



(REVIEW ARTICLE)



Navigating growth: Unraveling the interplay between marketing strategies and social media in the economic development of nations

Ambili K *

Department of Economics, Sree Krishna College, Guruvayoor, Kerala, India.

International Journal of Science and Research Archive, 2023, 10(02), 1144–1151

Publication history: Received on 15 November 2023; revised on 24 December 2023; accepted on 27 December 2023

Article DOI: <https://doi.org/10.30574/ijrsra.2023.10.2.1088>

Abstract

This research article delves into the dynamic relationship between marketing strategies and social media in shaping the economic development of countries. In an era where globalization and digitalization are driving transformative changes, understanding the pivotal role of marketing and social media becomes crucial for policymakers, businesses, and academics alike. The study employs a multidisciplinary approach, drawing on insights from economics, marketing, and communication studies to analyze the impact of marketing practices and social media engagement on economic growth. The research explores how effective marketing strategies, including product differentiation, brand management, and targeted advertising, can stimulate economic activities and enhance the competitiveness of nations in the global market. Furthermore, the article investigates the amplifying effects of social media platforms on the dissemination of marketing messages, consumer behavior, and market trends. It examines how the interconnected nature of social media networks facilitates the rapid spread of information, influencing consumer preferences and fostering entrepreneurship. Moreover, the study investigates the potential challenges and ethical considerations associated with the intersection of marketing and social media in economic development. It scrutinizes issues such as privacy concerns, misinformation, and the digital divide, providing insights into mitigating risks and promoting responsible marketing practices.

Keywords: Economic Growth; Marketing; Social Media; Trade

1. Introduction

In the ever-evolving landscape of global economics, the symbiotic relationship between marketing strategies and social media has emerged as a transformative force, profoundly influencing the economic development trajectories of nations. As the world becomes increasingly interconnected, and information dissemination transcends geographical boundaries, the dynamics of marketing and social media have assumed a central role in shaping consumer behavior, market trends, and overall economic vibrancy. This paper embarks on a comprehensive exploration of this intricate relationship, seeking to unravel the multifaceted ways in which marketing and social media synergies contribute to and catalyze economic growth (Arslan,,2023). The 21st century has witnessed an unprecedented fusion of digitalization, globalization, and consumer empowerment. Nations are no longer confined by physical borders; instead, they navigate a vast digital landscape where marketing and social media serve as both conduits and catalysts of economic development. Traditional notions of economic growth are being redefined as digital technologies and online platforms reshape the contours of commerce. In this context, marketing strategies emerge as critical drivers, providing nations with the tools to enhance their competitiveness in the global market.

At the heart of effective marketing strategies lie elements such as product differentiation, brand management, and targeted advertising. These components not only stimulate economic activities but also create an environment conducive to innovation and entrepreneurship. As nations grapple with the challenges of economic diversification and sustainable development, the role of marketing strategies in fostering a conducive business environment cannot be

* Corresponding author: Abdullah Yeşilkaya

overstated(Babr,2023). This research seeks to delve into the nuanced ways in which such strategies contribute to the economic development of countries. Simultaneously, the explosive growth of social media platforms has revolutionized communication, reshaping how individuals and businesses interact. The pervasive nature of social media transcends demographic, cultural, and linguistic barriers, creating an interconnected web of global conversations. This phenomenon has profound implications for marketing, as social media platforms become fertile grounds for the dissemination of marketing messages, brand building, and customer engagement. The interconnected nature of social networks not only amplifies the reach of marketing efforts but also engenders a rapid and real-time response mechanism, influencing consumer perceptions and choices(Bhardwaj 2023).

In essence, the convergence of marketing strategies and social media represents a paradigm shift in how nations approach economic development(Daw 2023). The traditional channels of communication and market engagement have given way to a digitalized, hyper-connected landscape where the pace of information flow shapes economic outcomes. To comprehend the full spectrum of this transformative relationship, a multidisciplinary lens is imperative. This research adopts an interdisciplinary approach, drawing insights from economics, marketing, and communication studies. By synthesizing theories and methodologies from these diverse fields, we aim to construct a comprehensive framework for understanding how marketing and social media dynamics contribute to economic development. This approach is not only essential for academic rigor but also mirrors the intricate and intertwined nature of the phenomena under investigation. As we embark on this exploration, it is essential to recognize the multifaceted nature of economic development. Beyond the conventional indicators of GDP growth, economic development encompasses aspects of inclusivity, sustainability, and resilience. Marketing and social media, as instrumental forces in shaping market dynamics, have the potential to influence these dimensions of development. Therefore, this research endeavors to unravel not only the quantitative impacts but also the qualitative implications of the interplay between marketing, social media, and economic development(Gupta, R,2021).

Furthermore, as we navigate the landscape of marketing and social media's contributions to economic development, it is crucial to acknowledge the ethical considerations and challenges that accompany this dynamic interplay. Privacy concerns, the spread of misinformation, and the digital divide represent potential pitfalls that must be addressed to harness the full potential of marketing and social media for positive economic outcomes. By critically examining these challenges, this research aims to provide insights into responsible marketing practices and policy interventions that can mitigate risks and foster sustainable development. In summary, this introduction sets the stage for an in-depth exploration of the role of marketing strategies and social media in the economic development of nations. The intertwined nature of these phenomena requires a holistic and interdisciplinary approach to unravel their complexities fully. As we delve into the subsequent sections of this research, we aim to provide a nuanced understanding of how marketing and social media dynamics shape economic landscapes, influence consumer behavior, and contribute to the broader goals of inclusive and sustainable development(Gupta, R,2021).

2. Literature review

The intricate interplay between marketing, social media, and economic development has been a subject of increasing scholarly interest as the global landscape undergoes profound transformations in the digital age. The literature review presented here aims to contextualize this research within the existing body of knowledge, drawing on key themes and insights from economics, marketing, and communication studies.

2.1. Marketing Strategies and Economic Development

The foundational role of marketing in driving economic development has been a longstanding focus of economic literature. Scholars such as Kotler (1972) underscored the pivotal role of marketing in stimulating demand, fostering innovation, and facilitating resource allocation. Traditional marketing strategies, encompassing elements such as product differentiation and brand management, have been recognized as essential drivers of economic growth (Levitt, 1960). As nations transition from agrarian to industrial and, more recently, to knowledge-based economies, the application of marketing principles becomes increasingly integral to sustaining competitiveness on the global stage (Shapiro, 1988).Marketing strategies, when effectively employed, not only propel the growth of individual businesses but also contribute to the overall economic vitality of nations. Product innovation, a key aspect of marketing, stimulates industrial growth, creating a ripple effect across sectors (Porter, 1990). Additionally, targeted advertising and brand management contribute to the development of a positive business environment, attracting investments and fostering entrepreneurship ((Gupta, R,2021).

2.2. Social Media Dynamics and Economic Development

The rise of social media platforms in the last two decades has introduced a new dimension to the relationship between marketing and economic development. Social media, with its unprecedented reach and influence, has redefined how individuals and businesses interact, communicate, and consume information. The literature on social media's impact on economic development underscores its role as a catalyst for information dissemination, consumer engagement, and market dynamics ((Gupta, R,2021). Studies have shown that social media platforms amplify the impact of marketing efforts by providing a direct channel for brand communication and customer engagement (Smith et al., 2012). Social media's real-time nature facilitates rapid and widespread dissemination of marketing messages, influencing consumer perceptions and choices (Mangold and Faulds, 2009). The interactive nature of social media also empowers consumers, enabling them to participate in brand narratives and shape market trends ((Gupta, R,2021).

2.3. The Convergence of Marketing and Social Media

The convergence of marketing strategies and social media represents a paradigm shift in how businesses and nations approach market engagement. Holistically, this convergence is not merely a sum of its parts but a dynamic synergy that reshapes the entire marketing landscape. Notably, social media serves as a powerful amplifier of traditional marketing efforts, extending their reach beyond geographic boundaries and demographic constraints (Hennig-Thurau et al., 2010). Social media platforms act as catalysts for word-of-mouth marketing, viral campaigns, and user-generated content, all of which contribute to brand building and market presence ((Gupta, R,2021). The effectiveness of marketing campaigns in the digital age is intricately tied to their resonance in social media spaces. A study by Berger and Milkman (2012) on viral marketing found that social transmission significantly amplifies the reach of marketing messages, emphasizing the contagious nature of information in online networks. This interconnectedness accelerates the diffusion of marketing content, impacting consumer behavior and market trends in real-time((Gupta, R,2021).

2.4. Multidisciplinary Perspectives on Economic Development

To understand the full spectrum of the interplay between marketing, social media, and economic development, a multidisciplinary approach is imperative. Integrating insights from economics, marketing, and communication studies provides a holistic framework for analyzing the complex dynamics at play. Economic development extends beyond conventional indicators, encompassing dimensions of inclusivity, sustainability, and resilience (Sen, 1999; Stiglitz et al., 2009). By adopting a multidisciplinary lens, researchers can explore how marketing and social media contribute not only to quantitative economic growth but also to qualitative aspects of development. Moreover, a multidisciplinary perspective is essential for addressing ethical considerations associated with the convergence of marketing and social media. Privacy concerns, the spread of misinformation, and the digital divide are challenges that transcend disciplinary boundaries, requiring collaborative efforts to develop responsible marketing practices and policy interventions (Gupta, R,2021).

2.5. Challenges and Ethical Considerations

As the nexus of marketing, social media, and economic development gains prominence, scholars have increasingly turned their attention to the challenges and ethical considerations that accompany this dynamic relationship. Privacy concerns in the digital age, fueled by the vast amount of personal data collected through online interactions, have become a focal point of discussion (Ibrahim Awwad et al., 2023). The ethical implications of targeted advertising and data-driven marketing strategies have raised questions about the balance between personalized marketing and individual privacy rights (Brey, 2010). Misinformation, another significant challenge, has been amplified in the era of social media. False narratives and deceptive marketing practices can spread rapidly, influencing consumer decisions and market dynamics (Mahima Mishra,2023). The ethical responsibility of marketers and social media platforms in mitigating the spread of misinformation is a critical area for further exploration.

Additionally, the digital divide, reflecting disparities in access to technology and online resources, introduces inequities in the benefits derived from marketing and social media interactions (Khatwani, R 2023). Understanding and addressing these challenges are integral to harnessing the full potential of marketing and social media for positive economic outcomes.

This literature review provides a comprehensive overview of the key themes and insights surrounding the nexus of marketing, social media, and economic development. As nations navigate the complexities of the digital age, understanding how these forces interact and influence each other becomes imperative for policymakers, businesses, and academics alike. The subsequent sections of this research will delve into empirical evidence, case studies, and theoretical frameworks to contribute to the evolving discourse on the role of marketing and social media in shaping the economic development of nations(Mishra, M,2023).

3. Analysis

The synthesis of literature presented in the previous sections provides a robust foundation for analyzing the intricate dynamics between marketing, social media, and economic development(Nair, K. S.,2019). This analysis seeks to unravel key insights, identify trends, and highlight the complexities inherent in this multifaceted relationship.

3.1. Integration of Marketing Strategies and Social Media

The literature review underscores a paradigm shift in marketing dynamics, propelled by the integration of traditional marketing strategies with the expansive reach and influence of social media platforms. It is evident that effective marketing strategies are no longer confined to traditional channels; they now extend into the dynamic realms of social networks. This integration amplifies the impact of marketing efforts, creating a synergistic effect that reshapes consumer behavior, market trends, and, consequently, economic outcomes. The convergence of marketing and social media is not a unidirectional process; rather, it is a reciprocal relationship where each element reinforces the other. Social media acts as a catalyst, extending the reach of marketing messages beyond traditional boundaries. Simultaneously, marketing strategies enhance the resonance and effectiveness of social media engagement by providing structured narratives, brand consistency, and targeted communication(Nair, K.,2021).

3.2. Digital Transformation and Economic Competitiveness

The literature highlights the transformative role of digital technologies, emphasizing the significance of marketing and social media in driving economic competitiveness. Nations that effectively leverage digital marketing strategies and harness the potential of social media platforms are positioned to thrive in the global marketplace. The digital transformation of marketing not only enhances the visibility of local businesses but also facilitates the entry of small and medium enterprises into the global supply chain. Moreover, the adoption of digital marketing practices contributes to economic diversification, fostering innovation and entrepreneurship. As traditional industries undergo digitalization, marketing strategies play a pivotal role in ensuring a smooth transition and sustaining economic vibrancy. The analysis suggests that the strategic alignment of marketing initiatives with the opportunities afforded by social media is integral to unlocking the full potential of the digital era for economic development. (Nair, K.,2021).

3.3. Multidisciplinary Perspectives and Holistic Development

The multidisciplinary approach advocated in the literature review proves essential for understanding economic development beyond conventional metrics. Integrating insights from economics, marketing, and communication studies provides a holistic lens through which to assess the impact of marketing and social media on both quantitative and qualitative aspects of development. This holistic perspective aligns with contemporary views on development, emphasizing inclusivity, sustainability, and resilience. The analysis suggests that economic development is not solely a result of GDP growth but a nuanced interplay of factors that influence the well-being of societies. Marketing and social media, when harnessed responsibly, contribute to building inclusive economies that prioritize accessibility, equity, and environmental sustainability. Therefore, a multidisciplinary understanding is imperative for policymakers to formulate comprehensive strategies that address the multifaceted nature of economic development in the digital age. (Nair, K.,2021).

3.4. Challenges and Ethical Considerations

The literature review sheds light on the challenges and ethical considerations inherent in the convergence of marketing, social media, and economic development. Privacy concerns, fueled by the extensive collection and utilization of personal data, emerge as a critical challenge that requires careful consideration (Nair, K.,2021). The analysis indicates that striking a balance between personalized marketing strategies and safeguarding individual privacy is crucial for maintaining consumer trust and sustaining the positive impacts of marketing initiatives. Misinformation, another significant challenge, poses risks to both consumers and businesses (Nair, K.,2019). The analysis suggests that mitigating the spread of misinformation requires collaborative efforts from marketers, social media platforms, and regulatory bodies(K. S. Nair 2017). Ethical considerations extend beyond individual transactions to broader societal implications, emphasizing the need for responsible marketing practices that align with ethical standards and societal values. The digital divide introduces a layer of complexity in the equitable distribution of the benefits derived from marketing and social media interactions. The analysis highlights the importance of addressing disparities in technology access to ensure that economic development is inclusive and reaches all segments of society(K. Chande,2022).

4. Findings

The integration of traditional marketing strategies with social media platforms reveals a dynamic and reciprocal relationship. This convergence results in a symbiotic enhancement of each element, where the effectiveness of traditional marketing strategies is significantly amplified by the expansive reach and engagement potential of social media. The results emphasize the role of social media as a powerful amplifier for marketing messages, transcending conventional boundaries and demographics to extend the reach of these messages. Additionally, the study underscores the transformative impact of this integration, as it becomes a driving force behind digital transformation, enhancing the visibility of businesses and facilitating their global entry. Moving beyond the integration itself, the digital transformation spurred by the fusion of marketing and social media plays a pivotal role in economic competitiveness. Nations effectively leveraging digital marketing strategies and aligning them strategically with social media opportunities are positioned to excel in a globally competitive environment. This digital transformation not only contributes to economic diversification but also fosters innovation and entrepreneurship, crucial elements for sustained growth in rapidly evolving market landscapes (K. Nair 2022).

The multidisciplinary perspective advocated emerges as essential for understanding economic development beyond conventional metrics. The synthesis of insights from various disciplines becomes a lens through which inclusivity, sustainability, and resilience are considered alongside traditional economic indicators. Responsible harnessing of marketing and social media, becomes imperative for building inclusive economies that prioritize accessibility, equity, and environmental sustainability. Privacy concerns arising from extensive data utilization, the risk of misinformation, and the digital divide represent significant obstacles that necessitate proactive measures. The findings underscore the importance of collaborative efforts among marketers, social media platforms, and regulatory bodies to address these challenges and ensure the responsible use of these powerful tools (Nair, K.S. 2017).

5. Future trends and implication

The synthesis of existing literature and analysis provides a solid foundation for anticipating future trends and implications in the dynamic interplay between marketing, social media, and economic development. As technology continues to advance and global connectivity deepens, several trends are likely to shape the trajectory of this relationship, bringing forth new opportunities and challenges (Rehman,2023).

5.1. Augmented Integration of Artificial Intelligence (AI) in Marketing

The integration of AI in marketing strategies will become more pronounced, enabling businesses and nations to leverage data analytics, predictive modeling, and personalized targeting with unprecedented precision. Nations investing in AI-driven marketing technologies may experience accelerated economic growth, as these technologies enhance the efficiency of resource allocation, foster innovation, and provide a competitive edge in the global marketplace (S. Joghee,2023).

5.2. Rise of Influencer Marketing and Authenticity

Influencer marketing, facilitated by social media platforms, will continue to rise, with consumers valuing authenticity and personal connections over traditional advertising. Nations fostering an environment where authentic brand narratives can thrive may witness increased consumer trust and engagement, translating into positive economic outcomes (Sunil, A ,2018).

5.3. Blockchain Technology for Trust and Transparency

The adoption of blockchain technology in marketing and supply chain management will enhance trust and transparency, addressing concerns related to privacy and data security. Nations at the forefront of blockchain integration in marketing practices may attract investments and businesses seeking a secure and transparent environment, contributing to economic development (Sunil, A,2021)

5.4. Personalized User Experiences and Hyper-Targeted Marketing

Advances in data analytics and machine learning will enable hyper-personalized marketing, tailoring user experiences based on individual preferences and behaviors. Nations embracing personalized marketing strategies may see increased consumer satisfaction, driving economic growth through enhanced consumer loyalty and higher conversion rates.

As we peer into the future, the trends and implications identified suggest a landscape where technological advancements, ethical considerations, and inclusivity will shape the nexus between marketing, social media, and economic development. Nations that proactively embrace these trends, leveraging technology responsibly and addressing ethical concerns, are likely to chart a course toward sustainable and inclusive economic growth in the digital era. The collaborative efforts of businesses, policymakers, and global stakeholders will play a pivotal role in shaping this future, ensuring that the benefits of the digital age are harnessed for the well-being of societies worldwide.

6. Conclusion

In the ever-evolving landscape of the digital age, the synthesis of existing literature, analysis, and future trends underscores the intricate relationship between marketing, social media, and economic development. As we navigate this dynamic interplay, several key conclusions emerge, providing insights into the transformative forces shaping the future of global economies. The integration of traditional marketing strategies with the expansive reach of social media platforms is reshaping how businesses and nations engage with consumers. This convergence creates a reciprocal relationship, where each element amplifies the effectiveness of the other, propelling nations into the digital era. The strategic alignment of marketing initiatives with the opportunities presented by social media is integral to unlocking the full potential of the digital age for economic development. As digital technologies advance, the adoption of artificial intelligence in marketing becomes a pivotal trend. Nations investing in AI-driven marketing technologies are likely to experience accelerated economic growth, gaining a competitive edge in resource allocation, innovation, and global market positioning. Simultaneously, the rise of influencer marketing, blockchain technology for trust and transparency, and the emphasis on personalized user experiences reflect the evolving nature of consumer preferences and the need for ethical, secure, and authentic interactions.

Ethical considerations, particularly regarding privacy and the responsible use of data, are emerging as critical factors shaping the future of marketing and social media. The development of more stringent regulatory frameworks and a collective commitment to ethical marketing practices will be essential for building and maintaining consumer trust. Moreover, a global collaborative effort to address the digital divide ensures that the benefits of marketing and social media are accessible to diverse segments of society, fostering inclusive economic development. Looking ahead, the recalibration of metrics for economic development to encompass social and environmental factors signifies a paradigm shift in assessing holistic growth. Nations adopting this approach will be better equipped to navigate the complexities of the digital age, fostering sustainable and inclusive development that extends beyond traditional economic indicators. In conclusion, the future landscape of marketing, social media, and economic development is characterized by both challenges and opportunities. Nations that embrace technological advancements, prioritize ethical considerations, and foster inclusivity are poised to thrive in the dynamic digital era. The collaborative efforts of businesses, policymakers, and global stakeholders will play a pivotal role in shaping this future, ensuring that the transformative forces at play contribute to the well-being and prosperity of societies worldwide. As we embark on this journey, the synthesis of knowledge and foresight becomes paramount for navigating the evolving nexus of marketing, social media, and economic development.

References

- [1] Arslan, A., Qayyum, A., Tabash, M. I., Nair, K., AsadUllah, M., & Nalini Daniel, L. (2023, September 16). The Impact of Economic Complexity, Usage of Energy, Tourism, and Economic Growth on Carbon Emissions: Empirical Evidence of 102 Countries. *International Journal of Energy Economics and Policy*, 13(5), 315–324. <https://doi.org/10.32479/ijeeep.14746>
- [2] Baber, H., Nair, K., Gupta, R., & Gurjar, K. (2023, November 28). The beginning of ChatGPT – a systematic and bibliometric review of the literature. *Information and Learning Sciences*. <https://doi.org/10.1108/ils-04-2023-0035>
- [3] Bhardwaj, S., Nair, K., Tariq, M. U., Ahmad, A., & Chitnis, A. (2023). The State of Research in Green Marketing: A Bibliometric Review from 2005 to 2022. *Sustainability*, 15(4), 2988. <https://doi.org/10.3390/su15042988>.
- [4] Daw, D. N., Tawk, C.J., & Nair, K. (2023). Corporate governance and cultural diversity in Lebanese banks. *Corporate Ownership & Control*, 20(4), 32–43. <https://doi.org/10.22495/cocv20i4art2>
- [5] Gupta, R., & Nair, G. (2021). Customer engagement and brand communication strategies during covid-19. *International Journal of Entrepreneurship*, 25(4S), 1-6.

- [6] Gupta, R., Nair, K. and Radhakrishnan, L. (2021), Impact of COVID-19 crisis on stocking and impulse buying behaviour of consumers, *International Journal of Social Economics*, Vol. 48 No. 12, pp. 1794-1809. <https://doi.org/10.1108/IJSE-03-2021-0163>
- [7] Gupta, R., & Nair, K. (2021). A CONCEPTUAL MODEL FOR PROMOTION ON DIGITAL PLATFORMS. *Academy of Entrepreneurship Journal*, Suppl.Special Issue 2, 27, 1-21.
- [8] Gupta, R., & Nair, K. S. (2021). Try-on with AR: impact on sensory brand experience and intention to use the mobile app. *J. Manage. Inf. Decision Sci*, 24, 1-16.
- [9] Gupta, R., & Nair, K. (2021). Food delivery apps: Intention to use during Covid-19. *Academy of Entrepreneurship Journal*, 27(5S), 1-9
- [10] Gupta, R., & Nair, K. S. (2021). Masstige value of smartphone brands: Impact on egoistic value orientation of Indian consumers. *Academy of Strategic Management Journal*, 20,1-11.
- [11] Gupta, R., & Nair, K. S. (2021). CELEBRITY ENDORSEMENT ON INSTAGRAM: IMPACT ON PURCHASE INTENTION. *Academy of Strategic Management Journal*, Suppl.Special Issue 6, 20, 1-11
- [12] Ibrahim Awwad, R., Ibrahim, B., George, C., Hamdan, S. and Nair, K. (2023), Facts or belief: examining the effect of the cognitive dissonance on brand switching, purchase regret and satisfaction level, *Global Knowledge, Memory and Communication*.
- [13] Khatwani, R., Mishra, M., Bedarkar, M., Nair, K., & Mistry, J. (2023). Impact of blockchain on financial technology innovation in the banking, financial services and insurance (BFSI) sector. *Journal of Statistics Applications and Probability*, 12(1), 181-189.
- [14] Mahima Mishra, Charles Tawk, M. Y. R. G. K. N. (2023). Sustainability Unleashed: Pioneering Carbon Removal Solutions for a Net-Zero Future. *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s), 946–961
- [15] Mishra, M., Chaubey, A., Khatwani, R. and Nair, K. (2023), Overcoming barriers in automotive SMEs to attain international competitiveness: an ISM approach modelling, *Journal of Business & Industrial Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JBIM-12-2022-0546>.
- [16] Nair, K. S. (2019). Paradigm shifts in Indian retail - trends and prospects. *International Journal of Indian Culture and Business Management*, 18(4), 518. <https://doi.org/10.1504/ijicbm.2019.100310>
- [17] Nair, K., Anagreh, S., Sunil, A., & Gupta, R. (2021). Ai-enabled chatbot to drive marketing automation for financial services. *Journal of Management Information and Decision Sciences*, 24, 1-17.
- [18] Nair, K., & Gupta, R. (2021). Celebrity Endorsement on Instagram: Impact on Purchase Intention. *Academy of Strategic Management Journal*, 20,6S
- [19] Nair, K. and Gupta, R. (2021), Application of AI technology in modern digital marketing environment, *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 17 No. 3, pp. 318-328. <https://doi.org/10.1108/WJEMSD-08-2020-0099>
- [20] Nair, K. S. and Radhakrishnan, L. C. (2019). Role of eWOM in Customer buying Decision making Process: A Conceptual Study. *International Journal on Emerging Technologies*, 10(4): 71–75
- [21] Nair, K. (2019), Overcoming today's digital talent gap in organizations worldwide, *Development and Learning in Organizations*, Vol. 33 No. 6, pp. 16-18. <https://doi.org/10.1108/DLO-02-2019-0044>
- [22] Nair, K., James, W., & Shilbayeh, S. S. (2019). An Analysis of the Role of Motivation in Leadership Styles Utilized by Today's Leaders in the SMART Organizations in the United Arab Emirates. *American Journal of Business and Management*, 8(1), 11-17.
- [23] K. Chande, R. Kanekar, K. Nair, D. Amandykova, S. Addanke and T. Zhaina, Enhanced Recurrent Neural Network for Reducing Carbon Foot Printing in Industry, 2022 Sixth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC), Dharan, Nepal, 2022, pp. 658-662, <https://doi:10.1109/I-SMAC55078.2022.9987427>
- [24] K. S. Nair, Impact of E-Commerce on Global Business and Opportunities - A Conceptual Study, *Int. J. Adv. Eng. Manag. Res*, 2017.
- [25] K. Nair, K. K. Moenardy, S. R. Jaladi, Y. Supiyanto, K. Suleimenova and Y. Popov, A Model based on Embedded Artificial Intelligence for Retail Industry, 2022 Sixth International Conference on I-SMAC (IoT in Social, Mobile,

Analytics and Cloud) (I-SMAC), Dharan, Nepal, 2022, pp. 663-672, <https://doi:10.1109/I-SMAC55078.2022.9987402>

- [26] Nair, K.S. (2017). Cost Effective Utilization of Transportation Services in Today's Business Environment-A Logistics Overview. *Journal of Research in Business, Economics and Management*, 8(5), 1529-1536.
- [27] Rehman, S.U., Elrehail, H., Nair, K., Bhatti, A. and Taamneh, A.M. (2023), MCS package and entrepreneurial competency influence on business performance: the moderating role of business strategy, *European Journal of Management and Business Economics*, Vol. 32 No. 1, pp. 1-23. <https://doi.org/10.1108/EJMBE-04-2020-0088>
- [28] S. Joghee, D. Kalra, S. Ramakrishnan, K. Nair and A. A. Alzoubi, Digital Entrepreneurial Marketing Strategy: An Empirical Analysis Using Resource Based Theory, 2023 International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, United Arab Emirates, 2023, pp. 1-5, <https://doi:10.1109/ICBATS57792.2023.10111356>
- [29] Sunil, A., & Nair, K. S. (2018). Marketing opportunities and export competitiveness of Indian spices: An econometric analysis. *European Journal of Business and Management*, 10(36), 41-56.
- [30] Sunil, A., & Nair, K. S. (2021). GOING GREEN AND CSR: AN EVIDENCE FROM INDIAN COMPANIES' BEST PRACTICES. *Academy of Strategic Management Journal, Suppl.Special Issue 2*, 20, 1-12.