

In Many Aspects of the Global Pandemic Process:

Primarily, it needs to be stated that there are some current affairs about the global pandemic that U.S. President Donald Trump blamed World Health Organization as unsuccessful during the pandemic period and having close relations with China. Thus, he declared the withdrawal of the U.S. from WHO. The U.S. economy shrinks at the fastest rate for 14 years. For a long time, the U.S. economy has struggled with a high unemployment rate. Thereupon, due to the pandemic period, both the unemployment rate increases, and almost all banks get smaller dramatically.

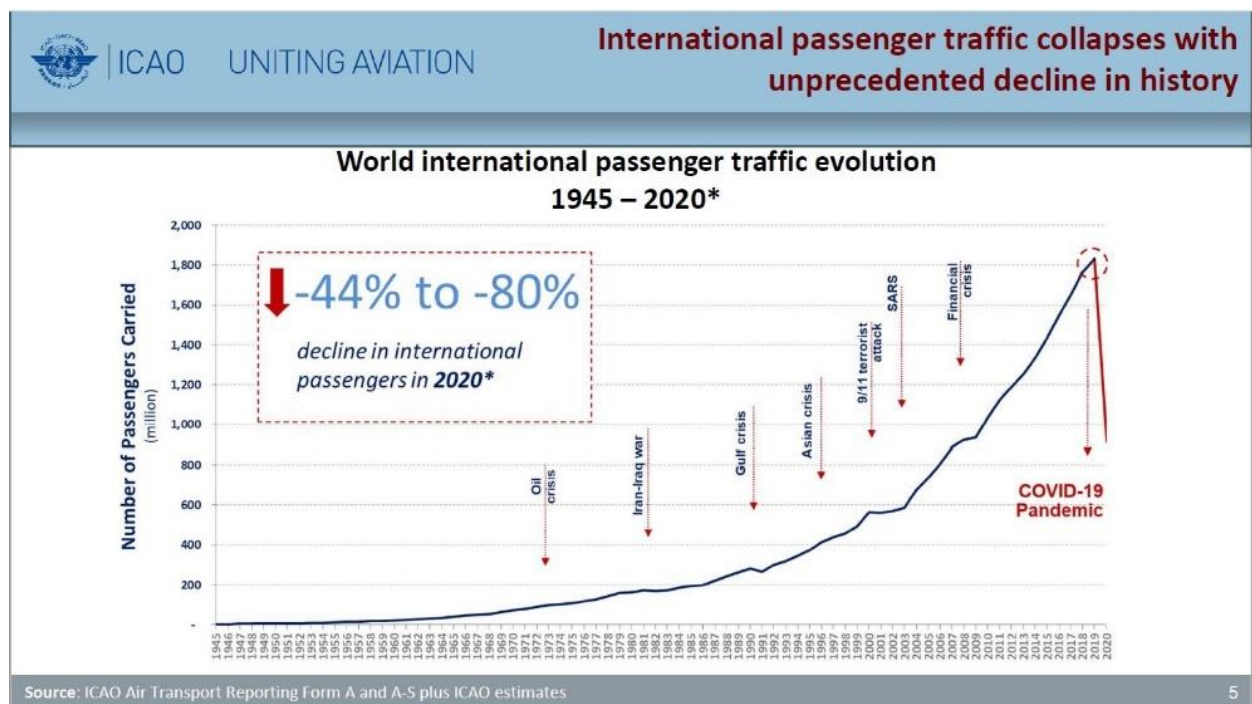
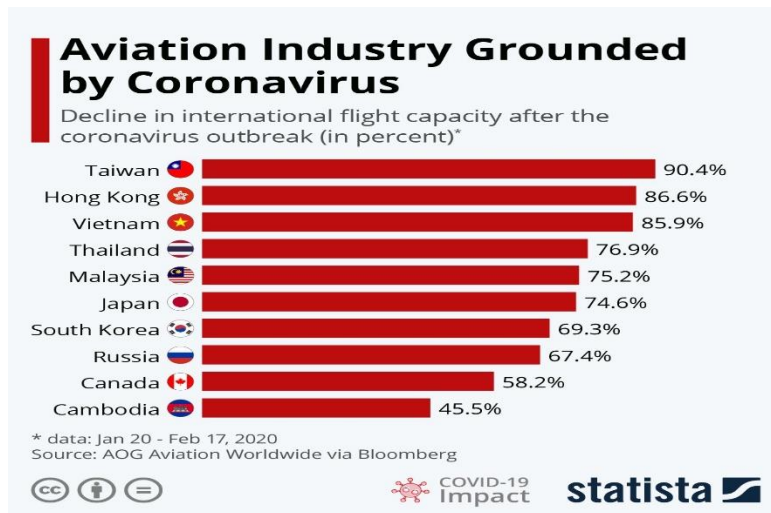
How is international aviation affected by this process of the global pandemic?

As concerns, all know that there is an unprecedented international crisis due to the coronavirus pandemic. The International Air Transport Association (IATA) states that the aviation industry will approximately lose US\$252 billion this year on a global scale. Because of a massive decrease in many airlines' flight capacities, some firms working related to the airlines have taken a financial bath since January. On a global scale, the aviation sector will undoubtedly be reconstructed until 2022. This crisis could be turned into an opportunity that some airlines which have enough capital could buy new airplanes with lower carbon emission and cost. Because airline businesses have a high fixed cost ratio, liquidity has a vital significance for them. Alex Cruz, the director of British Airways, states that the impacts of Covid-19 on airlines are higher than those of the SARS epidemic, 9/11, and 2008 financial crisis. That is why it can be clearly said that this global pandemic has overshadowed all the experienced crises.

Furthermore, in this process, Istanbul Airport has become the "first airport in the world" to receive the certificate given under the Airport Health Accreditation program launched by the Airports Council International (ACI) on July 24, 2020. Istanbul Airport took its place among the most hygienic airports in the world, according to the Airports Council International (ACI). It must be highlighted that it is very proud of Turkey.

International Air Transport Association (IATA) estimates that the global air traffic will return to the pre-coronavirus level approximately 2024. Significantly, the Asian aviation

industry has almost stalled because of this global pandemic crisis. There is a decline in the international flight capacities by some countries below, since the coronavirus outbreak (%).



By: Beril Kahraman – Assistant Revenue Specialist at TAV Airports – Graduated from BILKENT University, department of International Relations and graduated master's degree from HACETTEPE University, in the same department.

The Media Effect of Coronavirus:

1. How do you consider the effects of social media during the pandemic process?

Since people staying at home during the pandemic process, the number of people who spent time on social media increased. Parallel to this, the time spent on social media increased. Unfounded content shared on social media negatively affected citizens during the pandemic process. Shared unfounded content drove people into fear, panic, and anxiety. Although these effects have diminished somewhat in recent days by the normalization steps, "hopelessness" is emerging because the vaccine's launch has no date. This has had a positive effect on the pandemic as it was used to raise awareness of society. The measures needed to be done and taken during the pandemic process were presented to users via social media. Instant news was followed. People and institutions that did not comply with the measures were disclosed on social media, preventing the number of such institutions and persons.

2. Zoom and Skype programs were mainly used for meetings and training during the pandemic process. Has the digital world been used effectively in this process?

I think the digital world is used effectively but not used competently in this process. Even though many meetings and training are done through some applications, we, as users, failed to use such applications competently.

3. How was e-commerce affected by the epidemic? How will e-commerce be after the epidemic?

Most of the shops and stores were closed with the epidemic. Parallel to this, the demand for e-commerce sites has increased. The most significant factor in this was that the social distance was at the lowest level when shopping from e-commerce sites. The pandemic

process showed us that in the future, e-commerce will always be at the top of the trends in the digitalized world that will become an indispensable part of our lives.

4. In this process, the use of social media has increased considerably. How can we combat this digital technology addiction during the pandemic process?

The pandemic not only increased digital technology addiction but also caused people to stay away from social environments. People just started socializing with people with whom they lived in the same household. In this case, increasing family activities and getting support from expert therapists can reduce this addiction.

5. What should a conscious social media user do or not do during processes that create anxiety?

They should not share positively or negatively without understanding the events by going with the crowd, analyze it well, obtain information from reliable sources, and confirm if necessary. They should not share in a way that creates panic, anxiety, fears, and should act within the boundaries of ethical rules.

6. Who is the conscious social media user called? What are the behaviors required to be so?

A conscious social media user should not believe everything he or she reads and sees, should question the posts' reliability, do not share negative posts about sensitive topics like language, religion, race, gender, etc.

7. Do you think there is severe pollution of social media during the pandemic process?

Disinformation is a fundamental problem that has already existed in social media for years. Naturally, this disinformation has continued to increase during the virus process.

Emrah Özcan - Young Media Association Vice President and Journalist / Reporter
Meriç Ünsal - Translator of that interview- Graduated from BILKENT University,
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World Health Organization: Politics and Financing:

During the United Nations (UN) Conference held in San Francisco in April 1945, representatives of Brazil and China proposed establishing an international health organization and the convening of a conference to frame its constitution. On 15 February 1946, the Secretary-General was ordered to convene a conference by the UN Economic and Social Council. From 18 March to 5 April 1946, a technical Preparatory Committee met in Paris to draw up constitutional guidelines, addressed to New York City's International Health Conference from 19 June to 22 July 1946. Based on these guidelines, the Conference drew up and adopted the World Health Organization Constitution, signed on 22 July 1946 by representatives of 51 UN members and ten other nations. The Conference also created an Interim Commission to carry out some current health institutions' operations before the World Health Organization Constitution comes into force.

The first World Health Assembly was held in 1948. It was proposed to establish five committees and several subcommittees. 4.8 million and 5 million U.S. dollars were allocated for 1948 and 1949 respectively to the Administration and Finance Division.

UNITED NATIONS

• WORLD HEALTH ORGANIZATION

NATIONS UNIES

ORGANISATION MONDIALE DE LA SANTÉ

FIRST WORLD HEALTH ASSEMBLY

A/AF/28
14 July 1948
ORIGINAL: ENGLISH

12.2.9. Budget and Financing for 1948
(Off.Rec.WHO, 10, page 55)

COMMITTEE ON ADMINISTRATION AND FINANCE

Proposal by the Delegation of Canada

The Delegation of Canada proposes that the Committee on Administration and Finance take the following action:

1. Adopt the appropriation resolution (Appendix 1) to cover the period 1 September 1948 - 31 December 1948.
2. Adopt the resolution relating to the working capital fund (Appendix 2).

Figure 1: First World Health Assembly Report (World Health Assembly, 1948)

Overall, the WHO's budget has grown too rapidly in these years (WHO, 1958; 1967). Assessed contributions increased to \$47.8 million in 1967 from \$4.1 million in 1950—total revenue of WHO increased from \$6.3 million to \$72.2 million in the same period.

The budgeting operations of WHO were carried out by the Budget and Finance Division, under the Director General's responsibility. Budgets were accepted annually from 1948 until 1979. A biennial program was implemented in 1980-1981 to reduce the time spent by the governing bodies, reduce the Secretariat's workload, encourage longer-term planning, facilitate the introduction of program budgeting, allow for greater consistency in fund management, and facilitate the comparability of programs and financial data. Under the leadership of the notorious Mr. Nakajima (K. Adam, 2015), who became Chief Executive Officer in 1988, his sponsor, Japan was suspected bribery and voting-rigging. Nevertheless, Mr. Nakajima did not create problems for WHO. He is the result of a culture that rewards patronage and offers no room for accountability. After his election, an audit conducted by the UK auditor general, Sir John Bourn, found that the WHO executive board appointed Dr. Nakajima for the job was rife with possible interest conflicts. A bonanza of personal contracts, funded by the Japanese government, had benefited several members.

WHO is nowadays accused of being China's accomplice. However, it is not the first time. In January 2010, Wolfgang Wodarg (2010), a German deputy who qualified as a physician and now chairs the Council of Europe's health committee, reported that major companies had mobilized a "panic drive" to persuade the World Health Organization (WHO) to announce a "false pandemic" to sell vaccines. Wodarg said the "fake pandemic" flu outbreak of the WHO was "one of the biggest medicine scandals in that century". He said the "false pandemic" campaign started in Mexico City in May 2009, when a hundred or so "natural" influenza cases were reported to be the start of a dangerous new pandemic. However, he said there was no scientific evidence for it. Nevertheless, he argued that the WHO, "in collaboration with some major pharmaceutical firms and their scientists, has redefined pandemics, removing the statement that "large numbers of people have contracted the disease or died", and replacing it by merely saying that there must be a virus that spreads across borders and to which people have no immunity.

The WHO responded by stating that they take seriously their responsibility to provide unbiased advice and guard against outside interests intervention. Announcing a study of the

WHO's activities, spokeswoman Fadela Chaib stated: "Feedback is part of a continuum of outbreaks. We anticipate and encourage Feedback and the opportunity to address it". In March 2010, a study on "the impact of pharmaceutical firms on the global swine flu initiative" was initiated by the Council of Europe, and a preliminary report is in preparation. On 12 April 2010, WHO's top influenza specialist, Keiji Fukuda, reported that the mechanism leading to the declaration of a pandemic led to uncertainty about H1N1 circulating the world and expressed concern that there was a failure to communicate about the new virus' uncertainties, which turned out not to be as deadly as expected. WHO Director-General Margaret Chan has named 29 outside-agency flu experts to perform a study of WHO's handling of the H1N1 flu pandemic. She told them, "We want our results to be measured honestly, objectively, transparently, credibly and independently. An investigation (Rainer Woratschka, 2009) by the British Medical Journal and the Bureau of Investigative Journalism, the non-profit investigative agency, showed that three scientists who had previously received reimbursement for other research from Roche, which produces Tamiflu, and GlaxoSmithKline (GSK), Relenza's maker, wrote WHO guidelines published in 2004.

World Health Assembly (WHA) made up of delegations from all 194 Member States – is convened in Geneva each year. The WHA, which held its 72nd session in May 2019, reviews and approves the WHO's program's budget, which determines the programs and regions to spend the money. The World Health Organization (WHO) advises 194 member states and a variety of other countries' public health programs on their use of pharmacological medicines, vaccines, and non-drug medicine (psychotherapy, physical therapy, complementary medicine (CAM), etc.). At the beginning of the 21st century, the WHO modified its financial policy and welcomed private investment into its program, rather than only its member states' funding.

WHO has been exceptionally successful in raising funds since then, and now earns more than half of its annual budget from private sources. The World Health Organization spent almost \$192 million on travel expenses in 2017. That is considerably more than it incorporates aids, tuberculosis, and malaria in public health. World Health Organization invested about \$71 million on assistance and hepatitis. It has dedicated 61 million dollars to malaria. WHO has spent \$59 million in preventing the spread of tuberculosis.

WHO and other UN agencies share a similar funding model. It requires mandatory or "assessed payments" from the member countries, which are calculated by each country's income

level and population. This is complemented by "voluntary contributions" from

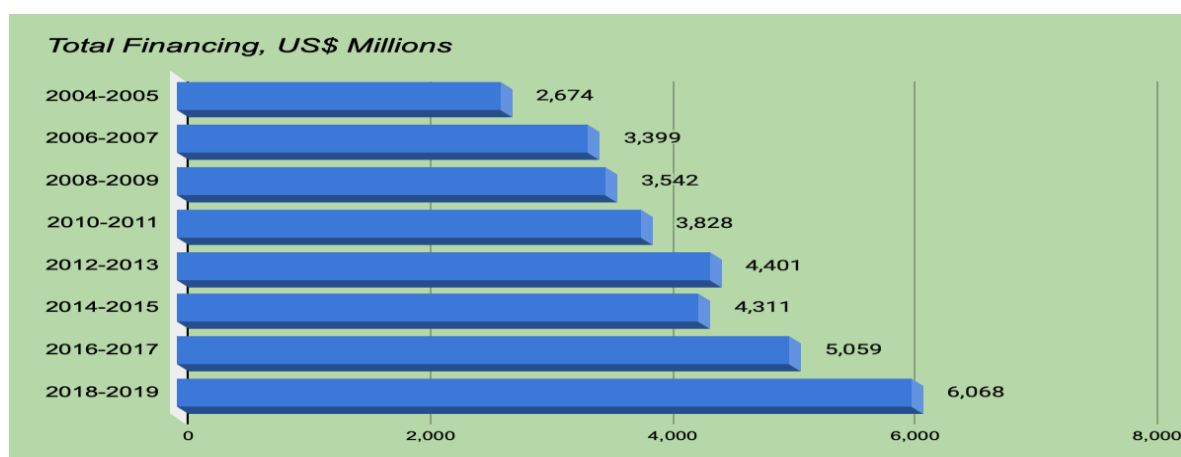


Figure 2: WHO Financing

member states, as well as NGOs. Multilateral development organizations like The Global Fund, the Global Alliance for Vaccination and Immunization, and philanthropists like the Bill and Melinda Gates Foundation have emerged as primary volunteer donors in recent years. The WHO is free to spend the revenue from the donations calculated on whatever services or activities it wishes.

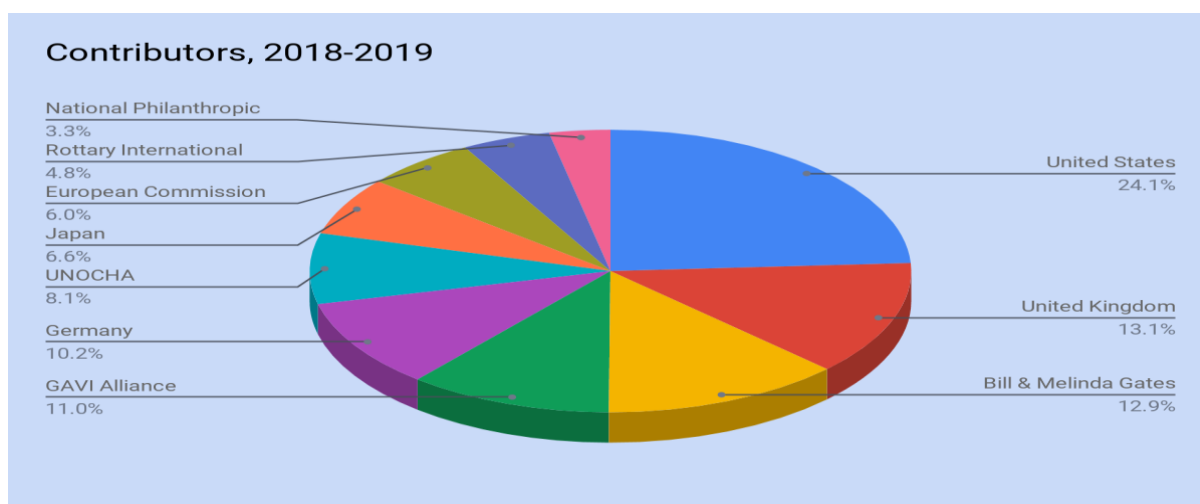


Figure 3: WHO Contributors

While the Trump Administration has withdrawn from the WHO, UN Secretary-General António Guterres said that now is "not the time" to slash funding to the WHO. "The international community will work together in cooperation to avoid this virus," he said.

World Health Organization needs to be funded because it is entirely crucial to the world's efforts to win COVID-19." The third biggest funder is the Bill and Melinda Gates Foundation, which receives 12.9% of the WHO's funds.

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The Interview of the Process of Covid-19 from the approach of Dr. Rizwan Asghar

1. How do you evaluate the process of global pandemic?

Considering the world a global village, trans-border movement is not only easy, but also fast. It causes many diseases which can be a mere disease- high potential for being a global

pandemic. An epidemic is a disease that affects a large number of people within a region, while a pandemic is an epidemic that's spread over multiple countries or continents.

2. Precautions:

Social Distance of 2 m must be maintained between any two individuals all the time. Secondly, people have to frequently wash their hands with soap or use hand sanitizers. Using masks in public places is also must. Lastly, using right cough etiquettes (cough in sleeve, elbow or covering) is important. So far WHO is not giving any deadline for pandemic as situation in each country is quite different. Many countries are at different stages of outbreak. In some countries first wave is declining and some is either started or expected to be started in near future.

3. Some Information about Covid-19:

Most of the emerging infectious diseases in the last few decades are mortal. This is a zoonotic (animal) disease that somehow jumped humans and caused hundreds of thousands death. One of the main reasons for this spillover events is deforestation that causes global warming. These days access to information is at fingertips these days. The same for disinformation. Humans always find attraction in negative news. Due to conspiracy theories regarding covid19 many people lost their lives when they refused treatment and remain delusional about their disease status.

Please Note: My personal opinions has nothing to do with WHO or any of its agencies. I am not entitled to speak on behalf of W.H.O.

Dr. Rizwan Asghar – Polio Eradication Officer (WHO – UN), Ex-Clinical Coordinator.

The view of the pandemic process through the Middle East and Security Problems:

The Covid-19, which caused the death of tens of thousands of people, is one of the biggest disasters of humanity in recent years in terms of its impact on world trade and increased security problems and the loss of life it causes. Due to the curfew restrictions, travel

bans, and business life measures taken due to the spread of the virus, the economy has seriously deteriorated, security gaps have emerged in parallel, and social unrest has turned into internal turmoil in places. Governments have put measures against Covid-19 at the top of their agenda, necessarily leading to the background of other security problems that already exist. In such an environment, humanitarian aid flows to conflict zones have been interrupted. Some armed groups and some irresponsible country leaders, taking advantage of the world's dealing with the epidemic, exploit the situation by trying to use the epidemic to their advantage. Civilians living in conflict zones constitute the group of people most affected by the epidemic. The severity of the epidemic increases even more as rival governments or groups in countries where there is war are avoiding cooperation. These security problems are likely to continue depending on the spread of the virus in the coming period. The only way to overcome the security threats brought by Covid-19 is through more cooperation, leaving aside conflict and power struggles. The spread of the virus around the world has revealed another significant problem. When people feel isolated or feared, they tend to think more defensively. While the rising messages of solidarity worldwide are welcomed, people with a "fight or flight" mentality tend to support populist and nationalist tendencies in crises.

Unqualified leaders who come to power with these characteristics can cause the death of millions of people. When we look at another effect of Covid-19 on conflict zones, the picture looks rather dark. The pandemic consequences, such as disrupting the flow of humanitarian aid to civilians in conflict zones, limiting peacekeeping operations, and preventing conflict parties from participating in incipient or ongoing diplomatic efforts are very serious. However, the Covid-19 virus has also triggered geopolitical disputes. The power struggle between the USA and China, which existed before the epidemic outbreak, is one of the essential factors affecting the pandemic process. While the USA holds China responsible for the spread of the virus, China is trying to help countries affected by the virus. Thus, this conflict makes cooperation in crisis management more difficult.

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Psychological Effects of Coronavirus

Coronavirus affects the whole world, especially in areas under Turkey's influence since March 2019. The mental health epidemic affects people in many ways. The social isolation process, which started primarily due to the disease's risk of transmission and emphasized the importance of physical distance between individuals, caused many negative emotions such as the feeling of frustration, helplessness, and fear in individuals.

The unexpected and unorthodox isolation process has caused effects such as losing control of their own life and shaking their state of safety and security. Individuals have tried to reinterpret and question their control over their own lives, environment, and the extent of autonomy. In this respect, the isolation process, which started to be experienced unexpectedly and suddenly and affected the individuals' psychological consequences, was accepted as a natural disaster and a traumatic life event. For this reason, individuals' increasing feelings of fear, anxiety, despair, hopelessness and anger, and excessive dependence on one of the measures that can be taken against the pandemic (following the epidemic news too often, washing hands more often than necessary, etc.) and various avoidance reactions (not opening the window, going out. Intense anxiety related to contact or avoidance, etc.) are considered as normal reactions to an abnormal life event. Fears such as the serious course of the disease, death, inability to breathe, the illness or death of a relative and going to the hospital, as well as economic and disaster scenarios such that the epidemic process will never end can be examples of these normal reactions. Symptoms such as disturbances in sleep patterns, loss or increase in appetite, inability to focus attention, excessive fatigue, and unwillingness to normally enjoy activities also occur. Interpersonal physical distance measures, which are emphasized with the word "social", can also affect individuals' feeling disconnected from their loved ones.

With the normalization process, the lives of individuals limited to home have changed due to the increase in contact with the external environment. Cafes, restaurants, and many social areas closed when many individuals working from home returned to the office environment became operational again. Despite the fact that the disease's ongoing risk of transmission, mask, distance, and hygiene measures were continued. However, a significant decrease is observed in the rate of compliance with these measures. This decrease is also seen in many countries and is described by many scientists as "Attention Fatigue".

At the beginning of the pandemic, individuals' instincts to protect themselves, relatives, and motivation from complying with the precautions were high due to the chronicity of the

stress experienced in the following process, and desensitization occurred in the parts of the brain that perceive many threats. These messages create a false perception and a feeling of being safe. Besides, the presence of a sick individual around the individuals increases this false sense of trust and creates a false perception of control over their lives and their measures. However, these perceptions leave people unprotected and increase the risk of disease transmission. For this reason, it is of great importance for individuals to develop coping skills with their fatigue in addition to the negative emotions they experience, both for individual and social health. It can be beneficial to do various yoga and meditation activities that reduce both fatigue and stress. Simultaneously, developing various methods that remind precautions such as masks, hand washing, and distance (e.g. hanging masks near the street door, etc.) can also be useful. Thus, individuals can ensure the continuity of their compliance with the measures by mobilizing themselves from the rewards of protecting the health and living individually.

In summary, keeping in mind that the pandemic process and the risk of transmission of the disease continue under the names of "normalization" or "controlled social life," it is essential to maintain compliance with physical distance, masks, and hygiene measures. In this sense, it will be useful if individuals turn to methods that will strengthen their ability to cope with the negative emotions triggered by the process, as in the quarantine process. Examples of these methods can be to make plans for the present time without making long-term plans, to mobilize yourself in terms of obeying the measures with the goals of not catching the disease and surviving, and developing various skills such as meditation and exercise to regulate the negative emotions brought about by the process.

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The Effects of the Pandemic Process on the Commercial Life:

During the pandemic that affected the whole world, the sales of hygienic and dry food products increased in the markets, which triggered the prices upwards. The increasing panic with each passing day brought the shelves to the emptying level, and the fluctuation in oil prices negatively affected the economy. In commercial life, checks-promissory notes, debt-

receivables, lease payments, and commercial commitments had problems. The damage caused by the virus has spread across economies, especially in the services sector.

Multinational companies are reviewing their investment and production strategies to avoid severe supply shock. Global supply chains make plans from East Asian countries to other regions, mainly China, which is seen as the "production center of the world". Developing countries with high production experience in the manufacturing industry and with logistical advantages will attract more foreign direct investment in the long term and will be added to global supply chains at a more intensive rate. As a reflection of increasing protectionist measures and anti-globalization in developed Western countries, it may be possible for some multinational companies of American and European origin to move their factories to their own countries. The virus also paved the way for severe changes in working conditions. Flexible working hours and home-office working models, which have become more comfortable thanks to new generation technologies, are becoming more widespread. This situation makes itself felt deeply in the services sector. There were also changes in individuals' consumption habits in the fields of tourism, hygiene, and health.

There were adverse effects in business life during the pandemic period due to risks arising from travels, organizations, meetings, or crowded events. Cancellations in the tourism sector caused customer loss in hotels, tour operators, and aircraft companies. There were checks and bills not paid and commitments not fulfilled due to the pandemic. The income of the people/institutions operating crowded places decreased. Due to the decrease in income, the low income was reflected in the suppliers and property owners. It is necessary to look at the changes and new areas that the coronavirus has brought to our business life. The spread of the virus to Europe and North America faster and more intensely than expected caused many countries to take restrictive social and commercial life measures. The demand fueled by these constraints has raised concerns about global growth.

Semih Kınalı – The Executive Assistant of Private Secretary of Sakarya Commodity Exchange

Some Necessary Steps Should Be Taken By The Businesses:

The COVID-19 has brought critical negative impacts on Turkish trade at the beginning of the quarantine. Many businesses have come up with the loss of revenue, and at least for two

weeks, most of them were fully closed. However, after softening the quarantine regime, the businesses have started to operate comprehensively and intensively.

To help the businesses and also to boost the economy, we listed the necessary steps below:

1. The auditing process should be increased.
2. The expected actions on VAT and stoppage should be done.
3. The short work payment should be extended, and rent payment aid should be performed for the closed businesses.
4. The digital marketing sector should be tightened in order to boost the outlets and shopping centers.

Elvan Tetik – The Member of ANKARA Chamber of Commerce, the 55th Committee.



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