

Eximia Journal
(ISSN 2784-0735)

Vol. 13

2024

Tendencies of the doctoral theses on work engagement in Türkiye: a content analysis study

Ahmet Hakan Yaz¹, Necati Cemaloğlu²

¹Milli Eğitim Bakanlığı, ²Prof. Dr., Gazi University, Gazi Faculty of Education, Department of Educational Sciences

ahmethakanyaz@hotmail.com, necem@gazi.edu.tr

Abstract. The purpose of this study is to conduct a content analysis of the doctoral theses on work engagement published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. This study is a qualitative method in which descriptive survey model is applied and the theses were selected via purposive sampling technique. Through this process 45 theses published between 2020 and 2024 within a period of five years were determined. “Theses Classification Form” developed by the researchers was used as a data collection tool. Data was analysed by content analysis technique. According to the form, the variables for the theses were classified in terms of; the published year, subject areas, universities, university types, language, method, data collection tools, sampling and sampling size. The findings were visualized via tables and graphs with percentages and frequencies. As a result of the analysis, it was found that work engagement has been a popular topic for PhD. studies for the past five years. Besides, surveys were performed in order to collect the data with quantitative method. Furthermore, the theses were significantly conducted in business administration area. In addition, the theses were mostly published in Turkish language in a majority of public universities. There is, however, relatively balanced distribution among universities conducting research on work engagement. Also, a majority of the theses were conducted on sector employees with a sampling size of 401 - 500 participants. Finally, some recommendations were made to be followed for further studies.

Keywords. work engagement, doctoral theses, content analysis

1. Introduction

Studies on educational researches consist of some processes such as obtaining, analysing and publishing the data (Mortimore, 2000). Through these processes studies are gathered in order to form a literature about a scientific area. Thus, literature on a certain area can enlighten the contemporary data and contribute to the scientific studies. However, as there is a dramatic increase in the number of the studies, there seems to be an overwhelming number of data to be handled. As a result, processing the data by classifying and evaluating the results and determining the tendencies of the studies have become an essential part of in educational researches (Selçuk *et al*, 2014).

Work engagement is one of the topics of organizational behavior on which researchers have been studying favorably especially nearly for the past two decades (Bakker and Albrecht, 2018). Work engagement can be described as being in an affirmative mood at working environment

including vigor, dedication and absorption (Schaufeli *et al.*, 2002). By this way, the employees perceive more energy and will to fulfill their jobs (Schaufeli and Bakker, 2004). Various researches have been made to determine the trends of work engagement studies when the literature is examined. Bakker and Albrecht (2018) made a study to determine the current trends on work engagement literature. Han *et al.* (2023) studied themes relevant to job resources and the effects concerning with work engagement.

As the literature has been reviewed, in order to examine, analyze and evaluate the data, it is pointed out that content analysis was performed to resolve the tendencies of the studies on a certain topic (Selçuk *et al.*, 2014). From this point of view, in this study a content analysis of the doctoral theses on work engagement published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye has been carried out.

1.1. The Present Study

The purpose of this study is to conduct a content analysis of the doctoral theses on work engagement published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. So as to conduct the study, the following questions are attempted to be answered;

- 1) What is the distribution to publication year of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 2) What is the distribution to subject areas of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 3) What is the distribution to universities of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 4) What is the distribution to university types of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 5) What is the distribution to language of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 6) What is the distribution to method of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 7) What is the distribution to data collection tools of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 8) What is the distribution to samples of the theses published by The Council of Higher Education National Thesis Center in Türkiye?
- 9) What is the distribution to sampling size of the theses published by The Council of Higher Education National Thesis Center in Türkiye?

2. Methodology

2.1. Research Design

This study is a qualitative method in which descriptive survey model is applied. The aim of the descriptive survey model is to determine the situation to be observed as it is in its own environment by collecting the required data within a period of time (Yıldırım and Şimşek, 2006).

2.2. Procedure and Participants

First of all, the sampling as the working group of the research consists of the doctoral theses on work engagement published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. Then, to determine the sampling of this study, purposive sampling technique was used. Purposive sampling technique is used when certain specifications are determined by the researcher to find the relevant data of the study (Yıldırım and Şimşek, 2011). According to this technique advanced search on (CoHE) National Thesis Center (2024) online page was used. On this page the term as “work engagement”, the year as “2020 and 2024”, thesis type as “doctoral”, access type as “authorized” and status as “confirmed” were selected. Finally, as a result of this selection 45 theses published between 2020 and 2024 within a period of five years were determined as the sampling group.

2.3. Instrumentation

A “Theses Classification Form” was developed by the researchers as an instrumentation to collect data from the sampling of the research. This form consists of 9 categories concerning the questions of the study. These categories are identified as follows; (1) distribution to the publication year (2) subject areas (3) universities (4) university types (5) language (6) method (7) data collection tools (8) sample and (9) sampling size.

2.4. Data Analysis

So as to obtain data, 45 doctoral theses on work engagement published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye were analysed. In order to analyse the obtained data, content analysis technique for qualitative researches was used. Content analysis is a technique used to categorize the data for systematic interpretation of the meaning in written documents (Yıldırım and Şimşek, 2006). According to the problems of the study 9 variables were determined. After that “Theses Classification Form” was developed by the researchers to be used as a data collection tool. According to the form, the theses were categorized into 9 variables. Similar data was classified under the same topic. For example, when sampling was analysed, employees working at different sectors were grouped as “sector employees”. Furthermore, when there weren’t supplementary data to be categorized in some theses, the data were classified under appropriate categories. Each classification was performed into 9 sections by each researcher independently. After the classification, to test for the reliability of the study the agreement between the researchers was evaluated. The formula suggested by Miles and Huberman (2021) was performed to test for the reliability of the study. As a result of the calculation “.92” was determined indicating that the research is a reliable study (Miles and Huberman, 2021).

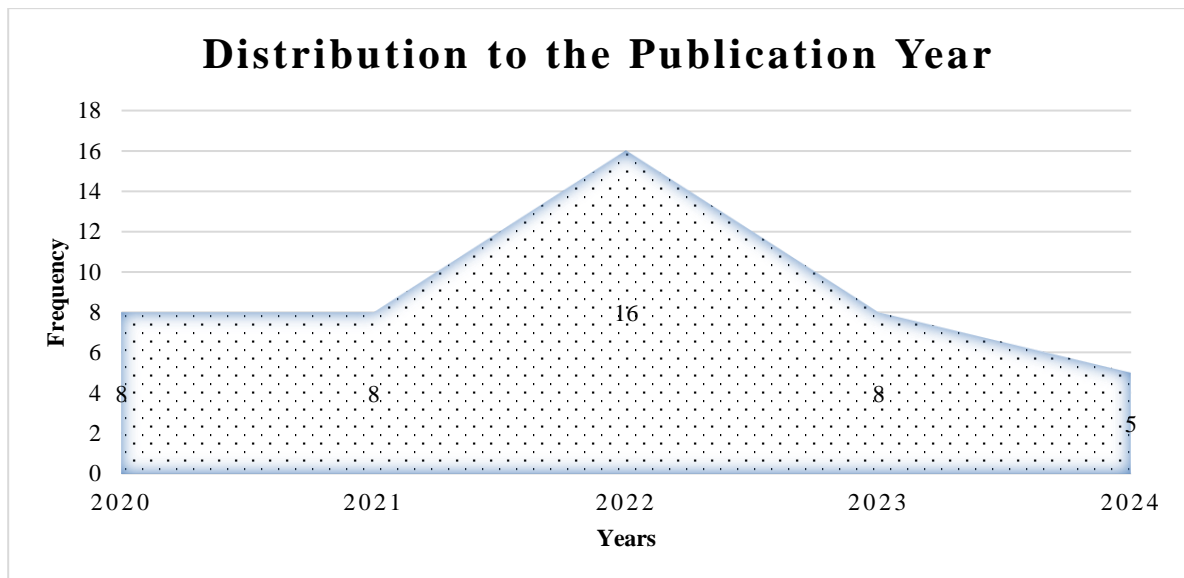
3. Results

The findings demonstrated via tables and graphs below indicates the analyses of the theses published by The Council of Higher Education National Thesis Center in Türkiye. The obtained findings include the following variables such as; (1) distribution to the publication year (2) subject areas (3) universities (4) university types (5) language (6) method (7) data collection tools (8) sample and (9) sampling size. The findings are explained with the following data below.

Table 1.
Distribution to the Publication Year of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye.

Years	<i>f</i>	%
2020	8	17,78
2021	8	17,78
2022	16	35,56
2023	8	17,78
2024	5	11,11
Total	45	100

Figure1. Distribution to Publication Year of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye.

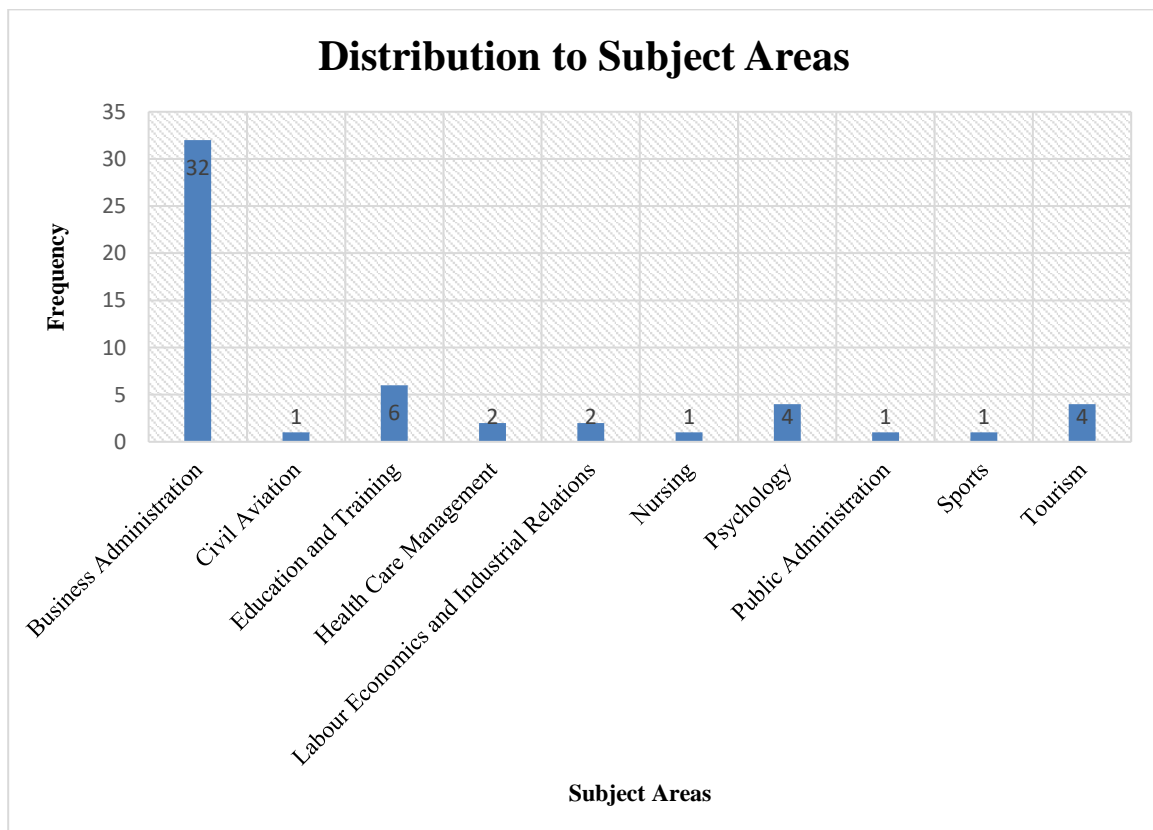


The table 1 and figure 1 present data about the distribution to year of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. According to the visuals in 2020, 8 theses with the percentage of 17,78 were published by The Council of Higher Education National Thesis Center in Türkiye. Besides in 2021 and 2023 also 8 theses with the percentage of 17,78 were published by CoHE National Thesis Center in Türkiye. Besides, 2022 was the year when the studies made a peak. In 2022, 16 theses with the percentage of 35,56 were published by CoHE National Thesis Center in Türkiye. Finally, 5 theses with the percentage of 11,11 were published by CoHE National Thesis Center in Türkiye in 2024. However, as the study is conducted in first half of 2024, it's expected that there will be prospective theses in the following time period.

Table 2.
Distribution to Subject Areas of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Subject Areas	<i>f</i>	%
Business Administration	32	59,26
Civil Aviation	1	1,85
Education and Training	6	11,11
Health Care Management	2	3,70
Labour Economics and Industrial Relations	2	3,70
Nursing	1	1,85
Psychology	4	7,41
Public Administration	1	1,85
Sports	1	1,85
Tourism	4	7,41
Total	54	100

Figure2. Distribution to Subject Areas of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye



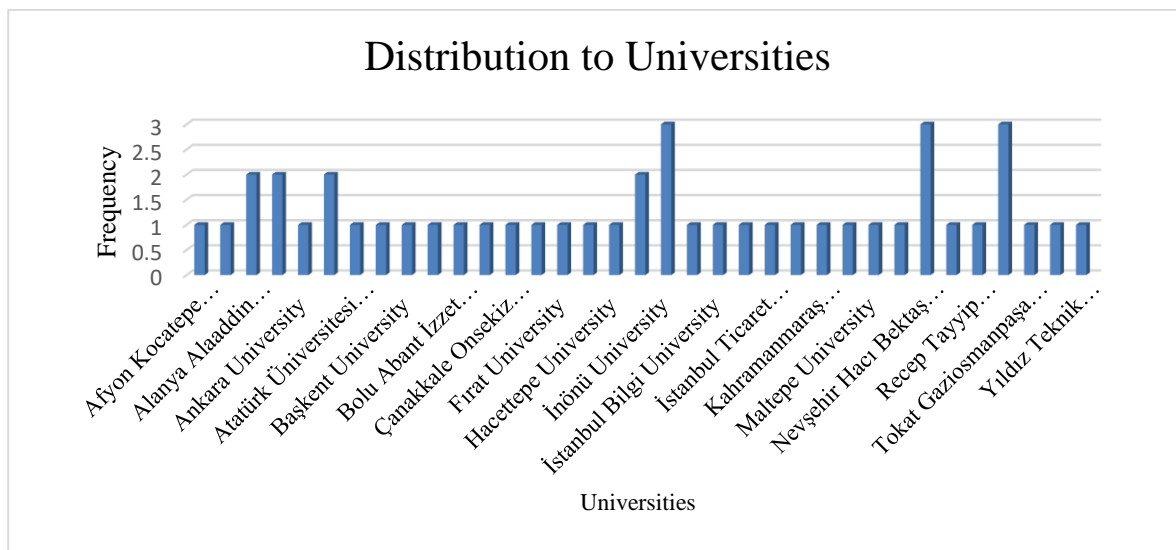
The distribution to subject areas of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye are illustrated in the table 2 and figure 2. The visuals illustrate that 32 theses with the percentage of 59,26 were studied in business administration subject area. Civil aviation, nursing, public administration and sports subject areas were only studied with 1 thesis with the percentage of 1,85. Furthermore, 2 theses with the percentage of 3,70 were published on psychology and tourism subject areas. In the end, 6 theses with the percentage of 11,11 were published on education and training subject area.

Table 3.
 Distribution to Universities of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Universities	<i>f</i>	%
Afyon Kocatepe University	1	2,22
Akdeniz University	1	2,22
Alanya Alaaddin Keykubat University	2	4,44
Anadolu University	2	4,44
Ankara University	1	2,22
Ankara Yıldırım Beyazıt University	2	4,44
Atatürk University	1	2,22
Bahçeşehir University	1	2,22
Başkent University	1	2,22
Beykent University	1	2,22
Bolu Abant İzzet Baysal University	1	2,22
Bursa Uludağ University	1	2,22
Çanakkale Onsekiz Mart University	1	2,22
Erzincan Binali Yıldırım University	1	2,22
Fırat University	1	2,22
Gazi University	1	2,22
Hacettepe University	1	2,22
Hitit University	2	4,44
İnönü University	3	6,67
İstanbul Aydın University	1	2,22
İstanbul Bilgi University	1	2,22
İstanbul Okan University	1	2,22
İstanbul Ticaret University	1	2,22
Kafkas University	1	2,22
Kahramanmaraş Sütçü İmam University	1	2,22
Kırıkkale University	1	2,22
Maltepe University	1	2,22
Marmara University	1	2,22
Nevşehir Hacı Bektaş Veli University	3	6,67
Osmaniye Korkut Ata University	1	2,22

Recep Tayyip Erdoğan University	1	2,22
Selçuk University	3	6,67
Tokat Gaziosmanpaşa University	1	2,22
Yeditepe University	1	2,22
Yıldız Teknik University	1	2,22
Total	45	100

Figure3. Distribution to Universities of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye



The table 3 and figure 3 presents findings about the distribution to universities of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. 1 thesis with the percentage of 2,22 was presented by Afyon Kocatepe University, Akdeniz University, Ankara University, Atatürk University, Bahçeşehir University, Başkent University, Beykent University, Bolu Abant İzzet Baysal University, Bursa Uludağ University, Çanakkale Onsekiz Mart University, Erzincan Binali Yıldırım University, Fırat University, Gazi University, Hacettepe University, İstanbul Aydın University, İstanbul Bilgi University, İstanbul Okan University, İstanbul Ticaret University, Kafkas University, Kahramanmaraş Sütçü İmam University, Kırıkkale University, Maltepe University, Marmara University, Osmaniye Korkut Ata University, Recep Tayyip Erdoğan University, Tokat Gaziosmanpaşa University, Yeditepe University and Yıldız Teknik University. Besides, 2 theses with the percentage of 4,44 were conducted by Alanya Alaaddin Keykubat University, Anadolu University, Ankara Yıldırım Beyazıt University and Hitit University. Finally, 3 theses with the percentage of 6,67 were performed by İnönü University, Nevşehir Hacı Bektaş Veli University and Selçuk University.

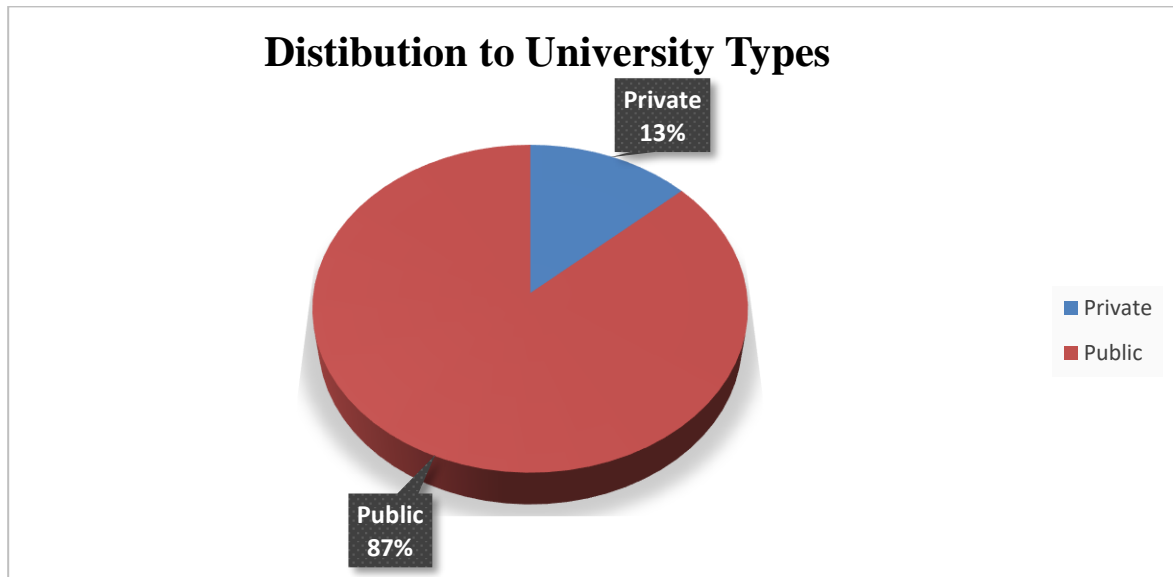
Table 4.

Distribution to University Types of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

University Types	<i>f</i>	%
Private	6	13,33

Public	39	86,67
Total	45	100

Figure 4. Distribution to University Types of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye



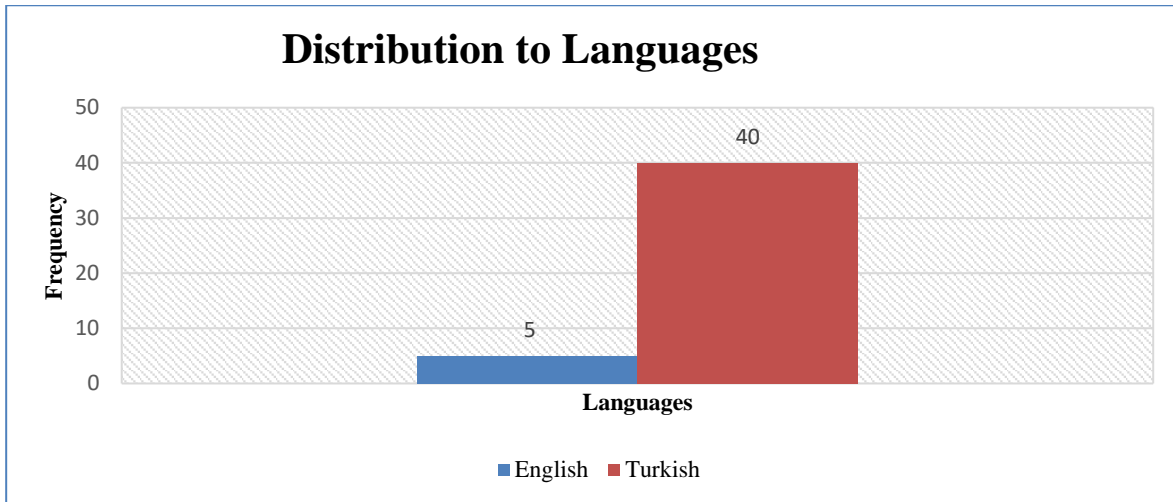
The distribution to university types of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye are shown in the table 4 and figure 4. Of the 45 universities only 6 of the universities with the percentage of 13,33 were private universities. On the contrary, 39 universities with the percentage of 86,67 were public universities.

Table 5.

Distribution to Languages of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Language	<i>f</i>	%
English	5	11,11
Turkish	40	88,89
Total	45	100

Figure 5. Distribution to Languages of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

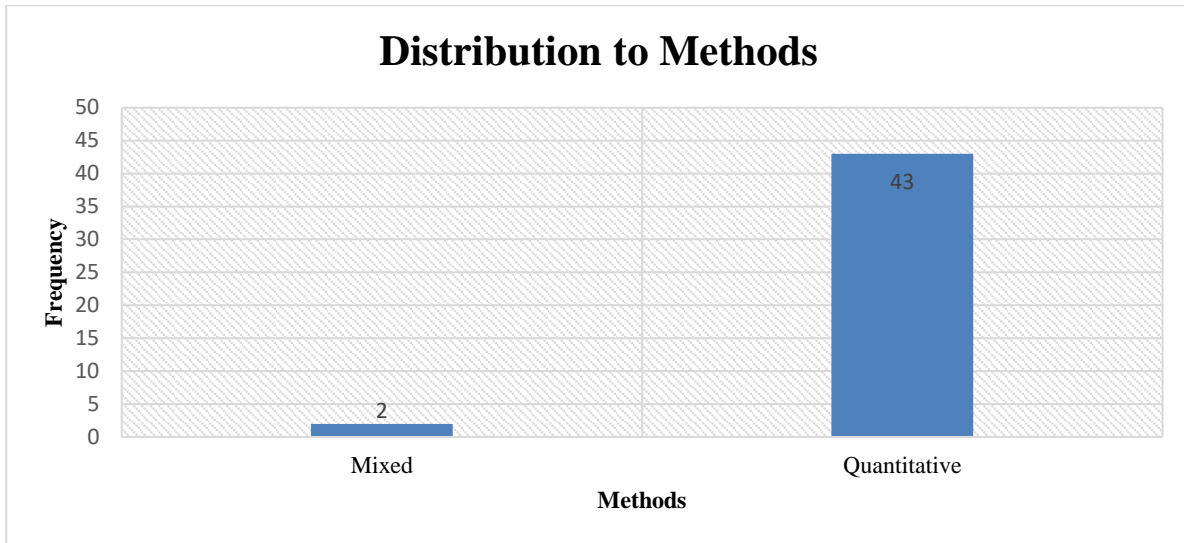


The table 5 and figure 5 points out the findings about the distribution to languages of the theses published by The Council of Higher Education National Thesis Center (CoHE) in Türkiye. On the one hand, of the 45 theses 5 of them with the percentage of 11,11 were published in English language. On the other hand, the rest 40 theses with the percentage of 88,89 were published in Turkish language.

Table 6.
Distribution to Methods of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Methods	<i>f</i>	%
Mixed	2	4,44
Quantitative	43	95,56
Total	45	100

Figure 6. Distribution to Methods of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye



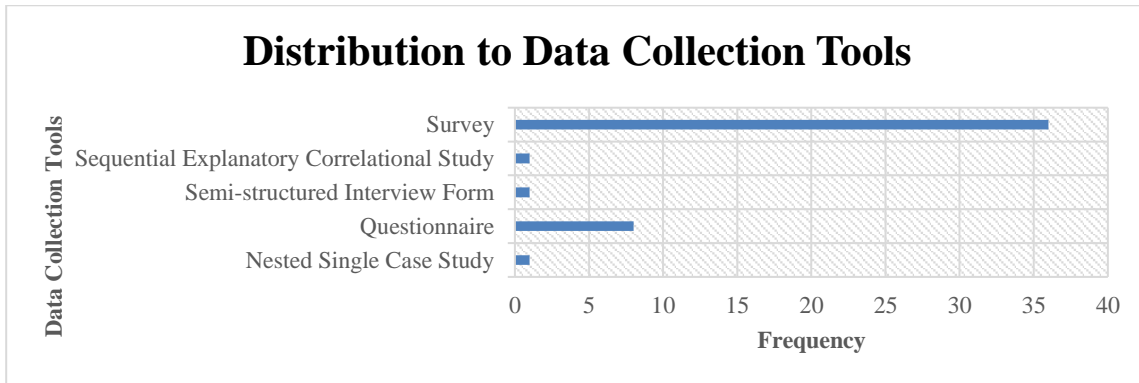
The distribution to methods of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye is indicated in the table 6 and figure 6. According to the findings, the number of mixed methods was 2 with the percentage of 4,44. On the contrary, 43 theses were carried out with quantitative method with the percentage of 95,56.

Table 7.

Distribution to Data Collection Tools of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Data Collection Tools	<i>f</i>	%
Nested Single Case Study	1	2,13
Questionnaire	8	17,02
Semi-structured Interview Form	1	2,13
Sequential Explanatory Correlational Study	1	2,13
Survey	36	76,60
Total	47	100

Figure 7. Distribution to Data Collection Tools of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye



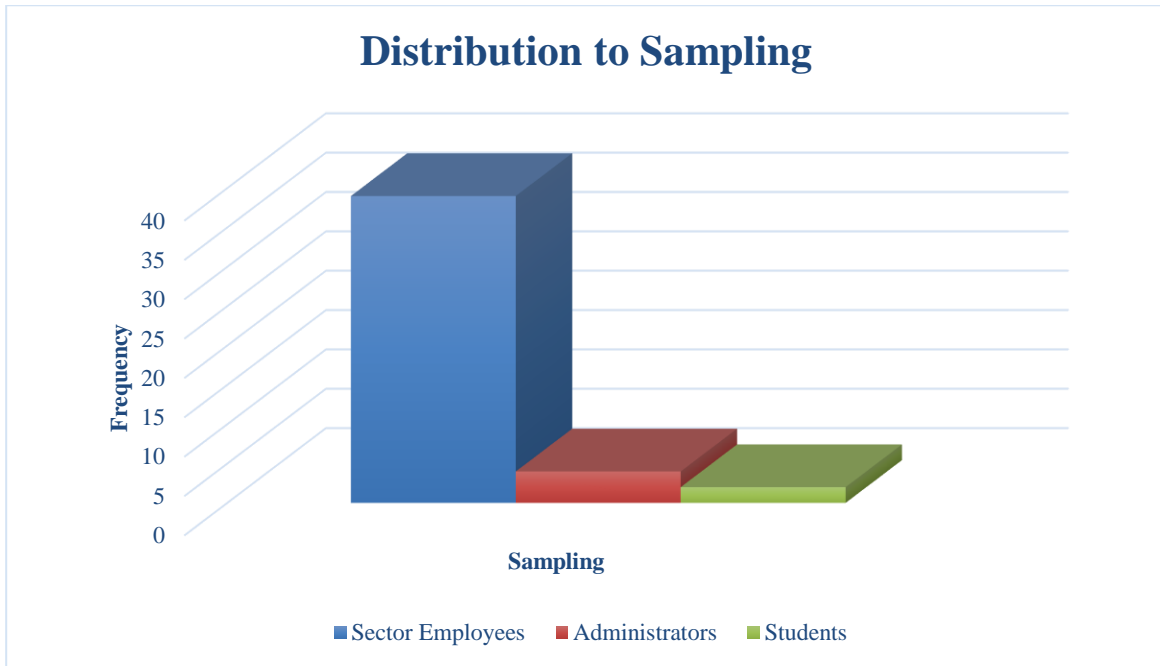
The visuals consisting of the table 7 and figure 7 show the findings about the distribution to data collection tools of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. Nested single case study, semi-structured interview form and sequential explanatory correlational study were represented in the visuals with only 1 study with the percentage of 2,13. Besides 8 theses were performed through questionnaires with the percentage of 17,02. However, 36 theses conducted with surveys make up 76,60 of the theses published by CoHE National Thesis Center in Türkiye.

Table 8.

Distribution to Sampling of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Sampling	<i>f</i>	%
Sector Employees	39	86,67
Administrators	4	8,89
Students	2	4,44
Total	45	100

Figure 8. Distribution to Sampling of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

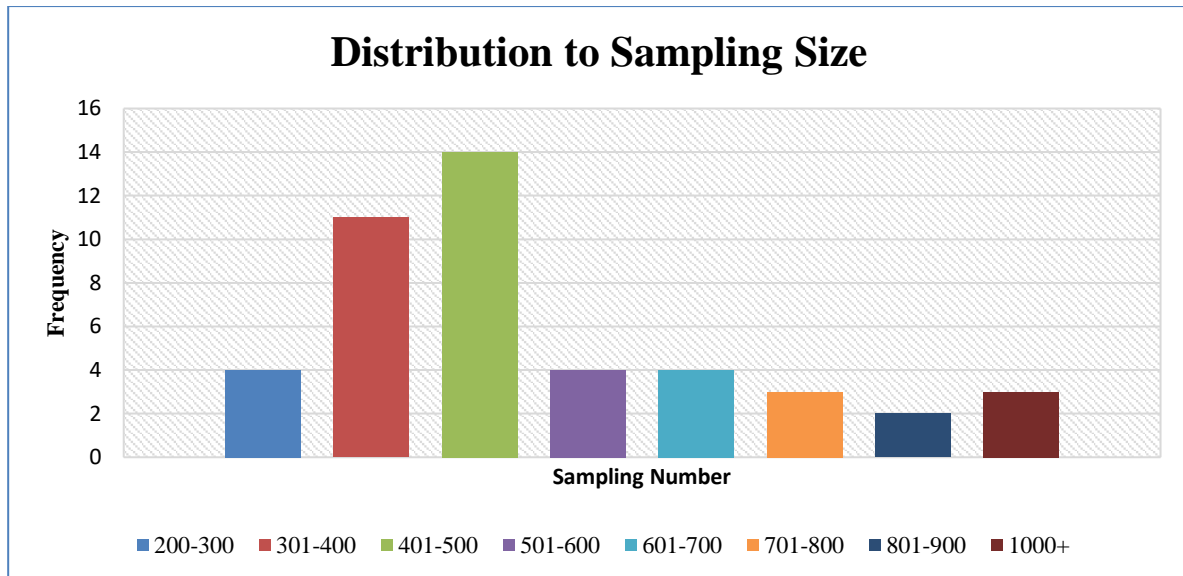


The distribution to sampling of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye are demonstrated in the table 8 and figure 8. As the visuals are examined, sector employees were represented in 39 theses with the percentage of 86,67. However, in 4 theses administrators with the percentage of 8,89 form the sampling. Finally, only in 2 theses students were selected as the sampling with the percentage of 4,44.

Table 9.
Distribution to Sampling Size of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye

Sampling Size	<i>f</i>	%
200-300	4	8,89
301-400	11	24,44
401-500	14	31,11
501-600	4	8,89
601-700	4	8,89
701-800	3	6,67
801-900	2	4,44
1000+	3	6,67
Total	45	100

Figure 9. Distribution to Sampling Size of the Theses Published by The Council of Higher Education National Thesis Center in Türkiye



The table 9 and figure 9 illustrate the findings about the distribution to sampling size of the theses published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye. The number of theses in which 200-300, 501-600 and 601-700 participants took place is 4 with the percentage of 8,89. Besides, the sampling size 301-400 was represented in 11 theses with the percentage of 24,44. The sampling range of 401-500 was used in 14 theses with the percentage of 31,11. Apart from that, 701-800 and 1000+ participants took place in the 2 theses with the perception of 6,67. Finally, the number of theses with a sampling size of 801-900 was used in 2 theses with a percentage of 4,44.

4. Discussion and Conclusion

In this study a content analysis of the 45 doctoral theses on work engagement published by The Council of Higher Education (CoHE) National Thesis Center in Türkiye has been examined. As a result of the examination, it is determined that, work engagement has been an actual topic which the researches focus on for the past five years. It can be concluded that work engagement is still a popular topic for PhD. studies. Similar findings were detected by Han et. al (2023) determining that the number of the studies on work engagement has dramatically been increasing in the hospitality and tourism industry. Pollak (2017) indicated that a growing number of researches have acquired popularity on work engagement studies.

Business administration area has extensively focused on work engagement. Education and training, together with psychology and tourism are the scientific areas taking work engagement into consideration less than business administration, respectively. Civil aviation, nursing, public administration and sports are subject areas in which work engagement is least examined. It is obvious that work engagement has still been an essential topic in business administration. Although work engagement can be examined in all subject areas, business administration area takes the lead to examine this topic.

Most of the researches on work engagement was conducted by İnönü University, Nevşehir Hacı Bektaş Veli University and Selçuk University. Alanya Alaaddin Keykubat University, Anadolu

University, Ankara Yıldırım Beyazıt University and Hitit University take the second rank studying on work engagement. Afyon Kocatepe University, Akdeniz University, Ankara University, Atatürk University, Bahçeşehir University, Başkent University, Beykent University, Bolu Abant İzzet Baysal University, Bursa Uludağ University, Çanakkale Onsekiz Mart University, Erzincan Binali Yıldırım University, Fırat University, Gazi University, Hacettepe University, İstanbul Aydın University, İstanbul Bilgi University, İstanbul Okan University, İstanbul Ticaret University, Kafkas University, Kahramanmaraş Sütçü İmam University, Kırıkkale University, Maltepe University, Marmara University, Osmaniye Korkut Ata University, Recep Tayyip Erdoğan University, Tokat Gaziosmanpaşa University, Yeditepe University and Yıldız Teknik University carried out only one research on work engagement. All in all, although there are slight differences in the number of the studies, it can be concluded that there is a relatively balanced distribution among universities conducting research on work engagement.

While an overwhelming number of theses were performed by public universities, a small number of theses were conducted by private universities. It can be concluded that work engagement is a topic on which public universities prefer to make researches rather than private universities. On the other hand, as far as the distribution to languages are taken into consideration, it can be easily observed that Turkish language is dominantly used to publish the theses according to the data published by CoHE National Thesis Centre in Turkey. English is the less preferred language for the theses that were published by CoHE National Thesis Centre in Turkey.

According to the distribution to methods of the theses published by The Council of Higher Education National Thesis Center in Turkey, it can be concluded that there is a dramatic difference between the number of theses on work engagement. In a majority of the theses quantitative method was adopted, while a small minority of the theses were performed with mixed methods. Similar results were reached by Ay *et al.* (2016) indicating that quantitative data was more analysed in the content analysis study on A-Class SSCI journals. Furthermore Selçuk *et al.* (2014) expressed that publication type of the articles in the content analysis was frequently quantitative researches. As quantitative researches can be generalized and can be conducted systematically (Özdemir and Doğruöz, 2020), the researchers may have preferred quantitative method in their studies.

It is obvious from the analysis of the distribution to data collection tools of the theses published by CoHE National Thesis Center in Türkiye that, nearly 3 researchers out of 4 preferred survey method to collect data for their theses. Another finding is that, questionnaires were also a popular tool to collect data. However, nested single case study, semi-structured interview form and sequential explanatory correlational study to collect data was the least used tools according to the findings. As the surveys are cost efficient and easy to analyse the data (Büyükoztürk *et al.*, 2013), survey method might have been used by the researchers.

As far as the distribution to sampling of the theses published by CoHE National Thesis Center in Türkiye are concerned, it can be seen that sector employees take the main part for the sampling of the theses. However, administrators and students make up of a minority for the sampling in the theses. It can be deduced that it may be practical for the researchers to conduct a study with the sector employees rather than administrators and other stakeholders. Selçuk *et*

al. (2014) reached a similar result in their study indicating that administrators and instructors were less represented in educational researches.

When the sampling size was analysed, it is clear that most of the researchers studied with the range of 401-500 sampling size. 301-400 sampling size was also preferred as the range of the sampling for the theses published by CoHE National Thesis Center in Türkiye. It can be concluded that the number of the sampling between 401-500 participants is considered as the sufficient sampling size to conduct the studies. In educational researches, Selçuk *et al.* (2014) expressed that in terms of sampling size, a sampling range of 301-1000 participant took place more than other sampling ranges.

All in all, as work engagement is an essential subject in organisation behaviour, it can be studied in all areas and in all organizations. Thus, focusing on work engagement in all scientific areas rather than dominantly on business administration can be recommended in order to analyse the topic deeply. Besides, using several methods rather than quantitative approach and applying various data collection tools rather than surveys, can help examine work engagement from different perspectives. Also involving all stakeholders in the studies, may help evaluate the topic in all aspects. From this point of view, new paradigms can be developed on work engagement.

References

- Ay, S., Sahin, S., Okmen, B., & Incirci, A. (2016). Content Analysis of the Papers in 2015 High-Impact A-Class SSCI Journals. *Journal of Education and Practice*, 7(34), 34-45.
- Bakker, A.B. & Albrecht, S. (2018). "Work engagement: current trends", *Career Development International*, 23(1) 4-11. <https://doi.org/10.1108/CDI-11-2017-0207>
- Büyüköztürk, Ş., Çokluk, Ö., & Köklü, N. (2013). *Sosyal bilimler için istatistik*. Ankara: Pegem.
- Özdemir, M. & Doğruöz, E. (2020), Bilimsel araştırma desenleri. N. Cemaloğlu (Ed.), Bilimsel araştırma teknikleri ve etik. N. Cemaloğlu (Ed.), Bilimsel araştırma teknikleri ve etik (65-102) içinde. Ankara: Pegem.
- Han, Y., Yang, Y. & Mohamed, R. (2023). "A bibliometric analysis of work engagement in the hospitality and tourism industry", *Journal of Hospitality and Tourism Insights*, 6 (5), 1946-1966. <https://doi.org/10.1108/JHTI-06-2022-0235>
- Miles, M. B. & Huberman, A. M. (2021). *Nitel veri analizi: Genişletilmiş bir kaynak kitap* (Çev. Altun Akbaba, S. ve Ersoy, A.). Ankara: Pegem
- Mortimore, P. (2000). Does educational research matter? *British Educational Research Journal*, 26 (1),5-24.
- Pollak, A., Chrupała-Pniak, M., Rudnicka, P., & Paliga, M. (2017). Work Engagement-A Systematic Review of Polish Research. *Polish Psychological Bulletin*, 48(2), 175–

187. <https://doi.org/10.1515/PPB-2017-0021>

Schaufeli, W.B. & Bakker, A.B. (2004), “Job demands, job resources and their relationship with burnout and engagement: a multi-sample study”, *Journal of Organizational Behavior*, 25(293-315).

Schaufeli, W.B., Salanova, M., González-Roma, V. & Bakker, A.B. (2002), “The measurement of engagement and burnout and: a confirmative analytic approach”, *Journal of Happiness Studies*, 3(71-92).

Selçuk, Z., Palancı, M., Kandemir, M., & Dünder, H. (2014). Eğitim ve Bilim Dergisinde Yayımlanan Araştırmaların Eğilimleri: İçerik Analizi. *EĞİTİM VE BİLİM*, 39(173). <https://egitimvebilim.ted.org.tr/index.php/EB/article/view/3278>.

The Council of Higher Education (CoHE) National Thesis Center (2024). <https://tez.yok.gov.tr/UlusalTezMerkezi/giris.jsp>.

Yıldırım, A. & Şimşek, H. (2006). *Sosyal bilimlerde nitel araştırma yöntemleri*, (5th ed), Ankara: Seçkin Yayıncılık.

Yıldırım, A. & Simsek, H. (2011). *Sosyal bilimlerde nitel araştırma yöntemleri* (8th ed), Ankara: Seckin Yayıncılık.