E-ISSN: 3025-4922
DINASTI ACCOUNTING REVIEW
https://dinastirev.org/DAR dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dar.v1i4
Received: March 05th, 2024, **Revised:** March 15th, 2024, **Publish:** April 02nd, 2024

Evaluating the Impact of Digital Technologies on Business Operations and Consumer Behaviour: A Sectoral Analysis

Bhatt Kamya[1], Diya Patel[2], Diya Kachhadiya[3], Yajurv Sharma[4], Rahul Chauhan[5], Andino Maseleno[6], R. Rizal Isnanto[7]
[1]Unitedworld Institute of Management, Karnavati University, Gandhinagar, India
[2]Unitedworld Institute of Management, Karnavati University, Gandhinagar, India
[3]Unitedworld Institute of Management, Karnavati University, Gandhinagar, India
[4]Unitedworld Institute of Management, Karnavati University, Gandhinagar, India
[5]Unitedworld Institute of Management, Karnavati University, Gandhinagar, India, rj88chauhan@gmail.com
[6]Department of Information Systems, Institut Bakti Nusantara, Lampung, Indonesia, andino.maseleno@ibnus.ac.id
[7]Department of Computer Engineering, Diponegoro University, Semarang, Indonesia, rizal@ce.undip.ac.id

Corresponding Author: andino.maseleno@ibnus.ac.id[6]

Abstract: This research investigates the impact of digital technologies on consumer behavior, organizational operations, and ethical considerations within various industries. Utilizing ANOVA tests, the study reveals significant gender differences in perceptions of technology's influence, particularly regarding ethical concerns and customer satisfaction. Findings indicate that while digital technologies have improved business operations, they also raise critical ethical issues such as data privacy and security. The research highlights the necessity for organizations to implement robust policies addressing these challenges to foster consumer trust and engagement. Future studies should explore the intersectionality of demographic factors and the long-term implications of emerging technologies. Overall, this study emphasizes the global impact of digital transformation and the importance of ethical practices in navigating the evolving digital landscape.

Keywords: digital technologies, consumer behavior, ethical considerations, organizational operations, gender differences

INTRODUCTION

In the rapidly evolving digital era, the convergence of technology and society has dramatically reshaped the way individuals and businesses interact. The proliferation of social media platforms, digital marketing strategies, and online consumer behaviour studies has

garnered significant attention from scholars across various disciplines. As highlighted by Ahmadi et al. (2022), the role of social media influencers in shaping user engagement and brand loyalty has transformed marketing landscapes. Furthermore, studies have explored how emerging technologies like crowdfunding (Huang et al., 2018) and virtual tourism experiences (Alegro et al., 2023) are reshaping consumer behaviour.

Technology-facilitated violence and abuse, particularly in the context of online spaces, have also raised critical ethical and legal questions. Researchers such as Aikenhead (2021) and Bailey & Shayan (2021) have examined the impact of online abuse, cybercrime, and digital harm, noting the pervasive effects of issues such as revenge pornography and the exploitation of vulnerable populations in digital spaces. Such studies underscore the need for comprehensive research on the societal implications of digital transformation.

The changing dynamics of digital engagement are also evident in educational and entertainment sectors. AlSaied & Akhtar (2021) emphasize the positive influence of mobile technology on educational outcomes in regions like the Arabian Gulf, while Hanchard et al. (2023) explore the evolving patterns of cultural consumption in film watching, both offline and online. These shifts highlight the broader implications of digital transformation on various facets of society, including education, entertainment, and cultural practices.

As digital transformation continues to accelerate, understanding its implications on consumer behaviour, business models, and ethical considerations becomes paramount. This paper draws on a diverse range of academic studies, exploring the multifaceted effects of digital transformation on industries, consumer interactions, and societal norms. By reviewing recent scholarship from multiple perspectives, this study aims to provide a comprehensive understanding of how digitalization influences various sectors, from social media marketing to virtual tourism, and how these changes are reshaping consumer engagement and societal structures.

METHOD

The purpose of this research methodology is to provide a clear framework for investigating the impact of digital technologies across sectors, including tourism, healthcare, business, and education. The research is designed to gather empirical data from Ahmedabad, Gujarat, and analyze the results using SPSS (Statistical Package for the Social Sciences). This section outlines the research design, objectives, sample size, data collection methods, and the analytical tools employed to ensure accurate and reliable findings.

Research Objectives

The study is guided by two primary research objectives:

a) To evaluate the influence of digital technologies on consumer behaviour and business practices in sectors such as tourism, healthcare, and education within Ahmedabad.
b) To analyse the ethical considerations and challenges associated with the adoption of digital technologies, particularly in sensitive areas like healthcare, business transformation, and research in Ahmedabad.

These objectives will allow the research to assess both the practical and ethical implications of digital technologies across multiple industries, focusing on consumer behaviour, business operations, and the ethical management of digital tools.

This research adopts a quantitative approach to evaluate the role of digital technologies in the specified sectors. The study utilizes a cross-sectional design, where data is collected at a single point in time to understand the impact of digital transformation on industries in Ahmedabad. The quantitative nature of the research facilitates statistical analysis using SPSS, enabling objective measurements and insights into the data patterns.

The sample for this study comprises 100 respondents from Ahmedabad, Gujarat. The sample includes individuals representing various industries such as tourism, healthcare, education, and business, ensuring a diverse range of perspectives on the impact of digital technologies. A combination of stratified random sampling and convenience sampling was used to select the participants. The stratified sampling approach ensures representation from each sector, while convenience sampling ensures that the study remains manageable within the constraints of time and resources.

The stratification allowed the researcher to divide the respondents into relevant categories, such as sector of work (tourism, healthcare, education, etc.) and type of role (management, employee, consumer), ensuring that each group was proportionately represented in the final sample. This approach strengthens the generalizability of the results while maintaining a specific focus on Ahmedabad's industry landscape.

Data collection was conducted through structured questionnaires administered to participants. The questionnaire was designed to capture both quantitative and qualitative insights regarding the impact of digital technologies. It included closed-ended questions on aspects like the influence of social media, the integration of omnichannel strategies, the adoption of digital business models, and ethical challenges in digital adoption. Likert scales were used to measure the extent to which respondents agreed or disagreed with statements related to digital technology's impact on their respective sectors.

In addition, demographic information such as age, gender, occupation, and educational background was collected to analyse potential patterns based on these variables. The questionnaires were distributed both online and in person to ensure broad participation. Online surveys allowed for greater reach and convenience for respondents, while in-person data collection ensured responses from individuals who may not frequently engage with digital platforms.

The collected data was analysed using SPSS, a powerful statistical tool that enables the researcher to explore trends, relationships, and patterns in the dataset. Descriptive statistics, including frequency distributions, means, and standard deviations, were calculated to provide an overview of the respondents' perspectives on digital technologies. These descriptive statistics helped identify general trends in how digital technologies are being adopted and their perceived impact.

In addition to descriptive statistics, inferential statistical tests were employed to explore relationships between variables. For instance, chi-square tests were used to examine associations between demographic factors (such as age, sector, or occupation) and their perceptions of digital transformation. Correlation analysis was also conducted to identify potential relationships between respondents' views on digital ethics and the extent of digital adoption in their organizations.

Factor analysis was utilized to group related variables and simplify the interpretation of data, particularly in understanding complex constructs like omnichannel practices or digital literacy. This helped to isolate key factors influencing digital technology adoption and provided insights into how these technologies impact consumer behaviour, business operations, and ethical concerns.

Given the focus on digital technologies and their ethical implications, this research paid special attention to ethical issues during the data collection process. Participants were fully informed about the purpose of the study, and their consent was obtained prior to participation. Confidentiality and anonymity were maintained throughout the research, ensuring that personal information was protected and not linked to specific responses. These ethical practices aligned with the research's secondary objective of understanding the ethical challenges in digital technology use, ensuring that the research process itself adhered to high ethical standards.

Hence, this research methodology outlines a structured approach to investigating the impact of digital technologies on various sectors in Ahmedabad. By collecting data from 100 respondents across diverse industries and analysing it using SPSS, the study aims to provide empirical insights into how digital innovations are reshaping consumer behaviour, business models, and ethical considerations. The methodological rigor ensures that the findings will contribute meaningfully to understanding the complexities of digital transformation in Ahmedabad and beyond.

RESULT AND DISCUSSION

Table 1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	96	85.7	85.7	85.7
	26-35	9	8.0	8.0	93.8
	36-45	6	5.4	5.4	99.1
	46-55	1	.9	.9	100.0
	Total	112	100.0	100.0	

The first table outlines the age distribution of the respondents, which shows that the majority of participants fall within the 18-25 age range, accounting for 85.7% of the total sample. This indicates that the research predominantly captures the perspectives of younger individuals, who are generally more active on social media platforms and are likely to engage with digital content. A smaller percentage, 8%, are within the 26-35 age bracket, followed by 5.4% in the 36-45 age range, and only 0.9% in the 46-55 category. The high concentration of younger participants highlights that the study is primarily focused on understanding digital behaviors and interactions among younger, tech-savvy individuals, which aligns well with the research objective of exploring online engagement with influencers.

Table 2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	37.5	37.5	37.5
	Female	70	62.5	62.5	100.0
	Total	112	100.0	100.0	

Table 2 shows the gender breakdown of the sample, revealing that 62.5% of the respondents are female, while 37.5% are male. This gender disparity may reflect trends in social media usage, where women have been shown to engage more with influencers and social platforms. It also suggests that the research may capture a more female-centric perspective on the influence of digital marketing, potentially offering insights into gender-specific behaviours and preferences within the scope of online engagement.

Table 3: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tourism	1	.9	.9	.9
	Healthcare	9	8.0	8.0	8.9
	Education	48	42.9	42.9	51.8
	Business	31	27.7	27.7	79.5
	Other	23	20.5	20.5	100.0
	Total	112	100.0	100.0	

Table 3 presents the occupational distribution of respondents. The largest group, 42.9%, is from the education sector, followed by 27.7% involved in business. Other sectors include healthcare (8%) and tourism (0.9%), with 20.5% falling under the "Other" category, which could encompass various unlisted occupations. The dominance of respondents from the education sector may suggest a sample inclined towards academic or professional backgrounds, possibly affecting their patterns of digital engagement. Business professionals form another significant group, whose insights may reflect a more practical or entrepreneurial approach to social media use.

Table 4: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	31	27.7	27.7	27.7
	Undergraduate	57	50.9	50.9	78.6
	Postgraduate	18	16.1	16.1	94.6
	PhD	2	1.8	1.8	96.4
	Other	4	3.6	3.6	100.0
	Total	112	100.0	100.0	

Finally, Table 4 explores the educational background of the participants. The majority, 50.9%, hold an undergraduate degree, while 27.7% have completed high school. A notable portion, 16.1%, have postgraduate qualifications, and 1.8% possess a PhD. Additionally, 3.6% have listed their education as “Other.” The relatively high educational levels of the sample suggest a population that is likely well-informed and critical in their engagement with social media influencers and online content. This educational diversity offers a broad perspective on how different educational backgrounds affect online behaviors and attitudes toward influencer marketing.

In summary, the demographic data from these four tables highlight a predominantly young, female, and well-educated sample, with a significant representation from the education and

business sectors. These characteristics provide important context for the analysis of how these groups interact with and respond to digital marketing and influencer content.

Table 5: ANOVA TEST FOR AGE and Factors

		Sum of Squares	df	Mean Square	F	Sig.
Impact of Technologies	Between Groups	2.906	3	.969	1.299	.279
	Within Groups	80.514	108	.745		
	Total	83.420	111			
Adoption of Technologies	Between Groups	2.961	3	.987	.864	.462
	Within Groups	123.458	108	1.143		
	Total	126.420	111			
Usage frequency	Between Groups	3.863	3	1.288	1.235	.301
	Within Groups	112.628	108	1.043		
	Total	116.491	111			
Influence on consumer behaviour	Between Groups	1.117	3	.372	.424	.736
	Within Groups	94.847	108	.878		
	Total	95.964	111			
Improved operations	Between Groups	.779	3	.260	.576	.632
	Within Groups	48.712	108	.451		
	Total	49.491	111			
Positive impact	Between Groups	6.648	3	2.216	1.246	.297
	Within Groups	192.128	108	1.779		
	Total	198.777	111			
Increased satisfaction	Between Groups	5.436	3	1.812	3.400	.020
	Within Groups	57.556	108	.533		
	Total	62.991	111			
Ethical concerns	Between Groups	.991	3	.330	.496	.686
	Within Groups	72.000	108	.667		
	Total	72.991	111			
Ethical policies	Between Groups	1.548	3	.516	.678	.567
	Within Groups	82.167	108	.761		
	Total	83.714	111			
Biggest ethical challenge	Between Groups	3.690	3	1.230	.941	.424
	Within Groups	141.167	108	1.307		
	Total	144.857	111			
Preparedness for ethical concerns	Between Groups	7.625	3	2.542	3.335	.022
	Within Groups	82.295	108	.762		
	Total	89.920	111			
Benefits v/s ethical concerns	Between Groups	4.363	3	1.454	1.762	.159
	Within Groups	89.128	108	.825		
	Total	93.491	111			
Future impact	Between Groups	2.419	3	.806	.944	.422
	Within Groups	92.295	108	.855		
	Total	94.714	111			
Significant change	Between Groups	2.229	3	.743	.751	.524
	Within Groups	106.878	108	.990		
	Total	109.107	111			

Preparedness for advancements	Between Groups	2.050	3	.683	.951	.419
	Within Groups	77.628	108	.719		
	Total	79.679	111			
Recommend investments	Between Groups	.721	3	.240	.270	.847
	Within Groups	96.056	108	.889		
	Total	96.777	111			

Table 5 presents the results of an ANOVA test examining the relationship between age and various factors related to digital technologies. The analysis includes multiple factors: the impact of technologies, adoption of technologies, usage frequency, influence on consumer behavior, improved operations, positive impact, increased satisfaction, ethical concerns, ethical policies, biggest ethical challenge, preparedness for ethical concerns, benefits versus ethical concerns, future impact, significant change, preparedness for advancements, and recommendations for investments.

The results show that there is no statistically significant difference in responses based on age for most of the factors tested. The significance values (Sig.) for factors such as the impact of technologies ($p = 0.279$), adoption of technologies ($p = 0.462$), usage frequency ($p = 0.301$), influence on consumer behavior ($p = 0.736$), improved operations ($p = 0.632$), positive impact ($p = 0.297$), ethical concerns ($p = 0.686$), ethical policies ($p = 0.567$), biggest ethical challenge ($p = 0.424$), benefits versus ethical concerns ($p = 0.159$), future impact ($p = 0.422$), significant change ($p = 0.524$), preparedness for advancements ($p = 0.419$), and recommendations for investments ($p = 0.847$) all indicate a lack of significant differences across age groups, suggesting that perceptions and experiences related to digital technologies may be consistent regardless of age demographics.

However, two factors show notable significance: increased customer satisfaction ($p = 0.020$) and preparedness for ethical concerns ($p = 0.022$). The lower p-values indicate that these factors vary significantly among different age groups, suggesting that younger and older individuals may have differing perceptions regarding customer satisfaction linked to digital technology and the organization's readiness to address ethical concerns.

In summary, while the majority of the analyzed factors reveal no significant age-related differences, the significant findings regarding increased customer satisfaction and preparedness for ethical concerns highlight areas where age may influence perceptions and experiences. This insight could guide organizations in tailoring strategies that consider age-related perspectives, especially in enhancing customer satisfaction and addressing ethical considerations in the digital landscape. Overall, these results underscore the complexity of how age interacts with perceptions of digital technology's impact within the industry.

Table 6: ANOVA TEST FOR GENDER and Factors

		Sum of Squares	df	Mean Square	F	Sig.
Industry impact	Between Groups	1.548	1	1.548	2.080	.152
	Within Groups	81.871	110	.744		
	Total	83.420	111			
Adoption extent	Between Groups	.215	1	.215	.187	.666
	Within Groups	126.205	110	1.147		
	Total	126.420	111			
Platform usage	Between Groups	.172	1	.172	.163	.687
	Within Groups	116.319	110	1.057		
	Total	116.491	111			
Influence on behaviour	Between Groups	4.821	1	4.821	5.819	.018

	Within Groups	91.143	110	.829		
	Total	95.964	111			
Improved operations	Between Groups	.572	1	.572	1.286	.259
	Within Groups	48.919	110	.445		
	Total	49.491	111			
Positive impact aspect	Between Groups	.029	1	.029	.016	.899
	Within Groups	198.748	110	1.807		
	Total	198.777	111			
Increased satisfaction	Between Groups	.101	1	.101	.176	.676
	Within Groups	62.890	110	.572		
	Total	62.991	111			
Ethical concerns	Between Groups	5.148	1	5.148	8.347	.005
	Within Groups	67.843	110	.617		
	Total	72.991	111			
Policies for ethics	Between Groups	.000	1	.000	.000	1.000
	Within Groups	83.714	110	.761		
	Total	83.714	111			
Biggest ethical challenge	Between Groups	.610	1	.610	.465	.497
	Within Groups	144.248	110	1.311		
	Total	144.857	111			
Prepared for ethics	Between Groups	.905	1	.905	1.119	.292
	Within Groups	89.014	110	.809		
	Total	89.920	111			
Benefits v/s concerns	Between Groups	.048	1	.048	.057	.812
	Within Groups	93.443	110	.849		
	Total	93.491	111			
Future evolution	Between Groups	.771	1	.771	.903	.344
	Within Groups	93.943	110	.854		
	Total	94.714	111			
Significant change	Between Groups	.402	1	.402	.407	.525
	Within Groups	108.705	110	.988		
	Total	109.107	111			
Preparedness for advancements	Between Groups	.002	1	.002	.003	.954
	Within Groups	79.676	110	.724		
	Total	79.679	111			
Recommended investments	Between Groups	.001	1	.001	.001	.979
	Within Groups	96.776	110	.880		
	Total	96.777	111			

Table 6 provides the results of an ANOVA test assessing the differences in responses between genders concerning various factors related to digital technologies. The factors examined include industry impact, extent of technology adoption, platform usage, influence on consumer behavior, improvements in operations, aspects of positive impact, customer satisfaction, ethical concerns, policies for ethics, the biggest ethical challenge, preparedness for ethical concerns, benefits versus concerns, future evolution, significant change, preparedness for advancements, and recommendations for investments.

The analysis reveals a mix of significant and non-significant findings. Notably, the factor "influence on behavior" shows a significant difference between genders, with a p-value of 0.018. This suggests that male and female respondents perceive the influence of digital technologies on consumer behavior differently, indicating the potential for gender-specific insights into how technology affects consumer decision-making processes.

Another significant result is seen with the "ethical concerns" factor, where the p-value is 0.005. This finding indicates that there are notable gender differences in perceptions of ethical issues surrounding digital technologies. Such insights could imply that men and women prioritize different ethical considerations or have varying levels of concern regarding data privacy, security, and ethical technology use.

On the other hand, factors such as industry impact ($p = 0.152$), extent of technology adoption ($p = 0.666$), platform usage ($p = 0.687$), improvements in operations ($p = 0.259$), aspects of positive impact ($p = 0.899$), customer satisfaction ($p = 0.676$), policies for ethics ($p = 1.000$), biggest ethical challenge ($p = 0.497$), preparedness for ethics ($p = 0.292$), benefits versus concerns ($p = 0.812$), future evolution ($p = 0.344$), significant change ($p = 0.525$), preparedness for advancements ($p = 0.954$), and recommendations for investments ($p = 0.979$) do not show significant gender-based differences. This suggests that both male and female respondents have similar views on these factors related to digital technologies.

In conclusion, while the majority of factors show no significant differences between genders, the significant findings regarding the influence of digital technologies on consumer behavior and ethical concerns highlight important areas where gender may impact perceptions and attitudes. These insights can inform organizations aiming to develop strategies that are sensitive to gender-related perspectives, particularly in how they communicate and address consumer behavior and ethical considerations in the digital landscape. Understanding these differences is crucial for tailoring marketing strategies and enhancing customer engagement across diverse gender demographics.

CONCLUSION

In conclusion, this research provides valuable insights into the impact of digital technologies across various dimensions, including their influence on consumer behavior, ethical concerns, and organizational operations. The findings highlight significant gender differences, particularly in perceptions related to the influence of technology on consumer behavior and ethical issues, suggesting that businesses must adopt a more nuanced approach to their strategies. Understanding these differences is essential for creating effective marketing campaigns and fostering customer engagement that resonates with diverse audiences.

The future scope of this study lies in exploring the intersectionality of gender with other demographic factors, such as age, socioeconomic status, and cultural backgrounds, to gain a more comprehensive understanding of how digital technologies affect various consumer segments. Additionally, examining the long-term implications of emerging technologies, such as artificial intelligence and blockchain, will provide deeper insights into their potential to transform industries and consumer experiences.

On a global scale, the impact of digital technologies is profound and far-reaching. As organizations increasingly rely on digital platforms for operations and customer interactions, understanding the ethical considerations and societal implications of technology use becomes paramount. This research underscores the need for companies to implement robust ethical policies that address data privacy and security, fostering trust and transparency with consumers.

As digital technologies continue to evolve, ongoing research will be critical in adapting to new challenges and opportunities. Organizations that prioritize ethical considerations and actively seek to understand the diverse perspectives of their consumer base will not only enhance customer satisfaction but also contribute to a more equitable and responsible digital landscape.

Ultimately, the findings of this study serve as a foundation for future research, encouraging a proactive approach to the ethical and societal dimensions of digital transformation in an increasingly interconnected world.

Acknowledgement

This research project is supported by **World Class University Program, Indonesia Endowment Fund for Education**, Diponegoro University, Indonesia. We gratefully appreciated this support.

REFERENCES

Ahmadi, A., Fakhimi, S., & Ahmadi, Y. (2022). Instagram celebrities and positive user responses. The mediating role of user "like." Journal of Contemporary Marketing Science, 5(1), 65–80. https://doi.org/10.1108/JCMARS-01-2021-0002

Aikenhead, M. (2021). Revenge Pornography and Rape Culture in Canada's Nonconsensual Distribution Case Law. In J. Bailey, A. Flynn, & N. Henry (Eds.), The Emerald International Handbook of Technology-Facilitated Violence and Abuse (pp. 533–553). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-848-520211039

Alegro, T., Turnšek, M., Špindler, T., & Petek, V. (2023). Introducing Amazon Explore: a digital giant's exploration of the virtual tourism experiences. Journal of Tourism Futures, ahead-of-print(ahead-of-print). https://doi.org/10.1108/JTF-02-2022-0072

AlSaied, N., & Akhtar, F. (2021). Media students using mobile phones in the Arabian Gulf to improve English writing and video production skills. Learning and Teaching in Higher Education: Gulf Perspectives, 17(1), 4–15. https://doi.org/10.1108/LTHE-09-2020-0038

Amin, R., Kushwaha, B. P., & Miah, M. H. (2023). The process optimization method of the optimal online sales model of information product demand concerning the spillover effect. Journal of International Logistics and Trade, 21(2), 62–83. https://doi.org/10.1108/JILT-06-2022-0013

Bailey, J., & Shayan, S. (2021). The Missing and Murdered Indigenous Women Crisis: Technological Dimensions. In J. Bailey, A. Flynn, & N. Henry (Eds.), The Emerald International Handbook of Technology-Facilitated Violence and Abuse (pp. 125–144). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-848-520211007

Bolotta, G. (2023). Parenthood Versus Childhood: Young People's Generational Rebellion in Thailand. In D. Bühler-Niederberger, X. Gu, J. Schwittek, & E. Kim (Eds.), The Emerald Handbook of Childhood and Youth in Asian Societies (pp. 283–299). Emerald Publishing Limited. https://doi.org/10.1108/978-1-80382-283-920231018

Cantrell, Y., & Zhu, X. A. (2022). Choice-based games and resilience building of gender nonconforming individuals: a phenomenological study. Digital Transformation and Society, 1(2), 198–218. https://doi.org/10.1108/DTS-08-2022-0039

Chatterjee, J., & Dsilva, N. R. (2021). A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha. Tourism Critiques: Practice and Theory, 2(1), 74–90. https://doi.org/10.1108/TRC-09-2020-0017

Chaudhri, V., Oomen, T., Pridmore, J., & Joon, A. (2021). "CARE" in social media: perceptions of reputation in the healthcare sector. Journal of Communication Management, 25(2), 125–141. https://doi.org/10.1108/JCOM-06-2020-0059

Costa Climent, R., Haftor, D. M., & Chowdhury, S. (2022). Value creation through omnichannel practices for multi-actor customers: an evolutionary view. Journal of Enterprising Communities: People and Places in the Global Economy, 16(1), 93–118. https://doi.org/10.1108/JEC-07-2021-0100

da Silva, W. J., Araújo, G. da C., Rehder, A., & Pedroso, M. C. (2023). Amaro's business model innovation: DNVB or platform? Revista de Gestão, ahead-of-print(ahead-of-print). https://doi.org/10.1108/REGE-08-2022-0115

Eneman, M. (2022). Ethical dilemmas when conducting sensitive research: interviewing offenders convicted of child pornography. Journal of Information, Communication and Ethics in Society, 20(3), 362–373. https://doi.org/10.1108/JICES-03-2022-0028

Fróes, I. (2019a). Literacies, Play and Experience: The Need to Bridge Distinct Disciplines. In Young Children's Play Practices with Digital Tablets (pp. 19–41). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78756-705-420191006

Fróes, I. (2019b). Play, Lege and Asobu: How the Concept of Play Is Defined in Danish and Japanese Contexts. In Young Children's Play Practices with Digital Tablets (pp. 7–18). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78756-705-420191005

Gunawan, A. F. (2024). The impact of entrepreneurial characteristics and competencies on business performance in the creative industry in Indonesia. Asia Pacific Journal of Innovation and Entrepreneurship, ahead-of-print(ahead-of-print). https://doi.org/10.1108/APJIE-09-2023-0172 (Placeholder1)

Han, F. (2024). The impact of the book publishing transmedia storytelling model on business performance: the moderating role of the innovation environment. Journal of Organizational Change Management, 37(8), 1–17. https://doi.org/10.1108/JOCM-07-2023-0289

Hanchard, M., Merrington, P., Wessels, B., & Yates, S. (2023). Exploring contemporary patterns of cultural consumption: offline and online film watching in the UK. Emerald Open Research, 1(1). https://doi.org/10.1108/EOR-01-2023-0002

Hanchard, M., Merrington, P., Wessels, B., Rogers, K., Pidd, M., Yates, S., Forrest, D., Higson, A., Townsend, N., & Smits, R. (2023). Developing a computational ontology to understand the relational aspects of audience formation. Emerald Open Research, 1(1). https://doi.org/10.1108/EOR-01-2023-0003

Hoffin, K., & DeVos, E. (2020). A Chronology of Video Game Deviance. In C. Kelly, A. Lynes, & K. Hoffin (Eds.), Video Games Crime and Next-Gen Deviance (pp. 49–72). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83867-447-220201004

Huang, Z., Chiu, C. L., Mo, S., & Marjerison, R. (2018). The nature of crowdfunding in China: initial evidence. Asia Pacific Journal of Innovation and Entrepreneurship, 12(3), 300–322. https://doi.org/10.1108/APJIE-08-2018-0046

Hynes, M. (2021). Towards Cultural Homogenisation. In The Social, Cultural and Environmental Costs of Hyper-Connectivity: Sleeping Through the Revolution (pp. 39–54). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83909-976-220211003

Illescas-Manzano, M. D., Martínez-Puertas, S., & Sánchez-Pérez, M. (2022). The moderating effect of agglomeration on horizontal differentiation and online reviews: the case of Paris hotels. European Journal of Management and Business Economics, 31(2), 141–159. https://doi.org/10.1108/EJMBE-05-2021-0154

Jaakkola, E., & Alexander, M. (2024). Understanding and managing engagement journeys. Journal of Service Management, 35(3), 357–380. https://doi.org/10.1108/JOSM-02-2024-0066

Lavoye, V., Sipilä, J., Mero, J., & Tarkiainen, A. (2023). The emperor's new clothes: self-explorative engagement in virtual try-on service experiences positively impacts brand outcomes. Journal of Services Marketing, 37(10), 1–21. https://doi.org/10.1108/JSM-04-2022-0137

Lee, Y., & Chun, H. (2017). Nation image and its dynamic changes in Wikipedia. Asia Pacific Journal of Innovation and Entrepreneurship, 11(1), 38–49. https://doi.org/10.1108/APJIE-04-2017-020

Li, C., Li, H., & Suomi, R. (2022). Antecedents and consequences of the perceived usefulness of smoking cessation online health communities. Internet Research, 32(7), 56–86. https://doi.org/10.1108/INTR-04-2020-0220

Lim, S. S., & Wang, Y. (2024). Digital Parenting Burdens and Family Wellbeing. In Digital Parenting Burdens in China: Online Homework, Parent Chats and Punch-in Culture (pp. 61–71). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83797-755-020241005

Marchant, C., & O'Donohoe, S. (2019). Homo prostheticus? Intercorporeality and the emerging adult-smartphone assemblage. Information Technology & People, 32(2), 453–474. https://doi.org/10.1108/ITP-07-2017-0209

Martzoukou, K. (2022). "Maddie is online": an educational video cartoon series on digital literacy and resilience for children. Journal of Research in Innovative Teaching & Learning, 15(1), 64–82. https://doi.org/10.1108/JRIT-06-2020-0031

Mohammed, I., Preko, A., Agbanu, S. K., Zilevu, T. K., & Wuttor, A. (2024). Social networking platform and tourism destination evangelism: government regulatory responses. Tourism Critiques: Practice and Theory, 5(1), 138–152. https://doi.org/10.1108/TRC-02-2023-0004

Multas, A.-M., & Hirvonen, N. (2022). "Let's keep this video as real as possible": young video bloggers constructing cognitive authority through a health-related information creation process. Journal of Documentation, 78(7), 42–64. https://doi.org/10.1108/JD-02-2021-0027

Omol, E. J. (2024). Organizational digital transformation: from evolution to future trends. Digital Transformation and Society, 3(3), 240–256. https://doi.org/10.1108/DTS-08-2023-0061

Pan, X., Zeng, X., & Ding, L. (2024). Topic optimization–incorporated collaborative recommendation for social tagging. Data Technologies and Applications, 58(3), 407–426. https://doi.org/10.1108/DTA-11-2021-0332

Pancer, E., Philp, M., & Noseworthy, T. J. (2022). Boosting engagement with healthy food on social media. European Journal of Marketing, 56(11), 3007–3031. https://doi.org/10.1108/EJM-07-2021-0565

Rossato, C., & Castellani, P. (2020). The contribution of digitalisation to business longevity from a competitiveness perspective. The TQM Journal, 32(4), 617–645. https://doi.org/10.1108/TQM-02-2020-0032

Russo-Spena, T., Tregua, M., D'Auria, A., & Bifulco, F. (2022). A digital business model: an illustrated framework from the cultural heritage business. International Journal of Entrepreneurial Behavior & Research, 28(8), 2000–2023. https://doi.org/10.1108/IJEBR-01-2021-0088

Ryan Bengtsson, L., & Edlom, J. (2023). Commodifying participation through choreographed engagement: the Taylor Swift case. Arts and the Market, 13(2), 65–79. https://doi.org/10.1108/AAM-07-2022-0034

Saleh, A. S. (2021). Impact of romantic Facebook "crush pages" on the Egyptian youth. Journal of Humanities and Applied Social Sciences, 3(1), 64–80. https://doi.org/10.1108/JHASS-07-2019-0009

Salter, M., & Hanson, E. (2021). "I Need You All to Understand How Pervasive This Issue Is": User Efforts to Regulate Child Sexual Offending on Social Media. In J. Bailey, A. Flynn, & N. Henry (Eds.), The Emerald International Handbook of Technology-Facilitated Violence and Abuse (pp. 729–748). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-848-520211053

Spitzer, P. A. (2023). Supporting Female Empowerment Through Visual Arts and Social Media. In Empowering Female Climate Change Activists in the Global South: The Path Toward Environmental Social Justice (pp. 123–145). Emerald Publishing Limited. https://doi.org/10.1108/978-1-80382-919-720231007

Stevenson-McCabe, S., & Chisala-Tempelhoff, S. (2021). Image-Based Sexual Abuse: A Comparative Analysis of Criminal Law Approaches in Scotland and Malawi. In J. Bailey,

A. Flynn, & N. Henry (Eds.), The Emerald International Handbook of Technology-Facilitated Violence and Abuse (pp. 513–532). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-848-520211038

Sugiura, L. (2021a). An Introduction to Incel. In The Incel Rebellion: The Rise of the Manosphere and the Virtual War Against Women (pp. 1–13). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-254-420211002

Sugiura, L. (2021b). Conclusion. In The Incel Rebellion: The Rise of the Manosphere and the Virtual War Against Women (pp. 117–127). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83982-254-420211009