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Social Responsibilities of International Companies

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SUMMARY

Thanks to the dizzying developments in technology, individuals have started to have more information about the events taking place in their environment. This leads to the emergence of more environmentally conscious consumers and investors. On the other hand, the use of international standards and the increase in environmental awareness cause individuals to increase their expectations from companies in this direction. In order to keep up with the pace of development of the modern world and to meet the expectations of the society, international companies have started to focus on social activities in addition to their profit-oriented activities. Corporate social responsibility is a concept in which companies voluntarily integrate their social and environmental concerns into their economic work and relations with their shareholders. It includes the voluntary contribution of companies to a more livable society and cleaner environment on the basis of corporate social responsibility. We see that the social responsibility activities of international companies are generally carried out in the fields of education, environment, culture and art.

Keywords: International Company, Social Responsibility, Pakmaya .

1. INTERNATIONAL COMPANIES AND CORPORATE SOCIAL RESPONSIBILITY

1.1. THE CONCEPT OF INTERNATIONAL (MULTI-NATIONAL) COMPANY

1.1.1. International (Multinational) Company Description

A multinational (international) company is basically an organization that has manufacturing facilities and other units in at least one country other than its home country. An international company usually has offices and/or production facilities in different dormitories and a central office where they manage the global company. Some of these companies, which are also described as multinational or stateless companies, can have very large balance sheets even above the budgets of some small states. Main qualifications of international companies:

- They do business in two or more countries.
- They generally have a positive economic impact on the country where the business is done.
- Most of these firms, especially outside the home country USA, are accepted to have a negative impact on the economy with lower job opportunities.
- The existence of these companies is interpreted as increasing the type of resources to work abroad.

An international company is an international firm whose commercial activities are opened to at least two states. Some thinkers declare that a company with a unit abroad is multinational; others restrict the concept to firms that obtain at least a quarter of their trade from abroad.

Many of the oldest international firms have been tasked with conducting research tours in Europe at the request of the princes. Most of the colonial areas that did not belong to the Spanish or Portuguese states were under the administration of some of the oldest international firms in the world. One of the first of these firms was born in 1600: the British East India Company, which was engaged in multinational commercial and exploration movements and operated commercial centers in India. Another of the first companies is the Swedish Africa Company, founded in 1649, and the Hudson's Bay Company, founded in the 17th century .

A firm can strive to be international (multinational) in order to increase its buyer infrastructure worldwide and to increase its market share abroad. Therefore, the first purpose is considered to be to increase the gain and its size. Companies can launch their goods/services abroad in ways that have been modified or adapted in accordance with certain cultural sensitivities . International (multinational) companies, on the other hand, can benefit from various taxes or management approach outside the country.

1.1.2. International (Multinational) Companies in Turkey

With the effect of the increase in the investment shares of international companies, Turkey has an important share in the global economy and economic development, and it is shown among the states that are considered to be successful in the globalization phase. International companies establish agencies in countries where manufacturing costs are minimal, tax brackets provide competitive advantage, and markets are located in developing countries. is on its way. The amount of these investments decreased significantly due to the heavy impact of the effects of the global crisis that occurred in 2008, especially in the EU countries, after the integration policy implemented after 2005 and the increase in international investments in terms of being included in the studies in the globalization phase in our country .

Due to the increase in investments due to the global economy, the economic development in Turkey had positive effects such as a decrease in the amount of foreign debt, a decrease in the inflation rate, and positive developments in foreign trade. On the other hand, with the effect of the global economic crisis, there is a tendency to decrease in foreign investments.

In some parts of the Black Sea and Eastern Anatolia, there has been a remarkable development in terms of maturing the conditions for increasing the amount of international investment. On the other hand, it has been observed that the gains undertaken by the cooperation protocol between countries, which were made in order to accelerate the investment activities of international companies in the past, decreased and the number of these agreements increased. While foreign investments in our country were as low as 1.4 billion dollars on average in the 1995-2004 period, they increased starting from the second half of the 2000s and were realized as 20.2 billion dollars in 2006 and 22 billion dollars in 2007. Due to the rapid spread of the " mortgage " financial credit crisis that started in the USA in a short time, and the 2008 global crisis, the effects of which were felt seriously in developing countries, foreign direct investments, which were limited to 18% decline compared to 2007, in 2009 due to the deeper repercussions of the crisis . A decrease of 58% was observed. It has been observed that it has increased again since 2011 (Yased . 2019, 14) . While the number of internationally wealthy companies in our country was around 5,600 in 2002, it reached 58,400 at the end of 2017 (Trade Bak. 2017, 19) . In the number of internationally wealthy companies; There was an increase of 24.3% in 2014 and 19.2% in 2015 . In 2016, the same amount of foreign capital companies were established as in 2015, and in 2017, the highest level of the last five years was achieved.

At the end of 2017, 22,327 of 58,991 internationally wealthy companies in our country operate in the wholesale and retail trade business. It is known that 9,587 of them are operating in real estate rental and 7,016 in production business. In the number of companies between 2012 and 2017, there was a high increase of 103% in the wholesale and retail trade business, there was an increase in the transportation - communication - storage business line with 85% and the real estate rental business line with 79% (STB 2017, 19-25).

Fortune Turkey data, the first fifty international (multinational) companies operating in Turkey in 2021 according to their turnover are shown in the table below.

Sequence No.	Company name	Net Sales (TL)
one	Energy Markets Management Inc. (EPİAŞ)	167.126.287.343
2	Türkiye Petroleum Refinery A.Ş. (TUPRAS)	150,971,584,000
3	Turkish Airlines AO (THY)	97,378,000,000
4	Ahlatcı Jewellery Industry and Trade Inc.	79,731,047,855
5	Ford Automotive Industry Inc.	71,101,258,000
6	BİM United Stores Inc. (BİM)	70,526,679,000
7	Eregli Iron and Steel Factories TAŞ.	68,227,404,000
8	Arçelik A.S.	68,184,437,000
9	Petrol Ofisi A.S. (P.O.)	67,010,981,000
10	Opet Petrolcülük A.Ş.	56,007,463,000
11th	Star Refinery Inc.	54,562,977,491
12	socar Turkey Petrol Ticaret A.S.	53,599,532.886
13	Ahlatci Metal Refinery Inc.	44,335,742,650
14	Anadolu Efes Biracılık ve Malt Sanayii A.Ş.	39,296,008,000
15	Migros Ticaret A.Ş.	36,272,243,000

16	Turkcell Communication Services Inc.	35,920,542,000
17	Türk Telekomünikasyon A.Ş.	34,272,934,000
18	Vestel Elektronik Sanayi ve Ticaret A.Ş.	32,505,835,000
19	Enerjisa Enerji Üretim A.Ş.	30,547,681,000
20	Tofaş Turkish Automobile Factory Inc.	29,684,305,000
21	RC Renaissance Construction Contracting Inc.	29,249,718,000
22	Petkim Petrochemistry Holding A.Ş.	28.715.657.000
23	Şok Marketler Ticaret A.Ş.	28.411.812.112
24	EÜAŞ Electricity Generation Inc.	26,884,296,291
25	Selcuk Pharmaceutical Warehouse Trade and Industry Inc.	26.214.644.330
26	Enka Construction and Industry Inc.	25,782,036,000
27	İçdaş Çelik Enerji Shipyard and Transportation Industry. Inc.	25,763,375,154
28	Doğuş Otomotiv Servis ve Ticaret A.Ş.	24,306,203,000

Table 1: International (Multinational) Companies in Turkey

Sequence No.	Company name	Net Sales (TL)
29	Tosçelik Profile and Hair Industry Inc.	23,284,738,326
30	JTI Tobacco Products Marketing Inc.	20,183,843,910
31	Aselsan Electronic Industry and Trade Inc.	20,138,953,000
32	Otokoç Automotive Trade and Industry Inc.	19,261,615,000
33	Türkiye Electricity Transmission Inc. (TEIAS)	17,829,803,654
34	Soil Products Office Inc.	17,397.353,609
35	Yalçınkayalar Marketing Distribution Petrol Products Ltd. Sti.	17.024.215.615
36	Limak Construction Industry and Trade Inc.	16.526.642.201
37	Enerjisa Üretim ve Santralleri A.Ş.	16,438,986,000
38	Borçelik Çelik Sanayi Ticaret A.S.	16.137.370.372
39	Aygaz A.S.	15,893,254,000
40	Limak Investment Energy Production Operation Services and Construction Inc.	15.139.982.947
41	Eti Bakir A.S.	14,846,186.527
42	Kardemir Karabük Iron and Steel Industry and Trade Inc.	14,764,791,145
43	Advansa Sasa Polyester Industry Inc.	14,644,953,000
44	İçtaş Construction Trade and Industry Inc.	14,266,487,000
45	Tiryaki Agro Food Industry and Trade Inc.	14.228.659.053
46	Tusaş – Turkish Aerospace Industries Inc.	13.889.980.052
47	Aksa Energy Production Inc.	13.887.496.594
48	Sarkuysan Electrolytic Copper Industry and Trade Inc.	13,863,404,122
49	Istanbul Gas Distribution Industry and Trade Inc. (IGDAS)	13,280,561,684

50	Guris Construction and Engineering Inc.	13.179.673.870
Source: https://www.fortuneturkey.com/fortune500		

1.2. CORPORATE SOCIAL RESPONSIBILITY CONCEPT

1.2.1. Definition of Social Responsibility

The social obligation of companies is to be accountable to the individuals affected by their activities, to the income groups and to the environment. In this sense, it is an obligation to inform about the negative effects of individuals and companies (Dalyan, 2007). Firms have goals in terms of making profit, serving the community and maintaining their existence. For many companies, the most important of these is to increase their profits. However, nowadays, the probability of success of businesses that focus only on the profit target, regardless of the purpose of serving the society, is seriously reduced. Thus, it is very important for companies to adapt to the transformations that occur in the society and to work with an understanding of social responsibility in their long-term projects. (Pelit, Keleş and Çakır, 2009). Companies undertake responsibilities towards the society while carrying out their work.

Numerous definitions have been made regarding the social obligations of companies. These:

Social responsibility; It is an obligation to raise the peace level of the society and to do no harm to the minimum (Nalbant, 2005). Social responsibility; It is a concept that a business should follow a business tactic and policy that fits the economic and legal conditions, business ethics, desires of the employees and other groups within the company, and on the other hand, it offers peace to its environment in the working order (Demir and Songür, 1999).

The concept of social responsibility; It is defined as "the ability of the person to interpret the work or task he undertakes" and "the quality of having confidence" (Çelik, 2007).

Based on these definitions; social responsibility examines two separate areas. First, social responsibility companies are valued as an economic structure and argue that they have to make a profit in order to continue their lives. The other is important obligations due to the increasing importance of companies day by day and turning them into an undeniable part of the society in development. are required to be loaded. Because it is understood that companies have significant effects on other social, political, scientific and technological organizations of the society (Drucker, 1995).

Firms have emerged due to their necessity in social life and continue their existence. Therefore, they have to undertake certain responsibilities in the society in which they operate. Since they started their working life, companies are considered to have accepted their social obligations. Companies have to follow a measured understanding while fulfilling their social obligations. However, it is also the rule of work ethics that they carry out their work without touching the social interests (Çelik, 2007).

Among the reasons for the increasing importance of social responsibility in recent times are; The desire of the companies to create a positive perception in the community life, to provide goods or services for the demands and needs of the society, the globalization experienced throughout the world, the transformation of companies into multi-participatory structures, the implementation of activities aimed at motivation in order to prevent pollution of the environment, decrease in natural resources, and increase personnel performance. is the process of democratization.

1.2.2. Purpose of Social Responsibility

Companies, as well as being an economic institution, carry out their activities within a structure in which a certain social, political and cultural environment is effective. While carrying out their activities, companies are under the influence of the society in which they operate, on the one hand, and on the other hand, they are under the influence of the society. In fact, companies interact with the environment in which they operate. This interaction varies depending on the size of the company, its formation and activity areas. Moreover, with the influence of globalization, companies operating internationally nowadays have gained the power to direct the factors originating from the environment globally. Therefore, most of the national companies are not only influenced by the local environment, but also by global environmental factors (Torlak, 2003). Since companies interact with the social environment both personally and institutionally, they are socially responsible like all people.

The ability of companies to survive in the 21st century is related to the strong image they create with social responsibility projects. With the rising commercial race, only value, quality and service quality have gone beyond being the main features that distinguish companies from each other. Accordingly, the corporate image has reached a very important situation. For a strong and long-lasting company image, companies have to take into account that they are aware of their social obligations in all their work. In short, a strong corporate image is measured by having a sense of social obligation (Guzelcik, 1999).

It is also important for businesses to be aware of social responsibility for their employees who make up the workforce. It is known that providing a happy and safe work environment for employees, fair performance evaluation and rewarding good employees increase employee satisfaction and loyalty (Pringle and Thompson, 2000).

Today, according to the understanding of social responsibility; businesses and their managers are required to bear social responsibility and fulfill their obligations. Businesses should be managed according to the demands and expectations of the socio-economic environment, not according to the requirements of the market. Businesses that want to survive must take into account the ever-changing expectations of the society they are in so that they do not disappear. While realizing their economic goals, businesses should, on the one hand, protect the social balance by eliminating the activities that negatively affect the society, on the other hand, increase the social benefit by engaging in activities that increase the welfare level of the society, and if necessary, they should allocate their own resources for the solution of social problems (Dündar and Göksel, 2006).

1.2.3. Corporate Social Responsibility Definition

" Social Responsibilities of Businessmen " (Social Responsibilities of Businessmen) by H. Bowen , which was first published in 1953. Responsibilities of the Businessman) is mentioned in his book. Bowen advocated that business people should engage in social responsibility work that aligns with the norms and goals of the society. (Bowen, 1953: 6).

the definition made by the European Commission, corporate social responsibility is; It is a concept in which businesses can integrate their social and environmental issues with their corporate activities and interactions with their social stakeholders with a sense of volunteering. Being socially responsible means not only fulfilling legal expectations, but also allocating more financial resources to human capital, environment and relations with shareholders by going beyond volunteering. (Commission of the European Communities, 2001:6)

The United Nations Conference on Trade and Development (UNCTAD) considers corporate social responsibility in terms of how relevant businesses are to the expectations and goals of the society in which they operate. According to the United Nations Conference on Trade and Development, all social groups expect specific roles and activities to be fulfilled in order to change time with their own social change and evolution. Expectations about businesses, and especially international businesses, are changing at an unusually fast pace, with the increasing role these businesses play in a globalizing society. Therefore, different views on social responsibility standards and practices of international businesses constitute an important part of efforts to develop a global society. (UNCTAD, 1999:1)

The strategic advisory group on corporate social responsibility of the International Organization for Standardization, known as ISO, considers corporate social responsibility as an understanding in which organizations address economic, social and environmental problems in a way that will benefit individuals and society. ISO argues that within the scope of corporate social responsibility, there should be problems such as human rights, workplace and employee problems including occupational health and safety, unfair practices in the workplace, environmental perceptions, market and consumer problems. (ISO Advisory Group , 2004; Leonard & McAdam , 2003)

Mohr , Webb , and Haris (2001: 47) corporate social responsibility is "the firm's commitment to minimize or completely eliminate any harmful impact on society and maximize long-term benefits" as explains. This definition asserts that business functions take into account their impact on everyone, whether or not they are directly related to the business.

Corporate social responsibility emphasizes the importance of the role of voluntarily contributing to a better society and cleaner environment, beyond economic activities, for businesses. (Carroll, 1999:269-271)

Although the concept of corporate social responsibility has been explained in various ways in theory and practice, a universally accepted definition of corporate social responsibility has not been put forward yet. Corporate social responsibility has been defined as a concept in different ways by different people . One of the most cited definitions of corporate social responsibility belongs to Carroll (1979). According to Carroll (1979), the social responsibility of the enterprise includes the economic, legal, ethical and discretionary expectations that the society has from the institutions at a certain time. Kotler and Lee (2006) state that corporate social responsibility is the covenant to improve community welfare through voluntary business activities and contributions from business resources. McWilliams and Siegel (2001) defined corporate social responsibility as functions that go beyond the interests of businesses and advance certain social benefits required by law (Olatunle et al ., 2020: 40; Herrera and Heras-Rosas , 2020: 2).

The idea of corporate social responsibility is based on the understanding that the business world and society are not two separate structures, but are interrelated, and its increasing importance in the corporate structure requires a better understanding of its contribution to corporate reputation and business quality. Today, it is an increasing desire for businesses to respond to social concerns. Businesses that internalize corporate social responsibility can consider themselves as a transparent, responsible and accountable business that takes into account the necessary concerns of the society (Majumdar et al ., 2008: 2).

In its most general definition, corporate social responsibility describes the responsibility of institutions, which are an indispensable part of society, to act in accordance with ethical values. Corporate social responsibility can also be defined as a structure aimed at increasing the welfare level of the society as a whole, with the understanding that the business world and society act together in social life. In addition, it covers all the activities that institutions do to maintain, protect and raise their lives within a certain structure (Yüksel, Bozkurt, & Güven, 2005).

One of the first definitions of corporate social responsibility; Keith as "decisions and actions taken, in part, beyond the direct economic or technical benefits of the business" It was made by Davis in 1960. Another definition was made by Walton in 1961 as "the problems that occur with the emergence of corporate initiative on the social scene and the ethical principles that should regulate the relationship between the institution and society" (Corporate Social Responsibility Association, 2013).

The definition of corporate social responsibility was defined by Steiner in 1972; It has been made as “the set of norms, duties and behaviors that are generally accepted among certain businesses and people from a certain time and a certain society” (Corporate Social Responsibility Association, 2013).

It is possible to follow the evidence of the concern of the business world towards society for centuries. However, official writings on social responsibility have largely taken place in the 20th century, especially since the 1950s. In addition, although it is possible to encounter the first traces of corporate social responsibility thought throughout the world (mainly in developed countries), official writings were mostly realized in the United States of America, where a large body of literature has accumulated (Carroll, 1999: 268). However, there are many reasons underlying the motivation of businesses to participate in socially responsible activities. It is possible to summarize them as follows (Sprinkle and Maines, 2010: 446-447):

Corporate social responsibility efforts are part of being a good global citizen,

Avoiding negative publicity and other activities of various shareholder groups such as non-governmental organizations,

Corporate social responsibility helps to recruit, motivate and retain personnel,

The ability of corporate social responsibility functions to persuade consumers to purchase a company's products or services and increase its market rate,

Concentration of businesses on environmental concerns can lead to a reduction in production costs,

Corporate social responsibility is an integral part of a business's risk management, acting as an effective factor to ease legal or regulatory constraints.

2. OVERVIEW OF PAKMA FACTORIES

2.1. HISTORY OF PAKMA FACTORIES

Pakmaya, which has been the pioneer and leader of the sector for more than fifty years, introduced Turkey to the sourdough produced with scientific methods, and is among the three strongest companies in the world with its exports to approximately one hundred and thirty countries. In addition to sourdough, Pakmaya is one of the reliable, preferred and rising food brands of our country with its high quality, rich product variety and reformer stance in bakery, mill, pastry and home consumption products.

Pakmaya group of companies was founded in 1923 by Prof. Its foundations were laid with the pharmaceutical laboratory named after Mustafa Nevzat. Having gained experience in sensitive, careful and healthy industrial production by producing pharmaceuticals and pharmaceutical raw materials for many years, the group decided to enter the food business in 1973 and put its first Pakmaya factory into service in İzmit- Kosekoy.

of Pakmaya since this date and it has become an indispensable part of bread production.

opened its first investment outside Turkey in 1998 in Paşcani, Romania.

all Pakmaya facilities, production is carried out with technologically controlled systems in accordance with international health and quality standards. Fresh, active dry and instant yeast varieties are produced without sacrificing quality in the facilities with an experienced staff of approximately one thousand people and the latest technical equipment.

Reaching a production capacity of 250 thousand tons of fresh yeast with stable growth as of its establishment, Pakmaya has managed to become one of the largest yeast production facilities in the world.

Pakmaya has been producing bakery, pastry and milling products since 1986. In the 2010s, Pakmaya entered the consumer products business: Apart from cooking aids, pudding, Turkish desserts, pastry cream, whipped cream, sweet sauce, chocolate, powdered hot drinks, bread and muffin mixes created new and high quality products of the brand.

produces bread improvers, bread mixers and auxiliary materials, baking aids such as powdered sugar, baking powder, and vanilla sugar. Apart from these, As Gıda also produces flour developers and flour enrichers for the milling business.

2.2. YEAST EXPORT STATISTICS OF TURKEY BY YEARS

Turkey's yeast export amount and export figures for the last five (2017-2021) years are reflected in the tables below according to the data of the Turkish Statistical Institute (TUIK). Pakmaya Factories, which produce in İzmit- Kösekoy, İzmir-Kemalpaşa and Düzce-Cumayeri facilities, realized more than half of Turkey's total yeast exports.

Table 2.1.1: Yeast Export Statistics for 2017					
Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Algeria	8,534,125	18,518,881	India	137,600	330,240
Sudan	8,044,461	20,960,640	Tajikistan	135,390	305,819
Saudi Arabia	6,850,491	10,954,695	Botswana	134,707	342,737
Israel	5,388,284	6,181,955	Uzbekistan	122,098	208,112
Iraq	5,127,505	13,435,629	Gabon	121,400	327,830
Angola	4,605,356	10,291,160	Cuba	120,400	265,640
Tanzania	4,126,415	9,589,056	Benin	102,570	249,163
Bulgaria	3,570,336	2,555,600	Malaysia	99,718	234,443
Lebanon	2,513,217	5,159,974	Ghana	85,668	218,526
Georgia	2,261,529	2,251,326	Train	85,245	194,567
Syria	2,174,663	5,319,029	South Sudan	80,370	183,624
Senegal	1,971,941	2,374,948	Turkmenistan	79,733	201,660
codedivuar	1,939,394	4,663,204	South Africa Rep.	78,165	189,685
Russian Federation	1,796,108	5,022,408	Bahrain	74,450	177,535
USA	1,784,275	4,352,496	Moldova	71,295	206,918
Rwanda	1,612,414	3,795,240	Serbia	69,386	165,821
Ethiopia	1,609,601	3,647,376	Peru	68,800	181,307
Azerbaijan	1,513,749	2,336,169	Central African Republic	66,190	153,888
Niger	1,401,333	3,087,130	Burkina Faso	65,506	167,672
Cameroon	1,396,824	3,436,061	Romania	65,450	149,077
Yemen	1,359,780	3,842,062	Nepal	63,600	148,088
Libya	1,318,251	3,259,954	Cabo Verde	62,614	143,873
Sri Lanka	1,280,330	3,519,175	Nicaragua	59,000	140,260
Germany	1,280,079	2,622,650	New Zeland	53,011	134,956
Chad	1,262,402	2,802,428	Oman	52,000	124,436
Egypt	1,117,812	1,555,461	Sweden	51,663	120,999
Congo	1,013,925	2,694,647	Paraguay	50,232	150,933
Kazakhstan	940,487	2,651,704	Mauritius	46,494	113,932
Kosova	856,991	522,800	Guyana	46,482	129,708
Mauritania	844,640	2,289,636	Portugal	46,250	100,893
Congo Democratic Rep.	761,243	1,724,940	Liberia	45,633	105,805

Table 2.1.1: Yeast Export Statistics for 2017 (Continued)

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Indonesia	756,266	1,829,736	Suriname	43,721	121,241
Kenya	589,684	1,606,476	Canada	43,438	115,310
Uganda	569,840	1,400,238	Denmark	37,790	91,909
Northern Cyprus Turkish Rep.	545,170	510,513	Uruguay	36,602	117,097
Bosnia and Herzegovina	526,748	798,680	Mongolia	36,419	83,440
Madagascar	511,506	1,304,080	Esvatini	35,200	67,680
Greece	507,000	417,055	Venezuelan	34,770	88,341
Chile	460,610	1,212,677	Pakistan	34,400	79,177
Brazil	456,093	1,092,060	Singapore	32,875	76,652
Nigeria	451,250	1,020,657	Holland	27,480	64,827
Kuwait	435,842	1,035,841	United Kingdom	24,710	56,095
Lithuania	434,642	1,087,815	Costa Rica	20,900	49,285
Iranian	422,228	833,197	Belgium	20,301	45,909
Burundi	380,380	903,124	Aruba	20,000	49,000
Papua New Guinea	371,200	966,046	Montenegro	17,388	44,105
Gambia	369,404	839,841	Panama	17,220	40,347
Afghanistan	363,840	867,551	El Salvador	17,200	39,972
Philippines	359,990	866,500	Bangladesh	16,800	39,594
Jordan	355,219	952,472	Austria	15,428	24,545
Somalia	354,424	842,957	Grenada	13,115	44,073
Djibouti	342,600	867,224	Equatorial Guinea	12,500	35,623
UAE	329,262	732,051	Hungary	10,895	29,746
Mozambique	325,327	771,660	Waist. Country and Regions	10,500	25,187
Spain	312,775	995,811	Mayotte	10,400	25,841
Malawi	299,200	609,111	Ovary Free Division.	10,000	22,022
Financial	282,173	825,672	Togo	8,580	18,950
Italy	271,188	1,041,737	Switzerland	5,448	7,612
Kyrgyzstan	223,949	595,233	Poland	5,240	12,858
Thailand	221,463	582,829	Dominican	4,009	10,016
Haiti	205,205	485,438	North Macedonia	3,726	28,953
Sierra Leone	204,504	463,938	Trinidad and Tobago	3,520	9,797
Chinese	190,320	533,096	Taiwan	2,860	7,523
Ukraine	188,280	407,980	South Korea	2,500	6,220
Albania	187,064	244,825	Australia	1,707	4,197

Croatia	181.022	396,187	Aegean Free Zone	1,669	4,084
France	155,135	355.505	Maldives	211	1.053
Guinea	153,742	365,812			
Export Amount in 2017 (Kg)		96,633,148	Export Amount in 2017 (Dollar)		203,536,487

Table 2.1.2: Yeast Export Statistics for 2018

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Algeria	9,604,785	20,693,214	Guinea	153,810	343,355
Sudan	8,486,041	20,633,727	Malaysia	149,987	230,621
Saudi Arabia	7,906,301	14,233,792	Bahrain	145,760	348,031
Israel	5,550,160	6,364,346	Uzbekistan	144,543	239,715
Iraq	4,417,054	10,814,336	Nicaragua	138,900	335,177
Tanzania	3,847,552	8,946,315	Botswana	127,045	341,895
Libya	3,537,353	8,423,937	Spain	123,353	481,099
Bulgaria	2,781,159	2,071,437	South Sudan	120,154	249,611
Lebanon	2,604,484	5,344,954	Romania	116,670	237,595
ABD	2,573,199	6,188,512	Sierra Leone	116,358	262,045
Syria	2,304,806	5,098,580	Guyana	115,318	305,999
Angola	2,188,614	4,799,654	Nepal	107,120	245,160
Kamerun	2,043,339	4,974,209	Mali	97,960	296,667
Senegal	2,031,442	2,445,068	India	97,400	231,363
codedivuar	1,979,216	4,685,352	Costa Rica	92,350	217,447
Georgia	1,938,432	1,890,844	Kosovo	90,142	91,916
Rwanda	1,816,406	4,301,503	Peru	85,600	225,608
Azerbaijan	1,598,640	2,153,153	Central African Republic	84,693	197,772
Sri Lanka	1,505,340	4,080,652	Turkmenistan	80,122	197,652
Russian Federation	1,435,048	4,024,552	Chinese	73,746	209,660
Chad	1,331,664	3,206,756	Belgium	73,163	165,922
Nigeria	1,293,460	3,249,604	Singapore	71,993	164,976
Mauritania	1,191,099	3,234,906	Oman	69,600	161,389
Niger	1,180,640	2,731,186	Liberia	66,173	145,164
Germany	1,035,934	2,328,535	Portugal	58,350	134,277
Kazakhstan	982,486	2,689,196	Philippines	57,600	137,431
Yemen	893,357	2,412,075	Moldova	55,048	151,359
Congo	873,997	2,349,903	Suriname	51,099	136,913

Indonesia	771,345	1,969,521	Ghana	51,000	135,288
Madagascar	703,757	1,784,846	Mauritius	43,930	118,796
Brazil	681,339	1,623,779	Austria	36,468	49,142
Mozambique	632,042	1,381,314	Esvatini	35,200	67,234
Lithuania	630,619	1,537,504	New Zeland	35,000	88,356
Kuwait	576,778	1,366,051	Sweden	34,939	84,798
Chile	555,680	1,464,015	Morocco	34,000	78,710
Congo Democratic Rep.	553,056	1,291,999	Serbia	33,129	84,351
Djibouti	550,800	1,382,586	Aruba	32,000	78,400
Northern Cyprus Turkish Rep.	546,861	478,908	Canada	24,952	62,958
Uganda	545,226	1,336,140	United Kingdom	24,830	55,251
Somalia	537,988	1,245,057	Uruguay	24,436	75,922
Sweetcorn	458,991	687,998	Holland	22,900	56,361
Burundi	426,800	1,011,627	Paraguay	22,038	70,652
Afghanistan	416,317	996,779	Togo	22,000	54,329
Bosnia and Herzegovina	362,892	508,891	Iranian	21,009	246,500
Greece	356,050	305,826	Zimbabwe	20,790	76,408
Papua New Guinea	352,535	929,324	Mongolia	20,528	47,376
Ethiopia	344,164	810,658	Belarus	19,500	43,825
UAE	335,866	729,811	Denmark	19,200	45,652
Albania	334,170	306,359	Guinea Bissau	17,600	37,900
Kenya	327,678	1,003,213	El Salvador	17,060	38,980
Benin	316,401	826,823	Cabo Verde	17,000	38,250
Gambia	314,572	704,029	Montenegro	16,821	42,062
Jordan	263,059	433,162	Grenada	15,223	51,226

Table 2.1.2: Yeast Export Statistics for 2018 (Continued)

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export Quantity (Kg)	Export Amount (Dollars)
Gabon	254,300	703,960	Ovary Free Division.	13,050	16,943
Italy	254,022	975,489	Poland	10,080	25,489
Kyrgyzstan	214,142	475,260	Argentina	10,000	25,320
Malawi	211,200	424,532	Trinidad and Tobago	8,800	24,887
Haiti	206,388	490,025	Hungary	8,640	23,533
Ukraine	200,232	392,094	Taiwan	6,680	17,597
France	199,425	461,328	Switzerland	6,446	5,099
Croatia	198,258	476,484	Dominican	3,224	8,410

South Africa Rep.	196,612	408,152	Australia	2,536	5,844
Venezuelan	183,738	403,002	South Korea	2,000	4,950
Tajikistan	182,884	350,975	State of Palestine	762	1,857
Burkina Faso	178,991	443,106	Maldives	620	2,585
Train	163,540	361,378	Norway	575	938
Thailand	157,625	412,941	Ireland	159	105
Cuba	154,800	357,294	Guinea	153,810	343,355
Uganda	545,226	1,336,140	Malaysia	149,987	230,621
Export Amount in 2018 (Kg)		97.282.333	Export Amount in 2018 (Dollars)		206,100,641

Table 2.1.3: Yeast Export Statistics for 2019

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Sudan	10,659,536	23,047,882	Cuba	189,200	413,336
Saudi Arabia	10,143,574	17,426,574	Kyrgyzstan	186,742	469,575
Algeria	7,505,795	16,075,345	France	183,529	402,852
Israel	6,040,637	6,798,297	Gambia	160,960	360,731
Iraq	4,608,554	10,736,558	Botswana	156,676	397,356
Bulgaria	3,147,577	1,727,305	India	154,800	354,320
Tanzania	3,132,187	7,184,375	Uzbekistan	153,880	213,023
USA	2,699,558	6,443,038	Bahrain	144,410	341,424
codedivuar	2,434,372	5,517,413	Burkina Faso	142,080	287,709
Angola	2,127,807	4,092,746	Nicaragua	138,900	332,698
Syria	2,064,996	3,794,429	Haiti	136,881	314,723
Senegal	2,058,940	2,636,483	Spain	124,960	506,360
Georgia	2,042,672	1,879,199	Central African Republic	119,224	270,271
Lebanon	1,920,365	3,608,207	Pakistan	113,650	252,921
Libya	1,593,472	3,646,721	Tajikistan	99,706	186,013
Rwanda	1,440,860	3,284,998	Venezuelan	90,389	168,156
Azerbaijan	1,346,961	1,872,232	Ghana	85,000	221,351
Germany	1,342,012	2,662,650	Nepal	76,640	173,611
Yemen	1,314,372	3,467,109	Costa Rica	73,600	173,760
Jordan	1,273,439	920,327	Guinea Bissau	70,400	150,841
Russian Federation	1,201,251	3,194,224	Train	65,965	143,084
Mauritania	1,194,665	2,945,429	Guyana	63,897	176,837
Nigeria	1,179,836	2,720,589	Portugal	58,000	127,740

Cameroon	1.033.112	2.651.206		Philippines	51,600	119,094
Table 2.1.3: Yeast Export Statistics for 2019 (Continued)						
Name of country	Export amount (kg)	Export Amount (Dollars)		Name of country	Export amount (kg)	Export Amount (Dollars)
Sri Lanka	902,400	2,343,589		Peru	50,400	132,736
Chad	894,040	2,035,234		Surinam	49.121	134,404
Kazakhstan	880,637	2,265,978		Moldova	46,360	146,043
Democratic Congo Cum.	827,968	1,901,292		New Zealand	40,950	100,739
Kenya	780,664	1,667,385		Uruguay	40,900	131,889
Indonesia	708,646	1,801,652		Sweden	39,992	88,540
Niger	703.410	1,542,911		Dominican Republic	37,950	94,419
Congo	655,768	1,690,200		Oman	35,730	76,919
Somalia	641.319	1,459,292		Chinese	34,465	69,802
Papua New Guinea	638,406	1,703,249		Bangladesh	34,400	63,874
Kuwait	584.349	1,322,261		Canada	34,253	92,560
Lithuania	582,214	1,401,556		El Salvador	34,200	79,773
Northern Cyprus Turkish Rep.	538,047	441.056		Morocco	33,200	76,858
Madagascar	521,610	1,269,734		Holland	29,712	68,736
Mozambique	441.081	883,445		Mauritius	29,273	72,744
Romania	394,533	382.948		Denmark	28,800	68,451
Burundi	370,820	822,368		Serbia	27,959	71.691
Malawi	369,600	742,143		Singapore	25,955	46.105
Ethiopia	365,660	783,509		United Kingdom	25,717	56,869
Bosnia and Herzegovina	362,916	605.325		Paraguay	23,693	72,974
Djibouti	348,000	820,854		Iranian	19,094	55,621
Albania	337,224	322.707		Kosovo	18,634	46.137
Tunisia	313,700	419,110		Benin	18,200	37,602
Uganda	289,624	675,438		Esvatini	17,600	33,768
Greece	287,660	227,289		Belgium	17,200	37,840
Italy	285,040	1,208,600		Liberia	17,180	34,680
Turkmenistan	283,876	581.323		Montenegro	16,506	39,039
Sweetcorn	276,197	469,470		Grenada	14,951	51,417
Chile	271,100	710,590		Zimbabwe	13,860	51,013
UAE	259.064	558,595		Austria	13,515	31,784
Gabon	240,640	639,424		Hungary	12,960	33.724
South Sudan	231.402	463,587		Mongolia	7,000	15,400

Croatia	224,157	507,699	Poland	5,040	12,236
Sierra Leone	221,364	464,389	Trinidad and Tobago	4,400	12,389
Thailand	220,783	575,109	Switzerland	3,937	4,971
Finland	216,020	487,280	Dominican	3,830	10,485
Ukraine	215,644	428,386	South Korea	2,995	7,773
Brazil	206,109	505,304	Australia	2,479	6,063
Malaysia	201,835	276,318	State of Palestine	1,466	4,148
South Africa Rep.	199,916	333,094	Maldives	108	333
Guinea	199,790	417,015	Hong Kong	55	233
Afghanistan	195,282	454,335			
Export Amount in 2019 (Kg)		94,950,194	Export Amount in 2019 (Dollars)		185,774,947

Table 2.1.4: Yeast Export Statistics for 2020

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Algeria	8,333,850	16,966,648	Ghana	155,133	398,546
Sudan	7,898,265	16,583,110	Sierra Leone	153,774	315,543
Saudi Arabia	6,278,455	13,648,021	Bahrain	150,710	344,570
Israel	5,732,214	7,003,189	Serbia	146,296	269,802
Iraq	4,530,003	11,190,031	Costa Rica	134,400	314,955
Bulgaria	3,958,847	2,300,408	Morocco	131,000	249,179
USA	3,737,074	9,336,418	Gambia	127,160	258,550
Syria	3,207,698	5,104,207	Tajikistan	121,476	223,074
Tanzania	2,498,622	5,549,300	India	120,400	264,880
Germany	2,367,005	4,899,627	Dominican Republic	120,150	297,897
Angola	2,110,623	3,856,516	Botswana	114,614	326,088
Lebanon	1,928,738	3,570,486	Kenya	104,166	262,764
Senegal	1,889,747	2,550,227	Malaysia	102,470	165,788
Mauritania	1,761,467	3,909,637	Venezuelan	101,474	235,581
Georgia	1,750,201	1,628,282	Kosovo	94,215	194,407
Azerbaijan	1,645,224	2,661,834	Suriname	93,620	253,777
Rwanda	1,530,109	3,171,001	Guinea Bissau	88,000	189,782
Libya	1,479,060	3,240,106	Moldova	81,715	229,613
Cameroon	1,405,293	3,604,088	Kyrgyzstan	77,391	199,782
Congo Democratic Rep.	1,387,775	2,944,765	Canada	76,969	196,857
Niger	1,353,342	2,752,457	Chinese	75,734	224,398
Sri Lanka	1,261,800	3,269,487	Guyana	74,443	212,108

codedivuar	1,231,237	2,962,500	Cuba	68,920	150,760
Yemen	1,041,023	2,715,736	Oman	64,400	137,312
Burkina Faso	1,025,170	1,958,473	Paraguay	60,731	177,124
Kazakhstan	1,005,195	2,581,059	United Kingdom	56,791	125,682
Nigeria	991,392	1,996,002	Nepal	52,000	116,030
Russian Federation	943,589	2,465,329	Bangladesh	51,600	98,920
Indonesia	853,374	2,123,766	Peru	50,800	123,733
Chad	807,862	1,824,432	Hungary	50,451	154,427
UAE	768,409	1,541,695	New Zeland	49,000	112,665
Jordan	704,932	676,895	Sweden	46,365	102,118
Chile	697,572	1,842,973	Togo	45,400	108,534
Congo	696,774	1,808,585	Istanbul End.Trade.Ser .Division .	45,153	91,661
Lithuania	690,090	1,693,160	Uruguay	44,855	165,036
Kuwait	681,705	1,529,605	Poland	39,560	95,539
Financial	658,117	1,424,824	Mauritius	35,860	83,406
Sweetcorn	650,523	1,135,721	Montenegro	34,906	87,408
Madagascar	576,495	1,395,533	Philippines	34,531	73,733
Turkmenistan	548,402	1,164,348	Austria	32,190	84,164
Albania	525,017	591,343	Denmark	28,800	69,596
Ethiopia	519,860	1,127,162	Grenada	25,308	88,820
Uganda	501,799	1,094,426	Iranian	24,740	83,567
South Africa Rep.	496,806	1,018,480	Slovenia	24,030	43,052
Djibouti	493,800	1,148,498	Pakistan	23,900	50,435
Romania	490,210	812,771	Mongolia	22,584	52,128
Northern Cyprus Turkish Rep.	488,681	424,528	Equatorial Guinea	21,700	46,644
Spain	484,342	1,387,244	Singapore	17,924	37,009

Table 2.1.4: Yeast Export Statistics for 2020 (Continued)

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
South Sudan	484,000	1,104,272	Esvatini	17,600	34,008
Somalia	482,334	1,078,087	Sao Tome and Principe	17,300	39,491
Mozambique	443,526	863,345	Argentina	17,000	43,705
Bosnia and Herzegovina	411,444	694,275	El Salvador	16,250	37,219
Train	390,071	1,062,576	Aruba	15,000	36,750
Brazil	349,180	847,219	Switzerland	14,558	17,022

Uzbekistan	301,764	456,805	Zimbabwe	13,860	51,133
Ukraine	289,888	568,022	Czech Republic	13,052	50,253
Croatia	285,968	664,606	Holland	9,673	12,076
Burundi	276,100	581,612	Panama	7,614	21,145
Thailand	276,094	694,413	Australia	6,850	14,313
Portugal	257,260	594,532	Dominican	6,212	16,408
Gabon	256,950	687,610	Trinidad and Tobago	4,000	11,268
Guinea	256,514	515,411	Taiwan	3,600	9,223
Papua New Guinea	228,205	538,485	South Korea	2,495	6,564
Italy	224,060	640,865	Ireland	788	507
Afghanistan	221,810	503,746	Bahamas	591	1,210
Greece	219,069	391,735	Maldives	498	1,968
France	206,728	486,451	Ovary Free Division.	300	2,382
Central African Rep.	188,319	388,853	Norway	107	186
Belgium	185,134	377,774	Union of the Comoros	one hundred	250
Haiti	180,221	416,216	Mersin Free Zone	81	263
Nicaragua	176,400	425,126	Hong Kong	68	178
Benin	171,200	407,809	North Macedonia	27	62
Export Amount in 2020 (Kg)	97,045,460		Export Amount in 2020 (Dollars)	193,769,806	

Table 2.1.5: Yeast Export Statistics for 2021

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Algeria	11,247,562	23,173,328	Thailand	183,448	460,073
Sudan	7,505,371	17,452,078	Bahrain	175,953	384,740
Israel	6,219,956	7,932,902	Botswana	173,877	442,263
Iraq	4,367,110	11,061,583	Uzbekistan	171,164	266,504
USA	4,022,393	9,808,374	Ukraine	169,647	371,375
Libya	3,605,749	8,527,720	Costa Rica	157,000	364,060
Syria	3,401,582	4,409,438	Singapore	140,520	337,412
Bulgaria	3,355,701	1,885,484	Dominican Republic	137,350	323,101
Tanzania	2,311,178	5,339,846	Romania	130,436	305,205
codedivuar	2,254,849	5,417,254	Suriname	99,587	263,566
Senegal	2,068,875	2,760,119	Kyrgyzstan	90,885	229,036
Lebanon	2,065,863	3,992,258	Nepal	89,600	209,028

Rwanda	2,041,380	4,322,746	Philippines	85,900	195,684
Angola	1,962,840	3,800,318	Guyana	81,568	212,082
Cameroon	1,903,941	4,883,826	Belgium	71,812	160,389
Mauritania	1,902,420	4,499,841	Guinea Bissau	70,485	177,067
Nigeria	1,834,086	4,070,005	Benin	69,625	175,352

Table 2.1.5: Yeast Export Statistics for 2021 (Continued)

Name of country	Export amount (kg)	Export Amount (Dollars)	Name of country	Export amount (kg)	Export Amount (Dollars)
Yemen	1,711,681	4,290,205	India	68,800	151,460
Germany	1,617,510	3,316,630	Greece	68,745	146,481
UAE	1,513,155	3,343,282	Portugal	68,200	154,376
Sri Lanka	1,459,600	3,800,443	Pakistan	67,619	135,699
Chad	1,376,090	3,258,090	Uruguay	54,092	180,673
Georgia	1,212,633	1,258,170	Tajikistan	49,481	102,583
Azerbaijan	1,188,357	2,035,379	El Salvador	46,700	104,455
Sweetcorn	1,134,733	2,183,791	Mauritius	39,563	98,259
Congo	1,082,019	2,780,321	Moldova	39,522	100,819
South Sudan	1,066,402	2,347,544	Esvatini	35,200	67,423
Ethiopia	1,045,900	2,251,660	New Zeland	35,000	79,165
Russian Federation	1,028,099	2,783,976	Togo	34,675	88,807
Niger	1,022,339	2,385,448	Chinese	34,400	70,200
Kazakhstan	995,032	2,518,238	Morocco	31,906	76,930
Somalia	875,030	2,001,391	Denmark	30,240	88,270
Jordan	818,225	699,918	Malaysia	28,140	42,351
Kuwait	792,445	1,886,174	Poland	28,000	69,267
Congo Democratic Rep.	780,266	1,786,845	Sweden	26,603	60,786
Indonesia	700,025	1,883,931	Paraguay	25,582	63,862
Madagascar	681,783	1,751,979	Holland	23,662	56,732
Brazil	670,200	1,415,143	United Kingdom	19,972	39,551
Train	666,056	1,815,239	Serbia	19,087	117,960
Uganda	649,306	1,426,068	Canada	18,918	45,668
Financial	626,206	1,559,849	Cuba	17,341	40,086
Djibouti	610,100	1,386,361	Malta	17,300	44,070
Albania	588,561	600,522	Iranian	16,608	76,325
Mozambique	530,846	1,135,484	Istanbul End . Trade Ser. Division .	15,510	34,958

Northern Cyprus Turkish Rep.	476,977	407.375	Montenegro	15,498	40,590
Spain	447,508	1,252,629	Austria	14,771	38,497
Papua New Guinea	423,973	1,007,876	Peru	14,500	34,647
Turkmenistan	419,942	866,049	Grenada	13,878	45,822
South Africa Rep.	396,016	838,406	Union of the Comoros	12.240	23,490
Gabon	364.605	1,053,342	Mongolia	11,992	30,452
Chile	354,640	866,586	Kosovo	8,833	21,922
Kenya	324,516	805.796	South Korea	8,022	22,036
Bosnia and Herzegovina	324,289	525,362	Switzerland	5.710	5,677
Lithuania	282.386	685,366	Hungary	5,040	14,233
Nicaragua	273,350	620.931	Argentina	5,000	20,390
Burkina Faso	249,508	536,382	Australia	4,908	5.621
Gambia	243,197	505.716	Czech Republic	4,820	11,490
Central African Republic	239,500	548,624	Taiwan	3,600	8,387
Guinea	239,180	652.001	Panama	2.960	7.514
Croatia	222,258	552,401	Bahamas	941	2.178
Oman	212.530	515,460	State of Palestine	733	1.698
Burundi	211,300	437,473	Izmir Free Zone	658	1,596
France	207.352	478,616	Maldives	519	1,950
Italy	206.570	635,159	Hong Kong	442	1.053
Sierra Leone	206.070	420,753	Liberia	213	495
Haiti	200,169	433,319	Ireland	132	84
Venezuelan	199,193	420.028	Norway	31	71
Afghanistan	194,430	445,152	Saudi Arabia	22	50
Ghana	187.086	489.070	North Macedonia	9	22
2021 Export Amount (Kg)		98,815,195	2021 Export Amount (Dollar)		204,793.191

3. PAKMAYA'S CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

3.1. PAKMAYA'S CORPORATE SOCIAL RESPONSIBILITY POLICY

Pakmaya considers protecting the health of nature and living things as its priority in all production stages. With this understanding, all activities are carried out in accordance with the model environmental consciousness and applicable legal regulations and principles. The newest scientific developments and methods are applied, which will not adversely affect the nature and provide an attitude in the processing of inputs.

Pakmaya demonstrates its nature-related activities in compliance with **the TS EN ISO 14001:2015 Environmental Management System and by always developing it**. The attitude of the business on quality and nature is further supported by internationally valid documents. While Pakmaya carries out its activities with the understanding of permanent evolution in order to protect nature, it aims to strengthen the nature consciousness through education and participation in front of both its employees and business stakeholders and the society, and continues its activities in this direction.

Acting with the awareness of contributing to the maximum level of protection, especially in the region where it operates, Pakmaya has opened evaporation (physical treatment) facilities in addition to the biological waste water treatment facilities consisting of anaerobic and aerobic treatment units in its three facilities, in order to improve the treatment facilities within its body.

Pakmaya , in the context of nature protection, nature-friendly understanding; He explained his corporate social responsibility policies towards the environment as follows, based on sensitivity to nature and the aim of permanent development in the works he carries out:

- To be subject to the determined basic criteria and rules regarding the environment, to the national and international legal practices and other responsibilities,
- Keeping the possible natural factors under control from the design stage to the end of the life cycle and minimizing the bad effects,
- To prevent environmental pollution by following technological innovations with scientific investigations and to always move natural qualities forward,
- Minimizing waste materials and ensuring their recycling,
- To always support evolution by setting goals and objectives to protect the environment ,
- To raise the awareness of nature protection obligation of employees at all levels by carrying out regular information studies on the protection of nature,
- To control the pollution that occurs at its source without spreading,
- To communicate and share information with all employees and people interacting in order to raise the quality of nature to a high level,
- It undertakes to protect natural assets and to implement them in the most efficient and active manner together with energy resources as its main policy.

Optical vapor conversion method is applied in the evaporation units of Pakmaya factories . First, new steam is supplied to the first unit, and the evaporation steam of all units is used to heat the next units. Thus, the steam is evaluated five times and the system performs the evaporation efficiency at the most cost-effective. Waste materials resulting from the evaporation process turn into a liquid substance with molasses density, which contains rich minerals and food items. About two-fifths of the solids contained in this liquid contain protein. On the other hand, it also contains trace elements and various vitamins. The potassium salt in the content of the liquid substance formed is separated and converted into an additional substance to be used in animal feed containing rich minerals. From these stages, an animal feed additive called vinas and organic potassium sulfate fertilizer, which is used extensively in agriculture, are produced and brought to our economy.

Pakmaya has provided an investment of 34.5 million dollars for evaporation units, 11 million dollars in Izmit Köseköy facilities, 16.5 million dollars in Düzce Cumayeri facilities , 7 million dollars in İzmir Kemalpaşa facilities. Pakmaya , with its investments, both fulfills the legal obligations in practice and carries out its contract to follow more economically advanced scientific methods in the processing of inputs that will not pollute the nature and bring its long-term perspectives to the fore.

3.2. PAKMAYA'S CORPORATE SOCIAL RESPONSIBILITY PROJECTS

3.2.1. Pakmaya's Environmental Responsibility Activities

- Anaerobic and aerobic wastewater treatment plants were established at the İzmit- Köseköy Plant. (1984).
- With the establishment of the İzmir Kemalpaşa factory, biological treatment systems were started to work (1986).
- PAK Biotechnology Research and Development Center was established (1988).
- With the commissioning of the factory in Cumayeri, Düzce, aerobic and anaerobic biological treatment units were also put into service (1990).
- “ISO 14001 Environmental Management System” was established at the Izmit Factory (2005).
- its raw material, molasses, is used in yeast production, in the evaporation facilities that it has implemented in Izmit and Izmir facilities in order to benefit from and recycle the organic and mineral substances in the remaining liquid, the feed additive called vinas and organic potassium sulfate fertilizer used in the cultivation of plants have been produced, thus contributing to our economy. (2005-2006).
- Evaporation unit was established in Düzce Facilities (2008).
- “Environmental Permit Certificate” was obtained at the İzmir Facility (2012).
- An "Environmental Permit" was obtained for the Izmit Facility (2013).
- An “Environmental Permit” was obtained for the Düzce Facility (2014).
- Within the framework of legal regulations regarding waste material; By providing temporary waste storage permits to waste areas, hazardous and non-hazardous wastes are inspected within the scope of the industrial waste control program. Almost all of the waste materials coming out of the production facilities are recycled into the economy (2014).

- Membrane with advanced treatment systems in Izmit, Izmir and Düzce plants for the cleaning of colored wastewater originating from molasses. By installing a filtration unit, the color of the wastewater was reduced to the nominal size level (2012-2014).
- Pakmaya has put into practice the units that will set an example for other enterprises in eliminating the odor emission in the production chimneys in the yeast sector, with the odor removal units established to eliminate the bad odor arising from the fermentation process from the fermentor chimneys in the Izmit, Izmir and Düzce enterprises (2013-2015).
- Biotechnology Research and Development Center, where investigations on yeast and nature are carried out ; It has been accepted as an R&D Center approved by the Ministry of Science, Industry and Technology (2015).
- In the "Environment Award Competition" organized by the Aegean Region Chamber of Industry Pakmaya İzmir Factory was awarded the second prize. Continuing work is the execution of carbon footprint activities along with the creation of greenhouse gas release reports (2016).
- System" for İzmir and Düzce Enterprises . In order not to harm natural resources, significant gains have been achieved in the consumption of process water in recent years with water saving activities. From the first day the factories were put into service, up to 45% savings have been achieved in the amount of water used, and this understanding of savings continues (2016).
- At the end of the activities carried out to reduce the waste materials at the source; In 2015, a 29% decrease was achieved in the amount of non-hazardous waste sludge produced during manufacturing, and waste material reduction activities at the source continue (2016).
- Bilgisu Environment Awards Ceremony" organized by Kocaeli Chamber of Industry in Turkey in 2016 , after the evaluations made in a total of thirty enterprises; Pak Gıda İzmit- Köseköy Factory was awarded the "Environmental Incentive Award" (2016).

3.2.2. Pakmaya's Corporate Social Responsibility Projects

Pakmaya has made serious contributions to the development of education in Turkey and to catch up with the world standards with its corporate social obligation projects that put education at the center.

Pakmaya Factories has so far put into use many primary, secondary, high school, college and teacher's service buildings in Istanbul, Izmit, Izmir, Düzce, Balıkesir and Sivas. These educational and social facilities, which Pakmaya put into the service of the education community in our country, not only enabled our students to study in buildings with modern physical facilities, but also contributed to our educators' use of social facilities.

Pakmaya has made many contributions to the education of our country with educational projects in the context of corporate social responsibility. The main contributions of these contributions are given in the table below.

Table 3: Pakmaya's Corporate Social Responsibility Projects

Sequence No.	Project name	The project area
one	Pakmaya Abidin Pak Primary/Secondary School	Derince/Kocaeli
2	Pakmaya Huriye Pak Primary/Secondary School	Derince/Kocaeli
3	Pakmaya Secondary School	Kartepe / Kocaeli
4	Pakmaya Muzaffer İncekara Primary School/ Ortakulu	Kartepe / Kocaeli
5	Kocaeli University Kullar Vocational School Kartonsan Campus	Kartepe / Kocaeli
6	Pakmaya Primary/Middle School	Kemalpaşa/Izmir
7	Pakmaya Ülkü Hızal Anatolian High School	Kemalpaşa/Izmir
8	Pakmaya Nimet Pisak Primary School	Cumayeri/Düzce
9	School Land Donation	Cumayeri/Düzce
10	Pakmaya Teacher's House	Cumayeri/Düzce
Table 3: Pakmaya's Corporate Social Responsibility Projects (Continued)		
Sequence No.	Project name	The project area
11th	Pakmaya Primary School	Derehititüncü Village/Düzce

12	Kalamış Martyr Murat Özyalçın Primary School (Additional Building)	Kalamış/Istanbul
13	Talatpasa Primary School	Sisli/Istanbul
14	M. Nevzat Pisak Vocational Training Center	Yenibosna /Istanbul
15	Abidin Pak Teacher's House	Bahcelievler/Istanbul
16	Mehmet Pisak High School	Sisli/Istanbul
17	Marshal Fevzi Cakmak Pakmaya Primary School	Sisli/Istanbul
18	Abidin Pak Pakmaya Anatolian High School	Edremit/Balikesir
19	Cumhuriyet University Suşehri School	Suşehri/Sivas
20	Pakmaya Husamettin Ziler Secondary School	Sisli/Istanbul
21	Pakmaya Kenan Kaptan Maritime Anatolian Vocational High School	Ayvalik/Balikesir
22	Cumayeri Vocational School	Cumayeri/Duzce
23	Izmit Ataturk Secondary School	Izmit/Kocaeli
24	Kullar Kartonsan Primary/Middle School	Izmit/Kocaeli
25	Başiskele Kartonsan Primary/Secondary School	Basiskele / Kocaeli

Source: <https://www.pakmaya.com/tr/toplum-ve-cevre>

CONCLUSION

With the globalization experienced today, the changes in social life have also affected the commercial life. and customer-centered marketing eras have now been replaced by social responsibility-centered ones. In this era, it has been understood that in the decisions of the enterprises, the customer demands and needs should be taken into account as well as the benefits of the enterprise, as well as the wounds of the society in which it operates. In this era, the relationships that businesses establish with their stakeholders are important and these relationships have forced them to consider the benefits of social stakeholders as well as their own benefits. Otherwise, it will lead to a decrease in the prestige of the enterprise, and therefore the profit it aims for in the future. It will be possible to enumerate all the structures with which the enterprise has relations, such as its employees, partners, social environment, suppliers, and customers as social stakeholders. The concept of social responsibility is based on taking into account the benefits of these social stakeholders, which we count as their own benefits in the decisions of the enterprise.

In the changing world conditions, it has also caused a difference in the demands of both customers, employees and all other social stakeholders. In general, the society, and in the narrow circle, the customers demand that businesses not only produce quality products, but also be relevant to social issues. In this context, it expects not to harm nature during the production phase, moreover, to protect nature, to produce products for recycling, and to contribute to issues such as education, health, culture and art. It is seen that the demands of consumers have changed and they have climbed to the top in Maslow's hierarchy of needs. While the society, which initially focused on consumption with emotional elements, then took into account the measured factors in consumption, today's customer carries out consumption activities by giving importance to moral and moral norms.

Nowadays, when social consciousness is increasing; In order to create a strong, long-term and effective corporate image, it should transform into a structure with a sense of social responsibility. Businesses with social responsibility awareness are known as businesses that are respected and trusted by both their staff and consumers. In this way, a strong image of businesses will be created.

In order to create an effective, strong and long-term corporate image, companies should demonstrate in all their works that they are companies with a sense of social responsibility. Having a good company image nowadays means being a company with a sense of social responsibility.

The most important issue that companies should consider is to create customer loyalty and to follow all the ways of interaction of companies with their customers sensitively. Positive relations should be established with the customer, the customer should create a positive business image towards the business and the customer should feel confidence in the company, and as a result of all these, satisfaction will occur.

In general, corporate social responsibility is a method of contacting all stakeholders. In this sense, companies create long-term value by taking into account which side they are on, how they create value for their shareholders, how they contribute to the social environment in which they operate, their sensitivity to the environment, and the need to give confidence that they are transparent and responsible for their personnel.

social responsibility awareness and environmental sensitivity of Pakmaya Factories , which are the largest dough yeast producers in our country, were emphasized; his work in this area is mentioned. In addition, school and social facility projects that Pakmaya Factories have built in different cities of our country with the understanding of corporate social responsibility are explained.

Based on the results of the research, recommendations to companies in general can be listed as follows:

- It should be more relevant to the issues that pose problems for the society,
- Should be involved in activities within the scope of social responsibility,
- Companies should be more closely involved with their existing customers, while gaining new consumers ,
- should work to increase the motivation of their employees with different motivation methods, and as a result, employees should behave more sensitively and more closely in their relations with their customers,
- Companies should carefully evaluate the demands and suggestions from customers and resolve them,
- Companies with social responsibility awareness should show the sensitivity they will show in their communication with their customers, also to environmental values,
- The management staff should internalize the awareness of social responsibility and fulfill their responsibilities in this regard in the best way possible.

Ultimately, it must allocate the necessary value and investment to consumers, who are the most profitable group for firms. For this reason, companies should continue their social responsibility activities, carry out activities that will create satisfaction for their consumers, listen to the complaints of their consumers, care about their personnel, be sensitive to social problems and the environment, and strive to create a positive image and trust by establishing customer loyalty towards the company.

SOURCE

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