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EXPLORING THE IMPACT OF MOBILE MARKETING STRATEGIES ON CONSUMER BEHAVIOR: A COMPREHENSIVE ANALYSIS

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Abstract
The impact of mobile marketing strategies on consumer behavior is a topic of significant interest in the field of marketing. Mobile marketing has become a dominant channel for reaching and engaging consumers due to the widespread use of smartphones and mobile devices. This research aims to study the kinds of mobile marketing and values and its impact on the consumer behavior. The analysis includes the theoretical concept of mobile marketing as a modern digital method that is widely used and has a variety of advantages in promoting different products/or services. The characteristics, tools, and strategies of mobile marketing are presented in an explanatory way and are described thoroughly with their advantages and potential disadvantages of its use. A further explanation is made on the consumers' behavior and more specifically on the impact mobile marketing has on the purchasing procedure and on the decision-making process, followed by a discussion of the most essential points that marketers and managers use in the promotion of their digital transformation strategies.

Keywords: Digital transformation, mobile marketing, SMS marketing, social media marketing, location-based marketing, consumer buying process, buying behavior

1 Introduction

In recent decades, the globalization of markets and advances in technology has led to an unprecedented increase in innovation, digital tailor-made solutions and competitiveness (Ziakis and Vlachopoulou, 2023). Marketing practices are keeping pace, but the strong reliance on technologies raises the following question: "How well can the challenges are addressed to seize opportunities in today's highly competitive market space?"» Digital transformation is having an impact on business models and customer experience, fundamentally changing traditional advertising practices by adopting new ones digital channels of promotion and influencing the way value is offered to the customer (Vassileva, 2017). Successful digital transformation brings business benefits: digital technologies and processes enable businesses/organizations to respond appropriately to the requirements of the present in the modern environment. Adapting digital strategy and policy formulation of a new business model by leveraging rapidly evolving technologies can provide competitive advantage in business (Gebayewet et al., 2018).

The nature of the science of marketing is changing in a systematic and irreversible way Dholakia et al. (2009). Inevitably, digital transformation contributes to the growth of marketing activities, as traditional marketing tools decline and are replaced by modern digital technologies. Marketing becomes more

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personalized and marketing science techniques that take advantage of customer heterogeneity become necessary. Consequently, these changes are shaping a modern, dynamic and complex environment. Digital Marketing uses digital technologies to create channels and reach potential consumers in order to achieve its goals enterprise (Sawicki, 2016). It primarily uses the power of e-commerce to match knowledge with customer needs (Chaffey and Ellis-Chadwick, 2019).

The growth of digital marketing is due to the rapid advancement of technology and the changing dynamics of the market (Morris and Venkatesh, 2000). It is a modern concept, often considered synonymous with the digital identity of a company, through which it is presented in the digital world to a huge number of users (Sawicki, 2016).

This type of marketing includes the use of websites, mobile devices, social media, search engines, and other similar channels. Digital marketing became popular with the advent of the internet in the 1990s and includes some of the same principles as traditional marketing (Misirlis and Vlachopoulou, 2018). Traditionally, companies focused on marketing through print, television and radio, but today they often combine traditional and digital techniques marketing in their strategies. Monitoring trends have enabled companies to respond to new consumer needs.

2 Methodology

This study is exploratory in nature and involves qualitative analysis. Exploratory research is designed to allow the researcher to look around with respect to some phenomenon, with the aim of developing ideas (Reynolds, 1973). The purpose of this study is to collect data and information from various scholars and researchers contained in published e-books, articles published in journals, conference papers, websites and annual reports. The secondary data analyzed in order to understand mobile marketing as a modern digital practice and its contribution to the purchasing process.

3 Literature Review

The accelerating technological evolution faced by companies on a global scale due to the advent of the internet combined with the rapid spread of mobile devices highlight the mobile phone as a new communication channel and an important marketing tool with great potential (Varnali, 2021; Varnali and Toker, 2010; Watson et al., 2002) report that the technical benefits of mobile media contribute to the creation of a new marketing environment in which businesses should participate if they want to survive in conditions of global competition. To take advantage of the channel's potential benefits, brands need to consider the specific features of mobile devices. In this new context, each user has their own identification number and usually carries the device with them most of the time. Given this, advertisers can get specific data about the location of their potential consumers in real time in order to increase effectiveness of communication between them (Berman, 2016; Tahtinen, 2005; Taezoon, 2008). The possibility of personalized communication, which was not previously possible in other contact channels, is now possible and affordable. It can be argued that in the near future the mobile device will be established as a channel for advertising, much like television and newspapers, and that the mobile phone is the best tool created to upgrade customer experience with SMS and build relationships. Undoubtedly, understanding the importance of integrating

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mobile technology into the company's strategic plan can contribute to acquiring and maintaining competitive Advantage. This information allows marketers to explore new communication channels and choose the right tool for their business plan. Mobile marketing, as a modern digital strategy, encourages companies to invest in more advanced applications. Shankar et al. (2016) characterize mobile marketing as "the means to provide consumers with real-time and location data personalized content for the purpose of promoting goods or services for the benefit of all stakeholders. Furter, four different terms, mobile marketing, mobile advertising, wireless marketing and wireless advertising are used interchangeably to define the concept of mobile marketing. All these terms include communication via mobile phone, which can be carried out on the go and at any point of time (Pedro et al., 2019; Leppäniemi et al. 2006).

The increasing use of mobile phones has fueled radical changes in traditional marketing practices, so it is advisable to understand the characteristics that They offer such unprecedented opportunities for companies when it comes to digital advertising and project handling. The features that deliver innovation and optimize marketing actions are: ubiquity, personalization and localization. **Ubiquity** is the Increased use and constant engagement with the mobile phone is the primary advantage. More specifically, it refers to the ability of users to receive information and make transactions wherever they are and whenever required (Balasubramanian, et al., 2003). This possibility is possible due to the fact that these devices are activated almost always, in addition the mobile is a personal means of communication and users constantly are carrying them anywhere, so that they have constant access and control, and use mobile devices for online shopping (Groß, 2015). The mobile phone also provides personal information through the SIM (Subscriber Identity Module), a subscriber identity module, which stores personal information of the user (Walsh and White, 2007). Personalized marketing tailors to the data collected, including the user's interests, shopping preferences, purchase history, and more. Therefore, any company that wants to promote products or services can use this data and target the appropriate target groups. Two-way communication: Mobile devices allow for more two-way communication than any other digital tool due to the constant connection of users to them. This feature enables the creation of a meaningful brand communication experience without requiring a physical presence (Krishen et al., 2021; Neslin and Shankar, 2009).In this case, the mobile hype allows companies to get instant feedback from the target audience by monitoring the evaluation response to the advertising message. Mobile marketing interacts with mobile device owners, since the receiver can respond either by making a call to the appropriate company or by visiting its business website. Localization refers to the ability to determine a user's geographic location by calculating the geographic location of the mobile Device. This capability has been made possible through the use of geolocation technologies, including the global positioning system, known as GPS. With the application of this technology, companies are now able to geographically focus the promotion of their products or services by targeting a segment of potential Customer. Currently, the application of location-based marketing is also being developed with technologies, such as Bluetooth or RFID systems, which are a subset of automatic identification, creating many more business opportunities (Dwivedi et al., 2021; Bruner and Kumar, 2007).

Mobile marketing is an innovative way to modify the relationships between digital media and customers.

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Any channel that a consumer can access from the phone or any other mobile device can be used for mobile marketing. Based on the literature the main promotional and mobile marketing techniques are the following:

SMS or text messages: Refer to the sending of text messages directly to consumers' mobile phones, after users have given their consent to the processing and use of personal data from the competent company. Through SMS marketing, the company shares valuable content and for this reason it does not cease to be a fast, easy and effective way for consumers to receive Notifications, updates, personalized promotional offers in real time from the brand they are interested in.SMS marketing can be used to send bulk SMS or MMS to business customers to inform them about a new product or service or to be notified of the expiration of a service on time. Similarly, through SMS it is common to conduct competitions, which can enhance the promotion of a product with some other way of advertising (online, printed, radio, etc.). Customers are invited to send by SMS a code they find in the product or advertisement and in this way they automatically participate in the competition. One of the reasons SMS marketing is such a powerful mobile advertising strategy is because text messages have high engagement rates (delivery). This is likely because most users have their mobile phones with them and receiving push notifications makes it difficult to ignore them (Krishen, 2021).

***MMS*:** Is a kind of SMS message, enhanced with colorful text, image or sound. Third-generation communication networks have allowed MMS applications to grow. What differentiates them from simple SMS messages is the addition of image and sound and the use of the WAP protocol (Wireless Application Protocol = Wireless Application Protocol), in order to give access and Allows the content to be displayed to recipients. However, the cost of MMS is higher than that of SMS and in some cases it is found that their reading can be borne simultaneously by the business and the consumer. In addition, the fact that some mobile devices do not have the ability to receive and read MMS and other smartphones need to activate the appropriate settings for Accepting multimedia messages makes them less effective. Therefore, many businesses in their interactive campaigns use MMS in addition to other strategic means.

Push Notifications & In-app Messaging

For businesses that make their own application available to their public, free of charge or with payment, they provide the opportunity for users who use it to receive relevant notifications. Push notifications include offers, suggestions and reminders that appear on the mobile device screen, whether users are currently using the application or not. App promotion helps to further personalize offerings and consequently improve the user experience, which is why companies can't ignore this market. The top five mobile apps, according to Visual Capitalist are WhatsApp, TikTok, Messenger, Facebook, and Instagram (Axcell and Ellis, 2023; Li et al., 2023). But there are thousands of other apps, which is why in-app advertising has become a key mobile marketing strategy (Tawira and Ivanov, 2023; Kaur et al., 2023).

The types of ads included in-app: (1) Display ads, e.g. banner displayed at the top or bottom of the mobile device screen, (2) Native ads, i.e. sponsored content displayed as a video or article and its function and format looks like the app in which it appears, (3) Videoads, (4) Interstitial ads, which are full-screen ads and typically appear at points in the app's feed, such as when transitioning from one game level to another. The Mobile Marketer points out that in-app marketing can increase traffic from 19% to 49% because it is more

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effective at targeting customers (Zhao and Huang, 2023; Bala and Verma, 2018; Cheng et al., 2023). Hence, it can be argued that many mobile apps use a combination of both push notifications and in-app messaging to create a holistic engagement strategy. Push notifications are often used for broad announcements and re-engagement efforts, while in-app messages are used for delivering contextually relevant content and guidance when users are actively using the app. The choice between the two methods, or their combination, depends on the app's goals and user behavior.

Mobile Optimized Email marketing

As the majority of smartphone users access email from their mobile phone, it is important that email marketing is optimized for mobile phones. Content is created with mobile in mind, designing responsive websites and functional applications that make it easy for email recipients to go directly to the site and take the desired action. In this regard, it is impressive that 68% of email campaigns are opened on a mobile device (Bala and Verma, 2018; Zheng, 2023).

According to international law, the relevant sending of emails depends on the acceptance by the subscriber to receive messages from the specific sender and for the specific purpose. As usual, the user's consent, is obtained when subscribing to the list or service, where the terms and charges that may be specified in a clear procedure (Wang, 2023).

Social Media

Social media marketing is the use of social media platforms, which companies use to boost brand awareness, increase traffic and increase traffic popularity of the website and eventually increase sales (Dens and Poels, 2023). In addition to facilitating interaction and creating a personal connection with existing customers and reaching new ones, SMM has detailed statistical data that They allow companies to track the evolution of their campaigns. On the one hand, the dynamic nature of social media interaction enables businesses to take advantage of free advertising opportunities, word of mouth between existing and potential customers. On the other hand, it is a valuable resource in the marketing plan with SMM tools that derive and extract detailed statistics against which companies evaluate the success of marketing strategies, without being overwhelmed by the volume and variety of data (Bruner and Kumar, 2005; Khan, 2023).

Social media platforms have attracted millions of users, and as they use their mobile phone to gain access, social media is becoming one of the Main Mobile Marketing Strategies. According to Statista (2022) Facebook, YouTube, WhatsApp, and Instagram are the four most popular social media platforms worldwide. Effective social media marketing requires a well-defined strategy, consistent effort, and a focus on building and maintaining relationships with the audience. It can be a powerful tool for brand awareness, customer engagement, lead generation, and driving sales when executed effectively.

Location-Based Marketing

Location-based marketing uses the RFID system or GPS operating system for smartphones to display offers and relevant content according to users' locations. This marketing method results in greater engagement and better response because the promotion is geographically targeted. Geofencing technology makes it possible

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to define a geographical boundary based on a postal code or a specific area or radius of an area such as a city, a country. It then tracks mobile devices leaving or entering that area to show specific ads. With geofencing, people on the go can also be easily reached based on an area close to the business, or even the competitor's business.

Beacons

Beacon marketing refers to the devices known as beacons that are powered by a battery and emit a Bluetooth signal. Using a user's proximity to a default geographic point (inside or outside the store) triggers a marketing message. Once beacons are configured, a push notification is sent to users' mobile devices after verifying the user's location. In some cases it can and be traffic-based - the message could be triggered if a user moves from one specified location to another.

Mobile friendly, mobile responsive, responsive design

The extraordinary increase in mobile traffic to websites has gradually led to sites that are more complex and interactive. Therefore, the need for these websites to work efficiently and properly on mobile phones is becoming more and more vital. In this context, the terms "mobile friendly" or "mobile responsive" or "responsive design" appear. Are mobile-optimized websites mobile-friendly? And are mobile-friendly websites optimized for mobile? What about the design that Mobile responsive?.

When a website is mobile-friendly (static content, simplified navigation, manually resize images), it means that it looks exactly the same regardless of the device used to access it. That is, mobile-friendly websites are designed to work the exact same way on all devices, whether mobile browsers or Desktops. Although mobile-friendly websites appear on mobile screens, this is Google's minimum requirement and does not rank them as high in its results, in unlike websites that are optimized for mobile or responsive appropriately and effectively on mobile.

Mobile responsive websites go one step further (Dynamic content,· Intuitive navigation, easy interactivity,Optimized images). Mobile optimization isn't a simplified or smaller version of the desktop site. It actually involves reconfiguring it to meet the needs of a browser of every mobile device. A responsive website is one that responds to (or changes) based on the needs of users and the device on which users view it. A mobile-optimized website may include "thumb-friendly" navigation (as opposed to "runner-friendly" for desktop), Large graphics, smaller image file sizes, minimal need to type some information, and a column layout. Still, unnecessary images may be hidden so as not to interfere with or compete with the most important information on the smaller screen of the site. The design of these features is simplified so users can find information more quickly and easily.

A mobile-friendly website is tailored to a mobile device, while a mobile-optimized (website) one meets as many needs for provide easy access to information to mobile users. In terms of responsive design, this adds the ability to customize to any device and screen size, for both desktop and mobile devices. This means that the various elements of the website change size depending on the device used. This can be translated into images and text that adjust in size, adjust the content layout on each screen, and switch menu formats for improved Visualization.

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The three options available vary in both complexity and cost, so all factors should all be carefully weighed in order to choose the best application. This will of course depend on the product and its requirements, on the purpose of the website and even on what devices the business expects visitors to use to gain access to the website (Vasudeva, 2023).

Mobile devices have an immediate response from the public and the low cost of communication makes them increasingly accessible to companies. Thus, mobile marketing has to offer a plethora of advantages that make it one of the most effective tools of digital marketing.

- *Easy access*

Consumers/customers always bring mobile devices with them or close to them, which ensures the immediate impact of their marketing actions. These are reasons why mobile marketing is at the heart of digital marketing. Easy and regular access to telephone devices ensures that advertisements/campaigns become visible to users in a reasonable time.

- *Location and personalization*

Mobile marketing reaches people in any place at any time. Using location-based marketing, a lot of information about the audience can be gathered, including user preferences and habits Helping with ads personalization – targeted ads that are tailored to each person's needs, based on purchase history and location. Matching the right creative variation of ads to the right person creates a more personalized experience for each recipient; Reaching the right segments of the audience with the right offers, at the right time and in the right place.

- *Campaign reach*

Mobile marketing enhances the ability for posts to "go viral." It enables content to become widely known, gaining attention and spreading brand awareness at zero cost. Ads on social media platforms garner more exposure at no extra effort or cost. If, for example, a user is informed about a current offer, they can forward it directly to their surroundings, resulting in content being shared very quickly. Customers have the opportunity to actively participate in the marketing campaigns carried out.

- *Instant transactions*

Consumers/customers use mobile phones to make fast and secure payments or check them. Essentially, the mobile device acts as a digital wallet, as users can use the appropriate functional applications (mobile banking) to perform their activities distance financial transactions at any time.

- *Lower cost*

Low cost is perhaps one of the most important advantages of mobile marketing. Mobile marketing is one of the most cost-effective ways to reach audiences. Because the screen size of mobile devices is smaller than that of desktop computers, the area available for ads is limited and the content takes up much less space; In addition, precise location-based targeting allows marketing efforts to be focused on the right segments of the audience, minimizing the cost of advertising spend.For this reason, in terms of ROI, mobile marketing requires lower costs compared to radio or television. Despite the potential benefits of mobile marketing, there are a number of considerations that businesses need to consider when planning their mobile marketing campaigns.

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- *Immediacy*

Mobile marketing is by its very nature a method of direct communication in real time. It is very difficult to correct a bug before it appears, so there is no room for mistakes. Preventing any mistakes is recommended for building a good reputation and a proper first impression. If the content to be released badly mirrors the brand, it can damage its reputation, which is difficult and expensive to fix.

- *Risk of negative ad reach*

In the same way that good/valuable content can go viral, bad advertising can just as easily be reproduced. The dissemination of content in the digital world is fast, so before activating each campaign, it is necessary to thoroughly examine how and how reproduced in the media to ensure that advertising is not mistaken for its wider meaning.

- *Limited accessibility*

The majority of the target audience uses smartphones, but there is still a segment that they do not use and therefore cannot be reached through marketing channels for mobile. Therefore, a user may be interested in advertising, but may not have access to a mobile device.That's why your marketing strategy should include multiple potential communication channels to reach as many consumers as possible.

- *Cost to the user*

While some mobile marketing channels, such as email or SMS marketing, can be some of the most cost-effective and cost-effective marketing tools for the company, they can cost the audience Because of mobile data and text message billing.

Since the mid-1990s, consumer attitudes towards technology have gained particular importance as a field of research. One of the main areas of research has focused on technology acceptance (Robayo, et al., 2017).
In case of a consumer's decision to adopt a mobile device, incentives include: the level of adaptation of the innovation to existing data, its acceptance the usefulness of innovation, awareness of the complexity of innovation, awareness of any existing risk associated with the use of innovation.Rogers' model points out that if the potential user reports a positive impression of the combination of features that make up the innovation, then the likelihood will increase adoption or acceptance of such an innovation (Robayo et al., 2017). As consumers are exposed to mobile marketing, their acceptance of this medium will grow.
In this context, there are three basic principles, which, if adhered to, increase the consumer's desire to participate in mobile marketing (Figure 11). The first principle involves accepting the conditions for achieving participation in the process of mobile marketing. Next, the second and particularly important principle refers to the user's ability to terminate advertising communication at any time or to redefine it. Total control over this communication makes the medium affordable. Thirdly, in order to be successful and effective, advertising must provide quality content that is highly relevant to the wishes and interests of the consumer. Depending on whether the content of the communication provides value to the consumer, he will accept or reject this communication channel respectively.

Finally, regarding the measurement of acceptance or rejection of advertising communication, there is the concept of "intrusiveness" or otherwise the invasive character of an advertising, which describes the

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negative emotions of the consumer due to advertisements that they believe violate their privacy. It often happens that information or advertising messages are sent at times inappropriate for consumers, which can cause dissatisfaction and lead to reject the message (Ullah et al., 2023). Recipients want to have a balance in the frequency of messages they receive from companies and the relevance of the content.

Customer Journey

A 'customer journey' is a diagram that illustrates the stages potential consumers go through when interacting with a company. The term customer journey describes the different touchpoints between a person and a product or brand from the first perception to the moment of decision Market. Touchpoints can be billboards, email, a website, social media experience reports, call center customer service and generally any means by which the consumer comes into contact with the brand. The reasons for creating a customer journey map include understanding the path and channels customers will take to acquire the product. For the most part, journey mapping is a visual story that tries to understand the processes and needs of the customer.An effective journey map reflects all potential customer journeys through potential communication channels and visually represents the different ones It is a valuable tool that can be used to predict the course of future customers, also. Research-based companies often need to create several travel maps.

To create a customer journey map, identify the best possible ways for the company to interact with potential customers. It can also flag misdirection or identify gaps in the customer experience, such as: (1) gaps between devices when a user moves from one device to another, (2) gaps between departments or functions of the company, which may frustrate the prospective consumer and (3) gaps between channels, where the media transition experience social networking on the website is not optimized.

Every stage of the customer journey is crucial for sales and marketing departments. The customer journey begins when a customer is informed about a product or service. The comparison stage is where customers use readily available information about corresponding products in any market and compare features, prices, Customer service assessments, and so on. There are important requirements for effectively mapping the customer journey.

a) Value creation. The journey map should focus on how the customer experiences brand interaction and creating positive customer experiences and minimizing negative ones Experiences

(b) Research. The use of tools such as customer analytics helps develop the map to faithfully represent potential consumer behavior

(c) Contact points. Maps should capture all possible communication points through which customers want to connect with companies: emails, websites, social media platforms Maps also need to represent different sequences for consumers following different paths

When planning a customer journey map, there is no set protocol, but there are guidelines for this, including that it must be visually appealing, concise and understandable. Standard customer journey maps include charts, charts, and timelines. Multimedia has also been used for customer journey maps.

Buying behavior

The customer journey is influenced by many external factors (Hadi and Aslam, 2023). As the use of mobile

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devices has taken off, the way businesses consistently promote their services and products have changed, as well as the way who manages their social network, i.e. like followers perceptions of credibility and their positive word of mouth (Wang and Weng, 2023; Elwalda et al., 2023; Watson et al., 2013). To understand the impact of mobile marketing on the customer journey, it is useful to understand how mobile phones affect consumer behavior and how they meet their evolving needs. What would have needed research in the past is now achieved in minutes via a mobile device. Internet users discover businesses by searching local websites with listings, such as Google, MyBusiness. For the same reason, business profiles must exist on social media. Some turn to social media platforms like Facebook or Instagram for advice on which local businesses to support (Wang and Weng, 2023).

For instance, the introduction of mobile devices has brought with it a shift in our cultures, most notably by blurring the boundaries between activities and locations (Maduku and Thusi, 2023) and introducing the culture of "always connected" (Pinchot et al, 2011) and "always available" (Wellman and Rainie, 2013). Mobile devices are key to understanding consumer behaviour and patterns, especially since consumers use more often. Brasel and Gips (2014) show that touch screen devices – smartphones (Otto and Kruikemeler, 2023), tablets – influence online shopping behavior by reinforcing the phenomenon of "owning" (Wu et al., 2023). This is the case, as Stephen (2016) summarizes, because "touch (versus mouse click) increases the perception of psychological ownership of products while browsing the Internet. More people are buying goods on mobile devices, either in the comfort of their couch or on the go, than ever before, with smartphones making up 80% of social media browsing – 91.5% for Facebook, 86% for Twitter and 60% for Linkedin (Broadband, 2021). Instagram, as one of the most mobile-oriented platforms engaged in image-sharing activities, confirms the importance of social media in the fashion industry (Park et al, 2016).

Satisfying consumer experiences on mobile devices increase customer loyalty. If the experience isn't enjoyable, the consumer tends to research other brands. Therefore, it is important for advertisers to create mobile-friendly and easy-to-use applications that are adequately responsive. Brands need to design digital experiences that work well on smartphones to increase campaign returns and customer engagement. Businesses that follow a defined mobile strategy have higher customer engagement rates and positive impact than those that don't incorporate a strategy mobile marketing (Matin and Laksamana, 2023). Mobile marketing's impact on buying behavior is substantial because it aligns with the way modern consumers use mobile devices to research, compare, and make purchase decisions. Successful mobile marketing strategies leverage these behaviors to provide value and drive conversions.

4 Decision-making process

The consumer decision-making process can be explained by the information processing approach which is shaped by the consumer and depends on the context of the decision (Bettman, et al., 1998; Xiao et al., 2023; Pop et al., 2023). The purchase decision-making process involves five stages that are analyzed below:

1) Needs identification stage

The decision-making process for every consumer begins when he understands that he has an unmet need. The recognition of need occurs when a consumer is confronted with either a real or a desired situation. This

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is a vital stage for companies, as they attempt to create through marketing efforts a need in consumers, which will lead to search for a product or service.

As part of these efforts, thanks to mobile marketing, which allows marketers to connect with customers anywhere and anytime, they are activated offers tailored to the individual needs of each customer. For example, SMS marketing can act as an external signal that helps consumers realize a need or creates a new one. In addition, a push notification received on a mobile device, accompanied by a list of suggested gifts or discount, can motivate the recipient to start the purchase process (Darko et al., 2023).

2) Information search stage

Once a desire or need has arisen for the consumer, the next thing he will do is to start searching for information about the different alternative solutions available. An internal search for information consists of spontaneously recalling previous experiences about a product/service. Similarly, the external search for information refers to the external process that involves the utilization of information from the external environment, such as family and wider social circle, radio, TV commercials, digital commercials. Therefore, mobile marketing has become one of the most important marketing tools offering ease of access and ability to share information.At this stage, companies can reach their target audience through mobile search ads, in-app popups, location-based ads, mobile display ads (especially using remarketing to target consumers looking for a specific type of products).

3) Stage of comparison of alternatives

After consumers conduct a market research, they then create a set of alternative final decisions (evoked set). At this point, in order to make a final decision, they evaluate the alternatives. When making the final decision, consumers take into account the different characteristics of the products/services, such as quality, price and location. Mobile devices allow consumers to evaluate their online purchases by combining the advantages of physical stores.Traditional physical shopping environments have limitations, such as limited product exposure and difficulty comparing alternative products.However, the online shopping environment also has its own limitations, such as the inability to touch and actually feel.

At this stage, mobile search ads are used extensively (so that the brand appears high in search results when a user searches for it), location-based campaigns (especially with the use of beacon technology reach customers in physical stores), mobile display ads (using remarketing target people looking for a specific type of products), others marketing activities (such as sending discounts and special offers).

4) Market stage

Finally, the consumer, after completing all the above stages, proceeds to the purchase of a product / service. The purchase decision has already been influenced upstream, but companies continue to have an impact on consumers at this stage of the purchase. At this stage, companies through mobile marketing can make the buying process easy and enjoyable. For example, mobile marketing services can improve consumers' shopping experience at the purchase stage by making the order, purchase and payment of the product more convenient. These improvements save consumers time and money.

The following (1)mobile wallets play a key role at this stage: mobile devices can be used as digital wallets - consumers can pay with electronic money transfer, (2) location-based campaigns: consumers at the purchase stage can be notified of the availability of another relevant product on store, (3) push notifications: instant

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notification about payment status and order progress, (4) other enabled campaigns: send notifications to Customers abandoning the shopping cart – can be used to influence consumer decisions at this stage.

Companies that study consumer behavior are more likely to have a positive impact at the market stage. This is due to the fact that most of the consumers move to the market gradually leaving traces such as conducting a search, adding a product to the cart, leaving the site, commenting on a product.

5) Post-purchase stage

Companies make sure that the consumer is completely satisfied and hope to develop a relationship of loyalty with the brand. Mobile marketing can promote quality customer service experiences after purchase). For example, consumers can receive updates on the status of their order. In addition, support can be improved by providing more interactive content (e.g. images, videos). Push notifications, in-app popups and other promotions through which the company provides consumers with services and additional benefits, such as discounts or free trials. Effective marketing and advertising strategies aim to influence consumers at various stages of this process, from creating awareness to facilitating information search, providing compelling alternatives, and ensuring a positive post-purchase experience. Understanding the consumer decision-making process helps businesses tailor their marketing efforts to meet consumer needs and preferences effectively.

5 Discussion and conclusions

Technology has shaped both marketing practices and consumer behavior. New technologies are intertwined with digital marketing. Compared to traditional sales strategies, digital marketing is more complex, ubiquitous, and effective. This ensures faster positive results than traditional techniques and is a more flexible form of marketing than conventional methods. The market approach has also evolved with the rise of technology. Marketing has made a number of advances and improvements in its digital strategy. Therefore, companies are advised to be informed about the benefits and disadvantages of the digital tools they use, in order to make the best use of them Way. In this paper the basic conceptual elements of marketing, which are inextricably linked to new technologies, were examined and it was concluded that the effects of marketing. They entail not just dramatic changes in the field of marketing, but radical and transformative ones. Mobile phones have become of unprecedented importance. Consumers around the world choose mobile devices as their preferred means to connect with other people, gather information, and more. As a result, many businesses are actively working on new mobile marketing strategies to reach their audience. Mobile marketing is a digital marketing strategy that aims to reach target audiences through smartphones, tablets, and other mobile devices. It uses tools such as email, SMS and MMS, social media and mobile applications. Companies create commitment across all channels, which is very important for the brand as it creates deeper bonds with customers. The content is strategically distributed and becomes highly personalized towards digital era, as social networks multiplied rapidly. All modern enterprises use a variety of social platforms to reach the target audience located there. The great thing about digital marketing is that it offers resources for direct study of the impact on the market. Social networks play a very important role in promoting digital behavior as well.

The growth of the digital market provides to firm's brands the unique ability to meet consumers' needs and

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expectations more appropriately and easily. Through mobile marketing, given geographical barriers, the reach of the targeted audience can be expanded. A proper understanding of digital marketing enables companies to evaluate their advertising activities. In addition, it allows advertisers to analyze and control their quality content online. Of course, saving time and cost is a major advantage. Looking at the customer experience is crucial to strengthening the relationship between them. To that extent, we have made an attempt to gather and correlate the various findings of this qualitative research towards a comprehensive understanding of the characteristics of mobile marketing use in consumer purchase decision-making. First, it is obvious that scientific research on marketing, due to the long processes of implementation and publication, generally cannot keep up with the rapid pace of digital technological developments in the field of mobile marketing. As such, the depiction of mobile marketing reflects only a part of the current electronic and shopping reality of goods. The second aspect also relates to the pace of change, not of mobile marketing itself, but of the context of consumer behavior. Mobile marketing is irrevocably linked to consumer behavior. Therefore, the attempt to understand mobile marketing in an integrated way is hindered by the dynamic nature of the subject itself, but also by the variability of its context.

Mobile marketing is not an application in a changing business and technological environment, but a tool for shaping it. In addition, it is an innovative means to achieve the strategic goals of enterprises. The market has free space to expand the application of mobile marketing as it has not been established by many companies as a tool of marketing strategy. Also, many technologies, such as beacons and augmented reality, have not been fully developed and disseminated from the digital marketing perspective, like the implementation of segmenting, targeting and positioning firm's brands and products for creating increase of sales and positive market shares. This research provides practical benefits to various businesses to extend the digital marketing techniques for promotional and commercial purposes.

In summary, mobile marketing strategies have a substantial impact on consumer behavior by leveraging the unique attributes of mobile devices, including their ubiquity, personalization capabilities, and convenience. Effective mobile marketing can influence consumer decision-making, drive engagement, and ultimately lead to increased conversions and brand loyalty. However, it's important for businesses to use mobile marketing responsibly and ethically, respecting consumer preferences and privacy concerns. To that extend marketing strategies are designed to engage and target users on mobile devices efficiently. Given the widespread use of smartphones and tablets, mobile marketing has become a fundamental component of digital marketing.

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INFRASTRUCTURE, AMENITIES AND FACILITIES: ESSENTIAL IN HOUSEHOLDS IN ALL COMMUNITIES

Dr. Radhika Kapur

Abstract

The infrastructure, amenities and facilities are regarded as essential in households in all communities. It is apparently understood that all individuals, irrespective of their communities, occupations, categories and backgrounds have aims and objectives to achieve. Their primary aim is to sustain one's living conditions in an adequate manner and lead to enhancement of overall personality traits. In order to lead to achievement of aims and objectives, they need to pay attention towards enhancement of their home environmental conditions. Furthermore, it is necessary to put emphasis upon up-gradation of environmental conditions. For this purpose, there is a need to put emphasis on development of infrastructure, amenities and facilities. These are essential in concentrating well on one's job duties, promoting good health and well-being and sustaining one's living conditions in an adequate manner. The individuals need to be aware in terms of various types of methods and approaches. Furthermore, they need to manage resources in an adequate manner. When there is availability of sufficient financial resources, the individuals will make provision of these in an adequate manner. Therefore, one is able to understand that developments in infrastructure, amenities and facilities is indispensable in leading to enrichment of one's living conditions and promoting community well-being. The main concepts that are taken into account in this research paper are, recognizing the meaning and significance of infrastructure, amenities and facilities, factors taken into consideration in leading to developments in infrastructure, amenities and facilities and factors highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards.

Keywords: Amenities, Communities, Developments, Facilities, Households, Infrastructure, Living Standards

It is apparently understood that in order to carry out job duties in a well-organized manner, achieve desired goals in personal and professional lives and lead to up-gradation of one's living conditions, it is of utmost significance to bring about improvements in infrastructure, amenities and facilities (Infrastructure, 2021). These need to be paid attention towards in all communities, urban, rural and tribal. Infrastructure is referred to communication networks, roads and railways, power supplies, water supplies, telecommunications, broadcasting, means of transportation, radio and public services. When these infrastructural facilities are in a well-developed state, women will render an important contribution in doing well in one's job duties and in achieving the desired goals. Amenities are referred to clean drinking water, restrooms, electricity, lighting, heating and cooling equipment in accordance to the weather conditions, furniture, and so forth. These need to be maintained in a well-organized and satisfactory manner to lead to up-gradation of one's living

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conditions. Facilities are referred to conveniences and comforts. Within households, organizations, educational institutions of all levels, and public places, these need to be maintained in a well-ordered manner.

In urban communities, these are in a well-developed state. Within households, organizations, educational institutions of all levels, and public places, there is usually availability of restrooms, power supplies and water supplies (Infrastructure Sector in India, 2021). On the other hand, in rural and tribal communities, individuals need to pay attention towards their development. There is a need to formulate measures and programs that would focus upon the development of infrastructure, amenities and facilities. In some rural households, there is lack of power supplies and water supplies. In such cases, they implement ways in accordance to their living conditions. For example, due to lack of water supplies, they obtain water from the wells and water bodies. On the other hand, due to lack of power supplies, they may use charcoal or firewood for lighting fires during winter season. They cannot make use of heating equipment due to lack of power supplies. Therefore, when these are made use of and facilitate implementation of job duties, the women as well as men are able to contribute in an efficacious manner in achievement of desired goals in personal and professional lives and leading to up-gradation of one's overall standards of living.

Individuals benefit when infrastructure, amenities and facilities are in a well-developed state. In the present existence, women are engaged in various job duties and activities. They are homemakers. In such cases, they are required to carry out the household chores and take care of the needs and requirements of family members. They are pursuing education in educational institutions and training centres. They are engaged in employment opportunities in various types of organizations or are entrepreneurs and are having own businesses. Hence, availability of infrastructure, amenities and facilities will enable them to carry out job duties in a well-organized manner and achieve desired goals. In the present existence, with advancements taking place, women in all fields are making use of technologies. The utilization of modern, scientific, technical and innovative methods will enable them to put into practice the job duties in an efficient manner. Therefore, it can be stated, when infrastructure, amenities and facilities are in a well-developed state, the women will be able to concentrate on their job duties in a well-organized and satisfactory manner.

The individuals need to be well-equipped in terms of methods and strategies to bring about improvements in infrastructure, amenities and facilities. In rural and tribal communities, there is a need to conduct an analysis of the areas, which need to be improved. After the analysis is conducted of the limitations, there is a need to put into operation the methods and procedures. Furthermore, one needs to make wise and productive decisions. In the implementation of the decision making processes, one needs to conduct the analysis of the alternatives. After the analysis is conducted, one makes selection of the most suitable and meaningful alternative. In rural communities, where roads are not in a well-developed state, individuals are putting in efforts to bring about improvements in roads and transportation. Due to this, individuals are usually overwhelmed by problems, particularly related to transportation from one place to another. Therefore, one is able to understand in all communities, rural, tribal and urban that in bringing about improvements in infrastructure, amenities and facilities, one needs to put into operation the methods and procedures and make wise and productive decisions.

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Recognizing the Meaning and Significance of Infrastructure, Amenities and Facilities

Bringing about improvements in infrastructure, amenities and facilities has proven to be beneficial to the individuals to a major extent. The important benefits are, carrying out job duties in a well-organized manner; achieving desired goals in personal and professional lives; transferring from one region to another; facilitating communication processes in an effective manner; promoting good health and well-being and leading to up-gradation of one's living conditions. When the individuals develop motivation and are wholeheartedly dedicated towards the achievement of desired goals, it is of utmost significance to focus upon availability of machines, tools, equipment and technologies. Furthermore, improvements in infrastructure, amenities and facilities will enable the individuals to provide solutions to the problems in a satisfactory manner. The individuals will be able to overcome all types of impediments and prevent them from assuming a major form. Therefore, one recognizes the meaning and significance of infrastructure, amenities and facilities, when these contribute in doing well in one's job duties and achieving desired goals in personal and professional lives.

In urban communities, the infrastructure, amenities and facilities are in a well-developed state. Within households, various types of organizations, educational institutions of all levels, and different public places, there is usually availability of restrooms, power supplies and water supplies. Hence, the individuals are able to concentrate on their job duties in a satisfactory manner. On the other hand, in rural and tribal communities, individuals need to pay attention towards their development. There is a need to formulate measures and programs that would focus upon the development of infrastructure, amenities and facilities in an adequate manner. In some rural households, there is lack of power supplies and water supplies. In such cases, the rural individuals implement ways to sustain their living conditions in an adequate manner (Chen, 2021). The individuals, belonging to rural and tribal communities are migrating to urban communities to promote better livelihoods opportunities and sustain one's living conditions in an adequate manner. Therefore, one recognizes the meaning and significance of infrastructure, amenities and facilities, when these contribute effectively in promoting better livelihoods opportunities and enhancing one's living standards.

In promoting community well-being, it is necessary to put emphasis on development of infrastructure, amenities and facilities. In the implementation of this task, the various factors that need to be taken into account are, conducting research in terms of various areas; making wise and productive decisions; generating information in terms of measures and approaches; honing time management skills; providing solutions to problems in an effective manner; utilizing modern, scientific and innovative methods in the implementation of job duties; bringing about improvements in the system of education; bringing about improvements in medical and health care facilities; implementing the traits of morality, ethics, diligence and conscientiousness and implementing measures to preserve the environmental conditions. The individuals, belonging to urban, rural and tribal communities need to generate information in terms of these factors. Furthermore, they need to put them into operation in an efficient manner. Therefore, one recognizes the meaning and significance of infrastructure, amenities and facilities, when these contribute in an efficacious manner in promoting community well-being.

Factors taken into consideration in leading to Developments in Infrastructure, Amenities and

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Facilities

In India, throughout the country in all communities, urban, rural and tribal, the individuals need to be well-versed in terms of factors, which would lead to developments in infrastructure, amenities and facilities (Facilities, 2021). After one has augmented knowledge in terms of these factors, one needs to put them into practice in an appropriate manner. One of the important aspects that needs to be taken into account is, these need to be favourable and beneficial to all the members of the community. The individuals, belonging to rural and tribal communities are normally overwhelmed by the problems of poverty and illiteracy. They are unaware in terms of various factors that are necessary in leading to enrichment of one's overall standards of living. They make use of traditional methods in the implementation of job duties. But in the present existence, they are generating information in terms of modern, scientific and innovative methods.

Hence, in their lives, they are required to sustain themselves with the resources that they possess. It is vital to generate information among them in terms of methods to not only enhance one's living conditions, but also to preserve the environmental conditions. The various methods that need to be implemented are, prevention of exploitation of resources; curbing of various forms of pollution and keeping the environment clean. Factors taken into consideration in leading to developments in infrastructure, amenities and facilities are stated as follows:

Conducting Research in terms of various Areas

Conducting research in terms of various areas is regarded as the first step to initiate the job duty. In urban communities, infrastructure, amenities and facilities are in a well-developed state as compared to rural and tribal communities. The individuals need to be well-equipped in terms of methods and strategies to bring about improvements in infrastructure, amenities and facilities. In urban, rural and tribal communities, there is a need to conduct research in terms of the areas, which need to be improved. After the research has been conducted in terms of the limitations and problems, there is a need to put into operation the methods and procedures. The individuals, who are putting into operation these job duties, need to make use of modern, scientific and innovative methods. Bringing about improvements in infrastructure, amenities and facilities in some cases is time consuming, whereas, in other cases, it may take lesser amount of time. Within households, educational institutions of all levels, in various types of organizations and public places, skilled and competent service providers are hired. Therefore, conducting research in terms of various areas is a vital factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Making Wise and Productive Decisions

The individuals in leadership positions are vested with the authority and responsibility of making decisions. In some cases, they obtain ideas and suggestions from other individuals as well. In the implementation of the task of leading to developments in infrastructure, amenities and facilities, one needs to make wise and productive decisions. In the implementation of the decision making processes, one needs to conduct the analysis of the alternatives. After the analysis is conducted, one makes selection of the most suitable and meaningful alternative. It needs to be ensured, it proves to be favourable to the individuals within the community. One of the important aspects that needs to be taken into account is, preventing wastage of

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human, financial, technical and material resources. The decisions are made in terms of materials, tools, equipment, finances, technologies, human resources, procedures, methods and so forth. The human resources are the ones, who are making use of their educational qualifications, competencies and abilities to implement the job duties and generate the desired outcomes. Therefore, making wise and productive decisions is a crucial factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Generating Information in terms of Measures and Approaches

Generating information in terms of measures and approaches is regarded as one of the indispensable factors. The individuals primarily take into account this factor, in accordance to the types of infrastructure, amenities and facilities. In order to generate the desired outcomes, it is essential to make use of modern, scientific and innovative methods. The various types of measures and approaches are structures, designs, models, projects, reports, and so forth. The human resources need to be well-versed in terms of these measures and approaches. They need to work in collaboration and integration with each other. When the job duties are challenging and there are occurrence of any problems, they will acquire help from others. In all the communities, individuals need to pay attention towards reinforcement of measures and approaches. Furthermore, there is a need to formulate programs that would focus upon the development of measures and approaches. As a consequence, improvements will take place in infrastructure, amenities and facilities. Therefore, generating information in terms of measures and approaches is a significant factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Utilizing Modern, Scientific and Innovative Methods

In order to generate the desired outcomes, it is essential to make use of modern, scientific and innovative methods. The various types of modern, scientific and innovative methods are, charts, graphs, pictures, images, models, structures, designs, projects, reports, and various types of technologies. Innovation is referred to bringing in something new. When the individuals are dedicated towards bringing about transformations or novice methods, they need to overcome problems that are associated with various types of modern, scientific and innovative methods. Hence, utilization of modern, scientific and innovative methods will facilitate in bringing in novice ideas. The individuals primarily take into account this factor, in accordance to the types of infrastructure, amenities and facilities. In order to generate the desired outcomes, it is essential to be well-versed in terms of these methods. Getting engaged in regular practice and inculcating the traits of diligence, resourcefulness and conscientiousness will lead to generation of desired outcomes. Therefore, utilizing modern, scientific and innovative methods is a meaningful factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Inculcating the Traits of Diligence, Resourcefulness and Conscientiousness

The inculcation of the traits of diligence, resourcefulness and conscientiousness is an indispensable factor. When the individuals are putting into operation various tasks and activities or are working with others, they need to recognize the meaning and significance of these traits. These traits are not only considered as

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effective and meaningful in the area of infrastructure, amenities and facilities, but in the case of other fields as well. Hence, it is necessary for the individuals to reinforce these traits. As these will facilitate the implementation of job duties in a well-organized manner and generation of desired outcomes. As a consequence, the individuals will understand well and provide solutions to various types of problems in an appropriate manner. In the implementation of various methods, approaches and strategies, these traits will prove to be effective and meaningful. When the individuals are employed in various organizations or are carrying out the task of bringing about developments in infrastructure, amenities and facilities, these traits need to be reinforced. Therefore, inculcating the traits of diligence, resourcefulness and conscientiousness is a factor taken into consideration in leading to developments in infrastructure, amenities and facilities. These need to be strengthened throughout the lives of the individuals.

Managing Resources in a Satisfactory Manner

The resources are regarded as the key towards putting into operation the job duties in a well-organized manner and achieving desired goals. The various types of resources that need to be managed in leading to developments in infrastructure, amenities and facilities are, financial, human, technical and material resources. The financial resources are the monetary resources. Human resources are the personnel, who make use of their educational qualifications, competencies and abilities to do well in jobs and generate the desired outcomes. Technical resources are the technologies. The usage of technologies will facilitate in the implementation of job duties in a less time consuming and efficient manner. The material resources are the tools, materials, devices and equipment. These resources need to be managed in a well-organized and appropriate manner. The management of resources will render an important contribution in leading to developments in infrastructure, amenities and facilities. Therefore, managing resources in a satisfactory manner is a factor taken into consideration in leading to developments in infrastructure, amenities and facilities. This factor needs to be focused upon on regular basis.

Bringing about Improvements in the System of Education

It is vital to bring about improvements in the system of education in all communities. Education is the instrument, which not only augments one's knowledge in terms of academic subjects and lesson plans, but also in terms of ways of emerging into productive human beings. In educational institutions and training centres, there are programs, which are pursued by individuals, which generates information regarding methods to bring about developments in infrastructure, amenities and facilities. The instructors utilize appropriate teaching-learning methods, teaching-learning materials and instructional strategies. Furthermore, they need to provide solutions to problems experienced by students. In educational institutions of all levels, there is need to make provision of adequate infrastructure, amenities and facilities. These will facilitate in implementation of job duties and leading to enhancement of the overall system of education. There should be availability of furniture, technologies, restrooms, water supplies, power supplies, clean drinking water, electricity, lighting, heating and cooling equipment in accordance to the weather conditions and creation of pleasant environmental conditions. Therefore, bringing about improvements in the system of education is a noteworthy factor taken into consideration in leading to developments in infrastructure, amenities and

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facilities.

Leading to Up-gradation of Organizations, Public Places and Market Places

It is indispensable to lead to up-gradation of organizations, public places and market places. These are regarded as important factors, which lead to well-being of the members of the community and the environmental conditions. In all these areas, in order achieve desired goals and lead to up-gradation, it is necessary to put emphasis on developments in infrastructure, amenities and facilities (Amenity, 2021). In various types of organizations, public places and market places, there is need to make provision of adequate infrastructure, amenities and facilities. These will facilitate in leading to an increase in customers or clients, implementation of job duties and leading to enhancement of the overall structure of organizations, public places and market places. There should be availability of furniture, technologies, restrooms, water supplies, power supplies, clean drinking water, electricity, lighting, heating and cooling equipment in accordance to the weather conditions and creation of pleasant environmental conditions. Therefore, leading to up-gradation of organizations, public places and market places is a meaningful factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Implementing Measures to curb various Forms of Pollution

The various forms of pollution that need to be curbed are, air, water, land and noise. The various forms of pollution causes unfavourable effects on the infrastructure, amenities and facilities. The air pollution is caused due to emission of gaseous fumes into the air. These fumes are emitted from factories and vehicles. Water pollution is caused due to throwing of waste materials into the water bodies. Land pollution is caused due to throwing of waste materials on the land. Noise pollution is caused due to loud noise. The individuals, belonging to all communities need to be well-equipped in terms of measures to curb various forms of pollution. When various forms of pollution will be curbed, the individuals will render a significant contribution in promoting good health and well-being. When they are wholeheartedly determined towards bringing about improvements in infrastructure, amenities and facilities, they need to curb various forms of pollution. Therefore, implementing measures to curb various forms of pollution is an important factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Preserving the Environmental Conditions

The individuals, belonging to rural and tribal communities are normally overwhelmed by the problems of poverty and illiteracy. Hence, in their lives, they are required to sustain themselves with the resources that they possess. It is vital to generate information among them in terms of methods to preserve the environmental conditions. In other words, individuals, belonging to urban, rural and tribal communities need to be informative in terms of these methods. The various methods that need to be implemented are, preventing exploitation of resources; curbing of various forms of pollution; keeping the environment clean; promoting environmental education in schools; curbing deforestation; spreading greenery; managing human, financial, technical and material resources in an adequate manner; generating information in terms of measures and approaches to preserve the environmental conditions; utilizing modern, scientific and

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innovative methods and making use of resources only to the extent that is required. These methods need to be implemented on regular basis. Therefore, preserving the environmental conditions is a fundamental factor taken into consideration in leading to developments in infrastructure, amenities and facilities.

Factors highlighting that Developments in Infrastructure, Amenities and Facilities have contributed in Up-gradation of one's Living Standards

It is apparently understood that developments taking place in infrastructure, amenities and facilities are advantageous to individuals, belonging to all communities. When these are maintained well, they facilitate the implementation of job duties. The individuals are able to contribute in an efficacious manner in achievement of desired goals in personal and professional lives and leading to up-gradation of one's overall standards of living. When these are in a well-developed state within homes, educational institutions of all levels, various types of employment settings and public places, individuals will concentrate on their job duties in a well-organized manner. In other words, the availability of infrastructure, amenities and facilities will enable the individuals to feel comfortable within the working environmental conditions. Factors highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards are, doing well in one's job duties; promoting good health and well-being; coping with various types of problems in an adequate manner and making use of pioneering methods in the implementation of job duties. These are stated as follows:

Doing Well in one's Job Duties

Within homes, educational institutions of all levels, various types of employment settings and public places, individuals are vested with number of job duties and responsibilities. They aspire to do well in them, achieve desired goals and lead to up-gradation of the overall structure of the organizations. Hence, availability of infrastructure, amenities and facilities will enable the individuals to concentrate on their job duties in a well-organized manner. Furthermore, the individuals will have materials and facilities, which will enable them to do well in one's jobs and generate the desired outcomes. In all these areas, in order achieve desired goals and lead to up-gradation, it is necessary to put emphasis on developments in infrastructure, amenities and facilities. Therefore, doing well in one's job duties is a vital factor highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards.

Promoting Good Health and Well-being

In order to promote good health and well-being, it is necessary to ensure, there is availability of furniture, technologies, restrooms, water supplies, power supplies, clean drinking water, electricity, lighting, heating and cooling equipment in accordance to the weather conditions and creation of pleasant environmental conditions. These are necessary within homes as well as in other places outside the homes. For example, in the summer season, the individuals aspire to have fans and air conditioners. Whereas, in winter season, they want to have heaters. The availability of this equipment enables the individuals to promote good health and well-being. These need to be promoted from physical as well as psychological

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perspectives. Therefore, promoting good health and well-being is a crucial factor highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards.

Coping with various Types of Problems in an Adequate Manner

Within the course of putting into practice various kinds of job duties, achievement of desired goals and leading to up-gradation of one's living standards, there are occurrence of various types of problems. These may take place in a major or in a minor form. These may give rise to impediments. The availability of infrastructure, amenities and facilities will enable the individuals to concentrate on their job duties in a well-ordered manner. Furthermore, the individuals will have materials and facilities, which will enable them to do well in their jobs. As a consequence, they will be able to provide solutions to various types of problems. Therefore, coping with various types of problems in an adequate manner is a significant factor highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards.

Making use of Pioneering Methods in the implementation of Job Duties

When the individuals are wholeheartedly determined towards bringing about transformations or utilize innovative strategies, they need to be well-equipped in terms of pioneering methods. Furthermore, they will be competent in terms of ways to cope with various types of problems. When these methods are utilized, individuals will do well in their job duties. The job duties will be carried out in a less time consuming and efficient manner. The individuals primarily take into account this factor, in accordance to the types of infrastructure, amenities and facilities. In order to generate the desired outcomes, it is essential to be well-versed in terms of various types of pioneering methods. Therefore, making use of pioneering methods in the implementation of job duties is a meaningful factor highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards.

Conclusion

When individuals are focused upon leading to up-gradation of one's living conditions and promoting community well-being, it is of utmost significance to bring about improvements in infrastructure, amenities and facilities. Factors taken into consideration in leading to developments in infrastructure, amenities and facilities are, conducting research in terms of various areas, making wise and productive decisions, generating information in terms of measures and approaches, utilizing modern, scientific and innovative methods, inculcating the traits of diligence, resourcefulness and conscientiousness, managing resources in a satisfactory manner, bringing about improvements in the system of education, leading to up-gradation of organizations, public places and market places, implementing measures to curb various forms of pollution and preserving the environmental conditions. Factors highlighting that developments in infrastructure, amenities and facilities have contributed in up-gradation of one's living standards are, doing well in one's job duties; promoting good health and well-being; coping with various types of problems in an adequate manner and making use of pioneering methods in the implementation of job duties. Finally, it can be stated,

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when infrastructure, amenities and facilities are in a well-developed state, it will lead to up-gradation of living conditions of individuals.

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THE EFFECT OF CORPORATE GOVERNANCE ON FINANCIAL PERFORMANCE IN AN EMERGING ECONOMY

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Abstract

The current study aims to design a research framework for investigating the effect of corporate governance on financial performance of listed companies in an emerging economy, Vietnam, from 2019-2022. Annual reports, financial statements, and corporate governance disclosures of listed firms will be gathered. Panel data regression analysis will be done to examine the impacts of overall corporate governance quality as well as specific mechanisms including board structure, ownership structure, and transparency on financial performance measured by Return on Assets, Return on Equity, and Tobin's Q. Control variables such as firm size, leverage, and growth will also be taken into consideration.

Introduction

Background of The Study

Corporate governance plays a vital role in promoting accountability, transparency and sustainable growth of modern corporations. Adopting strong governance standards helps firms establish trust among stakeholders, access capital funding, and support long-term success (OECD, 2015). Both mandatory regulations and voluntary practices shape how companies are directed and controlled. Extensive research shows that the overall quality of corporate governance significantly influences financial performance and valuation of companies (Bhagat & Bolton, 2019). The study focuses on analyzing corporate governance systems and their connections to financial results of listed firms in Vietnam.

Corporate governance (CG) refers to the rules, practices and processes by which a company is executed and managed. Good CG ensures that companies operate efficiently and effectively and maximize shareholder value (Alodat et al., 2022). Critical economic arguments for good CG include increased investment and financial performance and reduced agency costs and risks.

One important channel through which CG affects economic outcomes is the alignment of incentives between shareholders and managers. This alignment can be achieved through mechanisms such as performance-based pay and independent directors on boards (Nguyen et al., 2014). Another means is to provide reliable and transparent financial reporting, which can reduce information asymmetries between managers and investors (Samaha et al., 2015). Farooq et al. (2021) examine the relationship between governance indicators like board size, independent directors and audit committee size with financial performance of Pakistani listed firms. They find board independence has a significant positive impact on performance.

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Despite the clear benefits associated with good CG, there are still challenges in implementing effective governance practices. These challenges include issues such as the concentration of ownership, conflicts of interest and the difficulty of measuring and monitoring governance practices (Hunjra et al., 2021). Ownership concentration can lead to expropriation of minority shareholders by controlling shareholders (Young et al., 2008). Conflicts of interest may arise when managers engage in related party transactions that benefit themselves rather than the company (Nguyen & Van Dijk, 2012). The intrinsic complexity of governance mechanisms also makes it difficult to properly measure and evaluate their effectiveness (Zattoni & Cuomo, 2010). Mustapha and Ayoib (2021) investigate governance-performance links among Malaysian listed companies during the COVID-19 pandemic. Their results show firms with good governance practices like board diversity were more resilient during the crisis.

In general, good CG is critical for ensuring that companies operate in the best interests of shareholders and maximize their value. According to Farooq et al. (2022), companies can achieve better financial performance and can reduce risk by aligning incentives between managers and shareholders and by providing reliable and transparent financial reporting. However, challenges remain in implementing effective governance practices, and endless efforts are needed to ensure that companies are governed as effectively and efficiently as possible (Tricker, 2015). Extensive research has demonstrated the financial and economic benefits of good corporate governance, but putting governance principles into practice remains an ongoing challenge worldwide.

Problem Statement

According to Çolak and Öztekin's (2021) study, the impact of COVID-19 on a group of developing countries with poor economies, tight budgets, weak policies and business environments is significant. The COVID-19 pandemic has brought about the need for effective governance practices focusing on risk management, transparency, accountability and ethical behavior. Companies prioritizing these practices will likely emerge more successful and resilient in the post pandemic world.

The COVID-19 pandemic has underscored the importance of corporate governance and crisis preparedness globally (Haque et al., 2021). Weak governance structures have exacerbated the negative impacts of the pandemic on many companies and economies (OECD, 2020). Developing countries face particular corporate governance challenges due to concentrated ownership, weak legal protections, lack of transparency and accountability (Young et al., 2008).

In Vietnam, high-profile scandals in recent years have revealed major flaws in governance practices of domestic companies. The collapse of large banks such as OceanBank and GPBank exposed lack of oversight, unethical lending activities and potential fraud among top executives, shaking investor confidence (Malesky, 2019). Other Vietnamese companies have also faced criticism over inaccurate financial reporting, non-transparent operations, and disregard for minority shareholders (Vu et al., 2018). International organizations including the World Bank and OECD have provided recommendations for Vietnam to improve adherence to governance standards and protect shareholder rights (OECD, 2019; World Bank, 2019). These issues underscore the need for stronger implementation of governance principles in Vietnamese corporations.

With respect to developing countries, Vietnam was chosen as a context for studying the influence of CG on financial performance for two reasons. First, Vietnam is a developing Asian country whose economy is

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transforming along with the establishment of closer links to the global financial world (Nguyen et al., 2019). Second, studies using the Vietnamese context are very relevant, as they provide a framework for developing effective CG strategies to strengthen governance capacity in Vietnam and, through this example, potentially in all developing countries.

Despite reforms, corporate governance in Vietnam remains weak compared to other countries in the region (IFC, 2020). Issues such as lack of transparency, insider control, and poor protection of minority shareholders continue to plague Vietnamese firms (World Bank, 2013). Therefore, research evaluating the relationship between governance practices and firm performance in Vietnam can provide valuable insights for regulators and companies on improving governance mechanisms.

Prior academic studies on corporate governance and firm performance have found mixed results, with positive, negative and insignificant relationships (Rinaldi & Viganò, 2021). Most existing research focuses on developed economies, with limited evidence from emerging markets including Vietnam. Previous studies tend to examine only one or few governance aspects, rather than taking a comprehensive approach to evaluating overall governance quality (Samaha et al., 2015). There is a lack of research investigating the specific impacts of transparency, information disclosure and quality on financial performance. The effects of recent external shocks such as the COVID-19 pandemic remain unexplored.

Research Objectives

Based on the background and problem statement outlined above, the present study aims to reach the following objectives.

1) To evaluate the impact of overall corporate governance quality on financial performance of Vietnamese listed firms from 2019-2022.
2) To investigate how specific corporate governance mechanisms influence financial performance.
3) To examine how corporate governance quality affects resilience of Vietnamese listed firms before, during and after the COVID-19 pandemic.
4) To provide recommendations relating to corporate governance to strengthen financial performance of listed firms in Vietnam.

Literature Review

Theoretical Background

Theories such as agency theory, resource dependence theory and stakeholder theory provide frameworks for examining corporate governance practices and their links to organizational outcomes.

Agency theory suggests that the separation of ownership and control in modern corporations creates inherent conflicts of interest between shareholders (principals) and managers (agents) (Jensen & Meckling, 1976). Shareholders aim to maximize financial returns, while self-interested managers may pursue personal benefits like higher compensation or perks, thereby generating agency costs that reduce firm value (Eisenhardt, 1989). Governance mechanisms like independent board oversight, performance-based executive compensation, audits, and transparency practices help to align principal-agent interests and mitigate agency issues (Hart, 1995). For example, stock options and bonus plans incentivize managers to grow shareholder wealth. Information disclosure allows shareholders to better monitor management. Empirical evidence confirms

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agency theory - firms with stronger governance experience higher profitability and valuations globally (Gompers et al., 2003).

Resource dependence theory proposes that organizations depend on critical resources like capital, labor, expertise and legitimacy from external stakeholders to survive and thrive (Pfeffer & Salancik, 1978). Corporate governance shapes important stakeholder relationships to access tangible and intangible resources (Hillman et al., 2009). For instance, competent and diverse boards provide linkages to capital providers, business partners, and industry networks. Compliance with governance standards signals legitimacy, enhancing access to capital. Studies show that resources provided through board interlocks boost financial performance, especially in dynamic environments (Kor & Misangyi, 2008). Rashid (2018) analyzes governance quality of Bangladeshi banks using a composite index score. He finds banks with higher governance scores had better financial performance and stability.

Signaling theory indicates that to reduce information asymmetry, firms can signal positive attributes to external stakeholders through voluntary disclosure, compliance with governance codes, and adoption of prestigious board members (Connelly et al., 2011). This builds stakeholder trust and enhances access to financing, business opportunities and human capital. For example, adherence to disclosure standards signals transparency and competence, lowering capital costs (Samaha et al., 2015). Appointing well-known independent directors signals integrity and professionalism. Research finds that firms proactively signaling governance quality obtain higher valuations and lower costs (Lai & Taylor, 2008). Mustapha and Ayoib (2021) measure the quality of governance practices among Malaysian firms using content analysis of annual reports and a constructed transparency index. They relate this to performance during COVID-19.

Stakeholder theory posits that firms have responsibilities towards a wider set of stakeholders beyond just shareholders, including employees, customers, suppliers, regulators and society (Freeman, 1984). Balancing diverse stakeholder interests is vital for sustainability and long-term performance. Strong stakeholder engagement and ethical business practices reduce risks and build intangible value. Empirical studies show stakeholder-oriented firms often outperform in the long run, with lower volatility and higher survivability (Berman et al., 1999).

In summary, these theories provide frameworks to examine how governance practices shape principal-agent relationships, resource access, external signaling, and stakeholder balance to impact organizational outcomes.

Corporate Governance and Firm Performance

A large body of empirical research has examined the relationship between corporate governance and firm financial performance, risk-taking behavior, valuation, and key policies. Studies generally find that overall governance quality has a significant positive impact on performance and value (Gompers et al., 2003; Klapper & Love, 2004). For example, Gompers et al. (2003) constructed a governance index based on 24 provisions and found that companies with stronger shareholder rights had higher firm value, profits, sales growth, and lower capital expenditures. Klapper and Love (2004) used firm-level data across 14 emerging markets and showed that better governance was highly correlated with higher operating performance and market valuation. Jizi and Dixon (2021) provide a comprehensive global review of empirical studies on the relationship between ESG/sustainability practices and financial performance over the past decade. Their analysis reveals an overall positive association.

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Key aspects like independent boards, stakeholder alignment and transparency are positively associated with profitability, efficiency, valuation, and access to resources (Black et al., 2006; Samaha et al., 2015). Black et al. (2006) demonstrated that Korean firms with more outside directors exhibited greater productivity and ROA after the 1997 crisis. Samaha et al. (2015) found that corporate transparency in Egypt led to higher returns on assets and equity. Zarkada-Fraser and Fraser (2021) examine the impacts of board diversity and independence on financial performance among Australian firms. They find gender-diverse boards had positive effects on both market and accounting performance measures.

Extensive research has analyzed the impacts of corporate governance on company performance, risk and policies. Formal governance mechanisms include organizational structure, incentives and procedures, while informal governance relies on social controls and trust (Dinh et al., 2016; Yoshikawa & Phan, 2003). Dinh et al. (2016) showed that financial constraints were lower for Vietnamese firms with concentrated family ownership and internal financing due to relationship-based informal governance. Yoshikawa and Phan (2003) found that performance of joint ventures in Vietnam depended on informal governance factors like commitment and trust.

Studies find that overall governance quality measured through indexes and ratings positively affects firm valuation, profitability and operating efficiency (Gompers et al., 2003; Renders et al., 2010). For instance, Renders et al. (2010) used the Governance Metric International ratings in 31 countries and showed that higher quality was associated with greater efficiency in assets and investments. The COVID-19 crisis underscored the importance of governance for risk management and long-term resilience (Haque et al., 2021; OECD, 2020). Haque et al. (2021) found that better ESG performance and disclosure helped firms manage COVID-related risks. The OECD (2020) report highlighted how transparency, stakeholder engagement and strategic planning strengthened corporate resilience during the pandemic.

However, research results remain mixed and depend on context. Most studies focus on narrow governance mechanisms rather than comprehensive quality. There is limited evidence from emerging markets like Vietnam where governance standards lag developed countries (OECD, 2020). Key issues around board structure, ownership, transparency and disclosure warrant further investigation given Vietnam's weak shareholder protections (Nguyen et al., 2014; Vu et al., 2018). For instance, Nguyen et al. (2014) showed that foreign ownership improved performance for non-state owned enterprises in Vietnam, while Vu et al. (2018) found limited voluntary disclosure and transparency even among listed firms.

Hypothesis Development

Board Independence and Financial Performance

Agency theory suggests that independent board oversight helps align manager interests with shareholders to improve performance (Fama & Jensen, 1983). In Vietnam, weak monitoring by boards has enabled unethical lending, fraud and insider self-dealing, damaging shareholder value in high-profile cases like OceanBank, GPBank and Vinashin (Malesky, 2019; Nguyen et al., 2015). Installing more independent directors and reducing insider directors can strengthen supervision, prevent tunneling of assets, and protect minority investors (Tran et al., 2017). Prior studies also find that board independence is positively associated with higher valuations and better profitability globally (Jackling & Johl, 2009; Sila et al., 2016). This leads to the below hypothesis.

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H1: Board independence has a positive relationship with financial performance of Vietnamese listed firms.

Transparency and Disclosure and Financial Performance.

Signaling theory indicates that transparency and disclosure help reduce harmful information asymmetry between corporate insiders and outside investors (Healy & Palepu, 2001). Despite some progress, many Vietnamese firms still lack adequate transparency and disclosure, undermining public trust and investor confidence (Vu et al., 2018). Weak transparency was a major factor in recent corporate scandals (Malesky, 2019). Comprehensive, accurate and timely information allows shareholders to effectively monitor management. It also signals competence and strength, enhancing access to capital from investors (Samaha et al., 2015). Empirical evidence shows transparency is linked to better performance in Vietnam and similar contexts (Nguyen et al., 2014; Zehri et al., 2012).

H2: Transparency and disclosure are positively associated with financial performance of Vietnamese listed companies.

State Ownership and Financial Performance

According to agency theory, dominant state ownership can distort good governance, leading to pursuit of political goals over profit maximization (Shleifer & Vishny, 1994). Empirical studies globally and in Vietnam find that higher state ownership has been linked with lower valuations, weaker profitability and inferior operating efficiency (Thai et al., 2014; Tian & Lau, 2001). Reducing state shares and empowering private investors can encourage more commercially-oriented governance and better performance.

H3: State ownership negatively affects financial performance of Vietnamese listed firms.

Methodology

Sample and Sample Size

The sample comprises top 200 Vietnamese companies listed on the Ho Chi Minh and Hanoi stock exchanges from 2019-2022 based on market capitalization. These large listed firms account for over 70% of total market capitalization and provide the most significant impact on the Vietnamese economy (Nguyen et al., 2019). The sample covers major sectors including manufacturing, real estate, retail & consumer goods, materials, utilities, telecommunications, technology and financials. This provides a representation of the key industries in Vietnam. State-owned enterprises are also included in the analysis given their economic dominance and governance issues.

Variable Measurement

Independent Variables

The OECD Scorecard Tool is utilized to assess how financial companies perform in relation to CG elements. The regulations for CG of publicly traded companies (Enterprise Law 2014, Decree 71/2017/ND-CP, Circular 155/2015/TT-BTC), and international practices on information disclosure and CG (OECD principles on CG 2015) are also taken into consideration to develop the assessment standards. To comprehensively measure corporate governance (CG) practices, this study uses independent variables comprising total CG index and component CG indexes based on the OECD principles (2004). These indexes allow the analysis of both overall governance quality as well as specific governance aspects highlighted in agency, resource dependence and stakeholder theories as being important determinants of firm performance.

Dependent Variables

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Three key accounting-based measures of financial performance including Tobin's Q,
Return on assets (ROA), Return on equity (ROE) will be used. These metrics are widely used in corporate governance research globally and in Vietnam to capture both market and accounting performance (Nguyen et al., 2014; Vu et al., 2018).

Control Variables

Beyond CG, elements such as the capital structure and firm-specific and industry-specific influences can affect a company's performance. In line with Nguyen et al. (2014), to account for these influences and remove potential bias from omitted variables, the study incorporates four control variables: the size and age of the firm (as indicators for firm-specific influences), leverage (as an indicator for capital structure), and industry dummies (as an indicator for industry-specific results). The study also uses dependent variables lagged by one year to control the dynamic relationship between CG and a company's financial performance.

Data Collection, Process and Analysis

Financial data is obtained from audited annual reports published on the stock exchanges' websites. Governance data such as board characteristics and ownership structure is hand-collected from companies' disclosures. The dataset allows comprehensive evaluation of corporate governance quality and its impacts on performance in Vietnam.

The Generalized Method of Moments (GMM) estimation model will be employed to evaluate the impact of Corporate Governance components on a company's financial performance. Wintoki et al. (2012) proposed that GMM regression can be an optimal choice for studying CG's effect on a company's financial performance.

The gathered data are further scrutinized using descriptive statistical methods, including mean, standard deviation, maximum and minimum values, tables and charts. Then, the data are analyzed using panel data regression by Stata software. In panel data regression, common, fixed and random effects models will be initially used to estimate the model. Next, Hausman and Lagrange multiplier tests will be used to choose the most suitable model. Furthermore, these four models will be used to examine the relationships between CG and performance.

Conclusion

A research framework is designed to investigate the relationship between corporate governance practices and financial performance of listed firms in Vietnam, an emerging economy, from 2019-2022. Agency theory, resource dependence theory and stakeholder theory are utilized to develop hypotheses on how overall governance quality as well as specific mechanisms like board independence, ownership structure and transparency affect firm performance.

Secondary data on governance and financial indicators from 200 of the largest listed companies across sectors on the Ho Chi Minh and Hanoi stock exchanges will be collected. Regression analysis of panel data will be conducted to test the proposed hypotheses.

The research results are expected to provide empirical evidence on the impacts of corporate governance in an emerging market, Vietnam. Areas of strength and weakness in current governance policies and practices will be highlighted. Detailed recommendations can then be made to regulators, firms and investors to improve

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adherence to governance standards, enact reforms where needed, and strengthen shareholder rights protection.

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CHILD LABOUR: AN IMPEDIMENT IN LEADING TO EFFECTIVE GROWTH AND DEVELOPMENT OF CHILDREN

Dr. Radhika Kapur

Abstract

The prevalence of the conditions of poverty and backwardness are regarded as the primary causes of child labour. The child labour is regarded as one of the major impediments within the course of leading to effective growth and development of children. The practice of child labour deprives children from participating in various tasks and activities, which would contribute in leading to up-gradation of one's overall standards of living. The children in some cases are able to get enrolled in educational institutions, whereas, in other cases, they remain deprived from acquisition of education. Furthermore, they are deprived from participating in various types of childhood activities as well. In some cases, the children are engaged in hazardous jobs as well. These usually have unfavourable effects upon the health conditions and overall personality traits of children. The individuals, belonging to deprived, marginalized and economically backward sections of the society need to understand that they should provide all opportunities to their children that would lead to their progression. Therefore, one is able to acquire an efficient understanding of the aspect that child labour imposes detrimental effects upon the overall living conditions of children. The main concepts that are taken into account in this research paper are, consequences of child labour, understanding the meaning and significance of enhancement of career prospects, employment of children in hazardous jobs, and factors highlighting the unfavourable effects of child labour.

Keywords: Career Prospects, Child Labour, Disadvantaged Sections, Enhancement, Hazardous Jobs, Society, Unfavourable Effects

The individuals in all communities throughout the country are overwhelmed by the conditions of poverty and backwardness. The individuals, belonging to deprived, marginalized and economically backward sections of the society have the primary goal of sustaining their living conditions in an adequate manner. In order to fulfil all needs and requirements and bring about improvements in one's overall quality of lives, one looks for employment opportunities. The individuals, belonging to disadvantaged sections of the society either possess low literacy skills or no literacy skills at all. As a consequence, they are engaged in jobs, which are usually not very high paying. These are, cleaning, washing, gardening, carpentry, construction labourers, artisans, craftsmen, potters, weavers, repair workers, painters, plumbers, electric workers and so forth. The individuals normally train their children as well from the childhood stage in terms of job duties (Child Labour, 2021). When they will be informative and well-aware, they will get engaged in jobs. Hence, child labour is when children are involved in jobs to generate income. The prevalence of the conditions of poverty compel the parents to encourage child labour.

It is unfortunate to note that children are engaged in hazardous occupations as well. These are cottage

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industries, diamond polishing, silk weaving, beedi rolling, lock industries, plantations and so forth. The job duties in these industries and factories are hazardous. When the recruitment of individuals takes place, they are imparted training by the supervisors. When the individuals are well-aware in terms of methods and procedures, they are able to carry out their job duties in accordance to the expectations of their supervisors and employers. The concept of child labour deprives them from acquisition of education. Furthermore, the children get deprived from participation in various types of childhood activities (What is Child Labour? n.d.). The individuals in some cases have the family business of production of artworks, handicrafts, jewellery, garments and so forth. In such cases, the children get trained in terms of methods and procedures. Apart from assisting their parents in the production processes, the children are also encouraged to look for employment opportunities in other types of employment settings. Therefore, one is able to understand that child labour has unfavourable effects upon the overall living conditions of the individuals.

In the present existence, with advancements taking place and with the advent of modernization and globalization, the individuals, belonging to all communities, categories and backgrounds have recognized the meaning and significance of education. They are aware of the factor that education is an instrument, which will enable the individuals to achieve desired goals and objectives in personal and professional lives and lead to up-gradation of one's overall standards of living. The concept of child labour deprives them from acquisition of education. The children are engaged in full-time as well as part-time jobs. When they are engaged in full-time jobs, they normally do not find time to attend schools. On the other hand, when they are engaged in part-time jobs, they in some cases do attend schools. It is believed, when they will hone the basic literacy skills of reading, writing and arithmetic or acquire an efficient understanding of the lesson plans and academic concepts, they will be able to acquire well-paid jobs. Furthermore, they will contribute in an efficacious manner in leading to enhancement of their career prospects. Therefore, deprivation from acquisition of education is regarded as an indispensable consequence of child labour.

In order to lead to effective growth and development of children, they should be encouraged to participate in various types of childhood activities. These are, play, education, learning, leisure and recreation activities and so forth. The parents are vested with the authority and responsibility of getting their children engaged in tasks and activities, which would lead to their upbringing in a satisfactory manner. The parents should not get their children employed in hazardous jobs. The various types of childhood activities incur the feelings of pleasure and contentment among individuals. Furthermore, the children develop motivation towards learning and participation in different types of job duties as well. One of the important aspects that needs to be taken into account is, pleasurable childhood activities enable the individuals to promote a normal mind-set. When they are deprived from participation in these activities, they experience various types of psychological problems as well, i.e. anger, stress, anxiety, frustration and depression. Therefore, one is able to understand that deprivation from participation in childhood activities is a consequence of child labour, which have unfavourable effects on the personality traits of children.

Consequences of Child Labour

The research studies conducted on child labour have signified that when the children are engaged in various types of occupations in accordance to their skills and abilities, when they generate a source of income and

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they are treated with kindness and courtesy, they are able to incur the feeling of job satisfaction. On the other hand, when engaged in part-time jobs, they in some cases do attend schools. In this manner, they are able to acquire an efficient understanding of the lesson plans and academic concepts. As a consequence, they incur the feelings of pleasure and contentment (About Child Labour, 2018). Consequences of child labour have unfavourable effects on the personality traits of children. Furthermore, they experience impediments within the course of achievement of personal and professional goals and bringing about improvements in their overall quality of lives. Hence, it is of utmost significance for the individuals to generate information in terms of the measures that would alleviate the unfavourable effects of child labour.

The individuals, belonging to deprived, marginalized and economically backward sections of the society are required to augment their knowledge in terms of methods that would enable them to lead to their upbringing in an efficacious manner. The parents should encourage their children to participate in tasks and functions, which would prove to be favourable and beneficial to them to a major extent. When the children are encouraged to participate in various types of employment opportunities, they should not feel overwhelmed. In other words, the working environmental conditions should be pleasurable and amiable. Furthermore, the employers need to ensure that the consequences of child labour should not have unfavourable effects on the personality traits and living conditions of children. Consequences of child labour are, deprivation from acquisition of education; deprivation from participation in childhood activities; withdrawal from acquisition of empowerment opportunities and experiencing problems in leading to up-gradation of personality traits. These are stated as follows:

Deprivation from Acquisition of Education

In the present existence, with advancements taking place and with the advent of modernization and globalization, the individuals, belonging to all communities, categories and backgrounds have recognized the meaning and significance of education. They are aware of the factor that education is an instrument, which will enable the individuals to achieve desired goals and objectives in personal and professional lives and lead to up-gradation of one's overall standards of living. Furthermore, one will be able to differentiate between appropriate and inappropriate. The concept of child labour deprives them from acquisition of education. In most cases, the children are unable to take out time to attend schools. The children are engaged in full-time as well as in part-time jobs. When they are engaged in full-time jobs, they normally do not find time to attend schools. On the other hand, when they are engaged in part-time jobs, they in some cases do attend schools. It is believed, when they will hone the basic literacy skills of reading, writing and arithmetic or acquire an efficient understanding of the lesson plans and academic concepts, they will be able to acquire well-paid jobs.

The children in most cases experience work pressure, particularly, when they are required to study as well as work. But they are required to develop positive thinking. When they will develop a constructive approach, they will put into operation time management skills in a satisfactory manner. In other words, they should take out sufficient amount of time for all tasks and activities. As a consequence of deprivation from acquisition of education, the individuals will not generate information in terms of various factors that will contribute in enabling them to achieve personal and professional goals and lead to enhancement of the

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overall living conditions. Furthermore, they will not be able to contribute in an efficacious manner in leading to enhancement of their career prospects. Therefore, it can be stated, deprivation from acquisition of education is regarded as an indispensable consequence of child labour.

Deprivation from participation in Childhood Activities

In order to lead to effective growth and development of children, they should be encouraged to participate in various types of childhood activities. These are, play, education, learning, leisure and recreation activities and so forth. The parents are vested with the authority and responsibility of getting their children engaged in tasks and activities, which would lead to their upbringing in an effective manner. The parents should not get their children employed in hazardous jobs. The hazardous jobs have unfavourable effects on the health conditions of the individuals as well. The health gets effected physically as well as psychologically. Promoting good health is regarded as one of the primary goals of the individuals. When the children are employed in hazardous jobs, they need to be well-aware in terms of methods and procedures, they are able to carry out their job duties in accordance to the expectations of their employers. Furthermore, they need to take safety measures.

The various types of childhood activities incur the feelings of pleasure and contentment among individuals. Furthermore, the children develop motivation towards learning and participation in different types of job duties as well. They also focus on development of communication skills and interactive abilities. One of the important aspects that needs to be taken into account is, pleasurable childhood activities enable the individuals to promote a normal mind-set. When they are deprived from participation in these activities, they experience various types of psychological problems as well, i.e. anger, stress, anxiety, frustration and depression. In other words, the psychological well-being of the children get effected to a major extent. The experiencing of various types of psychological problems give rise to detrimental effects on the lives of children. Therefore, one is able to identify that deprivation from participation in childhood activities is a consequence of child labour, which has unfavourable effects on the personality traits of children.

Withdrawal from Acquisition of Empowerment Opportunities

In the acquisition of empowerment opportunities, there are various factors that need to be taken into account, i.e. forming an effective social circle; inculcating the traits of diligence, resourcefulness and conscientiousness; implementing the traits of morality and ethics; acquisition of education; participation in various tasks and activities; making wise and productive decisions; taking out time for all tasks and activities; being informative in terms of job duties and responsibilities; being well-aware in terms of methods and procedures; forming cordial and amiable terms and relationships with others; promoting a normal mind-set; depicting efficiency, honesty and righteousness; providing solutions to various types of problems in an effective manner and putting in efforts to one's best abilities to generate the desired outcomes. The individuals, all communities, categories and backgrounds need to acquire an efficient understanding in terms of all these factors. After one has understood them, they need to be reinforced throughout their lives. Furthermore, the individuals will be able to acquire empowerment opportunities.

When individuals experience withdrawal from acquisition of empowerment opportunities, they undergo

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impediments within the course of achievement of desired goals and objectives in personal and professional spheres and leading to enhancement of one's overall living conditions. When they are deprived from participation in these activities, they experience various types of psychological problems as well, i.e. anger, stress, anxiety, frustration and depression. In other words, the psychological well-being of the children get effected to a major extent (Child Labour, 2021). The experiencing of various types of psychological problems give rise to detrimental effects on the lives of children. In some cases, they are able to cope with the psychological problems in an effectual manner, whereas, in other cases, they are unaware. Unawareness is primarily experienced in the case of individuals, belonging to deprived, marginalized and economically backward sections of the society. Therefore, withdrawal from acquisition of empowerment opportunities is consequence of child labour, which has affected the well-being of their children as well as families on a comprehensive basis.

Experiencing problems in leading to Up-gradation of Personality Traits

In leading to up-gradation of personality traits, various factors that need to be taken into account are, forming an effective social circle; inculcating the traits of diligence, resourcefulness and conscientiousness; implementing the traits of morality and ethics; honing communication skills and interactive abilities; augmenting analytical, critical thinking and problem-solving skills; implementing ways to promote good health and well-being; managing body weight; acquisition of education; participation in various tasks and activities; making wise and productive decisions; taking out time for all tasks and activities; being informative in terms of job duties and responsibilities; being well-aware in terms of methods and procedures; forming cordial and amiable terms and relationships with others; promoting a normal mind-set; depicting efficiency, honesty and righteousness; providing solutions to various types of problems in an effective manner and putting in efforts to one's best abilities to generate the desired outcomes. The individuals, all communities, categories and backgrounds need to acquire an efficient understanding in terms of all these factors. After one has understood them, they need to be reinforced throughout their lives. Furthermore, the individuals will be able to do well in their lives and generate the desired outcomes.

When individuals experience problems in leading to up-gradation of personality traits, in other words, when they will be deprived from the implementation of factors they will not be able to lead to up-gradation of personality traits (Child Labour, n.d.). As a consequence, they undergo impediments within the course of achievement of desired goals and objectives in personal and professional spheres and leading to enhancement of one's overall living conditions. When they are deprived from participation in various activities and are deprived of opportunities, they experience various types of psychological problems as well, i.e. anger, stress, anxiety, frustration and depression. These psychological problems are assumed in a major as well as in a minor form. The psychological well-being of the children get effected to a major extent. It is necessary for the individuals to be informative in terms of measures to cope with psychological problems in an appropriate manner and promote a normal mind-set. Therefore, experiencing problems in leading to up-gradation of personality traits is a consequence of child labour, which has impeded the competencies and abilities of the individuals.

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Understanding the Meaning and Significance of Enhancement of Career Prospects

In the present existence, with advancements taking place and with the advent of modernization and globalization, the individuals, belonging to all communities, categories and backgrounds have recognized the meaning and significance of education. They are aware of the factor that education is an instrument, which will enable the individuals to achieve desired goals and objectives in personal and professional lives and lead to up-gradation of one's overall standards of living. The acquisition of good-quality education opens room for the enhancement of career prospects. Even when the parents are not educated, still they are encouraging their children towards acquisition of education. The education lays the foundation for leading to up-gradation of the career prospects of the individuals. The concept of child labour deprives them from acquisition of education. The children are engaged in full-time as well as part-time jobs. When they are engaged in full-time jobs, they normally do not find time to attend schools. On the other hand, when they are engaged in part-time jobs, they in some cases do attend schools. Therefore, one is able to acquire an efficient understanding of the meaning and significance of enhancement of career prospects.

The children in most cases experience work pressure, particularly, when they are required to study and work simultaneously. But they are required to develop positive thinking. When they will develop a constructive approach, they will put into operation time management skills in a satisfactory manner. In other words, they should take out sufficient amount of time for all tasks and activities. As a consequence of deprivation from acquisition of education, the individuals will not generate information in terms of various factors that will contribute in enabling them to achieve personal and professional goals and leading to enhancement of the overall living conditions. Furthermore, they will not be able to contribute in an efficacious manner in leading to enhancement of their career prospects. From the stage of early childhood, throughout the lives of the individuals, they need to acquire an understanding of the factor that if they acquire education and gain job experience, they will contribute significantly in leading to enhancement of career prospects. Therefore, understanding of the meaning and significance of enhancement of career prospects is acquired by the individuals on a comprehensive basis.

In leading to enhancement of career prospects, various factors that need to be taken into account are, forming an effective social circle; inculcating the traits of diligence, resourcefulness and conscientiousness; implementing the traits of morality and ethics; honing communication skills; augmenting analytical, critical thinking and problem-solving skills; implementing ways to promote good health and well-being; managing body weight; acquisition of education; making wise and productive decisions; implementing time management skills; being informative in terms of job duties and responsibilities; being well-aware regarding methods and procedures; forming cordial and amiable terms and relationships with others; promoting a normal mind-set; depicting efficiency, honesty and righteousness; providing solutions to various types of problems in an effective manner and possessing the abilities to work under stress. The individuals, need to acquire an efficient understanding in terms of all these factors. These need to be reinforced throughout their lives. Furthermore, the individuals will do well in their lives and generate the desired outcomes. Therefore, career prospects will be strengthened.

Employment of Children in Hazardous Jobs

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It is unfortunate to note that children are engaged in hazardous occupations as well. These are cottage industries, diamond polishing, silk weaving, beedi rolling, lock industries, plantations and so forth. When the conditions of poverty prove to be unfavourable to a major extent, in other words, when the individuals experience major problems to fulfil their needs and requirements, they get compelled to even get engaged in hazardous jobs. The job duties in these industries and factories are hazardous. In other words, they have unfavourable effects on the health conditions of the individuals as well. When they are required to work with chemicals, machines, tools and other equipment, they are to take precautions. When the recruitment of individuals takes place, they are imparted training by the supervisors. In the training and development programs, they are imparted with information in terms of various aspects of the industries, i.e. history, personnel, departments, job duties, goals, objectives, mission, infrastructure, amenities, facilities and the overall working environmental conditions. When the individuals are wholeheartedly determined towards the implementation of job duties, they need to develop motivation and form positive viewpoints.

When the individuals are well-aware in terms of methods and procedures, they are able to carry out their job duties in accordance to the expectations of their supervisors and employers. The concept of child labour deprives them from acquisition of education. Furthermore, the children get deprived from participation in various types of childhood activities. The individuals in some cases have the family business of production of artworks, handicrafts, jewellery, garments and so forth. In such cases, the children get trained in terms of methods and procedures. Apart from assisting their parents in the production processes, the children are also encouraged to look for employment opportunities in other types of employment settings. The employment of the children in hazardous jobs impose unfavourable effects on their personality traits as well as the overall living conditions. Therefore, one is able to understand that when the children are engaged in hazardous jobs, they will have unfavourable effects upon the overall living conditions of the individuals.

Factors highlighting the Unfavourable Effects of Child Labour

The concept of child labour is prevalent among the individuals, belonging to deprived, marginalized and economically backward sections of the society. These individuals have the primary goal of sustaining their living conditions in an appropriate manner. In order to fulfil all needs and requirements and bring about improvements in one's overall standards of living, they train their children from the stage of early childhood to get engaged in various types of job duties. Hence, when children are trained, they assist their parents and render a significant contribution in generation of income. When individuals gain work experience from the stage of early childhood in terms of a particular field, it is likely possible that they will be well-informative, when they will look for employment opportunities at a later stage. When one is conducting research on child labour, it is vital to augment one's knowledge in terms of factors highlighting the unfavourable effects of child labour. These are, experiencing of discriminatory treatment; experiencing of neglect and mistreatment; having health problems and illnesses; remaining deprived from participation in social, religious and cultural activities and experiencing occurrence of impediments in augmenting skills and abilities. These are stated as follows:

Experiencing of Discriminatory Treatment

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In various types of employment settings, there have been experiencing of discriminatory treatment. The girls experience discriminatory treatment more as compared to their male counterparts. The various areas in terms of which discriminatory treatment is experienced is, giving of pay and reimbursements, providing promotional opportunities, assigning additional job duties and responsibilities, and making provision of help and assistance to bring about improvements in one's competencies, abilities and aptitude. When the employees experience any types of problems, the supervisors and employers need to provide solutions in an effectual manner. The supervisors and employers are vested with the job duties and responsibilities to be supportive and assisting to both men and women. On the other hand, children should be provided with adequate knowledge in terms of methods. Furthermore, equal rights and opportunities need to be provided, which would enable them to enhance their career prospects. Therefore, experiencing of discriminatory treatment is a factor highlighting the unfavourable effects of child labour, which has been experienced by girls in all types of employment settings.

Experiencing of Neglect and Mistreatment

In various types of employment settings, there have been experiencing of neglect and mistreatment. The girls experience neglect and mistreatment more as compared to their male counterparts. The primary cause of neglect and mistreatment is possession of the feelings of antagonism and antipathy. When the supervisors or the employers form the viewpoint that girls have not carried out their job duties in accordance to their expectations, they may mistreat them. The criminal act of sexual harassment is prevalent against girls. The supervisors and employers are required to implement measures to create an amiable and pleasant environment within the workplace. The laws and rules should be formulated, which would be followed by all the members, irrespective of their job positions in the hierarchy. Therefore, experiencing of neglect and mistreatment is a factor highlighting the unfavourable effects of child labour, which have had unfavourable effects on the overall personality traits of the girls.

Having Health Problems and Illnesses

The job duties in these industries and factories are hazardous. In other words, they have unfavourable effects on the health conditions of the individuals as well. When they are required to work with chemicals, machines, tools and other equipment, they are to take precautions. When the precautions are not adequately taken and safety measures are not put into operation in an appropriate manner, the workforce may experience various types of health problems and illnesses. The supervisors and employers are vested with the job duties and responsibilities to be supportive and assisting to both men and women. On the other hand, children should be provided with essential knowledge in terms of methods. The employees should be imparted with information required in the implementation of job duties and generation of desired outcomes. When the employees experience various types of health problems and illnesses, there should be provision of medical and health care facilities within the workplace. The workers compensation act should be reinforced in all types of industries. Therefore, having health problems and illnesses is a vital factor highlighting the unfavourable effects of child labour.

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Remaining Deprived from participation in Social, Religious and Cultural Activities

When the children are engaged in jobs, particularly on full-time basis, they remain deprived from participation in social, religious and cultural activities. These are the activities, which have rendered an important contribution in leading to their effective growth and development. This factor have proven to be disadvantageous to the girls, mainly belonging to underprivileged sections of the society. In leading to up-gradation of personality traits and bringing about improvements in their overall quality of lives, the parents need to encourage their children from participation in social, religious and cultural activities. These activities incur the feelings of pleasure and contentment among children. Furthermore, they develop motivation towards learning and their mind-sets get stimulated. They are able to hone their communication skills and interactive abilities. Therefore, remaining deprived from participation in social, religious and cultural activities is a crucial factor highlighting the unfavourable effects of child labour.

Experiencing occurrence of Impediments in augmenting Skills and Abilities

In leading to enhancement of career prospects, up-gradation of personality traits and bringing about improvements in one's overall quality of lives, the individuals need to focus on augmenting skills and abilities. The various skills that need to be up-graded are, communication skills, decision making skills, time management skills, negotiation skills, leadership skills, creative skills, technical skills, analytical skills, critical thinking skills, problem-solving skills, personal skills, presentation skills, and professional skills. Whereas, the abilities which need to be augmented are, being informative regarding job duties and responsibilities; being well-aware regarding methods and procedures; forming cordial and amiable terms with others; promoting a normal mind-set; depicting efficiency, honesty and righteousness; providing solutions to various types of problems effectively; putting in efforts to one's best abilities to generate the desired outcomes; possessing the abilities to work under stress; inculcating the traits of diligence, conscientiousness and resourcefulness and being well-equipped regarding the traits of morality and ethics. The concept of child labour gives rise to barriers in leading to augmentation of different types of skills and abilities. Therefore, experiencing occurrence of impediments in augmenting skills and abilities is a meaningful factor highlighting the unfavourable effects of child labour.

Conclusion

The individuals train their children from the childhood stage in terms of various types of job duties. When they will be informative and well-aware, they will get engaged in different types of jobs. Hence, child labour is when children are involved in jobs to generate income. The prevalence of the conditions of poverty compel the parents to encourage child labour. Consequences of child labour are, deprivation from acquisition of education; deprivation from participation in childhood activities; withdrawal from acquisition of empowerment opportunities and experiencing problems in leading to up-gradation of personality traits. Factors highlighting the unfavourable effects of child labour are, experiencing of discriminatory treatment; experiencing of neglect and mistreatment; having health problems and illnesses; remaining deprived from participation in social, religious and cultural activities and experiencing occurrence of impediments in augmenting skills and abilities. Finally, it can be stated, when the concept of child labour will be curbed, the

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individuals will render a significant contribution in leading to up-gradation of personality traits of their children and helping them to lead to enhancement of living conditions.

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AGGREGATE BUSINESS PROCESS INTELLIGENCE ANALYTICS

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Abstract
Business process intelligence improves operational efficiency besides facilitating competitive advantage. As an organization is a collection of business processes, operations in one business process do influence or have relationship with other business processes. Thus, from an operational intelligence standpoint, insights from one business process may have their genesis or implications in the performance of some other business process. This paper outlines an approach to aggregate multiple business processes multi-dimensional models to provide deeper analytic insights affecting such business processes. The paper illustrates the concepts through a prototype that is illustrated with Oracle SQL language.
Keywords: *Business Intelligence, Process Intelligence, Business Process, Oracle.*

Introduction

Business intelligence (BI) is a set of techniques that transform data into information to generate insights on business operations and competitive environment (Cody et. al, 2002; Dayal et. al, 2009; Olszak and Ziemba, 2007; Sharda et. al, 2013). While the role of BI in discovering new business opportunities has gained a lot of attention (Chen et. al, 2012; Olivia, 2009; Watson and Wixom 2007), the utilization of its concepts to enhance business process insights through business process or operational intelligence is evolving (Baars et. al, 2014; Kakhki and Palvia, 2016; Kaula, 2012; Kaula, 2018; Larson and Chang, 2016; Marjanovic, 2010; Richards et.al, 2019; Shollo and Galliers, 2016). Since organizations operate through inter-connected business processes, insights into their process performance through operational intelligence is essential to achieve business objectives, besides facilitating competitive advantage.

The traditional approach in BI is to first model data in a data warehouse in the form of multi-dimensional models through an analysis of business operations involving business activities or business processes (Ponniah, 2010). Thereafter, BI generates insights through online analytical processing (OLAP) with multi-dimensional models in the form of star schema or its variants (Kimball and Ross, 2002; Kimball et. al, 2008). Such analytics provide information on what combination of dimensional factors are associated with various performance measure values or its aggregations. Even though OLAP analytics are important as it allows an organization to make sense of data by providing insights into their business process operations, such insights are essentially a snapshot on some aspect of these operations.

As an organization is a collection of business processes, operations in one business process do impact or have relationship with other business processes. Consequently, from an operational intelligence standpoint, insights from one business process may also have their genesis or implications in the performance of some other business process. This can become evident if there is a logical sequencing of individual insights across

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business processes.

For example, consider three business processes like sales, customer service, and shipping that often exist in many businesses. Let's say the sales business process analytics generates an insight that indicates that during the third quarter, sales units are below the success metric in the eastern region primarily because sales of product X dropped in the eastern region. Now, the customer service business process analytics generates an insight that customer complaints have increased beyond a minimum threshold for product X also in the third quarter. Individually the shipping business process analytics also generate an insight that during the third quarter late deliveries went up for product X. By themselves these individual insights have limited scope. So, if shipping recognizes late deliveries of product X, they may not fully be aware that customers are complaining about product X due to late deliveries. Besides, customer complaints on one product may create a negative impression about other company product or services. Similarly, if customer service notices increased product X complaints it may pass it on to sales or other business process, but its impact on overall company sales may not be obvious till sales analytic insights emerges. But if these individual business process analytics are aggregated the scope of the problem affecting overall business performance becomes much clearer.

There have been attempts at operational intelligence in the form of process monitoring, process analysis, process discovery, conformance checking, prediction and optimizations (Castellanos et. al 2009; Grigori et. al 2004; Kaula, 2017). Besides, utilization of business rules for business process intelligence has also been explored (Arigliano et. al 2008; Debevoise, 2005; Kaula, 2012; Mircea and Andreescu, 2009). However, these approaches either tie business rules to measures that are defined a priori through existing policies without much emphasis on database analysis or outline business rules for specific performance metrics.

Technically OLAP analytics through constellation schema can pool in dimensions across one or more business areas. But when constellation schema is utilized, it may be difficult to know which business process or its activity is involved. Constellation schema in general is business process agnostic. Also, by not sharing the dimensions but including multiple business process analytics together in one schema it is possible to get an aggregated view of business performance across business processes.

This paper in nutshell will outline an approach to aggregate multiple business processes multi-dimensional models that ensures deeper analytic insights affecting business performance. The approach suggests a dimensional impact network as a guide to integrate business processes. The paper illustrates the approach through a prototype that is implemented in Oracle's SQL language. But, the implementation is not platform specific. The aggregated framework for handling analytics across multiple business processes is outlined next, followed by a prototype of its working.

Aggregated Business Processes Intelligence Approach

The aggregated operational intelligence approach relies on a dimensional impact network. This network associates various major business subjects with business processes. Consequently, business dimensions based on such business subjects will appear in the associated business processes. An example of dimensional impact network is shown in Figure 1 involving two subject areas Product and Customer.

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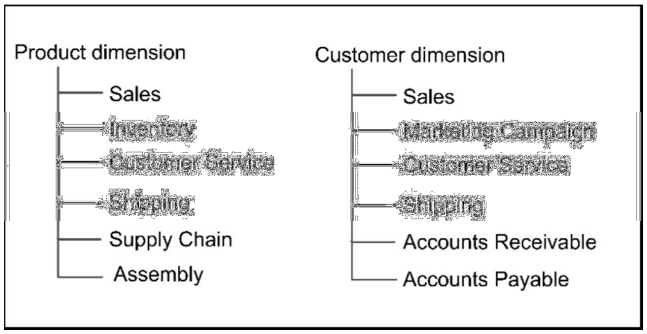

Figure 1. Dimensional Impact Network Example

Below the subject area dimension are listed the business processes wherein such dimensions may possibly exist. In many organizations there would be many business processes wherein their respective star schemas would have these subject areas as dimensions. So, if associated business process analytics are to be aggregated it is important to find common business processes across subject dimensions.

Figure 2 shows the technical framework that will combine the inter-connected individual business process star schemas. In this approach it is important that each business process has a star schema based on what constitutes their success metric.

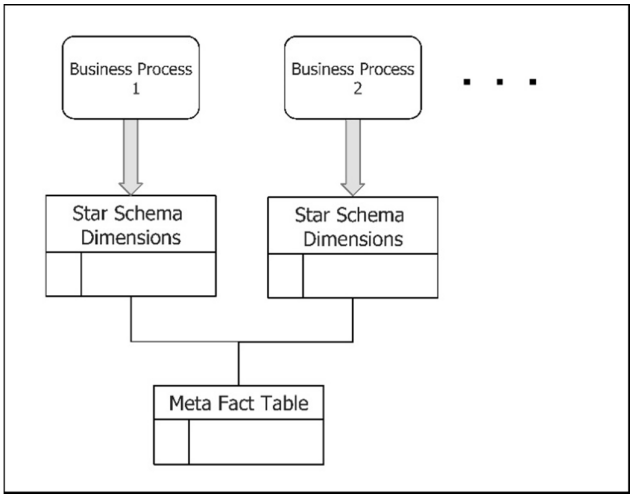

Figure 2. Integrated Business Process Intelligence Framework

In the above diagram the dimensions table of each business process would be separated. But the success metric of each business process (fact table) would be integrated into a broader Meta Fact table.

Aggregated Business Processes Intelligence Implementation

The aggregated framework implementation is demonstrated through a prototype that utilizes three hypothetical business processes: Sales, Customer Service, and Shipping. Their respective star schema structure and associated tables are outlined now. The dimensional impact network connects the three business processes. For the sake of simplicity, the number of dimensions and their structure is limited. The

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fact measure of the three star schemas is included in the integrated fact measure table.

Business Process Star Schema Structure

Sales business process star schema structure is shown in Figure 3. Its success metric (or the fact measure) is the number of units sold (SalesUnits). Customers (Sales_Customer), product (Sales_Product), and location (Sales_Location) are the dimensions. The table structure of the sales business process star schema dimensions is listed after Figure 3 from Table 1 to Table 3, while the fact measure is within the integrated fact measure in Table 11 (Part I).

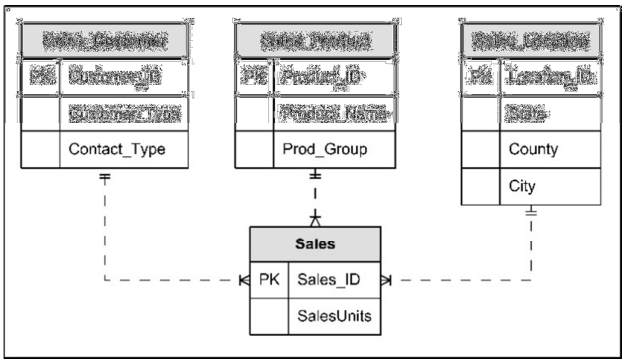

Figure 3. Sales Business Process Star Schema

Table 1. Sales_Customer

CUSTOMER_ID	CUSTOMER_TYPE	CONTACT_TYPE
101	Retail	Direct
102	Education	Indirect
103	Individual	Direct

Table 2. Sales_Product

PRODUCT_ID	PRODUCT_NAME	PROD_GROUP
1001	iPhone X	Mobile
1002	Galaxy S9	Mobile
1003	Galaxy S8	Mobile
1004	Surface Pro 6	Laptop
1005	Spectre x360	Laptop

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Table 3. Sales_Location

LOCATION_ID	STATE	COUNTY	CITY
101	MO	Pulaski	Rolla
102	MO	Webster	Kansas City
103	MO	Greene	Springfield

Customer service business process star schema structure is shown in Figure 4. Its success metric (or the fact measure) is the time duration of each call (Call_Length). Customers who initiate contact (Serv_Customer), product covered in the call (Serv_Product), and calls status over time (Serv_Call_Status) are the dimensions. The table structure of the customer service business process star schema dimensions are listed after Figure 4 from Table 4 to Table 6, while the fact measure is within the integrated fact measure in Table 11 (Part II).

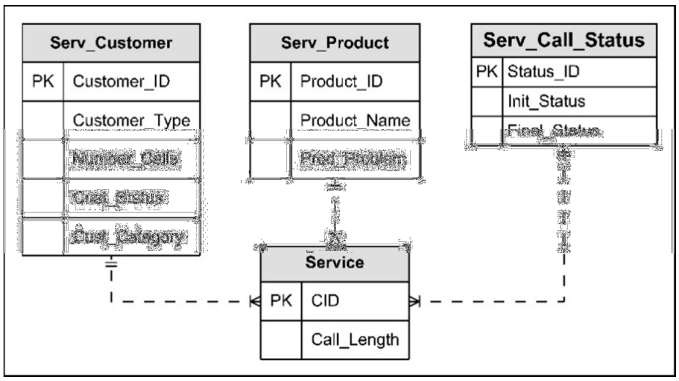

Figure 4. Customer Service Business Process Star Schema

Table 4. Serv_Customer

CUSTOMER_ID	CUSTOMER_TYPE	NUMBER_CALLS	CUST_STATUS	CUST_CATEGORY
101	Retail	10	Active	Upset
102	Education	2	Inactive	Normal
103	Individual	8	Active	Upset

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Table 5. Serv_Product

PRODUCT_ID	PRODUCT_NAME	PROD_PROBLEM
1001	iPhone X	Not Working
1002	Galaxy S9	Slow
1003	Galaxy S8	Slow
1004	Surface Pro 6	Technical
1005	Spectre x360	Technical

Table 6. Serv_Call_Status

STATUS_ID	INIT_STATUS	FINAL_STATUS
1001	Completed	
1002	Elevated	Completed
1003	Elevated	Pending

Shipping business process star schema structure is shown in Figure 5. Its success metric (or the fact measure) is the number of units shipped (Units_Shipped) and number of units delayed (Units_Delayed). Supplier of the product (Serv_Supplier), product that is being shipped (Ship_Product), shipping location (Ship_Location), and carrier for delivery (Ship_Delivery) are the dimensions. The table structure of the shipping business process star schema dimensions are listed after Figure 5 from Table 7 to Table 10, while the fact measure is within the integrated fact measure in Table 11 (Part III).

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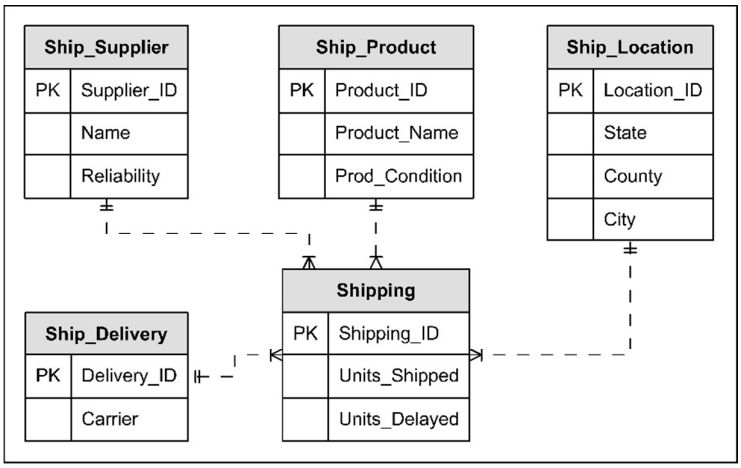

Figure 5. Shipping Business Process Star Schema

Table 7. Ship_Supplier

SUPPLIER_ID	NAME	RELIABILITY
1	Apple	Excellent
2	Samsung	Good
3	Microsoft	Excellent
4	HP	Good

Table 8. Ship_Product

PRODUCT_ID	PRODUCT_NAME	PROD_CONDITION
1001	iPhone X	Good
1002	Galaxy S9	Good
1003	Galaxy S8	Fair
1004	Surface Pro 6	Good
1005	Spectre x360	Fair

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Table 9. Ship_Location

LOCATION_ID	STATE	COUNTY	CITY
101	MO	Pulaski	Rolla
102	MO	Webster	Kansas City
103	MO	Greene	Springfield

Table 10. Ship_Delivery

DELIVERY_ID	CARRIER
1	UPS
2	FedEx
3	USPS

Table 11 (Part I). BP_Integ (Sales)

INTEG_ID	SL_SALESUNITS	SL_PRODUCT_ID	SL_LOCATION_ID	SL_CUSTOMER_ID
1	25	1001	101	101
2	15	1002	102	102
3	10	1003	103	103
4	10	1004	101	101
5	5	1005	101	101
6	20	1001	103	103
7	20	1002	102	101
8	10	1003	103	102
9	5	1004	101	102
10	30	1002	102	101

Table 11 (Part II). BP_Integ (Service)

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INTEG_ID	CS_CALL_LENGTH	CS_CUSTOMER_ID	CS_PRODUCT_ID	CS_STATUS_ID
1	5	101	1001	1001
2	2	101	1005	1003
3	10	103	1005	1003
4	4	101	1001	1001
5	2	103	1005	1002
6	5	101	1005	1002
7	5	101	1005	1003
8	10	103	1005	1002
9	8	101	1005	1002

Table 11 (Part III). BP_Integ (Shipping)

INTEG _ID	SH_UNITS _SHIPPED	SH_UNITS _DELAYED	SH_LOCATION _ID	SH_PRODUCT _ID	SH_SUPPLIER _ID	SH_DELIVERY _ID
1	5	0	102	1002	2	1
2	4	2	101	1005	4	3
3	5	3	101	1005	4	3
4	5	1	103	1004	3	2
5	3	2	102	1005	4	1
6	10	1	103	1001	1	2
7	5	2	102	1002	2	3
8	4	3	101	1005	4	2
9	2	0	103	1003	2	1
10	2	3	101	1005	4	3

In the prototype, sales business process analytics component is based on unit sales success metric. Unit sales

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below 6 are considered low. Unit sales above 6 are considered normal. The results of analytics in the form of combination of dimension factors with respect to the success metric are stored in analytic business rule table categorized with status as “low” or “normal”. The following example query yields low status.

```
select sales_product.product_name, sales_location.county, sales_customer.customer_type, sl_salesunits
from bp_integ, sales_product, sales_customer, sales_location
where bp_integ.sl_product_id = sales_product.product_id and
bp_integ.sl_customer_id = sales_customer.customer_id and
bp_integ.sl_location_id = sales_location.location_id and
sl_salesunits <= (select min(sl_salesunits) from bp_integ);
```

The query output is shown below in Table 12.

Table 12. Sales Business Process Performance

PRODUCT_NAME	COUNTY	CUSTOMER_TYPE	SL_SALESUNITS
Spectre x360	Pulaski	Retail	5
Surface Pro 6	Pulaski	Education	5

Customer service business process analytics component is based on the success metric of number of calls. More than 3 calls reflect deeper concern with the product and are categorized as high. Calls less than 3 are considered low. The results of analytics in the form of combination of dimension factors with respect to the success metric are stored in analytic business rule table categorized with status as “high” or “low”. The following example query yields high status.

```
select serv_product.product_name, serv_customer.customer_type, serv_call_status.init_status, count(*) as complaints_no
from bp_integ, serv_product, serv_customer, serv_call_status
where bp_integ.cs_product_id = serv_product.product_id and
bp_integ.cs_customer_id = serv_customer.customer_id and
bp_integ.cs_status_id = serv_call_status.status_id and
serv_call_status.init_status = 'Elevated'
group by serv_product.product_name,serv_customer.customer_type,serv_call_status.init_status
having count(*) >= 3;
```

The query output is shown in Table 13.

Table 13. Customer Service Business Process Performance

PRODUCT_NAME	CUSTOMER_TYPE	INIT_STATUS	COMPLAINTS_NO
Spectre x360	Retail	Elevated	4

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Shipping business process analytics component is based on the success metric of shipping delays. If there are more than 3 delays in product shipment it reflects deeper concern with shipment and categorized as high. Delivery less than 3 are considered low. The results of analytics in the form of combination of dimension factors with respect to the success metric are stored in analytic business rule table categorized with status as "high" or "low". The following example query yields high status.

```
select ship_delivery.carrier, ship_location.county, ship_product.product_name, ship_supplier.name, sum(sh_units_delayed) as delayed_no
from bp_integ, ship_delivery, ship_location, ship_product, ship_supplier
where bp_integ.sh_product_id = ship_product.product_id and
bp_integ.sh_delivery_id = ship_delivery.delivery_id and
bp_integ.sh_location_id = ship_location.location_id and
bp_integ.sh_supplier_id = ship_supplier.supplier_id
group by carrier,county, product_name,name
having sum(sh_units_delayed) > 2;
```

The query output is shown in Table 14.

Table 14. Shipping Business Process Performance

CARRIER	COUNTY	PRODUCT_NAME	NAME	DELAYED_NO
FedEx	Pulaski	Spectre x360	HP	3
USPS	Pulaski	Spectre x360	HP	8

So now if one looks at the query output of Table 12, Table 13, and Table 14 it is possible to draw inferences from the three business processes operations as follows:

Sales low at Location Pulaski for Product Spectre x360
Complaints high because Product Spectre x360
Shipping Delay high for Product Spectre x360 for Location Pulaski

In other words, the prototype provides an inferencing sequence that suggests that the sales of product Spectre x360 are low and the product has more complaints due to shipping delays. Accordingly, the shipping business process activity associated with the product and its supplier needs to be investigated for solution and performance improvement.

Conclusions

This paper proposes aggregation of insights offered by individual business process analytics that goes beyond traditional business process analytics. Such deeper insights in the form of offering the ability to view analytical inferences across multiple business processes together provides a richer assessment on the direction of business performance thereby making an organization more effective and competitive. Further

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research is ongoing to enhance the approach by extending the the ability to facilitate querying of dimensions across other business processes fact measures and its implications.

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CRYPTOCURRENCY ADOPTION AND INVESTMENT DECISION: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

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Abstract

The advent of digital technology has precipitated a paradigm shift in the realm of finance, wherein cryptocurrencies have emerged as a catalyst for profound transformation within the global financial milieu Vietnam, renowned for its swiftly expanding economy and thriving digital market, has undergone a noticeable transformation in its financial landscape as a result of the widespread adoption of digital assets. The present study's purpose is to build a research framework for investigating the factors affecting Cryptocurrency Adoption and Investment Decisions and the mediating effect of Customer Satisfaction on the association between Cryptocurrency Adoption and Investment Decisions. Designed questionnaires will be distributed to cryptocurrency users including cryptocurrency traders and investors, customers of cryptocurrency exchanges, cryptocurrency enthusiasts. Online survey will be conducted to gather the necessary data. The collected data will then be processed using SPSS and Smart PLS to reach the objectives of the study. It is expected that the study results will offer vital guidance for stakeholders, policymakers, shedding light on the trajectory of cryptocurrencies in Vietnam's digital market.

Keywords: *Customer Satisfaction, Adoption, Investment Decisions, Cryptocurrency.*

Introduction

The rise of cryptocurrencies is considered one of the paramount financial evolutions of this century. Since Nakamoto (2008) introduced Bitcoin, the cryptocurrency sphere has grown exponentially, profoundly influencing traditional finance models worldwide (Tapscott & Tapscott, 2016). According to Peters et al. (2015), Bitcoin operates in a decentralized manner, eliminating the necessity for intermediaries in electronic transactions. It functions independently of a central bank or any singular governing entity responsible for regulating monetary policy.

Vietnam, witnessing swift digital and economic advancements (Pham & Nguyen, 2020), has been embracing the ongoing digital currency revolution. With its unique socio-economic make-up, understanding Vietnam's cryptocurrency assimilation dynamics is essential (Nguyen & Tran, 2019). Huyen (2018) pointed out the benefits and drawbacks of Bitcoin, as well as the global landscape of Bitcoin management associated with its adoption and use in Vietnam. However, the integration of cryptocurrencies into mainstream finance comes with challenges like volatility, regulatory ambiguities, and fluctuating public perception (Catalini & Gans, 2016). The intricate relationship of determinants like Social Influence, Transparency, Price Value, Cryptocurrency Knowledge, and Attitudinal Aspects, especially in emerging markets like Vietnam,

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necessitates thorough investigation.

The advent of cryptocurrencies within the global financial domain marks a significant 21st-century development, influencing not just monetary systems but also the structure of socio-economic engagements (Yermack, 2013). Polasik et al. (2015) posited that the rise of cryptocurrencies would positively impact the e-commerce sector. Western countries, known for their advanced infrastructure and adaptable regulatory frameworks, lead in cryptocurrency research and implementation (Böhme et al., 2015).

Vietnam, with its youthful demographic and rapid digital technology integration, presents varied elements that could either foster or hinder cryptocurrency adoption (Do & Truong, 2019). However, despite evident opportunities and challenges, a thorough academic focus on the Vietnamese scenario remains absent.

Although some studies have touched upon the effects of factors like social influences and transparency on cryptocurrency perceptions (Griffin & Shams, 2020), a holistic grasp of the intricate relationships between these elements, "Customer Satisfaction", and their ramifications on acceptance and investment remains elusive. The significance of "Customer Satisfaction" in shaping market behaviors and consumer choices is well-recognized in traditional marketplaces (Oliver, 1999). Miraz and Ali (2018) suggested that given the increasing interest in the Internet of Things (IoT), the cryptocurrency future seems bright. Highlighting the importance and workings of cryptocurrencies, especially in economies like Vietnam, is both timely and intricate.

The study mainly concentrates on reaching the following objectives.

- To examine the factors effecting customer satisfaction with cryptocurrency investment.
- To examine the effects of customer satisfaction on cryptocurrency adoption and investment decisions of individual investors.
- To examine the role of customer satisfaction in mediating the relationship between cryptocurrency adoption and investment decisions.

Literature Review

Related Theory

Diffusion of Innovations Theory (DoIT)

The Diffusion of Innovations Theory (DoIT), which was first proposed by Rogers (1962), has been widely utilized as a complete framework for comprehending the dissemination of novel technology within civilizations. At the core of this theory lies the notion that the adoption of innovations occurs at varying rates among distinct sectors of a community, which is influenced by a multitude of factors, including the perceived characteristics of the invention and the communication channels utilized.

The Diffusion of Innovations Theory (DoIT), which has a strong foundation in comprehending patterns of technological adoption, offers a comprehensive framework for examining and forecasting the progression of cryptocurrency acceptance.

The Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) has been widely utilized in academic research to gain insights into the factors influencing user adoption and acceptance of various technologies. The versatility of the subject under consideration renders it suitable for the comprehensive examination of the diverse landscape of cryptocurrency adoption.

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The UTAUT framework was established by Venkatesh et al. (2003) with the aim of integrating components from eight existing models on technology adoption. These models include influential theories such as the Theory of Reasoned Action and the Technology Acceptance Model (Venkatesh et al. 2003). The core determinants of intention and usage, as identified by UTAUT are relevant to price value (PV), cryptocurrency knowledge (KC), social influences (SI), transparency (TR) and certain attitudinal aspects (AT).

Drawing upon the UTAUT framework as a foundation, it is conceivable to postulate that the factors influencing the acceptance and usage of cryptocurrencies can be influenced by the level of customer satisfaction (CS). The degree to which these determinants correspond with user expectations and experiences directly influences their level of satisfaction. Enhanced satisfaction has the potential to exert a beneficial impact on adoption (AD) and subsequently shape investment decisions (ID).

Technology Acceptance, Expectancy-Disconfirmation Theory, And Adoption Theories

The field of technological acceptability has experienced a notable transformation, marked by the implementation of rigorous frameworks that assess societal perspectives on emerging technologies. The influential Technology Acceptance Model (TAM) (Davis, 1989), for instance, elucidated the impact of individuals' perceptions of technology on their acceptance behaviours. Several supplementary theories, like the Theory of Planned Behaviour (TPB) (Ajzen, 1991) and the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1977), have also endeavoured to elucidate this intricate association. However, in order to have a thorough finding, the UTAUT framework (Venkatesh, Morris, Davis, & Davis, 2003) incorporated crucial components from these diverse paradigms, hence offering a consolidated viewpoint on the phenomenon.

Hypothesis Development

Social Influence and Customer Satisfaction

Social influence is a phenomenon that is frequently defined by the impact that the viewpoints or actions of peers and society can exert on an individual's choices and behaviours (Ajzen, 1991). Within the realm of cryptocurrency, the concept of social impact encompasses the perceptions and interactions of individuals and communities towards digital currencies. Hence, should a considerable segment of an individual's social network embrace or express positive sentiments towards this digital asset, it might have a notable influence on their levels of satisfaction when interacting with it.

Research of Quang & Vuong (2002) indicated that in areas characterised by a pronounced sense of collectivism, such as Vietnam, the impact of social influence on individual decision-making regarding novel financial practises is substantial. In certain cultural contexts, the emergence of positive feedback loops can be observed, whereby the acceptance of cryptocurrencies and the satisfaction derived from it within one's social circle contribute to an individual's own contentment.

The influence of digitization in the nation has been heightened, especially with regards to urban youths who engage in active discussions and investments in cryptocurrencies (Tan, Truong, & Do, 2021). In the cryptocurrency context, the satisfaction of individuals with this kind of currency transactions can be strongly influenced by the attitudes and actions of their peers, particularly in communities and networks.

Hypothesis 1: A higher level of social influence related to cryptocurrency will be positively associated with higher levels of customer satisfaction

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Transparency and Customer Satisfaction

The concept of transparency in financial sectors frequently pertains to the level of clarity and comprehensibility exhibited by transactional operations and the overall integrity of the system (Davis, 1989). The trust levels of cryptocurrency users are likely to be positively correlated with their perceptions of transaction transparency, as cryptocurrency primarily functions on a blockchain, which is a transparent ledger system.

Reforms targeting more transparency and trust have been implemented in Vietnam's banking sector (Sang, 2016). Transparency in transactions assumes fundamental significance in light of the incipient state of cryptocurrency within the region and the government's prudent stance. Ko, Lee, & Ryu (2018) showed that the advent of blockchain technology as the foundation for cryptocurrencies has brought forth a remarkable degree of transparency, wherein each transaction can be verified by any user. Transparency has a crucial role in addressing skepticism and building trust, especially in emerging economies such as Vietnam, where novel financial institutions are met with apprehension. By providing clear and accessible information, transparency can effectively assuage worries and ultimately enhance consumer satisfaction (Davis, 1989).

Hypothesis 2: Increased transparency in cryptocurrency operations will lead to elevated levels of customer satisfaction

Price Value and Customer Satisfaction

Price value refers to the subjective financial benefit that an individual assigns to a particular product or service (Davis, Bagozzi, & Warshaw, 1992). The fluctuating characteristics of cryptocurrencies contribute to the significant impact that perceptions of its monetary value might have on levels of satisfaction. Individuals who hold the belief that their investments in digital currency provide them with significant value, whether in terms of financial growth, stability, or utility, are more likely to experience higher levels of contentment.

The Vietnamese people, particularly the middle class, demonstrates a growing ability to make purchases and manage their finances effectively (Le, Vu, Du, & Tran, 2018). The user's evaluation of the monetary worth of investments, encompassing cryptocurrencies as well, is contingent upon both immediate profitability and enduring financial security. The satisfaction levels of individuals can be considerably influenced by the perceived financial usefulness obtained from cryptocurrencies, due to its inherently volatile character.

Hypothesis 3: A positive perception of the price value of cryptocurrency will be strongly correlated with higher customer satisfaction

Attitude and Customer Satisfaction

Attitudinal aspects refer to the internal beliefs, trust, and individual sentiments that individuals hold towards a particular product or system (Fishbein & Ajzen, 1977). In the domain of cryptocurrencies, individual attitudes can exert a substantial impact on the level of satisfaction experienced. Individuals that possess a favorable inclination towards digital currencies, based on their inherent advantages or potential, are likely to experience greater satisfaction.

The Vietnamese younger generation is widely recognized for their adeptness in technology and their willingness to embrace innovative financial systems (Agarwal & Chintamani, 2016). The contentment of individuals can be significantly influenced by their perspectives on cryptocurrencies, which are influenced

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by a combination of technical optimism and the inherent dangers involved with such projects. In the context of economies that are through a transition towards digital platforms, Rathore (2016) posits that a favourable attitude towards technological advancements might have a notable impact on the level of satisfaction experienced when engaging with cryptocurrencies.

Hypothesis 4: A more favorable attitude (AT) towards cryptocurrency will predict enhanced levels of customer satisfaction (CS

Cryptocurrency Knowledge and Customer Satisfaction

The acquisition of knowledge and comprehension frequently serves to mitigate apprehensions and misunderstandings, particularly within intricate realms such as cryptocurrencies (Venkatesh, Morris, Davis, & Davis, 2003). According to Prasad and Heales (2010), having a comprehensive understanding of the mechanics and market dynamics of cryptocurrencies is associated with having more realistic expectations and, as a result, experiencing enhanced satisfaction outcomes.

Considering the fact that cryptocurrency is still a relatively new and unfamiliar idea in Vietnam, the distribution of knowledge becomes of utmost importance (Vu, 2022). Cryptocurrency, characterized by its intricate foundations, has no divergence in this regard. In emerging economies such as Vietnam, where there is a growing number of the digital currency education programs, the significance of knowledge assumes greater prominence (Nam, 2023).

Hypothesis 5: Greater knowledge about cryptocurrency will be associated with increased levels of customer satisfaction.

Customer Satisfaction and Adoption

Customer satisfaction (CS) has held a significant influence in the evaluation and adoption of emerging technologies. In the realm of cryptocurrencies, user satisfaction plays a pivotal role in shaping their propensity to adopt and use the technology. Positive experiences, which mitigate perceived risks often associated with unfamiliar technologies, can lead to increased user satisfaction (Davis, 1989). Furthermore, several studies have indicated a strong positive relationship between intrinsic motivation to use technology and perceptions of its ease of use and utility (Agarwal & Prasad (1999), Shroff & Keyes (2017), Housand & Housand (2012)). Such insights suggest that offering users pleasurable experiences that simplify complex processes can substantially boost adoption rates.

Hypothesis 6: Customer satisfaction positively affects the adoption of cryptocurrency

Customer Satisfaction and Investment Decision

Customer satisfaction holds significant importance within the complex environment of financial markets. Domains characterized by volatility, such as the cryptocurrency market, exhibit uncertain environments in which the pursuit of happiness serves as a guiding principle for both inexperienced and experienced investors. Szymanski & Henard (2001) indicated that When users experience contentment with their investment results and see the platform as being responsive to their requirements, they tend to develop a sense of security and a greater inclination to engage in investing activities. Various studies have emphasized the favorable impact of customer satisfaction in terms of not only encouraging an initial financial commitment but also influencing future investment approaches. This influence prompts users to delve into a wide range of cryptocurrency assets (Fornell & Wernerfelt, 1987).

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Hypothesis 7: Customer satisfaction positively affects the investment decisions (ID) in cryptocurrency

Customer Satisfaction and Adoption

The adoption process is undeniably influenced by various independent variables, including SI, TR, PV, AD, and CK. Nevertheless, the impact of these factors may be indirect, as evidenced by their transmission through the field of customer satisfaction (CS) (Preacher & Hayes, 2008). For example, Venkatesh and Davis (2000) demonstrated that Social Influence (SI) can facilitate the adoption of technology through a dual mechanism. Firstly, SI directly endorses the technology, and secondly, it indirectly enhances CS, which subsequently impacts the adoption process.

In a similar vein, the enhancement of transparency in cryptocurrency operations serves to foster confidence and pleasure among users, hence driving the widespread use of this technology (Welch, Hinnant, & Moon, 2005). The significance of PV should not be underestimated, as Kim, Mirusmonov, and Lee (2010) point out that the belief an individual is obtaining substantial worth for their investment can result in a high customer satisfaction, hence promoting the acceptance and use of a product or service.

The acceptability of a technology is inevitably influenced by prevailing attitudes. Positive attitudes, which are reinforced by positive experiences, play a crucial role in facilitating increased rates of adoption (Fishbein & Ajzen, 1977). Furthermore, the level of understanding and awareness surrounding a cryptocurrency has an indirect impact on its rates of adoption. Al-Somali, Gholami, and Clegg (2009) found that as users acquire more knowledge and experience reduced uncertainties, their happiness levels tend to increase, thereby facilitating the process of adoption.

H8A. Customer satisfaction mediates the relationship between social influence and cryptocurrency adoption.

H8B. Customer satisfaction mediates the relationship between transaction and cryptocurrency adoption.

H8C. Customer satisfaction mediates the relationship between price value and cryptocurrency adoption.

H8D. Customer satisfaction mediates the relationship between attitude and cryptocurrency adoption.

H8E. Customer satisfaction mediates the relationship cryptocurrency knowledge between and cryptocurrency adoption.

Customer Satisfaction and Investment Decision

The decision-making process regarding investments in the cryptocurrency industry is typically influenced by several factors such as social influence (SI), transparency (TR), price value (PV), attitude (AT), and crypto knowledge (CK). In this context, Baron and Kenny (1986) observed that observed that customer satisfaction (CS) plays a significant role in mediating these influences.

Cranor, Reagle, and Ackerman (2000) suggested that the implementation of transparent processes within cryptocurrency platforms has the potential to enhance investor trust. This, in conjunction with increased satisfaction, can result in positive investment outcomes. Moreover, Sweeney and Soutar (2001) found that the influence of price value, particularly when seen as beneficial, can have a substantial impact on an investor's decision-making process. The link is frequently facilitated by customer satisfaction (CS). Likewise, Taylor and Todd (1995) argued that the optimistic perspective of an investor towards bitcoin, in conjunction with a high customer satisfaction, leads to enhanced decision-making in terms of information acquisition and strategic investment selection.

Furthermore, Gefen, Karahanna, and Straub (2003) have underscored the significance of possessing

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knowledge regarding cryptocurrencies, particularly within a multifaceted and constantly expanding sector. The authors proposed that investors who possess a thorough comprehension and exhibit elevated levels of satisfaction are more inclined to make educated and beneficial investment decisions.

H9A. Customer satisfaction mediates the relationship between social influence and investment decision.

H9B. Customer satisfaction mediates the relationship between transaction and investment decision.

H9C. Customer satisfaction mediates the relationship between price value and investment decision.

H9D. Customer satisfaction mediates the relationship between attitude and investment decision.

H9E. Customer satisfaction mediates the relationship between cryptocurrency knowledge and investment decision.

Research Methodology

Research Design

This study utilizes a quantitative research approach to examine the hypotheses. The research methodology employed in this study focuses on the utilization of Multiple Linear Regression (MLR), a statistical method that enables the examination of the correlation between a single dependent variable and multiple independent variables (Hair, 2009). The study will employ MLR analysis to examine the relationship between Social Influence (SI), Transparency (TR), Price Value (PV), Attitude (AT), and Cryptocurrency Knowledge (CK) on Customer Satisfaction (CS) in the Vietnamese cryptocurrency market. Additionally, the study will investigate the following effects of Customer Satisfaction (CS) on Adoption (AD) and Investment Decision (ID) (Nunnally, 1975).

Variable Measurement

To measure both independent and dependent variables, the present study utilizes the measurement items developed by other researchers. Especially, Social Influence is measured by the items developed by Venkatesh, Morris, Davis, and Davis (2003). Price Value is assessed by the items from Zeithaml (1988) and supplemented by additional insights from Lamon et al. (2017). Attitude is evaluated by the items adapted from Moore and Christin (2013), Glaser et al. (2014), and Gagarina et al. (2019). Transparency is assessed by the items from Zohar (2015). Cryptocurrency Knowledge is measured by the items adapted from Chen et al. (2016), V. Kumar et al. (2007), Liu et al. (2014), and McKnight, Venkatesh et al. (2016). Adoption is evaluated by the scale designed by Chen et al. (2016), V. Kumar et al. (2007), Liu et al. (2014), and McKnight, Venkatesh et al. (2016).

Data Collection and Process

Target respondents of the study encompass a broad and representative sample of cryptocurrency users like cryptocurrency traders and investors, customers of cryptocurrency exchanges, cryptocurrency enthusiasts.

To gather the necessary data, an online survey will be conducted. The study used a prior standardized questionnaire to ensure a full and accurate assessment and recognition. The utilization of online platforms for the distribution of questionnaires increases the scope and availability to different demographic segments, hence guaranteeing a full understanding of user experiences and perceptions within the Vietnamese market (Dillman, Smyth, & Christian, 2014). Target respondents will provide their comments using a 5-point Likert scale (Likert, 1932), which allows them to indicate their degree of agreement or disagreement. This

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approach provides detailed insights into the respondents' perceptions and opinions.

Multiple Linear Regression (MLR) in SPSS will be used to analyze data and understand the complex mechanisms behind cryptocurrency acceptance. A 5-point Likert scale will measure each variable, which will be assessed with many items (Likert, 1932). This scale usually ranges from "Strongly Disagree" to "Strongly Agree" to capture respondents' complex views.

The accuracy of data is crucial. Data will be filtered after collection. The exploratory phase will begin with descriptive statistics like mean, standard deviation, and variance for each variable. Performing a correlation analysis will help identify relevant links and ensure that the MLR model is based on solid empirical evidence.

Parameters like R-squared can reveal how well the model accounts for data variation. Besides, F-tests can show model significance. Additionally, coefficient t-tests will evaluate predictor significance. All potential discrepancies or invalid assumptions will be recorded, ensuring transparency.

Conclusion

In general, the current study attempts to design a research model for investigating the complex relationship among various crucial factors that impact the adoption and investment patterns related to cryptocurrency. Through a thorough analysis of the various factors such as Social Influences, Transparency, Price Value, Attitude, and Cryptocurrency Knowledge, this research has shed light on the intricate mechanisms by which individuals navigate the intricate realm of digital currencies, ultimately shaping their level of Customer Satisfaction. Moreover, the examination of the manner in which Customer Satisfaction serves as a mediator in the association between these factors and Adoption and Investment Decisions represents a significant contribution to the existing body of scholarly work.

It is expected that the study will provide valuable insights not only for the academic community but also for policymakers, financial practitioners, and stakeholders in the cryptocurrency industry. Particularly, the discoveries and suggestions outlined in this study will be presented for future investigations, promoting better-informed and strategic decision-making processes in the continuously developing field of cryptocurrency.

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ACQUISITION OF EMPOWERMENT OPPORTUNITIES IS FAVOURABLE FOR WOMEN IN ALL COMMUNITIES

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Abstract

The women primarily belonging to deprived, marginalized and underprivileged sections of the society are experiencing various types of problems and challenges. These are proving to be impediments within the course of achievement of desired goals and objectives and leading to up-gradation of one's overall quality of lives. These women aspire to obtain empowerment opportunities. They should be encouraged to get engaged in tasks and activities that would lead to their empowerment. When the women are provided with the opportunities to acquire education, get engaged in various types of employment opportunities and enhance their career prospects, they will be able to render a significant contribution in acquisition of empowerment opportunities. These will contribute significantly in bringing about improvements in the overall personality traits. They will augment their skills and abilities. The various types of skills and abilities need to be utilized in the personal and professional lives of the individuals. Hence, women need to be supported by family and community members to acquire empowerment opportunities. Therefore, one is able to understand on a comprehensive basis that acquisition of empowerment opportunities is favourable for women in all communities. The main concepts that are taken into account in this research paper are, understanding the meaning and significance of empowerment opportunities, factors taken into account in encouragement of empowerment opportunities among women and factors highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities.

Keywords: *Activities, Disadvantaged Communities, Education, Employment Opportunities, Empowerment Opportunities, Knowledge, Progression*

In India, more than 70 percent of the population resides in rural areas. In rural communities, in some households, the birth of the girls is not appreciated. In other words, more preference is given to the male members. It is believed that girls are liabilities. They will make demands and will not yield any returns on investment. On the other hand, the birth of the male children is appreciated. They are enrolled in schools. It is believed, when they will acquire education, they will be able to make use of their educational qualifications, competencies and abilities in promoting well-being of their families and communities. The girls from the stage of early childhood are trained in terms of implementation of household responsibilities and taking care of the needs and requirements of family members. But in the present existence, with advancements taking place and with the advent of modernization and globalization, there have been transformations taking place in the individuals (Creative Empowerment Opportunities, 2021). They are appreciating the birth of the girls and are encouraging them to participate in tasks and activities that would lead to their empowerment. Therefore, in all communities throughout the country, women and girls should be encouraged towards acquisition of empowerment opportunities.

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Education is the instrument, which not only imparts information among individuals, not only in terms of academic concepts and lesson plans, but also in terms of factors that would enable them to become good human beings. In educational institutions of all levels, the instructors are to make use of teaching-learning methods, teaching-learning materials and instructional strategies in an adequate manner. They should have the main aim of promoting student learning and helping them to understand the ways that are necessary to lead to enrichment of their overall qualities of lives (We Empower Youth in Myanmar, 2021). Acquiring employment opportunities is regarded as one of the primary aims of the individuals. The individuals get engaged in different types of employment opportunities in accordance to their educational qualifications, competencies and abilities. They are not only generating a source of income, but also making use of their educational qualifications, skills and capabilities to promote well-being of the community members as well. The women and girls are encouraged towards acquisition of education and employment opportunities. Therefore, these are regarded as vital ways of acquisition of empowerment opportunities.

The women and girls are encouraged towards participation in various types of social, cultural, religious, economic and political activities. These activities prove to be beneficial to them to a major extent. They are able to hone communication skills and interactive abilities. Furthermore, they are able to augment their confidence levels and overcome introversion and vulnerability. In participating in these activities, one needs to be informative in terms of various factors. The communication processes will enable the individuals to augment their information in terms of various methods and approaches. The possession of adequate knowledge will enable the women to acquire empowerment opportunities. The augmentation of knowledge takes place through communication with others and conducting research through various sources. The various sources that are utilized are, books, articles, reports, projects, other reading materials, technologies and internet. These are normally utilized in generating information in terms of various concepts and factors. Therefore, participation in various types of social, cultural, religious, economic and political activities and possession of adequate knowledge will enable women and girls to acquire empowerment opportunities.

In the lives of women and girls, they need to be encouraged towards implementation of the decision making processes. In this case, one needs to conduct an analysis of the alternatives. After the analysis is conducted, one has to make selection of the most suitable alternative, which is regarded as effectual and beneficial. Within households in all communities, in educational institutions of all levels and in various types of employment settings, the women and girls should be provided with the opportunities to implement the decision making processes. The women and girls are required to experience various types of problems in their personal and professional lives. These are experienced in a major or in a minor form. The individuals need to provide solutions to them and prevent them from assuming a major form. The women and girls should be provided with the opportunities to provide solutions to them in a satisfactory manner. When the problems are complicated, they should be given support and help by the other individuals. Therefore, implementation of the decision making processes and augmenting problem-solving skills are the factors that facilitate acquisition of empowerment opportunities among women and girls.

Understanding the Meaning and Significance of Empowerment Opportunities

In the acquisition of empowerment opportunities, the various aspects that need to be taken into account

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by women are, making wise and productive decisions; implementing time management skills; managing resources in a satisfactory manner; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; creating an amiable working environment; making provision of infrastructure, amenities and facilities; promoting teamwork; forming cordial and sociable terms and relationships with others; providing solutions to various types of problems in a satisfactory manner and possessing an approachable nature and an amiable attitude. When women are well-equipped in terms of these factors, they will contribute significantly in acquisition of empowerment opportunities. The women, belonging to all communities, categories and backgrounds need to put emphasis upon up-gradation of these factors. Furthermore, they need to possess the strong determination towards acquisition of empowerment opportunities. Therefore, when these factors prove to be meaningful in acquisition of empowerment opportunities, the women will be able to acquire an efficient understanding of their meaning and significance.

When women are wholeheartedly determined towards achievement of desired goals and objectives and leading to up-gradation of their overall quality of lives, they need to pay attention towards augmentation of knowledge, skills and abilities. They may enhance them on their own or through obtaining support and help from others. The other individuals are family and community members. In rural communities, the individuals should reinforce the viewpoint that women can also render an important contribution in promoting well-being of their families and communities, provided, they are given opportunities to do so. They should be encouraged to participate in various types of tasks and activities that would lead to their empowerment. Hence, in all communities throughout the country, women and girls should be encouraged by their family as well as community members towards acquisition of empowerment opportunities. Therefore, it is understood on a comprehensive basis, when they will acquire empowerment opportunities, they will be able to acquire an efficient understanding of their meaning and significance.

Factors taken into account in Encouragement of Empowerment Opportunities among Women

In all communities, the individuals are different from each other in terms of various factors, i.e. caste, creed, race, religion, ethnicity, age groups, gender, educational qualifications, occupations, personality traits, cultures, communities, categories and backgrounds. When they are wholeheartedly determined towards achievement of desired goals and objectives and leading to up-gradation of their overall quality of lives, they need to provide equal rights and opportunities to women as well. The individuals need to possess the viewpoint that women and girls can also render an important contribution in promoting well-being of their families and communities. They need to be given the opportunities to do so (Provide Education to Marginalized Youth in Nepal, n.d.). In all communities, women should be provided with equal rights and opportunities as their male counterparts. In this manner, the women will not only be able to acquire empowerment opportunities, but they are able to promote good health and well-being, physically as well as psychologically. Factors taken into account in encouragement of empowerment opportunities among women are stated as follows:

Acquisition of Education

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Education is the instrument, which not only imparts information among individuals, in terms of academic concepts and lesson plans, but also in terms of factors that would enable them to become good human beings. Furthermore, the individuals are encouraged towards emerging into productive citizens of the country. In educational institutions of all levels, the instructors are to make use of teaching-learning methods, teaching-learning materials and instructional strategies in an adequate manner. They should have the main aim of promoting student learning and helping them to understand the ways that are necessary in leading to enrichment of their overall qualities of lives. In rural schools as well, one needs to put in efforts to lead to up-gradation of the overall system of education. Hence, when women will be encouraged towards acquisition of education, they will contribute significantly towards attainment of empowerment opportunities. Therefore, acquisition of education is a crucial factor taken into account in encouragement of empowerment opportunities among women.

Participation in Employment Opportunities

Acquiring employment opportunities is regarded as one of the primary aims of the individuals, belonging to all communities. The individuals get engaged in different types of employment opportunities in accordance to their educational qualifications, competencies and abilities. They are not only generating a source of income, but also making use of their educational qualifications, skills and capabilities to promote well-being of the community members as well. The women should be encouraged towards acquisition of employment opportunities. When they participate in various types of employment opportunities, the income that will be generated by them will make them less dependent on others. In other words, they will be able to gain self-sufficiency. Furthermore, the women will be able to augment their knowledge and understanding in terms of various subjects and lead to up-gradation of their personality traits. Hence, various types of employment opportunities will prove to be beneficial to women on a comprehensive basis. Therefore, participation in employment opportunities is a significant factor taken into account in encouragement of empowerment opportunities among women.

Participation in various types of Social, Cultural, Religious, Economic and Political Activities

The women and girls are encouraged towards participation in various types of social, cultural, religious, economic and political activities. These activities prove to be beneficial to them in leading to up-gradation of one's overall standards of living. They are able to hone communication skills and interactive abilities. Furthermore, they are able to augment their confidence levels and overcome introversion and vulnerability. When the individuals are participating in these activities, they are not only augmenting their knowledge, competencies and abilities, but they are also leading to up-gradation of their overall personality traits. In participating in these activities, one needs to be informative in terms of various factors. The communication processes will enable the individuals to augment their information in terms of various types of methods and approaches. When the individuals are rendering an important contribution in these activities, they will have to be informative. Therefore, participation in various types of social, cultural, religious, economic and political activities is a vital factor taken into account in encouragement of empowerment opportunities among women.

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Possession of adequate Knowledge

The possession of adequate knowledge will enable the women to acquire empowerment opportunities. The augmentation of knowledge takes place through communication with others and conducting research through various sources. The various sources that are utilized are, books, articles, reports, projects, other reading materials, technologies and internet. These are normally utilized in generating information in terms of various concepts and factors. The women, belonging to deprived, marginalized and economically weaker sections of the society usually possess low literacy skills or no literacy skills. In most cases, they are not aware in terms of methods and approaches that would render a significant contribution in leading to their empowerment. But in the present existence, the rate of literacy is increasing among them. When they are engaged in any tasks or activities that would lead to their empowerment, they need to possess adequate knowledge. This will facilitate in adequate implementation of job duties and generation of desired outcomes. Therefore, possession of adequate knowledge is an indispensable factor taken into account in encouragement of empowerment opportunities among women.

Implementation of the Decision Making Processes

In the lives of women and girls, they need to be encouraged towards implementation of the decision making processes. In this case, one needs to conduct an analysis of the alternatives. After the analysis is conducted, one has to make selection of the most suitable alternative, which is regarded as effectual and beneficial. Within households in all communities, in educational institutions of all levels and in various types of employment settings, the women and girls should be provided with the opportunities to implement the decision making processes. They have their goals and objectives. Hence, when they are provided with the opportunities to make wise decisions, they will be able to benefit to a major extent. In the implementation of this task in a satisfactory manner, they need to possess adequate knowledge in terms of methods and approaches. This will facilitate in implementation of job duties, generation of desired outcomes and progression. Therefore, implementation of the decision making processes is a meaningful factor taken into account in encouragement of empowerment opportunities among women.

Augmenting Problem-Solving Skills

The women and girls are required to experience various types of problems in their personal and professional lives. These are experienced in a major or in a minor form. The individuals need to provide solutions to them and prevent them from assuming a major form. The women and girls should be provided with the opportunities to provide solutions to them in a satisfactory manner. When the problems are complicated, they should be given support and help by the other individuals. These individuals are the ones within as well as outside the homes. Within the course of pursuance of education and participation in various types of employment opportunities, the instructors, supervisors, employers, classmates, and colleagues are the individuals, who need to pay attention towards up-gradation of problem-solving skills. One of the important aspects that needs to be taken into account is, the various types of problems should not prove to be impediments within the course of achievement of desired goals. Therefore, augmenting problem-solving

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skills is a noteworthy factor taken into account in encouragement of empowerment opportunities among women.

Providing different Types of Opportunities

Within homes, within the course of pursuance of education and participation in various types of employment opportunities, the parents, instructors, supervisors, and employers need to make provision of different types of opportunities to women. They need to be encouraged towards up-gradation of competencies and abilities. The different types of opportunities are, implementation of the decision making processes; augmenting problem-solving skills; augmenting analytical, critical thinking and creative skills; putting into practice leadership functions; providing opportunities to give presentations; carrying out projects and assignments in groups; giving rewards and incentives; utilizing modern, scientific and innovative methods; providing promotional opportunities and giving rights to express their ideas and viewpoints. The women aspire that they should be supported by family as well as community members in doing well in one's job duties and in achieving desired goals and objectives. As a consequence, they will generate the feelings of pleasure and contentment. Therefore, providing different types of opportunities is an important factor taken into account in encouragement of empowerment opportunities among women.

Augmenting Technical Skills

Within homes, within the course of pursuance of education and participation in various types of employment opportunities, the individuals need to pay attention towards up-gradation of technical skills. These skills will render an important contribution in doing well in one's jobs and generation of desired outcomes. In the present existence, the utilization of technologies have gained prominence. In the implementation of various tasks and activities and in generating information in terms of various aspects, one makes use of technologies and internet to a major extent. When the individuals are to generate information in terms of various factors, concepts and subjects, they make use of the internet. On the internet, the individuals are able to find answers to all the questions, which one may have. In some cases, women do not feel comfortable. But getting engaged in regular practice will enable them to lead to up-gradation of knowledge, competencies and abilities. Regular practice will enable them to overcome vulnerability and apprehensiveness. Therefore, augmenting technical skills is a factor taken into account in encouragement of empowerment opportunities among women, which has been acknowledged in all communities.

Putting into Practice Leadership Functions

Within homes, within the course of pursuance of education and participation in various types of employment opportunities, the women need to be provided with the opportunities to put into practice leadership functions. In the implementation of leadership functions in a satisfactory manner, the various aspects that need to be taken into account are, making wise and productive decisions; implementing time management skills; managing resources in a satisfactory manner; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; creating an amiable working environment; making provision of infrastructure, amenities and facilities; promoting teamwork; providing solutions to the

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problems of the employees in a satisfactory manner and possessing an approachable nature and an amiable attitude. When women are well-equipped in terms of these factors, they will contribute significantly in promoting family welfare and enhancing their career prospects. Therefore, putting into practice leadership functions is a factor taken into account in encouragement of empowerment opportunities among women, which has been recognized in the personal as well as in professional lives.

Giving Rights to express Ideas and Viewpoints

In the personal and in professional lives of women and girls, they need to be encouraged towards expressing ideas and viewpoints. In this case, one needs to conduct an analysis of the options. After the analysis is conducted, one has to make selection of the most appropriate option, which is regarded as successful and advantageous. Within households in all communities, in educational institutions of all levels and in various types of employment settings, the women and girls should be provided with the opportunities to hone their communication skills and interactive abilities (Opportunities for Youth, 2021). The instructors, supervisors and employers need to provide opportunities to women to express themselves. When ideas and viewpoints are regarded as worthwhile and beneficial, they are accepted by the individuals in leadership positions. On the other hand, when they are not considered advantageous, they are declined. Therefore, giving rights to express ideas and viewpoints is a factor taken into account in encouragement of empowerment opportunities among women, which has rendered an important contribution in leading to up-gradation of personality traits of women.

Factors highlighting how Empowerment Opportunities have led to Progression of Women belonging to Disadvantaged Communities

The women belonging to deprived, marginalized and disadvantaged communities are acquiring empowerment opportunities. They are getting enrolled in educational institutions and training centres to acquire good-quality education. After the acquisition of education, they are making an attempt to acquire well-paid employment opportunities. In this manner, they are gaining self-sufficiency and empowerment opportunities (McNamara, n.d.). They are able to make their own decisions and put into operation various tasks and activities that would lead to their empowerment. When women are well-versed in terms of various factors, they need to make use of them to promote well-being of community members. It is necessary to generate information in terms of the factors that highlight how empowerment opportunities have led to progression of women belonging to disadvantaged communities. These are, promoting good health and well-being; honing personal skills; augmenting professional skills; possessing the abilities to work under stress; inculcating the traits of diligence, resourcefulness and conscientiousness; implementing the traits of morality and ethics and utilizing knowledge to promote community well-being. These are stated as follows:

Promoting good Health and Well-being

When the individuals aspire to achieve something and they experience impediments, it has an effect on their physical as well as psychological health and well-being. The physical health conditions of the individuals get effected and they feel psychologically stressed. When women belonging to disadvantaged

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communities acquire empowerment opportunities, they are not only able to sustain their living conditions in an adequate manner, but also promote good health and well-being, from the physical as well as psychological perspectives. These is augmented from the physical as well as psychological perspective. Therefore, promoting good health and well-being is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has proven to be beneficial to women to a major extent.

Honing Personal Skills

The individuals are required to hone their personal skills, if they aspire to achieve the desired goals and objectives in personal and professional spheres and up-grade their overall standards of living. From the stage of early childhood throughout the lives of the individuals, they need to pay attention towards honing of personal skills. These are, communication skills, creative skills, decision making skills, time management skills, and motivation. These skills are put into operation throughout the lives of the individuals. The women belonging to disadvantaged communities need to pay attention towards augmentation of these skills. They may enhance them on their own or through obtaining support and help from others. The other individuals are family and community members. Therefore, honing personal skills is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has rendered an important contribution in leading to up-gradation of personality traits of women.

Augmenting Professional Skills

The professional skills need to be paid attention towards within the course of implementation of household chores, forming cordial and amiable terms and relationships with others, pursuing education or in getting engaged in employment opportunities. From the stage of early childhood throughout the lives of the individuals, they need to pay attention towards honing of professional skills. These are, problem-solving skills, analytical skills, critical thinking skills, technical skills, work ethics, and presentation skills. These skills are put into operation mainly within the course of pursuance of education or putting into practice job duties within employment settings. The women belonging to disadvantaged communities need to pay attention towards augmentation of these skills. They may enhance them on their own or through obtaining support and help from the other individuals. These are family and community members. Therefore, augmenting professional skills is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has rendered an important contribution in leading to enhancement of career prospects of women.

Possessing the Abilities to Work under Stress

Within the course of implementation of household chores, pursuance of education or putting into practice job duties within employment settings, there are occurrence of stressful situations. The women belonging to disadvantaged communities need to possess the abilities to work under stress. In the personal and professional lives of women, there are number of tasks and activities that are stressful. Hence, one should possess the abilities to implement them in an appropriate manner. This factor will render a significant

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contribution in augmenting competencies and abilities among women. As a consequence, they will be able to provide solutions to various types of problems in an adequate manner, do well in their jobs, generate the desired outcomes and meet the expectations of their instructors, supervisors and employers. Therefore, possessing the abilities to work under stress is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has proven to be beneficial to women in leading to up-gradation of their overall quality of lives.

Inculcating the Traits of Diligence, Resourcefulness and Conscientiousness

When the job duties are complicated, the individuals need to put emphasis upon reinforcement of these traits. Women belonging to disadvantaged communities need to recognize the meaning and significance of the traits of diligence, resourcefulness and conscientiousness. This factor will render a significant contribution in augmenting knowledge, competencies and abilities among women. As a consequence, they will be able to provide solutions to various types of problems in an adequate manner, do well in their jobs, generate the desired outcomes and meet the expectations of their instructors, supervisors and employers. Therefore, inculcating the traits of diligence, resourcefulness and conscientiousness is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has rendered an important contribution in doing well in one's jobs and in generating the desired outcomes.

Implementing the Traits of Morality and Ethics

When the women belonging to disadvantaged communities are putting into operation various tasks and activities, they need to be well-equipped in terms of methods and procedures. Furthermore, they need to implement the traits of morality and ethics. These traits will enable the individuals to differentiate between appropriate and inappropriate; depict honesty, righteousness and truthfulness; form cordial and sociable terms and relationships with others; concentrate better on one's job duties; make wise and productive decisions; take out sufficient amount of time for all tasks and activities; fulfil the expectations of instructors, supervisors and employers; depict helpfulness and co-operation; augment the feelings of pleasure and contentment and possess the abilities to implement the tasks in an appropriate manner. Therefore, implementing the traits of morality and ethics is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has rendered an important contribution in retaining one's jobs and in incurring the feeling of job satisfaction.

Utilizing Knowledge to promote Community Well-being

When women are pursuing education or putting into practice job duties within employment settings, it is apparently understood they are augmenting their knowledge, skills and abilities. They need to utilize the knowledge to promote community well-being. For example, in the education field, the instructors are making use of their knowledge, skills and abilities to impart information to the students regarding academic subjects and other concepts. In this manner, they lead to their effective growth and development. In the medical field as well, medical practitioners and health care specialists are making use of their knowledge,

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skills and abilities to take care of medical and health care needs of the individuals. Therefore, utilizing knowledge to promote community well-being is a factor highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities. This has rendered a significant contribution in leading to progression of the economically weaker sections of the society.

Conclusion

In all communities, women should be encouraged to participate in tasks and activities that would lead to their empowerment. Factors taken into account in encouragement of empowerment opportunities among women are, acquisition of education, participation in employment opportunities, participation in various types of social, cultural, religious, economic and political activities, possession of adequate knowledge, implementation of the decision making processes, augmenting problem-solving skills, providing different types of opportunities, augmenting technical skills, putting into practice leadership functions and giving rights to express ideas and viewpoints. Factors highlighting how empowerment opportunities have led to progression of women belonging to disadvantaged communities are, promoting good health and well-being; honing personal skills; augmenting professional skills; possessing the abilities to work under stress; inculcating the traits of diligence, resourcefulness and conscientiousness; implementing the traits of morality and ethics and utilizing knowledge to promote community well-being. Finally, it can be stated, when women will be given empowerment opportunities, they will render an important contribution in achievement of desired goals and objectives and leading to up-gradation of their living conditions.

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FACTORS AFFECTING E-ENTREPRENEURSHIP INTENTION OF UNIVERSITY STUDENTS IN VIETNAM

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Abstract

The purpose of this study is to identify the variables influencing Vietnamese university students' e-entrepreneurship intention. 270 students from various Vietnamese institutions and colleges responded to the study's survey. The results showed the favorable impacts of social media usage and e-entrepreneurship education on Vietnamese university students' attitudes toward e-entrepreneurship. Furthermore, those two variables indirectly affect e-entrepreneurship intention through the mediation of attitudes toward e-entrepreneurship. Subjective norms were also proposed as another mediator. Although the study's findings show significant impact of e-entrepreneurship education, e-entrepreneurship policy and social media usage on subjective normes, the relationship between this factor and e-entrepreneurship intention is not significant. Academic implications for future research and the practical implications for colleges, universities, governments, society, and families are also proposed at the end of the study.

1. Introduction

E-entrepreneurship, also known as electronic entrepreneurship, is defined as starting and expanding a business using technology and the Internet (Kollmann, 2006). The Internet has changed society for the better in terms of its cultural, economic, educational, and political aspects. It also helps business owners to identify and seize opportunities, as well as cut back on capital expenditures and operational expenses, all of which help them expand their companies extremely successfully (Pickernell et al., 2013; Purba, 2021). Vietnam's e-commerce is expected to keep growing in 2023 and rise steadily in the years to follow, supported by a number of development drivers including the wave of digital transformation, consumer trust, technical infrastructure, and advantageous processes and laws issued by the government (VNA, 2023). E-entrepreneurship can potentially spur economic expansion and employment creation in Vietnam, especially among young people (Vuong, 2020). The Vietnamese government has supported e-entrepreneurship because it understands how it may promote economic growth and provide jobs. In order to foster the growth of e-commerce and safeguard the rights of firms and customers, the government has

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supported 3 innovation and start-up centers and established a capital trading floor for start-up businesses (Hien, 2020). Additionally, the Vietnamese government also established the "Vietnam Venture Summit" cooperating with "Golden Gate Ventures" to exchange and evaluate investment opportunities for Vietnamese creative startups (Economic & Forecast Review, 2023).

Previous research has explored several factors affecting e-entrepreneurship intention in the context of China (Lai & To. 2020), Saudi Arabia (Alzamel et al. 2019), Oman (Abdelfattah et al. 2022), by Iraq (Al Halbusi et al. 2022), etc. However, limited studies considering Vietnamese business context. This study aims to identify factors affecting e-entrepreneurship intention of Vietnamses students. The implications of the research's findings will help us provide better support for e-entrepreneurs, ultimately leading to the growth of Vietnam's economy and society.

2. Literature Review

2.1 E-Entrepreneurship

Kollmann (2014) characterizes e-entrepreneurship as the process of starting a new company inside the net economy with a creative business plan that uses an electronic platform in data networks to supply its goods and/or services entirely electronically. Friedrich (2015) noticed that e-entrepreneurship, as opposed to other aspects of online business where users participate in separate forums for buying and selling, allows people to use a variety of platforms, from the web to mobile devices, to interact with online communities and boost economic transactions. This makes it possible for stakeholders to communicate online, get guidance from trustworthy peers, exchange market data, and get discounts on goods with distinctive designs. E-entrepreneurship, a revolutionary business idea in the business mentality of society, has fundamentally altered how producers and consumers make decisions (Soltanifar et al., 2021). It resulted in the development of a digital business network and a novel business concept that relied solely on Internet resources. In essence, this value proposition could only have been given thanks to the development of information technology (Piepponen et al., 2022). To comprehend the significance of e-entrepreneurship, several research studies from diverse contexts have been conducted.

2.2 E-Entrepreneurship Intention

While a commitment to launch a firm is what Krueger & Brazeal (1994) define as entrepreneurial intention, Crant (1996) defines it as an evaluation of one's capacity to operate a firm. Shinnar et al. (2018) described e-entrepreneurship goal as creating new companies using online resources to sell products or services through an online marketplace. According to Zhao et al. (2010), e-entrepreneurship intention is the desire to start an online business or become the owner of an online company. A wide range of factors, such as self-perceived creativity, e-entrepreneurship education, entrepreneurship policy, attitude toward e-entrepreneurship, subjective norms, perceived behavior control, social media usage, etc., have been found to influence e-entrepreneurship intention in numerous research publications.

2.3 E-Entrepreneurship Education

According to Isaacs et al. (2007), entrepreneurship education is the deliberate effort on the part of educators to share the knowledge and skills necessary for students to be successful in the business environment. The genesis and growth of startup ideas among students are greatly aided by participation in startup training programs (Koe, 2016). Both fundamental and advanced entrepreneurship skills are taught at universities. They

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establish an entrepreneurial culture and provide young entrepreneurs with training, seminars, and classes (Karabulut, 2016). Pardo-Garca & Barac (2020) found that an innovative training schedule allows students to develop their creativity and entrepreneurship to start something from scratch, take initiative, and fill a societal need.

Souitaris et al (2007) investigated how entrepreneurship education affected students' attitudes toward entrepreneurship in the fields of science and engineering. Fayolle & Gaily (2015) claim that entrepreneurship education affects how European university students see entrepreneurial activity and how they believe they can control their attitude. According to studies by Gieure et al. (2019), Miralles et al. (2021), and Youssef et al. (2021), student attitudes are influenced by entrepreneurial skills and knowledge that are derived indirectly from entrepreneurship education. According to several early studies (Xin & Ma, 2023, Wibowo et al., 2023, Lai & To, 2020), university students' attitudes and level of awareness about entrepreneurial intention were influenced by e-entrepreneurship education.

Although there has not been much research on the connection between subjective norms and e-entrepreneurship intention, previous studies have found that peer socialization in the workplace affects the environment's perceived norms and informational structure (Kautonen & Tornikoski, 2010). The development of a favorable social environment perception toward entrepreneurial conduct if there is a link between positive experiences participating in entrepreneurial learning activities in this setting. In addition, some researchers (Lai & To, 2020; Miralles et al., 2016) explained that subjective norm was affected by entrepreneurship education.

Therefore, the hypotheses are stated as follows:

H1.1: E-entrepreneurship education affects directly attitude toward e-entrepreneurship.

H1.2: E-entrepreneurship education affects directly subjective norms.

H2.1: E-entrepreneurship education affects indirectly e-entrepreneurship intention through the mediation of attitude toward e-entrepreneurship.

H3.1: E-entrepreneurship education affects indirectly e-entrepreneurship intention through the mediation of subjective norms.

2.4 E-Entrepreneurship Policy

The development of a favorable environment and climate for entrepreneurs is connected to policies on entrepreneurship (Hart, 2003). Since both individual and corporate technology entrepreneurship is included in technological entrepreneurship, policies that support technological entrepreneurship in an area should include steps to support both forms of entrepreneurship (Zhang et al., 2008). Many universities work closely with legislators to offer school-based company incubators, supportive laws for student entrepreneurs, and business rule consulting services. Governments and communities must work to provide the ideal environment for entrepreneurship to thrive so that individuals are inspired to develop and start new businesses (Dou et al., 2019).

Zhang et al. (2008) examined the relationship between entrepreneurship policy and technical entrepreneurship and found that regional entrepreneurship policy had a significant influence on these activities. Li & Zhang (2012) and Lai & To (2020) discovered similar results, indicating that university students' entrepreneurial

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mentality was influenced by entrepreneurial policies. Yao et al. (2016) investigated how China's university students' entrepreneurial intentions were impacted by the social, economic, and entrepreneurship policies in place. They found that students' perceptions of their social and economic environments had the most effects on their intention to start their own business. Additionally, the research of Lai & To (2020) confirmed that subjective norms were also affected by e-entrepreneurship policy.

Thus, the following is how the hypotheses are presented:

H1.3: E-entrepreneurship policy affects directly attitude toward e-entrepreneurship.

H1.4: E-entrepreneurship policy affects directly subjective norms.

H2.2: E-entrepreneurship policy affects indirectly e-entrepreneurship intention through the mediation of attitude toward e-entrepreneurship.

H3.2: E-entrepreneurship policy affects indirectly e-entrepreneurship intention through the mediation of subjective norms.

2.5 Social Media Usage

The term social media refers to a collection of web-based tools that enable the production and sharing of user-generated content and expand on the philosophical and technological principles of Web 2.0 (Kaplan & Haenlein, 2010). Social networking, analytics, and search features are among the services provided by social media-related technologies (Lagrosen & Josefsson, 2011). In fact, businesses are leveraging social media to find new influencers so they can better target their marketing efforts (Ahmad et al., 2018; Martn-Rojas et al., 2019; Booth & Matic, 2011). The best method for integrating, contrasting, and analyzing information for business potential is hence social media use. Hence, social media, social media trends, and possibilities have a significant impact on new start-ups and entrepreneurs who launch their enterprises with minimal expertise and resources (Park et al., 2017; Chen & Lin, 2019).

Through social media, students may choose, organize, and integrate previously learned material in an interactive style, giving them access to previously unheard-of levels of knowledge. According to Evans (2014), this ultimately results in efficient learning and strengthens the confidence of learners' views. Individuals must have a strong belief in their capacity to overcome a variety of obstacles and problems when they launch a new business (Zhao et al., 2019). We predicted that social media use would have a positive impact on students' self-efficacy, which would then increase students' entrepreneurial intention. Researchers have found a positive relationship between students' attitude and their entrepreneurial intention (Liu et al., 2017, Fitriastuti et al., 2023).

According to Pop et al. (2020), social media has a major role in changing people's subjective standards and views. Social media is an extremely effective and successful tool for influencing people's decisions (Zhao et al., 2019). Subjective standards illustrate how social interactions can affect perform (Ajzen, 1991). Subjective norms also include the societal pressures placed on individuals to respond to particular behaviors (McClelland, 1987; Ajzen et al., 2018). The theory of needs, proposed by McClelland (1987), emphasizes that people adopt behaviors that are congruent with their group affiliation. Previous research has also expressed the opinion that social media use affects subjective norms (Pop et al., 2020). As a result, this study suggested:

H1.5: Social media usage affects directly attitude toward e-entrepreneurship.

H1.6: Social media usage affects directly attitude toward subjective norms.

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H2.3: Social media usage affects directly e-entrepreneurship intention through the mediation of attitude toward e-entrepreneurship.

H3.3: Social media usage affects directly e-entrepreneurship intention through the mediation of subjective norms.

2.6 Attitude toward E-Entrepreneurship Intention

According to Ajzen (1991), one's attitude toward engaging in entrepreneurial conduct reflects their opinion of the intended behavioral action, whether favorable or unfavorable. When possibilities and resources are available, establish a business when students have an interested attitude toward doing so, reap the rewards, and do so. In light of the results, students' inclination to engage in entrepreneurial action is positively influenced by their attitude about the conduct. According to Autio et al. (2001), who examined the entrepreneurial intention of students at various institutions in Nordic and American countries, one element that has the second-most significant positive influence on entrepreneurial intention is the attitude toward behavior. A research by Lüthje & Franke (2003) found that students' intentions to start a business are positively and significantly impacted by behavior-related beliefs. The findings of Liñán & Chen's (2009) study conducted in Taiwan and Spain show that attitudes about behavior and plans to start a business are positively correlated, with views among Spanish students having the most influence on these plans. Thus, the following hypothesis is made:

H1.7: Attitude toward e-entrepreneurship affects directly e-entrepreneurship intention.

The proposed research model is illustrated in Figure 1.

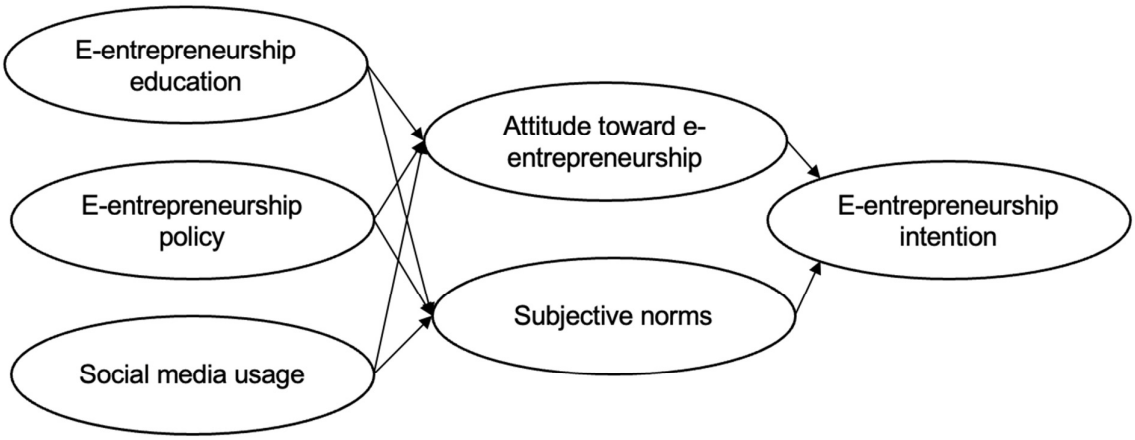

Figure 6. Research Model

2.7 Subjective Norms

Ajzen (1991) described a subjective norm as social pressure exerted on an individual by family, friends, relatives, or other relevant persons. This pressure may manifest as expectations, acceptance, or rejection of the individual's choice to act in an entrepreneurial manner. As noted by Bird (1988), people make decisions based on what they think society expects of them. Research by Gird & Bagraim (2008) and Autio et al. (2001) both show a positive effect of subjective norms on entrepreneurial ambition, but not a very significant one. In a similar study, Lai & To (2020) found that e-entrepreneurship intention was influenced by subjective norms. Consequently, the following is a hypothesis:

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H1.8: Subjective norms affect directly e-entrepreneurship intention.

3. Methodology

3.1 Sample

This study employs a quantitative methodology examine variables influencing e-entrepreneurship intention. Vietnamese students are the target sample for this study. The respondents were given a set of questionnaires, which served as the research instrument. The questionnaire was completed by 270 students from October to December 2023.

3.2 Data Collection

The respondents were given a set of questionnaires, which served as the research instrument. The questionnaire was completed by 270 students from October to December 2023. All the measurement used a 7-point likert-type scale, which range from (1) strongly disagree to (7) strongly agree.

3.3 Findings

Demographic

The respondents' demographic data is described in this section and contains five dimensions: education level, location, gender, university name, and major. The respondents' demographic data is given in the table 1 below. 96.7% respondents study at university, especially IU (73%). Most of them are female (72.2%) and living in the south of Vietnam (91.9%). The popular major in this study is business administration, roughly 57%.

Table 1. Summary of Demographic Information

		Frequency	**Percentage**
Education	Vocational school/ College	3	1.1%
	University	261	96.7%
	Postgraduate	6	2.2%
Gender	Male	75	27.8%
	Female	195	72.2%
	Others	0	0%
Geographical Location	North of Vietnam	2	0.7%
	Central of Vietnam	20	7.4%
	South of Vietnam	248	91.9%
University Name	IU	197	73.0%
	USSH	9	3.3%

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	US	3	1.1%
	UT	5	1.9%
	UIT	5	1.9%
	UEL	8	3.0%
	Others	43	15.9%
Major	Business Administration	154	57.0%
	Accounting - Auditing	17	6.3%
	English Studies	10	3.7%
	Logistics and Supply Chain Management	11	4.1%
	Finance and Banking	24	8.9%
	Others	54	20.0%

Reliability Test

The reliability test is utilized as a crucial instrument to assess the dependability and consistency of the variables in their study. A loaded item with a loading greater than 0.5 is judged to have met the indicator dependability threshold (Hair et al., 2021), thus all indicators have strong reliability. Sekaran (2009) set 0.6 as the minimal criterion for the value of Cronbach's alpha. All indicators have cronbach's alpha values over 0.7, suggesting that the model has a high level of internal consistency (Table 2).

Table 2. Reliability Test

Variable	***Items***	***Square of Outer Loading***	***Cronbach's alpha***
EE	EE1/EE2/EE3/EE4/EE5	0.817/0.778/0.825/0.791/0.648	0.833
EP	EP1/EP2/EP3/EP4/EP5	0.813/0.845/0.769/0.798/0.819	0.868
SMU	SMU1/SMU2/SMU3/SMU4/SMU5	0.892/0.884/0.870/0.888/0.817	0.920
ATT	ATT1/ATT2/ATT3	0.743/0.878/0.870	0.777
SN	SN1/SN2/SN3/SN4	0.881/0.921/0.887/0.824	0.902
EI	EI1/EI2/EI3/EI4/EI5	0.924/0.890/0.906/0.913/0.895	0.945

Validity Test

A validity test is carried out to make sure the survey measures the intended data properly. Convergent and discriminant validity tests were the two types of validity tests used in this study. The AVE values of this study's constructs were substantially above the minimum threshold of 0.5 (Table 3). This indicates the highest

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degree of convergent validity for all of the study's constructs (Hair et al., 2021). And the AVE square root value of all variables is greater than the correlation between that variable and other variables in the model, the discriminant validity for the current study is guaranteed (Fornell & Larcker, 1981) (Table 4).

Table 3. Convergent Validity

Constructs	AVE
EE	0.603
EP	0.654
SMU	0.758
ATT	0.693
SN	0.773
EI	0.820

Table 4. Discriminant Validity

	ATT	EE	EI	EP	SMU	SN
ATT	**0.832**					
EE	0.454	**0.777**				
EI	0.775	0.449	**0.906**			
EP	0.457	0.616	0.405	**0.809**		
SMU	0.387	0.147	0.230	0.381	**0.871**	
SN	0.665	0.500	0.573	0.507	0.405	**0.879**

Structure Model Assessment

Factors affect attitude toward e-entrepreneurship

Table 5. Factors affect attitude toward e-entrepreneurship

Hypothesis	Path	Path Coefficients	T-value	P-value (p<0.05)	Evaluation
H1.1	EE → ATT	0.317	4.429	0.000	**Supported**

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H1.3	EP → ATT	0.154	1.872	0.062	Unsupported
H1.5	SMU → ATT	0.281	4.039	0.000	**Supported**

Two out of three independent variables (e-entrepreneurship education and social media usage) influenced directly on attitude toward e-entrepreneurship because their t-value is lower than 0.05 (Hair et al., 2021).

Factors affect subjective norms

Table 6. Factors affect attitude toward e-entrepreneurship

Hypothesis	Path	Path Coefficients	T-value	P-value (p<0.05)	Evaluation
H1.2	EE → SN	0.341	4.603	0.000	**Supported**
H1.4	EP → SN	0.189	2.197	0.000	**Supported**
H1.6	SMU → SN	0.282	4.583	0.000	**Supported**

Due to the lowest p-values, all of three factors (e-entrepreneurship education, e-entrepreneurship policy and social media usage) affected directly subjective norms.

Factors affect e-entrepreneurship intention

Table 7. Factors affect directly e-entrepreneurship intention

Hypothesis	Path	Path Coefficients	T-value	P-value (p<0.05)	Evaluation
H1.7	ATT → EI	0.777	13.182	0.000	**Supported**
H1.8	SN → EI	0.103	1.685	0.092	Unsupported

The result showed that while the attitude had a directly impact on e-entrepreneurship intention, there was no connection between subjective norms and the intention.

Table 8. Factors affect indirectly e-entrepreneurship intention

Hypothesis	Path	Path Coefficients	T-value	P-value (p<0.05)	Evaluation
H2.3	SMU → ATT → EI	0.199	3.867	0.000	**Supported**
H3.1	EE → SN → EI	0.035	1.495	0.135	Unsupported
H3.2	EP → SN → EI	0.019	1.313	0.189	Unsupported
H3.3	SMU → SN → EI	0.029	1.537	0.125	Unsupported
H2.1	EE → ATT → EI	0.224	4.212	0.000	**Supported**

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H2.2	EP → ATT → EI	0.109	1.826	0.068	Unsupported

It can be deduced that e-entrepreneurship intention is positively and indirectly influenced by social media usage through attitude toward e-entrepreneurship, and e-entrepreneurship education through attitude toward e-entrepreneurship. By contrast, there is no indirect influence on e-entrepreneurship intentions from e-entrepreneurship education, e-entrepreneurship policy, social media usage through subjective norms and e-entrepreneurship policy through attitude toward e-entrepreneurship.

4. Discussion

After completing the statistical analysis procedure, the results showed that there was a direct relationship between e-entrepreneurship education and attitude toward e-entrepreneurship. The results of this study corroborated those of some other research, like Lai & To (2020), Liñán (2008), and Mahendra et al.'s (2017). The education about e-entrepreneurship affects positively subjective norms. Some previous studies also approved this such as Lai & To (2020), Balder et al. (2020), and Wahyuni et al. (2019). Based on the statistical data, e-entrepreneurship education affects indirectly e-entrepreneurship intention through attitude towards e-entrepreneurship while through subjective norms is rejected. Even though e-entrepreneurship education has a significant on subjective norms, it has no effect on e-entrepreneurship intention via subjective norms. Wahyuni et al. (2019) defined that entrepreneurship education directly affects entrepreneurship intention and does not directly affect the intention through subjective norms. By contrast, based on Lai & To (2020) study, the e-entrepreneurship intention is affected indirectly through subjective norms by e-entrepreneurship education.

The e-entrepreneurship policy has no effect on attitude toward e-entrepreneurship indicating that student connections' support for starting an online business is unaffected by government policy for e-entrepreneurship. Based on these two variables, there is no correlation, which may be due to Vietnamese students' ignorance of Vietnamese policies, rules, and laws pertaining to Internet commerce. Furthermore, it is still prevalent in Vietnam for people to conduct internet business without filing taxes in accordance with national laws (Anh & Le, 2022; Hoa, 2022). While this study shows that there is no correlation between e-entrepreneurship policies and attitudes toward e-entrepreneurship, the majority of research found that these two variables are related. Lai & To (2020) and Fitriastuti et al. (2023) studies, for example, found that entrepreneurial attitudes were influenced by entrepreneurial policies. The result showed that the e-entrepreneurship policy has an effect on subjective norms. Additionally, it validates Yao et al. (2016) research. According this study, e-entrepreneurship policy affects e-entrepreneurship intention through neither attitude towards e-entrepreneurship nor subjective norms. It contradicts the earlier research of Lai & To (2020) and Fitriastuti et al. (2023).

Attitude towards e-entrepreneurship is directly affected by social media usage. The results of this study corroborated previous studies by Gunther & Storey (2003), and Mahadi et al. (2016). Subjective norms are directly impacted by social media usage, according to the analysis section's findings. There is a connection between social media usage and e-entrepreneurship intention via attitude towards e-entrepreneurship. The study by Vesci et al. (2022) claimed the development of entrepreneurial intention is significantly influenced by social media reliance. By contrast, the connection between social media usage and e-entrepreneurship

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intention through the mediation of subjective norms is refused. It stands in opposition to the prior studies of Vesci et al. (2022) and Santoso (2021).

As the result of this study, attitude towards e-entrepreneurship has a significant effect on e-entrepreneurship intention. This finding also strengthened the findings of Alzamel (2021), Pham et al. (2023), Liu et al. (2017) and Fitriastuti et al. (2023) that the desire to start a business might be increased by having an entrepreneurial attitude. On the other hand, according to the study's findings, which are consistent with those of Chien et al. (2007), Lai & To (2020) and Huang (2008), subjective norms dominated the relationship between attitude and entrepreneurial intention, and emotion had little bearing on launching an online firm.

According to the data of this study, e-entrepreneurial intention was not affected by the subjective norm. The absence of a connection might be explained by the fact that subjective standards can function as "social pressure" in particular situations and have unfavorable effects. Furthermore, launching an Internet business is a novel approach to doing business in Vietnam. Typically, this requires self-assurance as the business must originate from the founder. It is possible that your parents and relatives are not knowledgeable enough about beginning an Internet business. Meanwhile, their views have no bearing on your internet startup idea. This finding supported Alzamel (2021) that Saudi women's decision to pursue e-entrepreneurship has little effect on subjective standards. In contrast, Santoso (2021), Wahyuni et al. (2019), Safitri & Nugraha (2022) defined that entrepreneurial intention is positively and significantly impacted by subjective norms.

5. Conclusion and Implications

5.1 Conclusion

This study aims to identify the variables that influence Vietnamese university students' e-entrepreneurship intention. The results indicate that, whereas e-entrepreneurship policy only affects subjective norms and has no effect on attitude towards e-entrepreneurship, e-entrepreneurship education, and social media usage have positive and direct effects on both attitude towards e-entrepreneurship and subjective norms. Furthermore, it is demonstrated that attitude has the most influence on the intention to engage in e-entrepreneurship, although there is no correlation between the intention and subjective norms. The association between two of the three factors—e-entrepreneurship education and social media usage—and the desire to launch an online business strengthens when attitude towards e-entrepreneurship is taken into account as a mediating variable. On the other hand, when subjective norms function as a mediating factor, there is no correlation between any independent factors and the intention.

5.2 Theoretical Implications

By evaluating the influence of variables on e-entrepreneurial intention, particularly for university students in the Vietnamese setting, which has been difficult to find in prior research, the thesis has added to the theoretical side of things. This is a result of the lack of the entrepreneurial spirit that exists in Vietnam. The previous research on this topic has only been conducted in some countries such as China (Lai & To, 2020; Millman et al., 2010), Saudi Arabia (Alzamel, 2021), India (Mand et al., 2018), and Qatar (Younis et al., 2020). Additionally, the thesis's primary contribution is to thoroughly examine the crucial elements influencing e-entrepreneurial intention, particularly in Vietnam. The thesis's second contribution is to test several new variables in the Vietnamese context, such as the influence of subjective norms, entrepreneurship

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education, and policy factors on the intention to launch an online business in a country with a distinct social, cultural, and economic environment like Vietnam.

5.3 Practical Implications

Due to the huge influence of education on intention, for e-entrepreneurship education to be effective, a scientifically sound course structure is essential (Zhang et al., 2021). Additionally, to adequately promote e-entrepreneurship education, this study advises educational institutions to design a course structure under regulations and concentrate on students' e-entrepreneurial aspirations. To better educate students for future e-entrepreneurship after graduation and to lower the risks involved in launching an online firm, universities should host creative e-entrepreneurship competitions and set up startup incubators. Direct financial policies would be more beneficial than exposing children to this free market environment (Wang & Huang, 2020). In particular, legislators ought to lower legal restrictions, stabilize the economy, allocate more funds to startup ventures, and enhance the information infrastructure. Families, friends, and other significant individuals in the students' lives who plan to launch an online business should always convey their desire to follow their entrepreneurial dreams and show them support for their future endeavors.

5.4 Limitations and Future Research

Although the current work has made a substantial contribution, several areas might be explored further in subsequent investigations. First off, legitimate online startup activity is not discussed in this topic; it just examines students' intentions to launch an online firm. Furthermore, as this study is temporal, it is not feasible to examine how the intention to launch an internet company has changed over time, which makes addressing the possibility that these antecedents' significance will vary over time challenging. Subsequent research endeavors may delve deeper into the online start-up ventures of students or compare their ambitions to launch online firms over an extended duration. Secondly, future research could take into account additional potential factors like personal traits, e-entrepreneurial role models, and e-entrepreneurial self-perceived creativity, even though it has been found that e-entrepreneurship education, e-entrepreneurial policy, and social media usage are important drivers affecting e-entrepreneurship intention. Lastly, Vietnam was the study's location. The results could apply to other Asian nations with comparable social norms, legal frameworks, and geographic and economic circumstances. To offer a more global viewpoint on the topic, future studies may employ a sample frame that includes respondents from several nations.

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UNDERSTANDING THE MEANING AND SIGNIFICANCE OF LEARNING AND TRAINING

Dr. Radhika Kapur

Abstract

The individuals, belonging to all communities, categories and backgrounds are required to learn throughout their lives. They need to be well-versed in terms of various concepts and factors to achieve personal and professional goals and lead to up-gradation of one's overall quality of lives. The implementation of communication processes are regarded as fundamental, which are rendering an important contribution in enhancing learning. These are put into practice within as well as outside the homes. The individuals need to hone listening skills, if they are wholeheartedly determined to acquire learning and training. The listeners and speakers need to work in co-ordination with each other. Furthermore, getting enrolled in educational institutions and training centres are regarded as crucial, which facilitates learning and understanding among students. The instructors are required to make use of teaching-learning methods, teaching-learning materials and instructional strategies in an adequate manner. The instructors are required to carry out their job duties of instructing in a well-ordered manner. They need to ensure, the students acquire an efficient understanding of the academic subjects and lesson plans in an appropriate manner. Therefore, the individuals are able to acquire an efficient understanding of the meaning and significance of learning and training. The main concepts that are taken into account in this research paper are, understanding the meaning and significance of learning and training, factors taken into account to reinforce learning and training and ways of acquiring learning and training.

Keywords: *Communities, Concepts, Educational Institutions, Enrichment, Learning, Skills, Training*

Learning is the lifelong concept. The individuals, irrespective of their communities, categories and backgrounds continue to learn throughout their lives (What is Learning? n.d.). The individuals have different goals and objectives to achieve. The important goals and objectives are, acquisition of good-quality education, getting engaged in employment opportunities, forming an effective social circle, promoting good health and well-being and leading to enrichment of one's overall quality of lives. In order to achieve desired goals and objectives and sustain one's living conditions in an appropriate manner, it is vital to generate information in terms of various aspects and concepts. The learning can be augmented through number of ways, i.e. getting enrolled in educational institutions and training centres, conducting research through various sources and through communicating with others. The communication processes takes place with individuals within as well as outside the homes. In other words, they include family members, instructors, supervisors, employers, classmates, colleagues, friends, medical practitioners, health care specialists, professional counsellors and so forth. When one communicates, deals and works with these individuals, they are able to augment their knowledge in terms of various factors and concepts.

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The individuals are different from each other in terms of various aspects, i.e. caste, creed, race, religion, ethnicity, cultures, gender, age groups, educational qualifications, occupations and socio-economic background. Irrespective of all these differences, they aim to lead to up-gradation of one's living standards. Whether the individuals are homemakers, or are pursuing education or are engaged in employment opportunities or have their own businesses, they need to augment their knowledge and understanding in terms of various subjects and concepts. In some cases, they are manageable, whereas, in other cases, they are complicated to understand. But when the individuals are wholeheartedly determined, they will be able to cope with problems and challenges in a satisfactory manner. It is essential for the individuals to form positive viewpoints in terms of various aspects. Furthermore, positive viewpoints need to be formed in terms of other individuals as well. It is apparently understood, one cannot carry out job duties in seclusion. One needs to work in collaboration and integration with others. Therefore, possession of positive viewpoints will enable the individuals to do well in their jobs and achieve the desired goals.

The individuals need to pay attention towards reinforcement of the traits of morality and ethics. These traits are regarded as fundamental in augmenting learning, achieving the desired goals and bringing about improvements in one's overall quality of lives (Keep Learning in the Moments that matter, 2021). From the stage of early childhood throughout the lives of the individuals, they are taught that they need to be moral and ethical in their conduct. They will prove to be beneficial to the individuals to a major extent. The important benefits are, differentiating between appropriate and inappropriate; depicting efficiency, righteousness and honesty; forming cordial and amiable terms and relationships with others; making wise and productive decisions; taking out sufficient amount of time for all tasks and activities; providing solutions to the problems in an appropriate manner; possessing the abilities to work under stress; forming positive viewpoints in terms of various aspects; augmenting abilities to do well in their jobs and reinforcing the feeling of job satisfaction. Therefore, it is well-understood, when the traits of morality and ethics will be implemented, individuals will enrich their lives both in personal and professional spheres.

In order to learn and augment one's knowledge and understanding in terms of various aspects, the individuals get enrolled in educational institutions and training centres. In these places, the recruitment of well-qualified and competent individuals takes place. They need to make use of appropriate teaching-learning methods, instructional strategies and teaching-learning materials. Their main objective is to ensure, the students are able to acquire an efficient understanding of the academic subjects and lesson plans. One of the important aspects that need to be taken into account is, one should make use of the educational qualifications, skills and abilities in leading to enrichment of their overall quality of lives. In the present existence, the individuals, belonging to all communities, categories and backgrounds have recognized the meaning and significance of education. They make selection of different fields in accordance to their interests and abilities. After the completion of education, they aspire to obtain jobs related to their field. Therefore, pursuing educational programs is regarded as one of the indispensable ways to acquire learning and training.

Understanding the Meaning and Significance of Learning and Training

In educational institutions of all levels, training centres and in various types of employment settings, in

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some cases, projects and assignments are carried out on one's own, whereas, in other cases, one is required to work in collaboration with others. In other words, teamwork will have to be recognized. In understanding the meaning and significance of learning and training with others, one has to take into account various factors, i.e. communicating with others in a satisfactory manner; treating others with respect and courtesy; forming positive in terms of various aspects; providing equal rights and opportunities to all; not discriminating against each other in terms of various aspects; possessing a helping nature and a cooperative attitude; depicting efficiency, honesty and righteousness; differentiating between appropriate and inappropriate; augmenting professionalism and providing solutions to various types of problems in an adequate manner. Therefore, one is able to understand the meaning and significance of learning and training, particularly when one is determined towards doing well in their lives and leading to enhancement of their living conditions.

It is essential for the individuals to form positive viewpoints in terms of various factors. When the individuals are wholeheartedly determined towards achievement of their goals, they will have to form positive viewpoints in terms of various factors. The factors are the job duties and responsibilities, environmental conditions, infrastructure, amenities, facilities, tools, machines, equipment, technologies and the individuals, who one is dealing with. These will enable them to cope with problems and challenges in a satisfactory manner. One needs to augment their knowledge and understanding in terms of modern, scientific and innovative methods. This is regarded as the fundamental factor to achieve desired goals and to generate the desired outcomes. Therefore, one is able to understand the meaning and significance of learning and training, particularly when they prove to be useful in achieving desired goals and objectives in personal and professional spheres and leading to enrichment of one's overall quality of lives.

Factors taken into Account to Reinforce Learning and Training

In order to learn and augment one's knowledge and understanding in terms of various aspects, the individuals need to be determined. They need to be well-versed in terms of various aspects (Training and Certification, 2021). One of the important factors that needs to be taken into account is, one should possess strong determination and develop motivation. It is apparently understood that within the course of pursuance of educational programs, training courses and achieving educational goals, there are occurrence of various types of problems and challenges. One should not lose hope and cope with various types of problems in a well-ordered and satisfactory manner. One deals with problems and challenges on one's own or through obtaining help and support from family members, instructors, supervisors and classmates. When one is wholeheartedly determined towards leading to up-gradation of one's overall quality of lives, one has to learn and augment knowledge and understanding in terms of various areas. Furthermore, one should make use of the knowledge in promoting well-being of not only one own self, but also the community members. Factors taken into account to reinforce learning and training are stated as follows:

Forming Positive Viewpoints in terms of various Factors

It is essential for the individuals to form positive viewpoints in terms of various factors. When the individuals are wholeheartedly determined towards achievement of their goals, they will have to form

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positive viewpoints in terms of various factors. The factors are the environmental conditions, infrastructure, amenities, facilities, tools, machines, equipment, technologies and the individuals, who one is dealing with. These will enable them to cope with problems and challenges in a satisfactory manner. Furthermore, positive viewpoints need to be formed in terms of other individuals as well. It is apparently understood, one cannot carry out job duties in seclusion. One needs to work in collaboration and integration with others. When one will form positive viewpoints, they will treat others with respect and courtesy. Furthermore, they will accept each other's cultures, religions, and socio-economic backgrounds. One should not discriminate against others. These will enable the individuals to do well in their jobs and achieve the desired goals. Therefore, forming positive viewpoints in terms of various factors is a vital factor taken into account to reinforce learning and training.

Reinforcement of the Traits of Morality and Ethics

The individuals need to pay attention towards reinforcement of the traits of morality and ethics. These traits are regarded as fundamental in augmenting learning, achieving the desired goals and bringing about improvements in one's overall quality of lives. From the stage of early childhood throughout the lives of the individuals, they are taught that they need to be moral and ethical in their conduct. They will prove to be beneficial to the individuals to a major extent. The important benefits are, differentiating between appropriate and inappropriate; depicting efficiency, righteousness and honesty; forming cordial and amiable terms and relationships with others; making wise and productive decisions; taking out sufficient amount of time for all tasks and activities; providing solutions to the problems in an appropriate manner; possessing the abilities to work under stress; forming positive viewpoints in terms of various aspects; augmenting abilities to do well in their jobs and reinforcing the feeling of job satisfaction. Therefore, reinforcement of the traits of morality and ethics is an indispensable factor taken into account to reinforce learning and training.

Making Wise and Productive Decisions

The individuals need to make wise and productive decisions in terms of getting enrolled in educational institutions and training centres and pursuing courses and programs. When they are to put into operation the decision making processes, they may use their own discretion or obtain ideas and suggestions from others. During the stage of early childhood, the parents are vested with the authority and responsibility of making wise and productive decisions. Whereas, adults are normally given independence by their parents to make decisions on one's own. When the adults give value to their parents or the older family members, they may seek ideas and suggestions from them. Within the course of implementation of the decision making processes, one is required to conduct the analysis of the alternatives. After the analysis is conducted, one makes selection of the most suitable and useful alternative. In other words, one needs to make sure, decisions prove to be favourable and worthwhile. Therefore, making wise and productive decisions is a significant factor taken into account to reinforce learning and training.

Implementation of the Traits of Diligence, Resourcefulness and Conscientiousness

The individuals need to pay attention towards implementation of the traits of diligence, resourcefulness

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and conscientiousness. These need to be acknowledged within the course of putting into practice various job duties in personal and professional lives. From the stage of early childhood, throughout the lives of the individuals, they need to recognize the significance of these traits. When the individuals are diligent, resourceful and conscientious, they will be able to render an important contribution in achieving desired goals and objectives in personal and professional spheres and leading to enrichment of one's overall quality of lives. Problems are an integral part of the lives of the individuals. These traits will enable the individuals to cope with various types of problems in a well-ordered and satisfactory manner. One deals with problems and challenges on one's own or through obtaining help and support from others. But implementation of the traits of diligence, resourcefulness and conscientiousness prove to be beneficial and meaningful to the individuals in all fields. Therefore, it can be stated, implementation of the traits of diligence, resourcefulness and conscientiousness is an essential factor taken into account to reinforce learning and training.

Development of Motivation

The individuals should develop motivation, when they are engaged in the tasks of learning and training. In some cases, the concepts may be complicated. The individuals may not understand them in a manageable manner. In such cases, one may have to develop motivation. The instructors and supervisors are vested with the authority and responsibility of developing motivation among students. The various types of motivating factors are, giving trophies, certificates, good grades, remarks of appreciation, prizes and so forth. These stimulate the mind-sets of the individuals and develop motivation among them towards learning. When one will develop motivation, they will treat others with respect and courtesy. Furthermore, they will not develop any kinds of negative feelings in terms of various aspects. When one feels work pressure, in such cases as well, one will hone time management skills. These skills will enable the individuals to take out sufficient amount of time for all tasks and activities. In this manner, one will form constructive viewpoints in terms of various factors and individuals. Therefore, development of motivation is a key factor taken into account to reinforce learning and training.

Utilizing Appropriate Learning Methods

Within the course of pursuance of educational programs and training courses, the students need to be well-versed in terms of learning methods. The various aspects that need to be taken into account within the course of utilizing appropriate learning methods are, grade levels of students, learning abilities, academic subjects and concepts, academic needs of the students, teaching methods utilized by teachers, educational goals and the overall system of education. The students need to depict regularity in their studies (What is Learning? 2021). When they are working on class assignments, homework assignments, preparing for tests, exams or competitions, they need to utilize appropriate learning methods. The learning methods are normally devised by students on their own. But they take ideas and suggestions from instructors and supervisors. It is comprehensively understood that getting engaged in regular practice will enable the students to augment their knowledge, competencies and abilities. The students and the instructors and supervisors need to ensure, learning methods prove to be worthwhile and productive. Therefore, utilizing appropriate learning methods is a fundamental factor taken into account to reinforce learning and training.

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Acquiring Adequate Learning Materials

Learning materials are to be made use of in an adequate manner to acquire learning. The students at all levels of education need to acquire them to achieve educational goals. The various types of learning materials are, books, articles, reports, projects, other reading materials, models, charts, graphs, pictures, images, designs, technologies and internet. The utilization of learning materials are dependent upon various factors, i.e. grade levels of students, learning abilities, academic subjects and concepts, academic needs of the students, educational goals and the overall system of education. The students need to possess adequate learning materials, if they are motivated towards acquiring an efficient understanding of the academic concepts. When they are working on class assignments, homework assignments, preparing for tests, exams or competitions, they need to utilize adequate learning materials. When these are put into practice in an appropriate manner, the students are able to alleviate their concerns of achieving academic goals. The students at all levels of education develop the enthusiasm of achieving educational goals in a satisfactory manner. Therefore, acquiring adequate learning materials is a key factor taken into account to reinforce learning and training.

Implementing Time Management Skills

Implementing time management skills is the skills that the individuals need to focus upon. Within the course of pursuance of educational programs and training courses, the students need to take out sufficient amount of time for all tasks and activities. In some cases, the tasks are less time consuming, whereas, in other cases, they are more time consuming. But it is necessary for the individuals to have sufficient amount of time for all tasks and activities. These skills will enable the individuals to assign priorities to the tasks and avoid procrastination. The tasks, which are more important are carried out first, whereas, the tasks, which are not very important are carried out at a later stage. For example, if a student has a test the next day, he will prepare for the test. On the other hand, if he has to work on an assignment, which is due after a week, he will work on it, after the test is over. When one feels work pressure, in such cases as well, one will hone time management skills. These skills will enable the individuals to take out sufficient amount of time for all tasks and activities. Therefore, implementing time management skills is a meaningful factor taken into account to reinforce learning and training.

Forming Cordial and Amiable Terms and Relationships with Others

It is comprehensively understood, one cannot carry out ones job duties in seclusion, particularly the ones which are complicated. Hence, forming cordial and amiable terms and relationships with others is regarded as the key to achieve desired goals and to generate the desired outcomes. In some cases, projects and assignments are carried out on one's own, whereas, in other cases, they are required to work in collaboration. In other words, teamwork will be promoted. In forming cordial and amiable terms and relationships with others, one has to take into account various factors, i.e. communicating with others in a satisfactory manner; treating others with respect and courtesy; forming positive viewpoints in terms of various aspects; providing equal rights and opportunities to all; not discriminating against each other in

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terms of various aspects; possessing a helping nature and a cooperative attitude; depicting efficiency, honesty and righteousness; differentiating between appropriate and inappropriate; augmenting professionalism and providing solutions to various types of problems in an adequate manner. Therefore, it is well-understood, forming cordial and amiable terms and relationships with others is an important factor taken into account to reinforce learning and training.

Honing Problem-Solving Skills

Problems are regarded as an integral part of the lives of the individuals. These take place in the personal or in the professional lives of the individuals. These may take place in a major as well as in a minor form. From the stage of early childhood, throughout the lives of the individuals, they need to hone problem-solving skills. In some cases, the problems are solved in a manageable manner on one's own, whereas, in other cases, one has to obtain help from others. Hence, problem-solving skills need to be honed. The individuals need to conduct an analysis of the problems to be solved. After the analysis is conducted, one has to generate information in terms of methods and procedures. One may have to obtain help and support from others, these include, family as well as community members. In some cases, there are occurrence of various types of difficulties and stressful situations. But the honing of these skills will enable the individuals to provide solutions to various types of problems and do well in their job duties in an efficacious manner. Therefore, honing problem-solving skills is an imperative factor taken into account to reinforce learning and training.

Ways of Acquiring Learning and Training

The individuals are different from each other in terms of their learning abilities, personality traits and other factors. When they are wholeheartedly determined to acquire learning and training, they need to be informative in terms of ways. The information in terms of these ways is acquired only when the individuals possess a strong determination towards learning (Training, 2021). It is essential for the individuals to form positive viewpoints in terms of various factors. These are normally the factors, which the individuals experience within the course of learning, i.e. teaching-learning methods, teaching-learning materials, instructional strategies, tools, devices, equipment, infrastructure, amenities and facilities.

When the individuals are wholeheartedly determined towards achievement of their goals, they will have to provide solutions to various types of problems in an adequate manner. The individuals need to ensure, they put into operation their job duties in a smooth and manageable manner. In other words, the individuals need to develop motivation and be wholeheartedly dedicated towards the implementation of job duties. Ways of acquiring learning and training are, getting enrolled in educational institutions and training centres; communicating with others in an effective manner; getting engaged in regular practice; utilizing modern, scientific and innovative methods; putting in efforts to one's best abilities and depicting efficiency and meticulousness. These are stated as follows:

Getting enrolled in Educational Institutions and Training Centres

The learning and training can be acquired through getting enrolled in educational institutions and

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training centres. In these, the instructors are required to make use of teaching-learning methods, teaching-learning materials and instructional strategies in a satisfactory manner. The instructors need to ensure, the students are not only acquiring an understanding of the academic subjects and concepts in an adequate manner, but they also need to make use of them in their lives. In other words, learning and training needs to be utilized in the personal and professional lives of the individuals. Therefore, getting enrolled in educational institutions and training centres is regarded as one of the efficacious ways of acquiring learning and training, which has been acknowledged by the individuals on a comprehensive basis.

Communicating with others in an Effective Manner

It is comprehensively understood, one cannot carry out ones job duties in seclusion, particularly the ones which are complicated. Hence, one is required to communicate with others in an effective manner. Communication takes place with family members, relatives, friends, instructors, supervisors, employers and so forth. This is regarded as the fundamental factor to achieve desired goals and to generate the desired outcomes. The communication processes takes place in a verbal as well as in a written form. One needs to make use of polite language, decent words and treat others with respect and courtesy. The verbal communication may take place face to face or over the phone. Whereas, written communication takes places through emails, messages, letters, notices or any other written form. One needs to possess positive viewpoints in terms of each other, when they are putting into operation the communication processes. Therefore, communicating with others in an effective manner is a way of acquiring learning and training, which has been recognized by the individuals in both personal and professional lives.

Getting engaged in Regular Practice

Getting engaged in regular practice is regarded as one of the essential areas, which renders a significant contribution in augmenting learning and training. In the implementation of various types of tasks and activities, i.e. learning of academic subjects, preparing artworks, handicrafts or food items, or any other job duty of production or manufacturing, the individuals need to ensure, they get engaged in regular practice. It is the job duty of the instructors and supervisors to train the individuals in terms of methods and approaches. Furthermore, this will also enable the individuals to cope with various types of problems in an adequate manner and provide solutions. The individuals are also able to augment their knowledge in terms of pioneering methods. Therefore, getting engaged in regular practice is a significant way of acquiring learning and training.

Utilizing Modern, Scientific and Innovative Methods

The various types of modern, scientific and innovative methods are, articles, reports, projects, maps, models, charts, graphs, pictures, images, designs, technologies and internet. The individuals need to make use of them within the course of putting into practice various job duties in personal and professional lives. Getting engaged in regular practice is regarded as one of the indispensable areas, which renders a significant contribution in augmenting learning and training. In the implementation of various types of tasks and activities, the individuals aspire to generate the desired outcomes. Hence, utilization of modern, scientific

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and innovative methods will facilitate in augmenting learning and training and leading to enrichment of one's overall quality of lives. Therefore, utilizing modern, scientific and innovative methods is a way of acquiring learning and training, which needs to be recognized by the individuals in all types of job duties in personal and professional lives.

Putting in Efforts to one's best Abilities

Problems and difficulties are regarded as an integral part of the lives of the individuals. These take place in the personal and in the professional lives of the individuals. These may take place in a major as well as in a minor form. From the stage of early childhood, throughout the lives of the individuals, they need to put in efforts to one's best abilities. The individuals need to possess the abilities to work under stress. It is not easy for the individuals to put into practice all the methods and procedures that would lead to achievement of desired goals and up-gradation of living conditions in a manageable manner. Individuals need to be well-versed in terms of various types of methods and procedures to cope with problems and challenges in a satisfactory manner. Therefore, putting in efforts to one's best abilities is a way of acquiring learning and training, which needs to be implemented, particularly when the individuals are coping with difficult and stressful concepts or situations.

Depicting Efficiency and Meticulousness

The individuals need to pay attention towards implementation of the traits of efficiency and meticulousness. These need to be acknowledged within the course of putting into practice various job duties in personal and professional lives. From the stage of early childhood, throughout the lives of the individuals, they need to recognize the significance of these traits. When the individuals are efficient and meticulous, they will be able to render an important contribution in achieving desired goals and objectives in personal and professional spheres, sustaining one's living conditions in a satisfactory manner and leading to enrichment of one's overall quality of lives. Therefore, depicting efficiency and meticulousness is a way of acquiring learning and training, which has proven to be beneficial to the individuals to a major extent.

Conclusion

The individuals, irrespective of their communities, categories and backgrounds continue to learn throughout their lives. Hence, learning and training are vital factors, which need to be reinforced throughout one's lives. Factors taken into account to reinforce learning and training are, forming positive viewpoints in terms of various factors, reinforcement of the traits of morality and ethics, making wise and productive decisions, implementation of the traits of diligence, resourcefulness and conscientiousness, development of motivation, utilizing appropriate learning methods, acquiring adequate learning materials, implementing time management skills, forming cordial and amiable terms and relationships with others and honing problem-solving skills. Ways of acquiring learning and training are, getting enrolled in educational institutions and training centres; communicating with others in an effective manner; getting engaged in regular practice; utilizing modern, scientific and innovative methods; putting in efforts to one's best abilities and depicting efficiency and meticulousness. Finally, it can be stated, when the individuals recognise the

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meaning and significance of learning and training, they will achieve desired goals and objectives in personal and professional spheres and lead to enrichment of one's overall quality of lives.

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Participation of Women in Social, Economic and Political Activities

Dr. Radhika Kapur

Abstract

The women, belonging to all communities, categories and backgrounds should be encouraged to participate in social, economic and political activities. The participation of women in these activities would render an important contribution in leading to up-gradation of their overall quality of lives. These are of different types and individuals need to be well-versed in terms of various aspects to participate in these activities in an effective manner. They will generate information in terms of various factors and augment their knowledge, competencies and abilities. The women, primarily belonging to deprived, marginalized and economically weaker sections of the society usually possess low literacy skills or no literacy skills at all. They are unaware in terms of aspects that are necessary in promoting well-being and goodwill. But when they are encouraged by family and community members to participate in these activities, they are able to augment their knowledge and understanding in terms of various factors. Obtaining support and assistance from the family as well as community members will prove to be favourable and advantageous to a major extent. Furthermore, the women should develop motivation and form positive viewpoints regarding various aspects and individuals. The social, economic and political activities are the key of bringing about improvements in one's personality traits and living conditions. Therefore, in leading to up-gradation of one's overall quality of lives, it is of utmost significance to encourage the participation of women in these activities. In this research paper, emphasis is put upon understanding the meaning and significance of social, economic and political activities and benefits of participating in social, economic and political activities.

Keywords: *Activities, Benefits, Communities, Economic, Living Conditions, Participation, Political, Social*

The women, belonging to all communities, categories and backgrounds should be encouraged to participate in social, economic and political activities. The participation of women in these activities would render an important contribution in leading to up-gradation of their overall quality of lives (Shameer, 2020). The women, primarily belonging to deprived, marginalized and economically weaker sections of the society usually possess low literacy skills or no literacy skills at all. They are unaware in terms of various factors. But when they are encouraged by family and community members to participate in these activities, they are able to augment their knowledge and understanding in terms of various subjects, concepts and factors. One of the important aspects that need to be focused upon is, these activities facilitate in up-gradation of social skills and interactive abilities. The women are able to form an effective social circle. Therefore, one is able to understand on a comprehensive basis that participation of women in these activities will lead to up-gradation of their overall personality traits and living conditions.

Social activities are the activities, which enable the individuals to lead to up-gradation of social skills and interactive abilities. One cannot live their lives in seclusion. It is of utmost significance for the individuals to form an effective social circle (Goodwin, n.d.). The social circle of the individuals comprises

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of family members, relatives, friends, neighbours, and community members. The women get involved in various types of social activities in their lives. These are, planning outings with family members and friends; making visits to functions such as marriages, anniversaries, birthdays, celebrations, religious functions, cultural functions and so forth. In all these functions, the individuals need to communicate with each other in an effective manner. The individuals are different from each other in terms of various factors, i.e. caste, creed, race, religion, ethnicity, age groups, gender, educational qualifications, occupations, personality traits and socio-economic backgrounds. In spite of all these differences, one needs to ensure, there should not be any kind of discrimination on the basis of any factors. In the implementation of social activities, communication needs to take place in an effective manner. Furthermore, one needs to treat each other with respect and courtesy.

Economic activities are the activities, which facilitate in generation of income and leading to enhancement of career prospects. The participation in economic activities is regarded as one of the indispensable aims of women, irrespective of their communities, categories and backgrounds. In the present existence, the women are getting enrolled in educational institutions and training centres. They are pursuing educational programs in accordance to their competencies, requirements and abilities. The various fields, which they select are, education, art, architecture, engineering, science, technology, medical, health care, law and so forth. After acquiring education, they obtain employment opportunities related to their fields. The women, in some cases are skilled in the production of artworks, handicrafts, food items, garments, jewellery and so forth. Hence, in this manner, they are able to initiate own businesses. In rural communities, agriculture and farming practices are regarded as important occupations. The women are possessing adequate skills and abilities to get engaged in these occupations. These are regarded as different types of economic activities, which encourage the participation of women in urban and rural communities. Therefore, it can be stated, there are various types of economic activities in which the women are engaged in.

Political activities are the activities, which comprises of functions of governance, and administration. When women are engaged in political activities, they should aim to promote well-being of the community members. In the present existence, in educational institutions of all levels and in various types of organizations, the women are acquiring leadership positions. They are heads, directors, managers, supervisors, and instructors. The leaders are vested with number of job duties and responsibilities. They need to make wise and productive decisions and formulate laws that would lead to overall functioning of the organization in an appropriate manner. In putting into operation political activities in an efficacious manner, the leaders or other individuals need to be informative in terms of methods and approaches. Furthermore, they need to form cordial and sociable terms and relationships with others. In the case of occurrence of any kinds of problems and difficulties, they need to obtain support and assistance from others. The implementation of political activities can take place in an efficient manner, when the individuals are moral and ethical in their conduct. Therefore, one is able to understand on a comprehensive basis that women are engaged in political activities.

Understanding the Meaning and Significance of Social Activities

Social activities are the activities, which enable the individuals to lead to up-gradation of social skills

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and interactive abilities. One cannot live their lives in seclusion. It is of utmost significance for the individuals to form an effective social circle. The social circle of the individuals comprises of family members, relatives, friends, neighbours, and community members. The women get involved in various types of social activities in their lives. These are, planning outings with family members and friends; making visits to functions such as marriages, anniversaries, birthdays, celebrations, religious functions, cultural functions and so forth. In all these functions, the individuals need to communicate with each other in an effective manner. The individuals are different from each other in terms of various factors, i.e. caste, creed, race, religion, ethnicity, age groups, gender, cultures, personality traits, educational qualifications, occupations, personality traits and socio-economic backgrounds. In spite of all these differences, one needs to ensure, there should not be any kind of discrimination on the basis of any factors. In the implementation of social activities, communication needs to take place in an effective manner. Furthermore, one needs to treat each other with respect and courtesy.

From the stage of early childhood, throughout the lives of the individuals, they are imparted with information that beyond their homes also there is a world with which they need to interact with. The women have number of goals and objectives to achieve in their personal and professional lives. In order to achieve desired goals and objectives and lead to up-gradation of their overall quality of lives, they need to augment one's knowledge and understanding in terms of various areas. The internet is regarded as one of the prominent sources that would facilitate in augmenting information in terms of various factors. Furthermore, one needs to put into practice effective communication processes with others (List of Social Activities for Adults, n.d.). The communication processes takes place with individuals within as well as outside the homes. The participation of women in various types of social activities facilitates interaction with other individuals. When they are interacting, they are able to form an effective social circle. Therefore, women are able to acquire an efficient understanding of the meaning and significance of social activities.

In participating in social activities in an efficacious manner, there are various factors that need to be taken into account, i.e. being well-equipped in terms of job duties and responsibilities; being informative in terms of ways to promote good health, physically and psychologically; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; depicting efficiency, honesty, truthfulness and righteousness; forming cordial and sociable terms and relationships with others; providing solutions to various types of problems in an effective manner; promoting a normal mind-set; coping with various types of psychological problems in a satisfactory manner; making wise and productive decisions; possessing a pleasant personality and an approachable nature; managing resources in an efficient manner; taking out sufficient amount of time for all tasks and activities; augmenting critical thinking, analytical and problem-solving skills and bringing about improvements in one's overall personality traits. The women generate information in terms of these factors as their growth and development takes place. They need to pay adequate attention towards reinforcement of these factors throughout their lives. Therefore, this will facilitate in enabling women to acquire an efficient understanding of the meaning and significance of social activities.

The women need to acquire an efficient understanding of the methods that would facilitate their participation in social activities. These are, possessing the determination of doing well in ones jobs and

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generating the desired outcomes; being informative in terms of goals and objectives in personal and professional spheres; making use of knowledge, skills and abilities to promote well-being of community members; putting emphasis on doing well in one's tasks and activities; providing equal rights and opportunities to all; not discriminating against any other individuals; facilitating in up-gradation of social skills and interactive abilities; communicating with the helpers and service providers in an effective manner; making use of polite language and decent words; exercising control on the feelings of anger and frustration; possessing the abilities to cope with stress; not possessing any feelings of antagonism and hatred against anybody and ensuring that the tasks and activities prove to be favourable to them as well as others. The women need to put emphasis upon reinforcement of these factors not only within the course of participation in social activities, but throughout their lives. Therefore, this will facilitate in enabling women to acquire an efficient understanding of the meaning and significance of social activities.

Understanding the Meaning and Significance of Economic Activities

Economic activities are the activities, which facilitate in generation of income and leading to enhancement of career prospects. The participation in economic activities is regarded as one of the indispensable aims of women, irrespective of their communities, categories and backgrounds. In the present existence, the women are getting enrolled in educational institutions and training centres. They are pursuing educational programs in accordance to their competencies, requirements and abilities. The various fields, which they select are, education, art, architecture, engineering, science, technology, medical, health care, law and so forth. After acquiring education, they make an attempt to obtain employment opportunities related to their fields. The women in some cases are skilled in the production of artworks, handicrafts, food items, garments, jewellery and so forth. Hence, in this manner, they are able to initiate own businesses. In rural communities, agriculture and farming practices are regarded as important occupations. The women are possessing adequate skills and abilities to get engaged in these occupations. These are regarded as different types of economic activities, which encourage the participation of women in urban and rural communities. Therefore, it can be stated, there are various types of economic activities in which the women are engaged in.

The women have different goals and objectives to achieve in personal and professional spheres. These are, acquisition of good-quality education; promoting better livelihoods opportunities; forming an effective social circle; leading to up-gradation of one's personality traits and leading to enrichment of one's overall standards of living. In order to achieve these goals and objectives, it is of utmost significance to possess sufficient financial resources (Meaning of Economic and Non-Economic Activities, 2021). The participation of women in various types of economic activities will enable them to lead to an increase in financial resources. The women can fulfil their needs and requirements as well as the needs and requirements of their family members, when they are engaged in various types of economic activities. The women should develop motivation to do well in their jobs and achieve the desired goals and objectives. Furthermore, they should cope with problems and challenges in a satisfactory manner and prevent them from assuming a major form. Therefore, this will facilitate women to acquire an efficient understanding of the meaning and significance of economic activities.

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In participating in economic activities in an appropriate manner, there are various factors that need to be taken into account, i.e. being well-equipped in terms of job duties and responsibilities; being informative in terms of ways to promote good health, physically and psychologically; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; depicting efficiency, honesty, truthfulness and righteousness; forming cordial and sociable terms and relationships with others; providing solutions to various types of problems in an effective manner; promoting a normal mind-set; coping with various types of psychological problems in a satisfactory manner; making wise and productive decisions; possessing a pleasant personality and an approachable nature; managing resources in an efficient manner; taking out sufficient amount of time for all tasks and activities; augmenting critical thinking, analytical and problem-solving skills and bringing about improvements in one's overall standards of living. The women generate information in terms of these factors as they progress (Basic Economic Activities, n.d.). They need to pay adequate attention towards reinforcement of these factors throughout their lives. Therefore, this will facilitate women in acquiring an efficient understanding of the meaning and significance of economic activities.

One should be determined to not only do well in one's jobs, but also in retaining them. The women need to acquire an efficient understanding of the methods that would facilitate their participation in economic activities. These are, being determined to do well in ones jobs and achieve the desired goals; being informative in terms of goals and objectives in personal and professional spheres; making use of knowledge, skills and abilities to promote well-being of community members; focusing on doing well in one's tasks and activities; providing equal rights and opportunities to all; not discriminating against any other individuals; facilitating in up-gradation of social skills and interactive abilities; communicating with the helpers and service providers in an effective manner; making use of polite language and decent words; exercising control on the feelings of anger and frustration; possessing the abilities to cope with stress; not possessing any feelings of antagonism and hatred against anybody and ensuring that the job duties prove to be favourable to them as well as others. The women need to put emphasis upon reinforcement of these factors not only within the course of participation in economic activities, but throughout their lives. Therefore, this will facilitate women to acquire an efficient understanding of the meaning and significance of economic activities.

Understanding the Meaning and Significance of Political Activities

Political activities are the activities, which comprises of functions of governance and administration. When women are engaged in political activities, they should aim to promote well-being of the community members. In the present existence, in educational institutions of all levels and in various types of organizations, the women are acquiring leadership positions. They are heads, directors, managers, supervisors, and instructors. The leaders are vested with number of job duties and responsibilities. They need to make wise and productive decisions and formulate laws that would lead to overall functioning of the organization in an appropriate manner. In putting into operation political activities in an efficacious manner, the leaders or other individuals need to be informative in terms of methods and approaches. Furthermore, they need to form cordial and sociable terms and relationships with others. In the case of occurrence of any kinds of problems and difficulties, they need to obtain support and assistance from others. The

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implementation of political activities can take place in an efficient manner, when the individuals are moral and ethical in their conduct. Therefore, one is able to understand on a comprehensive basis that women are engaged in political activities.

When the individuals are putting into practice political activities, they should have one common goal, i.e. well-being of the community members (Political Activities Policy, 2021). The individuals need to make use of modern, scientific and innovative methods in the implementation of various tasks and activities. Hence, in educational institutions of all levels and various types of organizations, there should be organization of training and development programs. In these programs, the teaching-learning methods, teaching-learning materials and instructional strategies need to be put into operation in such a manner that women are able to acquire an efficient understanding in terms of methods and approaches. This is comprehensively understood that women aim to do well in all types of job duties. Hence, when they are dealing and working with other individuals, they need to ensure, they do not get overwhelmed by any types of problems and challenges. These need to be solved and prevented from assuming a major form. Therefore, this will enable women in acquiring an efficient understanding of the meaning and significance of political activities.

In participating in political activities in an appropriate manner, there are various factors that need to be taken into account, i.e. being well-equipped in terms of job duties and responsibilities; being informative in terms of ways to promote good health, physically and psychologically; inculcating the traits of morality and ethics; implementing the traits of diligence, resourcefulness and conscientiousness; depicting efficiency, honesty, truthfulness and righteousness; forming cordial and sociable terms and relationships with others; providing solutions to various types of problems in an effective manner; promoting a normal mind-set; coping with various types of psychological problems in a satisfactory manner; making wise and productive decisions; possessing a pleasant personality and an approachable nature; managing resources in an efficient manner; taking out sufficient amount of time for all tasks and activities; augmenting critical thinking, analytical and problem-solving skills and bringing about improvements in one's overall personality traits. The women generate information in terms of these factors as their growth and development takes place. They need to pay adequate attention towards reinforcement of these factors throughout their lives. Therefore, this will facilitate women in acquiring an efficient understanding of the meaning and significance of political activities.

One should be determined to do well in one's jobs and incurring the feeling of job satisfaction. The women need to acquire an efficient understanding of the methods that would facilitate their participation in political activities. These are, being determined to do well in ones jobs and achieve the desired goals; being informative in terms of goals and objectives in personal and professional spheres; making use of knowledge, competencies and abilities to promote well-being of community members; focusing on doing well in one's tasks and activities; providing equal rights and opportunities to all; not discriminating against others individuals; focusing on up-gradation of communication skills; communicating with the helpers and service providers in an appropriate manner; making use of polite language and decent words; exercising control on the feelings of anger and frustration; possessing the abilities to cope with stress; not possessing any feelings of antagonism and hatred against anybody and ensuring that the job duties prove to be favourable to them as

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well as others. The women need to put emphasis upon reinforcement of these factors not only within the course of participation in economic activities, but throughout their lives. Therefore, this will facilitate in enabling women to acquire an efficient understanding of the meaning and significance of political activities.

Benefits of Participating in Social, Economic and Political Activities

The social, economic and political activities are regarded as an integral part of the lives of both men and women. In some cases, when they are below the age of 18 years, their participation is facilitated in these activities. The women, belonging to all communities, categories and backgrounds should be encouraged to participate in social, economic and political activities. The participation of women in these activities would render an important contribution in leading to up-gradation of their overall standards of living. In some cases, the women feel apprehensive and vulnerable in interacting with the mainstream society. They normally feel comfortable in communicating with the family and community members. In participating in social, economic and political activities, they need help and support from the family as well as community members. Furthermore, they need to be well-equipped in terms of the benefits of participating in social, economic and political activities.

One of the important aspects that need to be understood is, these activities facilitate in up-gradation of communication skills and interactive abilities. The women are able to augment their social circle. They understand that apart from family members, there are other members as well within the community with whom, they need to interact. This point enables them to understand on a comprehensive basis that participation of women in these activities will lead to up-gradation of their overall personality traits and standards of living. Benefits of participating in social, economic and political activities are, augmenting one's knowledge in terms of various factors; alleviating seclusion and loneliness; promoting good health and well-being; augmenting skills and abilities; augmenting the abilities to cope with various types of problems and facilitating in the achievement of personal and professional goals. These are stated as follows:

Augmenting one's Knowledge in terms of various Factors

In order to do well in all job duties, tasks and activities, the women need to augment their knowledge in terms of various factors. The knowledge can be acquired through conducting research in terms of various sources as well as communicating with others. The research is conducted through making use of various sources, i.e. books, articles, reports, projects, other reading materials, technologies and internet. Furthermore, the women should recognize the meaning and significance of effective communication processes. In the implementation of effective communication processes, one needs to make use of polite language and treat each other with respect and courtesy. When one feels that ideas and suggestions given by others are not regarded as favourable and meaningful, they should be declined in a polite manner. Therefore, one can understand, irrespective of their occupations and fields that augmenting one's knowledge in terms of various factors is a benefit of participating in social, economic and political activities, which has facilitated in generation of desired outcomes in both personal and professional spheres.

Alleviating Seclusion and Loneliness

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The communication processes is to take place with individuals within as well as outside the homes. When women will communicate in a satisfactory manner with the individuals, it is apparent that they will form an effective social circle. As a consequence, they will be able to alleviate seclusion and loneliness. Loneliness is regarded as a chronic and a distressful state, which has unfavourable effects on the physical as well as psychological health and well-being of the individuals. Hence, one needs to be informative in terms of measures and approaches to alleviate seclusion and loneliness. The participation of women in various types of social activities facilitates interaction with other individuals. When they are interacting, they are able to form an effective social circle and alleviate seclusion and loneliness. Therefore, it is understood on a comprehensive basis, alleviating seclusion and loneliness is a benefit of participating in social, economic and political activities, which has rendered an important contribution in promoting a normal mind-set among women.

Promoting Good Health and Well-being

In promoting good health and well-being, there are various factors that need to be taken into account, i.e. diet and nutrition, exercise and physical activities, yoga and meditation, implementing ways to manage body weight, promoting cleanliness, putting into practice the ways to curb various forms of pollution, i.e. air, water, land and noise, forming an amiable and pleasant environment within as well as outside the homes, forming cordial and amiable terms and relationships with the other individuals, being well-equipped in terms of job duties and responsibilities, providing solutions to various types of problems, and augmenting knowledge, skills and abilities in terms of various factors and concepts. When women are participating in various types of social, economic and political activities, they need to focus upon strengthening of all the factors that would contribute in an efficient manner in promoting good health and well-being. Therefore, in all communities, women need to understand that promoting good health and well-being is a vital benefit of participating in social, economic and political activities.

Augmenting Skills and Abilities

Participating in social, economic and political activities require augmentation of skills and abilities. The various types of skills, which need to be augmented are, communication skills, decision making skills, time management skills, technical skills, creative skills, analytical skills, critical thinking skills, problem-solving skills, leadership skills, negotiation skills, presentation skills, personal skills and professional skills. On the other hand, the abilities, which need to be honed are, possessing the abilities to work under stress; managing anger and frustration; providing solutions to various types of problems in an effective manner; promoting a normal mind-set; coping with various types of psychological problems in a satisfactory manner; making wise and productive decisions; possessing a pleasant personality and an approachable nature; managing resources in an efficient manner; taking out sufficient amount of time for all tasks and activities; aiming to do well in one's jobs; putting in efforts to one's best abilities to achieve desired goals and bringing about improvements in one's overall quality of lives. Therefore, augmenting skills and abilities is a crucial benefit of participating in social, economic and political activities.

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Augmenting the Abilities to cope with various Types of Problems

Problems are regarded as an integral part of the lives of all women. They may be experienced in personal and professional lives. These may be experienced in a major as well as in a minor form. The women need to augment their abilities to cope with various types of problems in a satisfactory manner. Within households as well as when they are pursuing education or are engaged in any forms of economic activities, they need to possess a helping nature. They not only need to provide solutions to their problems, but also the problems of other individuals. The participation of women in social, economic and political activities will render an important contribution in augmenting the abilities to cope with various types of problems. One of the important aspects that needs to be taken into account is, after they have augmented their abilities, one needs to pay attention towards their reinforcement throughout their lives. Therefore, augmenting the abilities to cope with various types of problems is an indispensable benefit of participating in social, economic and political activities.

Facilitating in the Achievement of Personal and Professional Goals

The women have different goals and objectives in personal and professional spheres. These are, acquisition of good-quality education; promoting better livelihoods opportunities; augmenting skills and abilities; promoting well-being and goodwill; doing well in all types of job duties and responsibilities; meeting the expectations of their superiors; forming an effective social circle; utilizing resources to generate the desired outcomes; leading to up-gradation of one's personality traits and leading to enrichment of one's overall standards of living. In order to achieve these goals and objectives, it is of utmost significance to possess sufficient financial resources. The participation of women in various types of activities will enable them to augment their knowledge and understanding in terms of management of resources. Furthermore, women can fulfil the needs and requirements of themselves as well as their family members. Therefore, it can be stated, facilitating in the achievement of personal and professional goals is a benefit of participating in social, economic and political activities, which has proven to be beneficial and favourable to women to a major extent.

Conclusion

The women, belonging to all communities, categories and backgrounds should be encouraged to participate in various types of social, economic and political activities. The participation of women in these activities would render an important contribution in leading to up-gradation of their overall living conditions. The women, primarily belonging to deprived, marginalized and socio-economically backward sections of the society possess low literacy skills or no literacy skills at all. They are uninformed in terms of various factors. But when they are encouraged by family and community members to participate in these activities, they are able to augment their knowledge and understanding in terms of various subjects, concepts and factors. Benefits of participating in social, economic and political activities are, augmenting one's knowledge in terms of various factors; alleviating seclusion and loneliness; promoting good health and well-being; augmenting skills and abilities; augmenting the abilities to cope with various types of problems and facilitating in the achievement of personal and professional goals. Finally, it can be stated, when women,

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irrespective of their communities, categories and backgrounds participate in these activities, they will contribute in a significant manner in achieving desired goals and objectives and bringing about improvements in their overall quality of lives.

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