

Edited by Indrajit Ghosal, Swati Gupta, Sudhir Rana, Dipak Saha

INDIGENOUS EMPOWERMENT THROUGH HUMAN-MACHINE INTERACTIONS

The Challenges and Strategies from Business Lenses



Indigenous Empowerment through Human-Machine Interactions

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Indigenous Empowerment through Human-Machine Interactions: The Challenges and Strategies from Business Lenses

EDITED BY

INDRAJIT GHOSAL

Brainware University, India

SWATI GUPTA

Universal AI University, India

SUDHIR RANA

Gulf Medical University, UAE

AND

DIPAK SAHA

Institute of Engineering and Management, Kolkata, India



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INVESTOR IN PEOPLE

To my parents, who taught me the value of dreams and hard work. My God who is my power and my blessings.

To my wife, for standing by me through every page, every stage. To my children their love; and my scholar, students their wishes and love. And to all the readers, may these words bring you as much joy in reading as they did in writing. (IG)

To my family, for their unwavering support, encouragement, and love. To my God with their blessing. My friends provided laughter and comfort during challenging times. To my mentors, whose guidance has been invaluable throughout this journey. (SG)

Dedicated to the dreamers, the doers, and those who never give up. Dedicated to scholars, family members, and students. (SR)

To my family, for their unwavering support, encouragement, and love. To my friends, who provided laughter and comfort during challenging times. (DS)

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About the Editors

Dr. Indrajit Ghosal currently serves as an Associate Professor and a Research Coordinator in Brainware University, Kolkata (India) in the Department of Management. Dr. Indrajit has been awarded PhD in Online Marketing (Management) in 2020. He was awarded FRPM in 2017. He has done his Master's on MCA and undergraduate with Bsc IT. He has more than 16+ years' experience in teaching. He has published 73 research papers in many reputed journals listed in ABDC, ABS, UGC care and indexed in Scopus, WOS, and many more and published 6 patents. He has presented papers in 37 international, 7 national, and 4 case studies in many conferences. He is the author of 6 books and serving as an editor in 11 books such as (CRC-Taylor & Francis, Emerald, Wiley, Bentham Science, Springer, and Nova Science) and published 12 book chapters. He assists three PhD scholars, four MPhil scholars already awarded under his supervision. He serves as a reviewer in many reputed journals indexed in Scopus, WOS with listed ABDC, ABS. As a Keynote Speaker/Resource person/Chairperson, he has been invited to 31 conferences/workshop/seminar. He is a member of ACM (Meerut Chapter), SSRN, MTTF (Bhatinda, Punjab), life member, and executive member of Education Research and Development Association (ERDA), member of IARA (Guwahati), IARA (Tiruchirappalli) and World Leadership Academy. His area of research is digital marketing, consumer behavior, online marketing, entrepreneurship, and ecommerce.

Swati Gupta is a distinguished academician and mentor, with over 19 years of experience in higher education and industry. As an Associate Professor at Universal AI University, she excels in teaching entrepreneurial finance, leadership, and corporate finance. Specializing in cutting-edge financial technologies such as blockchain, AI, and decentralized finance, she has published 11 peer-reviewed papers and authored/coauthored 4 books. Her patents on blockchain and AI-powered financial systems highlight her contributions to innovative research. As the founder of Finaccopedia, an EdTech platform, Dr. Gupta merges research and practice to empower learners with advanced finance skills. Her upcoming book exemplifies her dedication to advancing financial scholarship and fostering global academic and professional excellence.

Sudhir Rana is the Program Director and an Associate Professor at the College of Healthcare Management and Economics, Gulf Medical University, UAE. He has established FIIB Business Review (Sage Publishing) which is a fast growing multidisciplinary journal as Editor-in-Chief. He is also the co-Editor-in-Chief of

South Asian Journal of Marketing (Emerald Publishing Limited) and Senior Editor of *International Journal of Emerging Markets* (Emerald Publishing Limited). He is the editor of two series: *Review of Management Literature* (Emerald Publishing Limited) and *Advances in Emerging Markets and Business Operations* (Taylor and Francis). His areas of research are consumer behavior, emerging markets, and business education. He published in *Journal of Business Research*, *Journal of Knowledge Management*, *Journal of Consumer Behaviour*, and *Journal of Strategic Marketing*, among others.

Dipak Saha is currently associated as an Experienced Professor of Marketing and Supply Chain Management with a demonstrated history of leadership in the respective discipline with the Department of Management, Institute of Engineering and Management, Kolkata, India, and has over 20 years of corporate and academic experience. He has published several articles in reputed and renowned scholarly journals. He is the co-editor of the book *Perspectives in Marketing, Innovation and Strategy* with Father of Marketing, Professor Philip Kotler. He is a consultant and trainer in the field of strategic decision-making. He is the recipient of the AMP-Academic Excellence Award 2020, Research Excellence Award 2023. Dr. Dipak Saha is the Series Editor of the Series Contemporary Management Practices (T & F, Routledge Publication).

About the Contributors

Nouran Ajabnoor is a dedicated academic as well as Dy CEO at the Applied College, Jazan University, Saudi Arabia. Her passion for teaching and research is evident in her contributions to the university and her engagement with students. Dr. Ajabnoor's work reflects a commitment to educational excellence and the advancement of knowledge in her field.

Gina B. Alcoriza is a Faculty Member of the Tourism Management program at the University of the Philippines, Asian Institute of Tourism. Previously, she served as the Campus Coordinator for International Affairs and Program Director of the BS Hospitality Management program at Partido State University. With 14 years as the Chairperson of the Tourism Management Program at the University of Santo Tomas-Legazpi, she also has four years of industry experience in travel and tour agencies. Dr. Alcoriza holds a degree in Tourism from the Polytechnic University of the Philippines and a Doctor of Business Administration from the University of Santo Tomas-Legazpi. A Certified Guest Service Professional, she is the National Vice President of the Union of the Filipino Tourism Educators and a Board member of the Philippine Association of Researchers in Tourism and Hospitality. She has published research on community-based tourism, ecotourism, and is a peer reviewer for several international journals.

Andi Asrifan, SPd, MPd, is the Head of the Institute for Cooperation and International Affairs at Universitas Muhammadiyah Sidenreng Rappang, and has an extensive academic background, including a doctorate in English Language Education. His articles and research address various education, language, and technological themes. The COVID-19 epidemic has affected educational practices, EFL classroom methods, and technological integration in teaching and learning. Dr. Asrifan's engagement in international conferences, webinars, and seminars in India, the Philippines, and Pakistan shows his dedication to education. His branding, public speaking, and literacy teaching courses and certifications demonstrate his commitment to professional development. Beyond academics, Dr. Asrifan has led organizational and educational development as an external examiner for PhD dissertations and a scientific journal reviewer. His awards, professional memberships, and international association ambassadorships demonstrate his influence and dedication to educational achievement and sustainable development.

Erisa Avdimetaj completed her Bachelor's degree at the Haxhi Zeka Faculty in Accounting and Auditing. Currently, she is a second-year Master's student in the same field and faculty. Erisa works as an Insurance Officer at Raiffeisen Bank, where she initially joined as an intern and then transitioned to a full-time position. During her tenure at the bank, she has demonstrated excellent analytical skills and a strong commitment to her duties, combining academic knowledge with practical experience to deliver exceptional services. This blend of education and professional experience makes Erisa a valuable asset in the financial services industry, showcasing a strong dedication to growth and excellence.

Gül Erkol Bayram is currently an Associate Professor and the Vice-Dean in Tourism Faculty, Department of Tour Guiding, University of Sinop, Sinop, Turkey. Dr. Erkol Bayram has worked as an internal trainer and teacher in the tour guiding arena. Her doctorate is in Tourism Management from the Sakarya University, Turkey, and she completed her dissertation research on Tour Guiding in Turkey. Her core subjects are tourism, tour guiding, tourism policy and planning, and women studies. Erkol Bayram has also worked as a professional tour guide in the tourism sector. She has many book chapters in the international arena and published her books as an editor and author in the national arena. She has been invited for many talks/lectures/panel discussions by different universities and countries. She is a member of eminent journals in advisory board editor, and she published articles in tourism and management areas.

Pradipta Banerjee is an accomplished academic with a strong publication record, having worked as a Professor of Department of Commerce and Dean of Faculty Council of Sidho Kanho Birsha University, West Bengal, India. He is also an active member of IAA and review boards for various indexed journals. In addition to his academic work, Dr. Pradipta Banerjee has completed training programs at leading universities and has participated in various projects. His contributions to the field have earned him recognition and awards, both locally and globally, as a distinguished student and professor in global education.

Divya Bansal, Associate Professor at Amity University Online, Noida, has more than 19 years of experience in teaching Business Management students at UG and PG levels. She is a committed and competent educator who shares a passion for each student's academic success. Her research areas have focused on big data analytics, trends in supply chain management, blockchain technology, cultural marketing, etc. She is a critical player in business, strategy, and the environment, and her recent publications explore the phenomenon of artificial intelligence in various domains.

Kamaladevi Baskaran is a distinguished professional with over 19 years of international experience in industry, applied research, and academia. She is the Head of MBA and EMBA program at Amity Business School, Amity University Dubai, UAE. She is a Fellow of the Chartered Institute of Marketing and a prolific author, having published three management books. Notably, she holds a patent for an innovative Online Security Verification Model aimed at enhancing e-commerce payment security. Her research spans e-commerce, business

analytics, entrepreneurship, and business research methods, with over 50 peer-reviewed articles and conference presentations. Dr. Kamaladevi has actively collaborated on projects involving digital innovation and predictive analytics, focusing on real-world problems in online retail. She has served as a keynote speaker at various international conferences across multiple countries, showcasing her expertise. Additionally, she is deeply involved in professional and community outreach initiatives, reflecting her commitment to advancing knowledge and practice in her fields of interest.

Indira Bhati has a teaching experience of 14 years. Her areas of interest are entrepreneurship development, start-up policies, project management, and consumer behavior. She has published research papers and articles in various journals of repute. She is a life member of “The Indian Commerce Association.” She has been associated as an expert with various entrepreneurship development organizations.

Naboshree Bhattacharya is an Assistant Professor at Amity University Jharkhand with more than 12 years of experience in teaching Economics at UG level. Her specialization is in healthcare economics with a broader research focus on development economics. Her research output includes articles, book chapters, and books on behavior economics, healthcare economics, microeconomics, and Indian economy.

Indranil Bose, a Fellow of the Higher Education Academy (UK), has held senior academic roles in India and abroad. Dr. Bose has also advised PhD programs at Indian universities such as Symbiosis International University and VIT University, making him a significant figure in international higher education.

Luis Cardoso, PhD in Modern Languages and Literature, in the speciality of Comparative Literature from the University of Coimbra, Portugal. Adjunct Professor at the Department of Languages and Communication Sciences. Researcher at CARE – Research Center on Health and Social Sciences, Portalegre, and at the Center for Comparative Studies of the University of Lisbon, Portugal.

Abhijit Chandratreya is the Deputy Director in the Department of Post Graduate Research Center at SCES’s Indira Institute of Management, Pune, for the past 16 years. He graduated in Production Engineering from Birla Vishwakarma Mahavidyalaya (Sardar Patel University), Anand, Gujarat, India. He secured a Master of Business Administration in Human Resource Development from IGNOU. He has been awarded a PhD in the field of Marketing Management from Savitribai Phule Pune University, India. He has presented several papers in national and international journals, conferences, and symposiums and has published 15 research papers both in referred and Scopus/ABDC-listed journals. He has published three patents. He is a certified trainer of CSCP, CPTP, CLDM, MTF, and CID certified by MiddleEarth HR. He has also published two chapters in books published by IGI Global. His main areas of interest include marketing, HRM, SCM, statistics, business analytics, and research methodologies.

Mrinal Kanti Das is the Head of the Department of Commerce at Kanchrapara College, Kanchrapara, West Bengal. Before that, he was at the Department of Business Administration, JIS College of Engineering, Kalyani, West Bengal, as a faculty member of marketing. He has over 18 years of academic experience. One scholar has already been awarded a PhD in the marketing domain under his direct supervision. He has authored five books and has contributed research articles in *various* journals indexed in Scopus, ABDC, and UGC-CARE, and he has also indexed edited volumes and proceedings in Scopus to his credit. He is an editor of *Perspectives in Human Resources* (Routledge Publication, Taylor & Francis Group, USA), *Perspectives in Agile Sustainable Practices and Business Value* (Routledge Publication, Taylor & Francis Group, USA), and *Futuristic Trends in Management (Iterative International Publishers)*. He is a Series Editor of Sustainable Management Practices, *Bentham Science*, UAE.

Blerta Dragusha is a Lecturer at the University of Shkodra “Luigj Gurakuqi,” Faculty of Economy, Department of Finance and Accounting since 1998 and the Dean of the Faculty of Economics since 2016. Prof. Dragusha has a BA degree in Business Administration, University of Shkodra “Luigj Gurakuqi,” an MBA degree from Southern Illinois University in Carbondale, USA, and a PhD from the Department of Finance, Faculty of Economics, University of Tirana. As of October 2023, she holds the title “Professor.” She also has teaching experience at some European and American universities as well. Prof. Dragusha has published several articles in national and international scientific journals and has participated in many national and international conferences. Her field of study is finance and investment.

Syed Mohammad Faisal is an illustrious faculty member at the Applied College, Jazan University, Saudi Arabia. With a robust background in his field, Dr. Faisal is dedicated to advancing academic excellence and research innovation. His contributions to the university have been instrumental in shaping the educational landscape, inspiring students, and fostering a culture of scholarly pursuit.

Debarshi Ghosh is an Assistant Professor at Meghnad Saha Institute of Technology with over 13 years of academic experience and 8 years in industry.

Vijay Prakash Gupta, an experienced educator and researcher with over 17 years of expertise, currently serves as an Associate Professor and PhD Coordinator at GLA University, Mathura. He has done PhD in Management, MBA, MA Economics, Qualified UGC NET, and many certification courses from IITs and IIMs. He is the editor of various books and journals and has published approx. 20 research papers in various journals indexed in ABDC, Scopus, Web of Science, and UGC CARE. His accomplishments include two patents and engagements as a keynote speaker at seminars, conferences, and as an expert evaluator for PhD thesis and Viva-Voce in prestigious institutes. Dr. Gupta has authored 5 textbooks, 5 edited books, and contributed chapters to approx. 10 books.

Isnaini Harahap is a Doctor of Islamic Economics and a Professor (Assistant) at State Islamic University of Sumatera Utara, Medan Indonesia. Isnaini Harahap

currently works at the Faculty of Islamic Economics and Business, State Islamic University of Sumatera Utara, Medan Indonesia. Isnaini does research in Islamic Economics, Islamic Banking and Finance, and Business Ethics. Their most recent publication is “Conference Paper Students” Comprehension of Arabic and English Terminology in Islamic Finance: A Comparative Study.”

Mohammad Irfan is currently working as an Associate Professor at NSB Academy Business School, Bangalore. He was associated with the School of Business, AURO University, Surat, Gujarat, for five years. He holds an MBA (Finance) and an MCom (Account and Law). Dr. Irfan has done this PhD from the Central University of Haryana.

Rajiv Iyer is an accomplished academic and industry expert with over 14 years of experience. He holds a BE, ME, and PhD and is an Associate Professor of Computer Science and Engineering at Amity University, Mumbai. Dr. Iyer is AWS certified in cloud, machine learning, and data analytics, as well as certified in process mining (Celonis) and a Google Machine Learning Facilitator. He is also an ISO internal auditor, Six Sigma Yellow Belt, and SCRUM certified. With 22 research papers published in national and international journals, Dr. Iyer has authored several books in electronics and telecommunications. He is a registered patent agent, hackathon mentor, and reviewer for international journals. Additionally, he has taken on leadership roles in conferences and workshops, receiving numerous accolades for his contributions to academia and industry.

Richa Jain is currently working as Assistant Professor at Prestige Institute of Management and Research, Bhopal, Madhya Pradesh, India. She has more than 15 years of rich experience in the education field. She holds a PhD in Management and an MBA with a dual specialization in Finance and Retail Management. Her areas of specialization are finance and sustainability. She has published several papers in conferences and seminars. She is the author of a book named *Financial Accounting*. She has attended many workshops and faculty development programs at prestigious institutes like IIMs.

Rishabh Jain has a teaching experience of more than 19 years. His areas of research are Fintech, entrepreneurship, social entrepreneurship and corporate finance. He has published papers in Scopus and ABDC journals of repute. He has also worked as a reviewer for Q1 SCOPUS journals.

Ansh Jindal is pursuing MBA (Finance) at Chitkara Business School, Chitkara University, Punjab, India. He has successfully obtained a Bachelor’s degree in Business Administration with a specialization in Financial Technology. He has participated in various competitions and won cash prizes. He has been granted more than 12 design and utility patents. He is mostly interested in the fields of banking, finance, and marketing. He has completed his summer internship program from 4 July to 19 July 2022 at Nottingham University, Malaysia, while pursuing his BBA (Fintech) degree. During his MBA studies, he participated in a remarkable Global Immersion Program in the United Arab Emirates (Dubai and Abu Dhabi).

Priya Jindal is currently working as an Associate Professor and Assistant Dean of Commerce at Chitkara Business School, Chitkara University, Punjab, India. She holds Master's degrees in Commerce and Economics. Her areas of interest include banking, finance, insurance, and general management. She had achieved distinction in her MPhil in 2009. She earned her doctorate in Management in 2014 from Maharishi Markandeshwar University, Mullana, Haryana, India. She has contributed approximately 17 years to teaching. She has supervised five PhD scholars and two MPhil candidates. Numerous research papers, book chapters, and conference papers (including IEEE) have been indexed in Scopus. She has filed over 14 design patents and 12 utility patents. Two copyrights have been granted in her name. Dr. Jindal is an editor of five edited books under IGI Global, Nova Science, and CRC publications, all of which have been indexed in Scopus.

Amit Joshi has teaching and industry experience of more than 18 years. His specialization lies in the areas of security analysis and portfolio management, business statistics, project management, and managerial economics. He has presented and published more than 50 research papers in various seminars and journals of repute. He has been a part of an editorial board of an international journal in applied financial management and is an editor of a refereed management journal. He holds the life membership of "The Society of Management Education, Kurukshetra."

Logasakthi Kandasamy is an academician with rich experience in the area of human resources and organizational behavior. He has published research papers on artificial intelligence versus emotional intelligence, occupational intelligence, occupational stress, and pedagogy development. Majorly, his research work addresses the contemporary business and social issues. He has published research articles in reputed journals which are indexed in Scopus, SCI, and ABDC.

Ahmad Khalid Khan is a prominent educator and researcher at the Applied College, Jazan University, Saudi Arabia. Renowned for his expertise and commitment to academic growth, Dr. Khan has significantly impacted both his students and colleagues. His work not only enhances the academic environment at Jazan University but also contributes to the broader academic community.

Early Ridho Kismawadi is a Lecturer at the Department of Islamic Banking, Faculty of Islamic Economics and Business, IAIN Langsa, Aceh, Indonesia. In 2018, he finished his doctoral studies at the State Islamic University of North Sumatra, with a focus on Sharia economics. At the Langsa State Islamic Institute (IAIN Langsa), Aceh, Indonesia, he was named head of the study programs for Islamic economics law (2023), Islamic banking (2020), and Islamic financial management (2019). His areas of interest in study are Islamic economics, banking, finance, financial economics, and applied econometrics. He has published articles in national and international journals. He is also a reviewer of several reputable international journals such as *Finance Research Letters*, *Financial Innovation*, *Journal of Islamic Marketing*, *Cogent Economics & Finance*, *Cogent Business & Management*, *Journal of Islamic Accounting and Business*

Research, and *Heliyon*. He has also presented his papers at various local and international seminars.

Rajneesh Kler, currently an Associate Professor of Economics at Amity University, Tashkent, and a Postdoctoral Research Fellow at Infrastructure University, Malaysia, holds a PhD from NUEPA and a degree from the University of Glasgow.

Ravishankar Krishnan is an accomplished academic with a rich background in logistics, supply chain management, and human resources. He holds a PhD from Anna University, Chennai, and has extensive experience in teaching and research. His commitment to research is evident from his involvement in significant projects and publications in Scopus, ABDC, and Web of Science. Additionally, he has completed several value-added courses and certifications, enhancing his expertise and contribution to the field.

Ruanda Kukalaj earned her Bachelor's degree in Accounting and Auditing from the Haxhi Zeka Faculty in Peja. She is now a second-year Master's student in the same field at the same institution. Currently, she works as a credit analyst at Rural Credit of Kosovo. Ruanda has extensive practical experience in commercial banks and various businesses in Kosovo, working as a financial analyst and accountant. Her hands-on experience has significantly enriched her knowledge, evident in her scientific projects.

Enkeleda Lulaj holds a PhD in Economic Sciences with a focus on Finance and serves as an Assistant Professor at the Faculty of Business, Haxhi Zeka University in Kosovo. With extensive international experience, she has been a Visiting Professor at universities worldwide and a featured speaker at various academic events. Dr. Lulaj is an accomplished academic with a strong publication record, having worked as an editor, reviewer, and author for prestigious academic journals. She is also an active member of editorial and review boards for journals indexed in Scopus and Web of Science. In addition to her academic work, Dr. Lulaj has completed training programs at leading universities and has participated in various projects. Her contributions to the field have earned her recognition and awards, both locally and globally, as a distinguished student and professor in global education.

Rajesh Manchanda has more than 18 years of teaching experience in undergraduate and postgraduate programs in leading business schools and five years of experience in reputed multinational companies in the field of sales and marketing. He is also involved in research and has more than 10 publications to his credit in national and international journals and has attended various A.I.C.T.E. sponsored workshops. His areas of interest include marketing research, consumer behavior, research methodology, retail management, and international marketing management.

Vedprakash C. Maralapalle boasts a strong academic background with a PhD in Civil Engineering from NMIMS University, Mumbai. He brings over 10 years of experience in the teaching field, currently serving as an Assistant Professor in the

Department of Civil Engineering at ASET, Amity University, Mumbai. Dr. V. Maralapalle is a licensed Structural Engineer with the Mumbai Municipal Corporation, demonstrating his practical expertise in the field. His innovative spirit is evident through his eight patent filings, with six already granted and others under review. He actively contributes to scholarly discourse, having published five papers in internationally recognized, peer-reviewed journals (indexed in SCI/Scopus) and six papers in national and international conferences. Dr. Maralapalle has also authored two published books, further solidifying his expertise within the field. His dedication extends beyond the classroom, as he serves as a reviewer for six international journals. Additionally, Dr. Maralapalle has actively engaged students through workshops and seminars.

Soumya Mukherjee is an Associate Professor in Business Administration at Techno India (Hooghly Campus), Chinsurah, West Bengal, India. He is an accomplished educator with demonstrated ability and experience to teach, motivate, and direct students while maintaining high interest and achievement. He has more than 15 years of academic experience. He has authored three books and has published several research articles in peer-reviewed, Scopus-indexed, ABDC-listed journals. He has also contributed many articles in Scopus-indexed edited volumes and conference proceedings. He is also one of the editors of *Perspectives in Agile Sustainable Practices and Business Value* (Routledge Publication, Taylor & Francis Group, USA). He is associated with different management institutions and universities as a visiting faculty member, paper setter, examiner, and moderator.

Muthmainnah is an Assistant Professor at Universitas Al Asyariah Mandar west Sulawesi Indonesia. She is a lecturer, global speaker and international leader. Now, she is the Deputy Director of language and Character development institute at her university. In the current year, she is active as international member, international coordinator conference, and international trainer. She is also the author of 36 national and international books Springer, Wiley, Emerald, Taylor and Francis <https://sinta.kemdikbud.go.id/profile/books>. She is also as International Board for Professors and Expert of Scientific Innovation Research Group, EGYPT (www.sirg.club), International board of TEFL KUWAIT (Member of Large) representing ASIAN, she is also a Country Head, ambassador and country director for many international organization representing Indonesia.

Amina Omrane is an Associate Professor, authorized to supervise researchers in Management Science at the University of Sfax, and researcher at ECSTRA research center, based in IHEC-Carthage, Tunisia. She teaches postgraduate and Master's courses related to research methods, strategic management, business plans, entrepreneurship, as well as human/personal development. She has published more than 45 research papers in international conferences/congresses' proceedings and numerous ranked and indexed journals, such as IJBG, IJESM, IJBE, JAB, TCR, La RIPME, IJMP, FIIB Business Review, and La Revue des Sciences de Gestion. She has also served as a reviewer for Emerald, T&F, and Inderscience journals as a researcher at ECSTRA center, in IHEC-Carthage.

Author of five books on management science, entrepreneurship, and human development, eight book chapters, she has also coedited many collective books on sustainable entrepreneurship, innovation and renewable energy, and digitalization, higher education, and new business models.

Durdana Ovais holds a PhD in Management and an MBA with a specialization in Human Resource Management, with over 13 years of teaching experience in esteemed institutions such as BSSS Institute of Advanced Studies and The Bhopal School of Social Sciences. Dr. Ovais has established herself as a seasoned academician. She has been recognized for her scholarly contributions with 45 research papers published in international journals, including 10 in Scopus-indexed publications, and 8 papers in national journals. Additionally, she has authored four books and contributed chapters to 09 publications. Dr. Ovais is a recipient of four prestigious Best Paper Awards, including two international accolades. She has patented three inventions in the fields of biomedical engineering and mechanical engineering. With a keen focus on sustainability, corporate social responsibility, and human resource management, her work particularly delves into the concept of ESG.

Niyasha Patra is an Assistant Professor in Computational Sciences at Brainware University. She has previously worked at iLEAD, Adamas University.

Hardyal Kour Rainu is an MBA graduate specializing in Business Analytics from Amity University Dubai, UAE. Her academic research focuses on the social media marketing strategies on indigenous consumer behavior in the UAE. Through her expertise in business analytics, she applies quantitative and qualitative methodologies to examine how data-driven marketing strategies can optimize customer engagement, brand loyalty, and overall business performance. Hardyal's proficiency in analytics has enabled her to rigorously analyze market trends, consumer behavior patterns, and the effectiveness of social media campaigns. Her work contributes to a deeper understanding of the role digital platforms play in shaping consumer decisions and business outcomes. In addition to her academic research, she has practical experience in marketing and customer service, which has further strengthened her critical thinking and problem-solving abilities. Her research provides actionable insights for businesses seeking to enhance their digital marketing efforts in diverse and rapidly evolving markets.

Ruchika Rastogi is currently working as an Associate Professor in the Department of Business Administration, Pranveer Singh Institute of Technology, Kanpur. She has been teaching Managerial Economics, Strategic Management, and Operations Management at the postgraduate level since 2009. She has published several research articles in Scopus and UGC Care indexed journals. She has published one book titled *International Logistics Management*. Her areas of research are behavioral economic and marketing. She has conducted research development programs at different institutes in India.

Nilanjan Ray is an Associate Professor in Management Studies at JIS University, Kolkata, with over 15 years of teaching and 7 years of research experience. Dr. Ray is a life member of various professional bodies and has organized several academic conferences.

Anju Rohilla is an Assistant Professor at the Faculty of Management and Commerce, SRM University. She has 5 years of teaching experience. She has done a PhD (Management) from Bhagat Phool Singh Mahila Vishwavidyala, Khanpur Kalan, Sonapat. She has done MBA from Guru Jambheshwar University of Science and Technology in Hisar. Her area of interest is banking fraud. She has delivered 15 research paper presentations at the national conference. She has published several research papers in national and international journals. She has delivered workshops on case study analysis.

Chinhita Sanyal serves as an Assistant Professor at the Department of Management, Brainware University, Kolkata, where she is dedicated to nurturing the next generation of business leaders. She is a member of Indian Accounting Association (IAA). Specializing in finance, she leverages her extensive academic background and professional expertise to teach a variety of finance-related subjects, ranging from corporate finance to financial markets and investment strategies. In addition to her teaching responsibilities, Chinhita is deeply involved in academic research, focusing on areas like financial management, investment behavior, and risk analysis. As an ongoing research scholar, she is currently pursuing her PhD, contributing new insights to the field of finance through her scholarly work. She has one Scopus and four UGC care publications and a few other peer-reviewed publications. Her role also involves mentoring students, guiding them in their research projects, and preparing them for successful careers in the world of business and finance.

Suraj Sharma is an Assistant Professor at Adamas University's School of Business. He has previously worked at Brainware University and iLEAD.

Shebin Sharief is a dynamic academician and industry expert renowned for his expertise in management, particularly in the domain of Artificial Intelligence-enabled Supply Chain Management. With a PhD in Management and specializations in Marketing and Supply Chain and Logistics Management, Dr. Shebin brings over 4.5 years of impactful teaching experience to his role. Recognized for his exceptional ability to simplify intricate concepts, Dr. Shebin Sharief's teaching style is marked by clarity and precision. Leveraging nearly 3 years of industrial experience, he seamlessly integrates real-world practices into academia, enriching the learning experience.

Meeta Siddhu is a Design Facilitator at Symbiosis Institute of Design, Pune, and has completed her PhD in documentation, product development, and training of handicraft artisans from The Maharaja Sayajirao University of Baroda, Vadodara. Her areas of interest include design education, traditional textiles, sustainability, and artisan training. Since 2018, she has also been involved with curriculum planning and textbook writing under the "Apparel, Made Ups and

Home Furnishing Sector” for the vocational education division of NCERT, Govt. of India. A keen researcher herself, she has also published research papers and book chapters on sustainability, traditional textiles, handicrafts, and artisan issues. Having worked pan-India, she has also conducted training programs, workshops, webinars, and presentations for design facilitators, students, craft enthusiasts and has participated in national and international conferences too. She also holds a professional certification for university teaching.

Madhuri Singh is a PhD scholar at the Symbiosis Institute of Design, Symbiosis International (Deemed University). Her areas of interest include Indian heritage crafts, traditional Indian embroideries, and artisan training and craft product development. She has been working at grassroots level as part of government projects and schemes such as ODOP, design development workshop, skill education, and other schemes. She aims to contribute to the preservation and revival of traditional crafts while ensuring the sustainable livelihoods for the artisan communities too.

Vishal Kumar Tyagi has accomplished his graduation (BCA) from CCS University, Meerut, MBA from Dr. A.P.J. Abdul Kalam Technical University Uttar Pradesh with specialization in Marketing Management and Information Technology, and LLB from CCS University, Meerut. He is currently pursuing a PhD in Management from Amity University. Additionally, he is certified in Marketing Research and Analysis and has completed AICTE training in various subjects.

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Foreword

The intersection of technology and Indigenous empowerment is a fascinating and critical area of exploration. As someone deeply interested in the convergence of technology and cultural preservation, I am excited to introduce this edited volume, *Indigenous Empowerment through Human–Machine Interactions: The Challenges and Strategies from Business Lenses*.

In compiling this book, I have had the privilege of working with a team of distinguished scholars and practitioners who share a commitment to bridging traditional Indigenous practices with modern technological advancements. Our aim with this volume is to demonstrate how human–machine interactions (HMI) can be leveraged to empower Indigenous communities, addressing both socio-economic challenges and cultural preservation needs.

The chapters within this book explore a range of HMI applications tailored to Indigenous contexts. From preserving cultural heritage and revitalizing endangered languages to enhancing economic opportunities through digital platforms, each contribution offers valuable insights into the practical and theoretical aspects of integrating technology with Indigenous traditions.

As I reviewed the diverse and impactful work presented here, it became clear that creating culturally sensitive and inclusive technologies is not just a goal but a necessity. The authors provide compelling evidence of how HMI solutions can be designed to respect and support Indigenous values while fostering sustainable development.

I am confident that this book will be an invaluable resource for researchers, policymakers, and technologists who are dedicated to advancing Indigenous empowerment through technology. It is my hope that the insights and strategies shared in these pages will inspire further exploration and collaboration, leading to a more equitable and respectful integration of technology in Indigenous communities.



Prof P. K. Biswas
Professor Emeritus and Advisor to Pro Chancellor Office, JLU
Former Vice Chancellor, Jagran Lakecity University
Former Vice Chancellor, Skyline University Nigeria
Former Director, LBSIM, Delhi and IFMR, Chennai
Former Dean, IMT Ghaziabad and Former Professor of IIFM

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Preface

In the ever-evolving landscape of technology and business, the convergence of HMI and indigenous empowerment represents a transformative shift. This convergence, explored through the business lens in *Indigenous Empowerment through Human–Machine Interactions: The Challenges and Strategies from Business Lenses*, is reshaping traditional approaches to indigenous development and creating new pathways for sustainable growth. As organizations and communities increasingly embrace the transformative potential of technology, this book emerges not just as a scholarly work but as a guiding framework through the complexities of integrating indigenous wisdom with cutting-edge technological advancements.

In recent years, we have witnessed significant advancements in AI, robotics, and other technologies, which are increasingly being applied to various sectors, including those involving indigenous communities. Simultaneously, there is a growing recognition of the importance of preserving indigenous knowledge, culture, and practices. The synergy between these two forces offers both challenges and opportunities – challenges that require careful navigation and opportunities that, if harnessed correctly, can lead to meaningful empowerment. This new paradigm demands exploration, understanding, and a strategic approach to unlocking the potential of HMI in the context of indigenous empowerment.

Comprehensive Exploration

Indigenous Empowerment through Human–Machine Interactions offers a comprehensive exploration of how HMI can be leveraged to support indigenous communities. From the application of AI in preserving indigenous languages to the integration of traditional knowledge with modern business practices, the book delves into the multifaceted opportunities and challenges of this transformation.

Practical Insights

The book provides practical insights for professionals and policymakers seeking to leverage technology for the benefit of indigenous communities. Real-world examples and case studies illustrate how HMI are not merely theoretical concepts

but tangible forces that can drive economic development, cultural preservation, and social inclusion.

Navigational Guide

By addressing ethical considerations, business strategies, and the socioeconomic impacts of technology, this book serves as a navigational guide for readers. It empowers them to approach the complexities of HMI with a balanced perspective, ensuring that indigenous empowerment remains at the forefront of technological integration.

Future Perspectives

Indigenous Empowerment through Human–Machine Interactions looks not only at current trends but also at the future. It contributes to the ongoing dialogue about how technology can be aligned with the values, needs, and aspirations of indigenous communities. The book offers insights into potential future developments, challenges, and opportunities that lie on the horizon.

The primary goal of this book is to demystify the intricate relationship between HMI and indigenous empowerment. By providing clear and accessible explanations, it aims to make the convergence of these two areas understandable to a diverse audience. Readers, regardless of their background, will gain a foundational understanding of how technology can be thoughtfully integrated into indigenous contexts. This objective seeks to empower individuals and organizations to engage with and contribute to discussions on the role of technology in fostering indigenous empowerment.

Another key objective is to offer practical, actionable insights for business leaders, technologists, and community advocates. By presenting real-world case studies, industry best practices, and examples of successful initiatives, the book serves as a guide for applying strategic approaches to HMI in indigenous settings. Professionals and policymakers will gain actionable knowledge, enabling them to develop strategies that support both technological advancement and the preservation of indigenous heritage. This objective bridges the gap between theoretical understanding and practical application, fostering a holistic approach to indigenous empowerment.

The book seeks to empower its readers with the knowledge required for informed decision-making in this rapidly evolving field. By analyzing the ethical, socioeconomic, and business implications of HMI, the objective is to provide a comprehensive view that aids in strategic planning for the future. Readers will be equipped with insights to address the ethical considerations, navigate the complex socioeconomic landscape, and stay ahead of emerging trends. This objective aims to shape a cohort of informed decision-makers who can actively contribute to the future direction of HMI in the context of indigenous empowerment.

Organization of the Book

Chapter 1: Examining the Influence of Social Media Marketing Strategies on Indigenous Consumer Behavior in the UAE

Hardyal Kour Rainu, Kamaladevi Baskaran

This research investigates the impact of social media marketing on indigenous consumer behavior and business performance in the UAE, employing mixed methods to analyze platform preferences, cultural influences, and business outcomes.

Chapter 2: Empowering Women: Challenges, Progress

Dr. Nilanjan Ray, Niyasha Patra, Suraj Sharma, Debarshi Ghosh, Dr. Indranil Bose, Dr. Rajneesh Kler

This study examines women's empowerment in India, exploring historical constraints, current policies, and challenges like gender-based violence. It evaluates government initiatives focused on education, skill development, and economic empowerment.

Chapter 3: Bridging Theory to Practice: Empowering Indigenous Businesses Through Innovative Analysis of Audited Financial Statements

Erisa Avdimetaj, Enkeleda Lulaj, Gina B. Alcoriza

This chapter analyzes the impact of audited financial statements on indigenous businesses in Kosovo, revealing significant variability in financial performance and emphasizing the importance of transparency, reliability, and innovative strategies in financial reporting.

Chapter 4: Exploring the Dynamics of Ethnoconsumerism: The Interplay Between Indigenous and Mainstream Consumer Behavior in Cross-cultural Contexts

Naboshree Bhattacharya, Dr. Divya Bansal

This chapter explores ethno-consumerism by examining how cultural identity shapes consumer behavior in Indigenous and mainstream contexts, highlighting the interplay between cultural values and economic interactions to inform inclusive economic strategies and sustainable consumption.

Chapter 5: How ChatGPT Shapes Knowledge Acquisition and Career Trajectories in Higher Education: Decoding Students' Perceptions to Achieve Quality Education

Ravishankar Krishnan, Logasakthi Kandasamy

This research explores ChatGPT's impact on learners' knowledge and career trajectories using the extended Technology Acceptance Model. Findings emphasize ChatGPT's ease of use, perceived usefulness, and trust as key factors shaping learner attitudes and influencing academic and career outcomes. The study suggests that technology developers and educators should integrate these insights to enhance curriculum design and classroom delivery.

Chapter 6: Cross-Cultural Leadership in Tech-Driven World

Dr. Richa Jain, Dr. Durdana Ovais

This study examines cross-cultural leadership in a technology-driven world through a systematic literature review. It highlights the significance of cultural intelligence, ethical behavior, and adaptability in navigating diverse teams and leadership challenges in a globalized business environment.

Chapter 7: Overcoming Challenges and Embracing Opportunities in the Integration of Modern Financial Tools Preserving: Cultural Heritage in Finance

Dr. Syed Mohammad Faisal, Dr. Ahmad Khalid Khan, Dr. Nouran Ajabnoor

This study explores the challenges and opportunities of modernizing financial systems within traditional cultures, highlighting the need for empathic innovation that respects cultural values. Using a multidisciplinary approach, the research identifies potential issues such as identity loss and marginalization while also presenting possibilities like using modern financial tools to preserve cultural heritage. The findings underscore the importance of culturally sensitive integration of financial innovations, offering insights for policymakers, financial institutions, and cultural organizations to balance progress with cultural preservation.

Chapter 8: Evaluating Business Performance Through Audited Financial Statements: Considerations for Future Trends in Indigenous Finance

Ruanda Kukalaj, Enkeleda Lulaj, Blerta Dragusha

This chapter analyzes the influence of audited financial statements on business performance, using a seven-year dataset and correlation analysis. Findings reveal significant positive correlations between financial variables, highlighting complex interactions that affect financial performance. The study emphasizes the role of indigenous finance in shaping these outcomes and suggests further research on external factors influencing financial performance in indigenous contexts.

Chapter 9: Revolutionizing the Indigenous Financial System With the Utilization of Artificial Intelligence

Anju Rohilla, Ansh Jindal, Priya Jindal

This chapter examines AI's transformative role in the indigenous financial sector, enhancing personalized services, fraud prevention, and operational efficiency, while enabling competitiveness through innovative tools and digitalization.

Chapter 10: The Role of Education in Indigenous Empowerment

Dr. Ruchika Rastogi, Dr. Swati Gupta

This paper investigates how education empowers Indigenous communities by preserving knowledge, fostering self-determination, and bridging socioeconomic gaps. It advocates for decolonized, culturally relevant approaches and collaborative efforts to overcome challenges.

Chapter 11: Leveraging the Internet of Things (IoT) for Financial Empowerment in Indigenous Communities

Chinhita Sanyal, Dr. Pradipta Banerjee, Dr. Indrajit Ghosal

This research explores IoT's potential to boost financial empowerment in Indigenous communities by improving financial access. It addresses challenges and offers policy recommendations for inclusive and culturally sensitive solutions.

Chapter 12: Influence of Indigenous Marketing Practices on Consumer Behavior and Brand Loyalty in Retail

Dr. Vijay Prakash Gupta, Dr. Shebin Sharief, Vishal Kumar Tyagi, Dr. Rajesh Manchanda

This chapter explores how indigenous marketing practices, integrating cultural elements and emotional appeal, influence consumer behavior and brand loyalty in retail. It highlights the role of cultural sensitivity and modern technology.

Chapter 13: Techno-Entrepreneurship: Catalyst for Profitability and Efficiency in the Handicraft Industry

Dr. Mrinal Kanti Das, Dr. Soumya Mukherjee, Dr. Amina Omrane

This study highlights how techno-entrepreneurship enhances the handicraft industry by reducing costs, boosting profits, and improving efficiency. It offers new insights into leveraging technology for sustainable growth and organizational success.

Chapter 14: Integrating AI and ML Technologies Into Indigenous Financial Systems: Applications of AI and ML in Indigenous Financial Management

Rajiv Iyer, Vedprakash C. Maralapalle

This chapter explores how AI and ML can enhance indigenous financial systems by improving decision-making, risk management, and customer relations. It addresses challenges such as data quality and cultural resistance and provides global examples and future directions for integration and financial inclusion.

Chapter 15: Empowering Indigenous Communities Through Education

Meeta Siddhu, Madhuri Singh

This study evaluates digitalization's impact on artisan communities in Chitrakoot, Uttar Pradesh, focusing on the ODOP Scheme. Employing a descriptive design with case studies and thematic analysis, it reveals digitalization's effects on market access, product efficiency, and socioeconomic factors, addressing policy effectiveness and gaps in existing literature.

Chapter 16: Integrating Artificial Intelligence in Islamic Financial Management: Opportunities and Challenges in Maintaining Shariah Compliance

Early Ridho Kismawadi, Dr. Mohammad Irfan, Isnaini Harahap

This study explores integrating AI technology into Islamic financial management, focusing on sharia compliance. Using literature analysis, it identifies AI's potential to enhance efficacy, transparency, and precision while highlighting

sharia compliance and ethical challenges. The study calls for a regulatory framework aligned with sharia principles and collaboration between financial experts and scholars. Recommendations include expanding training for practitioners and future research on specific AI strategies' impact on sharia adherence and operational efficacy.

Chapter 17: Bridging Cultures: A Framework for Inclusive Indigenous Technologies

Dr. Abhijit Chandratreya

This chapter explores integrating technology design with Indigenous cultural processes to create inclusive technologies. Utilizing a qualitative approach, it analyzes case studies and interviews with Indigenous leaders and technologists. The findings highlight conventional technology's tendency to marginalize Indigenous perspectives, proposing a framework for co-design that incorporates Indigenous knowledge and culture. The research emphasizes the need for culturally sensitive technology and offers a unique framework to bridge cultural divides, enhancing digital inclusion and socioeconomic benefits for Indigenous communities.

Chapter 18: Cultural Perspectives on Wealth and Prosperity in Indigenous Communities

Dr. Indira Bhati, Dr. Amit Joshi, Mr. Rishabh Jain

HMI technology bridges traditional Indigenous practices and contemporary needs by preserving cultural knowledge, fostering economic activity, and enhancing community well-being. HMI addresses challenges from colonization, land loss, and forced assimilation, offering solutions like archiving oral histories, revitalizing endangered languages, and facilitating global craft sales. Effective HMI implementation can sustain traditional knowledge, build sustainable economies, and improve well-being, provided Indigenous communities have governance control and robust data security measures.

Chapter 19: The Effect of Family Financial Support on Facilitating Students' Academic Success: A Mixed Methods Analysis During University Closure and Reopening Toward Indigenous Empowerment

Enkeleda Lulaj, Luis Cardoso, Muthmainnah, Gül Erkol Bayram, Andi Asrifan

This research examines the impact of family financial support (FAM) on student academic success across Kosovo, Portugal, and Indonesia, with a focus on how self-financing (SF) and various independent variables influence performance during and after COVID-19. Using descriptive analysis, one-way ANOVA (OWA), and General Linear Model (GLM) on data from 216 students, the study reveals significant differences in family financial support and its effect on student performance. The findings highlight the importance of adapting financial support to new learning environments, particularly in VARFAM5 and VARFSFPC1.

In Conclusion

As editors of *Indigenous Empowerment through Human–Machine Interactions: Challenges and Strategies from Business Lenses*, we are honored to present this pivotal volume that bridges technological innovation with Indigenous cultural empowerment. This collection provides a comprehensive examination of how HMI can be harnessed to address the unique challenges faced by Indigenous communities while fostering their socioeconomic development.

The chapters within this book offer a rich array of perspectives on the integration of HMI technologies with Indigenous cultural practices. Each contribution explores the intersection of technology and business strategies, highlighting both the potential and limitations of these interactions. The authors have meticulously analyzed case studies, theoretical frameworks, and practical applications to illuminate how HMI can support Indigenous empowerment, from preserving cultural heritage to enhancing economic opportunities.

Our goal in compiling this volume was to offer a valuable resource that not only examines current advancements but also provides actionable strategies for overcoming obstacles in the deployment of HMI technologies. We aim to encourage dialogue between technologists, policymakers, and Indigenous leaders to foster solutions that are both innovative and respectful of cultural traditions.

We hope this book serves as a catalyst for continued research and collaboration in the field. By advancing our understanding of how HMI can be used to empower Indigenous communities, we aspire to contribute to a more inclusive and equitable technological landscape. Thank you for engaging with this important work; we trust that the insights shared will inspire meaningful progress and innovation.

Editors

Dr. Indrajit Ghosal, Brainware University, India

Dr. Swati Gupta, Universal AI University, Maharashtra, India

Dr. Sudhir Rana, Gulf Medical University, UAE

Dr. Dipak Saha, Institute of Engineering and Management, Kolkata, India

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Indrajit Ghosal

Dr. Gupta as one of the editors of the Book entitled *Indigenous Empowerment through Human–Machine Interactions: The Challenges and Strategies from Business Lenses*. I extend my heartfelt thanks to my fellow editors, Indrajit Ghosal, Sudhir Rana, and Dipak Saha, for their collaboration and insight. I am also grateful to the publishing team at Emerald. I would also like to thank my family members for their support and motivation.

Swati Gupta

Dr. Rana as one of the editors of the book entitled *Indigenous Empowerment through Human–Machine Interactions: The Challenges and Strategies from Business Lenses*. I would like to thank my fellow editors, Indrajit Ghosal and Dipak Saha, for their collaboration and insight. I am also grateful to the publishing team at Emerald. I would also like to thank my family members, my research colleagues, and scholars for their support and motivation. I would also like to extend my gratitude to our university colleagues, Gulf Medical University, UAE.

Sudhir Rana

Introducing *Indigenous Empowerment through Human–Machine Interactions: The Challenges and Strategies from Business Lenses*, I am happy to express my sincere thanks to all contributors for their contributions in making the book visible. I would also like to thank Prof. (Dr.) Satyajit Chakrabarti, Hon'ble Director, Institute of Engineering and Management, Kolkata, and Pro Vice-Chancellor of the University of Engineering and Management, Kolkata, India, for his constant encouragement and motivation.

xxvii *Acknowledgments*

Definitely, continuous team involvement and team hard work deserve appreciation. Thanks also goes to my friend, colleague, and family members for their outstanding support throughout this project.

Dipak Saha

Chapter 1

Examining the Influence of Social Media Marketing Strategies on Indigenous Consumer Behavior in the UAE

Hardyal Kour Rainu and Kamaladevi Baskaran

Amity University Dubai, UAE

Abstract

Social media has emerged as a crucial tool in the current digital era, fundamentally transforming consumer behavior and corporate performance. This research explores the interplay between social media marketing (SMM) strategies, consumer behavior, and business performance, focusing on indigenous consumers in the United Arab Emirates (UAE). In a market characterized by rapid digital transformation and diverse consumer demographics, the study aims to analyze the influence of various SMM approaches on indigenous consumer attitudes, perceptions, and purchasing behaviors. Employing a mixed-methods design, the research integrates both quantitative and qualitative methodologies. A structured questionnaire is utilized to collect quantitative data from indigenous consumers regarding their buying behaviors and perceptions of social media marketing. The study employs a stratified random sampling technique to ensure a comprehensive representation of demographic factors, including age, gender, income, and geography. Qualitative insights are gathered through interviews with marketing professionals, business owners, and social media influencers, providing a deeper understanding of their strategic experiences in this domain. The findings reveal that effective SMM strategies significantly enhance key business performance indicators such as market share, sales revenue, customer acquisition, and brand loyalty. Additionally, the research considers contextual factors such as cultural norms and technological infrastructure that may affect marketing effectiveness. This study offers actionable recommendations for businesses aiming to optimize their SMM efforts and engage effectively with indigenous consumers, thereby

contributing to sustainable business success in the digital age and enriching the academic discourse on marketing practices in the UAE.

Keywords: Social media marketing strategies; indigenous consumer behavior; online shopping; digital transformation; customer engagement; UAE

1. Introduction

Social media marketing (SMM) is essential for businesses aiming to engage indigenous consumers in the digital landscape, particularly in the United Arab Emirates (UAE), where social media usage is pervasive. This research investigates the effects of SMM on indigenous consumer behavior and business performance within the UAE context. Prominent platforms such as Instagram, Facebook, Twitter, and LinkedIn enable businesses to effectively reach their target audiences (Kumawat & Baskaran, 2023). As the retail industry in the UAE increasingly adopts digital marketing strategies, understanding these dynamics is crucial for influencing consumer perceptions and purchasing decisions.

This study specifically addresses the underexplored demographic of indigenous consumers in the UAE. It examines various facets of SMM, including influencer partnerships, targeted advertising, and customer engagement, to determine how these elements shape consumer preferences in the retail sector. Furthermore, this research aims to elucidate how SMM can drive business growth and success in the UAE market.

1.1 Social Media Growth in UAE

Social media platforms facilitate the creation and exchange of content, allowing users to connect and share interests. Over the past decade, social media has gained immense popularity, with millions of users leveraging these platforms to maintain relationships and share experiences. In the UAE, social media has become integral to daily life, particularly among younger demographics, driven by high smartphone penetration and internet access. Businesses in the UAE have recognized the importance of establishing a robust social media presence to engage consumers and promote their offerings.

As of recent data, approximately 99% of the UAE population uses the internet, with over 112% engaging on social media platforms, spending an average of nearly three hours daily on these sites (Global Media Insight, 2023). The growth in social media usage, reported to be 9% in 2020, highlights the shift in consumer engagement, compelling businesses to adapt their marketing strategies to effectively reach their audiences (Tahseen Consulting, 2023). Social media also enables companies to receive instant feedback from consumers, allowing them to promptly address issues and improve their products and services (Moncey & Baskaran, 2020).

1.2 Social Media Marketing

SMM involves the creation and distribution of content on various platforms to engage target audiences, drive website traffic, and enhance sales (Baskaran, 2022). The global surge in social media use has significantly boosted the popularity of this marketing approach. With 3.8 billion users worldwide, social media serves as an effective tool for brands to connect with consumers. Common strategies include social media advertising campaigns, the creation of engaging content – such as blogs and videos – and real-time interactions with customers through comments and messages. Success can be measured using metrics like engagement, reach, conversion rates, and return on investment (ROI).

1.3 Social Media Marketing Action Plan

To maximize effectiveness, SMM strategies should focus on indigenous customers. An effective action plan involves several key steps: defining corporate and marketing objectives, understanding customer demographics (age, location, interests, income), analyzing competitors, and assessing current marketing strengths and weaknesses. Creating a content release schedule, producing high-quality content, and monitoring results are also critical components of this strategy. SMM involves engaging with customers through meaningful discussions and timely responses, which is essential for building and maintaining a loyal follower base (Baskaran, 2019b). Analytics plays a crucial role in helping businesses refine their social media strategies by identifying content that resonates with audiences. By fostering relationships and monitoring performance, businesses can achieve their marketing goals through engaging social media practices (Baskaran, 2019a).

1.4 Social Media Marketing in the UAE's Retail Sector

SMM has grown to be a crucial component of the retail sector, giving companies a more efficient means of connecting with the target market and growing the indigenous customer base. The usage of social media platforms for marketing has significantly increased in the United Arab Emirates, a hub of many cultures and nations. SMM has made it possible for companies in the UAE to communicate with the customer base and gain insight into the requirements, wants, and preferences. SMM has become even more essential for businesses to stay competitive and boost performance with the growth of e-commerce and the move toward online purchasing (Baskaran, 2023a; 2023b).

2. Literature Review

The empirical research aims to investigate how SMM strategies affect the behavior of indigenous consumers and the performance of businesses in the UAE. It provides a solid foundation for understanding the current knowledge on this topic, highlighting areas that require further investigation in the UAE market by

building upon existing research. This review helps establish a framework for the research paper's objectives and hypotheses, laying the groundwork for examining how SMM strategies influence indigenous consumer behavior and business performance.

2.1 Social Media Marketing in Small and Medium Enterprises (SMEs)

The research identified three clusters of SMEs based on their SMM strategies. The first cluster, calculative pragmatists, includes retail businesses that use social media to effectively target their audience, while minimizing advertising costs. The second cluster, cautious watchers, comprises business-to-business companies that cautiously experiment with new social media strategies and closely monitor their brand's online presence. Finally, the third cluster, proactive strategists, consists of SMEs that actively utilize social media to build brand awareness, engage with customers, and gather feedback through various platforms and tools. Each of these clusters demonstrates unique characteristics and tailored approaches to SMM, aligning with their respective business goals and target markets (Pentina & Koh, 2014). The study reveals the profound influence of social media on SMEs in the Arab region. These studies identify four primary impacts: (a) providing a crucial marketing platform suited for the Information Age, (b) serving to enhance sales, (c) offering innovative opportunities for cost reduction and increased profitability, and (d) establishing a standard for direct client communication in modern public relations (PR). These impacts underscore the significant role of social media for Arab SMEs, aligning with broader trends observed globally (Basri, 2016). The key findings of the paper include the importance of SMEs in developing and developed countries due to their significant contributions to employment and gross domestic product (GDP). The study highlights the positive impact of digital media on SMEs, such as improving business performance, increasing customer base, and enhancing communication (Hassan, 2018). It highlights the potential benefits of digital media for SMEs in the UAE, like reaching global customers, facilitating communication, and providing convenient online transactions. Additionally, the paper discusses the challenges SMEs face in adopting digital media and the need for strategies to address disadvantages like increased competition. The research shows that social media strategies affect consumer attitudes, driving higher sales, word-of-mouth (WOM) referrals, and profits. It stresses the importance of emotive brand posts, strategic positioning, and consumer engagement. Opinion leaders are key for spreading information, and marketing should target them. Social media sentiment impacts stock performance, and WOM messages adapt based on the receiver (Alves, 2016).

2.2 Social Media Influencer Marketing and Indigenous Consumer Behavior

The research highlights the positive impact of influencers in the UAE on the youth, who perceive influencers as trustworthy and appealing by assisting in product evaluation (Radwan et al., 2021). The key findings suggest the need to

explore influencers' strategies in shaping market trends, examine their societal role and influence on behavior, and recognize influencer marketing as a significant communication tool in the economic sphere (Padmaja, 2021). The study aims to assess the effects of digital influencers on economic recessions, develop strategies to regulate purchasing behavior through social media influencers, and enhance sustainable economic growth. Survey results indicate a substantial number of participants are swayed by Instagram influencers, follow them for various reasons, and alter their online buying behavior based on influencer endorsements. The research underscores the substantial purchasing trends and preferences, particularly during economic downturns (Al Hosani & Snoussi, 2023). The Consumer Behavior Cycle describes the sequential stages individuals go through when making purchasing decisions. It begins with the recognition of a need or desire, prompting the consumer to seek information about potential solutions through internal recollection or external sources like reviews and advertisements. Subsequently, consumers evaluate alternatives based on criteria such as quality, price, and brand reputation before making a purchase decision. Following the transaction, consumers assess their satisfaction with the product or service, influencing their likelihood of repeat purchases and WOM recommendations. This cycle highlights the importance for businesses to align their marketing efforts to meet consumer needs effectively at each stage, fostering customer loyalty and optimizing business outcomes (Baskaran, 2019a).

2.3 Social Media Advertising and Brand Equity

The research discovered that factors such as entertainment, informativeness, relevance, and interactivity have a positive impact on brand experience and equity. It confirms the crucial role of social media advertising in shaping brand experience and equity in the retail sector (Hanaysha, 2022). The study emphasizes the significant effects of attitude, brand loyalty, brand image, and brand awareness on consumer purchase intention, especially among UAE consumers of digital lifestyle products. It highlights the need for policymakers in the industry to focus on restructuring and strategizing relevant policies and practices to align with advanced technologies. The integration of technological platforms to enhance consumer engagement and improve service quality is emphasized as a way to enhance firm performance and competitive advantage in the industry.

2.4 Digital Marketing Capabilities and Business Performance

The study found that digital marketing applications impact the performance of SMEs in the UAE, enabling firms to reach customers remotely. Adoption of digital marketing applications is driven by external competitive pressure, but environmental factors like competitive pressure and industry competitiveness don't directly affect business performance (Badghis & Aljandali, 2018). Despite this, the study suggests that businesses should leverage the digital advancements in marketing to effectively approach customers and thrive in a competitive

environment. The study utilized quantitative data from 350 respondents and found that digital marketing (social media, online advertisement, content marketing) significantly impacts business performance enhancement and customer relationship management (CRM), with CRM mediating between digital marketing and business performance enhancement (Baskaran & Rajavelu, 2020). The research model successfully met reliability and validity criteria, with all constructs showing values above the required thresholds for internal consistency, reliability, and convergent validity (Pathak & Kushwaha, 2023). The study concluded that digital marketing emphasizes the need for continuous updates of marketing strategies to maintain a competitive relationship with customers (Nuseir & Refaea, 2022).

2.5 Social Media Adoption and Firm Performance

The study found that social media adoption did not impact on SME performance. This insight can guide SME managers and decision-makers to stay updated on social media trends and prepare to leverage social commerce as it becomes increasingly common. The main outcomes of the study involve examining the direct connections between SME performance and external factors such as national culture, Facebook, WhatsApp, and Email, which collectively account for approximately 81% of the variance in SME performance. Furthermore, the research identifies notable relationships between national culture and these external factors, explaining around 56% of the variance in national culture. The research also identified an indirect relationship between exogenous constructs and SME Performance mediated by national culture, with significant indirect effects for Facebook, WhatsApp, and Email on Performance. The final structural model achieved model acceptance with satisfactory fitness indexes after re-specification (Ghanem & Hamid, 2020).

2.6 Cultural Influence on Social Media Marketing

The study underscores the need to address the gap in analyzing cultural aspects and media distribution, highlighting the importance of understanding how visual images are perceived by consumers from diverse cultures. Facebook and WhatsApp dominate the region, offering insights into cultural norms regarding technology and gender, which influence social media usage and corporate marketing. Social media users are seen as emerging influential groups, significantly impacting media democratization and the transformation of PR (Baskaran & Vanithamani, 2014). Features like participation and openness on social media platforms play a vital role in bridging the gap between users and media, facilitating feedback and content sharing. The research investigates the relationship between social media features, culture, and media preferences, emphasizing the influence of cultural factors on social media usage in Arab countries. Social media is revolutionizing communication by providing interactive platforms that simplify interactions, collaborations, and content sharing (Milla & Mataruna, 2019).

2.7 Consumer Experience and Interaction

Brand awareness is crucial for developing trust among customers, as knowing about an organization's features fosters trust (Hashim, 2017). Social media interaction, e-WOM, and PR are vital for brand awareness and trust development, aligning with previous research findings. The study used a questionnaire based on past literature, achieving a valid response rate of 69.72% from 512 customers in the UAE retail sector. The structural equation modeling technique was employed, revealing that all proposed hypotheses were accepted, providing valuable insights for further research and policy development (Aljumah et al., 2022).

2.8 Strategic Social Media Marketing

The key findings of the paper "Importance of Strategic Social Media Marketing" include the necessity for organizations to allocate resources for creating viral content, monitoring user-generated content, and engaging with influencers to succeed on social media platforms (Choudhary & Baskaran, 2022; Sarkar & Ghosal, 2018). Influencer marketing is highlighted as integral for promoting products and services through individuals with a large follower base, impacting behavioral results like purchases or intent to buy. Social media platforms play a crucial role in enhancing customer relationships, influencing consumer behavior, and providing valuable marketing intelligence. Additionally, the study emphasizes the importance of social media in developing brand relationships, engaging consumers, and stimulating sales through interactive marketing strategies.

2.9 Research Framework

The research framework focuses on exploring how SMM strategies influence indigenous consumer behavior and business performance in the UAE. It begins with a clear articulation of the research problem, emphasizing the need to understand the specific dynamics of social media engagement among indigenous populations in a rapidly digitizing market. A comprehensive literature review grounds the study in existing theories of SMM and consumer behavior, highlighting gaps in understanding related to indigenous contexts. The research objectives are structured to investigate various aspects, including consumer attitudes, preferences, and the impact of marketing strategies on business metrics like sales and brand loyalty.

3. Research Methodology

3.1 Purpose of the Study

This study examines the effects of SMM strategies on consumer behavior and business performance in the UAE. Given the transformative nature of social media on business operations, the research aims to understand how these strategies can affect both indigenous consumer behavior and overall business

performance in the UAE. Furthermore, the study intends to investigate the correlation between social media usage by businesses in the UAE and its consequences on financial, consumer, and ethical dimensions. Additionally, the purpose of research is as follows:

- Investigate the relationship between the usage of social media by businesses in the UAE and their impact on financial aspects such as limited-time offers, coupon codes, buy-one-get-one-free deals (BOGO), and discounts for referring friends.
- Examine the relationship between the age of indigenous consumers in the UAE and their impact on indigenous consumer aspects, including purchase intentions, brand perception, engagement and interaction, and consumer loyalty.
- Assess the relationship between the impact of annual household income in the UAE and its impact on online shopping such as ease of browsing, product discovery, checkout processes, and consumer support.
- Study the relationship between the usage of social media in the UAE and its impact on ethical aspects such as transparency, privacy, authenticity, and social responsibility.

The outcomes of this study could prove advantageous for businesses operating in the UAE, policymakers, and scholars. Grasping the ramifications of SMM strategies on consumer behavior and business performance can assist UAE-based businesses in formulating effective strategies tailored to their objectives, fostering customer attraction, engagement, and retention.

3.2 Research Design

This research adopts both quantitative and qualitative methods. This approach enables the collection of both numerical and subjective data with a sample size of 101, which is crucial for the generalizability of the results. Ensuring a sufficient sample size helps represent the population accurately. Data collection was carried out using a standardized questionnaire sent to the target audience, enabling data gathering from a large number of respondents in a structured and consistent manner. The standardized questionnaire helps ensure the reliability of the collected data. Data analysis was performed using regression models in Statistical Package for the Social Sciences (SPSS) to test the hypothesis, providing a systematic and organized method for analyzing the data and making statistical inferences, which enhances the validity and reliability of the findings.

4. Data Analysis

4.1 Measurement Model Assessment

The reliability of the measurement instrument used in the study was thoroughly assessed to ensure the internal consistency of the scale items. The evaluation of internal consistency, a crucial step in validating the measurement tool's