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## Articles and Statements

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### The State Language of Kazakhstan and Multilingualism

Nazilyz M. Abduova <sup>a,\*</sup>, Botagoz S. Sateeva <sup>a</sup>, Zhamdy Z. Kadina <sup>a</sup>, Gulbeibit Sh. Mizanbayeva <sup>a</sup>

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#### Abstract

The article deals with some actual problems of real bilingualism (polylingualism) in modern Kazakhstan. One of the most important aspects of the Kazakhstani society of economic and social modernization is the policy in the field of language. In the modern world, multilingual and multicultural, the problem of language conjugation is more urgent than ever, the search for effective and viable programs in the field of languages on the consolidation of societies. Integration of Kazakhstan into the world community depends today on the realization and realization of a simple truth: the world is open to those who can master new knowledge through mastering the dominant languages.

In Kazakhstan the notions of "bilingualism" and "polylingualism" mean the equality of languages. It is quite natural that bilingualism (polylingualism) gains more and more importance in our republic.

**Keywords:** linguistics; language development; social education; language policy; a tool of state power; the role of the state language; the language process.

#### 1. Введение

В жизнедеятельности любого современного общества язык как элемент культуры занимает особое положение и оказывает значительное влияние на многие стороны его функционирования. Казахстанское общество не является исключением, тем более, когда мы говорим о важности экономической, социальной и межэтнической стабильности. Социально-экономические, политические процессы, происходящие в Казахстане за последние годы, привели к изменению образа жизни и мышления многих казахстанцев. Гармонизация межэтнических отношений на новой демократической основе органически связана с национально-языковыми процессами общества и, соответственно, с языковой политикой государства.

Общественно-политические события, получившие свое развитие в начале 90-годов, вызвали ряд проблем, связанных с получением суверенитета союзных республик, и, как

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следствие этого – обретение национальными языками статуса государственного. Одной из основных теоретико-методологических проблем процесса становления государственного языка является определение его функциональной направленности.

## 2. Материалы и методы

Язык есть неотъемлемый компонент культурной жизни этнического сообщества. Возрождение и развитие языковой структуры отдельных национальных групп зависит как от внутривидовых элементов, так и от воздействия внешних факторов. Функциональная направленность языка обладает отличительными особенностями, детерминированными историческими, социальными, политическими явлениями, присущими определенной общественной системе. В этой связи, справедливо замечание В. Гумбольдта о том, что «пока дух народа с его живой самобытностью продолжает и действовать сам, и воздействовать на язык, этот последний совершенствуется и обогащается, что в свою очередь вдохновляюще влияет на дух» (Гумбольдт, 1984).

Одновременно В.К. Журавлев анализирует, что «в истории языкознания трудно найти сколько-нибудь серьезного лингвиста, принципиально отрицавшего влияние общества на развитие языка», но многое не допускали и не допускают возможности закономерного самодвижения языковой материи, языковой структуры без воздействия внешних сил» (Журавлев, 1982; Блакар, 1987). Уровень научной разработки проблем соотношения внешних и внутренних факторов в процессе языковой жизнедеятельности общественной системы дает основание полагать, что проблема является весьма сложной. Как указывает Ю.Д. Дешериев, «она в той или иной мере анализировалась во многих исследованиях, однако комплексное рассмотрение проблемы воздействия социальных и внутривидовых факторов на функционирование и развитие языка на широком историческом фоне осуществлено впервые в работе В.К. Журавлева, который по поводу проблемы соотношения языка и речи отмечает, что «языковое взаимодействие осуществляется путем речевого взаимодействия. Непосредственная данность языка – речь» (Журавлев, 1982; Треблер, 2004; Блакар, 1987; Байдельдинов, 2001; Шаймерденова, 2003; Билингвизм в Казахстане..; Билингвизм...). По мнению автора, речевое взаимодействие имеет место только на каком-либо одном языке и связано с его структурой и словарным запасом, а языковое взаимодействие возможно с помощью одного или нескольких языков. Социальное же взаимодействие реализуется либо «специально отобранными стилями одного и того же языка, либо – разными языками», а также «осуществляется не только внутри данного социального коллектива – социума, но и между несколькими социумами, входящими в более крупное социальное образование» (Журавлев, 1982; Научные статьи Казахстана).

В.К. Журавлев указывает, что «в механизме взаимодействия «язык - общество» выявляются по крайней мере три основных образования:

1) собственно социальное образование, общественный коллектив, социум как нечто целое, объединенное с целью определенного социального взаимодействия;

2) языковой коллектив, объединенный общностью речевого взаимодействия, социалема;

3) языковое образование – лингвема, выполняющая функцию речевого взаимодействия в том или ином социуме, в той или иной сфере общения» (Журавлев, 1982: 12). В жизнедеятельности любого общества культура занимает особое положение и оказывает значительное влияние на многие стороны его организации. Кроме того, исходя из анализа концепции В.К. Журавлева, можно предположить, что культура, а также экономический рост оказывают влияние на формирование социума социального коллектива. Объем социалемы – группы индивидов, общающихся на одном языке, зависит от степени развития таких важных социальных институтов общества как образование и наука, где в данном процессе немаловажную роль играет частота языкового взаимодействия. Становление гражданской казахстанской общности является важной задачей в вопросах формирования государственности. Степень социального и языкового взаимодействия индивидов в полной мере зависит от степени взаимодействия языковых коллективов. По мнению известного исследователя Л. Блумфилда, «языковой коллектив – это группа людей, взаимодействующих посредством речи. Все так называемые высшие формы деятельности человека, то есть специфические для него виды деятельности,

порождены тесным сотрудничеством между отдельными людьми, которое мы называем обществом, и это сотрудничество, в свою очередь, осуществляется с помощью языка; таким образом, языковой коллектив – это наиболее значительная из социальных группировок (Блумфилд, 1968). Следует признать, что язык как явление социальное, служащее средством общения и коммуникации языковых коллективов носит созидательный характер, поскольку в общественной системе трудно найти какую-либо подсистему, лишенную языкового применения. «Следует принимать во внимание то обстоятельство, что любые языки развиваются в контексте друг с другом, а заимствования новой лексики относятся к одному из способов обозначения новых реалий и понятий, неизбежно появляющихся при наличии политических, экономических и культурных связей между народами. И чем теснее общение, тем больше возникает причин языкового заимствования» (Треблер, 2004).

Фактором сохранения межнационального мира и согласия является языковая политика, способствующая взаимодействию и взаимообогащению их культур. Язык любого этноса – основа, главное условие сохранения его традиций и культуры.

Согласно определению государственного языка, сформулированного в Законе «О языках в Республике Казахстан», государственный язык – это «язык государственного управления, законодательства, судопроизводства и делопроизводства, действующий во всех сферах общественных отношений на всей территории государства». Функция государственного управления идентифицирует функцию государственной власти, элементом которой и может служить государственный язык. Это подчеркивает особое приоритетное положение государственного языка по отношению к другим национальным языкам.

Развивая теорию Р.М. Блакара о языке как инструменте социальной власти, можно предположить, что государственный язык следует рассматривать как инструмент государственной власти. Понятие «государство», от которого и происходит определение «государственного» языка представляет собой, прежде всего, суверенную организацию власти, определяющего элемента государства, который функционирует посредством действия системы специальных органов и институтов, осуществляющих такие функции, как управление, выражение общественных интересов, обеспечение правового порядка и другие. К одним из таких институтов современного государства, важной особенностью политического устройства которого является институционализация, характерная для всех основных видов жизнедеятельности в обществе, следует относить институт «государственного языка» (Блакар, 1987).

Как справедливо отмечает Л.А. Байдельдинов, «В целом Закон «О языках в Республике Казахстан», подведя необходимую базу развитию этнолингвистической ситуации в стране, в социальном плане содействует консолидации казахстанского общества, формирует обстановку взаимного доверия, согласия граждан, обеспечивает морально-психологический комфорт в полиэтническом государстве» (Байдельдинов, 2001: 65).

### 3. Обсуждение

На современном этапе ситуация в соотношении функционирования казахского и русского языков в полиэтническом государстве существенно изменилась, что требует более активного научного изучения данной проблемы. Она пока недостаточно освоена и изучена.

Попробуем осуществить попытку изучения подобного вопроса на примере Северо-Казахстанской области, где преобладает пока русскоязычное население. Необходимо сразу оговорить, что предварительная работа потребовала больших усилий. Были выявлены несколько факторов, которые необходимо учесть.

Во-первых, увеличилось количество школ на национальном языке, открылся Институт языка и литературы, существует кафедра казахского языка в Северо-Казахстанском государственном университете, улучшилось качество профессиональной и научной подготовки специалистов на государственном языке обучения, издаются газеты на казахском языке.

Во-вторых, в области на базе Малой Ассамблеи народов Казахстана при содействии акимата области и многонационального актива интеллигенции была создана Школа национального Возрождения (вторая в нашей республике). Она является по статусу самостоятельным юридическим лицом, в ней восемь отделений: азербайджанское,



армянское, еврейское, немецкое, польское, татарское, украинское, чечено-ингушское. В каждом отделении изучается родной язык, литература, география, история, искусство и культура, этнография, национальные ремесла.

В-третьих, определенную роль в языковой политике играют общественные и культурные объединения, среди которых «Казак тілі», «Лад», «Русская община» и другие.

В-четвертых, значительную роль играют литературные сборники и книги авторов, мастеров слова. Их роль была бы значительнее, если бы государственные структуры оказывали им финансовую поддержку.

В-пятых, нужно постоянно отмечать праздники и юбилеи великих писателей Абая, Пушкина и др. деятелей культуры и литературы, поддерживать роль клубов и литературно-художественных салонов, т.к. в этом заложены есть потенциальные возможности.

Нужно отметить этот важный гуманитарный акт, который успешно решается в трудных социально-экономических условиях, который не был осуществлен при относительной экономической стабильности во времени союзного государства. С каждым годом увеличивается роль государственного языка в учреждениях дошкольного и среднего образования. Учитывая то обстоятельство, что первые навыки социальной коммуникации дети получают при общении со сверстниками, огромную роль в их первичной языковой подготовке должны играть детские дошкольные учреждения. В всех местах принимаются все возможные меры по увеличению их количества, особенно по расширению числа дошкольных организаций с казахским языком обучения. Работают детские сады с обучением на государственном языке, в некоторых детских садах вводится обучение на двух языках. Жизнь требует от нас пристального внимания к воспитанию по принципу непрерывности, построения обучения по классической схеме: дошкольная организация воспитания – школа – высшее (среднеспециальное) учебное заведение. Именно в этих учебных заведениях осуществляется языковая подготовка граждан республики.

При определении тактики языковой политики мы должны учитывать такой важный факторы, как трудноопределимый характер объективных ассимиляционных языковых процессов, их инерционность, при переходе от идеологии, предполагающей возможность быстрого и безболезненного перевода к господству казахского языка, к идеологии постепенного и поэтапного освоения сфер его применения, создания условий для проведения естественных законов языкового взаимодействия и освоения языков. В этом плане сложно не согласиться с мнением Н.Г. Шаймерденовой: «Функционирование на территории Казахстана типологически разнотипных казахского, русского языков и языков других этносов дает возможность говорить о существовании на территории нашей страны евразийского союза языков» (Шаймерденова, 2003).

Вопросы реализации Закона «О языках в Республике Казахстан» и выполнение программы по развитию языков регулярно рассматриваются на заседаниях управления, отдела внутренней политики, на совещаниях по курируемым вопросам. Наиболее заметные результаты здесь достигнуты в делопроизводстве государственных учреждений. По утвержденному графику в организациях города вводится делопроизводство на двух языках. Увеличиваются штатные единицы переводчиков. Дальнейшее расширение сферы употребления государственного языка в системе государственных органов требует соответствующей языковой подготовки кадров. На предприятиях, учреждениях города увеличилось количество групп, изучающих государственный язык. Руководители учреждений проводят мониторинг овладения кадров государственным языком. Госслужащие, участвующие в конкурсе, проходят собеседование на знание казахского языка. Со временем это должно стать обязательной нормой для всех категорий госслужащих, независимо от квалификационных требований и функциональных обязанностей.

#### 4. Результаты

В последнее время отмечается увеличение числа госслужащих, понимающих и читающих на государственном языке, однако для решения основной задачи языковой политики – обеспечения функционирования государственного языка в качестве основного языка государственного управления – этого еще недостаточно.

Активно идет работа по интенсивному обучению казахскому, русскому, английскому языкам. Законы РК обеспечивают правовые гарантии и уважительное отношение ко всем

употребляемым языкам, защищают неотъемлемое право граждан любой национальности на развитие своего языка и запрещают любые формы дискриминации граждан.

Определенные положительные сдвиги в развитии государственного языка есть в сфере работы средств массовой информации. Увеличился объем передач на казахском языке. Помимо информационной программы, на канале еженедельно выходят в прямом эфире различные программы на государственном языке.

Из года в год в вузах увеличивается набор студентов, обучающихся на государственном языке, есть группы обучающихся на трех языках. В средних специальных учебных заведениях увеличивается количество групп студентов, обучающихся на казахском языке. В педагогическом и медицинском колледжах созданы условия для реализации государственной программы функционирования развития языков.

## 5. Заключение

Важнейшее средство решения языковой проблемы – это принцип свободного развития языков всех народов, проживающих на одной территории. Понятно, что это проблема не только лингвистическая и социальная, но и политическая.

Мы убеждены, что русский язык в ближайшее время сохранит свои важнейшие функции языка межнационального общения в Казахстане, в том числе и на территории нашего региона. В этом смысле, важную стабилизирующую роль играет не только самая большая диаспора в республике, которой является русская диаспора и русскоговорящие, но и тот факт, что ее связывают с ней тесные экономические и культурные контакты. Практика показывает, что для расширения и углубления возможностей в области эффективного овладения языками необходима материальная база и подготовка высококвалифицированных кадров языковедов, постоянное повышение их квалификации. В этом направлении делается многое. Все школы имеют специализированные кабинеты казахского, русского, английского языков. Действуют современные лингафонные кабинеты, в учебном процессе используются компьютерные технологии. Значительная работа проводится по качественному подбору и расстановке учителей казахского языка: в течение учебного года организовываются курсы при ИППК; работает школа передового опыта учителей государственного языка; планируется проведение семинаров по внедрению новых технологий; государственный язык изучается во всех коллективах школ, а учебный год заканчивается аттестацией на знание казахского языка. Русский язык будет играть важную роль как язык науки и образования в Казахстане, хотя со временем его функции будут несколько сужаться за счет государственного и английского языков.

В целом, языковая политика Казахстана все же не пошла на форсирование привилегий национального языка слишком спешно. И этим сохранила межнациональный мир в полиэтническом Казахстане.

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УДК 81'

## Государственный язык Казахстана и полиязычие

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**Аннотация.** В статье рассматриваются некоторые Актуальные проблемы реального полиязычия в современном Казахстане. Одним из важнейших аспектов, происходящих в казахстанском обществе экономической и социальной модернизации, выступает политика в области языка. В современном мире полиязычном и мультикультурном, как никогда актуальна проблема сопряженности языков, поиск эффективных и жизнеспособных

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программ в области языков по консолидации обществ. Интеграция Казахстана в мировое сообщество зависит сегодня от осознания и реализации простой истины: мир открыт тому, кто сможет овладеть новыми знаниями через овладение доминирующими языками.

В Казахстане понятия “билингвизм” и “полиязычия” означает равенство языков. Вполне естественно, что полиязычия приобретает все большее значение в нашей республике.

**Ключевые слова:** языкознание; развитие языка; социальное образование; языковая политика; инструмент государственной власти; роль государственного языка; языковой процесс.

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## Natural Places of Worship of Khwarezm, connected with Water Elements

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### Abstract

This article is devoted to studying of natural places of a pilgrimage connected with the water cult elements of Khwarezm. The remnants of ancient religions are studied and analyzed, rites that are connected with water traced in the Khorezm oasis. Special attention is paid to the history of studying of genesis and evolution of a cult of water of the Khorezm hagiology and their roles in life of inhabitants of the Khorezm oasis which are an important step on the way of revival of spiritual and cultural life of the Uzbek people. The scientific works and the works of authors among which the main place is taken by domestic and foreign ethnographers are analyzed in a chronological order, at the same time the author's researches are used on the field.

**Keywords:** water, cult, places of a pilgrimage, legend, ceremony, Hubbi, Amu Darya.  
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### 1. Introduction

Each people aim to learn the past, the got historical heritage and unforgettable pages of the left times and to be proud of great events of the history and his heroic persons. Various social, economic and political events in the region were closely connected with large historical and cultural changes, various state and ethnic associations which exerted huge impact on the world processes and been catalysts of emergence. Also various social and historical and cultural processes are closely connected with antique Khorezm about what many archaeological and ethnographic data witness (Dzhabbarov, 2014). Khorezm\* - the most ancient cultural oasis located in lower reaches of the deep Amu Darya River and between the deserts in the north of Uzbekistan. Khorezm is considered as one of the centers of the most ancient civilization. Khorezm is bordered from the North with the sea, from the East and the southwest with the Kara-Kum and Kyzyl-Kum Deserts (Mankovskaya, Bulatova, 1978).

### 2. Relevance

The object of study is the system of the natural places of worship remaining today in life of Muslims of the Khorezm oasis. The territory of the Khorezm oasis was from time immemorial rich

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\* Our article covers a wider area than the modern geographical concept of "Khorezm region" includes the territory of the Republic of Karakalpakstan and Turkmenistan, which were part of ancient Khorezm and Khiva Khanate

with the holy sites to which believers worshipped. Many of these places having magic power remained till today, attracting the pilgrims wishing to be part of high spirit of Saints or to get rid of various illnesses and diseases. Natural places of worship of Khorezm didn't arise spontaneously, and it was created during thousands of years in the history of its people. Khorezm was the trade intersection of the great Silk Route from the South to the North and from the West to the East from time immemorial. Routes of development of Khorezm along which both cultural values and the related prototypes of a conduct of life extended can be considered as the peculiar "power lines" in many respects determining specifics of a cultural landscape of this area including sacral. For many centuries "The Great Silk Route" passed through the Khorezm oasis trade ways from China to Europe and back. Respectively, this region was the meeting place of the different people and cultures. Strengthening of interest in studying of sacral places of worship of Uzbekistan is caused not only increase in interest in a history of religion certainly. Presently much attention is paid to a subject of sacral space, especially studying of natural places of worship in world science, and especially in Uzbekistan where in Soviet period this sphere actually wasn't studied. Now the whole world realizes that, so far as the topic concerns spiritual culture, it begins not with objects, not with artifacts, and with the ideas, and with the sacral spaces which are given rise by these ideas. For this reason for updating of vital force we consult to the cradle of our ancestors, to sacral places – a perennial spring of force, the place of familiarizing to sacred.

### 3. Materials and methods

Lately around the world great concern is caused by environmental problems, careful attitude to the nature, and rational use of its resources. Availability of cult places and the religious prohibitions integrated to them helps though relatively to keep the nature in original state as a life source. At the same time in Uzbekistan noticeable rise in the field of development of the ethnographic, ecological and religious tourism is observed which is directed to use of sacral objects initially. Describing the structure of sacral space the French philosopher Levi-Bryul wrote: "The sacred place never acts in consciousness as something separate or isolated. Every time it is an element of wider complex where the certain types of plants and animals abounding in this place during certain periods enter; mythical heroes who lived here created, dwelt – the heroes who are quite often merged with this the soil, embodied in this area, at last, the feelings which are woken up by this mythological complex" ([Sacred space...](#)).

Studying the esteemed objects the ethnographer V.L. Ogudin has allocated six functions which these objects perform for the population living in the territory adjoining to them: consolidating, mediator, communicative, tire-tread, medical and nature protection ([Ogudin, 2003](#)). And, the same object can correspond to the one of the listed several functions or even all at once.

### 4. Discussion

Honoring of natural objects in Khorezm isn't so strongly expressed in comparison with other areas of Central Asia. But in life of the people of the oasis located in the lower reaches of the deep Amu Darya River which are between the Kara-Kum and Kyzyl-Kum Deserts, water holds a specific place and it caused the interest in studying of this phenomenon.

There is saying in Khorezm and it is very much appreciated "There is no life without water, there is no pleasure without effort". Because the life of the people of the Khorezm oasis which are engaged in agriculture as well as in some other regions of the Ancient East depended first of all on existence of water sources and artificial irrigation ([Dzhabbarov, 1968](#)). Geographical and cultural and economic conditions of the Khorezm oasis promoted that the central place in religious beliefs, since the most ancient times, was occupied by a cult of water elements which to be between deserts. It was reflected in beliefs of the Khorezm oasis and could receive independent value in the developed pantheons the images of goddesses of fertility representing water elements.

According to ancient representations, the basis of the universe was made by four sacred elements – the earth, water, air and fire. Water was esteemed as one of sources and a life basis. In Avesta there is a deity of water elements and the rivers Ardisura – Anakhita to whom the special anthem is devoted ([Avesta, 1990](#)). The people of Khwarezm living between deserts considered water sacred and tried to keep waters of the rivers, channels and wells to purity. The concept of special sacral purity of water elements is shown in those ritual measures with what tried to protect or exempt water from all pollution, well of course it is impossible to tell channels

and reservoirs in the sanitary relation were in an ideal order earlier. But there were moments when the whole ritual of purification of water in the well, flowing, or standing in reservoirs was required. It occurred when in water for any of several reasons there was a dead body of the person, the dog or other animal occurs (Snesarev, 1969). People of an oasis held off those "impure" people and pets at least 15 meters far from water (Field..., №1).

As well as in all Central Asia and in Khorezm there are "sacred" rivers, channels, sources, wells and hauza (pool) which are usually located about mazars (funerals) meet. According to a number of the field researches carried out by us, one may say that very many of these funerals; sanctuaries arose about water sources (Field..., №2).

**Sacred rivers.** All know that water of the Amu Darya River was of great importance for the life of the Khorezm oasis located between deserts. Ancient Greek authors called Amu Darya "Oksus" or "Oks", and the Arab writers by "Zhaykhun". As there would be no Egypt without the Nile, also there would be no Khorezm without the Amu Darya. As the famous geographer and the historian of the Middle Ages al Istakhri writes, Khorezm is the country which has managed to receive all advantage of Zhaykhun wholly (Dzhabbarov, 2014). Oasis is the true creation of Amu Darya (Mankovskaya, Bulatova, 1978). The wellbeing of the Khorezm population is closely connected with the river and is therefore the Amu Darya was the subject to worship. There were a gratitude for life-giving force, and fear of blind destructive elements of the 'mad' river. The vital river has a rich and interesting story, its manifestations are shrouded in a crape of written legends and fairy tales, it is sung in songs and national poems. The awful and whimsical nature of the Amu Darya became the reason of emergence of various national myths and legends. One of the widespread legends connected with deyish (washing off of the coast) is a legend of spiteful spirits. According to the legend, the evil and faceless ghosts of an aranglar (idea of their plurality is characteristic) live in the depth of the Amu Darya and control its flow. They can change a watercourse willingly, create deyish, the wash away coast, heat the ships, create a flood, and destroy the cities and villages (Dzhabbarov, 2014).

However in representations about the aranglar (ghosts) also the opposite relation to them is traced. In Muslim interpretation and in many information it is said that they "bring benefit to people" and "the beings loved by god". Aranglar are these invisible, shades inhabit all around the world. They appear in the desert, but also in these beliefs they don't lose some touch with elements of water: "... if the person gets lost in the desert and is parched with thirst, aranglar give him water to drink to" (Snesarev, 1969). Different superstitions, traditions, and customs appeared on the basis of similar legends. For example, followed those traditions the ships began to install the legendary symbols on a nasal part of the ship going across the Amu Darya.

Hubbi's cult was the patron of water of the Amu Darya. In the Khorezm hagiology it holds a specific place, and is traced in traditions of honoring of the water elements. Studying the history of an irrigation of ancient Khorezm the academician Ya.G.Gulyamov, has written down a number of the legends connected with the Amu Darya by old residents. Very curious legend of Hubbi – the young man of the patron of the river tells the old boatman: "Long before Ferydoon and even Dzhemshid (Guliamov, 1957) on this river there lived a young man who became the master of the river. His name was Hubbi, he ate fish: having caught fish from water, he held it up to the sun, and fish fried. During seven hundred years while he was on Amu Darya, there was no any evil ghost and even mosquitoes in and on the river. In Jamsheed's reign Hubbi has disappeared (Guliamov, 1957). They believed that he was kidnapped by the Beauty, the ruler of the heavenly seas. After his disappearance on the Amu-Darya, Hubbi's mother, Ardivisura-Anakhita, has appeared, she looked for the son with crying for a long time. She both has built the first boat and has trained people in navigation to war at water. Thousand years she held mourning, together with her weight the world even the underground demons cried. Then Hubbi's mother has disappeared forever. According to the stories that earlier on a nose of courts by informers, the torso of the woman was represented. When Muslims came there, they cut down a face of a figurine. Since then at this figure the face is cut down and there were only two braids" (Guliamov, 1957).

Mother of the patron of waters Hubbi, Ardivisura-Anakhita ("Great mother", "The goddess mother" (Woman, 1992)) was the cult of fertility, the goddess of waters, representing the great water highway of Central Asia, the ancient Oks (the Amu Darya) (Snesarev, 1969). The women of Khorezm worshipped Anakhita as the Saint, the patroness of fertility of the most popular in oasis. They approached the river, did a sacrifice where there was a boat which has her figurine of



Anakhita (Field..., №3). The Amu-Darya was especially attractive for barren women. Among people there is a belief to sacral supernatural forces of the Amu-Darya taking the central place in traditions and ceremonies extended among barren women (Snesarev, 1969). Stories of old boatmen are in this regard very interesting which vessels childless women in the past elected the place for holding the ceremonies connected with the Amu-Darya (Snesarev, 1969). Old dargha (a helmsman) told the vessel of the Amu Darya: "When a boat (vessel) was at the coast, childless women rose by it and three times bypassed around a mast and beams which are sticking out in the boat, touching them. The helmsman gave them a patiya (blessing) and received flat cakes and scarfs; childless women, hoping to give birth in the future to the child, drank the water which has accumulated at the bottom of the vessel" (Snesarev, 1969; Field..., №4).

However the main objective of the barren women was to get into a front-tip part of the vessel what boat-masters in every possible way interfered with. This results from the fact that the place in the vessel about its front tip was considered forbidden, or tabooed. In this place usually there was only a helmsman. On this part of the vessel it was strictly forbidden to hit by something, it was even impossible to go into that place which adjoins a nose without the permission of the helmsman. The sailors who were usually working at the vessel without trousers were obliged to put on them when they needed to approach to the front tip part of the vessel. The matter is that this place of the vessel was devoted, according to myths, to their feast patron to Saint Noah (in "The Bible"). However the original reasons of it lie much more deeply. The Amu Darya vessels differed in one feature: their nasal part (a basha), by old tradition, was made out an original image. It was given the form of the human head, in the center the mirror was located, from its sides two long braids weaved out of the horsehair overhung. Here they beat small cloves a piece of a velvet with the coins sewed on it, and amulets. "The boat nose resembled the human head very much." The story-teller says: "When the vessel turned, it seemed that someone was turning the head". According to some facts the nose of the vessel represented Saint Noah's head — a feast of vessels (the patron of boatmen). Most part says that special decoration of a 'head' didn't matter especially. Such explanation is the result of dying off of religious representations in general. However others take place, the interpretation of this phenomenon from generation to generation transferred, namely: that a nose of the vessel represent the head the Ambar-ona (Snesarev, 1969) (mother Ardisury-Anakhita under the influence of Islam of the goddess of fertility in ancient Khorezm the image a sacred Ambar-ona "took shape") (Gorshunova, 2007). Among women there is a ceremony at which barren women, having agreed with boatmen or fishermen, crossed a watercourse, moving to other coast of Amu-Darya, throwing sacrificial salt and bread into her waters and calling the patroness Ambar-ona and took a patiya (blessing) from ticket collectors of the ferry. Were often transported by small boats as was considered that what will swing stronger on the Amu-Darya's waves, the ceremony will be that her action. Such magic crossings through the Amu-Darya were made in the most various points. Especially crossings about Pitnyak (higher than Hazarasp) were famous where on a small island was available the tomb for Arandzha-bobo. Moving through the Amu-Darya, women made ziyarat(pilgrimage) on the island, binding matter rags on a banner of a mazar(grave)and vowing in case of childbirth to sacrifice a ram (Field...№5). Among women it was widespread legends of stay on this island of children's souls, allegedly from time to time shown to people.

In other cases the woman simplified a ceremony: they just came to the Amu-Darya coast and, without being transported on other coast, made sacrifices to her waters, throwing into them grain flat-cakes and salt. Possibly, at least sacral actions known in Khorezm, when childless women stepped or jumped through aryk(irrigation ditch) with the current water, were the facilitated option of the same ceremony. Usually it was made in the spring when new water of the Amu-Darya arrived to the canals of an oasis, and also was followed by a sacrifice to water (Snesarev, 1969).

In ethnographic materials of Khorezm, including folklore, any bright mythological image didn't remain to idolize the Amu-Darya. Here the domination of Moslem was too old. Therefore it is necessary to address the ceremonial party of the Khorezm beliefs again to find any traces of this ancient cult. Ceremonies in which it is sometimes obvious is sometimes more hidden, the Amu-Darya acts as the central object of a cult, and are quite numerous (Snesarev, 1969). Among the people the belief saying is widespread that the person passes allegedly infernal tortures menacing to him according to the Islamic rule and if he/she crosses the Amu-Darya current seven times. Despite Muslim coloring, this belief goes back to an ancient cult of the Amu-Darya (Snesarev, 1969). Most brightly honoring of waters of the Amu-Darya is noticeable in ceremonies of a

sacrificial cult which differed in a variety and was made in the most various occasions. It is quite natural that such ceremonies, first of all, took place in that environment which had the closest contact with the Amu-Darya. For example, the boatmen are drivers of the Amu Darya vessels whom all life passed on the river and on channels. The least difficult, but the sacrifice ceremony of salt to the Amu-Darya water was very widespread. The boatmen made it during sails to avoidance allegedly of "evil eye". The boatmen made also bloody sacrifices to the Amu-Darya. Before the next departure, after loading of the vessel, they brought a ram or other small cattle on it and cut it, lowering blood in the Amu-Darya water (Field..., №6). By traditions the boatmen, during descent to water the new vessel for the first time to the Amu-Darya, they threw the darga (the helmsman) into water (symbolically). This ceremony is similar to that which was observed in case of start-up of the Amu Darya water to canals in this case, they threw the mirab (the water distributor) into water (symbolically). Difficultly with all reliability to establish roots of this custom is that there is a basis to believe that dropping of a darg or mirab into the water are some very late transformation of a ceremony of a sacrifice (Snesarev, 1969). The solemn church services made in Khiva at the beginning of XX in before the floods of the Amu Darya were an echo of ancient beliefs also. As Ya.G. Gulyamov reports that the Muslim clergy organized a solemn procession to the island Aralcha-Auliya located on the lowered part of Tuya-muyun. There gathered all nobility of an oasis with gifts and sacrificial bulls.

Upon termination of a prayer they threw the killed bull into the river as the victim to patron spirit of the rivers. There are legends that the Khivan governor Allakulikhan (1825 – 1842) at start-up of water through Tash-saka who is again constructed head constructions and has made a sacrifice of a bull. The terrible and mercy Amu Darya was both a creator and the destructor of life and prosperity of the country and its inhabitants (Mankovskaya, Bulatova, 1978).

In the past there were many ceremonies of propitiation of the Amu-Darya at which the victim was the livestock, in particular a bull or a ram. These ceremonies were a consequence of a number of representations sacral ceremonies of water elements, cult value of the Amu-Darya and her concern with the idea of fertility. A special role of a sacrificial animal — a bull, tracing deep roots back to the area the totemic beliefs, later closely connected with magic of growth of the plants and with water which are going back to different stages in the history of religious beliefs (Snesarev, 1969).

With the distribution of Islamic religion there were new stumps connected by Muslim ideology at the historical arena. The patron of waters of the Amu Darya Hubbi has turned in as historical Sultan Hubbi (Hubbi Hodge) the personality has entered hagiographical literature of Khorezm (Guliamov, 1957). The goddess of water and fertility Ardisuva-Anakhita has turned in protecting the sacred woman the Ambar-ona. On legends Sultan Hubbi was the son of the popular, Khorezm sheikh Hakeem ata (Suleyman Bakirgani), Anbar-ona was his wife whose second marriage was with other sheikh of Zengi-ata, is known on all average in Central Asia as the patron of shepherds (Snesarev, 1969). The legend about Hakeem-Ata and Ambar-ona is very popular among the population of Khorezm. However not the official Muslim version, but numerous national legends represent the most popular image of Ambar-ona as the Saint patronesses of women in the oasis (Snesarev, 1969).

There are very numerous legends about Hakeem-ata and his wife Ambar-ona and their sons and have a number of options. A legend was about Hakeem-ata, the historical person and one of the sheikhs and propagators of Islam. The Sufi sheikh was the mystic and the wonder-worker, married to the beautiful daughter of Burakhan, Ambar-ona having three sons: Askar, Mahmood and Hubbi (Sultan Ubbi, Hubbi-hodzha, Hubbi,). The senior and the second were their father's favorite sons; the youngest was Ambar-ona's favorite. At test for obedience, Hubbi was late and he was at home only on the third call of mother, then it became clear that Hubbi was on the Amu-Darya saved the perishing vessel, made a miracle, saved the water recovering the killed bulls who were sacrificed to him. This event brought to the culmination the old conflict between Hakeem-ata and the youngest son, and he would tell that Hubbi should leave the house. Hubbi was going to leave. Mother locked him in the room, but he, having thrown off clothes, turning into a pigeon, departed from the window of the house.

After that he disappears completely therefore he is considered by the people as Goyib-bobo (disappeared granddad). During field studies Khorezm we found that in the region there are more than 50 places of pilgrimage associated with the name and Hubbi Goyib Bobo (who escaped). In Xonqa district, in the village of Durgadyke, Khorezm region have called the name of Mazar

Sulton Hubbi and the local population believe his disappearance place. (Field..., №7; Snesarev, 1969). By other version of a legend he has plunged together with a bullock cart and horses into depth of waters of the Amu Darya, was considered that he is alive and there will come time when he appears again (Snesarev, 1983).

In Hanka (a district of Khorezm region) option after transformation into a pigeon Sultan Hubbi appeared in the village of Durgadyk. The legend says: "Near Hubbi's house the tree grew, a bird has flied to it and everything around was visible from top of the tree. The bird has told that "It is the good place, beautiful; it is possible to live here". According to the legend, Sultan Hubbi was a bird pigeon, for a while stopped in this place. At that moment Anbar-ona, Hubbi's mother was drying the wheat under the tree. The pigeon pecked the wheat, and mother, without having recognized the son, has banished him, and he has told: "Don't banish me with stones, your eyes will be filled with tears" and with these words he has filed away". Hubbi in the form of a pigeon gives the idea of soul of the dead. As the object of honoring though has disappeared, but he is alive" (Mankovskaya, Bulatova, 1978). On legends Hubbi disappears in the Amu-Darya's waters where he becomes some kind of lord of the underwater world. He regulates the mode of the river, feeding the Khorezm oasis, entering fight against the spirits causing floods of undercurrents, the aranglara (Dzhabbarov, 2014).

The informant from Khanka, forty six years who has worked on the Amu Darya vessels tells: "The help is given to the vessels by Sultan Hubbi on the river. When there is a disaster in the vessel, helmsmen address him, and he helps. The seamen did sacrifices to Sultan Hubbi and other Saints. On legends during the natural disasters, at floods when it filled in the villages, he, Sultan Hubbi fought against aranglar and spoke to them: "Clean water!" and underwater spirits submitted to him (Guliamov, 1957).

Sultan Hubbi had very interesting predecessors, ideas of whom were kept by the ethnography of Central Asia. Their images go back genetically to much earlier stage of an embodiment of water elements. Such is water spirit of Sochli-ata ("the hairy father"). The owner of the underwater world, grazing fish herds, it is Hubbi's image, and he was a feast patron fishery drawn in beliefs of the Uzbeks in Khorezm. But the feast of fishers in Khorezm unlike many other patrons has distinctly kept ancient pre-Muslim lines: this is not the patron saint, but the mythical living being dwelling in the water and grazing herds of fishes there (Snesarev, 1969).

With water elements the image of Hubbi that has disappeared and the mourned deity, is associated as the important link binding the image of Hubbi with images of the classical dying and reviving deities.

D. Freyser who convincingly proved connections of these images with the nature, with the flora almost didn't disclose motive of the water in this complex though it is distinctly traced in the myths and ceremonies devoted to Osiris, Tammuz, Adonis and other companions of Great goddesses researched by him (Snesarev, 1969).

**Channels.** The economy of Khorezm, both in the past, and in the present is impossible without mechanical irrigation. The economy determined the corresponding form in the field of ideology, in this case in the field of hagiology: the man-made channels taking water from Amu Darya purchased patrons on behalf of a number of the Khorezm Saints. Already thousands of years many channels of Khorezm contain once ideas of deities and spirits that were connected with their waters, and they were replaced by Muslim Saints.

Especially respectful relation existed to the water arriving on channels on fields of Khorezm since ancient times. Here it is necessary to pay attention to one, in our opinion, very essential phenomenon (Snesarev, 1969). Almost all main channels of Khorezm playing a large role in economic life of an oasis are connected with a name of this or that Saint. Such Saint was sometimes esteemed as the patron of the channel, and sometimes was called as its direct founder, by wonderful method removed water from Amu-Darya.

As classical example in this case the Saint Palvan-ata (Pahlavan Mahmoud) — the national hero, the wrestler and the poet (Snesarev, 1983), the patron of Khiva who allegedly created the main channel wonderfully which received his name after respectively. This version was created contrary to paradoxical temporary discrepancy: the legend was widely adopted not earlier than the 14<sup>th</sup> century when there lived historically quite real "Saint", the patron of Khiva, in many centuries after the valid construction of the channel. The legend of the cartridge of the city of Khiva Palvan-ata which, passing from the coast of the Amu-Darya towards Khiva, drew the staff on the ground is

especially widespread, and after it, the line stretched after him and the ready channel called by the name of Palvan-ata (Snesarev, 1983).

Precedents to a legend of Pakhlavan Mahmoud speak about sacral communication of Saints with water. Almost similar legend about wonderful burrow through of the channel is connected with a name of the Saint sheikh Husim-bobo from Hazarasp (district in Khorezm) who the staff dewatered a part from Palvan-yab channel. Vicinities Taxta (the city in Turkmenistan) were flooded allegedly through channel by Khan-yab Saint Ismamut-ata\* (Snesarev, 1983) (Isim, the son Musaiba), funeral yard which it was read in this area on ruins of the ancient settlement carrying the name Eshrat-kala (the city in Turkmenistan). Saint Suleyman (Tomb near the village Madir, Xonqa district) was considered as the patron of linkage of channels to the south of Khanka, the prayers were organized at his grave when there was not enough water in channels. There was a proverb "If ask water, ask from Suleyman!" (Field..., №7). Shabbaz-bobo (Field..., №8) channel was on the right coast of the Amu-Darya as the bearer of water on fields, the funeral tomb which was about Kyat as the breakup was esteemed (town Biruniy). The linkage of channels near Gurlen has resulted from the "miracles" made by local Saints (Snesarev, 1983).

Among people the legend about the channel Gaziabad\* (Snesarev, 1983) (who would leak through Kushkupyrdistrict is widespread which is connected with evil spirits of Aranga. The legend says that once the Amu Darya had risen so that it flooded the coast of the Gaziabad channel and the village's with their crops. According to the legend, this situation was connected with the fact that Aranga (evil spirits) were angry with people and have declared a war against them. The people were in panic and didn't know what to do. One leading mullah who realized all complexity of situation has taken a sword and has climbed down the mountain directly to the river. When he went into the awful raging waves, people waited for what would occur further, and suddenly water in the channel calmed down and began to flow quietly. But the water reddened, and on a surface emerged the blood-stained body of a patron mullah. On a legend, water in the channel has calmed down as a result of fight between ishan (patron of mullahs) and Aranga. Being considered as the evil forces directed against people, Arangi not always won, sometimes they were powerless in front of the mind and insight of the human being. This channel was named after Gaziabad in honor of a heroic act of the ishan (Dzhabbarov, 2014).

**Hauz (Pools), sources and lakes.** At Islam reign, having in many respects, the former cult of water lost the initial value and gained the nature of superstition. Sacred sources, hauza and lakes are the embodiment of purity and virtue therefore the visitors have to come with good intentions here that after worshiping they should find forces for overcoming hostility and offenses. Water drink from sources, attachment of rags of fabric to branches of surrounding trees (tying the Alam) in the honor of a funerals and in pursuance of the desires make an important part of a ceremony of a pilgrimage to the holy sites. The pilgrim, besides the put ceremonial actions, makes on the holy site simple physiotherapeutic procedures (drink of mineral water, bathing, lying in hot sand, etc.) doing thereby, for contagious magic.

**Hauz (Pool).** One of the most esteemed places of ancient Khorezm, a tomb Uvays Karany (Sulton Vais-bobo), Sultan-Uiz Mountains which was at the foot of mountains in the Biruniy district of the Republic of Karakalpakstan. Sultan Vais-bobo, was popular among the people as the healer and the patron of guides of camels. In tomb of Sulton Uvays there is the sacred big by the sizes hauz – (pool) surrounded with pilgrims. The water in it was considered "sacred". It was drunk, washed with it a face, and very many made full ablution. "Holy water" was taken away in cans and bottles.

The miracle pool was tried to be coordinated nevertheless to the Saint, and the legend that fresh spring water follows from legs of the buried Saint was framed (Snesarev, 1969; Field...№9). Also the ritual is bound and performed by the pilgrims, generally childless people, at the sacred tomb with the hauz. They go from the pool barefooted on the stones and prickles along a dry bed or Soy according to which excess of water of the hauz flows down in the spring only. On the road they tie pledging rags on scrubs or rocky prominences. The banks of the soy (pool) are speckled by

\* Isym lived at the time of the Prophet Muhammad, and his father-Musaib gases became famous as a commander, "Army of Islam", participating in many battles for the Muslim faith.

\* Gazi in the past – the fighters for the faith, and later – just died a violent death. [6. P. 44]



gullies and clefts between rocks, the pilgrims bypass them, and squeeze through them. At the end of the way they build of several stones "the arvokh uyi" (house of spirit), lodges of ancestors, small-type imitations of inhabited constructions, a symbolical sign of magic communication with a sanctuary. It is considered that this ritual helps to get rid of sterility and other female diseases (Field..., №9).

Sacred fishes live in the sacred pool there. They live in transparent water. To feed fishes and even to look at them was considered as charitable and curative deed. These fishes competed with Sultan-bobo in popularity. Local people spoke about terrible punishments by illness or even the instant death of those who attempted upon the life of sacred fishes (Field..., №9). These behavior shows the cult of fish in system of a zoolatry in Khorezm. Bulaq (a groove) flowing breaking through the earth goes from Sultan Uvay's grave. Bulak is closed strongly otherwise too much water will go from it. The water flows down from the pool, the gorge and there" (Holy Places...). There is another sacred hauz like this in near the tomb of Yusuf Hamadany, in the village of Beshmergan, the Shavat district of Khorezm region.

**Mineral and medical sources, lakes.** Three types of the target pilgrimage to places of worship are observed in Khorezm: Sufi – for finding of spiritual guidance of the Saint, traditional and Muslim – for finding of merits before Allah and national, for finding of the help and protection of the Saint. One of the important purposes of a pilgrimage in local Islam is visit of shrines with the medical purposes.

There are several underground, mineral and medical sources in Khorezm on geographical position. For example, near Hazarasp to be salty spring "Sulton Sanzhar Mozy", "Kiranch Eshon Bobo" in center of sandy lands of Yangiariq district, there is a salty spring as "Ok Machit" and 'Korazhik' and "Palvan-ata". Near Khiva which is a source of the hydrochloric water. From above-mentioned we can say that these sources and springs are medical and are widely used by scientific medicine for prophylaxis and treatment of various diseases. From ancient times the people of Khorezm and the neighboring regions of the republics came to the sources, bathed to the hydrochloric water, used salts, dug their body in the sands. By means of these sources radiculitis, a rheumatic disease and any ulcers of a body treated. People considered these recoveries "karomat" (commission of miracles) of Saints, sources and springs considered as "sacred" and it became the reason of emergence of various national myths and legends. The bulak (the groove) "Palvan-ata" is near to Khiva 3-4 km from in the southern part of the city. If one digs out the earth through 1-2 meters, there will be water which has in structure a set of chemical elements, having medicinal properties. If patients with a rheumatic disease and illnesses of a nervous system bathe in the spring, they feel on easier. People arriving here consider to be treated that the spring arose with assistance of "karomat" (commission of miracles) of Palvan-ata. Therefore who looks for the help from the Saint, at first does sacrifices (a ram or a goat) or alms to spirit Palvan-ata and recite prayers, allegedly then he would help the sick person to recover (Rakhmanov, Yusupov, 1963). Since 1960 the water of the spring began to decrease gradually. The rumors began to spread among people that all agedly Palvan-ata "was angry" because his mausoleum was turned into the museum and therefore the water in the spring decreased (Rakhmanov, Yusupov, 1963). In 1960 near the spring there began the work of digging the main collector "Big lake" in order to improve the ameliorative conditions of the irrigated lands of Khorezm, that was the main reason for decreasing of water in the spring (Field...№10). Such sources exist in the village of Serchali in Khiva district and in sands of Kushkupyrt and Shavat district.

Salty mine the Sulton Sanzhar Mozy (with 30 km length and 10 km width) is located in the south of Khorezm. The mine is bound to a name of the sultan of Seldzhuk Sulton Sandzhar (1118-1157). The legend is bound to him, it says that, Sultan Sandzhar referred the Amudariya current to Kara-Kum, and as a result of it there were hydrochloric mines and sands appeared. By other option of a legend that in sands there were lakes when the prophet Ibrahim celebrated a wedding on these places, on his "favor" there were salts which were medicinal for people (Rakhmanov, Yusupov, 1963). This mine provided the people of the Khorezm oasis with edible salt for many years. It was used to treat rheumatologic patients when built the Tuya-muyun water-reservoir engineering system (the 80<sup>th</sup> years of the 20<sup>th</sup> centuries), the main part of the mine remained under the reservoir. The Hazarasp district in the territories of Kara-Kum there is one more saline mine "Kiranch Eshon bobo" with well-known history. Its creation was considered as the miracles created



by Kiranch Eshon-bobo. The Salt and dirt of this mine helps to treat illnesses of nervous, cardiovascular systems, and digestive tract (Field..., №11).

The salt mine "Ok Machit" is in the Yangiarik district. The mine is very rich in salts of high concentration and alimentary. Since ancient times the people of Khorezm extracted from the mine alimentary salt, and among the people it received the name "cheap". The mine is medical and therefore always was the focus of attention, medicinal properties of the mine considered as sacred for "Saint" Kozi Umar (Shaykh Mukhtor Valy's father) whose tomb was near the mine in Yangiarik district.

"Making of miracles" by Saints became the reason of emergence of various national myths and legends. For example, among people there are beliefs about Govukkol (lake) near Khiva that from this the lake was taken the clay for construction of Kabah-tullah (Mecca-Medina) and on it became larger in size and more medical. They say that when this lake dries up, then there will be a doomsday. If anybody from Khiva goes to Mecca-Medina to a hajj, the local people there allegedly ask them whether "Is there water on the lake, isn't it dried yet?". All this is final the myth, but actually, composition of the water in the lake Govukkul is rich with minerals (Rakhmanov, Yusupov, 1963). The medical composition of minerals helps to treat pains in legs, radiculitis and different ulcer diseases (Rakhmanov, Yusupov, 1963). According to historical data at first the amount water of the lake was small really. People used the clay from the lake for the construction of houses and the handicraftsmen in the purpose of preparing products. There are some facts that for the construction of the walls of Dishan-kala, in 1841 the clay was taken from Govukkul Lake, and so gradually the amount of the lake began to extend (Field..., №12).

**Wells.** There were esteemed wells in very many places attracting, first of all childless women in Khorezm, usually about funeral places. For example, there is a well near to the tomb of Shakhimardan in Khiva district. According to informants, childless women did a pilgrimage to the tomb, "bent over the well and depending on the fact that in the water it was reflected the moon or stars that judged the one who at them shall be born, the boy or the girl" (Field..., №13). Guessing, as we were convinced of it on a number of examples, is already the latest transformation of a ceremony from the point of view of primitive psychology in which quite real, in our opinion, communication of sacral qualities of heavenly bodies and a child-bearing, undoubtedly, and serves as another proof of the fact that honoring of heavenly bodies took the important place in a fertility stump (Snesarev, 1983).

The mausoleum of Pahlavon Mahmoud (Palvan-ata) is in the city of Khiva, in the central part of Ichan-Kala. The tomb of the Saint attracted pilgrims from every quarter of the Republic. There were women and men of all age coming to the mausoleum: old men joined sanctity of this place, the women carried their sick children or went on purpose "to implore" the child, brides on the eve of the wedding dropped to the tomb threshold, asking blessing for marriage. Pahlavon Mahmoud mausoleum has a well which is considered as sacred, everyone coming to the Saint surely drinks water from a well and take away it in bottles, regarding the water curative. Especially newlyweds come to the mausoleum, before their wedding and ask Palvan-ata for blessing on marriage and that they would have many children ask. There is such a sign, saying a prayer, the groom shall throw a bucket into a well when it rises, on the water in a bucket they guess who at them to be born the first, the boy or the girl. On a sign if the bucket is complete, it is meant by the boy and if the girl is incomplete (Field..., №13).

## 5. Conclusion

In conclusion it is possible to repeat once again: neither the person, nor society is inconceivable without the idea of sacral, both in individual consciousness, and in collective unconscious. Studying of sacral geography moves us to the answer to the main world outlook issue: whether overcoming the nature is the unique vector of development of a civilization? The tradition of consideration of the nature as means of achievement of social, economic or political goals threatens with degeneration not only the nature, but also the person and his future.

Thus, higher and higher the stated materials gives the grounds to claim that elements of ancient water cult elements as a component entered the religious practice of the people of the Khorezm oasis. Honoring of natural places and Saints of whom people ask for help and protection, the legends connected with mysterious places of their rest is an inseparable part of traditional culture of the Khorezm people. It is connecting the past and the present as well the thread.

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- [Field..., №2](#) – Field data of the author №2. Khorezm region. Khiva, Khazarasp, Xonqa district. 2015-2016 year.
- [Field..., №3](#) – Field data of the author №3. Khorezm region. Khazarasp district, village Pitnyak, Inf. Ruzmetova Oybib, in December 2016.
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- [Field..., №6](#) – Field data of the author №6. Urgench district, village Cholish, in april 2016.
- [Field..., №7](#) – Field data of the author №7. Xonqa district, village Durgadik and Madir, in october 2016.
- [Field..., №8](#) – Field data of the author №8 The tomb in the town of Beruni, Karakalpakstan. March 2016
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## Azerbaijan's Medieval Clothes and Jewelry

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### Abstract

In the 16<sup>th</sup> century high level of culture and art has positively influenced the development of clothing in Azerbaijan. In the 17<sup>th</sup> century in spite of paleness of manufactured fabric and its ornaments, clothing style completely reminds 16<sup>th</sup> century clothes. 18<sup>th</sup> century clothes distinguish with its high level of form and composition.

In that period clothes were decorated by sewing. Traditional clothing set was completed by jewelries considered for neck, chest, arm and waist.

In the second half of the 19<sup>th</sup> century, replacing of national clothes primarily happened in the capital city, and further spread in the other territories of Azerbaijan. Traditional clothing completely lost out at the beginning of the 20<sup>th</sup> century due to its unsustainability to compete with mass-produced clothes.

Currently, when fashion designers prepare modern costumes they refer to the rich elements of our ancient clothing and apply them to their collections. Thus, they add historical national spirit to their clothing collections.

**Keywords:** Azerbaijan's Medieval clothes, types of fabric, 16<sup>th</sup> century clothing, 18<sup>th</sup> century dresses, gulabatin (golden embroidery), takalduz (tambour embroidery), Sequin sewing, European clothing, Art of Jewelry, Khatamkarlig, Minachilig.

### 1. Introduction

Clothing has passed long-term development path in Azerbaijan, as in other Eastern countries. In the Middle Ages, that the Great Silk Road passed through the territory of the Azerbaijan made an extensive contributions to the manufacture of clothing materials as much as its contributions to many other fields. With a high development of fabric manufacturing yet in the Early Middle Ages, many major cities became textile centers. During that period, linen fabrics exported to foreign countries and even ready-made garments of the highest quality were manufactured in Azerbaijan, along with wool and cotton fabrics. Samples of silk, velvet, zarfab woven with gold and silver threads and other fabrics, generally designed in Tabriz, Ardabil, Shamakhi, Ganja and other Azerbaijani cities at the time, are currently maintained in Moscow, Istanbul, Tabriz as well as many well-known museums (Efendiyev, 1971: 12). Delicate fabric samples that had been appraised highly back at the time were in demand in Venice, Netherlands

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and Russia in all times ([Dunyamaliyeva, 2013: 58](#)). Fabric manufacturing in the 15<sup>th</sup> century in Azerbaijan gave an impetus to the development of garments.

## 2. Discussion

The advancement of culture and art in Azerbaijan in the 16<sup>th</sup> century contributed positively to the evolution of clothing. At that period, cloak (also called "aba") as overgarment, which was regarded as traditional dress was common in Azerbaijan. Relatively wealthy youths used to prefer putting on short-sleeved outer garments. They were mostly considered to be worn while either going hunting or going on a long trip.

Upper-class men in Azerbaijan used to wear brocade vests as overgarment. Additionally, they used to wear pants which are loose at the top but skinny on the legs. Pants were sewn with the same fabric used for production of over-shirt. At that time different types of shoes were produced. The most common men's footwear was knee-high boots in flat style that was made from supple leather. It was shoes amongst the most common footwear that the poor used to wear.

On the other side, there were various kinds of women's outer garments in Azerbaijan at that time. As men did, women used to wear long sleeve vests over the shoulders as an extra outfit element. Such vests were embroidered with fewer patterns, to ensure its plainness. Women used to wear long kamis shirt under the vest, reaching down to the bottom. Shirts were buttoned up with large buttons on the collar. Women used to hold the bottom part of their long dresses while walking. Embroidered head clothes, small and fine patterned taqiyah, delicate beaded petals, crown, head wraps etc. were existed for women in the 16<sup>th</sup> century.

Contrary to the 16<sup>th</sup> century, fabrics and outfits were of lower quality in the 17<sup>th</sup>. Regardless of the existence of fabric manufacturing and pallor ornaments at that time, wearing styles were generally reminiscent of outfits common in the 16<sup>th</sup> century.

Until to the middle of the 18<sup>th</sup> century, wearing style in Azerbaijan had developed almost in the same level. Azerbaijani men used to wear a long sleeve Chukha sitting tight to the body in the 18<sup>th</sup> century. Being contrast to the previous periods, aba wearing was the preference of prominent and elderly people. Additionally, in the coldest parts of Azerbaijan, ideally in the winter they used to wear shearling coat, as beautifully fabricated, over which patterns through vibrant silk threads were used from the collar to its bottom part.

Arkhalig that was a long tight-waist jacket were worn under the Chukha, aba and shearling coat. A beautifully set arkhaligs were ornamented with golden or silver threads with a delicate pleasure. Arkhalig was fastened with circular buttons or galloons from the front. Most times waist lane was closely fitted at the waist.

At that time men's favorite adornment was regarded to be the ring and the dagger attached to the waist, distinguished by high artistic composition. Until the middle of the 19<sup>th</sup> century, long head-dress, namely shish papag made from lamb skin was the most widely used among men. To enhance an aesthetic view of such head-dress, precious fabric was wrapped to its bottom.

At that period, women garments were fabricated in a more beautiful, delicate and specific style rather than men garments. In the 18<sup>th</sup> century women put on long sleeve, short chapkan, arkhalig reaching down to the bottom, kurdu, neck, sleeves and laps of which were of fur, or kulaja. To make the shape look beautiful, below at its sides were bulging.

Arkhalig was the most popular cloth among women. Some archaligs were cut wide and straight with slits on its sides. They were designed in a style to ensure a smooth move of arms and prevent to perspire in hot weather. The neck, the collar, and the lap of kurdu were covered with fur, since it was worn in the winter. Women dressed long and wide sleeve shirt under such outer garments, which was made from silk for elite women, while it was made from cheap cotton goods for women in poverty. The shirts worn by women were of various colors according to the age limit (the youth preferred yellow and red floral fabrics, while the elderly women used dark fabrics). In the 18<sup>th</sup> century, women wore tuman one after the other.

Women's shoes bore a resemblance to some men's shoes according to their shapes. Women used to wear bashmags or high-boots, both decorated in fancywork.

At that time, soft and fine feminine clothing having richly ornamental composition is currently maintained in National Art Museum of Azerbaijan.



In the middle Ages, garments mainly were decorated in fancywork. To make compositions of fancyworks more lavish and exquisite, ganovuz, velvet fabrics, local silk and cotton threads, chakmapilaks (embroidery with sparkles) and gold and silver threads dust beads, string exported from abroad were used.

Clothing and jewelry were decorated with patterns featuring fauna including different species of birds, along with botanical and geometrical ornaments in unique compositions complementing each other. Ornaments used for women's garments were circular, or the around of which was frilling, while the inside was entire embroidered, depending on fabric types and cuts. Such compositions were used while making embroidery on hear-dresses. Fancy works presenting patterns of national ornaments consisted of gulabatin (golden embroidery), takalduz (tambour embroidery), gullabduz (loose stitch), scaly filling, shebeke etc.

Different kinds of sewing techniques, namely, gulabatin (golden embroidery) are one of the ancient techniques historically. In the Middle Ages, gulabatin (golden embroidery) stitchwork and embroidery highly advanced in Azerbaijan. Nizami Ganjavi, Molla Panah Vagif and people's ashugs repeatedly highlighted this art in their works. For gulabatin (golden embroidery), relatively dense and sustainable fabrics were used. For such embroidery, golden threads brought from Western and Eastern countries through trade routes were applied. Such stitchwork was applied onto fabric based on some methods. The most common method was stumpwork. The pattern feature of gulabatin (golden embroidery) was that it was ornamented with silhouette. Designing fine-lined patterns was achieved by highly talented artists, and thus, they managed to create an example of art. Associating golden threads with delicate, colored silk threads, master made the item more exquisite. The patterns of gulabatin (golden embroidery) were distinct from each other depending on the regions of Azerbaijan.

In the Middle Ages, takalduz (tambour embroidery) items based on the ornamental compositions was as much preferred as gulabatin (golden embroidery) items in the foreign markets. This kind of embroidery was applied for different coverings, as well as men's clothes, along with women's ones. Symmetry stitching of takalduz (tambour embroidery) patterns over the sewing part in the outer and head dresses and selection of colors with exceptional artistic taste are really fascinating. Through takalduz (tambour embroidery) featuring botanical themes and bird icons as specifically designed and clambering each other, ornaments stitched over women's garments were distinguished with its mysterious color and composition harmony. The other peculiarity of takalduz (tambour embroidery) was that an extraordinary diversity of colors gave an impression of many embroidered motifs, although plethora of patterns was reached as a result of successful combination of different colored threads. For takalduz (tambour embroidery), local and exported cloth fabric in red, black, dark and bright colors were used. Composite type of decoration as well as having an exquisite appearance was applied over dark-colored fabric by using silk threads in pleasant colors. Takalduz (tambour embroidery) was stitched through the so-called hook (type of needle), which was called gullabduz.

Another type of sewing – is Sequin sewing mostly used to enhance aesthetic appearance of the Aristocratic ladies' clothes. While sewing with sequins, the method of sewing the small bright metal circles of different colors on the pattern drawn on the fabric in advance was used ([Efendiyev, 1961: 159, 167-168](#)). There was small hole in the center of a sequin to fix to the clothes. It was widely spread to decorate women's clothing with sequins in Shamakhi, Shaki, Ganja, Nakhchivan and other cities. A variety of women clothing accessories like headscarves, purses and etc. were embroidered with sequins. Floral, bird and animal ornaments were used in the patterns of sequin sewing. Sequin Sewing was always in harmony with other embroideries such as gulabatin (golden embroidery), takalduz (tambour embroidery) and etc. The ornaments of high rank wealthy women's dresses were almost distinguished for being applied of all types of sewing with grate proficiency and taste. Traditional clothing set was completed by jewelries considered for neck, chest, arm and waist.

In the middle ages embroidery products were made of gold and silver, and precious stones such as brilliant, diamond, emerald, ruby, pearl, turquoise, agate and etc. were used. Baku, Ganja, Shamakhi, Shaki, Nakhchivan, Shusha were approved as jewelry centers of Azerbaijan. Local jewelers prepared all kind of jewelry that people need. Women loved adornment very much, and used them competently ([Mammadova et al.: 40](#)). Women of Upper Class had on head-dresses made of gold and silver, and decorated with various gemstones. The head-dresses were decorated



with flowers and ornaments consisting of curly lined branches. Sometimes ruby, turquoise, diamonds and other stones and pearls were placed in the small nests among those ornaments. That technique added a particular beauty to clothing accessories.

In the 18<sup>th</sup> centuries Azerbaijani women used neck adornment items more. Such adornment items were made by binding valuable beads, baklava and barley shaped gold and silver pieces to each other. The set of adornment items used by women was named as “*imarat*”. It included different kinds of accessories for head and chest, rings, earrings, belt, bangle and bracelets.

Belt was a more widely spread jewelry product used by both women and men. With that accessory it was possible to identify its owner's position, wealth and nationality, even age. Usually wide belt was used by women, and thinner one by men.

It should be noted that produced jewelries were decorated by six technical methods: I – forging, II – metal spinning, III – *garasavad*, IV – *shebeke*, V – *Minachilig* and VI – *Khatemkarlig* (Mammadova et al., 2009: 41).

*Khatemkarlig* has a great heritage in the field of Azerbaijan Jewelry Art. To write and draw a picture on jewelries with a variety of ornamental compositions using precious metals, the item is holed slightly, and the holes were filled with gold and silver colored metals. After all mentioned processes finished, the surface of the object was polished and beautiful mosaic appeared.

*Minachilig* (enameling) is one of the jewelry art areas raising it to higher level. The method of *minachilig* is filling a carved image, ornament with liquid enamel. Through Azerbaijan enameling has been mostly used in Nakhchivan and Baku. Yet, in the 18<sup>th</sup> century the high quality Baku enamels were ranking first over the World Market. In Azerbaijan enameling (*minachilig*) leaf-shaped floral ornaments and green, black, blue, red colored enamels were used. This method is widely used in modern art of jewelry.

In the 19<sup>th</sup> century development of the oil industry in Azerbaijan makes the traditional clothing change gradually. In the cities western tendencies have already influenced to the traditional clothes. The “old cloths” being lost out day by day are replaced with the new, simple, unadorned clothes made of cheap fabrics exported from Russia. European clothes, gradually spreading to the regions and from there to the villages cause the national clothing to entirely fade away. In the middle of the 19<sup>th</sup> century among the clothing of aristocrat ladies of Azerbaijan, new ornaments such as lace, pleat etc. appear, that affect the overall shape of the traditional clothes and change it. Women now wear shoes imported from European countries (Dunyamaliyeva, 2013, p.105-107).

Meanwhile, in the second half of the 19<sup>th</sup> century, replacing of national clothes primarily happened in the capital city, and further spread in the other territories of Azerbaijan. Traditional clothing completely lost out at the beginning of the 20<sup>th</sup> century due to its unsustainability to compete with mass-produced clothes. However, we can still find fragments of our traditional clothing in some regions and villages of Azerbaijan.

### 3. Conclusion

So, we conclude that the clothes art as the other areas of the decorative art, despite its venerable age, is forced to seek ways of creative development and form new approaches (Zharkova, 2015: 106-112). The art of clothes is the most important factor in the development of the folk culture, ordering the primordial sources of the spiritual life of the people, demonstrating its moral, aesthetic values (Nekrasova, 1983: 35-40). Currently, when fashion designers prepare modern costumes they refer to the rich elements of our ancient clothing and with this prefer to add historical national spirit to their collections.

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UDC 33

## Reasons for the Emergence of the “Islamic State”

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### Abstract

The article considers the problem of quasi-terrorist organization the “Islamic State”. Expansion of this terrorist organization can significantly destabilize the situation in the countries of the Middle East. This includes, above all, Iraq and Syria, where fierce battles against the terrorist organization continue, threatening not only the countries of the Middle East but also the countries of the whole world. In this article, we will study the Islamic State’s ideological roots, underlying causes behind the appearance of this movement as well as focus attention on the main political aim of this grouping.

**Keywords:** Islamic State; ISIL; ISIS; Daesh; Abu Bakr al-Baghdadi; Iraq; Middle East.

### 1. Introduction

The modern international situation is largely determined by the processes that take place in the Middle East, which has been turned perhaps into the most troubled region of the world in the second half of the XX century.

New aggravation of the situation in the Middle East began in 2014 and has taken armed confrontation to a qualitatively new level. It is evident that the Middle East is not only the region where the majority of global terrorist threats are formed, but it is also the region of institutionalization of quasi-state formation – the Islamic State (IS). This fact predetermines necessity to use fundamentally different approaches to counter this threat.

Civilized society must solve complex interrelated tasks to develop effective mechanisms for combating the international terrorist threat coming from IS.

It is evident that an effective solution to this problem is impossible without understanding the processes of formation and development of IS. This question, of course, should become the subject of serious scientific research. This article is the attempt to make a certain contribution to the solution of the above problem.

### 2. Discussion

#### Formation, Development, and Ideology

Before considering the problems of the genesis of the Islamic State, it is necessary to briefly describe the history of this unique quasi-state formation.

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The terrorist organization Islamic State that bore the name the Islamic State of Iraq and the Levant (ISIL) until summer 2014 was formed in 2006 in Iraq as a result of the merger of eleven groups segregated from Al-Qaeda (Iraqi branch). The creation of this organization was performed with the active participation of Abu Musab al-Zarqawi who was the spiritual leader and close companion of Osama bin Laden. After the death of al-Zarqawi as a result of the strike of the USAF in June 2006, IS has been headed by Abu Ayyub al-Masri and his assistant Abu Omar al-Baghdadi ([CNN Library, 2016](#)). Until 2013, the group had no more than four thousand men. They were mostly former soldiers and officers of the Iraqi army which had obeyed S. Hussein before the US-NATO invasion of Iraq in 2003. In many countries, including the countries of the Arab League, this organization has been designated as a terrorist one. According to a study of the Financial Action Task Force (2015) – an intergovernmental organization dedicated to the elaboration of international standards in the sphere of combating anti-money laundering and terrorist financing – the main sources of financing this group are revenues from:

- illicit proceeds from occupation of territory (control over banks, oil and gas fields);
- kidnapping for ransom;
- donations including by or through non-profit organisations;
- material support provided by foreign fighters;
- fundraising with the help of modern communication networks ([Financial Action..., 2015](#)).

Since 2012, IS has prepared annual reports that provide digital information about its activities in the manner close to one of the corporate reports, seemingly in an attempt to stimulate and encourage its potential donors ([Matthews, 2014](#)).

In mid-2014, Iraqi intelligence received information that IS had assets worth \$2 billion ([Chulov, 2014](#)).

Al-Masri and Omar al-Baghdadi “have gained fame” mainly by the fact that they have directed a number of successful operations of fighters against Iraqi soldiers who fought on the side of the NATO coalition. In April 2010, both leaders were killed as a result of point shelling by American artillery. Abu Suleiman – whose real name is Neaman Salman Mansour al Zaidi, an ethnic Moroccan – was then appointed military minister of IS and successor of al-Masri. In February 2011, he was liquidated by Iraqi militaries. From that time until the present (June 2017), the Islamic State has been headed by Abu Bakr al-Baghdadi ([Kort, 2016](#)).

However, beginning from 2011, one can see clear signs of qualitative transformation of IS in the direction of the creation of a stable and effective quasi-state structure. Within a short period of time, the strength of the group has risen to 80 thousand men. It has become a central rallying point for extremists of all stripes who are migrating between countries of the Near and Middle East, and North, West, and East Africa. This has allowed IS leaders on July 29, 2014, to declare the creation of the state on the territory of Iraq and Syria, controlled by its fighters. On the same day, in accordance with IS’s laws, Abu Bakr al-Baghdadi (whose real name is Ibrahim Awad Ali al-Badri), the head of the Iraqi branch of the organization Al-Qaeda, became the leader of this state at the general gathering of organization supporters ([Shaheen, 2015](#)).

Some experts even compare Al Baghdadi with Osama bin Laden ([Halpern, 2015](#)).

As for ideology of the IS, it is necessary to express that some Islamic experts argue that although the title of this group contains the word “Islam”, IS’s ideology is not linked with the tenets of the religion of Islam. According to the same experts to connect the IS with Islam is a big mistake ([24 reasons..., 2014](#)).

This opinion is supported by some heads of states. In 2014, even United States President Barack Obama officially stressed that IS is not connected with Islam ([Kleefeld, 2014](#)).

The true Islam is based on the Quran ([Hosseini, 2007](#)). There are some claims about the ideology of IS. According to the opinion of Muslim experts, IS’s ideology is based on radical opinions of people who call themselves religious leaders of IS. They claim that their ideology comes from some “hadith” which they addressed to the Prophet Muhammad. But Islam also contains criticism of hadiths and approves that the Prophet Muhammad himself, and leaders of the Islamic caliphate forbade the writing of these hadiths. They worried that after the Prophet Muhammad died anybody could change his words and spread them as they wanted ([Brown, 1999; Ali, 2013](#)).

Also, according to the opinion of some experts, IS by its actions specially discredits the religion of Islam by claiming all their actions come from Islam. For example, they promulgate

murders of people with perversion, capture it on video, and then spread it. Their actions are inherently anti-Islamic and attempt to sway their followers with propaganda ([Diyane'ten İŞİD raporu, 2015](#)).

The main propagandists of the Islamic State also use communication technology effectively – YouTube, social networks Facebook, Twitter, Instagram and so on. Thousands of accounts, use of Twitter Storm during combat operations to create panic in the enemy rear, thousands of supporters and tens of millions of views of their videos.

### **Possible Causes of Appearance of IS**

Briefly considering the process of development of the IS, we turn to the characterization of causes and prerequisites for such evolution of the political status of this terrorist group. In our opinion, the appearance of this quasi-state terrorist formation on the territory of Iraq and Syria has been caused by a variety of complex reasons, which may be classified according to various criteria.

In accordance with the constitutional amendment of 1995 in Iraq, the president of the state is elected for a 7-year term in the national referendum. A referendum on the reelection of Saddam Hussein for another seven-year term was been accomplished in Iraq on October 15<sup>th</sup> of the same year. At the first referendum in Iraq's history, 99.96 % of Iraqis spoke in favor of Hussein's nomination to the presidency ([Saddam scores..., 2002](#)).

Saddam Hussein was an extraordinary person who was also complex and ambiguous. Moreover, when Saddam Hussein became president of Iraq, he plunged his country into war with Iran and invaded neighboring Kuwait, which greatly crippled Iraq's economy. In the years of this man's rule, any dissent was stamped out, and harsh repressions were used against the enemies of the state.

According to a 2001 report by Human Rights Alliance France, during Saddam's rule between 3 and 4 million Iraqis left the country (the population of Iraq at that time: 24 million people). According to the statements of the UN commission on refugees, Iraqis were the second largest refugee group in the world. Witnesses described cruel massacres against civilians without charge or trial ([Foreign & Commonwealth Office, 2002](#)).

The dictatorial regime of Saddam Hussein, despite his cruelty, has been considered a secular regime. After the elimination of Saddam's power, a political vacuum arose with inter-confessional, ethnic and other social contradictions in the Iraqi community becoming more acute. It is possible that the current Iraq situation has created a breeding ground for the formation of organized radical structures.

In our opinion, the open armed conflicts arising in Iraq have the potential to transform into global world conflict with absolutely unpredictable consequences. This situation points to the regional situation in the Middle East as being one of the most pressing global problems. From the moment of its formation until 2011, IS has shown no significant differences from the majority of groups operating in the territory of the Middle East region.

According to the opinion of former diplomats, the appearance of these marginalized radically-minded groups was the result of the total political disorganization of the Middle East, which is the result of the actions of the international coalition under the aegis of the United States in Iraq at the beginning of the 2000s. Former British Foreign Secretary David Miliband argues that the invasion by the US and its ally Britain in Iraq in 2003 has contributed to the destabilization of the situation in the country and caused the appearance of IS ([Porter, 2004](#)). Later, the former British Prime Minister Tony Blair, in his interview with CNN acknowledged that there is some truth in the fact that the invasion of the United States and its allies in Iraq in 2003 has become one of the main primary reasons for the appearance of IS ([Mullen, 2015](#)).

The most severe criticism has been expressed by the current president of the United States Donald Trump in August 2016 when he declared at a press conference in New York that the terrorist group IS was essentially created by the Barack Obama administration ([Siddiqui, 2016](#)).

In 2014, Edward Snowden, former employee of the US intelligence agency, published information about the connections between IS and international intelligence agencies ([Stinson, 2016](#)).

The complexity of the Middle East policy is not exhausted with a confrontation between Sunnis and Shia; however, it has a significant impact on what is happening, and without taking into account this factor, it is impossible to fully understand the situation.



The confrontation between the two main brotherhood movements of Islam in Iraq have played into the hands of IS and other forces that want instability in this region. IS has repeatedly made terroristic actions against civilians in many countries of the world. But most of all, they have organized terroristic actions in Muslim countries and especially in Iraq.

These acts of violence have aggravated tensions in Iraq and influenced attitudes of Sunnis and Shia. Based on their actions in this region, it appears that IS wants to organize a new bloody war between the Sunnis and Shia.

Repeatedly representatives of Sunnis and Shia have tried to build bridges over the gorges of theological controversy. In 1959, Mahmoud Shaltut, the rector of the Egyptian Al-Azhar University, announced that Shia religious practices are equal to Sunni ones ([Brünner, 2004](#)).

This declaration of the Al-Azhar University was not random because the Al-Azhar University is considered one of the most prestigious universities in all of the Muslim countries ([Delman, 2015](#)).

Jordan's King Abdullah II collected in 2005 Shia and Sunni Islamic scholars. During the joint meetings, all the participants recognized that the representatives of both branches of Islam are Muslims. "Calling someone an unbeliever is neither possible nor acceptable" was said in a joint statement issued after the meeting ([The Three Points..., 2005](#)).

This statement was signed by Abdullah ibn Abdul-Aziz Al Saud, the sixth head of the Saudi royal house, who died in January 2015 ([The Grand List..., 2016](#)).

But some preachers in the Saudi kingdom declare again and again that Shia are unbelievers. The leaders of the terrorist group known as the Islamic State do the same.

The conflict between Iran and Saudi Arabia shows clearly how confessional differences and appeal to historical examples can be used to mobilize the population. During the conflicts in Syria and Yemen, Tehran supported primarily not Sunni groupings. Saudi Arabia, in turn, created in response an alliance of predominantly Sunni countries.

Unfortunately, there is no over confessional highest religious authority, which would be able to stop the growing instrumentalization of religious differences to prevent military conflict in the Muslim states.

Allies – the United States, Canada, Australia, France, Great Britain, and other NATO members – use aircraft and supply weapons to fight IS by supporting the Kurdish troops in Iraq and Syria. In this regard, it is necessary to note that Iraqi Kurdistan after Saddam Hussein's regime collapse has received broad autonomy within Iraq and de facto has become its own independent state. Its leadership has stated its intention to hold a referendum on secession from Iraq and has published an official proclamation of the independent Kurdish state, which is opposed by the Iraqi authorities.

The Kurdish aspiration to independence is supported by the US, EU, and Israel. Active military and political support of the Kurd's confrontation with IS by the leading NATO countries is subject to both this factor and the fact that IS threatens the oil regions of Kirkuk and the city of Erbil, capital of Kurdistan, which is the residence of the offices of many Western companies.

Unlike NATO and Western countries, Arab states are not limited to declarations. The air forces of Bahrain, Qatar, UAE, and Saudi Arabia regularly make air strikes on IS positions in Syria. Egypt and the UAE also make strikes on the IS positions in Libya. The majority of war equipment from the United States that has been transferred in large quantities to the legitimate authorities of Iraq since the Saddam Hussein's regime collapse has fallen into IS hands. This includes police cars, armored fighting vehicles, artillery mounts, and so on. In fact, the Iraqi government troops and IS troops make war against each other with US weapons. The main point of clashes with IS are oil wells and refineries. Oil and fuel provide money and weapons of war for both sides.

Oil reserves in Iraq are considered the world's second largest proven oil reserves, with 140 billion barrels in the ground ([International Energy Statistics, 2016](#)).

This factor of itself is a key factor and can be attractive for those forces that want to take advantage of Iraq's wealth.

Another important prerequisite for the appearance of IS were the peculiarities of hegemony of anti-colonialist ideology or rather its transformations in the vast majority of the Arab states. As of the second half of the 20th century, the ideology of Arab socialism (which had pronounced secularism and similarity on the one hand with ideology of socialist reconstruction and on the other hand with European nationalism) becomes the state-forming and socio-guiding factor

following the wave of anti-colonial movements in the Middle East. Adoption of this ideology has led to secularism in the Arab world.

It is necessary to note that coalition forces at the head of NATO army have neutralized Gaddafi and whole Libyan army during circa eight months and operations against IS have continued for several years but up to now have made no significant achievements. Also, Leon Panetta, the former head of the CIA, expressed in one of his interviews about IS that "I think we're looking at kind of a 30-year war" (Valley, 2014).

The historical features of Iraq have influenced the process of formation of the quasi-statehood of IS in a substantial way. Historically, Iraq was the cradle of revolutions, uprisings, giving birth to multiple extremist groups and sects. It has been recognized by right as one of the most multi-confessional and multi-ethnic societies in the Middle East. Both Arabs and Kurds, which are both Christians and Muslims, live in this region. Also, Kurds contain the minority, which is named Yazidi, one of the most ancient peoples of the world that have preserved their national beliefs, that is, they are considered heathen.

It should be recognized that IS's ideology even without regard to the religious component is attractive to grassroots populations, as its other important component is populism. In this context, adherence of grassroots of the population to IS expresses social protest against the corrupt regimes of the satellites, which policy has led to worsening socio-economic problems and brought people in fact to poverty.

### 3. Conclusion

In completion of consideration of causes of institutionalization of quasi-state IS, let's note the following. It is necessary to agree with the view that its formation with its own laws, territory, sources of income that can not only ensure the retention of power but also make claims to further expansion on neighboring territories is the most unprecedented event in history. Renaming of ISIL to IS is a direct political message both to all countries of the region and to the international community: The IS representatives look ahead with confidence, are sure in their capabilities, resources, revenue potential, sponsorship, and do not intent to stop their forward momentum.

This development of events was due to objective reasons, the key ones are associated with activities of foreign policy actors, who traditionally, beginning from the second half of XX century, played a "card" of their own interests in the Middle East, using authoritarian political regimes whose policies brought the population of most countries actually to poverty.

In connection with the abovementioned, it appears that it fails to solve the IS problem with military means. The point of view that victory over IS will not stop the process of deconstruction of the Middle East is equitable. Another radical organization, whose activity will be expressed in guerrilla war and constant attacks, may appear instead of IS. The idea of the creation of the Islamic State and the caliphate is located in the mass consciousness of the inhabitants of the Middle East. This idea has sacred meaning for them.

This problem can be solved by active actions of the international community directed toward providing targeted financial and economic help to the countries of the Middle East, as well as on the implementation of complex reformation of political systems of the troubled countries of the region on the principles of democracy and humanism. Determination in struggle with terrorism and regional cooperation of the states that are in this region have an important role, too. Otherwise, taking into account the characteristics of the modern world's foreign policy situation, the current development of events can become a threat to all regional actors.

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## Analysis of Product Buying Decision on Lazada E-commerce based on Previous Buyers' Comments

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### Abstract

The aims of the present research are: 1) to know that product buying decision possibly occurs, 2) to know how product buying decision occurs on Lazada e-commerce's customers, 3) how previous buyers' comments can increase product buying decision on Lazada e-commerce. This research utilizes qualitative research method. Qualitative research is a research that investigates other researches and makes assumption or discussion result so that other analysis results can be made in order to widen idea and opinion. Research result shows that product which has many ratings and reviews will trigger other buyers to purchase or get that product. The conclusion is that product buying decision may occur because there are some processes before making decision which are: looking for recognition and searching for problems, knowing the needs, collecting information, evaluating alternative, evaluating after buying. In those stages, buying decision on Lazada e-commerce is supported by price, promotion, service, and brand.

**Keywords:** comments, buying decision, e-commerce, Lazada

### 1. Introduction

In this modern era, e-commerce business is a business that can grow rapidly. E-commerce business can grow rapidly since it is supported by internet technology that makes e-commerce known widely by people. By the help of internet network, e-commerce product can be enjoyed by all users that are supported by smartphone technology. In the development of e-commerce, it is needed to be supported by strong business strategy in order to be able to compete with other e-commerces. On the other hand, in running e-commerce business, it is needed to keep good relationship with customers in order they do not move to other e-commerce (Best, 2013). It can be done by providing every needs expected by customers, both products and services, which are supported by price, product quality, safety, delivery punctuality, product warranty, discount, voucher, and promo.

E-commerce is a website-based digital market made systematically which has high security level because the transaction is done via online. It is called digital market because all products and brands are shown on website and it only can be seen with supporting devices connected with internet like laptop or Smartphone (Chairunnisa, Irwansyah, 2016). Other opinions state that e-commerce is selling and purchasing goods or services through internet network, (Awais, Samin,

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2011). By browsing on internet, customers can find some needed products, started from household items, electronics, fashions, automotive, medicines, and many more.

For customers, it is a benefit to shop on e-commerce because customers do not need to move from their places or wherever they are, they still can do transaction of selling and purchasing. Shopping on e-commerce is easier because products can be chosen based on the expected category and customers can compare prices so that they will get the product with the affordable price. Besides, many e-commerces have warranty and good security like Lazada e-commerce.

Lazada is one of popular e-commerces on internet which has a quite wide market including in Indonesia. Lazada has been known by most of Indonesian's people. Lazada is able to run e-commerce in some countries with various products needed by people generally like fashion, baby items, sport items, electronics, and health items ([www.Lazada.co.id](http://www.Lazada.co.id)). Lazada provides various products with payment method that is easy and its safety is guaranteed. On the other hand, Lazada also offers product return and refund if product is out of stock or product is not like what has been ordered.

Shopping on e-commerce for customers who just do online shop for the first time automatically have worry if the transaction is failed and product is not like what is wanted or broken. It should be noticed that the weaknesses of online shopping are: 1) in accessing e-commerce, stable internet connection is needed, 2) customers' worry exists if they never use services like afraid of deception, delivered product is broken, and its quality is not good, 3) the wrong e-commerce website selection may lead to deception, 4) payment system is not as easy as cash payment, 5) it needs long time to get the product ([Chairunnisa, Irwansyah, 2016](#)).

Before buying products via online, nowadays customers are smart enough to determine their buying decision. Commonly, customers find out regarding to reputation of the e-commerce website. Usually, professional e-commerce website always shows its advertisement on social media or paid advertisement services like google adwords in which in showing its advertisement, e-commerce party must pay to show its advertisement. It is impossible to be done by e-commerce aiming to do deception. On the other hand, customers usually check its service and safety. If it has a good service and safety, the customers will be more interested. The most important element is the buyers' comments when buying products and the products are on the e-commerce website.

From statements that have been elaborated aforementioned, research problems can be made as follows: 1) how can product buying decision occur?, 2) how can buying decision occur on Lazada e-commerce?. 3) how can previous buyers' comments increase product buying decision on Lazada e-commerce?

The aims of the present research are: 1) to know product buying decision possibly occurs, 2) to know how buying decision occurs on Lazada e-commerce's customers, 3) to know how previous buyers' comments can increase product buying decision on Lazada e-commerce.

## **2. Theoretical Framework**

### **2.1. Buying Decision**

Analysis on e-commerce product buying decision is to identify elements that make the decision occur. There are five processes of decision making which are as follows: 1) looking for recognition and searching for problems, 2) knowing the needs, 3) collecting information, 4) evaluating alternative, and 5) evaluating after buying ([Kotler, Armstrong, 2009](#)). On the other hand, buying decision extremely depends on information availability, website interest, and easiness in doing online transaction ([Shim et al., 2002](#)). Trust on transaction and influence on online network affect someone's decision in buying a product ([McCole et al., 2010](#)).

### **2.2. E-Commerce (Lazada)**

Product selling and purchasing transaction via online with the help of internet connection that can be done globally is called e-commerce ([Gao, 2016](#)). Other researchers argue that if selling and purchasing transaction is done by using computer and internet connection, then it is included to e-commerce ([Gangeshwer, 2013](#)).

### **2.3. Previous Buyers' Comments**

On e-commerce website, all business information is supported by electronic data, electronic mail, electronic bulletin board, and fund transfer electronically on World Wide Web network

(Bhalekar et al., 2015). From some opinions of experts, it can be concluded that e-commerce is an online selling and purchasing service that utilizes website to show product information and its transaction is supported by internet assistance.

Lazada is e-commerce that has operated in some countries such as Indonesia, Malaysia, Singapura, Thailand, Vietnam, Filipina. Lazada is the pioneer of e-commerce in some countries with the fastest growth in the world offering fast, safe, and comfortable online shopping with products category started from fashion, household items, electronic utilities, children toys, and sport items ([www.Lazada.co.id](http://www.Lazada.co.id)).

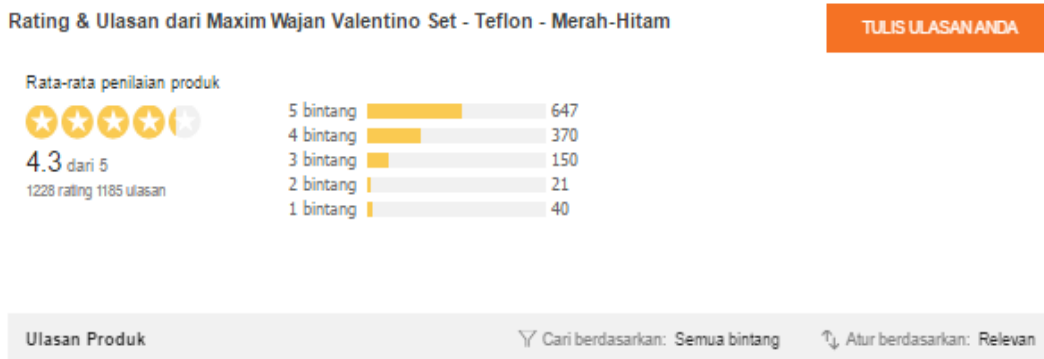
### 3. Research Method

This present research is included to a qualitative research. Qualitative research is a research that investigates other researches and makes assumption or discussion result so that other analysis result can be made in order to widen idea and opinion (Hancock et al., 2009). Qualitative research is commonly used because the research limitation covering research activity, research data, analyzed variables are there (Yin, 2011). There are five features of qualitative research which are: 1) learning people's life based on real condition, 2) representing view and perspective of people in general, 3) covering someone's contextual condition, 4) contributing idea like the existing concept or the recent concept to explain social attitude 5) using many evidence sources more than personal data sources (Yin, 2011). Qualitative research portrays growing data sources by using particular protocol which is by doing data recording, information analysis, and mentioning scientific approach to record accuracy of the data that have been collected (Creswell, 2013). This present research will be supported by utilizing cognitive model of consumers' attitude comprising of five stages which are 1) looking for recognition and searching for problems, 2) knowing the needs, 3) collecting information, 4) evaluating alternative, and 5) evaluating after buying (Kotler, Armstrong, 2009).

### 4. Result and Discussion

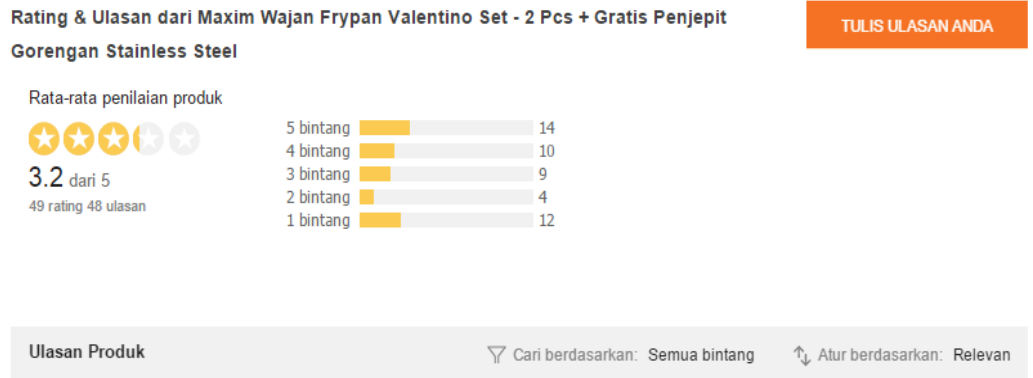
#### 4.1. Result

Result of the present research is previous buyers' comments have significant influence on the next buyers. If many buyers give positive comments about a product on e-commerce like Lazada, this can influence the next buyers.



**Fig. 1.** Rating and Previous Buyers' Comments ([www.Lazada.co.id](http://www.Lazada.co.id))

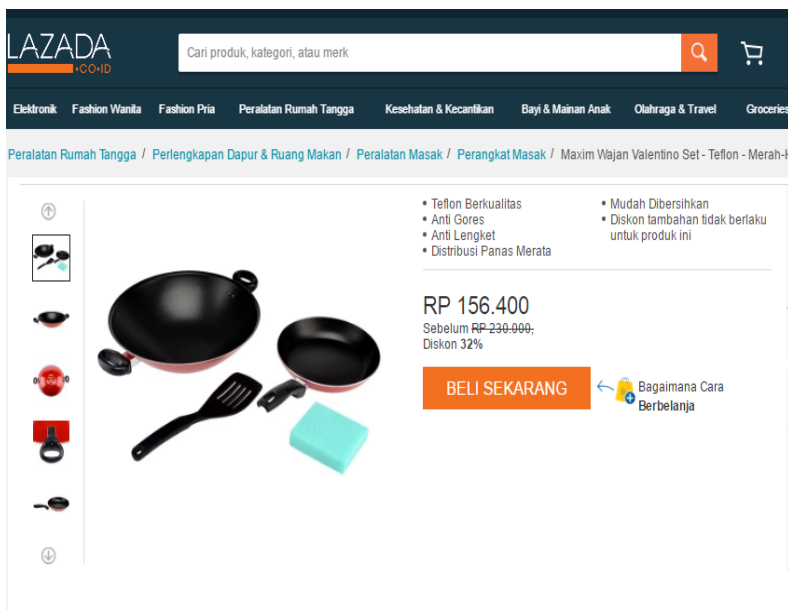
Figure 1 is the example of rating and comment on purchasing a set of cooking tools in form of Valentino Wok Set Teflon which shows rating and previous buyers' comments that feel satisfied buying on Lazada e-commerce. The buyers giving rating 5 stars are 647, 4 stars are 370, 3 stars are 150, 2 stars are 21 and 1 star is 40. These rating and comment can be used by the next buyers to value a product. If many buyers give good rating and comment, this can influence someone's buying decision. These rating and comment can be made as a reference if someone buys the same product. If many buyers give 5 stars rating, it can be made sure that the product is extremely good from every aspects. However, it is different from the product which has less rating and comment as shown in Figure 2.



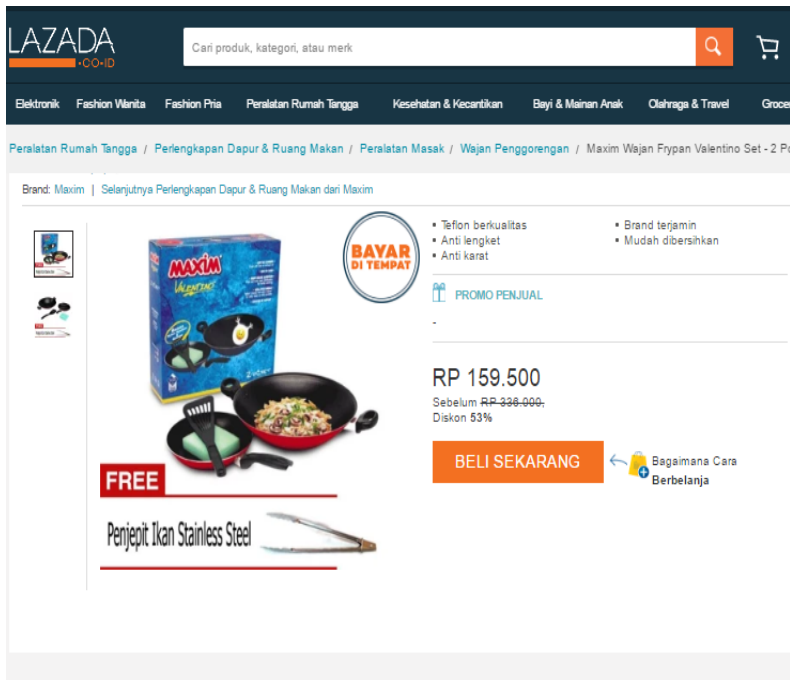
**Fig. 2.** Rating and Previous Buyers' Comments (www.Lazada.co.id)

The product shown on Figure 1 is similar to the product on Figure 2. They have same brand and quality. The difference is Figure 2 offers free stainless steel fried clasps. However, its rating and comment are lower than Figure 1 which is its 5 stars only obtain 14, its 4 stars only obtain 10, its 3 stars get 9, its 2 stars obtain 4, and its 1 star gets 12. This product has the lowest rating and comment score otherwise it has offered bonus of purchasing in form of stainless steel fried clasps.

The researcher finds that there are some factors that influence buying decision, such as price, delivery process, product condition when received, stock of product, and delivery cost. The good delivery that has good rating and comment will keep increasing. The same product with different price will influence buyers' decision. If there are two products with same brand and different price, consumers undeniably expect a product with more affordable price.



**Fig. 3.** Maxim Wok Valentino Set – Teflon – Red-Black (www.Lazada.co.id)



**Fig. 4.** Maxim Wok Frypan Valentino Set – 2 Pcs + Free Stainless Steel Fried Clasps (www.Lazada.co.id)

Figure 3 and 4 have same brands but Figure 3 has more rating and comment. It is caused by product shown on Figure 3 has good product quality with cheaper price which is IDR 158.400, and it has punctual delivery. Figure 4 has many weaknesses such as long-time delivery, product is broken when received, product is not suitable with its description, and product is more expensive which is IDR 159.500. If consumers see two products above, they will absolutely choose Figure 3 to purchase because it clearly has good rating and comment from previous buyers compared to product on Figure 4.

The results of other researches state that consumers are more interested in product, price, promotion, and service which can increase buyers' interest to purchase a product or a service so that it can support buying decision (Andreti et al., 2013). Product is goods or service offered to consumers which covers six main features which are quality, feature, option, service, warranty, and brand name. Price is amount of money that must be paid to buy or to get goods or service. Promotion is an activity to introduce a product by advertisement and sales. The goal of promotion is the consumers can know the product that is willing to buy better either from benefits aspect or from use aspect. Service is a form of assistance given to consumers, for example assisting the questions and complaints on e-commerce which commonly can be done by calling customer service or by chatting with customer service via online (Ehmke et al., 2005).

## 4.2. Discussion

### 4.2.1. Looking for Recognition and Searching for problems

Before purchasing a product, recognition and problems search must be done in online selling and purchasing in order to minimize problems when it occurs. Recognition, in this case, is a product or a service that has been bought previously (Hawkins et al., 2001). A product that has been purchased or used by other people is something that is expected and it can increase and activate the process of decision making (Engel et al., 1995). Recognition can be found on some social media, websites, advertisements, and recommendations from other people (Kim & Srivastava, 2007). Recognition occurs because there is a trust from previous buyers who do transaction on Lazada. On e-commerce, trust is stimulous information that can be used to evaluate information on e-commerce. If consumers have had trusts on Lazada, then other consumers will give trusts as well (Punj, 2012). Besides, e-commerce must have good reputation on many social media in order that promotion gets worthy recognition from consumers. Reputation is an image of

a product or a company from value accumulation conducted by a group of society or consumers (Widiyanto & Prasilowati, 2015).

After recognition on a product is obtained, then searching for problems that occur on selling and purchasing process must be done. If problem indications are found before buying a product, then it can decrease someone's interest in making decision (Chen-Yu, 1995). The problems that frequently occur on e-commerce are stock of product, buyers' comments regarding to products, new products or new services, geographical condition, technological condition, and the existence of new technology in designing a product (Munthiu, 2009). On Lazada e-commerce, the problems that possibly occur are: the product is out of stock but it is shown available on it, the refund that takes long time, the return of product because it is not same as what is shown on it, and product is broken when delivery.

#### **4.2.2. Knowing the Needs**

In purchasing a product, the significance to buy the product must be considered first. Knowing the needs is a perception between difference and condition that can increase process of decision making (Engel et al., 1995). The condition that must be counted cover social condition, cultural condition, and economy condition. Consumers must be able to recognize the available consumption choice and be able to value their choices in right ways (Schiffman, Kanuk, 2007). Identifying other needs when purchasing a product will influence other needs purchasing or not (Schiffman & Kanuk, 2014). Buyers must seriously need that product to make sure that buying decision that is made is in line with their needs (Engel et al., 1995). Decision in recognizing the needs are based on willingness and value of product use if it has been owned (Hawkins et al., 2001). Other considerations in recognizing needs refer to current situation in their life, for instance consumer has three children, consumer wants to buy house and car, debt, income, and education fee (Ponder, 2013).

#### **4.2.3. Collecting Information**

After knowing the needs, the next phase is collecting information both from external and from internal. Internal information is obtained from e-commerce website of Lazada, while external information is obtained from social media and other websites discussing about Lazada e-commerce (Reynolds & Olson, 2001). External information also can be obtained from advertisement, friends or other people who have purchased on Lazada (Hogg et al., 2006). Information which is extremely helpful in determining decision is information about price, brand, service, rating and product review.

If in collecting information, buyer gets affordable price, good quality of brand, prime service, and good rating and comment, then it will strengthen someone's decision in buying a product. In collecting information, sometimes information is obtained intentionally or unintentionally. Discovering relevant information will come along with other alternative findings (Hogg et al., 2006). Collecting information is done to minimize risk of purchasing. Commonly, people will prefer buying a product based on the rank of the best comment (Kim & Srivastava 2007).

#### **4.2.4. Evaluating Alternative**

After finding information that is expected, a buyer will evaluate alternative of product that will be bought (Reynolds, Olson, 2001). On Lazada, there are so many similar product sellers with some different prices so that it can be made as alternatives. In evaluating alternative, consumers must have attitude and belief. The belief means that the buyer has had guidance in determining the product choice that is willing to buy (Kotler, Armstrong, 2008). The factors that influence alternative evaluation are 1) buying experience of consumers, 2) services and perspectives of product, 3) transaction costs, 4) complexity of evaluated alternatives, 5) the importance of decision making, 6) consumers' risks, 7) environment condition, and 8) attitude (Munthiu, 2009; Dillon, Reif, 2004). Consumer may find alternative of purchasing on other e-commerces because consumer, in this case, finds out which product is the best. Then, after alternative evaluation is done, the next step is choose product and purchase (Solomon, 2014).



#### 4.2.5. Evaluating for Buying

From the process of purchasing until the product is delivered successfully to consumers, it absolutely will go through selling and purchasing transaction in accordance with system used by e-commerce. Not all transaction runs well, there is also a possibility that the product is out of stock and it is refund, or product is not suitable with the description on website. If buyers feel satisfied or not, they will involve in a discussion to give their opinions (Kim, Srivastava 2007). In the case of evaluating after buying, company can influence customers' satisfaction by more flexible refund and product. On the other hand, to minimize negative comments on the delivered product, it must have good quality in line with description, free delivery cost, delivery punctuality, and courier who delivers the product in a friendly way (Kuksov, Xie, 2008). When buyer finds more affordable price than price that must be paid on the same product in this evaluation phase, then it will shift all consumers to that more affordable price product, (Kuksov, Xie, 2008). It is due to the reason that Lazada provides many sellers with the same products and brands with different qualities.

#### 5. Conclusion

Product buying decision can occur because there are some processes that must be undergone before making decision which are: looking for recognition and searching for problems, knowing the needs, collecting information, evaluating alternative, and evaluating after buying. In those stages, buying decision on e-commerce is supported by price, promotion, service, and brand. The result of this present research is the previous buyers' comments have significant influence on the next buyers. If previous buyers give positive comments on a product on e-commerce like Lazada, it can influence the next buyers. It is shown on analysis result revealing that product which has many ratings and comments will motivate other buyers to purchase or to obtain the product. If a product has less rating and many negative comments, it will make an assumption that it is not good to buy because there have been many buyers who feel unsatisfied in using the product.

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UDC 33

### Human Resource Management Practice and Organizational Performance: Case Study from Hormuud Telecom in Mogadishu-Somalia

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#### Abstract

Organizational performance is getting more and more important, especially in a market with greater competition and dynamic. Organizational performance is measured through different indicators. It guarantees the continuity of the organization to be competitive in a global marketplace. Normally, the implementation of performance indicators achieved through human resources. Human resources are the key for keeping the organization in the market. These human resources need to be managed effectively to achieve the required performance of the organization. It is necessary to manage strategically the human resources and to adapt at its strategy with organizational strategy. The aim of this study is to investigate the influence of recruitment and selection on organizational performance, to examine the role of compensation and reward on organizational performance as well as the effect of performance appraisal management on organizational performance at Hormuud Telecom in Mogadishu-Somalia. The researcher utilized convenient sampling to collect 100 questionnaires from Hormuud Telecom in Mogadishu, Somalia. These respondents were provided a questionnaire with four main construct which measuring recruitment and selection, compensation and reward, performance appraisal management and organizational performance. However, using correlation coefficient, the study found that organizational performance (Dependent variable) had significant positive influence with three dimensions of independent variable. The result of regression analysis found that three constructs had statistically significant, positive, and straight effects with organizational performance.

**Keywords:** human resource management practice, Recruitment and selection, Compensation and reward, Performance appraisal management, organizational performance.

#### 1. Introduction

In recent years, firms have been urged to adopt a variety of performance-enhancing or progressive HRM activities to increase their market share and improve their competitiveness in the global market because HRM plays a critical role in firms' success by having considerable influence on organizational performance. Therefore, strategic HRM is expected to help firms achieve better organizational performance. Abundant studies have documented the significant relationship

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between HRM practices and organizational performance. Jacob & Jolly (2012) studies demonstrated that high commitment levels on behalf of the workers are possible when appropriate HRM practices are used. Katou (2008) noted that HRM practices have direct effects on employee attributes such as skills, attitudes, and behaviors (the so-called HRM outcomes), which in turn can enhance organizational performance. Pfeffer (2000) observed that HRM practices reflect an essential method for sustaining organizational performance.

Although, it is generally known that HRM practices are positively related to organizational performance, there remains a need for more robust evidence supporting the HRM-performance relationship in various cultural contexts (Yazam & Ahmid, 2011). Here another issue is that many researchers have questioned this relationship (Katou, 2008; Gerhart, 2005). Based on these theorems, Becker and Gerhart (1996) suggested some intermediary steps- some moderators' existing in the relationship. Previous studies of HRM practices and organizational performance have found CEO support to be a critical factor influencing the successful implementation of HRM practices and thus organizational performance (Smith, 1991; Martinez, 1993; Seal, 1991; Williamson, 1993). Therefore, this study examines whether there is a positive relationship between HRM practices and organizational performance and whether CEO support moderates this relationship.

As indicated earlier, several studies have tested the relationship between HRM practices and organizational performance and generally provided support for this relationship. In fact, recent studies have gone beyond the analysis of the relationship between various HRM practices and organizational performance, identifying the mechanisms through which HRM practices influence organizational performance (Boselie et al., 2005; Collins & Smith, 2006; Hailey et al., 2005). Recent reviews of research on this relationship have questioned the methodological rigor of previous studies (Wall, Wood, 2005). This suggests that it is premature to conclude a positive relationship between HRM practices and organizational performance.

In today's competitive and rapidly changing business world, organizations especially in the service industry need to ensure maximum utilization of their resources to their own advantage; a necessity for organizational survival. Studies have shown that organizations can create and sustain competitive position through management of non-substitutable, rare, valuable, and inimitable internal resources (Barney, 1991). HRM has transcended from policies that gather dust to practices that produce results. Human resource management practices has the ability to create organizations that are more intelligent, flexible and competent than their rivals through the application of policies and practices that concentrate on recruiting, selecting, training skilled employees and directing their best efforts to cooperate within the resource bundle of the organization. This can potentially consolidate organization performance and create competitive advantage as a result of the historical sensitivity of human resources and the social complex of policies and practices that rivals may not be able to imitate or replicate their diversity and depth.

Armstrong (2009) defines Human Resource Management (HRM) as a strategic and coherent approach to the management of an organization's most valued assets; that is, the people working there who individually and collectively contribute to the achievement of its objectives. Moreover, Human resource management practices can be defined as a set of organizational activities that aims at managing a pool of human capital and ensuring that this capital is employed towards the achievement of organizational objectives (Wright, Boswell, 2002). The adoption of certain bundles of human resource management practices has the ability to positively influence organization performance by creating powerful connections or to detract from performance when certain combinations of practices are inadvertently placed in the mix (Wagar, Rondeau, 2006).

In fact, Ahmad and Schroeder (2003) found a positive influence of human resource management practices (information sharing, extensive training, selective hiring, compensation and incentives, status differences, employment security, and decentralization and use of teams) on organizational performance as operational performance (quality, cost reduction, flexibility, deliverability and commitment). In furtherance of this assertion, Sang (2005) also found a positive influence of human resource management practices (namely, human resource planning, staffing, incentives, appraisal, training, team work, employee participation, status difference, employment security) on organization performance.

The concept of Human Resource Management was first defined by Bakke (1966) who said that the general type of activity in any function of management is to use resources effectively for an



organizational objective. The function which is related to the understanding, maintenance, development, effective employment and integration of the potential in the resource of „people“ I shall call simply the human resources function. However, HRM emerged fully fledged later when the Michigan „matching model“ (Fombrun et al., 1984) and what (Boxall 1992) calls the Harvard framework developed by Beer et al (1984) made statements on the HRM concept revealing the need to take HRM beyond just selection and compensation to broader issues that demand more comprehensive and more strategic perspective to an organization's human resources

The term Human Resource Management (HRM) is a strategic, integrated and coherent approach to the employment, development and well-being of the people working in organizations. To Boxall et al, (2007), it is the management of work and people towards desired ends. Som, (2008) described HRM as carefully designed combinations of such practices geared towards improving organizational effectiveness and hence better performance outcomes.

### **Recruitment and Selection**

Recruitment which is the process of generating a pool of capable people to apply for employment to an organization and selection which is the process by which managers and others use specific instruments to choose from a pool of applicants a person or persons more likely to succeed in the job(s) given management goals and legal requirements“ Bratton and Gold (2007, p. 239). Recruitment and selection can play a pivotal role in shaping an organization's effectiveness and performance, if organizations are able to acquire workers who already possess relevant knowledge, skills and aptitudes and are also able to make an accurate prediction regarding their future abilities. Performance improvement is not only a result of well-functioning system but also depends on effective human resource strategies that succeed in recruiting and maintaining a committed and motivated workforce (Al-Ahmadi, 2009).

Recruitment and selection has become ever more important as organisations increasingly regard their workforce as a source of competitive advantage. It is often claimed that selection of workers occurs not just to replace departing employees or add to the number but rather aims to put in place workers who can perform at a higher level and demonstrate commitment (Ballantyne, 2009).

### **Compensation and reward**

Compensation processes are based on compensation philosophies and strategies contained in the form of policies, guiding principles, structures and procedures which are devised and managed to provide and maintain appropriate types and levels of pay, benefits and other forms of compensation. This constitutes measuring job values, designing and maintaining pay structure, paying for performance, competence and skill and providing employee benefit. However, compensation management is not just about money, it is also concerned with that non-financial compensation which provides intrinsic or extrinsic motivation (Bob, 2011). Compensation has a motivational effect and therefore implies that having a compensation structure in which the employees who perform better are paid more than the average performing employees is vital to enhancing organizational performance (Hewitt, 2009). The growing recognition and consensus that compensation promotes productivity is consistent with the early work of Peter Drucker (1956) that states “happy workers are productive workers.

### **Appraisal/Performance Management**

Performance appraisal of employees is the systematic evaluation of employees' performance and potential for development during a certain period of time by supervisors or others who are familiar with their performance. It is one of the oldest and widely used management practices. Performance appraisal is an indispensable tool for an organization because the information it provides is highly useful in decision making regarding issues such as promotion, merit increases transfer, discharge, training and development. Not only is performance appraisal useful for the above issues, it may also increase employee's commitment and satisfaction Wiese and Buckley, (1998). However, there has been a great realization that it is more important to focus on defining, planning and managing performance than merely appraising performance Pareek and Rao, (2006). The increased competitive nature of the economy and rapid changes in the external environment has forced many organizations to shift from reactive performance appraisals to proactive performance management to boost productivity and improve organizational performance (Nayab,



2011). Prasad (2005) defines performance management as the process of planning performance, appraising performance, giving its feedback, and counseling an employee or teams to improve performance. As Armstrong (2006) put it, performance management is a systematic process for improving organizational performance by developing the performance of individual and teams. Performance management is one of the most important developments in the field of HRM probably propelled into visibility in the early 1980's as a result of the growing importance of total quality management.

Researchers have different opinions of what performance is. Organizational performance continues to be a contentious issue in the management research circles. Javier (2002) equates performance to the famous 3Es; economy, efficiency and effectiveness of certain programmed of activity. According to Richard et al (2009) organizational performance encompasses three specific areas of firm outcomes; financial performance (profits, return on assets, return on investment, etc), product market performance (sales, market share, etc.), and shareholder return (total shareholder return, economic value added, etc.). Organizational performance is the organization's ability to attain its goals by using resources in an effective and efficient manner Daft (2000). We can put organizational performance as the actual output or results of an organization as measured against its intended outputs, that is; goals and objectives. Performance should not be confused with productivity; according to Ricardo (2001), productivity is a ratio depicting the volume of work completed in a given amount of time. Performance is a broader indicator that could include productivity as well as quality, consistency, effectiveness, efficiency and other factors.

Several researches have been conducted various methods to evaluate organizational performance (Wong & Wong, 2007; Prajogo, 2007; Moneva, Rivera-Lirio, & Mun˜oz-Torres, 2007). Steer (1975) conducted a general study on 17 patterns of organizational productivity and merged the components of these different researches relating to the evaluation of organizational performance. Organizational performance is a sign of the capacity of a company to efficiently achieve independent goals (Venkatraman & Ramanujam, 1986). After examining ten various kinds of assessments, they made the findings general into three aspects: financial performance, business performance and effective organization. A system was developed by Delaney and Huselid (1996), involving two elements for estimating market performance: market share and earnings ratio. Moreover, a fully completed set of dimensions for human resource performance has been suggested by Huselid, Jackson, and Schuler (1997).

## 2. Literature review

The purpose of this paper is to evaluate the effects of strategic human resources management (SHRM) practices on the primary measures as expressed by the Organizational Climate and the secondary measures as expressed by the organizational performance, and to find out the effect of the Organizational Climate on the organizational performance of Nigerian oil and gas companies. To achieve these objectives, an empirical study was conducted via the administration of 450 self-administered copies of questionnaire to a randomly selected senior and management staff often (10) Oil and Gas Companies, that have implemented SHRM in Nigeria. Findings based on the survey revealed that strategic human resources management (SHRM) practices positively affected both performance measures in the Nigerian oil and gas companies. Specifically, apart from career planning system, in descending order, the results suggest that, Strategic HRM alignment, training and development, Compensation System, Selection System, and Performance appraisal system and are the key SHRM practices that influenced both organizational climate and performance in the Nigerian oil and gas industry (Dele et al., 2015)

The purpose of this paper is to measure the impact of HRM on organizational Performance in the context of Greece. Data were collected from 178 organizations using a questionnaire survey in the Greek manufacturing sector, and analyzed using the 'structural equation modeling' methodology. The results indicated that the relationship between HRM policies (resourcing and development, compensation and incentives, involvement and job design) and organizational performance is partially mediated through HRM outcomes (skills, attitudes, behavior), and it is influenced by business strategies (cost, quality, innovation). Thus, the contribution of this study for academics and practitioners is that HRM policies associated with business strategies will affect organizational performance through HRM outcomes (Katou, 2008).

The aim of this study is focused on the impact of the strategic management of human resource in achieving organizational performance. This study was conducted through the collection and analysis of various publications on this field. The secondary source, refer various publications that have been made in this area about empirical studies, various academic debates and analyzes the different findings. The study found that the potential use of skills, knowledge and competencies of employees in the organization would make possible the realization of organizational performance. Basically, it is also confirmed by other research that strategic management of human resources has an impact on organizational performance (CANIA, 2014).

This paper aims to fill the gap in the organization performance literature by highlighting the contribution of HRM in influencing business organizational performance through its intermediate effect on innovation and environmental management. Data were collected from 140 organizations using a questionnaire survey in the Greek manufacturing sector, and analyzed using the 'structural equation modeling' methodology. Human resources are vital for firms to achieve advanced innovations and sustainable performance in the ever-changing environment. The standpoint of this study emphasizes the important role of innovation performance and environmental performance when addressing the link between human resource management and organizational performance (Wong et al., 2013).

The aim of this study was to identify commonly HRM practices effect on Malaysian private companies' performance. Data for this study was gathered by primary data collection method through personal administered questionnaire. Due to the cost constraint a convenient sample of 159 private companies were chosen for this research. One trained data collector approached potential respondents in randomly selected private business organization in Selangor in Malaysia. After assisting a respondent in completing a survey, the data collector would then approach the next available person and resume the screening process. Regression results showed that training and development, team work, compensation/incentives, HR planning, performance appraisal, and employees security have positive and significant influence on business performance with the exception for compensation/incentives and employees security (Abdullah et al., 2009).

This study investigated the impact of three HR practices on the perceived performance of university teachers in AJK. Responses from 113 respondents were used to analyze the impact of selected HR practices (compensation, performance evaluation, and promotion practices) on the employee's performance. Pearson correlation and regression have been used to find the association among variables and impact of three independent variables on the dependent variable of perceived performance of university teachers. The result of the study showed that the compensation practices in relation to the employees' performance are significantly positively correlated whereas the performance evaluation and promotion practices have insignificant relationship with the performance of university teachers in AJK Pakistan (Ahmad, Shahzad, 2011).

This study was conducted to determine the impact of HRM practices on employee's performance in the Textile industry of Pakistan. Random sampling technique was used to collect data for this research study. A questionnaire based on 34 items was distributed among 68 employees of textile industry for data collection. To check the association between HRM practices and employee's performance, Pearson correlation statistical technique and regression analysis was applied on the data. The results indicate that HRM practices Compensation, Career Planning, Performance Appraisal, Training, and Employee Involvement have a positive impact on employee's performance. Hence, it is proved that independent variables contribute positively towards change in the dependent variable. (HASSAN, 2016).

The aim of this article is to review the research previously carried out by various researchers in the field of Human Resource Management Practices and Organizational Performance. For the present study, authors have reviewed books, research journals and thesis available on internet. The work includes various major empirical studies based on impact and linkages between HRM Practices and Organizational Performance. From the detailed literature review, we can conclude that various HR practices have positive influence or impact on operational and financial performance of the organization (Trivedi, Raval, 2015).

This study intends to examine the effects of various HRM practices on organizational performance and the moderating effect of CEO support on the relationship between HRM practices and organizational performance. This study employed a survey on 215 Chinese firms. The results indicate a positive relationship between HRM practices and organizational performance and verify

the moderating effect of CEO support on this relationship. This study is the first one on demonstrating the moderating effect of CEO support on the relationship between HRM practices and organizational performance in the context of Chinese firms (Rhee et al., 2014).

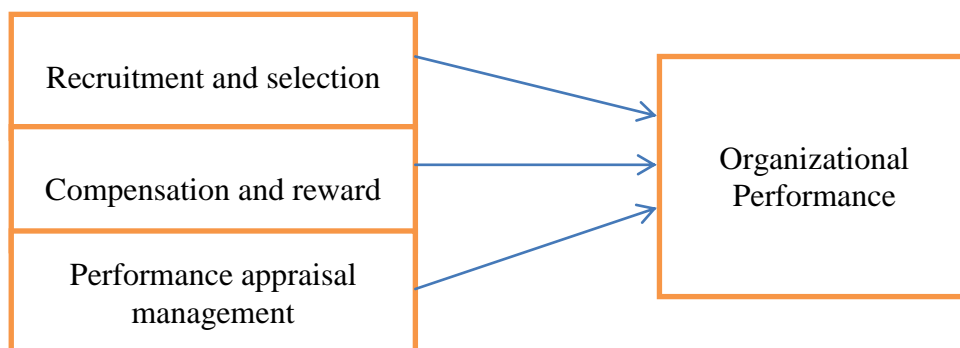
This study examined Effectiveness of HRM strategy and practices are not established in public organizations of Pakistan. Getting the best and desired outcome is the gap and has been a point of concern for organizations in Pakistan irrespective of size and sector. Purpose of this conceptual paper is to typify different approaches of HRM and look for best fit HRM model to implement effectiveness of HRM practices and generate desired organizational performance in local conditions of developing countries. The literature on three famous HR approaches and models was reviewed and a best fit HRM model is proposed that postulates mutually dependent relationship between HRM practices and organizational performance that aims to maximize the effectiveness of HRM practices. Need is recognized for developing trusted relationship between management and employees in Pakistani organizations. The paper presents a conceptual trust-oriented HRM model that takes into account the Pakistani mindset that is inconsistent at one time and vibrant at the same time. This research study provides a framework for HR specialists to create and sustain networks and connections with people in a more trusted environment (Arshad et al., 2014).

The purpose of this study is to narrow this gap in the research. The study, moreover, attempts to investigate the connections amid organizational culture, knowledge management, and organizational performance. The research utilizes causality models and suggests a conceptual schema subsequent to a comprehensive analysis of the literature linked to human resource management field. A sample of 203 human resource directors working in large organizations in the Eastern Region of Saudi Arabia is used. The confirmatory factor analysis and SEM are used to analyze and approve the proposal of the conceptual schema. The study illustrates that human resource management practices is an important ancestor of organizational culture, knowledge management, and organizational innovation, which have in turn a positive link to organizational performance. The research attempts to draw concentration to some of the elements, playing the function of arbitrator amid human resource management practices and organizational performance. The study is unique because it is initially conducted to urge the impacts of some important related patterns such as human resource management practices, organizational culture, knowledge management and organizational innovation, and organizational performance (Albahussin, El-garaihy, 2013).

This research looked at the impact of HRM practices on organizational performance in the case of some rural banks in the Ashanti region of Ghana. Research over the years, has established significantly a positive correlation between HR practices and organizational performance. The objectives of the study were to examine the general HR practices and programs of the rural banks, evaluate the perceptions of employees on HR practices and programs of the rural banks and establish the impact of properly managing human resources on the performance of these rural banks. This study surveyed four branches each of four rural banks with total respondents of 150 made up of 40 managerial employees and 110 non-managerial employees. The response rate was 98.66% which represented 40 managerial employees and 108 non-managerial employees. The study employed two sets of 8 and 10 HR practices categorized questionnaires for managers and employees respectively. Purposive and convenience sampling techniques were applied to managers and employees respectively. The findings of the study revealed that HR practices are improperly planned; implemented and managed by non-HR experts and that the practices, programs and policies of these rural banks are lowly perceived by their employees. The study also showed that the enormous benefits of properly managing human resources are lost to these rural banks. It was recommended that rural banks should dedicate a department to HR for the proper management of human resources through whom competitive advantage could be created (Quansah, 2013).

After reviewing these articles, most of the researchers found that proper human resource management practices have positive relationship with organizational performance, in terms of using proper recruitment and selection, compensation and reward, employment security, especially the contribution of (Abdulla et al., 2009). Regression results showed that training and development, team work, compensation/incentives, HR planning, performance appraisal, and employees security have positive and significant influence on business performance with the exception for compensation/incentives and employees security. However its further research is

needed to make clear the role of human resource management practice on organizational performance in order to know deeply the relationship between Human Resource Management Practice and Organizational Performance. The researcher generated the following hypothesis in order to test the relationship between human resource management and organizational performance.



H1: there is positive relationship between recruitment and selection with organizational performance at Hormuud Telecom in Mogadishu-Somalia

H2: there is positive relationship between compensation and reward with organizational performance at Hormuud Telecom in Mogadishu-Somalia.

H3: there is positive relationship between performance appraisal and management with organizational performance at Hormuud Telecom in Mogadishu-Somalia.

### 3. Methodology

This study was conducted through case study method to examine the role of human resource management practice on organizational performance at Hormuud Telecom in Mogadishu-Somalia. The study utilized regression, correlation analysis to answer the research objectives and to test the research hypothesis.

The researchers utilized convenient sampling to collect 100 employees from Hormuud Telecom in Mogadishu-Somalia. These respondents were provided a questionnaire with four main construct which measuring recruitment and selection, compensation and reward, performance appraisal management as well as organizational performance. The researchers' utilized Cronbach alpha to investigate the internal consistency of the questionnaires collected from the respondents. All variables of the study gained high inside reliability as shown in below [Table 1](#) this allows as to make further analysis and discussion.

**Table 1.** Reliability test

Variables	Items	Cronbach Alpha
Recruitment selection	5	0.790
Compensation and reward	4	0.770
Performance appraisal management	5	0.765
Organizational performance	9	0.806

### Data Analysis and Discussion Demographic Profile

According to the gender respondents 93.0 % were male while 7.0 % was female. 69.0 % of the respondent's age was between 20-30 years old, 26.0 % was between 31-40 years, 2.0 % was between 41-50 years while 3.0 % were above 51 years. In terms of marital status of the respondents, 54.0 % were married while 46.0 % were single. In terms of educational background 4.0 % were

secondary level, 20.0 % of the respondents had diploma certificate, 65.0 % of the respondents were bachelor degree, and 10.0 % were master degree level while 1.0% had other certificate. In terms of experience 19.0 % of the respondents had one year experience, 29.0 % of the respondents had two years' experience, 24.0 % of the respondents had three years' experience while 28.0 % of the respondents had more than three years experience. In terms of occupation of the respondents, 35.0 % of the respondents were employee/staff, 35.0 % of the respondents were managers, and 4.0 % of the respondents were security while 26.0 % were other people.

**Table 2.** Demographic of the respondents

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	93	93.0
Female	7	7.0
<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Age</b>		
20-30 Years	69	69.0
31-40 Years	26	26.0
41-50 Years	2	2.0
51 and above	3	3.0
<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Marital status</b>		
Single	46	46.0
Married	54	54.0
<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Education Background of the respondents</b>		
High school level	4	4.0
Diploma level	20	20.0
Bachelor Degree	65	65.0
Master degree	10	10.0
others	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Experience of the respondents</b>		
One year	19	19.0
Two years	29	29.0
Three years	24	24.0
Above three years	28	28.0
<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Occupation of the respondents</b>		
Employee/staff	35	35.0
Manager	35	35.0
Security	4	4.0
Others	26	26.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

### Correlation between the Variables

Table 3 shows the result of correlation analyzes of the relationships among recruitment selection, compensation and reward, performance appraisal management and organizational performance at Hormuud Telecom in Mogadishu-Somalia. Recruitment selection has positive relationship with organizational performance ( $r=.594$  and  $p<0.01$ ). Recruitment and selection plays good role in the organizational performance. The second objective of this study was to identify the relationship between compensation and reward with organizational performance. Compensation and reward has positive relationship with organizational performance ( $r=.664$  and  $p<0.01$ ). The third objective was to examine the relationship between performance appraisal management with organizational performance at Hormuud Telecom in Mogadishu-Somalia.



Performance appraisal management has positive relationship with organizational performance ( $r=.663$  and  $p<0.01$ ).

**Table 3.** Correlation Analyzes

No	Variables	Mean	SD	1	2	3	4
1	Recruitment and selection	3.7640	.95235	1			
2	Compensation and reward	3.8300	.86667	.644	1		
3	Performance and appraisal management	3.8575	.84779	.609	.722	1	
4	Organizational performance	3.8856	.64643	.594	.664	.663	1

### Regression Analysis

This study investigated the role of human resource management practice on organizational performance at Hormuud Telecom in Mogadishu-Somalia. Three hypotheses were developed after reviewing the literature, to test the research hypotheses were employed the linear regression analysis. The researchers checked regression hypothesis before taking place to further analysis. The dependent variable which is organizational performance was normally distributed across all independent variable. Three hypotheses were developed after reviewing the existing literature; **H1** confirmed that there is positive relationship between recruitment and selection with organizational performance at Hormuud Telecom in Mogadishu-Somalia. **H2** asserted that there is positive relationship between compensation and reward with organizational performance, While **H3**: there is significant relationship between performance appraisal management and organizational performance at Hormuud Telecom in Mogadishu, Somalia.

**Table 4.** Regression Analysis

Variables	Beta	t-value	Significant	Results
Recruitment and selection	.206	2.176	.032	H1 Accepted
Compensation and reward	.299	2.757	.007	H2 Accepted
Performance and appraisal management	.321	3.069	.003	H3 Accepted
R	.731			
R Square	.534			
Adjusted R Square	.519			

### 4. Discussion

The current study investigated the role of human resource management practice on organization performance at Hormuud in Mogadishu-Somalia; the paper had three main objectives which are: 1) to determine the influence of recruitment and selection on organizational performance. 2) To identify the impact of compensation and reward on organizational performance. 3) To examine the role of performance appraisal management on organizational performance at Hormuud Telecom in Mogadishu-Somalia. The researchers employed convenient sampling to collect 100 respondents from Hormuud Telecom in Mogadishu. The result of correlation coefficient revealed that organizational performance (Dependent variable) had significant positive influence with three independent variables namely: recruitment and selection, compensation and reward as well as performance appraisal management. The result of regression analysis found that two constructs had statistically significant, positive, and direct effect on higher education. Human resources are vital for firms to achieve advanced innovations and sustainable performance in the ever-changing environment. The standpoint of this study emphasizes the important role of innovation performance and environmental performance when addressing the link between human resource management and organizational performance. Subsequently, incorporation of green element in HRM will certainly enhance sustainable improvements which benefit long term organizational performance.

## 5. Conclusion

Human resources are vital for firms to achieve advanced innovations and sustainable performance in the ever-changing environment. The standpoint of this study emphasizes the important role of innovation performance and environmental performance when addressing the link between human resource management and organizational performance. Subsequently, incorporation of green element in HRM will certainly enhance sustainable improvements which benefit long term organizational performance.

The research article is mentioning the reviews of different researchers from books, research articles, thesis, and other literature available on internet. It includes various perspectives and perceptions of various researchers regarding the relationship between HRM practices and Organizational Performance. They found that there exists a link or association between different HRM practices and organizational performance. Thus this is a well-researched and well discussed topic worldwide.

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UDC 332.6

## Application of Method of Multicriteria Alternatives for Land Assessment

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### Abstract

This article discusses the use of the multicriteria alternatives method for the assessment of a real estate object taking into account the concept of a system of standards, rules and requirements in the field of valuation activities, considering international standards for valuation. The main means for work and costs associated with allotment and development of the built-up area are indicated. In the work, the assessment of four sites is carried out taking into account three parameters: the distance from the construction site to the center by car; cost of 1 ha of land of each of the plots; deterioration of the centralized heat supply networks. The results show that the method of multicriteria alternatives is objective and optimal when comparing land sites on the criteria with different units of measurements. The advantage of this method is the possibility to apply it to evaluation in different areas of the economy.

**Keywords:** land plot, land assessment, method of multicriteria alternatives, market value of land.

### 1. Introduction

All real properties are built on land, lots of them characterized by various qualitative and quantitative data (Podinovskaya, 2010). Economic reality requires assessment of the site selected for construction basis of a thorough and objective analysis of all these compound quantities, as investors costs are significantly depend on them (Vatin, Gamayunova, 2010).

Ministry of Economic Development of the Russian Federation has developed a “roadmap” improvement for the valuation activities period, 2014-2017.

The purpose of "Concept of formation of a system of standards, regulations and requirements in the field of valuation activities in accordance with international standards of evaluation" (here in after “the concept”) is "increasing level of consumers satisfaction of valuation activities quality by improving the reliability and comparability evaluation activities results, as well transparency and consistency of assessment procedures "and allow the consumer valuation services to be sure that" the professional opinion of appraiser was worked out in a transparent manner with minimized impact of any subjective factors on the evaluation process there no affiliation" (Mezhuyeva, 2008).

It follows from the above that Institute of valuation activities will be actively developed and improved in the coming years (Vaz et al., 2012).

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Technological structure of construction value products in the territory of the Russian Federation includes expenses associated with the preparation of the construction site (Clapp John, 2004). It is expenses on work, and costs associated with allotment of land under construction and its development. These include (Lukyanchikova, 2008):

- Release of the construction site from existing buildings, plantations, industrial waste and other obstructions, transfer and reorganization of utility networks, communications, facilities, paths and roads, removal and storage of topsoil, etc.;
- Compensation of demolition costs for buildings and plantations, owned by the organizations and (or) individuals;
- Drainage of construction site, and other activities related to stopping or changing water usage situation, as well as environmental protection and the elimination of adverse construction conditions;
- Rent payment for the land provided a designing and construction period;
- Payment for the land in case of seizure (reacquire) of land for construction, as well as payment of land charges (rent payment) at the time of construction.

Analysis of list given above demonstrates that in making an assessment of land sites many factors with different units of measurement and size are arise (De Beurs, Henebry, 2010). They have different influence on the cost of investment project (Tarata, 2010). For objective assessment of investment attractiveness of land sites method of multicriteria alternatives is eligible (Hagen, 2011). It allows appraise correctly investment attractiveness of the lot (Konsul'tant Plyus).

## 2. Purpose and objectives

Purpose of research is to elicit appropriate construction site with parameters chosen by method of multicriteria alternatives.

Find appropriate land lot.

Show objectivity of method chosen.

Choose criteria with different units of measurement for land lot assessment.

## 3. Research

Nowadays for real properties assessment many methods are used (Bolotskikh, Bastrykin, 2012). Most popular are sales comparison approach, differentiation method, method of distribution, income capitalization approach (Lazarev, Sinitsyna, 2013).

Analysis of these methods shows that they not fully conform to the concept. In many cases it depends on the opinion and competence of appraiser (Turk, Korthals Altes, 2010). Procedure of assessment and results are not transparent and understandable to consumers of appraisal service in terms of taking into account all influencing object's properties, as well as their objective accounting (Stehman, 2009).

Method of multicriteria alternatives appropriate for assessment of land lots with the parameters characterizing it for construction purposes, with different units of measurement (Smith Brent, 2004). At the same time, the absolute numerical values of each parameters are very different, have different orientations. Figures of attractive parameters are minimized (Poryadina et al., 2014). And these problems could be successfully solved using the proposed method (Carlon et al., 2008).

Another problem will be to establish the numerical values of the parameters of construction site assessment which can be described as different figures (accessibility by road may involve distance, average speed or time in a way) (Urbanavičienė et al., 2014).

Then method of multicriteria alternatives can be used in several stages: the first stage is getting of the integral index of one parameter; the second stage is usage of this index as a parameter value in the overall assessment of the site (Kupriyanov, 2012).

For the construction of a building or a structure relation of the lot of land to the administrative, business and cultural centers, taking into account the existing transport infrastructure and the prospects of its development, the environmental situation of the lot and surrounding area, proximity, capacity and condition of utility networks, presence of water bodies and other settings are very important (Anoshina, 2011).

[Data about land lots listed below obtained from information site of public limited company "Property Fund of St. Petersburg" <http://www.property-fund.ru/>].

As an example of the method of multicriteria alternatives for assessment of land lots following characteristics of the lots are used (Olofsson et al., 2013).

1. Saint Petersburg, Shushary settlement, Lenin street, land lot № 4 (to the south from the crossroad with Badaevsky proezd) S =25 838.00 m<sup>2</sup>, cadastral number 78:42:1511501:293;
2. Saint Petersburg, Shushary settlement, Lenin street, land lot № 5 (to the south from the crossroad with Badaevsky proezd) S =13 315.00 m<sup>2</sup>, cadastral number 78:42:1511501:292;
3. Saint Petersburg, Gruzovoy proezd, land lot № 1 (to the south-east from the house № 12, building № 1, litera B on Gruzovoy proezd), S=1 020.00 m<sup>2</sup>, cadastral number 78:13:7476A:12;
4. Saint Petersburg, Electropul'tovtsev street, land lot № 1 (to the north from the house № 9, building № 1, litera A on Electropul'tovtsev street), S=1 056.00 m<sup>2</sup>, cadastral number 78:11:0612203:1364.

While the assessment of lots next parameters is considered:

- 1) Distance to the center from the construction site by road (km);
- 2) The cost of 1 hectare of land for each of the sites (\$);
- 3) Depreciation of centralized heating networks (a year).

Depending on objective assigned estimate figures should have the same orientation in the table, minimized or maximized, according to criterion of optimality chosen (Konsul'tant Plyus). This is done for adding parameters and evaluation of the results (Vatin et al., 2014).

The higher the price per 1 hectare and the farther the distance to the city center, the lower the attractiveness on the market, and the longer the duration of operation of utility networks till overhaul the higher the attractiveness on the market.

With due regard to listed above next provisions are accepted for research:

- 1) Figures of cost for 1 hectare and the distance to the city center are maximized;
- 2) Figures for operating networks and heating systems are minimized;
- 3) As a result figures should aspire to a minimum.

More detailed parameters of land lots are shown in Table 1.

**Table 1.** Basic data

№ of alternative/ criterion	Distance (km)	The cost of land, thousand/(\$)	Number of years before overhaul of heating networks
1	20	280765	10
2	21	312142	4
3	16	493900	25
4	13	548622	14

From the table 1 can be seen that almost all figures have different units of measurement.

While using method of multicriteria alternatives term is minimized to duration before overhaul of heating networks, and table 1 upgraded to Table 2.

**Table 2.** Basic data for assessment

№ of alternative	Accessibility by road, (km)	The cost of land, thousand/(\$)	Number of years before overhaul of water systems	Summarized figures
1	0.875	0	(1-0.28)=0.72	0.903
2	1	0.11	(1-0)=1	1.11
3	0.345	0.79	(1-1)=0	2.135
4	0	1	(1-0.47)=0.53	1.47



After usage method of multicriteria alternatives [Table 2](#) upgraded to [Table 3](#).

**Table 3.** Results

Nº of alternative	Accessibility by road, (km)	The cost of land, thousand/(\$)	Number of years before overhaul of water systems	Summarized figures
1	0.875	0	0.72	1.595
2	1	0.11	1	1.11
3	0.875	0.79	0	1.135
4	0	1	0.53	1.53

Results obtained demonstrates the most suitable site under construction. On this example can see that in terms of cost and distance site Nº 2 is optimal.

#### 4. Conclusion

Based on the performed study of the use of the multicriteria alternatives method in assessing land sites, the following should be emphasized:

- the considered method showed the objectivity of the assessment of the land site which is relevant within the framework of the "road map";
- the use of the multicriteria alternatives method is most optimal in urban construction, where it is necessary to take into account many parameters with different units of measurements;
- the method is transparent and comprehensible to consumers of valuation services, considering all factors influencing the evaluated object;

Thus, the proposed method can be used by different professionals involved in the sphere of evaluation activities. It would be also helpful to employees in the construction industry and specialists in other areas of the economy where the assessment of values with different units of measurements is required.

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## Perception within the Pictorial Activity

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### Abstract

The experience of perception plays particularly important role in the process of pictorial activity. Perception is the process reflecting objects and phenomena of reality in all the diversity of their properties and aspects affecting directly the sense organs.

In the context of the specificity of pictorial activity, the process of cognition of the spatial properties of the objects of reality is carried out, first of all, through visual and tactile perceptions.

Thus, the success of cognition of reality in the process of pictorial activity is determined by the artist's conscious activity aimed at revealing the surrounding world and reflecting it in artistic works, which, in turn, requires the knowledge of the general regularities of the perception process and their use in pictorial creativity.

**Keywords:** Perception, the process of perception of objects, the process of depiction, form and color, visual art, observation, cognition of reality, visual process

### 1. Introduction

The experience of perception plays particularly important role in the process of pictorial activity. Perception is the process reflecting objects and phenomena of reality in all the diversity of their properties and aspects affecting directly the sense organs.

Through perception a person acquires profound knowledge of the surrounding reality. Perception and sensation, being the parts of a single process of sense knowledge, the forms of reflection of reality, are inseparably connected to each other. At the same time, they have their own distinctive features. As a result of sensation, we get knowledge about the individual properties and qualities of the objects, and as a result of perception we get a holistic vision of an object or phenomenon.

Perception of the surrounding reality is the beginning of mental processes. Its significance in a structured learning system is determined by two factors. The first one is the most important role of perception in the organization of the practical activity of the object. It is appropriate at this point to recall the words of Sechenov I.M.: *"Any rational action is regulated by feelings"*. The second factor, which found a brief description in the words of the English philosopher-sensualist John Locke *"Nothing is in the intellect that was not first in the senses"*, is the formation of thinking on the basis of perceptual processes (Velichkoskiy et al., 1973: 5).

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## 2. Relevance

In the process of perception, along with senses, the past experience is included in the form of knowledge and imagination. The process of cognition is possible due to grounding of perception on past experience, since without correlation of the perceived objects, phenomena, and their parts with previously seen objects, phenomena, and with no use of specific knowledge obtained in the past, we will not be able to define and comprehend the essence of the perceived one.

In the context of the specificity of pictorial activity, the process of cognition of the spatial properties of the objects of reality, their form, design, size, volume is carried out, first of all, through visual and tactile perceptions.

In the cognition of the spatial properties of objects, the leading role is played by the visual-motor functional system of perception during viewing. In the process of pictorial activity, the visual-motor functional system of perception is presented in two basic forms. The first one is characterized directly by the movement of the eyes and head. Due to the complex structure of the motor system of the eye, it can perform countless and very diverse movements.

Another form of the visual-motor functional system of perception is presented in the simultaneous perception of the image object, both through the eyesight and the movement of the hand. For more precise determination of the structure of the pictorial object, its proportions, shape, texture, surface, an artist often moves beyond the viewing, and starts to touch, turn in different directions, palm, etc.

For disclosure of the perception characteristics of the objects' spatial properties, we should consider the minimum cognoscible of the shape and the minimum discernible of the size of objects.

The minimum visual angle, within which the form of an object is first recognized, is called the minimum cognoscible of shape.

The ratio of the size of the perceived object to the distance of the observer is a parameter determining the visual angle. The larger the visual angle is, the greater the object image is on the amphiblastrodes (the eye's retina), and the better you see the object. The human eye cannot make out the small objects located very far away. Only as we approach them, i.e. as the visual angle increases, the eye first recognizes them as a dark point or spot of an undefined shape, and with a subsequent decrease in distance, as a clear, definite form of a particular object. At the moment when the shape of an object is recognized as a definite form of a particular object, the minimum cognoscible is reached. (Kuzin, 1997: 304).

The most insignificant differences in the shapes or outlines of objects, first noticed by the observer, are called the minimum discernible of the size of the object and the ratio of its parts. (Kuzin, 1997).

## 3. Discussion

By means of exercises, you can significantly reduce the thresholds of both perception and sensation. At the same time, the sensitivity increases, since it is the reciprocal of threshold. The effect is achieved due to the gradual reinforcement of one stimulus and at the same time slowdown of others, and thus a more subtle delimitation of similar stimuli is produced.

The results of determination of the minimum discernible of the proportions of planar figures show that, for example, the minimum discernible of the aspect ratio of a rectangle in artists is 4-5 times lower in comparison with a similar threshold of people who have nothing to do with pictorial activity (Kuzin, 1997).

The pictorial process develops the susceptibility of the eye to the maximum changes in size, direction, and shape so much that, as a rule, an experienced artist, making the smallest errors in the initial stages of the work, will notice and correct them certainly.

Great importance for the visual perception of the volume, the relief of the object has the distribution of light and shade on its surface. In fact, the object is visually perceived only when the light and shade reveal the shape and volume of the object.

The light and shade is a consequence of different positioning of the object and surfaces limiting it with regard to the light sources.

Since the surrounding objects really exist and there are real sources of light, we have certain objective laws of light and shade, the knowledge of which is necessary for the implementation of a realistic work, for the successful reproduction of the light and aerial environment, the variety of color reflexes and space in painting and graphics.

Color and light are two tools creating a visually perceptible appearance of an object. The ability of the eye to make out different light and color spaces, defines the boundaries creating the outlines of the object. In the same way, the eye makes out lighting and darkening, which are important factors in creating a three-dimensional shape. An example is a graphic drawing, where the light and color differences between ink and paper make noticeable the image outlines. Roundness and angularity are perceived due to the fact that they are completely independent specific ratios of light and shadow ([Arnkheym, 1974: 313](#)).

Shape and color. "... Shape and color ... fulfill the two most characteristic functions of vision: they convey expression, and they allow us to obtain information through the identification of objects and happenings... Shape enables us to distinguish things from each other, but color also helps considerably. In signals, graphs, uniforms, color is used as a means of communication. Shape, however, is a more effective means of communication than color, on the other hand, the expressive impact of color cannot be obtained by shape. Shape yields and immense variety of clearly distinguishable patterns, as faces, leaves, and fingerprints" ([Arnkheym, 1974: 313](#)).

Perception is characterized by a number of regularities, the main of which are: integrity, meaningfulness, apperception, selectivity, constancy.

Any object, being a complex stimulus consisting of a number of parts and differing in various features, is perceived, however, entirely in the unity of all its qualities and features, causing the generality and integrity of perception.

A holistic perception of reality is the basic principle of fine art. The ability to see and express this integrity in the work is one of the main and final goals in the pictorial activity. Integrity of visual perception is necessary for any realistic image, ranging from a minute life sketch to a complete work - a picture, a sculpture, etc.

Usually the components of the complex stimulus interact so closely that even with the perception of only certain features or parts of the object, the whole image of this object appears. Visually perceiving, for example, velvet, we distinguish not only its color, but also softness, although we do not touch it.

Such feelings arise conditionally, as a result of the association established and ingrained in the previous practice between the visual, tactile, and temperature stimuli from these objects.

An association of visual, motor and tactile sensations happens quickly and easily. Perceiving the shape of objects or their individual surface properties-smoothness, roughness, flatness, etc., we notice such a close fusion of these sensations that it is impossible to distinguish them in a single complex of sensations.

During reproduction of the objects of reality in the visual arts, along with others, this regularity is also taken into account. If, for example, the artist, while representing a particular object, along with the correct reproduction of the spatial position, construction, proportions of the object in the drawing, failed to convey the material, texture (density, smoothness, roughness, etc.), then there is a violation of associations of different sensations. As a result, the integrity of perception is not observed, i.e. the image does not give a complete, unified view of the depicted object. ([Stepanov, Borisova, 2015: 106-107](#)).

Sense of purpose is a characteristic feature of any person's perception. From the very beginning of the perception process of the objects and phenomena of reality, person seeks to determine what it is or how it will be in this subject, etc., based on his/her knowledge and practical experience. The sense of purpose of perception is achieved through understanding the meaning of objects and phenomena, that is, through the mental activity of a person in the process of perception.

In the pictorial process, perception is almost always distinguished by an independent activity. This independence of perception is especially clear in observation.

Observation is the purposeful perception.

The pictorial process is not possible without the concreteness and definiteness of the purpose of perception, therefore the success of the image is connected with the organization of observation.

Being characterized by a special orientation and the presence of a goal, the observation is an active form of sensory cognition by a person of the world around.

In the process of drawing the artist always sets specific tasks before the observation of nature. And the accuracy of the image, which is necessary for a true, expressive reproduction of the image



object, requires close and focused observation of this object in all its aspects, which determines the development of observance in artists.

Observation of the artist determines the active participation of mental operations in the process of drawing, and above all in the process of comparison, generalization, analysis and synthesis.

Specificity of pictorial creativity requires the artist to accumulate a wealth of impressions, a variety of observations. To accumulate impressions, artists, wherever they are, should constantly observe, notice many things and phenomena that are imperceptible at first sight. So, gradually, observation becomes an integral feature of the artist's personality.

"Seeing means grasping some outstanding features of objects – the blueness of the sky, the curve of the swan's neck, the rectangularity of the book, the sheen of a piece of metal... We identify an acquaintance at long distance by nothing more than the most elementary proportions or motions. A crudely printed photograph may reduce a face to dots or varying grays and still allow spontaneous recognition. In short, a few outstanding features determine the identity of the perceived object and create an integrated pattern, which is also influenced by a number of secondary properties" (Arnkheym, 1974: 56).

Considering the general regularities of the process of perception and their significance in the pictorial activity, it is first of all necessary to single out in this connection the process of performing work from life. Performing work from life, the artist more fully and deeply learns the surrounding reality, since in this case the object of the image is the subject, which in the process of direct sensation, perception and thought, thanks to the active work, is comprehensively understood. The image from life requires active inclusion in the process of learning, knowledge of the nature of all parts of a single cognition process - sensation, perception, and thinking. This is the special meaning of the reproduction from life as the main, leading type of pictorial activity in the study of objects of the image, in the knowledge of the surrounding reality. It is not for nothing that from the earliest times artists see the work from life as the basis of fine art.

All outstanding works of the world fine arts are created on the basis of a deep and comprehensive study of nature in drawings and sketches.

A distinctive feature of visual perception in the process of systematic studies of visual arts is the perception, first of all, of those features and regularities of the depicted objects with the greatest aesthetic impact.

The knowledge of the aesthetic in perceived objects and phenomena is impossible without the knowledge of what determines the beauty of a particular object. And it is no coincidence that an experienced teacher of fine arts, a professional artist, even in the selection of objects for a still life paintings, proceeds from the way the objects of still life are relevant to each other in form, size, contour, contrast, color, the way they are assembled, whether they look harmoniously and proportionally, the presence of monotony in the repetition of lines, forms, colors, black and white relations.

The task of the development of aesthetic perception, emotional-aesthetic sense of the correlation of certain forms, their spatial arrangement, outlines, proportions, combination of tonal and color gradations are many training tasks and exercises in the system of professional training of painters, graphic artists, designers, etc.

#### 4. Conclusion

Thus, we can conclude that, the success of cognition of reality in the process of pictorial activity is determined by the artist's conscious activity aimed at revealing the surrounding world and reflecting it in artistic works, which, in turn, requires the knowledge of the general regularities of the perception process and their use in pictorial creativity.

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## Prospects of Cooperation between Russia and Turkey

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### Abstract

Russian – Turkish relations go deep into the past. From the Cold War and the relations between the Soviet Union and the United States certainly there has not been a more complicated relationship in international relations. Both countries have different strategic positions, a different dominant religion, a different past, but their relationship largely depends on the future of Eurasia. This paper will deal with relations between the two countries since the establishment of the first diplomatic contacts in the 15th century, through the relationship during the time of Peter the Great, and will mention the periods of the First and Second World Wars, as well as the Cold War era. Special attention will be focused on the current relations between the two countries, especially after the conflict in 2015, when Turkey shot down a Russian plane over Syria. Special attention will be focused on energy policy and the potential for building a nuclear power plant in Mersin, and the continuation of Turkish stream. The paper will deal with economics and trade exchange, which have almost disappeared following the 2015 incident, security cooperation and Turkey's plans to buy the defense system S-400 from Russia, as well as relations between the two countries towards NATO. The paper will end with the projection of the prospects for the economic relations between the two countries.

**Keywords:** Russia, Turkey, Akkuyu, Turkish Stream, Eurasia.

### 1. Introduction

In modern international relations, there is probably no more complex relationship than the one between Russia and Turkey. Both countries are found in the concepts of Eurasianism, multipolarity, authoritarianism, and technical modernity. Both countries have calculated that their mutual cooperation can bring substantial benefits in the post-Cold War period and that a lot of time has to pass before the geopolitical imperatives force them to shoot down arms in a direct trial of strength. In the case of an open escalation, they are aware that they can put each other into some kind of stalemate, but that neither one can take a direct win.

The history of relations between Russia and Turkey contains many impressive sites and unexpected turns. Historians calculate that these two countries have fought each other ten times. Some of these wars can only conditionally be characterized as the Russian-Turkish (for example, march of Peter the First on the river Prut), but there is no doubt that the Turks were opposed to

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Russia on the battlefield far more than other nations. Most of these wars ended with Russia's victory, expanding its territory, and strengthening its influence, particularly among the nations of South East Europe that were under Turkish Ottoman rule.

The first diplomatic act in the history of Russian-Turkish relations is the letter of the Russian prince Ivan III to Ottoman Sultan Bayezid II, sent in 1492 ([İnalçık, 1994](#)). In this document, the Russian prince writes about the most important issues of development of the sea trade between Moscow and Constantinople in the waters of the Black and Azov Sea. This letter justified trade-economic cooperation between the two countries. On the political and diplomatic field, Russian-Turkish relations were formally established by Peter I in 1701 with the opening of the Russian embassy in Constantinople. That made it possible for the two countries to have a channel for mutual political action.

In the First World War, the Russian-Turkish front was not a priority. In the Caucasus, Russian troops failed to take Erzurum, Trabzon, and Bitlis. During the Persian campaign 1914-1916, the Russian army repressed Turkish troops from Persia. However, the revolution in Russia actually led to the termination of military operations.

The Turkish Republic declared in 1923 was deliberately formed as an antithesis to the Ottoman Empire, which collapsed defeated in the World War I. The new leader of Turkey, Mustafa Kemal, designed a radically new type of state, including the political system, legal framework, social, political, and government institutions. Mustafa Kemal was an ally of the founder of the Soviet Union – Lenin. As in the case of Weimar Germany, this was a temporary alliance of two internationally isolated countries. For Turkey, military and financial aid from the Bolsheviks, as well as approval of the military strategy by Moscow, was important to defeat the Greek intervention, which was actively supported by the Entente countries, especially by England. Turkey was very important for Soviet Russia in the confrontation with Entente.

The Soviet Union not only provided military support to Turkey, but also, in 1921, Moscow appointed Mikhail Frunze, one of the most gifted Soviet military leaders, as a military adviser in Ankara. Apart from weapons and gold, the Bolsheviks provided Turkey with food products despite famine in the Soviet Union. It is not accidental that today in the central part of Istanbul, on the Taksim Square the Republic Monument is situated, where the Russian generals Kliment Voroshilov and Semen Aralov are centered in the Atatürk sculpture.

In World War II, Turkey was neutral, but in 1952, they joined NATO. This, however, did not negatively affect the Soviet-Turkish relations. In May 1953, the authorities of the Soviet Union published a statement that "the Government of Armenia and Georgia believe they can give up its territorial claims against Turkey". At the same time, "Soviet power considers that it can ensure the safety of the Soviet Union from the direction of the strait, under conditions that are equally acceptable for both the SSSR and for Turkey" ([Geoffrey, 2011](#)). We should bear in mind that the decision of US President John F. Kennedy in 1961 to deploy American medium-range missiles in Turkey caused a response from the Soviet Union in the form of the deployment of Soviet missiles in Cuba, and thus caused the Caribbean crisis ([Scott, Hughes, 2015](#)).

As for the modern era, the relations are very turbulent. In the paper, we will pay special attention to some of the most important segments of cooperation between the Russian Federation and Turkey.

## **2. Discussion and Results**

### **2.1. Cooperation in Energy Sphere**

In satisfying the major part of its needs for energy, Turkey depends largely on imports from abroad. Over the past fifty years, the attempts to develop nuclear power plant projects have failed. Like any other great power, Turkey would be a leader in the region if it found a radical solution to its energy problems. Turkey believes that nuclear stations represent a very useful means to obtain energy.

Today, Russia and Turkey have opened a new page in their bilateral relations. On the 12th of May 2010, the Russian and Turkish governments signed a treaty in Ankara for the construction of a nuclear power plant Akkuyu in the Mersin province. A nuclear power plant in the Turkish province of Mersin on the Mediterranean coast is being built by the company Rosatom (Russian State Atomic Energy Corporation). The plant will have four blocks of 1,200 MW, and according to the plan the release of the first block will be in six years. In 2019, the first generating set will be

constructed, with the other three sets being constructed at intervals. The Akkuyu nuclear power plant with operational power of 4,800 MW will cover the energy deficiency in Turkey to a significant extent. The life cycle of the nuclear plant is rated for 60 years. Total cost of the power plant as designed is around 20 billion dollars ([World Nuclear Association, 2017](#)). Pursuant to the bilateral treaty, the Russian party will defray all the construction expenses, and later, the nuclear power plant will be beneficially owned by Russia, not subject to transfer to the Turkish party. Also, according to mass media reports, to date, the Russian party has spent about 3 billion dollars towards this large-scale project.

Furthermore, the Russian party has started training about 120 Turkish employees to work on the Akkuyu project. The project has proposed increasing this figure up to 600 students.

There were some objections on the part of the Turkish community and of Mersin citizens to the construction of this nuclear power station, but in 2012, the design contractor Atomstroyexport opened an information center to raise awareness to the local community.

Ankara is intent upon increasing the number of nuclear power stations in the country. The next one is to be constructed will be in Sinop city and be constructed by the Japanese and French. Turkish students who have studied in Russia will play a significant role in the project management.

Energy partnership between Russia and Turkey goes far beyond negotiations on major projects such as gas lines to the Western Europe. In the energy sector, relationships between these two countries will intensify in different areas to meet the economic ambitions of both countries. Russia is very interested in building a gas pipeline referred to as “Turkish Stream”. Energy ministers of Russia and Turkey signed an agreement for the construction of this gas pipeline as of October 2016 in Istanbul. The proposed pipeline will carry gas from Russia to Turkey, and from there it will be distributed to member countries of the European Union. The project envisages the construction of a gas pipeline across the Black Sea to the European part of Turkey's territory with subsequent extension to the border with Greece. The length of the gas pipeline across the Black Sea will be 910 kilometers and 180 kilometers via Turkey. The project value is estimated at 11.4 billion euros ([Gazprom plans..., 2017](#)). In early May 2017, the construction began. The work of laying the pipes began with the Russian Black Sea coast. The project was suspended due to tensions caused by the Turkish folding the Russian aircraft in November 2014, and negotiations continued through last year after bilateral relations improved. Construction of this pipeline is vitally important to both countries. It would support their common interest, it would position them on the world market, but it would also bring great financial benefit.

Although there are some differences between political interests, for example, in respect of the Middle East, which indicates only partial agreement between the countries primarily based on energy issues, these differences have no negative influence on the close economic dialogue between Russia and Turkey aimed at implementation of the integrated power strategies of either country.

Modern Russia is interested in the development of an energy partnership with the Turkish Republic. Economic cooperation between the countries in this area will promote detailed study and successful implementation of future joint projects.

## **2.2. Development of Military Cooperation**

Relations between the Russian Federation and Turkey are being spread over different levels. One of them is the military cooperation. In the first half of 2017, there were talks between Russian and Turkish officials on the sale of the powerful Russian defense system S-400 to Turkey. S-400 Triumph is the anti-missile defense system capable of intercepting all types of modern aircraft weapons, including a fifth-generation aircraft and ballistic and cruise missiles to a maximum range of almost 250 kilometers. The complex, which consists of up to eight battalions, officially can be engaged to 80 targets. S-400 is equipped with four different types of projectiles, including those of a very long range 40N6, which have an operating range of up to 400 km. It also has long-range missiles 48N6 (250 km), medium-range 9M96E2 (120 km), and short-range 9M96E (40 km) ([Turkey and Russia..., 2017](#)). The future of the project depends on several factors. The first is financing, the Russian side was explicit when it comes to that and they maintained the attitude that they would not sign a contract of sale until the loan contract is signed. Then, another problem is the use of weapons, the Russians are afraid that the defense system will be used in the context of NATO, while Turkey, a member of the military alliance, claims that it will not happen. Turkey also



has not talked about how it intends to get out of this military alliance or to deny hospitality to their military bases.

The relations between Russia and Turkey significantly deteriorated following the overthrow of the Russian Sukhoi. At the beginning of 2017, relations appear to be progressing on all fields, but it does not exclude the progress of military and military/technical cooperation. Turkish officials have repeatedly declared that NATO allies are not interested in the view of sharing technologies and also about the issue of investment in the Turkish defense industry. In addition, potential defense cooperation between the Russian Federation and Turkey could be based on the common fight against terrorism or sharing information and preventing terrorist attacks in both countries. Certainly, the most significant step was the announcement of Turkish officials about buying defense system S-400. However, in 2013, Turkey announced a tender for setting up a defense system within its territory ([Kasapoglu, 2017](#)). In the competition of the American Patriot system and the French-Italian consortium, which offered SAMP / T Aster 30 Block-1, the Chinese won, but NATO revolted against it, and that job did not succeed. Potential purchase of S-400, would certainly mean a cooling down of relations between Turkey and NATO, but also could mean significantly better relations between the Russian Federation and Turkey.

### **2.3. Prospects of Economic Relations**

In the context of globalization, the modern world has changed drastically, with economies being much more interdependent than, say, one hundred years ago. While the problem of coordination of national and global interests, including economic ones, is more relevant than ever, it is important to note that today economic cooperation plays an important role in the Russian and Turkish relations. It depends to a certain extent on the will of the leaders of both countries.

Russia and Turkey have a huge trade exchange. It was, of course, slowed down during the recent disagreements between these two entities, but it is slowly returning to normal. In recent years, it has increased. Due to sanctions imposed on Russia, almost all produce is being provided to Russia by Turkey. However, for some fruits and vegetables there is still a ban on imports. And although the relations are better, there are still some obstacles. If we take for example a tomato, this product is on a "black list" and it is not imported from Turkey. Therefore, Morocco exports tomatoes to Russia. Almost 60 % of the total quantity of tomatoes in Russia are coming from Morocco ([Arbaoui, 2015](#)). As for oranges and citrus fruits, they are mainly coming from Egypt to the Russian Federation. After the problems between Russia and Turkey, Egypt jumped in to take up the space in the market. Not only because of the deterioration of relations between the two countries, but also because of geographical inaccessibility of the terrain for the growth of these crops in Russia. Since 2015, about 25 % of total production of citrus fruit from Egypt go to Russia, or more than 500,000 tons. If Russia and Turkey want to raise mutual value of trade to 100 billion, these are some of the things around which they definitely need to negotiate.

Tourism is one of many industries that underpins the relations between Russia and Turkey. Turkey became the first country to send visitors to the former Soviet Union on vacation. Great service, affordable prices, resorts for all tastes, and, above all, no need for visas, have always attracted the Russian tourist flow to the Turkish seacoast. Besides, in recent years, the first Russian tourists have visited Turkey's ski resorts. Thus, Turkey has turned into a year-round tourist paradise for people from the CIS.

Also, it can be said that tourism in Turkey has lost major clients after the overthrow of the Russian aircraft SU-24. Following the overthrow of the aircraft and the initiation of sanctions on Ankara, the number of Russian tourists declined by almost 30 times, which is a disaster for the Turkish economy. Since the warming of relations between the two countries, Turkish restaurateurs are hoping for the arrival of millions of Russians to their country. It is expected that 4.5–5 million people will arrive. That is really impressive number compared to the 800,000 visitors in 2016 ([Turkish tourism..., 2016](#)).

The knockdown of Russian aircraft over the skies of Syria has threatened the construction industry on the Ankara - Moscow route. After the fall of the Soviet Union, an important place in the market of construction companies in Russia is occupied by the Turkish companies. Turkish construction companies, including giants such as the company "Enka", participate in infrastructure construction across Russia. Two large towers in business-residential complex "Moscow City", Tower East and Tower Evolution, are the work of the Turkish builders, and also a large part of the

infrastructure for the World Cup. According to some estimates, Turkish companies made the agreements at a rate of one to two and a half billion dollars, but they have built millions of square meters of residential and office space in Moscow alone. Turkish construction companies have thus become key players in this market. It is estimated that in the last few decades, Turkish companies have concluded contracts worth 50 billion dollars and that they have built about 24 million square meters only in Moscow. In 2016, Russia began with the overthrow of quotas for Turkish builders with around 100,000 as were legally registered, to just over 50,000. The warming of relations will mean the return of Turkish builders to the Russian market (Sharkov, 2016).

One of the most important goals of cooperation between these countries consists in trade exchange using their national currencies. The Turkish party repeatedly expressed their wish to pursue this goal. For example, in the first half of the previous year, Turkey exported goods for Russian rubles, which amounted to 62 million 547 thousand dollars (Ferhan, Dalkıncı 2016). Year by year, the parties are planning to increase the amount of national currencies involved in their trade exchange, which has become one of the overarching priorities in cooperation between Russia and Turkey.

This is a very important issue in relations between the two countries. Monetary independence could greatly contribute to relations between Russia and Turkey, it would not only bring the two countries closer, but it would also strengthen the region. On the other hand, it would not have encountered the justification of monetary powerful countries, primarily referring to the US and the European Union. The initiative of cooperation between the two currencies is not recent, it dates from 2015. At that time, the joint Russian-Turkish business council meeting discussed how the big projects could be paid in local currency – the lira and ruble. There were even some saying that Russian tourists in Turkey could use ruble, rather than dollars or euros or to change foreign currency in the local exchange offices. This initiative stopped after the overthrow of the Russian aircraft and plans to continue this initiative have yet to come to fruition.

In early August of the last year, Saint Petersburg held a bilateral summit where the parties agreed on a medium-term program, which will continue until 2019. The leaders of the countries made the important decision to increase their trade from 35 to 100 billion dollars (Berber, 2013). However, where cooperation in certain areas determines overall economy, the governments may attach little importance to some crisis phenomena. Continuing energy cooperation between Russia and Turkey in crisis provides a striking example to this; gas supplies to the Turkish party exceeded those of the pre-crisis period by 1 billion dollars. Neither party preferred to stop the gas supply, realizing that both economies would suffer.

### 3. Conclusion

Russia and Turkey have very close and longstanding bonds of history, economy, culture, and social heritage. Even during the Cold War, though taking opposing positions, the countries found a variety of methods to cooperate within the same geography.

Participation in a variety of large-scale energy projects on a regional level enables Turkey to have more voice during negotiations with Russia by successfully developing the strategy of an energy hub; however, they bear the risk of a growing dependence on Russia. Negotiations with Turkey and other members of the energy market enable Russia to respond quickly to European diversification projects.

In the context of consolidation of the role of the energy factor in the international policy, cooperation in the fuel and energy sector, undoubtedly, has determined the trajectory of the Russian-Turkish relations over the years. It is quite natural that Russia and Turkey continue cooperation in this area of strategic significance for both countries. An independent background is available for such cooperation, since one of these countries holds vast reserves of energy and well-developed fuel and energy infrastructure, while the other feels an increasing need for sources of energy for the rapidly developing economy and improves its energy capacity, including by using advantageous geographical location to carry energy resources across its territory.

Turkish overthrow of the Russian aircraft represents the worst escalation of an already explosive situation. Turkey does not want to give up its plans in northern Syria nor can Russia afford the luxury of turning a blind eye to a thrown glove. Further development of this crisis will depend mostly on two factors. The first is whether Russia and Turkey can formulate a protocol on

actions in northern Syria, which would prevent contamination of overall relations, by which the both sides would lose. The second is, of course, the US position.

The leaders of the countries, first of all, must carefully assess every step on the international arena, evading quick-fix adventurous decisions, and take into consideration any economic losses that could result from further military engagement.

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