



GOMAL UNIVERSITY

JOURNAL OF RESEARCH

Gomal University, Dera Ismail Khan, Khyber Pakhtunkhwa, Pakistan
 ISSN:1019-8180 (Print) ISSN: 2708-1737 (Online)



Website	www.gujr.com.pk	HEC Recognized	Social Sciences (Multidisciplinary)
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PERCEPTIONS OF PRINCIPALS, TEACHERS, PARENTS AND STUDENTS REGARDING ONLINE BUSINESS AS ECONOMIC ADJUSTMENT OF THE STUDENTS IN SOCIETY

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KEYWORDS	ABSTRACT
Online Business, Schools & Deeni Madaris, Stakeholders, Economic Adjustment & Society	<p>It is highly essential for modern businessmen to get awareness and expertise about online business and e-trading in this technological era. Study was cross-sectional. Stakeholders of study were students, parents, teachers and principals of all Deeni Madaris and public and private secondary schools in Southern districts of KP, Pakistan. The main objective of the study was to compare public, private secondary schools and Deeni Madaris students' perceptions regarding online business as economic adjustment in society. Out of the (N=405957 respondents, (n=1500) respondents (principals, parents, teachers and students were taken as samples of the study over L.R. Gay size rule of thumb by using the convenient, stratified simple random and disproportionate sampling techniques. A questionnaire of six points Likert scale was developed for the data collection from. Data was analyzed through frequency and One-Way ANOVA with the help of SPSS that provide significant information for stakeholders as well as policymakers. It was revealed that teachers and public schools were highly in favor of students' online business to make more money and economically adjust in society.</p> <div style="text-align: center;">  </div> <p style="text-align: right; color: red;"><i>2020 Gomal University Journal of Research</i></p>
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INTRODUCTION

Business minded students may fully avail opportunity of latest technology for online earning; and strengthening their economy as well in this modern era along with continuation of their education like online business via face book, email, android mobile, skype, twitter and other such technological software and applications that are helpful in the online businesses (Todd & Timothy, 2019). The service and responses amongst buyers and customers are quite fast while using latest technology in business; particularly students can maintain their online business successful along with their education by using technological facilities for online business such

as the online shopping services, upstox, whatsapp, daraz, imo, cloud and zoom (Kurnianwan & Gunawan, 2019). In this modern world of e-commerce and e-business, students can fully get benefits from latest computer technology to develop their economy along with their education that are already practicing in advanced countries like USA, UK, Germany and France where students are part time indulged in online business to reduce and compete their high expenses and continue education (Thanan, 2018). The students taking interest in online business (e-business), are always in the pursuit of getting awareness about successful online business in various professional online development and fields in this modern economic world like they try to build own blogs; develop their webs including SCC, HTML, Java script, email marketing and graphic designing like designing banners, logos and posters (Giakwad, Udmale & Sambhe, 2018).

The business minded students, are ought to attend online coaching and courses, develop their online drop-shipping (for products at demand of low price), they ensure their new affiliation programs in order to strengthen their economy (Nga & Ho, 2020). Instagram and phone case business are quite helpful technological tools used in the online earning, e-commerce or e-business; and students use these tools for the economic purposes in advanced countries like UK, France, Japan, Norway and USA and China (Pino, Amatulli, Angelis & Guido, 2020). The quality of online learning, principles of online business strategy, methods of online marketing, facilities of essential websites and knowledge regarding e-business may be highly improved, enhanced in the country and the students may be sought awareness about it so that financial development and growth may be individually and country based ensured; therefore, students of the day play the significant role in such technological software and applications that are helpful in the development of economy and most of the poor students sell online to make their money like wireless phone charger, men and women watches, fashion watches on demand online, men and women dresses along with different beautiful latest designs, domestic goods and even medicine are also requested on demand through online websites (Fernandez & Cesar, 2017).

Problem Statement

In this study, the researcher focused on the perceptions of different stakeholders (principals, teachers, parents and students) of public, private secondary schools and Deeni Madaris at the secondary level in six southern districts of KP including (Kohat, Karak, Bannu, Lakki Marwat, Dera Ismail Khan & Tank) regarding the students' trends towards the online business as their economic adjustment in society. This is a unique study and limited research is available on this issue.

Objectives of Study

1. To analyze the perceptions of public-school principals, teachers, parents and students regarding students' online business as economic adjustment in society.
2. To analyze the perceptions of private school principals, teachers, parents and students regarding students' online business as economic adjustment in society.
3. To analyze the perceptions of Deeni Madaris principals, teachers, parents and students regarding students' online business as economic adjustment in society.
4. To compare perceptions of principals, teachers, parents and students of public, private school and Deeni Madaris regarding students' online business in society.

Research Questions

1. How do principals, teachers, parents, students of public secondary schools of southern districts in KP perceive students' online business as economic adjustment in society?
2. How do Principals, teachers, parents, students of private secondary schools of southern districts in KP perceive students' online business as economic adjustment in society?
3. How do principals, teachers, parents and students of the Deeni Madaris of southern districts in KP perceive students' online business as economic adjustment in society?
4. Is there significant difference among perceptions of principals, teachers, parents and students of public, private school, Deeni Madaris regarding students' online business?

Significance of Study

The study undergoes certain significances for all those who yearn to attain insight from results of this study about online business and its importance in society. The study is quite significant for all poor students to get economic stability on behalf of online business. The study is very significant for all students to economically adjust in society. The study is highly significant for principals, teachers, parents and other community members to lay stress on students for the online business or e-business for their economic stability. The study is very vital for all those students who have no access towards latest technology, internet and online business like the activities in this modern world. The study is very important for government of Pakistan and education department to develop the interest of students in online business by providing them multi facilities, workshops, seminars, conferences, trainings and other helpful activities that are in practice in developed countries like China, Japan, America, United Kingdom, France and Norway.

LITERATURE REVIEW

Annette and Chiara (2015) found that business blogging includes that marketing tactic which helps a businessman in his business more and clears online visibility like direct email, social media and email marketing that are helpful in the development and growth of online business (Ogi & Kristi, 2016) stated that blog is the one of effective ways to provide useful and relevant information online and build awareness about online business as well as customers' attraction online (Xi, Kumar & Koray, 2017) state that email marketing play key role in email newsletter, online communication, promotional messages, day to day updates and information regarding online business activities (Martin, Eva & Radovan, 2017) found revealed that email receipts, invoices, order confirmation, billing statement are quite easy and quick via transactional email and online businessmen use it for quick response aims and maintenance of online business record forever. Ankita (2019) described that upstox are online trading and demat accounts. A businessman, who is indulge in the online business gets access to stock exchange via trading account while in demat account mutual funds and stocks are secured in electronic form which is helpful for online businessman. The upstox is very significant for investor because it doubles the potential of investment and enhanced investment and it's quite good and useful for online traders.

Blackman, Moscardo and Gray (2016) elaborated that the online courses highly polishes the potentialities to perform and earn better in short time via online business. (Khalil, 2017) found that students are have to have full command on drop-shipping; In drop-shipping, businessmen

or other interested people demand for products with low price online in order to make more money for the purpose of their economic stability and economic adjustment in society. Raj and David (2020) asserted that in drop-shipping, businessmen get business by listing products on his store without any effort with successful rates. Thus, drop-shipping is very effective source of online business which highly facilitates online businessmen in business matters. Antonia, García, María, García and Aristides (2019) explained that phone case including the ipad case, batteries, headphones, car kits, chargers, power bank, wireless chargers, screen protectors, USB accessories and cameras are all sold, traded and bought online in this modern world of technology in 2020 in which online businessmen earn a lot of money and strengthen their economy. Hiram, Winnie, Ernest and Sally (2015) stated that Instagram is one of effective and useful technological online resources due to which businessmen ensure economic stability by making partnership with Instagram influencers and effectively engage with their customers online to strengthen their economy in short span of time to manage the customers preferences effectively.

Williams, Auwal, Daniel and Olubummo (2019) found that students may get expertise about virtual assistant which is quite vital in online business; virtual assistant is basically getting skills, knowledge and experience about the online professional networking and different fields pertaining online business. Prakriti, Nairita, Anya, Rupesh and Preetha (2020) found that the active businessmen particularly students in advanced countries like UK, USA and Norway, affiliate new marketing programs with different companies to quickly and successfully receive unlike selling products on low price at home without wasting and killing time and strengthen their economy. Grega, Matija, Sašo and Jaka (2010) asserted that well developed businessmen highly develop their webs including cascading style sheets for their creating the layout of web pages like color, positioning and size; hypertext markup language for establishing the content of web pages); and Java Script for programming how the web contents behaves). Norlidah et al. (2013) revealed that YouTube channel is one of the key online sources to make more and more money and way of earning. Nanehkaran (2013) described that many people supply their furniture, medicine and other essential goods via online correspondence in this modern era. José et al. (2015) asserted that likewise, word press website and interior designing are also the most effective online resources due to which the businessmen develop and strengthen their economies.

RESEARCH METHODOLOGY

Nature & Design of Study

The study was cross-sectional in nature. Cross-sectional study in medical research, biology and social sciences is also known as prevalence study, cross-sectional analysis or transverse study. In cross-sectional study, one variable is examined in diverse groups that are similar in all other characteristics. In cross-sectional study, data is used to make statistical inferences regarding population of interest or subgroups within population are compared like in this current study; the researcher has compared the perceptions of the Principals, teachers, parents and students of public, private schools, Deeni Madaris regarding online business as economic adjustment in society.

Population of Study

The population of study comprised of (N= 405957) respondents including all male principals, teachers, parents and students of public, private schools and Deeni Madaris in the six districts

of southern KP, in which 14899 were public school respondents; 82784 were private school respondents and 174178 were respondent of Madaris as per schools and Madaris statistical report and constitution 25th amendment Act/KP/Section 6/Chapter-II/Land government of KP board of revenue and estate department Peshawar, as shown in table as a source and ready reference.

Table 1 Population of Study

CATEGORIES OF INSTITUTIONS/SCHOOLS												
Districts	Public Schools				Private Schools				Deeni Madaris			
	Principals	Teachers	Students	Parents	Principals	Teachers	Students	Parents	Principals	Teachers	Students	Parents
Kohat	49	917	16537	14800	32	750	6500	5010	50	155	5330	4200
Karak	54	1007	13425	11010	37	875	8010	6050	106	370	10459	9010
Bannu	58	1029	15056	13000	40	800	10011	8020	193	888	25742	24000
Lakki	57	923	14386	13060	39	883	8300	7070	171	604	19533	18180
DIKhan	78	1214	13785	11050	68	910	9073	7035	171	526	21888	20190
Tank	26	421	4038	3015	16	210	2015	1030	61	159	6842	5350
S-Total	322	5511	77227	65935	232	4428	43909	34215	752	2702	89794	80930
Total	148995				82784				174178			

Source: constitution (25th amendment) act/KP/Section 6/Chapter-II/Land Government of KP

Sample of Study

Out of (N= 405957) respondents, total numbers of (n = 1500) respondents were taken as the samples of study from each category (categories of public schools, private schools and Deeni Madaris) by applying L.R. Gay Sample Size rule of thumb to determine the sample size for the current study to generalize the findings towards the population of the study and to get the desired objectives of the study by smearing the standardized procedure as shown in the table below:

Table 2 Sample Size

Population Size	Sample Size
< 100	Entire Population
~ 500	50% (250)
~1,500	20% (300)
> 5,000	500

As in each institutional category, numbers of respondents are more than 5000, therefore, the researcher separately selected (n= 500) respondents from each category by applying simple random, disproportionate, stratified and convenient sampling technique as required as, simple random sampling technique was used to randomly select the respondents in such a way where each member of population is equally likely to be chosen as part of sample. Disproportionate sampling was used because the sample size was not the same as shown in the table below. The sampled principals, teachers, parents and students were taken different in numbers and even

the respondents taken from district Tank were totally the different in numbers particularly in institution selection. Stratified Sampling technique was used because the data was divided into starta i.e. public schools, private school and Deeni Madaris, similarly, the principals, teachers, parents and students etc. Convenient sampling technique was used because parents were also included in sample for the convenient sampling technique was mandatory during taking data collection.

Table 3 Sample Size of Study

CATEGORIES OF INSTITUTIONS/SCHOOLS												
Districts	Public Schools				Private Schools				Deeni Madaris			
	Principals	Teachers	Students	Parents	Principals	Teachers	Students	Parents	Principals	Teachers	Students	Parents
District Kohat	3	15	50	15	3	15	50	15	3	15	50	15
District Karak	3	15	50	15	3	15	50	15	3	15	50	15
District Bannu	3	15	50	15	3	15	50	15	3	15	50	15
District Lakki Marwat	3	15	50	15	3	15	50	15	3	15	50	15
District D.I.Khan	3	15	50	15	3	15	50	15	3	15	50	15
Disrtrict Tank	5	15	50	15	5	15	50	15	5	15	50	15
Sub Total	20	90	300	90	20	90	300	90	20	90	300	90
Total	500				500				500			

Data Collection Tool

The data was gathered through six points Likert scale of options strongly agree, agree, slightly agree, slightly disagree, disagree and strongly disagree carrying values 1, 2, 3, 4, 5, 6. The same questionnaire was distributed in principals, teachers, parents and students only demographic information of the respondents (principals, teachers, parents and students) were different that were adjusted in the questionnaire holistically. The questionnaires were separately distributed among the respondent i.e. separately in principals, teachers, parents and likewise students accordingly so as to clearly attain the data and avoid disturbance during data collection from respondents.

Pilot Testing

A self-developed questionnaire with six points Likert scale was properly rectified by research experts in field of education and research for the purpose of validity. For reliability, researcher had administered rectified and valid questionnaire among respondents of the sampled public, private schools and Deeni Madaris. Therefore, researcher ensured the content and face validity of the items or statements under the kind supervision of supervisor and other professionals that were essential and mandatory in the research study of the social sciences (education and research).

Data Analysis

Data was statistically analyzed by using Frequency and one-way ANOVA with the help of SPSS. The frequency table provides variation in respondents' responses regarding online business as economic adjustment of students in society from various dimensions such as public, private

schools and Deeni Madaris while one-way ANOVA shows comparison among the responses of public, private schools and Deeni Madaris. Besides, researcher used frequency and one-way ANOVA for the statistical analysis in his study to determine whether there are any statistically significant differences among the means of independent groups. Similarly, in this article the stakeholders (principals, teachers, parents & students) of public private schools and Madaris are dependent variables whereas online business as economic adjustment is the independent variable. The study is interesting and unique and expected to provide suitable information to existing database of research by highlighting the critical issue in the contemporary competitive situations.

RESULTS OF STUDY

In this section of the study, the empirical results have been offered as obtained through the statistical procedures about relationships among research variables in order to achieve desired objectives.

Table 4 Online Business (Frequency)

Statement	Respondents	Responses of Respondents							Sub Total	Total
		Schools	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly disagreed		
They do online business	Principals	Public School	5	9	3	1	1	1	20	60
		Private School	4	10	3	1	1	1	20	
		Deeni Madaris	5	6	2	3	3	1	20	
	Teachers	Public School	20	36	16	8	6	4	90	270
		Private School	17	32	16	11	8	6	90	
		Deeni Madaris	27	30	15	9	6	3	90	
	Parents	Public School	18	34	19	10	6	3	90	270
		Private School	19	40	12	8	6	5	90	
		Deeni Madaris	21	30	12	10	9	8	90	
	Students	Public School	39	170	38	21	13	19	300	900
		Private School	36	137	32	38	25	32	300	
		Deeni Madaris	34	106	45	33	38	44	300	
Total			245	640	213	153	122	127	1500	1500

Table 4 shows that out of (n=1500) respondents, 60 respondents are principals, wherein 270 respondents are teachers, 270 respondents are parents and 900 respondents are the students. Overall, 245 respondents provide strongly agree responses, 640 agree responses, 213 slightly agree responses, 153 slightly disagree responses, 122 disagree responses and 127 are strongly disagree responses about the statement regarding “online business”. The results provide the significant information wherein decisions can be made by seeing table as it is self-explanatory and decision can be made in variation of the responses wherein majority of the respondents of the study have shown their agreement with statement of study that their students take interest in online business and able to economically adjust in society in modern technological era of competition.

Table 4a Online Business (ANOVA)

		Sum of Squares	Df	Mean Square	F	Sig.
Principals	Between Groups	126.033	5	25.207	47.990	.000
	Within Groups	784.711	1494	.525		
	Total	910.744	1499			
Teachers	Between Groups	216.127	5	43.225	105.259	.000
	Within Groups	613.523	1494	.411		
	Total	829.650	1499			
Students	Between Groups	137.990	5	27.598	55.196	.000
	Within Groups	746.993	1494	.500		
	Total	884.983	1499			
Parents	Between Groups	152.898	5	30.580	76.163	.000
	Within Groups	599.846	1494	.402		
	Total	752.744	1499			

Table 3a reveals that the Mean value of teachers is maximum like 43.225 with the significant value (.000) and after that the Mean value of parents i.e. 30.580 with the significant value (.000), then students 27.598 with the significant value (.000) and at last principals i.e. 25.207 with significant value (.000). So, it is clear from the findings of study that the perceptions of teachers regarding their children studied in public, private schools and Deeni Madaris having significant influence in the society. Overall results elaborate that the p-value is less than 0.05 for all four groups under study which means that there is significant group Mean difference in responses of the respondents about the statement regarding "Online Business" related with the economic adjustment of the students in society. So it is interpreted that these results are generalizable.

DISCUSSION

In the light of the current study the perceptions of different stakeholders (principals, teachers, parents and students) of public, private schools and Deeni Madaris KP, Pakistan were taken about online business as economic adjustment in society. According to the statistical analysis, teachers were found highly serious and worried about students' online business that students might be utilized different online resources in this modern world to strengthen their economy and enable to economically adjust in society while the trends of rest of stakeholders including principals, parents and students by themselves were found not too serious towards students' online business as it should be like in advanced countries. It was further revealed in current study that public schools lay more stress and emphasis on students toward online business for their economic stability and adjustment in society. Felix and Mkpoikanke (2020) pointed out that there are so many online facilities like building own blog, email marketing, upstox, online courses and coaching, drop-shipping, phone-case trade, Instagram designing, new marketing programs affiliations with other companies, graphic designing, web development (CSS, HTML and java script), YouTube channels, furniture and other materials online supply, word press website and interior designing that students may utilize it for the purpose of online business to make more and more money and get the economic stability as well as economic adjustment in society.

The researcher found an interesting gap after completion of his study i.e. amongst respondents

(stakeholders including principals, teachers, parents and students), teachers were found more serious and interested to motivate students towards the online business for their economic stability where as in the institutions, public schools were seemed and perceived more inclined towards the concept of the students' online business for their economic stability and earning purposes. There exists limited study on the topic especially in KP, Pakistan. It is clear from the study that, teachers and Public Schools are highly interested in students' online business in Pakistan. The findings of the study were better generalized toward population. For further clarification and understanding of this study, some limitations were there in the existing study such as interview and observations might be useful and authentic for taking responses from stakeholders regarding students' online business as economic adjustment in society. Similarly qualitative and mixed method would also be very helpful for this study to achieve the desired objectives.

CONCLUSIONS

It was concluded from the results of the current study that in developing country like Pakistan, only teachers and Public Schools were found highly in favor of students' online business. According to the existing studies regarding the students' online business, the school heads and parents are also responsible to motivate students towards the latest technology by using it for meaningful purposes towards online businesses (Ahn, Zidong, John, Gabruekem, Zska, David, Daniela & Patricia, 2019). The online businesses are considered as active source for generating revenues as in modern competitive and economically changed scenario, most of the students are engaged in different kind of online businesses to cater their economic needs related to the academic credentials as well as their personal needs. This study showed that the students from almost all the institutions are engaged to some/great extent in the online businesses to some purposes. According to the conclusion drawn from the results as a whole in the current study, the teachers of public schools were found highly interested to motivate their students for the online business to make more and more money for their personal, the educational and family purposes as well as to avoid and reduce the unemployment also in the developing country like Pakistan.

Recommendations

- The principals and parents and private schools and Deeni Madaris in KP, Pakistan may motivate and encourage students for online business so that students may enable to economically adjust in society rather than they show carelessness in this regard and use the available online facilities in Pakistan like email, facebook, imo, whatsapp, youtube channels, skype, android phones, instagram and others etc. for the purpose of online business.
- It is recommended in the light of this study that principals, parents and students by themselves of Private Schools and Deeni Madaris may take interest in online business and motivate students for online business in Pakistan. The private schools and Deeni Madaris may play its special role in this regard so that students may enable to earn and make their money by themselves via online business or e-business like the students in advanced countries.
- The government may ensure all institutions all the technological facilities for students to practically utilize it for their online or e-business purposes. Parents may encourage students to use latest technology for educational and online business purposes rather than killing of time.

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