

## The Effect of Self-Leadership and Entrepreneurial Intention Levels of Persons in Institutions on Entrepreneurship Tendencies

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**Abstract:** Entrepreneurship is one of the prominent research topics today. Factors such as increasing global competition, rapid developments in technology and changes in the market directly affect entrepreneurship tendency and organizational developments. For this reason, businesses need to act with innovative thinking and stand out in the market. This means supporting their employees and providing them an environment where they can freely express their innovative entrepreneurial ideas. If they are successful, good results will be obtained, and if they fail, the leadership attitudes of the management come to the fore at the point of imposing their ideas. However, leadership attitude exhibits changes within institutions and working teams. The self-leadership factor, which is a type of leadership, comes to the forefront when the examination is made on an individual basis, not on an institution or team basis. This study was conducted to determine the relationship between self-leadership and entrepreneurial intention and entrepreneurial tendency in organizations. Based on the hypotheses that self-leadership and entrepreneurial intention have a positive effect on entrepreneurship tendency, a survey was conducted to collect data. The survey results were analyzed using the SPSS 21.0 statistical package program. As a result of the analysis, it was concluded that there was a positive relationship between the self-leadership and entrepreneurial intention levels of the people working in organizations and their entrepreneurial tendencies. At the same time, it was observed that perceived organizational support did not have a moderator effect on these relationships. When examining gender, one of the demographic factors, no significant difference was found in terms of entrepreneurship tendency.

**Key Word:** Self Leadership, Entrepreneurship, Entrepreneurship Tendency, Entrepreneurship Intent, Perceived Organizational Support, Perceived Organizational Justice.

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### I. Introduction

The Global Entrepreneurship Monitor (GEM) prepares a report every year, starting from 1999, and shares entrepreneurship levels by country for that year. The number of countries included in the report increased from 10 in 1999 to 50 in its 21st year (2019/2020 report). Turkey has been included in these studies first introduced in 2006. Turkey is among the countries with high potential for entrepreneurship (GEM 2019/2020 Global Report, 2020). In the 2019 edition of the Missing Entrepreneurs report, the organization for Economic Cooperation and Development (OECD) was ranked Turkey first in its report based on young entrepreneurs between the ages of 18-30. In the "look of unemployment and the 2020 Employment Perspective" report, the Economic Cooperation and Development Organization (OECD) reported unemployment rates in may as 7,4 per cent in the Euro Region, 6,7 per cent in the European Union countries, 8,7 per cent in the G-7 countries and 8,4 per cent among the OECD countries. The number of unemployed people in the OECD region has risen to 54,5 million. With the second wave, it is estimated that this ratio can increase by up to 12 percent (OECD Interim Economic Assessment, 2020).

All of these results show that worldwide economic processes are becoming highly sensitive to crises. Entrepreneurship is considered at this point to be the driving force of economic development. The place of entrepreneurship in economic development is directly related to the existence and qualification of the entrepreneurial ecosystem in the economy, which is being operated in. (Ulucan, 2015). Entrepreneurship is gaining more importance with the transition to information transfer in the global world. While human labor was more important in production in the past, knowledge comes to the fore in production rather than labor with the developing technology (Özkul, 2007). With the transition to the information age, managing and leading has become quite important in the 21st century. Since the leadership and management functions of entrepreneurs are high, the importance given to entrepreneurship is increasing. (Durukan, 2005).

Entrepreneurship studies will benefit economic development by creating new areas of work for developing countries. Unemployment rates will fall if continuity is achieved in employment. Entrepreneurship studies will benefit economic development by creating new working areas for developing countries. If continuity is achieved in employment, unemployment rates will decrease (Çetintaş, Bicil and Türköz, 2018). Entrepreneurship can be a solution to the unemployment problem and is indispensable for economic development. Entrepreneurs adapt their production resources to production factors that are not used in accordance with the new technology. In this way, they will increase both the amount of production and the speed of economic development (Isenberg, 2010). Information age entrepreneurs should follow the emerging innovations and be able to make decisions that will fulfill the requirements of the age by taking certain risks. This will show their success in leadership (Süzer, 2005). When entrepreneurs decide to take some risks and then put their entrepreneurial idea into practice, they must create an action plan for themselves. One of the steps and the first step of this plan is entrepreneurial intention (Duygulu, 2008). Entrepreneurial intention includes the process designed in the mind of the entrepreneur, road map, evaluations and analysis (Sezer, 2013). From this point of view, the entrepreneurial activity of entrepreneurs is triggered by the entrepreneurial intention that they started in their minds earlier. In this study, by measuring the self-leadership and entrepreneurial intention levels of individuals in organizations separately, it was investigated whether these factors positively affect the entrepreneurial tendency of the person, and how organizational support changed these effects. This study was carried out to determine the relationship between self-leadership to entrepreneurial intention of individuals in organizations and entrepreneurial tendency. It was set out with the hypotheses that self-leadership and entrepreneurial intention had a positive effect on entrepreneurial tendency, and a survey was conducted to collect data. The survey results were analyzed using the SPSS 21.0 statistical package program. As a result of the analysis, it was concluded that there is a positive relationship between the self-leadership and entrepreneurial intention levels of the people working in organizations and their entrepreneurial tendencies. At the same time, it was observed that perceived organizational support did not have a moderator effect on these relationships. When examining gender, one of the demographic factors, no significant difference was found in terms of self-leadership, entrepreneurial intention, perceived organizational justice and entrepreneurship tendency.

## **II. Conceptual Framework**

### **Self-Leadership**

Self-leadership or super leadership; defined as to be able to lead on their own or to allow individuals to lead on their own (Çırpan, 2008). Self-leadership was first put forward by Manz in 1986. Manz's definition of self-leadership is 'the process of motivating and directing one's self to achieve individual and organizational success.' (Manz, 1986). The concept of self-leadership may appear as a more advanced form of the "self-influence" theory in some cases. Judging by all this, self-leadership is included in the theory of 'self-regulation' and has a broader meaning than them, including the titles 'self-influence', 'self-management' (Manz, 1986).

When we look at studies about leadership in the literature, we can usually see that there are studies about leadership that a person does over others. However, leadership also includes the process of leading the individual herself (or himself). Therefore, the development of self-leadership is of great importance (Neck and Manz, 1999). Self-leadership is a skill that can be developed. People can analyze and improve their self-leadership skills. People who develop their own self-leadership can easily lead other people (Sims and Manz, 1980). Gümüş et al. (2015), on the other hand, found in their study that there was no difference between leadership style and top managers by gender.

When we examine the history of management structure in organizations, we can see that there is a move away from the classical approach to the modern management approach. It has emerged that productivity is higher in organizations that implement a modern approach that cares about people. The employee who feels valuable will organize things better with positive emotions. Therefore, the productivity of both herself (or himself) and the organization will increase (Ay, 2017).

### **Entrepreneurial Intention**

The concept of intention is defined by Bird (1988) as the focus of the mind, the path to follow, and the choice of a goal; it is a person's action towards a goal or an interest in getting something. Intention is seen as a leading step in entrepreneurship because entrepreneurial action is not the result of a random impulse, but a form of planned behavior (Ajzen, 1991; Fayolle and Gailly, 2005).

Entrepreneurship research has shown that entrepreneurial intention is an important and popular structure in this field and will continue to be popular in the future (Hansemark, 1998; Miron and McClelland, 1979). The reason for this is to research about the intention in the mind of the individual as opposed to real action, which is not easy to observe every time, as during academic studies. In addition, it will be possible to discover why some people are entrepreneurs, while others can become entrepreneurs by working harder with their personality traits, even if they are not entrepreneurs (Hansemark, 1998; Miron and McClelland, 1979).

In order to better understand entrepreneurial intent, the premise and driving forces must be explored and discussed. Factors that have the potential to affect entrepreneurial intention can be listed as demographic factors, personality traits and environmental factors. (Franco, Haase and Lautenschläger, 2010). In her study, Kalafatoğlu (2020) concluded that the entrepreneurial intention of women is higher than that of men.

Entrepreneurial intention refers to the idea of starting entrepreneurship studies in order to establish a business outside of the business and career alternatives that already exist in the current environment of the individual. The foundation of the entrepreneurial intention is to establish and earn one's own business. The entrepreneur in question prefers to start her (or his) own business rather than work and earn in different places (Karslı, 2018).

### **Perceived Organizational Support**

Perceived organizational support; It is an employee perception that shows that the organization values the contributions of employees and cares about their well-being (Eisenberger et al., 1986). Eisenberg et al. (1986) focused on the concept of perceived organizational support, while academics after them focused mainly on the development of the measurement scale, factors affecting perceived organizational support, and the positive impact of perceived organizational support on employees through experimental studies.

Eisenberg et al. (1986) argued that there are two ways to improve perceived organizational support. The first of these is the personification of the organization and the second is rewarding at the discretion of the organization. Employees embody every action they see from their organization in their minds and interpret them as support or rejection (Stinglhamber and Vandenberghe, 2003). For this reason, employees who feel that their institution values them are very likely to respond positively to their institutions by engaging in prosocial behavior. (Lee and Peccei, 2007). As noted by Eisenberger, Armeli, Rexwinkel, Lynch, and Rhoades (2001), one might expect the responsibility of mutual interest to be more pronounced among employees with a strong ideology of change. Independent of external influences, making employees feel valued can be a major factor in choosing the institution (Eisenberger et al., 1986; Eisenberger et al., 1997). Perceived organizational support has many positive contributions in terms of job-related attitudes such as intention to stay, job satisfaction, and positive mood (Loi, Hang-Yue and Foley, 2006).

### **Entrepreneurship Tendency**

Entrepreneurship is to determine the right strategy, calculate the right time and put your thinking into action. "Entrepreneurship is the process of creating value-creating innovation by revealing the necessary time and power, and assuming the associated financial, physical and social risks, resulting in financial, moral and personal satisfaction and independence" (Hisrich and Peters, 1998). Bill Gates, the founder of Microsoft, Henry Ford, who started serial production in automobiles, and Jeff Bezos, the founder of Amazon.com, are one of the most important examples of entrepreneurs that comes to mind (Thomberry, 2001).

Today, entrepreneurship has become an important issue and is the subject of many scientific researches. As a result of these studies, it has been observed that the initiatives interact with the environment. Accordingly, factors affecting entrepreneurship are explained in the literature with three approaches. These are individual approach, environmental approach, firm approach (Durak, 2011).

The individual approach mostly includes studies based on the characteristics and abilities of the entrepreneur. In these studies, the main question is "why certain people start a business and succeed as entrepreneurs" (Littunen, 2000). According to these studies, the individual approach is an approach that tries to explain the entrepreneur by emphasizing her (or his) demographic, personality and psychological characteristics. Bozkurt et al. (2018) concluded that there is no significant difference between entrepreneurship tendency and gender variable.

When we consider the environmental approach, the biggest factor is culture. The culture of the environment we live in affects our character. Most things, such as religion, way of life, boundaries of freedom, being introverted, extroverted, are shaped according to the society in which we live. The entrepreneurial tendency can also be shaped by the social characteristics we live in (Göçmen, Özkaya, 2007).

We can define the firm approach, in other words, internal entrepreneurship as the risk-taking authority given to employees by the firm. For example, can a seller make the decision to buy or sell for her (or his) customer from another company? Does the firm give her the authority to take some risks and make her (or his) own decision, considering that her earnings will be high? Internal entrepreneurship will increase linearly if a company policy that is open to innovation is established (Döm, 2006).

With the transition to the information age in the global world, entrepreneurship has gained more importance. In the past, while human labor was more important in production, with the developing technology, knowledge came to the fore in production rather than labor (Özkul, 2007; Soysal, 2010). Information age entrepreneurs should follow the emerging innovations and be able to make decisions that will fulfill the requirements of the age by taking certain risks. This will show their success in leadership (Süzer, 2005). As an

example, we can show that Samsung wants to defeat the appearance of its old products and start a number of design studies. Chairman Kun-Hee Lee, who made a difficult decision, primarily collected old products from his retailers. Later, it launched its new designed products in stores targeting high-income people. Having achieved positive results with this strategy, Samsung announced its 2003 sales revenue of 36.9 billion dollars (Süzer, 2005). In the Global Entrepreneurship Monitoring (GEM) reports (2013), it is emphasized that there is a U-shaped relationship between entrepreneurship and the development of the country. In other words, people in underdeveloped countries will tend to establish their own companies because they cannot find a job to work with. Therefore, entrepreneurship rates will be higher in low- and middle-income countries. In high-income countries, individuals will not turn to entrepreneurship activities and entrepreneurship rates will remain low, as they can easily start work in companies that already exist (Amoros and Bosma, 2014).

### III. Method

#### Purpose and Importance of the Research

The aim of this study is to determine the relationship between the self-leadership and entrepreneurial intention levels of people working in organizations and entrepreneurial tendencies. In addition, it has been investigated whether the perceived organizational support has a positive or negative effect on these relationships.

This research has been carried out within the framework of the concept of entrepreneurship, which has become important recently and is the subject of many scientific studies. This study is important, because of the lack of a study that previously examined the impact of both self-leadership and entrepreneurial intent on entrepreneurial tendency at the same time.

#### Scope and Model of the Research

This research considering gender as a demographic factor investigated the effect of self-leadership and entrepreneurial intention levels of individuals on their entrepreneurship slopes, and the moderator effect of perceived organizational justice on these relationships. Based on this, the following hypotheses have been created:

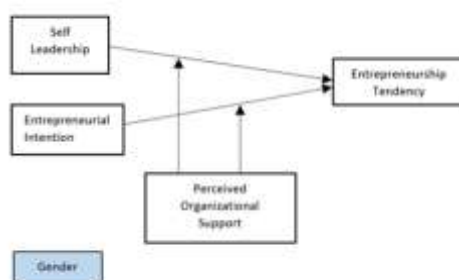
- H1: There is a positive relationship between self-leadership and entrepreneurial orientation.
- H2: There is a positive relationship between entrepreneurial intention and entrepreneurial tendency.
- H3: Perceived organizational support has a moderator effect on the relationship between self-leadership and entrepreneurship tendency.
- H4: Perceived organizational support has a moderator effect on the relationship between entrepreneurial intention and entrepreneurial tendency.

It is thought that gender may have an effect on entrepreneurship tendency. Accordingly, it can be thought that the entrepreneurial tendencies of individuals in different groups according to gender will differ. Therefore, the following hypotheses are added to the model:

- H5: The level of self-leadership differs by gender factor.
- H6: The level of entrepreneurial intent differs by gender factor.
- H7: Perceived level of organizational support differs by gender factor.
- H8: The level of entrepreneurial tendency differs by gender factor.

The research model is as in figure 3.1:

**Figure 3.1.:**Research Model



**IV. Findings and Interpretation**

**Demographic Data of Sampling:** As can be seen in Table 4.1, 48.3% of the respondents are men and 51.7% are women.

**Table 4.1.:** Demographic Data of Sampling

Gender	Frequency	Percent
Male	83	48,3
Famale	89	51,7

The descriptive statistics results obtained in the t-test analysis using the SPSS program are as in Table 4.2. According to these results, since the P value for self-leadership is also greater than 0.05 (0.111), it is decided that there is no significant difference between the compared groups (female-male). The H5 hypothesis could not be supported. Likewise, it has been observed that organizational justice, entrepreneurial intention and entrepreneurial tendency levels do not differ significantly according to gender.

**Table 4.2.:** T-Test Results in Terms of Variables

Variable	Gender	N	$\bar{X}$	SS	f	t	P
Self Leadership	Male	83	4,034	,808	6,457	-1,603	,111
	Famale	89	4,204	,548			
Perceived Organizational Support	Male	83	2,430	,871	,714	,047	,963
	Famale	89	2,424	,959			
Entrepreneurial Intention	Male	83	3,074	,963	3,053	,708	,480
	Famale	89	2,979	,791			
Entrepreneurship Tendency	Male	83	2,595	,662	,075	,000	1,000
	Famale	89	2,595	,730			

**Factor Analysis:** The results of factor analysis make with SPSS are shown in the tables below. Self-leadership, entrepreneurial intention, entrepreneurial justice and entrepreneurial tendency variables were subjected to factor analysis together (Table 4.3.). Four factors were determined as a result of factor analysis and these factors were collected in 55,816 of the variances. The first factor explains 16.298% of the total variance, while the second factor explains 15.646% of the total variance, the third factor explains 12.80% of the total variance, and the fourth factor explains 11.073% of the total variance. Since the scale can explain more than 50% of the study in this state, it provides reliability.

**Table 4.3.:** Announced Total Variance Table of the Scale

QUESTION	FACTORS			
	1	2	3	4
<b>Self Leadership</b>				
I set specific goals for my own performance (self-goal setting).	,766			
I follow how good I am in my profession.	,750			
I work for specific goals that I set for myself (self-goal setting).	,719			
Sometimes I paint a successful performance in my mind (visualizing performance) before actually doing a task.	,741			
I try to weigh the accuracy of my thoughts about the situations I have problems with.	,705			
When faced with a difficult situation, I evaluate it by using my own logic.	,694			
<b>Entrepreneurial Intention</b>				
It would be easy for me to establish a company and continue to work.		,698		
I am ready to set up a suitable company.		,791		

I can check the establishment process of a new company.			,820		
I know the details required to establish a company.			,844		
I know how to develop an entrepreneurial project.			,772		
If I try to start a company, I am likely to be successful.			,548		
<b>Entrepreneurship Tendency</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	
Business graduates have the ability to create the necessary opportunities to start their own businesses.				,474	
Business department students should definitely aim to establish their own businesses.				,620	
Business students should never plan to work in the public sector.				,794	
Business students should definitely focus on being an entrepreneur.				,712	
Business students should never plan to work in the private sector.				,718	
I do not want to have a personality that works hard and constantly increases goals.				,408	
Even if it's something I believe in, I can't afford to be irregular and marginal.				,572	
<b>Perceived Organizational Support</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	
I waste a lot of time complaining about trivial matters.					,802
I always find a mistake in what the company does.					,765
I tend to "make fleas a camel".					,838
I always focus on the part I see wrong, not the positive side of the job.					,633

**Descriptive Statistics for All Variables:** As a result of the explanatory factor analysis, four factors were obtained. One of them is self-leadership, the second is organizational justice, the third is entrepreneurial intention, and the fourth is entrepreneurial tendency. First of all, the relationship between self-leadership (SL) and entrepreneurial tendency (ET) was tested. As can be seen in Table 4.4., The correlation coefficient between two variables was obtained as 212 \*\*. Therefore, it can be said that there is a positive and significant relationship between the two variables. When examined in the same way, it can be said that there is a positive and significant relationship between entrepreneurial intention (EI) and entrepreneurial tendency (ET). When we look at the table for the relationship between perceived organizational support (POS) and self-leadership (SL), the correlation coefficient was -0.077 and p value was 0.313. This shows that there is no significant relationship between POS and self-leadership (SL). It is seen that there is no significant relationship between POS and entrepreneurial intention (EI), POS and entrepreneurial tendency (ET).

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**Table 4.4.:** Correlation Analysis

	Variables	Alpha ( $\alpha$ )	Significance	Standard Deviation	1	2	3
1	SL	,842	4,1221	,69			
2	POS	,777	2,4273	,92	-,077		

3	EI	,868	3,0252	,87	,370**	,099	
4	ET	,746	2,5955	,69	,212**	,055	,272**
** Relationship is significant at the 0.01 level							

After correlation analysis, regression analysis was conducted to see the effect of self-leadership (SL) on entrepreneurial tendency (ET). Before proceeding to regression analysis, it is necessary to test the normal distribution between variables (multivariate normal distribution in multiple regression analysis), no multiple correlation, no autocorrelation problem, and the assumptions of linear relationship.

After the conditions of regression analysis were met, simple linear regression analysis was performed using the enter method between self-leadership and entrepreneurial tendency and between entrepreneurial intention and entrepreneurial tendency. As can be seen in Table 4.5, the independent variables (self-leadership and entrepreneurial intention) in the first and second hypothesis explain 7.7% of the entrepreneurial tendency, which is the dependent variable. In line with the F value in the table, it was concluded that the effect of self-leadership and entrepreneurial intention on entrepreneurship tendency was significant. Table 4.6 shows that perceived organizational support does not have a moderator effect on the relationship between self-leadership and entrepreneurship tendency and entrepreneurial intention and entrepreneurial tendency.

**Table 4.5.:** Progressive Hierarchical Regression Analysis-1

	R <sup>2</sup>	B	Std. Error B	Beta	t	F
SL		,131	,080	,129	1,634	
EI		,178	,063	,224	2,830	
ET		1,520	,318		4,786	
Model	,29					8,169
*Independent Variable: Self-Leadership, Entrepreneurial Intention						

**Table 4.6.:** Progressive Hierarchical Regression Analysis-2

	R <sup>2</sup>	B	Std. Error B	Beta (β)	t	F
SL		,149	,080	,147	1,864	
EI		,161	,063	,203	2,566	
POS		,105	,056	,138	1,866	
ET		1,239	,349		3,544	
Model	,37					6,687
*Independent Variable: Self-Leadership, Entrepreneurial Intention						
*Moderator: Perceived Organizational Support						

The rejection and acceptance status of research hypotheses is shown in Table 4.7.

**Table 4.7.:** Rejection and Acceptance Status of Hypotheses

Hypotheses	Acceptance / Rejection Status
H1: There is a positive relationship between self-leadership and entrepreneurial orientation.	Accept
H2: There is a positive relationship between entrepreneurial intention and entrepreneurial tendency.	Accept
H3: Perceived organizational support has a moderator effect on the relationship between self-leadership and entrepreneurial tendency.	Rejection
H4: Perceived organizational support has a moderator effect on the relationship between entrepreneurial intention and entrepreneurial tendency.	Rejection
H5: Self leadership varies according to gender factor.	Rejection
H6: Entrepreneurial intention differs according to the gender factor.	Rejection
H7: Perceived organizational support differs according to the gender factor.	Rejection
H8: Entrepreneurship tendency differs according to the gender factor.	Rejection

## V. Conclusion and Evaluation

An entrepreneur is a person who can recognize opportunities and threats in advance in events that other people consider as chaos. It is known that the entrepreneurial skills of the people who live in the same geography and have the same opportunities are not the same. In the study, it has been set out to investigate the factors that affect entrepreneurial intention. The effect of self-leadership and entrepreneurial intention on entrepreneurial tendency, and whether perceived organizational support has an effect on these relationships was investigated. At the same time, this study considers gender as a demographic factor.

172 people, 83 men and 89 women, participated in the survey conducted within the scope of the study. When the results of the respondents were examined, it was concluded that men's levels of self-leadership, perceived organizational support, and entrepreneurial intent were higher than women, and the level of entrepreneurial tendency was equal for women and men. However, there are studies in the literature that conclude that women tend to have more entrepreneurial activities due to the effect of unemployment (Verheul, Stel, and Thurik, 2004). This study may have reached different results since it was dealt with independently of the unemployment problem. Another study investigating the perception of entrepreneurship by gender did not find a significant difference in the entrepreneurship perceptions of women and men (Bedük and Ata, 2020). This result supports our study.

In this study, it was determined that there is a positive and statistically significant relationship between employees' self-leadership and entrepreneurial tendencies. However, according to the calculated correlation coefficient, it was concluded that this relationship was at a low level. In this respect, as the self-leadership skills of the employees increase, their entrepreneurial tendency increases, albeit a little. When the studies in the literature are examined, it is seen that transformative leadership has no effect on internal entrepreneurship behaviors in terms of inspiration (Büyükyılmaz and Kayış, 2018). The reason why it contradicts with the result obtained as a result of this study is that the effect of transformative leadership is addressed, not self-leadership. Another study supports the results of this study by finding that the self-leadership characteristics of the person affect the internal entrepreneurial behaviors in the organization (MertveGöktaş, 2020). In this study, it was determined that there is a positive relationship between entrepreneurial intention and entrepreneurial tendency and that there is a statistically significant relationship. However, according to the calculated correlation coefficient, it was concluded that this relationship was at a low level. When the literature was examined, it was seen that there was no study directly addressing this relationship. Our third hypothesis was that perceived organizational support had a moderator effect on the relationship between self-leadership and entrepreneurial tendency. However, the results show that organizational support does not have a moderator effect on the relationship between self-leadership and entrepreneurship tendency. For the fourth hypothesis, it is seen that the perceived organizational support does not have a moderator effect on the relationship between entrepreneurial intention and entrepreneurial tendency.

As a result of this study, it was determined that the research is suitable for the literature. When we look at the literature, it is seen that there is no study that addresses the relationship between self-leadership, entrepreneurial intention, perceived organizational support and entrepreneurial tendency (as a dependent variable). Today, entrepreneurship has become a very important concept. And researches on this subject draw attention. This research can mediate the purpose of measuring the effect of internal entrepreneurship motivation on the relationship between the level of entrepreneurship within the organization and the innovation and technology production potential of organizations in institutions and scientific researches. In order to come to the forefront in the competitive environment, employees may want to measure the level of self-leadership in their employment. At the same time, this research it will contribute to increasing the level of support that managers provide to their employees so that they can ensure continuity.

If future research is carried out with more participants, it will increase the reliability of the data. The new data to be obtained together with its implementation in different sectors will lay the groundwork for the creation of applications that will contribute to the creation of a competitive advantage for the relevant sector. The fact that the sample of the study consists of company employees and graduate students working in different sectors operating in Istanbul and Kocaeli prevents the generalizability of the results. By selecting a sample of the study from different regions of Turkey and countries outside Turkey, new studies can be conducted to compare the results.

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