

Digitalization, Social Network and Women Entrepreneurship: A Sociological Analysis

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Abstract

The importance of entrepreneurship for women extends beyond mere economic empowerment, encompassing enhanced decision-making abilities and leadership skills. Entrepreneurial endeavors, particularly in self-employment, significantly impact women's empowerment. In Odisha, women are increasingly involved in network marketing, which serves not only as a platform for entrepreneurship but also for empowerment. This form of marketing diverges from traditional methods by focusing on network facilitation, employment opportunities, product benefits, and digitalization. To investigate this phenomenon, this study aims to assess the impact of digitalization on women entrepreneurs and compare traditional entrepreneurship with network marketing. Primary data was gathered from 200 women engaged in network marketing companies (such as Amway, Herbalife, Vestige, Modicare) in Balasore district, Odisha, utilizing the snowball sampling technique. Additionally, secondary data from sources such as the IDSA annual report, various journals, and websites were used. The study findings indicate that women show a greater inclination towards network marketing compared to traditional marketing. This preference is attributed to the ease of managing business alongside household responsibilities, and digitalization playing a crucial role in expanding networks and ensuring business sustainability. Thus, prioritizing digital education is imperative to augment women's capabilities in this domain.

Keywords: Digitalization, Entrepreneurship, Social network, Network Marketing

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Introduction:

Entrepreneurship stands as a vital driver of India's economy, particularly with the acceleration of globalization. It compresses the proactive endeavor of individuals to innovate, invest, and apply business acumen to convert resources into

economic goods and services. An entrepreneur, typically defined as someone who initiates, manages, and assumes the risks of a business venture, possesses not only ideas and some business proficiency but also requires complementary resources for production and delivery. Support, knowledge, and access to

distribution channels often arise from their social networks. The involvement of women notably contributes to India's entrepreneurial landscape. Entrepreneurs wield significant influence in shaping business and society, recognizing the value of innovation and sustainable development. Innovation fosters creativity, problem-solving, and the introduction of new products and services, while sustainable development encompasses the pursuit of economic growth, social equity, and environmental preservation. In today's digital era, digitalization intertwines with innovation and sustainable development, playing a pivotal role in business evolution. An expanding trend in developing countries, previously prominent in developed nations, is network marketing, renowned for its economic sustainability and eco-friendly product offerings. Central to this business is the reliance on social networks. Post-COVID, there's a noticeable shift from physical to digital networking, facilitated by advancements in social media. Network marketing refers to the direct selling of goods and services through a distributor network, eliminating the middleman from the distribution process. Distributors, referred to as businesspersons, not only receive incentives and recognition for their efforts but also earn a percentage of profits from sales made by their sponsored individuals. This platform provides an avenue for individuals seeking supplementary income, empowering them to confront challenges and unlock their potential. As per the IDSA report

in macro level the female ratio is less where as in the micro level it is increasing. This business is more easy to access and profit oriented than the traditional business. In the traditional business there will be so many middle man and advertisement which makes more consumer price. But in the network marketing there is no middle man and advertisement and middle price will come to the distributor directly as a loyalty and bonus. This distinction underscores the advantages of network marketing, making it a more accessible and profit-oriented venture for many individuals. Traditional entrepreneurship entails engaging in entrepreneurial activities that have been practiced for generations, tracing back to the earliest forms of trade among tribal or rural communities. It revolves around the primary objectives of profit generation and adhering to established standards. Instead of bringing a solution or an innovative idea to solve issues around us, traditional entrepreneurship operates based on the generation of profit without actually taking into consideration the sustainability of their actions.

Entrepreneurs with motivation and access to resources establish new businesses by identifying and seizing opportunities within existing structures. Networking allows founding entrepreneurs to enlarge their span of action, save time and gain access to resources and opportunities. But are networks also important in the digital entrepreneurship?

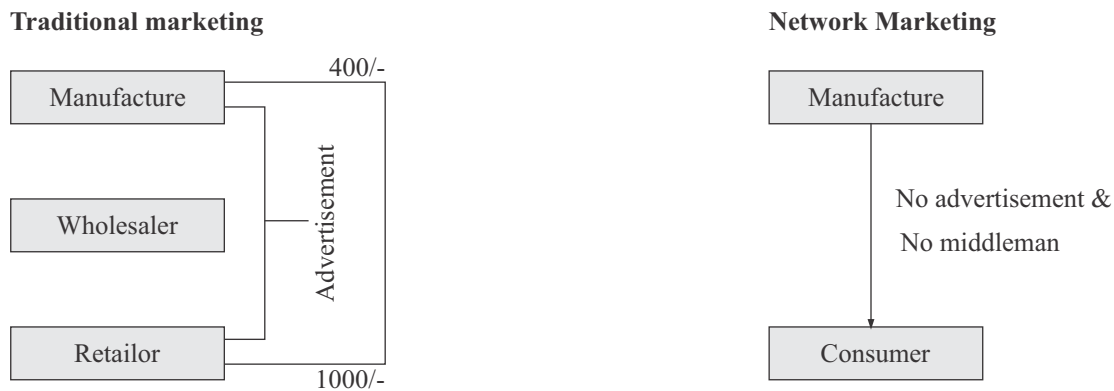


Fig. 1: Model of traditional marketing and network marketing

Digital entrepreneurship represents a subset of entrepreneurship characterized by the integration of digital methods functioning into its activities. This entails engaging in digital business activities and offering digital goods and services. With the swift advancement of digital technology, traditional entrepreneurship can seamlessly transition into digital business models, enhancing business growth and market competitiveness. Digital entrepreneurship facilitates improved business intelligence and enables the rapid expansion of customer networks in a shorter timeframe. Key advantages include reduced physical footprint, enhanced cost-effectiveness of products and services, enhanced customer engagement, and simplified market entry, all of which are distinct from traditional entrepreneurship.

Literature Review

The growth of women entrepreneurship in India has been remarkable, offering significant contributions to innovation and economic progress (Brush & et.al, 2009). However, women often encounter various social challenges, both personal and professional, which can pose obstacles during the inception of their businesses (Shaw & Carter, 2006). Overcoming these challenges and achieving success necessitates support from business networks, family, and government initiatives.

Social capital, particularly social networking, plays a crucial role in empowering women entrepreneurs by fostering increased communication, social connections, and learning opportunities. It facilitates the development of new social relationships and strengthens existing ones (Crittenden et.al, 2019). Despite these benefits, women entrepreneurs typically have smaller networks and fewer connections to other businesses compared to their male counterparts (World bank Gruoup). They often rely more heavily on friends and family for support and have limited access to high-quality networks. Thus, enhancing networking opportunities among women entrepreneurs can prove instrumental in advancing their businesses and overcoming the barriers they face.

Additionally, the paper examines how online networking serves as a legal aid for women entrepreneurs in their business endeavors. The aim of this accompanying legal support is to minimize contractual obstacles, thereby fostering greater collaboration among entrepreneurs who connect through the platform. This initiative has a beneficial effect on business outcomes (Asiedu et. al, 2023).

(Salam, 2018) analyzing the level of technological integration involves the perspectives and strategies of female business owners towards the

digitalization process. With the escalating pace of digitalization, numerous conventional business proprietors are embracing digital technologies to mitigate risk, streamline operations, and enhance their skillsets. The advent of digital transformation and digitalization not only facilitates more adaptable working environments, favoring women, but also holds potential to diminish the gender gap in business expansion (Larsson & Viitaoja, 2019). Through digitalization, women attain financial stability and acquire technical expertise. For instance, they gain the ability to conduct secure transactions without the risk of fraud through digital payment platforms. This empowerment enhances their proficiency in utilizing technology and enables them to make autonomous financial choices (Dhanamalar et.al, 2020).

In recent times, several prominent online social networking platforms like Facebook and WhatsApp have achieved considerable success for their impressive ability for linking individuals and bridging disconnected offline social circles. Furthermore, these platforms are evolving into expansive channels for spreading information and promoting products, enabling rapid dissemination of ideas to a vast audience (Ali et.al 2017). Women entrepreneurs who are randomly placed into Facebook and WhatsApp groups with a higher concentration of entrepreneurs exhibiting superior baseline business practices and greater initial sales and profits are more inclined to innovate, enhance their business practices, and ultimately achieve higher profitability. Networking within communities of high-quality entrepreneurs, characterized by diverse experiences, can accelerate both business growth and innovation processes (Asiedu et. al, 2023).

Indian female entrepreneurs encounter numerous challenges when initiating and managing businesses, such as diminished confidence levels,

limited access to capital, insufficient entrepreneurial skills, mobility restrictions, and intense competition with their male counterparts (Kothawale, 2013). Developing social networks could be one such strategy for women in business (Gill & Ganesh, 2007). Women are better equipped to tackle challenges posed by formidable competitors because they possess a culture of sharing and exchanging views, as well as innovative ideas. In navigating these challenges, they often depend on informal networks to develop and grow their businesses. Social networks, both informal and formal, play a crucial role in the entrepreneurial process and business establishment among women (Dawa and Namatovu, 2015). It is an effective tool for companies to create name recognition, generate marketing strategy, and lower advertising expenditures during difficult times (Bolotaeva & Cata, 2011). Networks represent a crucial element that offers efficient resources for entrepreneurship (Hanson & Blake, 2009). In the context of business, networks refer to the collective individuals connected through specific types of relationships, established by identifying ties among all individuals within a population (Subrahmanyam, 2019). It helps to view networking of people in a strong framework that takes into account different organizational phenomena at micro level (leadership, power, team, trust) and a micro-level (relationships between organizations, strategic alliances, network management and others). The structural aspects of networks are size, composition, focus, density, centrality, reachability, diversity, (Aldrich and Zimmer 1986, Baker 2000), stability (Conway & Jones, 2012). Network size refers to the number of ties in an interpersonal relationship in the entrepreneurial process. Density refers to the depth of ties between persons and is calculated by comparing the actual number of ties present in the network. It enables a more organized platform for connecting network members into different social circles. Diversity is important in business because it provides access to

new information from various sources (Aldrich & Martinez, 2001). So the entrepreneurs who has with greater diversity in their personal networks obtain more important information when compared to those with restricted networks (Burt, 1992). Reachability of the network in entrepreneurial process refers to distance which an ego is able to contact another network member. This may be an artifact of the situation in which ego knows one network member only through another member. Composition reflects the demographic features of the contacts in the network such as age, gender, ethnicity, religion and many more similar characteristics (Subrahmanyam, 2019). It is a precise mixture of alters in a social network. Centrality refers to the central point of an entrepreneur's network may be determined by the total distance from an ego to all other persons and the total number of people who can contact the ego.

Research gap

Women are digitally underrepresented, leading to their predominant presence in lower positions within both corporate and informal sectors and women are particularly vulnerable because of gender inequality. Women seek sustainability in terms of economic and social outcomes throughout their lives. At the micro level, understanding the challenges and opportunities women encounter is becoming sustainable entrepreneurs, as well as how digital media influences their decision-making capacity in business, is crucial for a comprehensive understanding of the entrepreneurial landscape. Furthermore, research should examine how socio-economic factors bridge these gaps to foster sustainable entrepreneurship, offering a holistic perspective. Rather than focusing solely on how digitalization aids business growth, this research delves into how it can transform traditional entrepreneurs into digital entrepreneurs, thereby making women more sustainable. Additionally, it sheds light on the

significance of digital networks over social networks and their role in enhancing business sustainability by addressing existing gaps.

Objectives

- To study the impact of digitalization among women entrepreneurs in business.
- To analyse the difference between traditional entrepreneurship and network marketing entrepreneurship.

Research Methodology

The study employed a triangulation approach, utilizing both qualitative and quantitative methods, drawing data from primary and secondary sources. Primary data was gathered from women entrepreneurs through interviews and observations. Due to the heterogeneous population, the snowball sampling technique was employed to collect 200 representative samples. The sample comprised women engaged in various network marketing companies in Balasore district, Odisha. While there are more than 10 network marketing companies are currently working in Balasore and Odisha, the study focused on the top four such as Amway, Herbalife, Vestige, and Modicare. Fifty women were interviewed from each network marketing company for the study. Additionally, secondary data was sourced from various resources including the IDSA annual report, different journals, and government reports. Qualitative data analysis was conducted through narrative techniques, focusing on participants' perceptions of the business and the significance of social networks within it. Quantitative data analysis, on the other hand, was performed using the simple percentage method through SPSS software.

Analysis and Discussion

Table 1: Top 10 States contributing to Network Marketing turnover (2021-22)

State	2021-22 (Percentage)	2020-21 (Percentage)	2019-20 (Percentage)
Maharashtra	12	12	12
West Bengal	10	11	11
Uttar Pradesh	10	10	9
Bihar	7	7	7
Karnataka	6	6	5
Odisha	6	6	5
Haryana	5	5	5
Gujarat	5	5	5
Assam	5	5	5
Delhi	4	4	4

Source: IDSA report

The data provided on the table reveals the distribution of the top 10 states that have been consistently contributing significantly to direct selling over the past few years. Maharashtra maintains its leading position, accounting for 12 percent of the total, while Delhi occupies the 10th

position with a contribution of 4percent in 2021-22. Odisha secures the 6th position among these top 10 states, indicating a notable presence and impact of the network marketing business within the region

Table 2: Reason for becoming a network marketing entrepreneur

Reason	2021-22 (percent)	2020-21 (percent)	2019-20 (percent)
Sel-employment opportunity	37	20	20
Extra income	41	45	45
Flexible working hours	9	6	6
Networking & socializing with people	7	20	20
Impact on livelihood due to job loss	0	2	2
No formal qualification required	5	5	-
Low cost and low risk	0	3	3
Any other	4	4	4

Source: IDSA report

In the year 2021-22, approximately 4percent of individuals joined into network marketing (NM) seeking supplementary income, paralleling a similar proportion engaging in self-employment opportunities. A smaller subset, constituting 9 percent, was motivated by the attraction of flexible

working hours, while 7 percent joined for networking and socializing purposes. Additionally, 5 percent cited due to no formal qualifications is required as their reason for joining NM. In contrast, the motives behind joining NM in the preceding years of 2020-21 and 2019-20 remained consistent.

Notably, a significant proportion (45 percent) of individual joined for additional income, while one-fifth (20 percent) were enticed by the prospects of self-employment and networking opportunities

alike. A smaller proportion was drawn due to the low initial investment and minimal risk, as well as the impact of unemployment on livelihood

Table 3: Satisfaction mapping

Satisfaction reason	2022-23 (Percentage)	2021-22 (Percentage)	2020-21 (Percentage)	2019-20 (Percentage)
Product quality	4.36	4.70	4.32	4.7
Product portfolio & response from customer	4.06	4.62	4.62	4.6
Product pricing	3.75	4.32	4.32	4.2
Compensation plan	3.94	4.58	4.58	4.5
Training programs	4.12	4.74	4.74	4.5
Overall experience	4.20	4.72	4.65	4.6

Source: IDSA report

It is widely acknowledged that the satisfaction of network marketing (NM) entrepreneurs in India is mainly driven by the quality of products and income opportunities provided by this business, which play a crucial role in their success. The above data reveals a notably high level of satisfaction among marketers across various aspects of the business, including product quality, customer relationships, and institutional support. In the data from 2019-20, N.M sellers expressed the highest satisfaction (rated at 4.7 out of 5 points) with the quality of products, although satisfaction with product pricing was relatively lower (rated at 4.2). The overall satisfaction among direct sellers, taking into account factors like training programs, compensation plans, product portfolios, and

customer response, stood at 4.6. Institutional support from the company was also identified as a significant contributor to satisfaction among direct sellers. In 2020-21, satisfaction levels further increased (rated at 4.74) among network marketers, largely attributed to the availability of training programs, a trend that continued into 2021-22. Notably, in 2020-21, a significant proportion of satisfaction (rated at 4.32) stemmed from both product quality and pricing. Overall, the experience was highly satisfactory (rated at 4.65) for marketers, with a subsequent increase to 4.72 in 2021-22. Product quality ranked third (rated at 4.70) in contributing to satisfaction among sellers in 2021-22.

Table 4: App used for marketing

APP	Used	Not Used
Facebook	180(90%)	20 (10%)
WhatsApp	196(98%)	4(2%)
Instagram	106(53%)	94(47%)
Twitter	25(12.5%)	175(87.5%)
Telegram	107(53.5%)	93(46.5%)
YouTube	194(97%)	6(3%)

N=200

Source: IDSA report

The above data indicates that the different online platforms used by women entrepreneurs in N.M basically for marketing and networking purpose. As the importance of digitalization is now increasing day by day among all, women easily used for their business purpose. There is no such women who is not used the social media. It is crucial to note that there is a significant number of women in the study area who have not used the digital media. The study highlights that a significant majority (98%) of women rely on WhatsApp for business-related communication, leveraging its convenience to connect with their contact lists. Many respondents report using their WhatsApp status to showcase product benefits, business profits, and product demonstrations to attract potential customers. Facebook usage among

women entrepreneurs is also prevalent, with 90% utilizing the platform to engage with new customers and indirectly connect with them through shared contacts. They often share success stories and business opportunities to motivate others. YouTube emerges as a crucial tool for women entrepreneurs, with 97% utilizing it for both learning from successful individuals and finding strength during challenging times. Along with this women entrepreneur in N.M also used Instagram, Twitter, Telegram for marketing purpose. In contrast, traditional marketing lacks such digital facilities, resulting in fewer customers and reliance on celebrity endorsements for product advertising. Consequently, traditional marketers often sell products at higher prices to maximize profits.

Table 5: Cross tabulation of background factors with app used for marketing

Background factors		Facebook		WhatsApp		Instagram		Twitter		Telegram		YouTube	
		NU	U	NU	U	NU	U	NU	U	NU	U	NU	U
Age	18-30	5	45	1	49	17	33	41	9	24	26	2	48
	31-45	7	110	3	114	58	59	106	11	50	67	2	115
	45-60	8	25	0	33	19	14	28	5	19	14	2	31
Marital status	Married	15	137	4	148	74	78	136	18	70	82	6	146
	Unmarried	1	30	0	31	9	22	25	6	14	17	0	31
	Widow	4	13	0	17	11	6	16	1	9	8	0	17
Educational qualification	Primary	1	6	0	7	5	2	7	0	5	2	0	7
	Secondary	10	25	3	32	23	12	27	8	17	18	5	30
	Higher secondary	3	27	0	30	20	10	29	1	7	23	1	29
	Graduation	6	80	1	85	33	53	78	8	39	47	0	86
	Post graduation and above	0	23	0	23	8	15	19	4	11	12	0	23
	Diploma	0	19	0	19	5	14	15	4	14	5	0	19

**NU- Not used, U- Used
 Source: Primary data

The data presented in the above table depicts the usage of various social media platforms by women in network marketing (N.M), categorized by their background factors. It is evident from the data that the age group between 31 to 45 years old shows the highest usage of social media applications for

business purposes. Among this age group, married women constitute the largest proportion of users, followed by unmarried girls and widows. This trend can be attributed to the self-employment opportunities and empowerment that this business model offers, making it more appealing to married

women. Married women utilize different social media platforms to learn about business procedures and to expand their ventures. However, the proportion of widows using social media is notably lower. Some respondents refrain from using social media due to concerns about financial transactions, cyber security, and personal safety. The level of education also influences women's engagement

with social media platforms. Graduates are more likely to be active social media users compared to those with primary education. The lower usage among primary educated women is attributed to their lack of familiarity with social media platforms. Consequently, their limited engagement results in slower business development and networking opportunities.

Table 6: Advertisement practices

Item	Advertised	Not Advertised
Flyering	47(23.5%)	153(76.5%)
Distribution of visiting card	135(67.5%)	65(32.5%)
Add on Facebook	153(76.5%)	47(23.5%)
Facebook and WhatsApp status	186(93%)	14(7%)
Road show	82(41%)	118(59%)

N= 200
Source: Primary data

Table 6 illustrates the advertising strategies employed by women entrepreneurs in network marketing (N.M). A considerable majority proportion (93%) of these entrepreneurs prefer to advertise by utilizing Facebook and WhatsApp status updates, while a majority (76.5%) also opt for Facebook advertisements. Since the business largely relies on internal advertising methods rather than external ones, slightly over two-thirds

(67.5%) choose to promote their ventures through distributing visiting cards. A subset of women, particularly those associated with Herbalife, occasionally resort to roadshows for advertising, although this practice is less common among entrepreneurs from other N.M companies. Nonetheless, less than a quarter (23.5%) of respondents resort to advertising through flyers.

Table 7: Effective methods used for generate sale

Methods	Very Poor	Poor	Acceptable	Good	Very Good
Product benefits/ Motivate to buy the products	21 (10.5%)	34 (17%)	32 (15.5%)	48 (23.3%)	65 (31.6%)
Loyalty and bonus	28 (13.6%)	46 (23%)	55 (26.7%)	42 (20.4%)	29 (14.1%)
Selling through Magic corner	11 (5.3%)	32 (16%)	48 (24%)	51 (24.8%)	58 (28.2%)
Online selling/ selling to retailer	110 (55%)	27 (13.1%)	18 (8.7%)	24 (11.7%)	21 (10.2%)
Upgradation	28 (13.6%)	49 (24.5%)	50 (24.3%)	41 (19.9%)	32 (15.5%)

N=200
Source: Primary data

The information presented in Table-7 indicates various effective techniques employed by entrepreneurs to generate sales, as assessed on a 5-point rating scale. The majority of respondents emphasize showcasing product benefits and utilizing the strategy of selling through a magic corner. Additionally, approximately one-fourth (20.4%) of respondents leverage loyalty and bonus incentives to highlight the advantages of their business. Other effective methods adopted by women entrepreneurs include upgrading products and engaging in online selling. These methods are notably absent in traditional marketing, making it challenging for individuals to expand their businesses. Particularly, loyalty and bonus benefits are highlighted as significantly advantageous for engaging in network marketing (N.M) businesses.

Research Findings

The expansion of network marketing (N.M) and the significance of digitalization are empowering women to become successful entrepreneurs. N.M contributes to the enhancement of marketing value and the overall economic growth of the nation, gradually overtaking traditional marketing practices. The primary reasons behind the growth of N.M include increasing awareness about health and nutrition, adaptable regulations, and a robust distribution network. In India, the N.M industry was valued at INR 19,020 crores in 2021-22, reflecting a 13% Compound Annual Growth Rate (CAGR) compared to the previous year. Approximately 30% of the total population is engaged in various sectors of N.M. Odisha ranks sixth in terms of contribution to N.M sales, with a significant presence of women-led units embracing digitalization to expand their businesses and advertise without incurring additional expenses. Many women are drawn to N.M for the additional income and business opportunities it offers, alongside the flexibility to manage household responsibilities. While formal educational qualifications are not mandatory for this business,

education plays a pivotal role in facilitating entrepreneurial success. Moreover, customer satisfaction, which hinges on product quality, compensation plans, and adequate training, plays a crucial role in business growth. The methods of selling in N.M differ from traditional marketing, with incentives like loyalty and bonuses being key differentiators. The advent of diverse marketing avenues through social media has revolutionized the industry, setting it apart from conventional practices.

Conclusion

The research emphasizes the disparity between traditional marketing and network marketing concerning sustainable entrepreneurship. Moreover, it highlights the significance of digitalization in transitioning from traditional to digital marketing. The study delves into the influence of social networks and their role in enhancing business growth. Through this entrepreneurial model, sustainability is not only achieved in business endeavors but also in environmental conservation through the promoted products. Such business initiatives and entrepreneurship initiatives prioritize a shift towards sustainability, thereby fostering a sustainable mindset for future generations.

Recommendation

As the enrollment of women in network marketing (N.M) businesses increases with the help of digitalization, leading to the emergence of digital entrepreneurs, it becomes undoubt crucial for institutional development and women empowerment. While traditional entrepreneurship struggles to expand due to limited network size, digital entrepreneurs leverage digital and social media platforms to significantly enhance their outreach. However, the misuse of social media can lead to significant challenges, impacting N.M businesses immensely. Network marketing

entrepreneurs benefit from the flexibility of working from home, a privilege not enjoyed by traditional entrepreneurs. It is therefore recommended that traditional entrepreneurs be provided with opportunities to utilize digital media for advertisement, marketing, and streamlined payment systems. Particularly for rural women engaged in traditional entrepreneurship, economic and institutional support during the startup phase is often lacking. A broader approach focusing on marketing with the assistance of network members could address this issue. The integration of digitalization in marketing holds a pivotal role in advancing entrepreneurs, especially among traditional practitioners. According to the ILO report of 2024, women's growth and advancement in the business sector surpasses that in agriculture, paid work, and manufacturing, highlighting the importance of education in fostering sustainable marketing value for traditional entrepreneurs. Government policies and financial assistance should be directed towards supporting traditional entrepreneurs to ensure the success of their businesses. Despite the high demand for traditional businesses in Odisha, particularly in rural areas, entrepreneurs often struggle to attain substantial profits. Conversely, urban populations tend to embrace digitalization as the preferred and more accessible marketing approach. The global shift from traditional to digital methods also facilitates women's entrepreneurship, especially in eco-friendly product lines. Women entrepreneurs in Odisha may benefit from focusing more on digital media in their entrepreneurial journey to effectively address marketing challenges.

Scope for future research

The study's scope is confined to women network marketers within Balasore district, Odisha, thereby excluding male entrepreneurs, which may limit the accuracy of the findings regarding entrepreneurship in this N.M business. It would be advantageous to conduct a comparative analysis

that includes both male and female entrepreneurs to obtain a more accurate depiction of the entrepreneurial landscape. This study exclusively examines the disparities between traditional and network marketing entrepreneurs, along with the significance of digitalization in N.M business. Future research endeavors could explore these aspects further to provide a more comprehensive analysis. Additionally, investigating the impact of policy frameworks and government initiatives on enhancing the sustainability of this business would be worthwhile. Furthermore, by comprehensively examining this study, stakeholders within the company as well as consumers could gain a holistic understanding of its implications.

Limitations

The current research is centered solely on women engaged in network marketing businesses within Balasore district, Odisha, with a small sample size, potentially constraining their marketing and entrepreneurial behaviors compared to their male counterparts. The diverse network and heterogeneous population hindered the study from encompassing all perspectives within the sustainable business landscape. Moreover, the evolving structure of businesses post-COVID, influenced by digitalization's impact on traditional business practices, presents challenges in capturing real-time developments. Time constraints also affected to conduct an in-depth analysis covering all aspects comprehensively.

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