DMOs and tourists has completely changed. No longer is the marketing mix about product, promotion, path, pricing, packaging and push. It is the consumer2.0 marketing mix based on conversations and context, connectivity, collaboration, creativity, collaboration and co-operation (Meladze 2018).

In a study published by Trekk Soft, as of December 2018, there were 4,156,932,140 internet users in the world – that's over half the population of Earth. It is clear to see why this statistic impacts the tourism industry, as

internet usage drives over half (57%) of consumer bookings (Statistic Brain, 2018), with 148.3 million travel bookings made on the internet in 2018 (Trek Soft, 2018). Moreover In a recent report by Adobe Digital Insights, it was found that **41% of business and 60% of leisure travel arrangements are made online**, with around two-third of worldwide travelers, regardless of generations, booking accommodation via online channels. Taking a closer look at the US market, in a report by eMarketer it was revealed that digital travel reached \$189.6 billion in 2018 with over \$218 billion expected in 2021²².

Table 1. Social Media Stats (% of users) Worldwide Vs Georgia (by July 2019)

	Face book	Pintere st	Twitt er	YouTu be	Instagra m	VKontak te	Tumb lr
World	72.12	14.47	6.07	3.89	1.76	0.67	-
Africa	67.56	8.31	4.61	18.09	1.06	0.11	-
Asia	79.36	5.02	6.8	5.96	1.5	0.91	-
Europe	78.96	9.01	5.12	2.13	1.83	1.64	-
North America	60.33	27.71	7	1.79	1.65	-	0.84
Oceania	60.52	25.64	6.19	2.52	2.2	-	1.98
South America	81.33	7.28	3.24	4.72	2.96	-	0.32
Georgia (country)	74.04	15.04	2.64	5.02	0.87	-	0.96

Source: <https://gs.statcounter.com/social-media-stats>

The table above shows that Facebook is the most popular social media in the world: from 60.33% (North America) to 81.33% (South America). For Georgia this data (74.04%) is close to the average for the world (72.12%).

The number of internet and mobile phone subscriptions in Georgia continues to grow. Survey conducted by the National Statistics Office of Georgia showed that 71.5% of households had access to the internet in 2017. 60.5% of individuals aged six and above have used the internet within the last three months, while 38% had never used the internet. There is a very slight gender gap, with over 59% of men using the internet compared to over 57% of women. Only two per cent of people living in Georgia are unfamiliar with the internet altogether. Mobile penetration is also extremely high.

According to Livingstone's director, Georgian companies are afraid of different and extraordinary campaigns. They tend to follow the general trend and wait for who will be the first. If today's business is successful,

²² <https://www.amara-marketing.com/travel-blog/tourism-marketing-statistics-2018>

others should have one step ahead. Although social media operators say that there are no rules in this field, but the success of social media must follow certain principles of the company (Enukidze, 2014, p.35).

The study (Todua, 2018) reveals, that social media marketing activity of travel agencies increases consumer's interest and reliability which leads to customer satisfaction (See Figure 1). The result approves, that social media marketing impact on consumer's satisfaction. Despite the active use of social media by Georgian consumers, the levels of interest, reliability and satisfaction of consumers regarding to social media marketing, provided by tourist company, are average (Todua, 2018).



Fig. 1. Levels of interest, reliability and satisfaction of consumers' regarding to social media marketing provided by tourist companies (%)

On 22 June 2019 in response to the Russian ban and the possible threats to the Georgian tourism industry Georgian activists together with businessmen and international society have launched the public campaign - **Spend your summer in Georgia**. Accordingly, it was created public group on Facebook. The campaign aims at boosting the image of Georgia and attracting more visitors via showing the world the tourism potential of country. They have set two goals – to develop and advance the touristic potential of Georgia and, besides, to create an information and recommendation hub for foreigners.

The group included around 282 096 Facebook members by August 2019 and it has been only couple of weeks since the campaign was launched. The campaign was started by 5 friends and nobody could think that they would achieve nationwide fame in a matter of days..

Another cases of facebook activities in Georgian Tourism is public group **Cheap Travel Georgia**. Group was created on 11 December 2013 and included 141 274 Facebook members. Closed group **National hiking federation** was created on 17 September 2012 and included 19 581 Facebook members by August 2019. They have positively impacted on Georgian tourism activities by increasing consumer awareness of the tourism product.

Despite everything in Georgia, social media management did not develop properly. There are no staff in the company who are well aware of social media. Consumers are waiting more activity from companies. They are ready to express their opinions about products or services and share advice with other consumers.

Conclusion

Tourism industry is a mix of different services. Any type of tourism product is desirable to use social media. Social media plays a very important role in the tourism industry.

We can conclude that, despite the active use of social media by Georgian companies and consumers, the impacts of social media on tourism business not so strong. The reason for this can be considered lack of communication from travel companies as well as lack of professionals. Tourism companies should recognize the importance of social media and the ability to achieve success in tourism business by using social media Opportunities.

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The Role of Constitutional Justice in the Integration with the European Union: A Georgian Perspective

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Abstract

The Constitution of Georgia declares Euro-Atlantic integration as a national objective, towards which every state body is required to strive by taking all necessary measures within their competence. In the course of administering constitutional justice, the Georgian Constitutional Court has set great store by EU legal standards to help the approximation of national legislation with EU *acquis*. The present article aims to focus on constitutional case-law in Georgia by referring to specific examples, to demonstrate the commitment of the Constitutional Court to the integration of national legal order with that of EU.

Keywords: Euro-integration, constitutional court, constitutional interpretation, international treaties.

Introduction

Georgia and EU have concluded the Association Agreement in 2014, which officially entered into force in 2016. In a subsequent move, the Parliament of Georgia amended the Constitution and declared the Euro-integration of Georgia as an ultimate constitutional objective (known in German doctrine as ‘Staatszielbestimmung’). The effect of the foregoing constitutional provision, each and every state institution has an obligation to take steps to help Georgia towards the integration into the Euro-Atlantic organisations. At this juncture, it is intriguing to look at the judicial case-law of the Constitutional Court of Georgia in order to observe the strategy and interpretative methodology that the Court has developed to ensure approximation of national legal order with EU *Acquis Communautaire*.

In the process of approximation to the EU, not only political, but also legal integration bear exceptional importance (Kallestrup, 112). Legal integration is not limited to formal implementation of the Association Agreement. Conversely, it requires a substantive approximation of Georgian legal system to the values and basic principles that represent the fundament of the EU law. In this regard, the existence of effective judicial control on the

implementation process, as well as on the proper execution and realisation of the implemented acts are of vital importance. The Constitutional Court of Georgia, stemming from its judicial review power, has the constitutional obligation to assess the compliance of international agreements with the Constitution of Georgia. Moreover, the Court interprets the Constitution, determines the essence and scope of constitutional provisions and has the competence to apply the principles of the EU law in the interpretation of constitutional provisions or standards and, hence, promote approximation of state's legal system with the EU.

This paper aims to showcase the steps taken by the Constitutional Court of Georgia towards aligning its case-law with the standards of EU law. To this end, the paper will unpack the constitutional framework for the implementation of international treaties and discuss the mandate of the Constitutional Court, especially in the aftermath of the 2017 constitutional amendment. The final chapter of the paper presents the constitutional jurisprudence in an effort to display the decision-making strategy of the Constitutional Court of Georgia, which helps the country in the process of integration with the EU by aligning the national legal system with the EU *acquis*.

I. Constitutional Procedure for the Implementation of International Treaties into Georgian Legal Framework

On the basis of the Association Agreement between Georgia and the EU, the former has an obligation to ensure harmonisation of its legal domain with the EU law, which, in certain cases, entails ratification of various international agreements, implementation of legislative amendments or adoption of new regulations. EU law does not have a direct applicability to Georgia. Therefore, for the effective enforcement of the legal acts adopted as part of the association with the EU, various implementing actions in the legislative domain of Georgia are necessary.

The Article 4(5) of the Constitution of Georgia determines the place of international treaties, including the treaties/agreements with the EU, in Georgia's legal system. An international treaty is part of Georgia's legislative domain and takes precedence over domestic normative acts unless it comes into conflict with the Constitution or the Constitutional Agreement of Georgia. Moreover, according to Article 4(1), the Constitution does not deny other universally recognised human rights and freedoms that are not explicitly referred to, but inherently derive from the principles of the Constitution. This indicates that the Constitution of Georgia is an open document and enables for application of internationally recognised human rights and freedoms in the constitutional domain of Georgia.

a. The Role of the Constitutional Court of Georgia in the EU Law Integration Process

International treaties and agreements of Georgia become part of the domestic legal domain and affect various legal relationships. International treaties, in certain cases, similar to domestic legal acts, grant rights or restrict thereof to individuals (or legal entities). Thus, after the ratification, treaties/agreements adopted in the framework of Georgia-EU relations, have the potential of normative operation. Considering this, the principle of supremacy of the Constitution requires treaties/agreements to be in compliance with the Constitution, which, by definition, implies the constitutionality check of any internationally concluded agreements.

Article 4(5) of the Constitution emphasises that ratified international treaties must comply with the Constitution. The authority of the Constitutional Court, as the judicial body tasked with judicial review, enables it to assess constitutionality of ratified treaties. This competence of the Court is explicitly laid down in Article 60 of the Constitution. Under this authority, the Constitutional Court exercises *a priori*, as well as, *a posteriori* constitutional control.

The Constitutional Court, in case of referral, reviews the constitutionality of international treaties/agreements subject to ratification in advance – before the ratification. Ratification of international treaties significantly affects domestic legislative domain as international treaties take legal precedence over internal normative acts of Georgia and, thus, every act must be in compliance with international treaties. In this regard, constitutional review is an important tool to minimise the ratification of potentially unconstitutional international treaties. In the scope of this competence, the Court establishes the constitutional standards, which assist the bodies entrusted with ratification of international treaties to identify unconstitutional international acts. Consequently, government bodies are able to avoid accepting international obligations contrary to the Constitution. The Court reviews the constitutionality of international treaties that have already been ratified and are in force, within the *a posteriori* constitutional control, triggered by a respective constitutional complaint.

The Association Agreement between Georgia and the EU requires Georgia to adopt numerous legislative amendments and ratify as much international treaties. Implementation of the EU law is a complex process and its imprudent integration can engender various problems, including in terms of conformity with the Constitution. Regulatory sphere of the acts ratified by Georgia can encompass wide range of areas of life, including competition and freedom of enterprise, right to private life, protection of consumers' personal data, etc. The Constitution of Georgia is not unlikely to

develop a cardinally disparate approach towards various matters, establish distinctive human rights standards or provide for different grounds for restricting certain rights. Effective integration of the EU law into our legal domain is imperative for Georgia, however, it cannot happen at the expense of neglecting the principle of supremacy of Georgian constitution.

Notably, respect for national identity and constitutions of the EU member states is explicitly provided in Article 4 of the Treaty on European Union (THE TREATY ON EUROPEAN UNION, C 326/49, 2012, §4). In order for the normative base created by the ratified international acts to remain close to basic principles of the Constitution and rule out contradiction between the two, the Constitutional Court holds a key role. The Court, by reviewing the constitutionality of international treaties/agreements, on the one hand, exercises the constitutional control on effective implementation of the integration of the EU law, and, on the other, ensures that international treaties and their implementation measures are in compliance with the Constitution.

Implementation of the EU law is not solely limited to ratification and incorporation of the acts adopted in the EU by the legislative body. It is a far more extensive matter and encompasses, *inter alia*, analysis and practical application of the international principles and standards recognised by the EU by the judicial branch of the Georgian government. Fully-fledged legal harmonisation of Georgia with EU entails implementation of the common principles and values into the legal domain. It is notable that the Constitutional Court actively takes part in this process since, while deciding on cases, the Court investigates and draws on the best practices, human rights protection standards, legal principles and values of the EU. The adoption of the EU law and its principles into the case-law of the Court simplifies the harmonisation and integration of the legal domain and, this way, promotes the achievement of the goal of Georgia's fully-fledged legal approximation with the EU.

Notably, the European Convention for the Protection of Human Rights and Fundamental Freedoms has been part of the legislation of Georgia since 1999. Furthermore, the Constitutional Court of Georgia often invokes standards of the European Court of Human Rights in the process of interpreting human rights and freedoms laid down by the Constitution of Georgia. Moreover, the Convention, according to the case-law of the CJEU, is an integral part of the general principles of the EU law and is directly applicable. The fact that the EU law, analogous to the legal system of Georgia, is founded on and shares the principles and values of the Convention for the Protection of Human Rights and Fundamental Freedoms indicates that the legal domains of Georgia and the EU share common values and legal traditions. Accordingly, legal integration between Georgia and the

EU are based on the shared vision and norms, which is likely to help in accelerating and simplifying a successful completion of this process.

b. The Impact of 2017 Constitutional Amendments on the Constitutional Courts Role in the Euro-integration of Georgia

Pursuant to Article 78 of the Constitution of Georgia, amended on 13 October 2017, the constitutional bodies shall take all measures within the scope of their competences to ensure the full integration of Georgia into the European Union and the North Atlantic Treaty Organisation. After the enactment of this amendment, the full integration of Georgian into the EU has become an explicit constitutional objective and the bodies of government are constitutionally bound to develop policies and implement respective measures to ensure the mentioned integration. The similar constitutional norms also exist in various European states, which in German legal doctrine is known as “*Staatszielbestimmung*”.

Notably, the provision in the Georgian Constitution refers to every constitutional body and, hence, the obligation to ensure the integration is bestowed not only upon the legislative and executive branches of government, but on the judicial bodies, including the Constitutional Court. As already mentioned, the Constitutional Court of Georgia is actively involved in the integration of the EU law and standards into the Georgian legal domain and often relies on the best practices of the EU in decision-making. In this context, it is interesting what additional obligations are brought by the mentioned provision for the Court as a constitutional body tasked with promoting the integration. Obviously, interpretation of the content of this constitutional provision will be conducted by the Court itself, which, unfortunately, has not yet had chance to do so. At this stage, it can be assumed that this Article further encourages the Court to draw on the EU law, case-law and standards of the CJEU in the process of constitutional adjudication on the complaints/referrals. Application of the standards and principles of the EU law in the process of constitutional adjudication will undoubtedly be positively reflected on the process of legal integration of Georgia with the EU.

II. Georgian Constitutional Jurisprudence and Approximation of National Legal Standards with EU Law

As it has already been outlined above, the function of the Constitutional Court is, on the one hand, to ensure the supremacy of the Constitution of Georgia and, on the other, through employing of the best practice of European case-law, promote legal integration of Georgia into the EU. The Court, in the scope of the constitutional order of Georgia, is fully open to actively implement the EU law and European values in our national system in order to support the full integration of Georgia into the EU. To

demonstrate this argument, let me discuss several cases from our constitutional jurisprudence.

One of the latest judgements where the Court essentially implemented the standards envisaged by the Association Agreement involved the constitutionality of the provision of the Law of Georgia on Tobacco Control, which prohibited the sale of tobacco products within a 50-meter radius from the educational and educational/care institutions and in the territories adjacent to them (Judgement №1/5/826 of the Constitutional Court of Georgia of April 21, 2017 in the case of “*Citizen of Georgia Khatuna Pkhaladze v. the Parliament of Georgia*”). Notably, through the Association Agreement (Association Agreement between the European Union and the European Atomic Energy Community and their Member States, of the one part, and Georgia, of the other part, §356 (c), (f); Annex XXXI.), Georgia undertook in the area of public health, the obligation to enhance prevention and control of addiction to tobacco, and, also, the obligation towards effective implementation of the Framework Convention on Tobacco Control and the obligation to consider the Council Recommendation 2003/54/EC on the prevention of smoking and on initiatives to improve tobacco control. This entails restriction of sale of tobacco products in any manner to persons under 18, especially, at the places easily accessible for them. Considering these factors, the Constitutional Court of Georgia adopted a wide margin of appreciation for states set by the Association Agreement and the Convention in the area of public health protection and increased interest of protecting minors and ruled that the public interest of preventing tobacco popularisation and advertisement prevailed over private interest to sell tobacco products.

Consistent case-law of the Constitutional Court on the restriction of donation of blood and its components for homosexual and MSM persons is yet another clear example of promotion of common values between Georgia and the EU. The Constitutional Court ruled unconstitutional a blanket, limitless restriction of blood donation, on the one hand, for homosexual persons who do not practice risky sexual conduct and, on the other, for MSM (men who have sex with men) persons. As concluded by the Court, existing technologies allow for identification of HIV-Virus after the so called “window period” and, hence, permanent restriction is disproportionate (Judgement №2/1/536 of the Constitutional Court of Georgia of February 4, 2014 in the case of Citizens of Georgia – “*Levan Asatiani, Irakli Vacharadze, Levan Berianidze, Beka Buchashvili and Gocha Gabodze v. the Minister of Labour, Health and Social Affairs*”; and, Ruling №1/13/878 of the Constitutional Court of Georgia of July 13, 2017 in the case of Citizens of Georgia – “*Gocha Gabodze and Levan Berianidze v. the Minister of Labour, Health and Social Affairs*”).

It should be noted that the case-law of the Constitutional Court with regards to restrictions for MSM persons on blood donation is fully concurrent with Georgia's obligation under the Association Agreement with respect to standards of safety of human blood and blood components, as well as, with the case-law of the European Court of Justice (Judgement C-528/13 of the European Court of Justice of April 29, 2015 in the case of „*Geoffrey Léger v Ministre des Affaires sociales, de la Santé et des Droits des femmes, Établissement français du sang*“, §68), in which the CJEU faced the necessity to interpret the regulations implementation of which has been undertaken by Georgia through the Association Agreement. The Court stated that if there exist effective measures to identify blood-transmitted diseases, permanent restriction for MSM persons of the right to donation shall not be deemed a proportionate measure.

Moreover, the Constitutional Court of Georgia applied as a complementary instrument to the primary reasoning of another Judgement (№2/1/631) the Directive on the freezing and confiscation of instrumentalities and proceeds of crime in the European Union (The Directive 2014/42/EU of the European Parliament and of the Council of 3 April 2014 on the freezing and confiscation of instrumentalities and proceeds of crime in the European Union). In the present case, the Constitutional Court assessed the constitutionality of the regulation, which provided for the possibility of freezing property of the accused, of the person materially responsible for the actions of the accused, and/or of the person related to the accused, if there is information to suggest that the property will be concealed or destroyed, and/or the property has been obtained in a criminal way. The complainant positioned that the disputed regulation violated the right to property as it enabled the possibility of property seizure even if there was no connection between the property and criminal actions of the accused. The Constitutional Court, in the reasoning part of the judgement pointed to the EU Directive, which obligates member states to adopt minimum legislative safeguards for the detection and tracing of property obtained in a criminal way to be frozen or confiscated (Judgement №2/1/631 of the Constitutional Court of Georgia of April 18, 2016 in the case of “*Citizens of Georgia – Teimuraz Janashia and Giuli Alasania v. the Parliament of Georgia*,” II, 71). By indicating to the EU standards, the Constitutional Court determined in the case that the restriction prescribed by the disputed measure was proportionate and, hence, constitutional.

The Constitutional Court has also decided on two cases that concerned Georgia's commitments under the Association Agreement. Namely, these cases related to state procurement and competition law.

In the first case - “*SKS LLC' vs. the Parliament of Georgia*” (Judgement №1/1/655 of the Constitutional Court of Georgia of April 18,

2019 in the case of “*SKS LLC’ vs. the Parliament of Georgia*”) – the complainant argued that the state had given preference to the Georgian Post, a commercial agent in the postal and courier service market, over their competitors by excluding other commercial agents from the relevant market. Therefore, the disputed law has created a legal prerequisite for the Georgian Post to establish a monopoly on the postal and courier service market, which per complainant’s submission, contradicted the freedom of enterprise and competition guaranteed by the Constitution of Georgia.

The Court assessed the proportionality of the restriction established by the regulation and determined that the legislation failed (a) to clearly define the obligation of the Georgian Post to provide postal and courier services with affordable price on the whole territory of the country; (b) to establish transparent and objective criteria for calculation of economic expenses necessary for provision of postal and courier services with affordable price on the whole territory of the country; and, (c) to incorporate a mechanism that would prevent the Georgian Post from abusing their market power by receiving benefits, which exceed adequate commercial expenses and reasonable profit. Therefore, the Constitutional Court declared that the disputed legal provision contradicted to the freedom of enterprise and declared it unconstitutional.

The reasoning of this judgement draws heavily on the EU standards and case-law on State Aid and, more generally, competition law. In particular, Article 100 of the Association Agreement between Georgia and the EU lays down the criteria, which have to be met in order for universal service obligations not to be regarded as anti-competitive per se. Interestingly, this provision also indicates to transparency, non-discrimination and proportionality of the measure with respect to competition interests.

The other case concerning the constitutional provisions of competition and free enterprise is the, so-called, Private Security Case (Judgment N2/11/74714 of the Constitutional Court of Georgia of December 2018, in the case of “*Ltd “Giganti Security” and Ltd “Security Company Tigonis” v. the Parliament of Georgia and the Minister of Internal Affairs of Georgia*”). The complainant argued that the disputed provisions granted the Security Police Department authority to, on the one hand, function as a controlling body of the private security organisations, and on the other hand, undertake security activities itself. According to the complainants, enabling a controlling body to act as an entrepreneur on the same market constituted a gross intervention by the State and rendered the existence of a free and competitive environment impossible. Thus, the disputed regulations violated the constitutional rights to free enterprise and competitive business environment.

The Court determined that, first of all, private security activities are based on private contracts and the autonomy of the will of the parties, thus, they fall within the ambit of constitutional provision guarantying free competition. The Court noted that while exercising control functions, there is an increased risk of abuse of power by economic agents due to their profit interests. However, if there are certain safeguards in place, minimising the mentioned abuse, the exercise of control functions by the mentioned economic agents is not per se unconstitutional, as was in the present case.

However, the Court did not tolerate the State Security Police Department's access to the financial information of its competitors. The Court found that the Security Police Department could plan its own economic activities and improve its condition on the market with the help of the provided information. Thus, the procedure set forth by the disputed norms granted privileged market conditions to the Security Police Department and violated the constitutional right to free competition.

This judgement is significant for the integration and approximation of Georgia's legal standards in the field of competition law to the EU law. The reasoning and constitutional standards established in the case harmoniously correspond with the requirements of the Association Agreement. In particular, Chapter 10 and Articles 204(1) and 205(2), which obligate Georgia to adopt comprehensive competition regulations, inter alia, with regard to enterprises entrusted with special or exclusive rights.

The cases indicated above reveal the role the Constitutional Court can play in the approximation process between Georgia and the EU. The Court, due to its foundational functions and powers, can substantively affect the process of legal integration of Georgia into the EU by adopting the constitutional standards corresponding to the basic principles of the EU law. It goes without saying, however, that this cannot happen at the expense of compromising the supremacy of the Constitution of Georgia. It can thus be said that the process of legal approximation, in the constitutional context, cannot be inconsiderate and strictly procedural, but must be well-thought, well-analysed and substantive.

Conclusion

The paper discussed the Georgian constitutional regime with regard to the implementation of international treaties. It then moved to elaborate in some more detail on the role of the Constitutional Court in the process of Euro-integration, especially after Georgia and EU elevated their relations by concluding the Association Agreement in 2014.

The analysis of the case-law of the Constitutional Court of Georgia indicates that the Court is open and willing to adapt its decision-making methodology in a way to help the implementation of EU legal standards into

the national system. By actively referring to the jurisprudence of CJEU and also, to respective EU legal instruments, the Constitutional Court has signalled its willingness to interpret the Constitution by openly invoking EU law and thereby, help to realise the constitutional objective of taking necessary measures towards Euro-Atlantic integration in practice.

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3. Judgement №1/5/826 of the Constitutional Court of Georgia of April 21, 2017 in the case of “*Citizen of Georgia Khatuna Pkhaladze v. the Parliament of Georgia*”
4. Judgement №2/1/536 of the Constitutional Court of Georgia of February 4, 2014 in the case of Citizens of Georgia – “*Levan Asatiani, Irakli Vacharadze, Levan Berianidze, Beka Buchashvili and Gocha Gabodze v. the Minister of Labour, Health and Social Affairs*”; and, Ruling №1/13/878 of the Constitutional Court of Georgia of July 13, 2017 in the case of Citizens of Georgia – “*Gocha Gabodze and Levan Berianidze v. the Minister of Labour, Health and Social Affairs*”

5. Judgement №2/1/631 of the Constitutional Court of Georgia of April 18, 2016 in the case of “*Citizens of Georgia – Teimuraz Janashia and Giuli Alasania v. the Parliament of Georgia*”
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The State Bureaucracy and Its Role in the Political Process of Modern Georgia

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Abstract

The experience of state governance shows the significant role of bureaucracy in the socio-economic development of the country. At different times in the past, bureaucratic governance problems have varied in the reality of different countries. It is different even today in the modern developing Georgia. The transformation process of Georgian state from the communist order to the formation of a modern Social, Democratic-Rule of law State covers a “multi-step path”. An important problem on this path is the formation of a civil service that has been undergoing years of reform. Research discusses this process, positive and negative factors that hinder or facilitates the reforms and determines the role of state bureaucracy in Georgia's political process.

The article discusses bureaucracy as the subject of a political process and reviews it as the object of political analysis. The article focuses on the state bureaucracy, As a structural element of the state's political-administrative system.

The article draws attention on the Role of State Bureaucracy in Georgia's Political Process And discusses the specifics of the formation and functioning of modern civil service. Also, the main area of research is the process of reforming the civil service - problems and prospects.

Research has shown: there is no clear evidence that state bureaucracy in Georgia has explicit role in forming political process. On the contrary, the political influence on public service is clear. At all three stages of public service development (1995-2018 years), the ruling political parties have sought to recruit civil service staff with their own supporters and were using public servants in the elections, all this is a contradiction of the principles of democracy & rule of Law and especially impedes the reform process.

Keywords: State Bureaucracy; Governance; Civil service; Reform.

Introduction

The implementation and enforcement of democratic legitimate political authority largely depends on the state bureaucracy, particularly for the special group of people who carry out state administration activities. World experience has shown that bureaucracy is a legitimate state actor and it has the power to both: positively and negatively influence socio-political development. It is also possible for the bureaucracy to become a political institution seeking to unite political power to support and implement a specific policy.

A rational bureaucratic model developed by Weber (1964) precisely reflects needs and mechanisms for managing governance processes complicated by the era of industrialization, which he thought would effectively deal with this challenges. After studying the relationship between politics and bureaucracy, Weber points to the characteristic of the German political system, That the appointment of ministers by parliament and the subsequent lack of control over them (the bureaucracy) would result in the fact that, the bureaucracy exceed its administrative functions and was taking on political functions establishing a bureaucratic control (Weber, M. 1964).

Wilson emphasizes the political neutrality of the bureaucracy, dividing state government into its political and administrative components. Political - elected officials, who are responsible for political decisions and administrators - Bureaucrats who are responsible for enforcing decisions made by elected officials (Wilson, W. 1887).

Most scholars of the Soviet era viewed bureaucracy as unsuitable for the socialist system and unnatural for Soviet society (Mises, L.V. 1944). Bureaucracy was criticized its explicit centralism and administrative-command methods. Marx K. explicitly interpreted it as inevitable evil.

Georgia's recent past clearly reflects the process of transition from a socialist reality to a modern democratic state and is a particularly interesting research topic.

The actuality of topic is due to the necessity of reforming Georgia's administrative and political system, and the main purpose of the reform is to strengthen the principles of democratic & rule of law principles in the Georgia. The research conducted within the framework of the article highlights the negative factors that hinder the development of public service and impede the reform process.

The **object** of the research is the State Bureaucracy of Georgia, the **subject** of research is its role in the political process, features, mechanisms and modern trends.

The **purpose** of the study is to determine the impact of state bureaucracy on Georgia's political system. The **task** of the research is to identify the negative factors that impede the development of public

service. Within the article the theoretical-conceptual approaches of bureaucracy in terms of political analysis were discussed. The development of the bureaucratic system of modern Georgia and the peculiarities of the political behavior of the people working in it were reviewed; Interaction between political authority and bureaucracy, society and bureaucracy was discussed. The directions for future reform of the Georgian civil Service was evaluated.

Methodology

The present article uses mixed methods of research, both **qualitative** and **quantitative**. The research covers the analysis of internationally recognized authors' studies of political science, sociology and law. The research focuses on the state bureaucracy and its participation in the social and political processes of modern Georgia. Synchronous and diachronic method - the research topic has been studied in terms of historical development, in particular, the historical process of the formation of the Georgian civil service, the regional political changes that have led to the slow pace of development of the state bureaucracy and the factors that have influenced the internal organizational culture of people employed in the public service. **Critical analysis** - The study uses a critical analysis method to analyze the research topic in terms of its normative regulation and practical implementation. In particular, the fundamental research on regulation of this research issue and the various opinions, and recommendations made by various international organizations are discussed. **Case study Method** - This method has affected the functioning of the specific branches of the bureaucratic system of Georgia on the public-political system. **Quantitative Research Method** - The survey uses statistics on the number of employees in the public service of Georgia and the financial costs spent on functioning of the state bureaucracy.

Main text

1991-2003 „The stage of self-determination“. - Since the restoration of independence in 1991, the Georgian nation has been a participant in the complex social-political, economic processes of self-determination from a socialist society, these processes were accompanied by the persistent regional political instability and the attempt to take capture of Georgia's territorial units. Since the adoption of the Constitution of Georgia in 1995, the Georgian nation has shown an unwavering will, establish a democratic social order, economic freedom, social and rule of law state, ensure universally recognized human rights and freedom, to strengthen state independence and peaceful relations with other peoples (Constitutional Law of the Republic of Georgia, 1995).

From 1995 till 2001 civil service was a unity of corruption, personal interests and unskilled personnel, whose public trust was equal to zero and services that citizens had to use did not meet the requirements that public agencies would require.

The new General Administrative Code adopted in 2001 aimed at changing the attitude of citizens towards public service and public servants, adoption of code would be basis for the establishment of professional civil servants, who would act on the basis of the law.

2003-2012 “The stage of first reforms”. - The main focus of the changed government since 2003 has been the reform of the civil service, with a focus on model-based governance under the well-known 'new public management' system in the world. The free market, customer satisfaction, service delivery and product quality have been the key areas of reform. Simplifying bureaucratic procedures, implementation of e-Governance, and strengthening cooperation with the private sector had to be the foundation of success for the civil service. The results of the reform soon became visible to the citizens, government services were simplified, the reformed police forces were freed from corruption, and soon civil sector gained the trust of the citizens. But the following factors hindered the reform: Non-systemic, low public engagement, transparency of public services, increasing number of executive agencies and cooperation, political instability, all this has hampered the proper formation of the civil service.

Unfortunately, Georgia has not been able to take into account the past experiences of the world: elimination of the governing shortcomings of the "new public management" and understandin that no reform can transform a state institution into a private enterprise. Government is not for profit, its operations cannot be audited by the profit and loss account. This is essential for any bureaucracy problem (Mises, L.V. 1944). Of course, the following opinion does not deny the need for changes in state administration and the renewal of man-made institutions depending on the relevant conditions.

2012-Present “The stage of Establishment of modern professional public service”. - In 2012, the new government took a new course and aimed at further developing of the civil service. The 2015 Law on Public Service laid the groundwork for the establishment of a modern professional public service and aimed at many positive changes. The formation of a merit-based civil service system has become the basis for the establishment of a professional civil servant institute. Excluding nepotism, protectionism and bias in public service is a starting point to strengthen the internal organizational culture and professional standard of public servants. The promotion of uniformed ranks of public servants is an impetus for the career and professional growth of public servants, which will in itself create a system of qualification upgrading.

The establishment of a politically neutral civil service is one of the points of reform and is outlined in the Public Governance Reform Guide: The concept of public service reform does not specifically address the issue of political influence; Consequently, the government's efforts to identify problems and solutions are crucial (Public Administration Reform Roadmap 2020, 2015). In 2017, important directions were identified by Resolution No. 200 of the Government of Georgia, in particular: 1. A civil servant shall be free and neutral in his or her decision-making and shall distinguish state interests from those of a political party. 2. A civil servant shall exercise his / her powers independently of political party affiliation and personal political views. 3. In exercising their official duties, a public servant shall refrain from taking any action which may be perceived to be in the interests of a particular political party. 4. A civil servant shall not use administrative resources for the purposes of a political party (Resolution of the Government of Georgia №200, 2017).

The result of the above legislative improvements is to free the political influence of public services, but after the local government bodies 2017 local elections there are visible cases of dismissal of heads of the structural unit, based on a personal statement, which points to the political grounds for their dismissal. The decision of the Constitutional Court in 2017 is noteworthy:

The Constitutional Court ruled on 17 October 2017 in the case of "Citizen Oleg Latsabidze against the Parliament of Georgia," discussed the Constitutionality of Article 60, Paragraph 1 and Article 4 (effective February 6, 2015) of the Code of Local Self-Government toward to Article 29 (1) and (2) of the Constitution of Georgia. According to the challenged norm, "the head of the structural unit of the governor / City Hall is appointed and dismissed by the governor /mayor". Accordingly, the start of the tenure of the new mayor resulted in the termination of the authority of the head of the structural unit. The Constitutional Court of Georgia declared the appealed regulation of the Code of Local Self-Government unconstitutional. The Court, first and foremost, separated politically and professionally identifiable positions in public service and after analyzing the position, functions and goals of the head of the structural unit of the governor /mayor, it was concluded that: "The essence of this position (the head of the structural unit) implies not a specific political team or commitment to the political views of the governor / mayor, but to guide the activities of its structural unit in accordance with the law."(Khucishvili, N. 2018, Monitoring of public service reform in local self-government bodies).

It is also noteworthy regarding to the political neutrality of the civil service the tendency we can see in the form of State Representative – Governor is a representative of the executive branch in the regions of

Georgia, appointed and dismissed by the Prime Minister and he have huge impact on local governments and can form specific politic and make impact on local society. Instead of local government being focused on solving local problems and needs.

Practices in the public sector of the world's leading countries - An effective, professional and impartial civil service can only be achieved by the separation of the political and executive sectors. This implies defining and separating political and administrative positions. In the public sector there should be two interdependent parts, who have different natures, logic, and power. The political part is closely linked to government and elections, and the administrative part is based on the principle of professionalism, and it is accepted only through open competition (Civil service Bureau, 2013, Dividing the civil service into political and executive divisions as a precondition for the formation of a politically neutral civil service (comparative analysis)).

Georgia's bureaucratic apparatus depends on politicians and specific political interests as part of its administration decisions, which leads to the “corporate interests” of a large number of public officials associating with the same politicians and officials and their activities remains beyond the control of society, which is a negative factor. Defining and separating political and administrative positions was a major drawback of reforming the Georgian civil service. The Law of Georgia on Civil Service adopted in 2017 regulates and clearly defines the State Service; civil service; Professional public servant/public servant/servant; State-political officials; political official person essence and status, separating political and administrative positions. The law would allow executive officers to exercise quite broad powers. In particular, ministers will be mainly policy-makers in the relevant field and executives will be able to independently make decisions within the agency, and within the budget allocated, they will determine how the goals set by political decisions should be achieved.

From the facts above and reasoning we can conclude that, Georgia's state bureaucracy is in the process of formation, - plays a minimal role in political processes, on the contrary, we can say that in some cases it is under the influence of political officials and specific policies.

The previous and current Georgian government have been trying to reduce the size and costs of state bureaucracy for the last 15 years, but in vain, the relative size and costs of the bureaucratic apparatus of Georgia in 2011-2018 years are characterized by a positive trend, but there is no significant decrease in costs. The share of the public sector among hired workers is declining every year, but there remain challenges that raise many questions, such as: the increased number of state and municipal LEPLs and IDPs in the country, and the number of people working in them whose

authority are not clearly defined by law and in some cases they have duplicitous authority; The legislation does not specify the criteria, conditions of employment and duration of exceeding the limit of the number of contracted employees in civil service.

The following three tables clearly show the number of employees in the public sector of Georgia and the costs that the state incurs to maintain the bureaucracy.

Table 1.

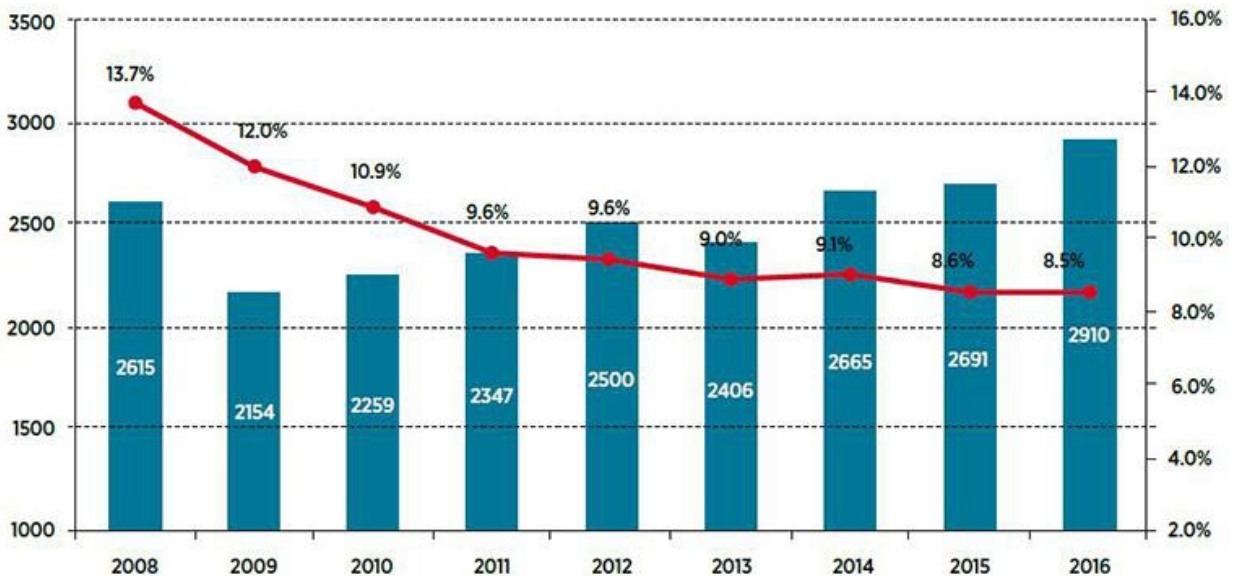
Distribution of Employees by Ownership Forms, 2007-2018*

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
	A thousand men											
Total	1 577.3	1 597.3	1 611.0	1 627.8	1 643.5	1 659.4	1 643.4	1 694.4	1 733.8	1 717.3	1 706.6	1 694.2
State	321.3	295.4	310.5	302.4	280.6	287.0	252.1	258.8	286.6	271.9	283.8	299.8
NoN-State	1 256.1	1 301.8	1 300.5	1 325.5	1 362.9	1 372.4	1 391.3	1 435.6	1 447.2	1 445.4	1 422.8	1 394.4

Source: National Statistics office of Georgia

Table 2. Bureaucratic costs, GEL million.

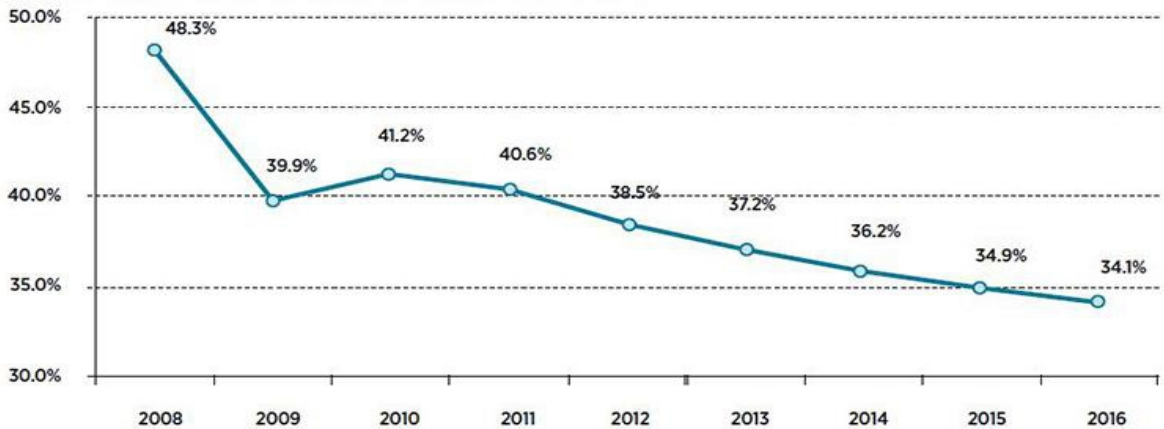
The monetary expression is increasing, but the percentage is decreasing



Source: Ministry of finance of Georgia

Table 3. Cost effectiveness

The share of bureaucratic spending in total budget spending is reduced



Source: Ministry of finance of Georgia

In Table 4. we can get a general picture of the development of the state of Georgia and of governance in particular in research which is performed from 2007 the London-based think-tank ‘The Legatum Institute’ has evaluated each year the so called “Prosperity Index”. The index describes the conditions required for prosperity, which is defined by nine pillars: Economic quality, business environment, governance, personal freedom, social capital, safety and security, education, health, and the natural environment. By using data for 149 countries over eleven years, the Prosperity Index tracks the journeys made by countries towards or away from prosperity. It shows how access to quality healthcare and education provide the foundations on which nations can grow. It proves that effective and transparent government empowers citizens to take control of their lives. And it shows that protection from violence and oppression, as well as strong social bonds, are crucial to a thriving society (The Legatum Prosperity Index™, 2007).

Table 4. The Legatum Prosperity Index

Georgia	Year 2012	Year 2013	Year 2014	Year 2015	Year 2016	Year 2017	Year 2018
Economic Quality	132	99	91	119	94	94	92 nd
Business Environment					66	70	67 th
Governance	53	44	42	43	54	52	56 th

Education	66	67	79	66	54	87	65th
Health	83	92	82	82	96	140	93rd
Safety & Security	59	60	62	57	78	71	68th
Personal Freedom	79	73	56	72	79	58	74th
Social Capital	140	138	139	139	139	90	124th
Natural Environment					124	124	122nd

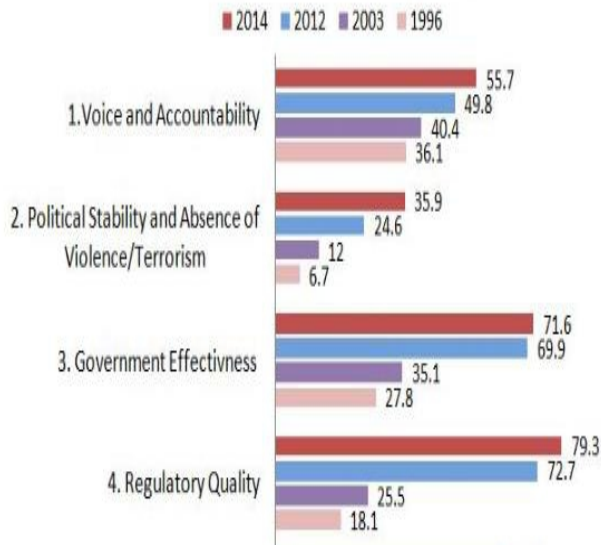
Source: The Legatum Prosperity Index™, <https://www.prosperity.com>

In 2018 Georgia has climbed by 4 positions from 84 to 80 when compared to last year. As such, Georgia is the best performing country in the Commonwealth of Independent States zone especially in effective governance, democracy and rule of law.

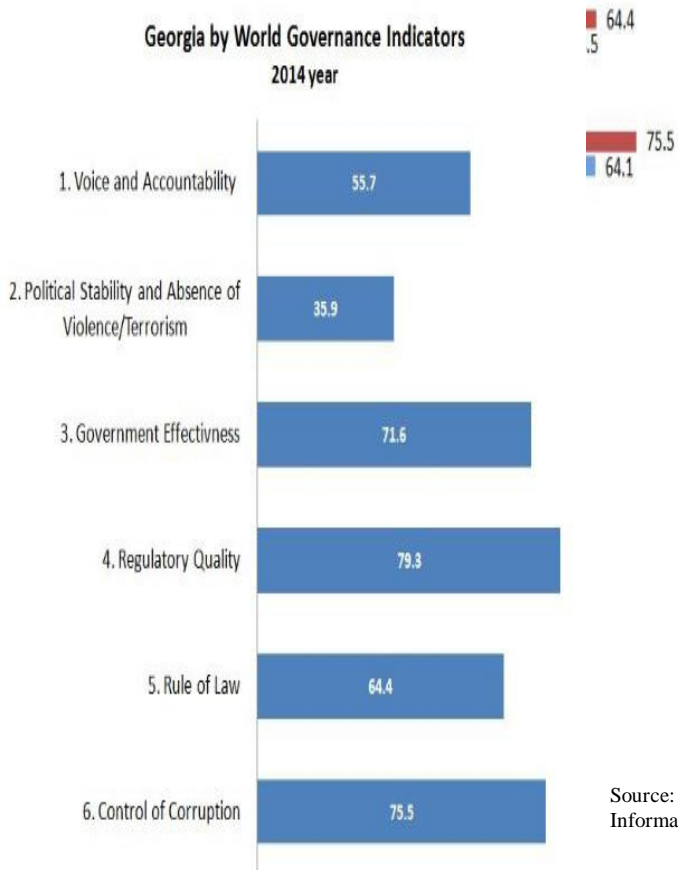
Unfortunately, the Legatum Prosperity research did not take place in Georgia until 2012, but we can see comparison between following years and the general picture from other research such is the Worldwide Governance Indicators is a research database which is entirely based on various global ratings and reports (e.g. Freedom House, IREX Media Sustainability Index, Open Budget Index, World Justice Report, etc. In total, 32 individual data sources). The data is gathered from a number of survey institutes, think tanks, non-governmental organizations, international organizations, and private sector firms. (Georgia in World Governance Indicators 1996 – 2014, 2015).

Table 5.

Progress Achieved by Georgia



Georgia by World Governance Indicators 2014 year



Source: Institute for Development of Freedom of Information.

Government effectiveness in year of 1996-27,8 and year 2014-71.6 The numbers are impressive, and progress is also noticeable in reality, but there are a number of areas that remain unresolved today that hinder the development of public governance and the process of future reform. For example, the costs and size of the above-mentioned state bureaucracy.

Also, the size of the bureaucracy threatens representative democracy; it cannot exist if the majority of voters are in favor of the state. Democracy is doomed if members of parliament do not consider themselves as a representatives of taxpayers, but as their MPs, who receive wages, salaries, subsidies, allowances and other benefits from the Treasury (Mises, L.V. 1944). To determine the size of the bureaucracy, it is important to develop standards for the optimal structure and number of public servants, so that the quantity of employees is determined by the efficiency of their managerial activities, not by the quantity.

Further important challenges were identified during the research, which are hindering the development of the Georgian Civil Service: Developing of legislative framework for citizen participation in decision-making process remains a challenge, the purpose of which is to develop and maximize civil society engagement, to bring institutions and citizens involved in the governance of the incumbent state, in particular, into a number of directions that can be resolved by them; Decision making process in the civil service of Georgia; Development of regional and local self-governments remains a challenge for Georgia's governance system And the absence of an independent anti-corruption agency; The directions listed above require further reform and development.

Conclusion

Georgia's state bureaucracy is in the process of formation, - plays a minimal role in political processes, on the contrary, we can say that in some cases it is under the influence of political officials and specific policies. After the collapse of the Soviet Union and the restoration of Georgia's independence, the Georgian civil service took more than two decades to form, there were many difficulties in resolving the socialist order that existed in the country's system, most notably: Absence of civil service law; The necessity of separating political and administrative parts; Attempts by political forces to recruit public servants with their own staff, which prevented the formation of a group of people employed in the public service, which are imbued with a state ethos and focused on solving public problems and tasks; Also, public services and the people who work there, used in elections or in pursuit of specific political interests, as an administrative resource; There was no mature civil society in the country as a deterrent to these processes, - the absence of a legislative framework for citizen

participation in decision-making is a hindrance to the development of civil society.

Its size and costs remain a significant challenge for the Georgian state bureaucracy. The relative size and costs of the bureaucratic apparatus of Georgia in 2011-2018 are characterized by a positive trend, but there is no significant decrease in costs. Also, the size of the bureaucracy threatens representative democracy, it will not exist if the majority of voters are on remuneration of the state. To determine the size of the bureaucracy, it is important to develop standards for the optimal structure and number of public servants, so that the quantity of employees is determined by the efficiency of their managerial activities, not by the quantity.

Challenges highlighted in the article are obstacles to the development of Georgia's public service and for us is the basis for future research, to identify specific problems in the above areas and outline ways for solving them.

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Donald Trump's Immigration Policy – Border Wall with Mexico and Zero Tolerance Approach

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Abstract

Immigration policy, and in particular the problem of illegal immigration to the United States, was a prominent issue of the agenda of Donald Trump's election campaign. In public speeches, he claimed that dangerous criminals, including rapists and drug dealers, were crossing the Mexico-US border. He believed that, in addition to worsening the criminal situation, illegal immigration to the United States would cause harm to ordinary American citizens by actually depriving them of their jobs, that would ultimately affect overall employment levels and destroy the U.S. middle class. Accordingly, he often repeated that jobs in the United States should have been primarily accessible to Americans. Under his hardline immigration policy, Trump has made several moves, such as significantly increasing the criminalization of immigrants; considerably raising the number of detentions of non-criminal undocumented migrants; responding aggressively to sanctuary policies; building the border wall with Mexico; appreciably decreasing refugee admissions; separating families at the border; and banning mainly Mexicans and Muslims from entering the U.S. He has repeatedly pledged to build an "impenetrable" wall along the U.S.'s southern border, to keep illegal immigrants out of the U.S. He has also called for tripling the number of Border Patrol agents. Trump's family separation policy, presented to the public as a "zero tolerance" approach, intended to deter illegal immigration and to encourage tougher legislation. It should be noticed that Trump's comments, statements or conclusions concerning the problem in his interviews or on "Twitter" in many cases turned out to be somewhat exaggerated or even wrong.

Keywords: Immigration Policy, Donald Trump, US-Mexico border wall, "Zero Tolerance" approach.

Introduction

During his announcement speech (June 16, 2015), Donald Trump stated: “When Mexico sends its people, they're not sending their best. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems. ... They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people...” He claimed that, in addition to worsening the criminal situation, illegal immigration to the United States would cause harm to ordinary American citizens by actually depriving them of their jobs, that would ultimately affect overall employment levels and destroy the U.S. middle class. “...They're laughing at us, at our stupidity. And now they are beating us economically. They are not our friend, believe me. But they're killing us economically”. (The Washington Post, 2015)

The three core principles of Donald J. Trump's immigration plan included: 1. Building a wall across the southern border and make Mexico pay for it; 2. Passing the laws in accordance with the U.S. Constitutional system, such as: tripling the number of Border Patrol agents; Nationwide e-verification; detaining Illegal aliens crossing the border until they are sent home, instead of a catch-and-release practice; defunding sanctuary cities; enhancing penalties for overstaying a visa; ending birthright citizenship and so on. 3. Putting American workers first, that meant to hire Americans first and ensuring various job programs for them, limiting H-1B guest-worker visas, including a "pause" on granting green cards and so on.

As a president, Trump began a practice of separating minor children entering the United States from the parents or relatives that accompanied them, including people applying for asylum. On May 7, 2018, the Justice Department announced a policy of "zero tolerance" of unauthorized crossing of the border with Mexico, coordinated between the Departments of Homeland Security and the Justice Department. Under this policy, children got separated from their parents, relatives, or other adults who accompanied them in crossing the border. Also, parents were sent to federal jails awaiting their hearing while children were held in shelters under the patronage of the Department of Health and Human Services.

The American Academy of Pediatrics, the American College of Physicians, and the American Psychiatric Association condemned the policy, saying that the policy has caused "irreparable harm" to the children. Many religious groups and figures also opposed the policy. Forty Democratic United States Senators sent a letter to President Trump convincing him to "rescind this unethical, ineffective, and inhumane policy and instead prioritize approaches that align with our humanitarian and American values." (Lanard, 2018)

In June, a national protest was held which drew hundreds of thousands of protesters from all 50 states in more than 600 towns and cities.

Border Wall with Mexico

In a statement issued on July 6, 2015, Donald Trump clarified his position on illegal immigration, which sparked a backlash among his critics. He claimed that in many cases, the Mexican authorities were forcing the most unwanted people – criminals, drug dealers and rapists – into the United States. As an example, he mentioned a fact of murdering a young woman in San Francisco by a 5-time deported Mexican with a long criminal record. “...This is merely one of thousands of similar incidents throughout the United States. In other words, the worst elements in Mexico are being pushed into the United States by the Mexican government. The largest suppliers of heroin, cocaine, and other illicit drugs are Mexican cartels that arrange to have Mexican immigrants to cross the borders and smuggle in the drugs...” He also believed that, on the other hand, many fabulous people came from Mexico and the United States were a better place for them. Unfortunately, people crossing the border legally were severely hurt by those coming in illegally. “...I am proud to say that I know many hard working Mexicans—many of them are working for and with me ... and, just like our country, my organization is better for it. (The Business Insider, 2016)

At a campaign rally in Phoenix (Arizona) in 2016, just hours after he unexpectedly met Mexican President Enrique Peña Nieto in Mexico City, Trump once again called on the US federal government to toughen the visa application selection process rules and impose "ideological certification" on visa applicants, allowing only people who highly valued American history, traditions, and people.

He also outlined a 10-point immigration policy plan including all of his suggestions on the matter and with a central element of his campaign - the wall on the US-Mexico border. In this regard, the best example for Trump was the border barrier on the West Bank of Israel along the green line, which is considered as a security barrier against terrorism. He called on to end “catch and release” practice and arrest illegal immigrants until they were deported; Creation of deportation task force focusing on removing undocumented residents with criminal records, and those who had overstayed their visas or were using public recourses and benefits; defunding sanctuary cities and discourage them from enacting policies to protect and aid undocumented residents. Also, Trump was against president Obama’s executive actions such as DACA – deferred action for childhood Arrivals immigration policy, under which about half a million young people brought to the U.S. as children had received temporary legal status. Trump also wanted to cancel another of Obama’s DAPA (deferred action for parents of

American citizens) program; Blocking immigrants from some nations such as Syria or Libya; Forcing other countries to take back those whom the U.S. wanted to deport; Biometric visa tracking system including fingerprints or retinal scans that could identify individuals with more precision as they enter the country; Strengthening e-verification system to make it difficult or even impossible for undocumented residents to get a job. Trump also expressed support for a variety of "limits on legal immigration and guest-worker visas", including a "pause" on granting green cards, which as Trump admitted would "allow record immigration levels to subside to more moderate historical averages." (Jeremy & Sara, 2015)

Throughout his campaign, Trump described his vision of a concrete wall, 30 to 50 feet (10-15 m) high and covering 1,000 miles (1,600 km) of the 1,900 mile (3,050 km) border, with the rest of the border being secured by natural barriers. After taking office, he suggested a "steel wall with openings" so that border agents could see through it; starting in 2018 he referred to it as a "steel slat barrier".

Trump pledged that Mexico will pay for the construction of the border wall, but nobody knew how the U.S. government would force Mexico to do so. Trump stated that "Mexico would pay for its construction through increased border-crossing fees and NAFTA tariffs" (Corasaniti, 2016).

In his speech announcing his candidacy, Trump guaranteed to build a great wall on our southern border. He stated: "And I will have Mexico pay for that wall. Mark my words. Nobody builds walls better than me, believe me, and I'll build them very inexpensively" (BBC News, 2016).

Donald Trump was not the first who voiced the concept of building a barrier to keep illegal immigrants out of the U.S. Thus, the president was relying on a 2006 law - the Secure Fence Act signed by then president George W. Bush, at a cost of \$2.4 billion that authorized several hundred miles of fencing along the 2,000-mile frontier. That bill led to the construction of about 700 miles (about one-third of the border) of various kinds of fencing designed to block both vehicles and pedestrians. The majority of that fencing in Texas, New Mexico, Arizona, and California was built before he left office. The last remnants were completed after President Barack Obama took office in 2009.

In his 2015 book, Trump mentions the Israeli West Bank barrier as a successful example of a border wall (The Jewish Journal of Greater Los Angeles, 2015). "Trump at times has suggested building a wall across the nearly 2,000 mile border and at other times indicated more selective placement." (Stephen, 2015)

American journalist John Cassidy of The New Yorker wrote that Trump was "the latest representative of the nativist American tradition 'Know Nothings'". They were primarily nativist, anti-Catholic, xenophobic,

and hostile to immigration political party, starting originally as a secret society in the 1840s and 1850s. However, this was the paradox when Trump regularly repeated that "it was legal immigrants who made America great," that the Latinos who had worked for him had been "unbelievable people", and that he wanted a wall between the U.S. and Mexico to have a "big, beautiful door" for people to come legally and feel welcomed in the United States (Begley, 2015).

On January 25, 2017, the Trump administration signed Executive Order 13767, which formally directed the US government to begin constructing a border wall using existing federal funding. Nevertheless, actual construction of the wall did not begin at this time due to the large expense and lack of clarity on how it would be paid for. Trump had planned to meet Peña Nieto at the White House on January 27, 2017, to discuss topics including border security and possible negotiations around the wall. However, the day before the meeting, Trump announced that the U.S. would impose a 20% tariff on imported Mexican goods as Mexico's payment for the wall. In response, Peña Nieto gave a national address on TV stating that Mexico would not pay for the wall, and cancelled his meeting with Trump.

A transcript of the January 2017 phone call between President Trump and Mexican President Enrique Peña Nieto was leaked, where Trump conceded that he would fund the border wall, not by charging Mexico as he had promised during the campaign, but through other ways. Trump also urged the Mexican President to stop saying publicly that the Mexican Government would not pay for the border wall (Washington post, 2017).

Amid discussions and uncertainty over who would pay for the construction of the wall, the Trump administration submitted a budget amendment for fiscal year 2017 that included a \$3 billion continuing budget for "border security and immigration enforcement." Trump's FY 2018 Budget plan increased funds for the Department of Homeland Security (DHS) by \$2.8 billion (to \$44.1 billion). \$2.6 billion for high-priority border security technology and tactical infrastructure, include funding to plan, design, and construct the border wall.

Unlike Republicans, who were ready to pass a special supplemental appropriations bill to spend money on initial construction of the wall, as it was a demand of the Trump administration, Senate Democrats expressed confidence that they could block an appropriations bill for wall construction, with the aid of some Republicans who also opposed the construction of a wall due to its enormous cost. Speaking at a Trump rally on August 22, 2017, Trump threatened to close down the government if Congress did not approve funding: "The obstructionist Democrats would like us not to do it, but believe me, if we have to close down our government, we're building that wall." (Schwartz, 2018) In August 2017, while speaking at a rally in

Phoenix, Arizona, Trump said he would close down the U.S. government if necessary to force Congress to pay for the wall, but it should be noted that He was harshly criticized by prominent leaders of his political base such as Ann Coulter and Rush Limbaugh for failing to secure \$5 billion in funding for the wall in the previous fiscal year's appropriations bill. Trump later changed his campaign promise to build a full wall, with putting up some fences instead.

According to experts, the real cost of the wall construction along the remaining 1,300 miles (2,100 km) of the border could be as high as \$20 million per mile (\$12.5 million/km), with a total cost of up to \$45 billion, plus private land acquisitions and fence maintenance (\$750 million a year). In addition to this, the salary expenditure of the tripled number of the Border Patrol agents, wild and remote terrain on many parts of the border, such as deserts and mountains, would make construction and maintenance of the wall even more expensive. Experts also noted that on federally protected wilderness areas and Native American reservations, the wall could cause damage to environment and local population.

An internal report by the Department of Homeland Security estimated that Trump's proposed border wall would cost \$21.6 billion and would take 3.5 years to build. This estimate was higher than estimates by Trump during the campaign (\$12 billion) and the \$15-billion estimate from Republican House Speaker Paul Ryan and Senate Majority Leader Mitch McConnell (The Independent, 2019).

In addition to this, still, according to the experts, about half of illegal immigrants did not cross the U.S. territory illegally, but through official checkpoints, overstayed visas, falsified documents or smuggling activities.

It is also important to mention that the construction of the wall violated a number of laws, regulations or legal requirements. However, on September 12, 2017, the United States Department of Homeland Security announced that Acting Secretary of Homeland Security Elaine Duke would be waiving "certain laws, regulations and other legal requirements" to begin construction of the new wall near Calexico, California. The waiver allowed the Department of Homeland Security to bypass a number of legal acts such as: the National Environmental Policy Act, the Endangered Species Act, the Clean Water Act, the Clean Air Act, the National Historic Preservation Act, the Migratory Bird Treaty Act, the Migratory Bird Conservation Act, the Archaeological Resources Protection Act, the Safe Drinking Water Act, the Noise Control Act, the Solid Waste Disposal Act, the Antiquities Act, the Federal Land Policy and Management Act, the Administrative Procedure Act, the Native American Graves Protection and Repatriation Act, and the American Indian Religious Freedom Act (Hand, 2017).

The state of California, some environmental groups, and Representative Raúl M. Grijalva filed suit challenging the waivers granted to permit the building of a border wall. In February 2018, Judge Gonzalo P. Curiel ruled that under federal law, the administration had the authority to waive multiple environmental laws and regulations in order to accelerate the construction of border walls and other infrastructure (Kopan, 2018).

From December 22, 2018, to January 25, 2019, the federal government was partially shut down due to Trump's declared intention to veto any spending bill that did not include \$5 billion in funding for a border wall. On January 4, 2019, Trump claimed that former U.S. presidents had privately told him they should have built a border wall, but none of them admitted that (Baker Peter, 2019). In his speech on January 8, Trump asserted that 90% of the heroin sold in America "floods across from our southern border," although virtually all drugs smuggled across the border flow through legal ports of entry rather than through open border spaces (Christopher, 2018). During a visit to McAllen, Texas, Trump said that Mexico would not directly pay for the wall, despite his promise during the 2016 campaign: "When during the campaign, I would say 'Mexico is going to pay for it,' obviously, I never said this, and I never meant they're going to write out a check, I said they're going to pay for it. They are. Mexico is paying for the wall indirectly, and when I said Mexico will pay for the wall in front of thousands and thousands of people, obviously they're not going to write a check. But they are paying for the wall indirectly many, many times over by the really great trade deal we just made." (Klein, 2019)

However, media fact-checkers determined that this assertion was false. As trade experts clarified, there were a couple of immediate problems with Trump's statement. First, the renegotiated North American Free Trade Agreement was not in effect yet. Trump had rebranded the updated NAFTA as the United States-Mexico-Canada Agreement (USMCA), but it still needed congressional approval. And the deal itself did not include any promise saying Mexico would pay the United States for the wall. In addition to this, according to Lori Wallach, the director at Public Citizen's Global Trade Watch, the U.S.-Mexico trade had been duty free for more than a decade, and the renegotiated trade deal did not add new tariffs on goods coming from Mexico to the United States. "I do not see any scenario under which the U.S. government gets more money from Mexico per se — and even if the U.S. tariffs had been raised, that would be paid by Mexican exporters not the Mexican government," Wallach said. (Lobosco, 2019) So, Trump's claim that wall costs to be covered through trade was not new, but it was wrong.

On January 25, 2019, Trump agreed to approve a stopgap bill to reopen the government, saying it was to allow for negotiations to take place

to approve an appropriations bill that both parties could agree on. He also warned to close the government again in three weeks if he was not satisfied with Congressional action. This 35-day government shutdown was the longest in U.S. history. The previous record was 21 days in 1995–1996, but this current record eclipsed the record and showed no signs of ending (Bryan, 2019).

In February 2019, Congress amended an existing appropriations bill, that specifically prohibited new funding for building border barriers at several sites, including the Santa Ana National Wildlife Refuge, the Bentsen-Rio Grande Valley State Park, the La Lomita Historical park, the National Butterfly Center, and the area "within or east of" the Vista del Mar Ranch tract of the Lower Rio Grande Valley National Wildlife Refuge.

Soon afterwards, however, President Trump declared a National Emergency concerning the Southern Border of the United States, which the administration claimed invalidated due to restrictions imposed by Congress.

The funding restrictions, and the National Emergency executive order, became the main issues of the legal challenge to the appropriation of fund to construct the wall (Trump v. Sierra Club).

In February 2019, Trump signed a Declaration of National Emergency, saying that the situation at the Mexico–United States border was at crisis, requiring money allocations for other purposes to be used instead to build the wall. Congress passed a joint resolution to overturn the emergency order, but Trump vetoed the resolution. In July, the Supreme Court approved \$2.5 billion in funds to construct the wall while other legal proceedings continue.

In July 2019, U.S. Customs and Border Protection confirmed that, although they had begun to replace old fencing, a new wall had not yet been built (Garcia, 2016). A private organization called We Build the Wall constructed 1200 meters of new wall on private property near El Paso, Texas, in May 2019 with Trump's encouragement, and promised further wall construction in the future.

Zero-tolerance Policy and Family Separation on the Mexico Border

Another practice implemented under Trump's immigration policy concerning Mexico, is separating minor children entering the United States from the parents or relatives that accompanied them, including people applying for asylum.

On May 7, 2018, the Justice Department announced a policy of "zero tolerance" of unauthorized crossing of the border with Mexico, coordinated between the Departments of Homeland Security and the Justice Department. Under this policy, Federal authorities separated children from their parents, relatives, or other adults who accompanied them in crossing the border:

parents were sent to federal jails awaiting their hearing while children were held in shelters under the supervision of the Department of Health and Human Services.

White House Chief of Staff John F. Kelly described the policy as "a tough deterrent" discouraging arrivals: "They're coming here for a reason. And I sympathize with the reason. But the laws are the laws. But a big name of the game is deterrence."(Bump, 2018) In June 2018, Attorney General Sessions said, "If people don't want to be separated from their children, they should not bring them with them. We've got to get this message out. You're not given immunity." (Rosenberg, 2018)

Court documents released later showed that it was the government's aim to separate children from their parents with "no procedure or mechanism for that parent to reunite with their child, absent hiring lawyers or pursuing it on their own."(Kopan, 2018)

The American Academy of Pediatrics, the American College of Physicians and the American Psychiatric Association condemned the policy, saying that it had caused "irreparable harm" to the children, as well as many religious groups and public figures who opposed the policy. Pope Francis has added his voice to those criticizing the Trump administration's "zero tolerance" policy. In the interview with Reuters at his Vatican residence published on World Refugee Day, Francis said he had supported the statements made by US Catholic bishops who called the separation of children from their parents "immoral" and "contrary to our Catholic values (Judit, 2018).

Forty Democratic United States Senators sent a letter to President Trump urging him to "rescind this unethical, ineffective, and inhumane policy and instead prioritize approaches that align with our humanitarian and American values". (Lanard, 2018)

In June 2018, a national protest was held, where hundreds of thousands of protesters joined 'Keep Families Together' march to protest against family separation from all 50 states in more than 600 towns and cities. "I have literally never seen Americans show up for immigrants like this," said Jess Morales Rocketto, who works for the National Domestic Workers Alliance. (NBC, 2018)

According to the Public Broadcasting Service (PBS) Frontline investigative report, almost 3,000, mostly Central American children, were separated from their families before the practice was ended by a judicial order in June (Miller, 2018). On June 26, 2018, Judge Dana Sabraw ordered that all of the separated children were to be reunited with their parents within 30 days. But even after the deadline, hundreds of children remained in government custody, still separated from their parents under the "zero tolerance policy" including cases where their parents had been deported

without them. By August 20, the data showed that about a fifth of the children had still not been reunited with their parents (The Washington Post, 2018).

According to investigations, a number of separated children from their parents were several thousand higher than it had been previously said by Health and Human Services Department (2,737). However, this was with the exact number unknown due to poor record keeping (Spagat, 2019). HHS was not able to identify or count children who were released from the government's custody before officials started identifying separated families. Government officials stated that identifying all of the children would take up to two more years (Catherine & Priscila, 2019).

Reacting to common criticism of family separation, President Trump issued an executive order titled "Affording Congress an Opportunity to Address Family Separation." The Order instructed the Department of Homeland Security to maintain custody of parents and children jointly, "to the extent permitted by law and subject to the availability of appropriations." (Wagner, Miroff & Debonis, 2018) It also instructed the Justice Department to attempt to overturn the **Flores Agreement**, which limited the time for holding children and families with children to 20 days. At the signing ceremony, Trump said, "We're going to have strong, very strong borders but we are going to keep the families together. I didn't like the sight or the feeling of families being separated". (Haberman & Shear, 2018) Senator Kamala Harris criticized the order, saying that "This Executive Order would not fix the crisis." ...Indefinitely detaining children with their families in camps is inhumane and will not make us safe." (NPR.org, 2018) On June 21, the Justice Department filed a request with a federal district court asking for a modification of the Flores agreement to allow children to be detained for more than 20 days.

On June 24, 2018, Trump tweeted, "We cannot allow all of these people to invade our Country. When somebody comes in, we must immediately, with no Judges or Court Cases, bring them back from where they came ..." (Trump, 2018) According to Harvard constitutional law professor Laurence H. Tribe, the Supreme Court had repeatedly held that "the due process requirements of the 5th and 14th Amendments apply to all persons, including those in the U.S. unlawfully." Tribe wrote, "Trump is making the tyrannical claim that he has the right to serve as prosecutor, judge and jury with respect to all those who enter our country. That is a breathtaking assertion of unbounded power – power without any plausible limit." (Rogers & Katie, 2018)

The Washington Post analyzed Trump's tweet and concluded, "As a legal question, experts say Trump's proposition is unsound. The Constitution grants due-process rights not only to U.S. citizens but to every 'person' in the

United States. The Supreme Court has said this covers undocumented immigrants." (Rizzo, 2018)

From February 2019 to June 2019, various media agencies reported that the Trump administration had continued to separate migrant families despite a court's order to put an end to routine family separations in June 2018 (The Boston Globe, 2019).

Conclusion

It must be admitted that there was no evidence that linked Mexican or illegal Mexican immigrants specifically to violent or drug-related crime. However, there was a small but significant association between illegal immigrant populations (including non-Mexicans) and drug-related arrests (Green, 2016). In declaring a national emergency at the southwest border, president Trump strung together not quite supported or correct and even somehow exaggerated claims on illegal immigration, drug smuggling human trafficking, trade deficits and other issues. His populist allegations consequently appear to be biased toward rhetoric rather than evidence, just for winning votes.

President Trump, who campaigned on a promise that Mexico would pay for a border wall, claimed later, that he never meant that Mexico would write out a check to pay for it. It should be noted that during his presidential campaign, specific methods of direct payment were laid at least or even more than twice.

Trump regularly repeated that his proposed wall along Mexico border "will stop much of the drugs from pouring into his country". The future cannot be predicted, but the fact is that most illicit drugs pass undetected through legal ports of entry.

As for the promise to build strong and impenetrable border wall, Congress approved \$1.6 billion to replace existing barriers and add some fencing in new areas. These new barriers are not concrete and not like any of Trump's wall prototypes.

Thus, all the above mentioned facts plus "Zero tolerance policy" soured relations between the U.S. and Mexico. Mexican President Enrique Peña Nieto condemned Trump's policy towards Mexico. He even canceled a planned meeting with Trump in Washington. Even Mexican opposition politician Andrés Manuel López Obrador condemned the wall order as an insult to Mexico, and demanded the Mexican government to pursue claims against the American government in the United Nations (Euro News, 2017).

In March 2017, Mexican congressman, Braulio Guerra of Querétaro, illegally climbed, and partially crossed, an existing 10-meter border fence on American soil dividing San Diego and Tijuana, saying that more walls would be ineffective (Caplan, 2017).

The Roman Catholic Archbishop of Mexico opposed the border wall, and wrote that any Mexican company that participates in construction of the wall or supplies materials for construction would be committing "treason against the homeland". (Hamblin, 2017).

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